

# AWESOME SUPPLEMENTS PRODUCT GUIDE WHEY PROTEIN

Written by Ben Coomber



**AWESOME.**  
**SUPPLEMENTS**

### **Firstly, why write a product guide:**

This product guide, along with the guides for all our other Awesome Supplements have been created to ensure that you know exactly what each Awesome Supplement is for, how to take it, and why. We're not like every other supplement company and make bold claims about how our products will benefit you, whomever you are - selling you a product with clever wording and cherry-picked representations of the research - we want to give you the raw facts and let you make up your own mind.

Every product is different, and so is every person, and you need to buy products based on informed choices that are right for you, based on your own circumstances and needs.

Before you purchase any Awesome Supplements product, it's important to us that you understand what it is you're spending your hard earned money on; what's in the product and at what dose, why is each ingredient there and what it does.

After that, we feel that it's really important to help you understand the proper use of each product in order to allow you to get the greatest benefit possible in return for putting your faith in what we do.

Who is the product for? What is the dosing? When should you take it? Should I take it with something else for maximum benefit? Will it aid me in reaching my goals? Does it work if I...

You'll find all of the answers in these documents.

### **Secondly, a thank you...**

I would like to take this opportunity to personally thank you for showing your interest in Awesome Supplements. I think it's awesome you've clicked to read this document, taking the step to fully inform yourself about a product you are going to buy, as too many have bought supplements over the years simply based on bold claims companies make, well, not at awesome supplements. I'll applaud anyone looking to further their knowledge in the field of exercise, nutrition and supplementation, and it's a key reason awesome supplements exists, not just to provide you with world class supplements, that are properly dosed, but to educate you in the world of health, fitness and supplementation. After all, mastering your body is a life skill, and a journey I want to inspire everyone to go on.

I just want to make you more awesome every day!

Finally, I'd like to thank the guys at <http://www.examine.com/> for allowing us to reference their research fact sheets, and for supporting what we do here at Awesome Supplements. Examine are the go to place for nutrition and supplement research. So if you are ever confused whether a supplement works or not, or what a nutrient does, visit [Examine.com](http://www.Examine.com).

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## Ingredients in our AWESOME Whey Protein:

### Strawberry Cream:

Whey protein concentrate 95% (contains milk), thickeners (guar gum, xanthan gum, cellulose gum), emulsifier (soy lecithin) colouring (beetroot red), flavouring (dextrose, sodium chloride) and sweetener (sucralose).

### Nutritional Information

	Per 100g	Per 40g
<b>Energy (kj)</b>	1646kj	658kj
<b>Energy (kcal)</b>	389kcal	156kcal
<b>Fats</b>	6.6g	2.6g
<b>Of which saturates</b>	3.5g	1.4g
<b>Carbohydrates</b>	8.4g	3.4g
<b>Of which sugars</b>	5.8g	2.3g
<b>Fiber</b>	0.5g	0.2g
<b>Protein</b>	77g	31g

### Banana:

Whey protein concentrate 95% (contains milk), thickeners (guar gum, xanthan gum, cellulose gum), emulsifier (soy lecithin) colouring (beta-carotene), flavouring (dextrose, sodium chloride) and sweetener (sucralose).

### Nutritional Information

	Per 100g	Per 40g
<b>Energy (kj)</b>	1624kj	650kj
<b>Energy (kcal)</b>	384kcal	154kcal
<b>Fats</b>	6.5g	2.6g
<b>Of which saturates</b>	3.5g	1.4g
<b>Carbohydrates</b>	8g	3.2g
<b>Of which sugars</b>	6.7g	2.7g
<b>Fiber</b>	0.7g	0.3g
<b>Protein</b>	77g	31g

## Chocolate:

Whey protein concentrate 88% (contains milk), cocoa powder 7%, flavouring (dextrose, sodium chloride), thickeners (xanthan gum, cellulose gum), acidity regulator (monopotassium phosphate), sweetener (sucralose, acesulfam-k), anti-caking agent (silicon dioxide) and emulsifier (soy lecithin).

## Nutritional Information

	Per 100g	Per 40g
<b>Energy (kj)</b>	1626kj	650kj
<b>Energy (kcal)</b>	385kcal	154kcal
<b>Fats</b>	7.5g	3g
<b>Of which saturates</b>	4.1g	1.6g
<b>Carbohydrates</b>	9.1g	3.6g
<b>Of which sugars</b>	6.7g	2.9g
<b>Fiber</b>	2.6g	1g
<b>Protein</b>	72g	29g

## Vanilla:

Whey protein concentrate 95% (contains milk), thickeners (guar gum, xanthan gum, cellulose gum), emulsifier (soy lecithin), flavouring (dextrose, sodium chloride) and sweetener (sucralose).

## Nutritional Information

	Per 100g	Per 40g
<b>Energy (kj)</b>	1633kj	653kj
<b>Energy (kcal)</b>	386kcal	154kcal
<b>Fats</b>	6.5g	2.6g
<b>Of which saturates</b>	3.5g	1.4g
<b>Carbohydrates</b>	8.5g	3.4g
<b>Of which sugars</b>	5.5g	2.2g
<b>Fiber</b>	0.5g	0.2g
<b>Protein</b>	76g	30g

## How to take AWESOME Whey Protein:

Add 1 scoop, which, on average contains 40g (providing 30g of protein) to your desired amount of water, milk, juice or other liquid. We recommend using 200-400ml of water as we find that this gives the best thickness and taste, but you can experiment in any way you choose. A 40g serving of Awesome Whey contains the appropriate amount of the amino acid Leucine, which is responsible for signalling your body to start repairing and building muscle tissue (1).

Individuals with a larger amount of muscle mass might need more protein per serving, but calculate this based on your personal needs. Consume our Awesome Whey Protein when needed as part of a meal (to boost the meal's protein content), enjoy it pre or post workout to ensure protein is in your system if you haven't eaten or want something quick and convenient which sits easily on your stomach, or as a snack. Awesome whey is also great as an ingredient in cakes, bars, muffins and much more.

## Who should take this, and who will this product not benefit?

This product is unlike a lot of the Awesome Supplements line in that it can be taken by anyone who has no specific reason to avoid dairy or lactose. Rather than a supplement, whey protein can be thought of as a food product - it has no benefits over and above providing you with an easy source of protein; much like a can of tuna or a grilled chicken breast.

So - how much protein SHOULD you be eating?

Generally speaking, protein requirements are determined by your bodyweight and your activity levels.

For those who are simply looking to exercise at a moderate intensity 1-3 times per week and/or be healthier, 0.8-1 of protein per kilogram of bodyweight is sufficient to maintain normal bodily function optimally, but there is no harm in being higher.

For athletic populations including runners, cyclists or other endurance trainees, football, rugby or other team sports athletes and those just looking to add significant amounts of muscle in the gym - needs are anywhere from 1.4-2g per kilogram of body mass (2).

Finally, needs may even be as high as 3.1g per kilogram of fat free mass during fat loss phases for well trained people looking to get very lean (3).

Of course, most people can manage to consume this much protein from whole foods by including an abundance of lean meats, fish, high protein dairy options, eggs and legumes into their daily intake, but some may struggle or find this inconvenient to do.

Whey protein, unlike other protein sources, does not need to be cooked, it's easy to store and gram by gram can be one of the cheapest protein sources available. On top of this, there are very few 'tag along' calories due to a very low fat and carbohydrate content, meaning that it is very easy to add whey protein into your intake regardless of your total calorie requirement/allowance.

It's versatility allows you to keep things basic by throwing a scoop into a shaker of water to get a quick protein hit in the morning or after the gym, at your desk, on the school run or whenever you want a fast hit of nutrients - whilst also allowing you to get creative by baking delicious cakes, muffins, bars and other confectionary which will keep any 'healthy' diet interesting and varied.

All of the above means that Awesome Whey Protein is for anyone, at any time, and can be considered one of your 'staple' purchases every month to have flexible and easy to consume protein in your nutrition plan.



## Rationale

As described above, Awesome Whey Protein is designed to be a simple and straight forward whey protein, which we would advise you consider a food source rather than a supplement.

As such we will make no claims about it's effects over and above aiding you in meeting your total daily protein requirements.

It provides a cost effective, convenient and versatile source of protein to be used either on the go or for baking/cooking.

Oh, and it's also delicious - that's a guarantee!

## What do Examine say?

As mentioned above, whey protein is essentially a dietary source of protein and therefore its effects are similar to those of any other protein source. With that said, by looking HERE (<http://examine.com/supplements/whey-protein/>) you can look into the details of why whey protein is the protein supplement of choice for most people - be they an athlete or not.

## Allergy Information

Contains dairy protein and lactose. Produced in a factory that also handles gluten, egg, peanuts and various types of nuts and seeds.

## References

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1 - Norton LE, Layman DK, Bunpo P, Anthony TG, Brana DV, Garlick PJ. The leucine content of a complete meal directs peak activation but not duration of skeletal muscle protein synthesis and mammalian target of rapamycin signaling in rats. J Nutr. 2009 Jun;139(6):1103-9.

2 - Campbell et al. International Society of Sports Nutrition position stand: protein and exercise. JISSN 2007, 4:8

3 - Helms et al. Evidence-based recommendations for natural bodybuilding contest preparation: nutrition and supplementation. JISSN 2014, 11:20

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**Ben Coomber**

Sports Nutritionist & Awesome Supplements Creator

# About The Author

PERFORMANCE NUTRITIONIST, COACH, SPEAKER & WRITER

**AFTER 10 YEARS IN THE HEALTH AND FITNESS INDUSTRY; COACHING PEOPLE, TEACHING, PUBLIC SPEAKING, EDUCATING, WRITING, THERE WAS STILL A BIG FRUSTRATION I HAD, THE SUPPLEMENT WORLD. THERE ARE SUPPLEMENTS EVERYWHERE, AND WE ARE BECOMING MORE AND MORE HEALTH CONCIIOUS, WHICH IS A GOOD THING. BUT ONLY IF WE ARE EDUCATED AS CONSUMERS AS TO WHAT TO BUY AND WHY. THIS IS WHY I HAD TO CREATE AWESOME SUPPLEMENTS.**

I originally got into this industry to help others after going on my own journey. After losing 5.5 stone, getting rid of my eczema, ADHD and IBS, and turning my body into a highly tuned athlete (my sport is rugby), I realised that this is the most powerful journey anyone can go on in life. A journey that empowers you with your health, body and mind. A journey to realise your true potential. A journey that makes you truly AWESOME. And I want to do this with you, by helping you and teaching you, and AWESOME Supplements is one of my vehicles to do this.

I have the UK's #1 rated health and fitness podcast on iTunes 'Ben Coomber Radio' with regular Q&A's and expert interviews with experts such as Layne Norton, John Meadows, John Keifer, CT Fletcher, Elliot Hulse, Scott Baptie and many more, a nutrition coaching company, this supplement line, and a vast backlog of education I have done for others over the years.

Come find me and my work on all the links below, if there is anything I can help you do, if it's not change, is aiding you to keep finding the information to aid in that change. One thing you must do from today is value your, health, energy, vitality and fitness, it's everything, everyday should be spent feeling, looking and being awesome, and that's my aim, for you.

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