

AWESOME SUPPLEMENTS PRODUCT GUIDE VEGAN PROTEIN

Written by Ben Coomber



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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 Vegan Protein:

Chocolate Caramel:

Pea protein isolate, cocoa powder, brown rice protein, hemp protein, caramel flavouring, chocolate flavouring, sodium chloride, sucralose.

Nutritional Information

	Per 100g	Per 30g
Energy (kj)	1514kj	456kj
Energy (kcal)	362kcal	109kcal
Fats	5.9g	1.7g
Of which saturates	0.5g	0.1g
Carbohydrates	5.2g	1.6g
Of which sugars	0.2g	0g
Fiber	0g	0g
Protein	72g	22g
Sodium	2.4g	0.7g

Why don't we use Stevia ?

It is popular in vegan protein powders to use stevia, a more natural sweetener over others such as sucralose. The issue with stevia is that it is hard to get the flavour right due to its typically very sweet taste. According to the latest research which you can find [here](#), there is no reason not to consume sucralose. It is a perfectly safe sweetener to use in the doses of 1.6mg/kg per day, which is what people tend to consume in their diets. Due to this and sucralose adding a better flavour to our product, we decided to use this over alternative sweeteners.

Amino Acid	G per 100g
Alanine	3.3
Arginine	6.2
Aspartic acid	8.6
Cysteine	1
Glutamic acid	12
Glycine	2.8
Histidine	1.5
Isoleucine	3.8
Leucine	6.6

Amino Acid	G per 100g
Lysine	6.3
Methionine	0.6
Phenylalanine	4
Proline	2.7
Serine	6.5
Threonine	2.7
Tryptophan	0.6
Tyrosine	3.2
Valine	0.1

How to take AWESOME Vegan Protein:

Add 1 scoop, 22g of protein, to your desired amount of water, milk or dairy-free alternative. We recommend using 250-400ml of water as we find that this gives the best thickness and taste, but you can experiment in any way you choose.

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 Vegan 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 Vegan Protein is also great as an ingredient in cakes, bars, muffins and much more.

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

Rather than a supplement, protein shakes should be thought of as a food product - it has no benefits over and above providing you with an easy source of protein; much like some tofu or nuts would.

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, 0.8-1g of protein per kilogram of bodyweight is sufficient to maintain normal bodily function optimally, but there is no harm in this being higher, in fact, benefit is likely seen in higher intakes.

For athletic populations including runners, cyclists or other endurance trainees, football, rugby or other team sports athletes and those just looking to add 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).

A vegan diet can sometimes provide less than the ideal amount of protein from the diet alone when looking to support optimal body composition, recovery and performance, and thus liquid, additional protein, can help.

Vegan or plant based 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 vegan 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 Vegan 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 Vegan Protein is designed to be a simple and straight forward liquid source of 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, and being simple and tasty to use.

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, vegan 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, just another form of liquid protein, is beneficial and it's use, which will crossover the same to a vegan protein source.

Allergy Information

Produced in a factory that also handles wheat, egg, milk, nuts and fish.

References

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

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

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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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