

true<sup>™</sup>



# All Protein Shakes are Not Equal

Protein and calories are only part of the picture. When you look more closely at ingredient lists across the RTD category, you begin to see different formulation approaches — from products built around whole dairy ingredients to those that rely on added stabilisers and flavour systems to achieve consistency at scale.



## TRUE ALL NATURAL PROTEIN SHAKE

Ingredients: Ultrafiltered grass-fed milk, Cream, Cocoa, Natural flavours, Natural stabilisers (Acacia gum, Gellan gum, Sodium citrate), Lactase enzyme



Made with real ingredients you'd recognise at home



Grass-fed dairy is most of the formula



Naturally sweetened and stabilised - no artificial sweeteners, fillers or emulsifiers



Designed for people who care about overall health, not just macros

## POPULAR BRAND A



Ingredients: Skim milk, Calcium caseinate, Whey protein isolate, Dextrose, Maltodextrin, Whey protein concentrate, Fructo-oligosaccharides, Cocoa powder, Stabilisers (Carrageenan, Guar gum), Emulsifiers (Mono & diglycerides of fatty acids, Soy lecithin), Flavour, Acidity regulator (sodium carbonate), Sweetener (Sucralose)

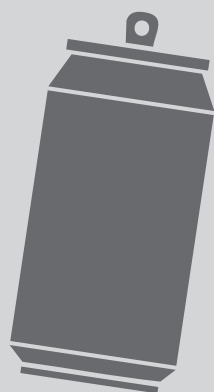
Uses added sugar and artificial sweeteners to boost flavour

Powder & water format means less creamy taste & texture

Relies on processed emulsifiers to hold it together

Complex ingredient list that prioritises sweetness and shelf stability over delivering real nutrition

## POPULAR BRAND B



Ingredients: Filtered Water, Milk Protein Concentrate (Milk), Micellar Casein (Milk), Cocoa Powder, Flavours, Stabilisers (340, 460, 466, 407, 418), Medium Chain Triglycerides (MCTs), Emulsifier (Sunflower Lecithin), Sweetener (Sucralose), Lactase enzymes

Made from reconstituted protein and water, not whole dairy.

Heavily engineered formula compared to more natural, ingredient-led options

Numbered stabilisers are industrial food additives used to artificially manage texture and consistency

# Designed for Health, Not Just Macros

None of these approaches are inherently right or wrong, but they reflect different priorities. True All Natural Protein Shake is formulated for consumers who look beyond numbers on a label and value overall health, ingredient quality and how a product fits into everyday life.

It's designed for people who want clean, complete nutrition on the go, care about what they put into their bodies, and choose products they can enjoy regularly — without unnecessary complexity or digestive discomfort.



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