

## PRODUCT INFORMATION

**100% WHEY** the product that delivers 100% of its protein from whey

Today Reflex Nutrition introduces **100% WHEY**, a product made in the UK using only the finest undenatured EU sourced whey protein. As the name suggests **100% WHEY** contains only the finest undenatured whey protein, no added sugars, no amino spiking, no soy protein, its protein content is derived solely from whey protein.

The Reflex Nutrition company slogan reads "Tomorrow's Nutrition Today™", we are constantly pioneering in the field of sports nutrition and have been doing so since 1996 and we were one of the first companies in the world to start making whey protein supplements in 1997, it is fair to say there is not a lot we don't know about whey protein.

Reflex Nutrition founder, James Phillips, explains about the quality of **100% WHEY**

*"I'm a protein fanatic. Those who know me well understand my absolute commitment to producing simply the best protein powders in existence. I'm a firm believer in producing nothing but the best. However that only becomes possible, and a reality, when you know how proteins are manufactured and I don't mean how they are mixed, blended or which flavourings or colours are used - but actually the very start point. I mean how whey protein is made from start to end. What is the quality of milk like that makes the cheese, where does it come from, do the farmers adhere to EU regulations and are the cattle free from banned antibiotics or growth hormones? What type of whey filtration is used? All of these factors play an important part in the quality of the whey that is produced and without that prior knowledge I personally feel it's impossible to guarantee the final quality of whey protein. 100% Whey only uses EU derived whey protein from dairies that we have been working with for a minimum of 10 years that use the latest technology. I'm therefore absolutely confident that the consumer gets a product that is of unbeatable quality, in fact I guarantee it."*

**100% WHEY** packed full of branched-chain amino acids and lab tested for protein content

**100% WHEY** contains over 5 g of branched-chain amino acids per 24 g of protein, arguably the most important amino acids for the athlete. The ratio of the 3 branched-chain amino acids are superbly balanced offering nearly a 2:1:1 ratio of L-Leucine, L-Isoleucine and L-Valine. Couple this with the fact that every batch is lab tested for its protein content to ensure that you receive 24 g in every scoop and its crystal clear why **100% WHEY** is one of the best whey proteins money can buy.

**100% WHEY** is made in an ISO9001 quality controlled factory

Better still is the fact that every single batch is made in our own state of the art factory in the UK. Our amazing factory based in the Science Park, Woodingdean manufactures every single Reflex Nutrition product in accordance with ISO9001 Quality Control Procedures, in addition it also happens to be one of the only sports nutrition factories to be registered with HFL for Informed Sports Drug Testing.

**100% WHEY** comes in a great range of flavours, mixes instantly and includes LactoSpore® Bacillus Coagulans friendly bacteria producing spores.

Available in **CHOCOLATE PERFECTION, CHOC PEANUT BUTTER, STRAWBERRIES & CREAM** and **VANILLA ICE CREAM** flavours.

"Tomorrow's Nutrition Today™."



**24g**  
PROTEIN

**4+**  
GLUTAMINE &  
PRECURSORS

**5+**  
BCAA

+Per 35 g serving.

# 100% WHEY\*

## HIGH PROTEIN

**100% of Protein derived from whey**

**EU sourced undenatured whey protein**

**Over 5g of BCAA's†**

**Lab tested for protein content**

Food supplement powdered drink mix with sweeteners.

**100percent-whey.com**

Flavour: See lid.  
Best before end: See shoulder, side or base.

**2 kg** e

## NUTRITION INFORMATION

Typical values	per 100 g	per 35 g serving
Energy	1,722 kJ 406 kcal	603 kJ 142 kcal
Fat	7.3 g	2.5 g
of which Saturates	4.8 g	1.7 g
Carbohydrate	13.8 g	4.8 g
of which Sugars	4.3 g	1.5 g
Protein	70 g*	24.5 g*
Salt	0.5 g	0.17 g
Bacillus Coagulans (LactoSpore®)	300,000,000 spores	105,000,000 spores

\*Protein calculated using a Nitrogen multiplier value of 6.38.

## AMINO ACID PROFILE

mg per 100 g of protein		
ESSENTIAL AMINO ACIDS	CONDITIONALLY ESSENTIAL AMINO ACIDS	NONESSENTIAL AMINO ACIDS
Leucine 10,397	Arginine 2,684	Alanine 4,811
Isoleucine 5,731	Cystine 2,355	Aspartic Acid 10,635
Valine 5,581	Glutamic Acid 17,129	Glycine 1,991
Lysine 9,029	Histidine 1,899	Serine 5,489
Methionine 1,784	Proline 5,660	
Phenylalanine 3,205	Tyrosine 3,012	
Threonine 7,216		
Tryptophan 1,392		

Theoretical values based on the amino acid profiles of the whey protein concentrates used.

**Storage instructions:** Store in a cool dry place away from direct sunlight. To preserve the product once opened; always tightly screw the lid back on and avoid exposing the remaining product to humid air.



Manufactured in an Informed-Sport registered UK site by:  
Reflex Nutrition Ltd, The Science Park,  
Sea View Way, Brighton, BN2 6NT  
reflex-nutrition.com



ReflexNutritionLtd  
@ReflexNutrition



The ingredients of this product may originate from countries other than the United Kingdom.

B® is a registered trademark of Reflex Nutrition Ltd. 'Digestym' and LactoSpore® are registered trademarks of Sabinsa Corporation.

## INGREDIENTS

Whey Protein Concentrates (95 %) (MILK), Cocoa Powder (chocolate varieties only), Emulsifier (SOYA Lecithin), Flavourings, Colour (Beetroot Red [strawberry variety only]), Thickener (Carboxymethyl Cellulose), Sweetener (Sucralose), Colour (Beta Carotene [vanilla variety only]), Bacillus Coagulans (LactoSpore®), Sweetener (Stevia).

**Made in a facility which handles:** Products of Crustaceans, products of Eggs, Gluten and products of Fish.



## INSTRUCTIONS FOR USE

**Mix 35 g (approximately one heaped 60 ml measure<sup>1</sup>) with 250 ml water or skimmed milk in a shaker or blender. Consume 2-3 servings daily.**

The above are our recommended instructions for use; you may of course mix with more or less liquid to reach the desired consistency and taste. Product is best consumed immediately once mixed. Do not leave mixed product to stand or leave in warm environments for extended periods. The scoop included with the product measures by volume not by weight, for precise measurements please use measuring scales. This product is sold by weight not by number of servings.

<sup>1</sup>A measuring scoop is included in this container but may settle to the bottom during transit.

**Guidance notice:** This product is a food supplement and should be used in conjunction with food as part of a healthy balanced diet, not as a substitute for such. This product is not intended to diagnose, cure or prevent any disease. This product is not intended for use by persons under the age of 16. Keep out of reach of young children. Do not exceed the stated daily dose.



AV111-2-PW - 18032018

©2018 Reflex Nutrition Ltd