

EGG WHITE PROTEIN ISOLATE VS. THE REST

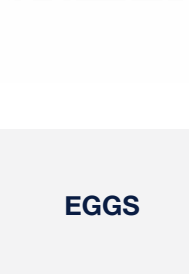
In June 2019 we launched the first ever filtered egg white protein isolate on the market. We feel that the product, and the technology we use to make it, mark an improvement in the protein market that better aligns with today's thinking on healthier eating. Below are a list of comparisons between our egg white protein, whey protein and plant based protein powders.

01

IT'S LESS PROCESSED

Our egg white protein isolate is a lot closer to real food (it's less processed).

BLONYX EGG WHITE PROTEIN ISOLATE



WHEY PROTEIN



PLANT PROTEIN



EGGS



SEPARATION



egg whites

FILTERING



SPRAY DRIED



FLAVOURING



MILK



HEATING (PASTEURISATION)



ADDING CHEESE MAKING MICROORGANISMS



COOKING



SEPARATION



cheese curds

whey

FILTERING



SPRAY DRIED



FLAVOURING



PLANTS



DRYING

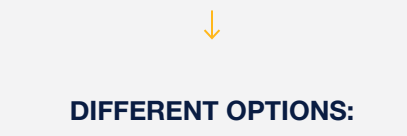


GROUND TO POWDER



DIFFERENT OPTIONS:

Plant proteins are processed using a few different methods. All are chemically intensive.

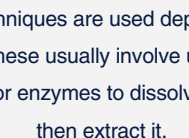


Different techniques are used depending on the plant type. These usually involve using solvents, chemicals or enzymes to dissolve the protein then extract it.

SPRAY DRIED



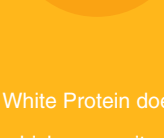
FLAVOURING



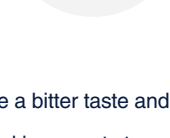
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IT CONTAINS LESS ADDITIVES

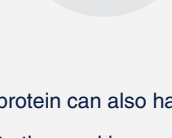
All protein powders contain additives, primarily for flavoring reasons. Here's how they compare:



Our Egg White Protein doesn't require masking which means it contains less additives than alternatives.



Whey can have a bitter taste and therefore needs more masking agents to create flavor.



Plant based protein can also have a bitter taste, again due to the masking agents needed to impact flavor.

03

IT HAS FEWER INGREDIENTS

Our Egg White Protein has fewer ingredients than comparable products. All of the ingredients we use are 100% natural.

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BLONYX EGG WHITE PROTEIN ISOLATE

12

VEGA CLEAN PROTEIN

9

ASCENT WHEY PROTEIN

04

HOW DOES IT COMPARE ON ALLERGENS?

Allergens are a common issue with protein powders. Let's address the most common:



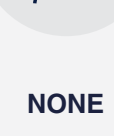
ALBUMIN

Egg albumin is the second most common food allergen in the western world (after lactose/dairy).



LACTOSE

65% of the human population has a reduced ability to digest lactose after infancy, meaning many cannot use whey protein.



NONE

Plant proteins rarely cause allergic reactions.

05

THE PROTEIN QUALITY VARIES FOR EACH TYPE

A complete protein (contains all the amino acids) is ideal, but in truth not that important if you are combining supplementation with a good balanced diet. Nonetheless, how do each stack up?



Egg white is the original World Health Organisation gold standard protein with a full amino acid profile and a good level of BCAAs.



Whey is also a complete protein like egg whites, and contains higher amounts of BCAAs.



Plant protein is not complete so needs to be blended with other plant sources to get a complete profile. Not all brands do this.

06

OUR PROTEIN DIGESTS EASILY. DO OTHERS?

Here's how each is absorbed by your body:



Our egg white protein isolate digests at a real food rate that doesn't irritate the stomach. (It's real food remember).



Whey protein - especially the more processed isolates or hydrolysates - are very rapidly absorbed into the body. They can rapidly cause stomach issues and insulin spikes.



Plant protein absorption rate is, like egg whites, absorbed at a rate much more in line with food.

07

WHAT IS THE ENVIRONMENTAL IMPACT?

LOW

Egg production has a relatively low environmental impact compared to other animal sourced food production.

HIGH

Cattle farming has relatively high environmental impact.

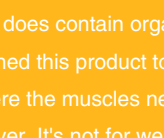
LOW

Plants cultivation has low or a positive environmental impact.

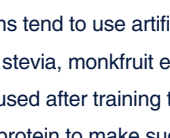
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FINALLY, WHAT ABOUT SUGAR?

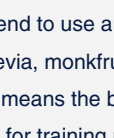
There is plenty of debate around sugar consumption. Some prefer natural sugar, others lean toward artificial sweeteners. Here's how different protein compares:



Our product does contain organic cane sugar. We designed this product to be used with training where the muscles need carbs first to recover. It's not for weight loss.



Whey proteins tend to use artificial or extract sweeteners like stevia, monkfruit etc. to keep sugar levels down. If used after training the body will use some of this protein to make sugar for muscle recovery, leaving less for muscle repair etc.



Plant protein tend to use artificial or extract sweeteners like stevia, monkfruit etc. to keep sugar levels down. This means the body will use protein to create sugar for training muscle recovery.