

## Frequently Asked Questions

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### Is TATU vegan?

No, TATU is made with whey protein isolate, a milk derivative from the cheese-making process.

### Is TATU Keto friendly?

Yes! TATU is Keto compliant.

### Is TATU lactose free?

Yes, TATU is lactose free. The whey protein Isolate that we use from New Zealand is the best that we can source.

### Why use whey protein isolate?

It's simply the best. Whey protein is termed a complete protein since it contains all nine essential amino acids and is low in lactose content. This aids in developing lean muscle mass and muscle recovery after any physical workout within the anabolic window (20-45 minutes after a workout).

### What are essential amino acids/BCAAs?

Histidine, isoleucine, leucine, lysine, methionine, phenylalanine, threonine, tryptophan, and valine are the nine essential amino acids. They help increase muscle growth, decrease muscle soreness, and reduce fatigue during a workout. Of the nine essential amino acids, leucine, isoleucine and valine are the 3 most critical branched-chain amino acids. Branched-chain amino acids are uniquely structured to skip the normal digestion process making them more readily available during exercise. Leucine is incredibly important for muscle synthesis and can only be derived through diet. Your body does not create leucine naturally, but it is found in whey protein.

## Where did the name TATU come from?

Tatu (tāh-too) is the name of Sean's mother, who was a huge inspiration for him in his journey to wellness, mindfulness, and yoga. Tatu means *three* in Swahili and to us embodies the connection among mind, body, and soul. It also represents a key philosophy on which we built this company: the triple bottom line of people, planet, and profit.

## How much protein should I ingest daily?

Based on a 2,000 calorie daily diet, the FDA recommends 50 grams of protein per day. Each can of TATU has 15 grams of protein, which is just about 30% of your daily recommended intake. Depending on your exercise goal and routine, this number may differ. Whatever your goal, TATU is a convenient way to help get you there.

## Where do you get your whey protein isolate?

We source our whey protein isolate from Fonterra, based out of New Zealand. We tried many different types of whey protein isolate, but none came close to Fonterra's whey protein isolate. Fonterra's whey is cleaner, tastes better, and is sustainably produced.

## What makes New Zealand whey protein isolate better than the rest?

At Mindful Proteins, we try to source all of our ingredients locally and with great care. Why then do we source our whey from New Zealand? One simple reason is Fonterra's commitment to caring for animals. In addition to their extremely high effort for the humane treatment and care of animals, Fonterra is opposed to cloning, avoids growth hormones, avoids rBST, and advocates for humane end-of-life care. Fonterra's cows are 96% grass fed and spend 350 days each year on a free-range pasture. In addition to Fonterra's efforts, the New Zealand government prohibits animal growth hormones in the dairy farming sector. Mindful Proteins wants the best ingredients in our products, and New Zealand whey is all around the best we can find.



## Why is TATU served in an aluminum can?

We completed a thorough assessment of different container types. Aluminum cans have the lowest carbon footprint, are completely recyclable, and are light weight, which means they save fuel during transportation.

## Why should I buy TATU?

We are a sustainably conscious company aligned with the UN Sustainable Development Goals creating clean label products that are better for you. We are a member of 1% for the Planet, which means we donate 1% of our revenue back to nonprofits fighting to make the world a better place.

We are a Certified Benefit Corporation ensuring that we promise to consider people, the planet and profit when making all our business decisions.

We are also a member of the Good Food Guild, which brings together food and beverage companies who are choosing to do what is right, rather than what is easy. TATU exceeds the Good Food Foundation Standards for responsible foods, helping to shape the American food culture for the better.

## Why TATU instead of other protein waters in the market?

Our ingredients are better and our functional performance is superb. Other protein waters use synthetic dyes (such as Red 40, which is actually made from petroleum and has been proven to be cancerous in rats) to change the color of the water and they use large amounts of sugar or high fructose corn syrup. Quite frankly, not only is our water better for you, it tastes better. We use higher quality ingredients than our competitors.

## What else goes into a can of TATU?

Our ingredients are simple: water, the best whey protein isolate we can find, natural flavors, a tiny bit of salt, a tiny bit of a stevia-monk fruit blend, and phosphoric acid to lower the pH of the water.

## How long does an unopened can of TATU keep?

The best by date for an unopened can of TATU is currently 6 months from the manufactured date. You will find the best by date printed on the bottom of the can. We are currently in the process of extending the best by date and will have an updated figure for you soon.

## How is TATU pasteurized?

Pasteurization is a process that uses heat to eliminate pathogens and extend the shelf life of a product. There are a few different ways this can be achieved, some safer and healthier than others.

There is an additive called Velcorin that is used in almost every canned beverage on the market these days. Velcorin, which is touted by the chemical lobby in the US, is a known neurotoxin which does not have to be displayed on an ingredient label. Velcorin is cheap and easily applied, and the FDA says it dissipates completely within 24 hours.... Inside of a sealed can? We don't trust it. We don't think you should trust it. We want better for our customers.

TATU is either bath or tunnel pasteurized. It is the only way we can naturally ensure the safety of TATU. Bath and tunnel pasteurization both take a long time and are more expensive, but we don't mess with safety and we avoid unfriendly chemicals in our products.

## What does TATU taste like?

Clean, crisp, light, and refreshing. If you've tasted other protein waters, you probably noticed the chalky or powdery taste and you may have seen sediment at the bottom of the bottle. We spent over a year developing the perfect formulation that never has sediment, that tastes smooth, and is never chalky. You will never need to shake before drinking and it tastes so good you can chug the whole can in one go after your workout.

## What are the digestion benchmarks of whey protein isolate?

Whey protein isolate is among the most efficient and digestible proteins for humans, scoring 1.0 for protein digestibility (highest possible score) compared to black beans with a score of 0.75, pea protein isolate at 0.72, and gluten at 0.25.<sup>1</sup>

## Is TATU carbonated?

No, TATU is a still protein water. Because it is designed to hydrate and offer muscle recovery following your workout, we want it to be easily consumed for maximum effect. Carbonation would slow that down.

## How does TATU compare to other protein waters in the market?

Over the summer of 2019, we sampled our TATU protein water with over 2,000 yoga practitioners, climbers, runner, and cyclists. We received resounding feedback in terms of flavor, aroma, protein loading, and product messaging. We decided to make it a little more official. We recently went head-to-head with three of the leading protein water brands in a sensory test conducted by the Center for Sensory & Consumer Behavior Research at Oregon State University. The objective was to determine consumer liking and purchase intent. The takeaway from the comprehensive was very favorable for us. TATU had a significantly higher purchase intent based on taste alone, based on the

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<sup>1</sup> <https://perfectketo.com/is-whey-protein-good-for-you/>



ingredient statement, and the nutrition panel than the other brands. This was a significant milestone for us!