

How to (REALLY) Choose a Great Protein Powder!

When it comes to choosing a protein powder, most people are ill-informed. In fact, we find that most people base their buying practices on two things - **price** or **packaging**.

I want to re-iterate the importance of choosing a high quality protein that will energize your body and re-fuel your cells at the highest level possible. After all, you're doing all this work to keep your body fit and well, so why would you want to fuel it with *garbage*?

But for some people, if their bottom line is strictly about price, then I can't help them. I find that most people who shop with price in mind *first* are not often to be swayed to think of their purchase in another way – for *health*! And for these people, they obviously don't take their health seriously enough to want to feed their body *quality* protein.

So just what should you look for in a quality protein?

First, choose **whey isolate** (not *concentrate*, which is inferior. Read labels!)

Second, don't be fooled by numbers. If the label says you're getting over 30 grams of protein per serving, it's too much! (Most people can only absorb 25 to 30 grams at a time (especially women). Here, more is not always better).

Third: beware the artificial sweeteners and colours. They are toxic to your body and will reverse all your hard work! And by the way, *sucralose* is an artificial sweetener, no matter what they say!

Finally, look for *protein amounts per serving*. This is key! For example, the label may say you get 30 grams of protein, but it may take you 2 scoops to get it! So what is that saying about the protein itself? This will make a huge difference in your training and recovery ability (not to mention your pocket book!) EDGE offers 89% protein *per single 25 gram scoop*. (this is 89% protein value. Most other proteins are 60-79% protein.

Read your labels. Do the math! Then Choose EDGE!

www.edgeprotein.com
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