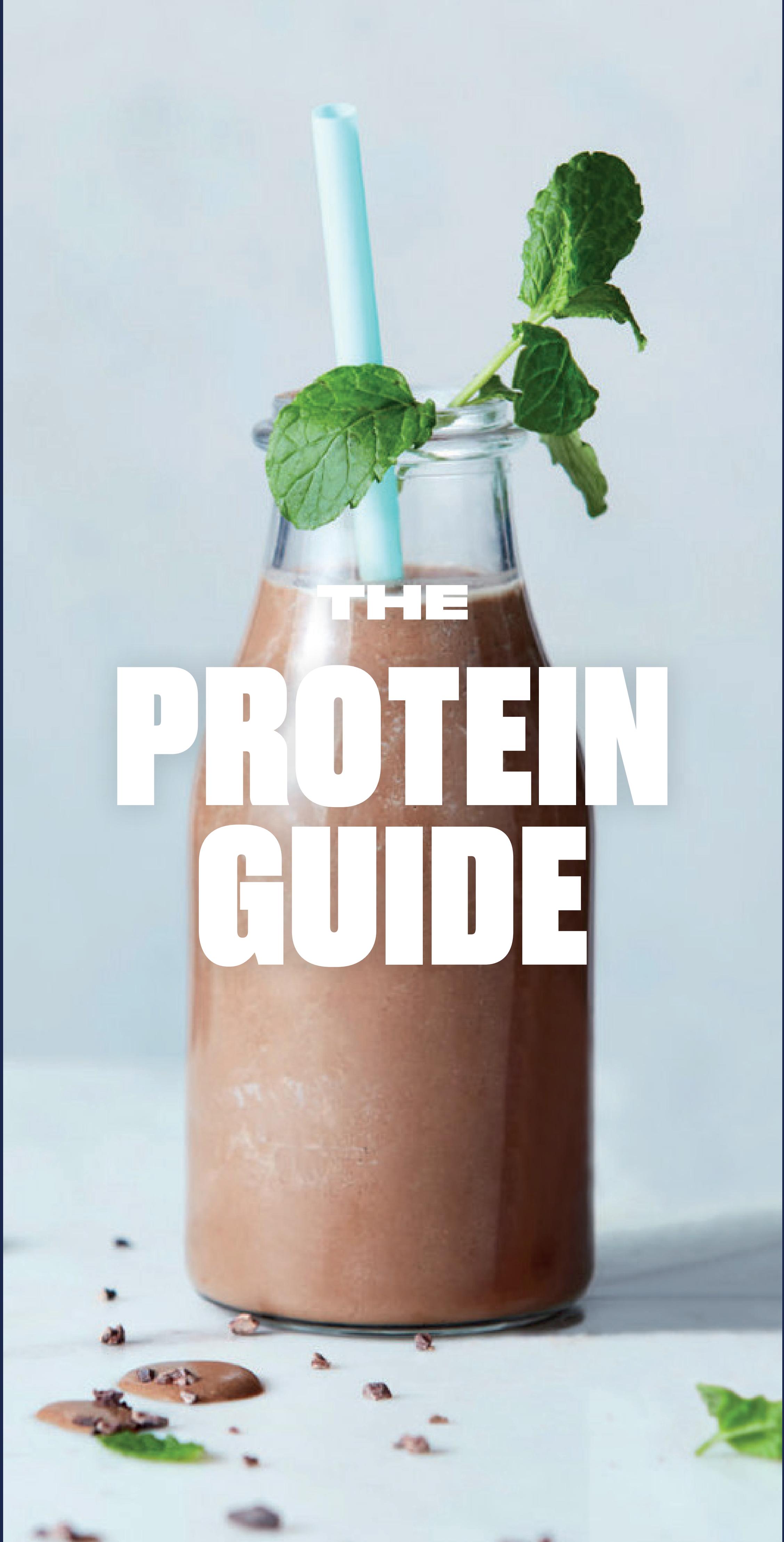


MY PROTEIN

FUEL YOUR AMBITION

NUTRITION GUIDE



THE
**PROTEIN
GUIDE**

FUEL YOUR AMBITION

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The final word

Why protein?

Let's get one thing straight from the get-go. Protein, whether it's from food or from supplements, is for everyone. No matter if you've gone for a run, got your flow on at yoga, or hit the weights hard in the gym.

It might feel daunting as there's an overwhelming amount of information out there, so, we've pulled together everything you need to know — where protein comes from, why you need it, choosing the best one for you, and even some tasty recipes that include your favourite protein powder.

Let's get started.

WHAT IS PROTEIN?

You might know the answer to this question already, but in case you don't, or you need a refresher, here's the 411.

Protein is one of the three major macronutrients we need in our diet — the other two being carbohydrates and fat, but we'll come onto that later.

Proteins are molecules made up of amino acids, which are the body's bricks and mortar for rebuilding

muscle, replicating DNA, and jump-starting your metabolism. The human body can biosynthesise some amino acids — this is a scientific term for how our bodies naturally create compounds like amino acids. But we can't create all of them, so you need protein in your diet to get the rest.

WHY IS PROTEIN IMPORTANT?

Protein is involved in many vital processes within the body as well as being a valuable support to your fitness goals.

It's used to make enzymes and hormones and is an important component of every cell in your body. Plus, it's a building block of hair, skin and nails, cartilage (the tissue that make up your nose, ears and

protects all your joints) and muscles — including your heart.

That's why it's so important to make sure you have enough protein in your diet!

How is protein powder made?

For the best performance, you want to refuel with the best-quality protein.

When it comes to supplements, we deliver only the best quality and value. We can guarantee this because of the way we work — only ever using the finest-quality ingredients, the most-trusted suppliers, and our own state-of-the-art facilities to cut out unnecessary costs, so we can pass the savings to you.

Our dedicated product development team formulate our extensive range based on the latest scientific research, and we only use accredited suppliers that pass our stringent approval process. This means all our products always adhere to strict European and global standards.

Check out our accreditations...



WANT TO GET DOWN TO THE NITTY-GRITTY?

Here's
how we make
our protein:

1

Firstly, we make sure your shake is super tasty.

Flavours differ depending on where you are. That's why we get you guys to help us taste test — your opinions are the ones that count after all.

So, you know that our chocolate flavour is going to taste like chocolate you know and love.

2

Liquid whey is collected as a by-product of cheese or yogurt production, we then put it through several processing steps to increase its protein content.

Similarly, for our vegan products protein is collected from an array of plant-based ingredients supplied by our most-trusted suppliers. Then put through the following steps to ensure we pass our own high standards as well as getting approval from the Vegetarian and Vegan Societies, and the Soil Association.

3

Every product is put through our x-ray machine to guarantee 100% purity.

4

Next, we use near infrared technology to ensure every product is the same as the last.

5

Then, it passes through a three-millimetre filtration system to remove any impurities — this helps the protein mix and absorb with liquid.

6

Finally, we use cyclone drying technology to dry the liquid protein into a powder.



TYPES OF PROTEIN POWDER

We've got a huge selection of high-quality protein powders you can choose from — tailored to your goals, ability or dietary requirements.



Whey Protein Powder

Whey protein is sourced from milk and is packed with essential amino acids — which are the building blocks of protein. There are three different types of whey protein and all have unique nutritional compositions — don't worry though, we're going to clarify what they each do.

[Shop all whey protein](#)



Whey Concentrate

Whey protein concentrate provides your body with a convenient hit of 80% high-quality protein — which contributes to the growth and maintenance of muscle mass. The remaining 20% of whey concentrate consists of carbohydrates and low fat.

[Shop whey concentrate](#)



Whey Isolate

Whey protein isolate is a purer form of protein. While being created additional steps are taken to reduce the amount of carbohydrate and fat content — resulting with a highly purified, 90% protein content.

We took our protein isolate one step further by making [Clear Whey Isolate](#), a refreshingly juicy version in case you don't fancy a classic milky shake.

[Shop whey isolate](#)



Hydrolysed Whey

Created using a unique process to help speed up protein absorption in the body, while making sure essential amino acids stay intact.

[Shop hydrolysed whey](#)



Vegan Protein

Formulated entirely from plant-based protein sources like fava bean, pea, soybean, and brown rice. Vegan protein powders are a convenient way of getting a protein boost — we know it can be tricky to get enough protein if you're following a plant-based diet.

[Shop vegan protein](#)



Protein Powder Blends

Protein blends are formulated to combine multiple key ingredients into one handy shake — saving you from having to take multiple supplements.

Whatever your goal, they're a great addition to your workouts as they provide the nutrients you need to support your muscles, along with additional ingredients like carbohydrates or amino acids to suit your training needs.

[Shop all blends](#)



Gainers

Loaded with protein and carbohydrates, gainer blends are an easy solution for anyone who's looking to increase mass and strength.

[Shop weight gainers](#)



Weight Loss

Typically, lower in carbs, fats and sugars, but packed with protein and blended with popular diet ingredients like green tea extract, CLA, choline.

[Shop weight loss](#)



Informed Sport

This range of protein and supplements has been designed to provide peace of mind for athletes and professional sports teams. All the products in the range bear the Informed-Sport logo, which means they've been batch tested by Sport Science, a world-class sports anti-doping laboratory, to ensure all substances are certified.

[Shop Informed Sports](#)



Food & Drink Blends

Hitting your goals doesn't mean giving up all the treats you enjoy. Food and drink blends provide you with a protein boost alongside a cheeky hot chocolate, coffee, or pancake.

[Shop food & drink blends](#)



Meal Replacement Shakes

Some days there just aren't enough minutes in the day to get everything done. It can be the same with hitting all your daily nutrient requirements. That's where our range of specially tailored meal replacement supplements will help you stay topped up on all the nutrients you need.

[Shop meal replacements](#)



Bedtime Proteins

These blends are designed to be slow absorbing, providing a sustained supply of protein between meals and even while you sleep — so you'll be sure to wake up ready to take on your next workout.

[Shop bedtime protein](#)



Pro

Scientifically proven to deliver results. Our range of Pro protein powders provide you with ingredients that have been highly researched, meticulously formulated and developed to be the best-in-class — so you know you'll get the boost you need for your workouts and to take your goals to new heights.

No matter what you're striving for, the Pro Range has a leading product to get you to the top of your game.

[Shop Pro](#)

We know there's a lot to choose from when picking the right protein. Don't worry — we've got your back!

SPORT PERFORMANCE



INFORMED SPORT



HYDROLISED WHEY

PLANT BASED



VEGAN

GAIN MASS



MEAL REPLACEMENT SHAKES



GAINER BLENDS



PRO

TAKE BEFORE SLEEP



BEDTIME BLENDS



WHEY ISOLATE



WHEY CONCENTRATE

PREMIUM QUALITY



PRO

WHAT WOULD
YOU LIKE FROM
A PROTEIN
POWDER?

LOSE WEIGHT



WHEY ISOLATE



WHEY CONCENTRATE



WEIGHT LOSS
BLENDS



MEAL REPLACEMENT SHAKES

MAINTAIN WEIGHT



WHEY CONCENTRATE



WHEY ISOLATE



Pick your protein

**We've all got our own goals, right?
That's why we've made it easy
to pick a protein supplement
tailored to your fitness journey.**

BUILDING MUSCLE

If you're looking to build muscle quickly, then you've probably heard about protein shakes.

They're a super-convenient way of getting more protein into your everyday diet, supporting your muscles throughout training.

And if you're not getting enough protein? Your muscles will find it harder to grow — regardless of how hard you train.

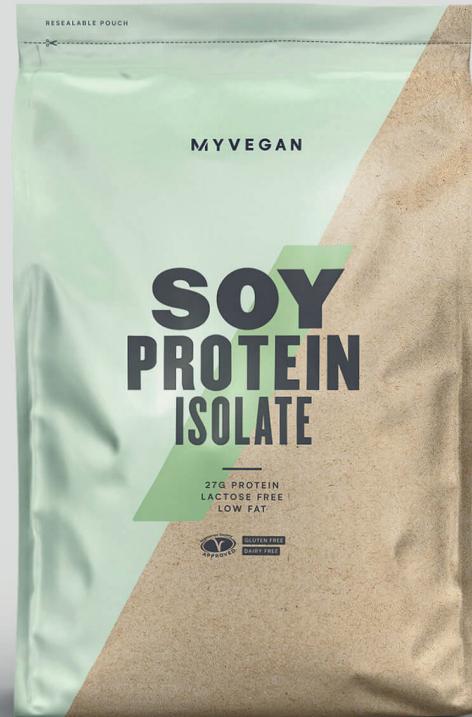


EVERYDAY ESSENTIAL

Impact Whey Protein

The UK's #1 protein powder for your everyday nutrition. Our Impact Whey Protein provides your body with convenient, high-quality protein, which contributes to the growth and maintenance of muscle mass — making sure you're getting the protein you need, each and every day.

[Shop now](#)



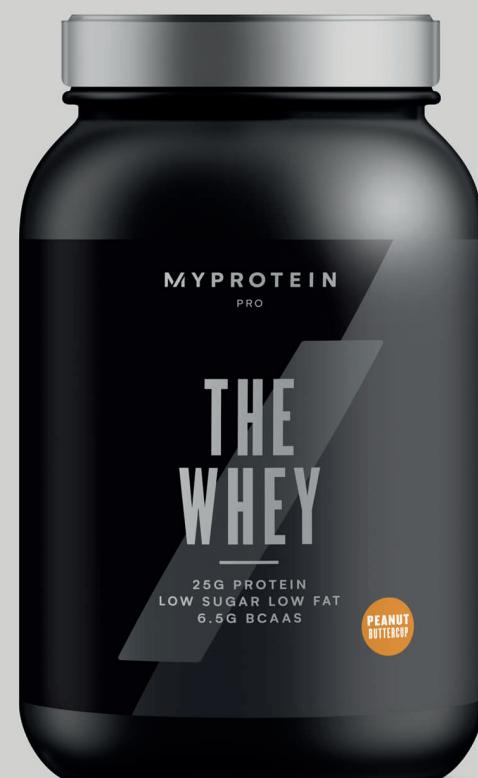
VEGAN/PLANT-BASED

Soy Protein Isolate

We've unleashed the power of the humble soybean to give you a premium protein powder that's ideal to fuel you throughout the day.

Made from defatted soybeans using an innovative process to make sure that it's low-fat and low-sugar — perfect for increasing protein intake without adding unwanted extra calories, too.

[Shop now](#)



PRO

THE Whey™

Our premium tri-whey formula with added enzymes. THE Whey™ features a blend of isolate, concentrate, and hydrolysed protein. It delivers high-quality protein, which contributes to the growth and maintenance of muscle mass, as well as essential amino acids.

[Shop now](#)

WEIGHT LOSS

When it comes to losing weight, there's no magic formula. Simply drinking protein shakes and hoping for the best isn't enough. Your weight loss will come from a calorie deficit (consuming less calories than you use each day).

Protein can help you to feel fuller for longer, meaning you're less likely to snack — lowering your calorie intake. Plus, it supports the growth and maintenance of muscle, and the more muscle you have, the more calories your body burns every day.



EVERYDAY ESSENTIAL

Impact Diet Whey

Our Impact Diet Whey has been specially developed to provide a boost of protein without adding unnecessary carbs. It includes a blend of highly-researched ingredients, including green tea extract, CLA powder, and choline — a key diet ingredient that supports normal fat metabolism.

Impact Diet Whey is perfect for anyone looking to up their daily intake of protein while following a low-fat, low-carb diet.

[Shop now](#)



VEGAN/PLANT-BASED

Clear Vegan Protein

Loaded with 10g of protein and only 1g of sugar. We've harnessed the power of high-quality pea protein isolate, infused with real fruit and added B vitamins, to create a light, tasty, fruity game-changing alternative to traditional protein shakes.

[Shop now](#)



PRO

THE Diet™

Our ultimate diet whey is created using expert filtration systems and the finest ingredients, all designed to help you with your weight-loss goals.

Loaded with highly researched, diet-specific ingredients, it features a mix of fast-and slow-release proteins — whey isolate, micellar casein, and hydrolysed whey — which contribute to the growth and maintenance of muscle mass.

[Shop now](#)

GET LEAN

We'd all like to be lean and toned, but what does it mean? Well, getting lean is all about reducing that unwanted body fat and building more defined muscles.

Protein shakes act as a tool in your nutrition plan, adding more protein to your everyday diet in a convenient and cost-effective way — winner.

You'll need to work hard in a progressive way, reducing your calorie intake while keeping your protein levels high to maintain and build muscle mass.



EVERYDAY ESSENTIALS

Impact Whey Isolate

One of the purest whey protein powders available, our Impact Whey Isolate is put through an expert purifying process to keep maximum protein integrity — resulting in a 90% protein content, with low sugar and zero fat.

It's a shake that's high in protein with minimal additional extras, perfect for those following a low-carb diet.

[Shop now](#)



VEGAN/PLANT-BASED

Pea Protein Isolate

Created from only plant-based sources, it's a convenient way to get quality protein into your diet, supporting the growth and maintenance of muscle mass.

And, as isolate proteins are highly-purified, there are more protein and less carbs and fat in every scoop — perfect whatever your goals.

[Shop now](#)



PRO

THE Whey+™

Achieve your goals with THE Whey+™ with PhaseTech™ — our most advanced whey formula to date. Using a combination of cutting-edge ingredients including GroPlex™ and protein to ignite muscle growth and help you stay on top of your game.

[Shop now](#)

GAIN WEIGHT/BULK UP

To put it simply, bulking up is all about eating more and lifting heavy to get bigger. Sound easy right? Not quite.

To gain weight, you're going to have to consume more calories than you burn throughout the day — known as a calorie surplus. Unfortunately, we're not talking takeaways and chocolate here, which is likely to lead to excessive fat gain and minimal muscle growth. We know it can be tricky when you lead an active lifestyle, so having one of our mass gainer supplements on hand makes it easier to get the fuel you need, wherever you are.

EVERYDAY ESSENTIALS

Weight Gainer Blend

Packed with a blend of high-quality, fast- and slow-digesting proteins, this beast of a supplement boasts 31g of protein, a staggering 50g of carbs, plus a massive total of 388 calories per serving — setting you up to achieve those all-important gains.

[Shop now](#)



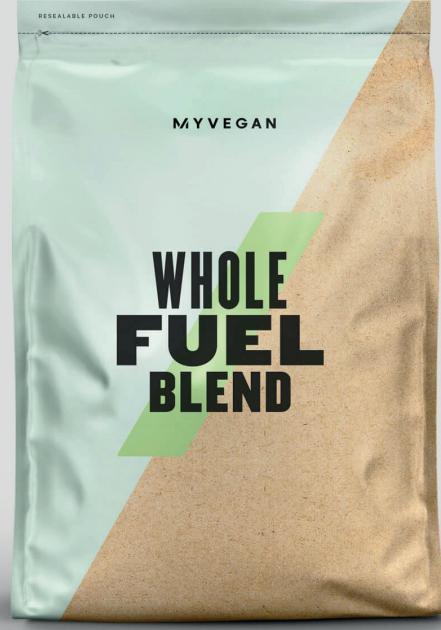
VEGAN/PLANT-BASED

Whole Fuel Blend

Whole Fuel Blend is a nutritionally rich formula with the perfect ratio of proteins, carbohydrates, fats, vitamins, and minerals that your body needs.

Packed with a massive 30g of plant-based protein, which contributes to the growth and maintenance of muscle mass, and over 400 calories per serving, it's the perfect way to achieve that all-important calorie surplus.

[Shop now](#)

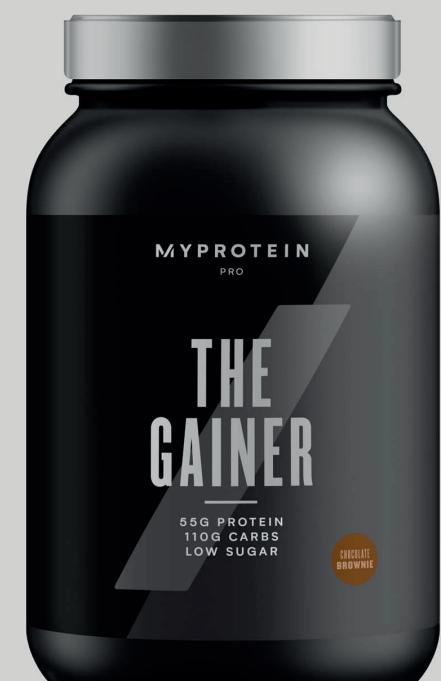


PRO

THE Gainer™

Our ultimate weight gainer is the perfect way to build mass and size. Boasting a massive 55g of protein, 110g of carbs, and an amazing 750 calories in every shake, THE Gainer™ delivers the fuel you need to succeed.

[Shop now](#)





Power Your Physical Activity

Protein — It's not just for the gym

A lot of people think that protein shakes are just for bodybuilders and gym-goers trying to build bigger muscles, right?

Just because you're not actively trying to build muscle, doesn't mean you don't need protein. The truth is that protein is an essential nutrient that we can't live without. Every cell in our body contains protein. We use it to build and repair muscle tissues, as source of energy, and even to make hormones and enzymes.

So, whether you're hitting the gym, pounding the pavement, or taking to the track or pitch, protein is essential for you. For every rep, every run, every game. We've got the protein your body needs to succeed.

TEAM SPORTS

Nutrition is a vital part of any game, particularly team sports like rugby and football. Professional athletes enjoy the benefits of having highly qualified nutritionists and personal trainers at their disposal to ensure they perform week in week out. But, what about those of us performing at a lower level? Whether you're amateur, semi-professional or lucky enough to be a pro, sport can place tremendous demands on our body — making recovery even more important.

Remember, your performance on the pitch starts with what you put in the tank. That's where cutting-edge supplements can make all the difference.

THE SCOOP ON SUPPLEMENTS

Clear Whey Isolate

Clear Whey Isolate is not just another protein shake. We've taken high-quality hydrolysed whey protein isolate and created a light and refreshing alternative — that's more like juice than a milky protein shake. Low in sugar and 20g of protein per serving, it's one seriously refreshing drink.

Perfect for: Boosting your hydration and recovery after those warmer weather workouts.

[Shop now](#)

Extreme Perform Blend

With a huge 40g of protein per serving and a daily boost of carbs, it's perfect for fuelling any kind of training and making sure you're getting your recovery right — so you're always ready for the next session.

Plus, there's 5g of Creapure® creatine that increases physical performance in successive bursts of short-term, high intensity exercise.

Perfect for: Boosting your physical performance so you can perform at your best.

[Shop now](#)

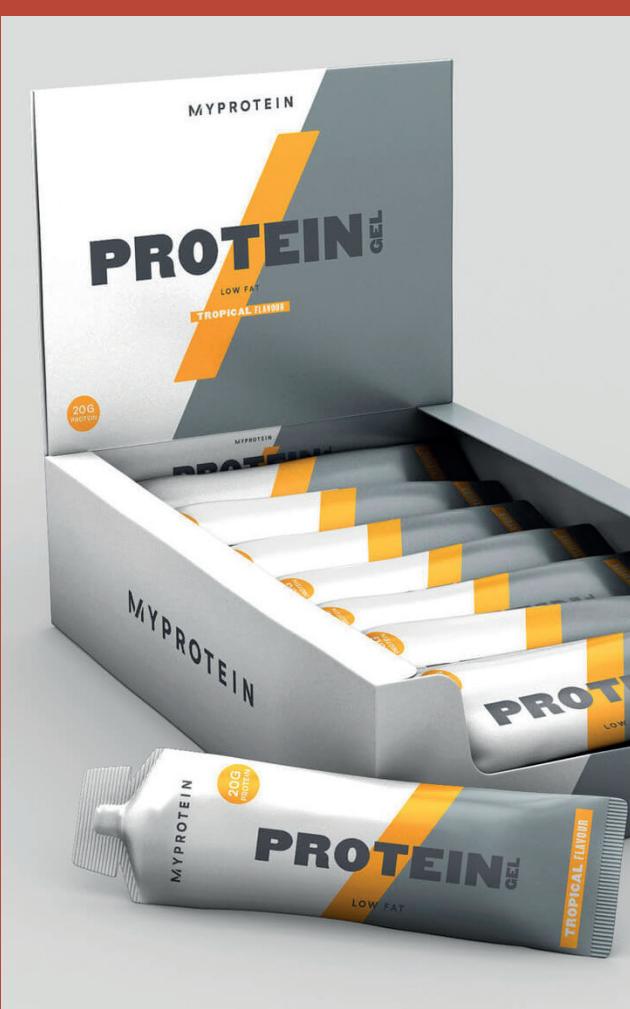
NO SHAKER? NO WORRIES...

Protein Gel

Created for ultimate convenience, our creamy, yoghurt-like Protein Gel is packed with 20g of protein, helping you to grow and maintain muscle.

Perfect for: On-the-go recovery — simply keep in your kitbag for when you don't have your shaker handy.

[Shop now](#)



PROTEIN FOR ENDURANCE

Now we know what you're thinking, endurance is all about the carbs to fuel those long runs and bike rides. And, although that's true, protein is just as essential.

Protein shakes can be an effective and time-efficient way to support the growth and maintenance of your muscles — so you're always ready for that next run, cycle or swim.



THE SCOOP ON SUPPLEMENTS

Slow-Release Casein

Our highly popular milk protein powder, is designed to be slow absorbing to provide a sustained supply of protein between meals or while you sleep — making it perfect for a bedtime shake, helping you to wake up ready for your next session.

Perfect for: Late night recovery after those longer sessions.

[Shop now](#)



Clear Whey Isolate

Clear Whey Isolate is not just another protein shake. We've taken high-quality hydrolysed whey protein isolate and created a light and refreshing alternative — that's more like juice than a milky protein shake. Low in sugar and 20g of protein per serving, it's one seriously refreshing drink.

Perfect for: Recovering after a strenuous ride in the summer heat, or if you prefer a juicy shake over a milky one.

[Shop now](#)



NO SHAKER? NO WORRIES...

Recovery Gel Elite

This refuelling formula combines protein and carbohydrates with BCAAs and glutamine for an all-in-one recovery gel designed to support your body and repair your muscles post-workout.

Perfect for: On-the-go recovery. Simply keep on your bike or running belt — when you don't have your shaker handy.

[Shop now](#)

INFORMED-SPORT

Trusted by Sport

Our Informed-Sport range offers 100% peace of mind for any athletes that want to use high-quality sports nutrition products to boost their performance.

It's been expertly designed to offer a range of approved products for athletes and professional sports teams. The programme certifies that all nutritional supplements and ingredients that bear the Informed-Sport logo have been batch tested for any banned substances by Sport Science, a world class sports anti-doping laboratory. That means they're officially safe for professional athletes of all levels.



THE SCOOP ON SUPPLEMENTS

Impact Whey Protein Elite

High-quality protein is vital to any serious athlete's nutrition plan, as it helps to grow and support muscle mass — vital for all sports and getting the best performance from your body.

Perfect for: A fast-absorbing boost of protein.

[Shop now](#)



Slow-Release Casein Elite

Taking much longer to be digested and used by the body, this is the perfect shake for getting a sustained supply of protein between meals and even while you sleep.

Perfect for: Night-time recovery.

[Shop now](#)



All-In-One Perform Blend Elite

This fuelling formula combines whey concentrate and isolate with carbs, creatine, and HMB for an all-in-one shake designed to push performance — helping you recover, grow, and maintain muscle.

Perfect for: The dedicated looking to boost their performance.

[Shop now](#)

Fuel your progress

It's tempting to think that you can eat whatever you want if you train hard enough, but in reality, if you want to progress and see actual changes, you ought to consider what fuel goes in the tank.

It's tempting to think that you can eat whatever you want if you train hard enough, but in reality, if you want to progress and see actual changes, you ought to consider what fuel goes in the tank.

Eating the right foods in the right amounts can make all the difference to getting you closer to your goals and will help to support your body through the physical demands of a consistent training schedule.

Sticking to a well-balanced meal plan mostly comes down to forward thinking and preparation — slip ups are much more likely to happen when you find yourself faced with empty cupboards at home, or haven't brought your own lunch with you to work. If you don't put yourself in a position where fast food or a meal deal is the most convenient option, then you've already won half the battle.

While we can't actually be there to steer you away from the biscuit aisle, or convince you to get off the sofa to start meal prepping, we can at least make it easier for you to begin by giving you the tools you need, along with a little inspiration. Let's face it, sometimes the hardest part of healthy eating is coming up with a plan for dinner that isn't just 'salad'.

In this section we'll show you:

- How to calculate how many calories your body needs to achieve your goal.
- The major food groups and what percentage of your diet they should make up.

Now get a calculator and a pen and paper handy for your personalised nutrition plan...

MAKE CALORIES COUNT

At a glance

Calorie requirements are as unique as you are — your age, gender, body composition, physical activity all affect how many calories you need per day, AKA your ‘total daily energy expenditure.’

Let’s take a look at some general calorie recommendations...

AGE	SEDENTARY		MODERATELY ACTIVE		ACTIVE	
	M	F	M	F	M	F
18	2,400	1,800	2,800	2,000	3,200	2,400
19-20	2,600	2,000	2,800	2,200	3,000	2,400
21-25	2,400	2,000	2,800	2,200	3,000	2,400
26-30	2,400	1,800	2,600	2,000	3,000	2,400
31-35	2,400	1,800	2,600	2,000	3,000	2,200
36-40	2,400	1,800	2,600	2,000	2,800	2,200
41-45	2,200	1,800	2,600	2,000	2,800	2,200
46-50	2,200	1,800	2,400	2,000	2,800	2,200
51-55	2,200	1,600	2,400	1,800	2,800	2,200
56-60	2,200	1,600	2,400	1,800	2,600	2,200
61-65	2,000	1,600	2,400	1,800	2,600	2,000
66-70	2,000	1,600	2,200	1,800	2,600	2,000
71-75	2,000	1,600	2,200	1,800	2,600	2,000
76+	2,000	1,600	2,200	1,800	2,400	2,000

Work out your calorie requirements: the science

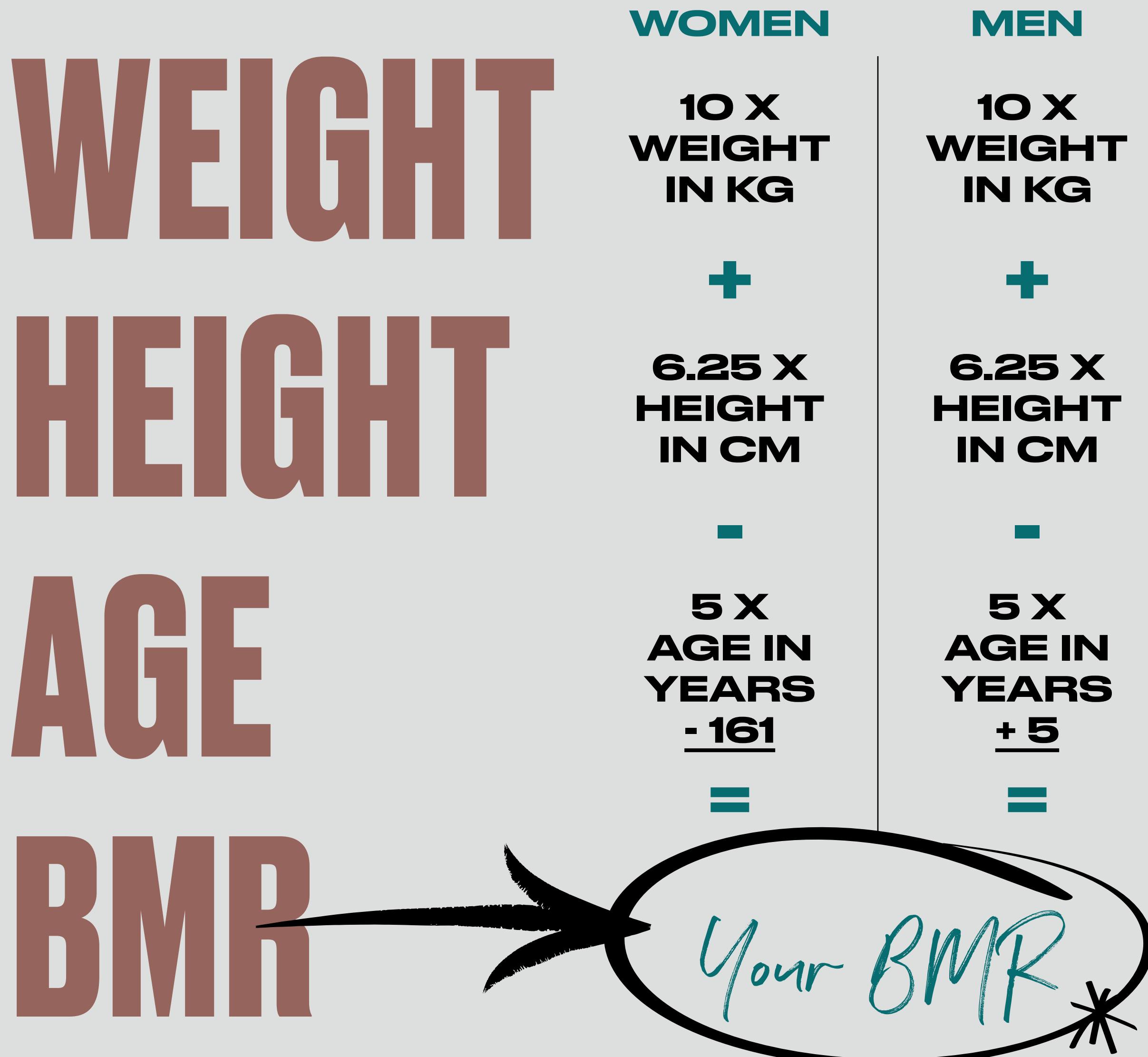
Now it's time to get personal. Follow these steps to work out how many calories your body needs to maintain your current body composition. After that, you'll be able to work out how many calories you need to lose or gain weight.

STEP 1 — Work out your BMR

Your BMR is your 'basal metabolic rate'. It's the amount of energy (calories) your body burns if you do nothing but rest for 24 hours.

To calculate your BMR, you should know your weight in kilograms and your height in centimetres, and you should have a calculator.

Use one of the following equations to calculate your BMR:



STEP 2 —

Work out your TDEE

Your ‘TDEE’ is your total daily energy expenditure. That’s the number of calories your body needs daily — including physical activity.

To work out how many calories you need per day, use a calculator to multiply your BMR (you’ve just worked this out in step 1) by your physical activity level or ‘PAL’, which is represented by the numbers below:

SEDENTARY

1.4

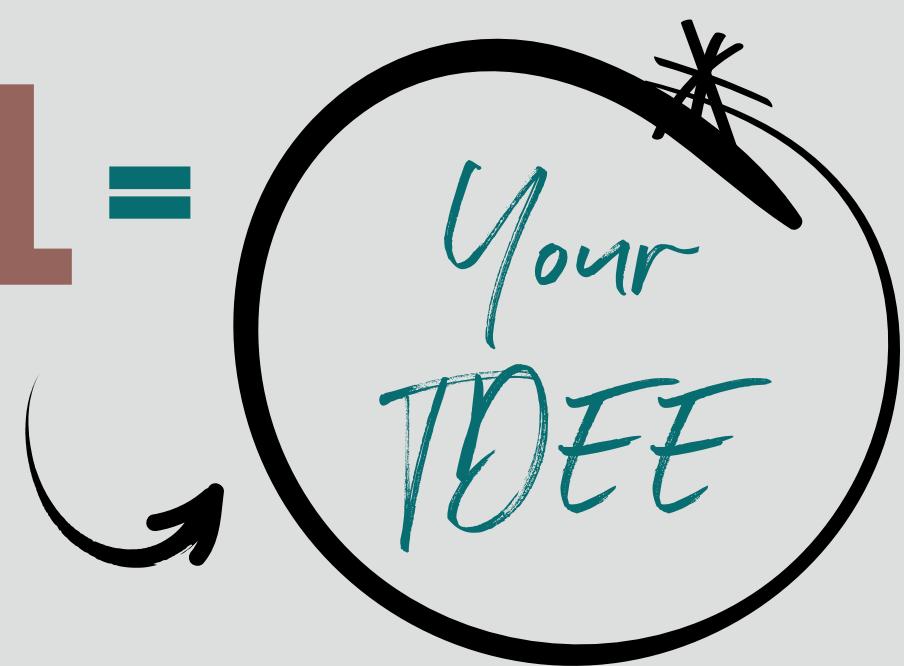
MODERATELY ACTIVE

1.6

HIGHLY ACTIVE

1.8

YOUR BMR X YOUR PAL =



STEP 3 —

Work out your 'goal TDEE'

The number of calories you’ll need per day depends on your goal — whether you’d like to lose fat as well as gaining muscle, or just gain muscle without losing any fat.

To lose fat while gaining muscle mass, subtract approximately 500kcal from your TDEE — your body will use up the remaining calories from your energy stores. This energy can be taken from both fat and muscle tissue. To minimise muscle tissue loss and to keep your BMR high, it’s important to keep on top of weight training and eat enough protein (we’ll get to this later).

If you’d only like to gain muscle, studies suggest you should add around 500kcal to your TDEE. Take body measurements every few weeks. You can either increase your intake in increments of around 250kcal if you’re not gaining muscle, or if you find you’re gaining too much weight in the wrong places, decrease your intake slightly.

Recalculate your calorie requirements every few weeks to make sure you’re eating the right amount for your changing weight.

Lose fat and gain muscle mass:

YOUR TDEE - 500KCAL =

Gain muscle mass only:

YOUR TDEE + 500KCAL =



MASTER MACROS

It's important to work out your macronutrient requirements, which means how much protein, carbohydrates, and fat your body needs. Follow these steps to work out what you need — grab a pen and paper and write the numbers down as you go.

Follow
these steps

STEP 1 —

How much protein?

Calculate your protein requirements first, and the rest (carbohydrates and fat) should be taken from your remaining calorie requirements.

Protein is the body's bricks and mortar for rebuilding muscle, replicating DNA, and catalysing metabolic reactions. High amounts are found in meat, fish, animal products, and also plant-based sources like legumes, nuts and seeds. Eating enough of the stuff combined with weight training promotes muscle growth (AKA muscle protein synthesis) and maintenance.

Research spanning the last 30 years recommends that to gain muscle mass, you'll need approximately 1.6g of protein per kilogram of bodyweight per day. Simply multiply your weight in kg by 1.6 to work out how many grams of protein you need every day.

Trying to lose weight too? It's super-important to maintain muscle mass during your weight-loss plan, as this keeps your body burning calories.

Scientific research recommends that you eat approximately 2g of protein per kilogram of bodyweight per day during periods of energy restriction to prevent muscle loss. Simply multiply your weight in kg by 2 to work out how many grams of protein you need every day.

Once you've worked out how many grams of protein you need per day, multiply the number of grams by 4 to get the number of calories it represents. Subtract this from your goal TDEE, and you'll have your remaining calories to work out your fat and carbohydrates. Write down these numbers.

**WEIGHT IN KG X 1.6 (MUSCLE GROWTH)
OR 2 (WEIGHT LOSS + MUSCLE GROWTH)
= DAILY GRAMS PROTEIN**

Your remaining
calories *

DAILY GRAMS PROTEIN X 4 = CALORIES

YOUR GOAL TDEE - CALORIES =

STEP 2 — How much fat?

Research shows that around 35% of your diet should be made up of fats.

To work this out, divide your goal TDEE by 100 and multiply that number by 35.

To get the amount of fat in grams you need, divide that number by 9. Write these numbers down.

There are a few different types of fats — some of which are healthy and some that have no health benefits at all.

Monounsaturated and polyunsaturated fats are found in foods like avocados, nuts, olive oil, and oily fish, and boast big health benefits. Saturated fats found in things like coconut oil, meat, egg yolk and dairy are beneficial in smaller amounts. Finally, you have trans fats, which are found in fast foods, ready meals, and confectionary. Avoid these as they're harmful to health and will slow progress.

YOUR GOAL TDEE ÷ 100

THEN X 35

THEN ÷ 9 =



STEP 3 — How many carbohydrates?

Now you've worked out your protein and fat requirements, the remaining calories from your goal TDEE should be made up of carbohydrates.

To work out your remaining calories, simply subtract your protein and fat calories from your goal TDEE.

Next, divide your remaining calories by 4 to get the amount of carbohydrates in grams you need.

There are two main food groups that contain carbs:

Starchy foods: Starchy foods are the main source of carbs and play a key role in energy metabolism. These include foods such as bread, pasta, potatoes, rice and cereal. Try to eat these as wholegrain varieties (or leaving the skin

on for potatoes), as that's where lots of the goodness is found.

Fruit and vegetables: Boasting a huge range of vitamins and minerals and absolutely essential for health, fruit and vegetables are a must.

Vegetables help you feel full due to their fibre content, plus they're often low in carbs (not including starchy veg like potatoes). Try to get at least 3-4 portions of vegetables into your daily diet.

Fruits are higher in carbs in the form of simple sugars, but are still an important food for health. Try to get 1-2 portions of fruit into your daily diet (dried fruits and fruit juices have a higher sugar content so try to steer clear of having these too often).

YOUR GOAL TDEE – YOUR PROTEIN AND FAT CALORIES
THEN ÷ 4 = CARBOHYDRATES IN GRAMS

Protein myth-busting

There are a few misconceptions flying around about protein supplements. So, we want to set the record straight between protein fact and fiction.

1

DO I NEED PROTEIN SHAKES?



Protein shakes are used in our muscles in three ways: building muscle, preventing muscle damage, and promoting muscle recovery. If you're looking to build muscle or recover from exercise, protein shakes are a super-convenient and cost-effective way to increase your protein intake, and they taste great, too!

2

INCREASING PROTEIN INTAKE INCREASES MUSCLE MASS



Having a high-protein diet will help with increasing your overall muscle mass — as muscles are mainly made from protein.

But don't forget, to gain lean muscle mass you also need to put in the work with resistance training. Otherwise the added protein and calories in your diet can be stored as fat, too.

3

POWDERS CAN SUBSTITUTE FOOD



Firstly, let's set the record straight on the differences between protein shakes and meal replacement shakes.

Protein powders are taken to help with the growth and repair of muscles. Protein supplements aren't intended as a substitute for your everyday meals, they're there to work alongside a healthy, balanced diet as a convenient way to up your protein intake, at a much lower cost.

Meal replacement shakes do exactly what it says on the tin. Their nutritionally balanced formulations replace a meal. They're beneficial for a quick and easy meal substitution if cooking is the last thing on your mind, paired with a balanced diet.

4

PROTEIN WILL MAKE YOU FAT



Just like any other source of energy, if you consume more than you burn then you run the risk of gaining weight in the long run. But if that's your goal, protein shakes can be a lower-fat and lower-carb option (depending on which you choose) to help you gain lean mass instead of fat.

Protein-powered recipes

There's more to protein than shakes, you know.

Here are some of our favourite quick and easy recipes you can use to make the most from your protein powder.

Build muscle

POWERFUL PROTEIN PANCAKES

1 ripe banana

2 large eggs

1 scoop **Weight Gainer Blend**

35g **Instant Oats**

METHOD

Heat a frying pan over a medium heat.

Add the banana and eggs to a blender and blend until smooth.

Then add the protein and oats and blend again for a smooth batter.

Pour quarter of the batter into the frying pan and cook for 45 seconds on each side.

Repeat until you're out of batter, then top with your favourite toppings.



HIGH-PROTEIN BANANA ICE CREAM

500g frozen bananas

4-6 scoops of **THE Gainer™**

250ml fat-free yoghurt

50ml milk

METHOD

Blend all the ingredients together until about smooth.

Scoop some ice cream into a bowl and enjoy straight away.

Place the rest in a sealable container to freeze for more servings later.



Get Lean

FRO-YO CUPS

500g low-fat Greek yoghurt

1 scoop **Impact Whey Protein**

1 tbsp. honey

100g **All-Natural Peanut Butter**

50g blueberries

METHOD

Prepare a muffin tray with cake cases.

In a bowl, mix the yoghurt, protein, and honey until smooth.

Divide the mixture between the cake cases, then place a teaspoon of melted peanut butter on top along with some blueberries.

Freeze for at least 2 hours, then enjoy.



PROTEIN PANCAKE CEREAL

1 scoop **THE Whey™ (Vanilla Crème)**

1 banana

150g oats

50ml milk

1 egg + 2 egg whites

1 tsp. baking powder

1 tsp. cinnamon

A pinch of sea salt

METHOD

First, blitz the pancake ingredients together in a blender or food processor.

Heat a non-stick frying on a low heat and add a teaspoon of your mixture to the pan.

Repeat till you have several mini pancakes cooking at once (you'll need to cook your pancakes in batches to use up all of your mix).

Cook for 2 minutes on each side before flipping.

Serve your pancake cereal with a knob of butter (optional) and plenty of Sugar-Free Syrup.



Weight Loss

CHOCOLATE & PEANUT BUTTER OVERNIGHT OATS —

60g **Rolled Oats**

1/2 scoop **Impact Whey Protein** (Vanilla)

1 tbsp. **Organic Chia Super Seeds**

1 tbsp. cocoa powder

1 tbsp. **All-Natural Peanut Butter**

150ml milk

METHOD

Mix all the ingredients together and drop into a jar.

Refrigerate for at least two hours or overnight.



HIGH-PROTEIN BERRY BREAKFAST BARS —

150g chopped walnuts

1 scoop **THE Diet™** (Vanilla Crème)

50g dried cranberries

50g **coconut oil** (melted)

METHOD

Mix all the ingredients in a large bowl until fully combined.

Pour the mixture into a lined baking dish, then use the back of your spoon to press it firmly down into a flat, smooth layer.

Freeze for several hours, or overnight. Then remove and cut into several bars.

Enjoy immediately or store in an airtight container in the fridge for up to 5 days.



vegan

HIGH-PROTEIN SMOOTHIE

200ml almond milk

1 tbsp. Instant Oats

2 pitted dates

1 tbsp. nut butter

1 scoop Vegan Protein Blend

1 tsp. Organic Chia Super Seeds

Pinch sea salt

METHOD

Pour the milk into your blender (you don't want anything sticking to the bottom).

Add the remaining ingredients to the blender and process until smooth.



BLUEBERRY MUFFIN MUG CAKE

50g flour

30g Soy Protein Isolate (Vanilla)

100g plain soy yoghurt

1 tsp. Organic Chia Super Seeds

Dash of lemon juice

½ baking powder

½ cup of water

Handful blueberries

METHOD

Add all ingredients to a microwave-safe mug. Mix well until you have a smooth batter.

Microwave for 5 minutes, until the cake is cooked through. The cake should begin to pull away from the edges.

Carefully tip your mug cake out onto a plate and top with desired toppings.



The final word

Being fit and healthy is a life-long journey that'll have its ups and downs.

Keep on challenging yourself. Just make sure to reward your muscles afterwards — now you know the power of protein, there's no excuse not to.