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The Truth of protein powder

# A whey-too- looong letter

Dear Lover of Movement,

You need protein. More than what you've been having. We know this isn't the first time you're hearing this.

Yes, \*you\*. You're not a gym-bro. You're not looking to 'bulk up'. But you run. Swim. Dance. You hit 10k steps every day. Maybe you do Pilates. Or yoga. Whatever it is, you move. You take care of your body. And yet, your healthy diet of eggs, paneer, lentils, broccoli and beans, still leaves you woefully protein deficient. It's frustrating. ☹️

Supplementation seems to be the only option. Add one of those dreaded protein shakes to your diet! But they come in these big, black, intimidating boxes. They have tons of artificial flavours and colours and sweeteners. They taste as artificial as these ingredients. And oh, there's no guarantee you're getting a genuine product and not some fake that's heavily contaminated with heavy metals and stuff. ☹️

There are just too many barriers to cross. You can't get yourself to do it. And the one time you tried; it gave you acne. Or bloating. Or worse. Gas. Aaaargh!

We know. And you should know, you're not alone.

All of us want more protein. And none of us want to ingest a ton of chemicals in the bargain. Unfortunately, the protein powder market leaves us no choice. It's especially bad for women. No one designs protein for them, when they need it the most!

This needs to change.  
We're changing it.

So we had to re-imagine Protein Powders. From the ground up.

Here's how:

First, we wanted to get you the cleanest, purest protein possible. We went all the way to Ireland and sourced our whey from the world's largest, most credible manufacturer. Scan the QR code on the pack to see all our purity certificates.

Next came flavour. This one was tough. Most powders come in fancy flavours like 'rocky road' and 'red velvet'. As you'd know, red velvet doesn't exist in nature. (One can argue if it should exist at all!) And we don't do artificial. So, we made two simple, yummy flavours - Cocoa and Coffee. 100% natural.

No fancy stuff. ✨ ✨

And lastly, there was the sweetener. We used (our beloved) dates for the Beginner's protein, but we couldn't achieve 70%+ protein concentration without a zero cal sweetener.

Of course, we'd never do an artificial sweetener. So, for the first time, we used Monk Fruit. The safest, cleanest, most natural, age-old zero-cal sweetener we could find. 😊

In fact, this is a product of many such firsts.

First time we're using Bromelain - an enzyme found in pineapple stem - to help make this the most easily digestible protein (no bloating or gas). First time we're using jaggery & malt - to give beginners that familiar, childhood malt-drink taste that's warm and welcoming. ❤️

First time we're choosing to make the product, not ourselves, but in an external,

➤ state-of-the-art, ISO certified facility. To ensure absolutely zero heavy metal leaching.

Phew!

If there's one product that needed the trust of TWT, it's this one. And we don't take the trust you place in us lightly.

So we took all the time we needed, went down every rabbit hole we had to, went against every 'industry-practice' we \*had\* to, to deliver the cleanest, lightest, most non-intimidating protein powder, ever.

Go ahead. Give your body the protein it needs. We've got you. And you've got our word.

We'll be by your side the whole 'whey'.

