

# THE MYTHS

- 1 If I use protein powder, I'll get too big.**  
This is not the case, a key determinant in muscle mass or size is the stimulus (i.e. training activity) and total calorific intake. High protein diets don't result in big muscles unless heavy resistance training is undertaken.
- 2 Too much protein will be bad for my kidneys.**  
Assuming you're healthy, there are no known medical issues associated with a high protein diet.
- 3 Protein is all the same and it doesn't matter what food sources I get it from.**  
Foods and supplements can vary in what is called Biological Value (BV). This is essentially the amount of protein your body utilises from a given source. To ensure you are making the most of your food and supplements, ensure you are consuming sources that have a high BV. Quality whey protein will have the highest BV available, a perfect score of 104!
- 4 Protein supplements are too expensive.**  
Whilst this might seem the case, when compared gram for gram of protein, a high protein source such as Instant Whey Pro typically works out better value than many high protein foods.
- 5 There isn't much difference between different types of whey protein.**  
As with most things in life you get what you pay for and this is no different with protein supplements. Value for money is not just about what you pay for a product but other factors should be considered such as protein percentage, BV, digestibility and also key considerations.

# REFLEX NUTRITION

Reflex Nutrition was started in 1996 by James Phillips with the sole aim of producing the finest supplements available; in our eyes that means perfection with no equal. To achieve perfection is extremely challenging and it is a word that cannot be casually used unless it is supported in the real world. In our industry perfection requires both intimate knowledge of the nutraceutical world and exacting manufacturing standards. Reflex Nutrition's sheer determination to lead the market in both innovation and quality resulted in the design and manufacture of the Reflex Science Park on the outskirts of Brighton. The two acre site provides exceptional manufacturing facilities for the production of the following full range of extremely high quality sports nutrition supplements;

## Protein powders, the world's best, highest protein content, proven in the lab.

Reflex Nutrition's range of protein powders are world class. Instant Whey Pro is the world's leading 5lb whey protein powder; it's the only whey protein powder to contain a minimum of 80% protein across all flavours, in addition it's made using 100% Green Renewable Energy, lab tested for protein and much more. Reflex also make Micro Whey derived from 100% whey protein isolate delivering a massive 88% protein across all flavours, this is perhaps the most potent whey protein product in the world today. See the complete Protein Powder range.



INFORMED-SPORT  
REGISTERED FACILITY



PROTEIN TESTED



ISO 9001



MONEY BACK  
GUARANTEE



HALAL CERTIFIED



FREE FROM SOY

## WHEN CONVENIENCE IS KEY...



### WHEY REFRESH RTD

Whey Refresh is arguably the world's purest RTD whey protein drink. The protein source is solely derived from EU grass fed whey protein isolate. Each bottle delivers 30 g of protein but most importantly, is virtually fat and carbohydrate free. Whey Refresh benefits from natural colouring, flavouring and sweeteners.

**SIZE:** 500 ml **FLAVOURS:** Orange Burst and Tropical Punch.



### R BAR PROTEIN

If you want to keep a clean and nutritionally balanced bar to hand for any point in the day or for a protein hit when you've finished your exercise or workout then look no further. It is a protein bar of unrivalled quality incorporating nutritionally uncompromised ingredients. Every ingredient has been carefully selected providing you with the finest quality protein, whole nut butters, cocoa butter and carefully tailored natural flavours. Each bar delivers 20 g of protein, 10 g of fibre and a maximum 2 g of sugar.

**SIZE:** 60 g **FLAVOURS:** Cherry Bakewell, Chocolate Peanut Caramel, Cookies & Cream, Double Chocolate Brownie, White Chocolate Apricot, White Chocolate Raspberry Ripple.

### R BAR FLAPJACK

An oat based bar delivering 21 g of low GI carbohydrates and 18 g of EU sourced grass fed protein. Made to the highest standards with rapeseed oil, glycerine and gluco fibre, this bar uses natural flavours, colours and is sweetened with stevia. Crucially, it contains NO palm oil, soy protein, glucose syrup, gluten or GMO ingredients. It also contains NO artificial colours, flavourings or sweeteners.

**SIZE:** 70 g **FLAVOURS:** Apple & Blackberry Crumble, Cherry & Almond, Maple Syrup.



**HIGH PROTEIN**  
ALL YOU NEED TO KNOW ABOUT THE RANGE



[WWW.REFLEXNUTRITION.COM](http://WWW.REFLEXNUTRITION.COM)

## INFORMED-SPORT ACCREDITED SITE

The Reflex Nutrition manufacturing sites are accredited by Informed-Sport which means the facility and our processes have been rigorously scrutinised by LGC who test for the presence of any banned substances that appear on the WADA list. In order to gain this accreditation, a two stage process was undertaken. Firstly, evidence of working practices had to be provided, followed by an inspection by an LGC representative who took twenty random swab tests throughout the site. These samples were screened against 150 compounds taken from the WADA (World Anti-Doping Agency) prohibited list. This process is repeated every six months in order for us to retain the certification.

It is important to note that this site registration has been further complemented by specific batch testing on particular products which have then been quarantined and will be made available to professional athletes.

## PROTEIN TESTED PRODUCTS

Given that we manufacture our own products, offer a Full Money Back Guarantee and pride ourselves on delivering world class supplements of unsurpassed quality, we take a raft of steps to ensure that our products meet label claim.

We test every single batch of protein product that we manufacture. We take a sample and then test this in our on-site research laboratory. We also send regular samples to be tested in a third party lab.

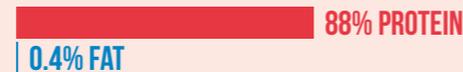
The samples that we take are analysed using a Nitrogen Combustion Analyser. This machine is typically found in dedicated research labs and is used to accurately determine the nitrogen content of test materials which are accurate indicators of protein content.

The results of these tests are published on our website for complete transparency. This process indicates not only our commitment to quality but also the accuracy and integrity of our raw material sourcing and manufacturing processes.

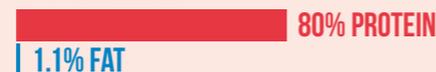
# WHAT IS WHEY PROTEIN?

When it comes to protein supplements, you'll often hear the term whey protein used but what is whey protein? Whey Protein is a natural source of protein that comes from milk. Anyone who has drunk any milk product will have consumed some form of whey protein. Typically it comes from the cheese making process, when milk is separated into curds and whey. Curds are then used to make cheese and the whey is filtered to reduce fat and carbohydrate levels, leaving a high protein powder. The powder can be filtered to various levels and the higher the protein content, the lower the fat and carbohydrate content, means a higher price due to the increased processing.

### MICRO WHEY



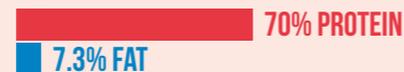
### 100% NATIVE WHEY



### INSTANT WHEY™ PRO



### 100% WHEY



Selecting the most appropriate product from this table is not an exact science. We'd recommend that you decide which factors are most important to you and then decide what balance feels right for you. Trust us when we say that whatever you choose, it will be a good choice. We really mean that.

Importantly, these products can be used at any time of the day, by anyone. If you would prefer to gain extra guidance, please feel free to call us direct on **01273 303817** or ask your retailer.

## WHEY PROTEIN

### MICRO WHEY™

The purest of protein powders, Micro Whey™ is 98% free from fat and lactose. This product is processed using Cross Flow Microfiltration, delivering an industry leading 88% protein with an amino acid profile rich in branched chain amino acids.

**SIZE:** 909 g & 2.27 kg

**FLAVOURS:** Banana, Chocolate, Strawberry and Vanilla.

### 100% NATIVE WHEY

Unlike cheese derived protein, 100% Native Whey is extracted directly from EU skimmed milk using membrane technologies at low temperature (10 degrees C) using both microfiltration and ultrafiltration. The state of the art low temperature process removes casein, fat and lactose to leave only the purest, most biologically active whey protein. Crucially, the resulting protein has higher levels of cystine and essential amino acids.

**SIZE:** 1.8 kg

**FLAVOURS:** Chocolate Perfection, Strawberries & Cream and Vanilla Ice Cream.

### INSTANT WHEY™ PRO

The protein product that we have built our reputation on. It combines protein derived from the conventional separation of curd and whey as well as Native Whey (pasteurised and filtered directly from the milk). It delivers 80% protein yet only 1.1g of fat and 1.6g of carbohydrate per serving.

**SIZE:** 900 g, 2.2 kg & 4.4 kg

**FLAVOURS:** Banana & Custard, Banoffee Pie, Chocolate Perfection, Choc-Mint Perfection, Chocolate Peanut Butter, Cinnamon Vanilla Roll, Raspberry Delight, Strawberries & Cream and Vanilla Ice Cream.



### 100% WHEY

This product was formulated as an entry point into our whey protein range combining the benefits of a very high quality source of EU grass fed whey concentrate with a taste profile that is almost unparalleled and a very attractive price point. If you are new to the market or price conscious this is the perfect solution.

**SIZE:** 2 kg

**FLAVOURS:** Chocolate Peanut Butter, Chocolate Perfection, Strawberries & Cream and Vanilla Ice Cream.

## PROTEIN BLENDS

Protein blends are used where different characteristics of different proteins are utilised. Different proteins have different nutritional profiles but more importantly, they are often combined where different digestion rates can be blended to provide a combination of slow, medium, and fast digesting proteins.

### 3D PROTEIN®

By combining native whey protein, micellar casein and egg white isolate in a transparent ratio of 45:45:10, a slow, medium and fast release of protein is achieved helping to ensure that the body remains in an anabolic state over a prolonged time period. This is especially important when access to food might be limited or when sleeping.

**SIZE:** 1.8 kg

**FLAVOURS:** Chocolate Perfection, Strawberries & Cream and Vanilla Ice Cream.

FIND OUT MORE ABOUT THE RANGE AT [WWW.REFLEXNUTRITION.COM](http://WWW.REFLEXNUTRITION.COM)

FOR INFORMATION ON MICELLAR CASEIN, NATURAL WHEY AND VEGAN PROTEIN PLEASE VISIT [REFLEXNUTRITION.COM](http://REFLEXNUTRITION.COM)