



ULTIMATE HIGH-ALPHA & ISO ENERGY PROTEINS

I have noticed that the bottle size of my Ultimate ISO (or Ultimate High Alpha) protein is smaller as well as the scoop size and serving sizes have changed. Why?

There are a couple of reasons for these changes. Firstly, the price of raw materials (whey) had increased in 2012 and although an option was to leave the bottle and serving size as it was and increase the price accordingly, Preferred Nutrition instead chose to make them both a bit smaller to avoid raising the price. This does not affect in any way the effectiveness of the product.

Secondly, there are many aspects when it comes to considering a protein supplement, however the most important one is the quality of the product and making sure what you are consuming is completely viable. Due to the exceptional quality of our proteins, most people will only need a 20 gram serving as opposed to the 25 grams (or higher) from many other protein supplements. In other words - the great majority of our Ultimate ISO Energy and High Alpha protein is easily assimilated by the body and is NOT wasted.

What are the actual grams of protein in each serving of your High Alpha and ISO Energy Ultimate proteins?

Each 26-29 gram (2 scoop) serving of both our Ultimate High Alpha Whey and ISO Energy provides 20 grams of the highest quality whey protein.

How much Stevia is in a serving of your Ultimate High Alpha Proteins?

A 29g (2 scoop) serving of ISO Energy Tropical Vanilla protein contains 60.030mg of Stevia. A 29g (2 scoop) serving of ISO Energy Chocolate protein contains 48.923mg of Stevia. A 28g (2 scoop) serving of High Alpha Tropical Vanilla protein contains 57.960mg of Stevia. A 26g (2 scoop) serving of High Alpha Chocolate protein contains 43.862mg of Stevia. A 29g (2 scoop) serving of High Alpha Strawberry protein contains 52.718mg of Stevia. The High Alpha Unflavoured protein contains NO Stevia at all.

If I am a vegetarian, how can taking your Ultimate Protein benefit me?

Both the High-Alpha Whey Protein and the ISO-Energy Whey Protein are great for any lacto-ovo vegetarians. These proteins can help regenerate the body's tissues more effectively, as many vegetarians do not consume enough high quality protein. Inadequate protein intake may appear as a loss of lean metabolically active muscle tissue, unwanted weight gain, bone loss, wrinkles, tiredness and a lowered immune system.

Can children benefit from taking Brad King's Ultimate proteins?

Ultimate High Alpha and ISO Energy proteins are phenomenal for children for a few specific reasons: 1/ they contain exceptionally high grade amino acids that aid in brain function - including concentration, focus and mood 2/ they contain peptides that are able to help balance blood sugar levels (great for those experiencing mood and/or attention issues) 3/ they are verified clean proteins in that they are extensively tested and 100% free of BSE, MSG, artificial sweeteners and wheat, plus they taste awesome!



Do your High Alpha or ISO Energy protein contain caffeine? I seem to have a lot more energy after consuming it and am not sure why?

Our High-Alpha & ISO-Energy Protein have NO caffeine! If someone is feeling an energetic response from the formula it is most probably due to its research-proven effect on helping to breakdown excess body fat and lower cortisol, all of which play a role in feeling more energetic.

Do your High Alpha and ISO Energy proteins contain casein?

Yes, there are trace amounts of casein in our whey isolates, however they are in much lower quantities than other whey protein formulas that are on the market.

Is it possible to get a whey protein formula without casein in it?

No, as casein is an integral part of all whey protein formulas. Ours is in very small quantities and the entire formula is non-denatured - resulting in most individuals responding in a very positive manner to our formulas.

Are the Ultimate High Alpha and ISO Energy proteins GMO free?

No, neither the High Alpha nor the ISO Energy proteins are considered GMO free. Upon investigation we have received confirmation that there are one (or more) genetically modified ingredients in this product.

Are the Ultimate High Alpha and ISO Energy proteins gluten free?

Yes, we do have confirmation on file that there is no gluten added and no gluten present in both our High Alpha and ISO Energy proteins. However, our manufacturing facility is NOT a gluten free facility, and as we do process products that contain gluten we are unable to confirm 100% that there is no possibility of cross contamination.

I hear a lot of conflicting information about whey proteins, especially the source of the cows. Should I be worried?

Studies have shown that many commercially-available whey protein powders are nutritionally deficient due to over-processing and because the original source of the whey could be compromised. You should look for whey protein powder that is sourced from all-natural grass fed cows that are not injected with the hormone rBGH (a hormone injected into dairy cows to increase milk production). The Ultimate High-Alpha Whey Protein, and the Ultimate ISO Energy protein both fit these specifications.

Why does your High-Alpha Whey Protein no longer show "lactose-free" on the label?

There is actually no such thing as 0% lactose in any whey protein. To be considered "lactose-free", the product must be under 1% lactose - which is where the High-Alpha falls. By law, whey proteins are no longer allowed to place "lactose-free" on the bottle.

Is your ISO-Energy Whey Protein lactose-free? Some labels show that it is, and some don't.

The same information applies to our ISO-Energy protein as to our High Alpha Whey proteins. To be considered "lactose-free", the product must be under 1% lactose - which is also where the ISO-Energy protein falls. By law, whey proteins are no longer allowed to place "lactose-free" on the bottle. There is a .5% (1/2%) maximum of lactose in the ISO-Energy proteins. Going forward, all new lots will not specify "lactose-free" on the label.

Are Isolate proteins inferior to whey proteins? I understand they don't absorb as well and are stripped of their nutritional values?

Contrary to some reports, the body does in fact absorb Isolate proteins quickly and our Ultimate ISO Energy proteins are not exposed to acid processing (which would denature the amino acid profiles) - they are in fact micro filtered to eliminate excess milk fat and unhealthy unnecessary milk sugar.



Aren't Isolate proteins deficient in key amino acids and nutritional values?

The Ultimate ISO Energy proteins all contain very high values of all amino acids and especially high amounts of the most important Branch Chain Amino Acids (BCAAs). These, along with co-factors like GMPs, lactoferrin and lactoperoxidase ensure the highest levels of all the amino acids and co-factors available.

Do your Ultimate Proteins no longer have an inner seal?

No, we no longer have an inner seal on our protein powders. All bottles have a tear-away outer seal and unless this seal has been damaged, broken or tampered with, the product will be fine.

Your protein powders are "cold processed". What does this mean for me?

Cold processing ensures that the protein is in its most viable form, meaning that the delicate protein structures are not damaged or denatured in any way (which is almost always the case with excess heat production).

What is the source of the Lecithin in your High Alpha and ISO Energy proteins?

The lecithin that is used in all of our Brad King Ultimate proteins is sourced from non-GMO sunflower. Please note that this ingredient gives the finished product a darker appearance.

What is "Alpha-lactalbumin"?

Alpha-lactalbumin comprises over 30% of the protein fraction found in human breast milk. It is the fastest and most absorbable of any protein source. In research, it has been found to have a digestibility even higher than that of human milk. Studies on alpha-lactalbumin indicate that it is one of the most (if not the most) effective forms of nutrition required for overall growth and development. Alpha-lactalbumin also contains nature's highest levels of the essential and often missing amino acid, tryptophan. Tryptophan is essential to the manufacture of one of our most important brain chemicals called serotonin. Benefits include appetite control, sleep regulation and mood improvement – especially under stress.

What is the difference between your High Alpha Whey Protein and the ISO Energy Whey Protein?

Both of these proteins are specially designed to maximize the body's ability to rebuild, repair and replace its worn or damaged cells. By using either the High-Alpha Whey or the ISO Energy Whey on a regular basis you will ensure that your body has optimal levels of bioactive functional proteins for strengthened immunity, overall health, efficient metabolism and regeneration, stress-reduction, enhanced mood, reduced cravings and better sleep.

Our feature benefits of the Ultimate High Alpha Whey Protein include:

- *is anti-carcinogenic and anti-microbial
- *can selectively inhibit the growth of human cancer cells
- *is highly effective at reducing stress
- *enhances serotonin
- *effectively lowers cortisol
- *aids in efficient sleep
- *enhances immunity

Our feature benefits of the Ultimate ISO Energy Whey Protein include:

- *regulates metabolism
- *helps build and repair muscle, skin and bones
- *delivers specialized peptides that reduce appetite and cravings
- *enhances immunity
- *hydrates the body at the cellular level



Are Brad King's products WADA certified?

No, we do not have an official WADA (World Anti-Doping Agency) designation or release on our Ultimate products by Brad King.

I have purchased a powdered product, but it went very hard on me. Do you know how I can make it soft again? Is this common?

This is common especially if the lid is not tightly secured after each use since there is then the possibility of moisture getting into the container. Moisture in the container causes the product to clump and/or go hard. Try using a spoon to help break up the product and make sure you secure the lid tightly after each use. There are also desiccants in the product that are supposed to help with this issue as well.

Can I add my powdered product to hot water in order to help it dissolve better?

Adding your powdered product to room temperature or slightly warmer water to dissolve it before adding it to juice or cold water should be fine, however we do not recommend adding it to boiling or very hot water because by doing so will likely affect its efficacy.

Why isn't my container of powdered product full? Am I being ripped off?

When the containers are initially filled they are actually full, however once the product has been sealed and shipped out, the contents of the container (the powder in this case) will begin to settle and become more compressed and then, upon opening, it will appear that the powder is no longer filling the whole container or that the containers we are using are too big. This is not the case, and it is quite normal for any powdered product to settle during shipping. You can rest assured that each scoop of powder will still contain the nutritional information, exactly as indicated on the label.

Why do you no longer supply shaker cups for your protein drinks?

We made the decision not to print any more shaker cups because they stain easily and more importantly, they are not environmentally friendly.

Do all of your products have an NPN?

Yes, all of our products have been issued a Natural Product Number (NPN) by Health Canada – these numbers do appear on our labels. Further Natural Health Product criteria and information can be found on the Health Canada website www.hc-sc.gc.ca Under the Food and Drugs Act items that are considered a food – for example, our protein powders and herbal teas – do not require an NPN.

Are your products GMO free?

Confirmation for many products has been listed separately as to whether or not GMOs are present in the formula or if any ingredients have come from a genetically modified source. If nothing is indicated on the FAQs then we are still in the process of having testing done and the product information will be updated once complete. This information will be updated on our website, as well as on our product information sheets and on our labels. This will be done as quickly as possible and on a product-by-product basis.

Can your products be used after the expiry date has passed?

Supplements generally keep their potency long after the expiry date. There is certainly no safety issues with consuming after the expiry date has passed however the potency degrades over longer periods of time.

Are any of your products tested on animals?

No, there is no animal testing on any of our products.



Why have your cautions and your recommended/suggested usages changed so dramatically on many of your labels?

The changes you are noticing to our suggested usage and cautionary statements have been at the directive of Health Canada. There have been many regulatory changes with regards to Natural Health Products causing companies to change their labels accordingly. We update our website, product information sheets and labels on the actual products to reflect these regulations as quickly as we possibly can. Health Canada and the industry representing natural health products act according to the interest of consumers and their safety. As a result, if there is any concern with an existing condition, a caution is added to advise the consumer to seek out feedback from their Health Care professional.

Where do you source your products from?

All of our products are manufactured at a GMP facility certified by Health Canada. All raw materials come in and are tested for purity, safety and potency. If they do not meet our standards they are rejected and sent back or destroyed. We use the highest quality ingredients available. Many of our products contain proprietary patented ingredients that have been clinically researched. We also use organic whenever we can.

Will this product help me lose weight?

There is no such thing as a "magic" pill or product - the only way to succeed (and maintain) true weight loss is by adopting a healthy lifestyle combining adequate exercise and proper nutrition. If you are concerned about poor eating habits or cravings, then we recommend you seek advice from a Nutritionist or Naturopath to obtain some guidance on healthy eating, as well as to investigate possible underlying (or undiagnosed) hormonal imbalances, which can make it harder to lose weight. You might also want to consider speaking with a personal trainer to help you discover a fun fitness program that you enjoy - because, no matter what, in order to achieve and maintain any type of weight loss, exercise is required. Our vitamins and supplements are designed to help you in your quest to a daily, healthy lifestyle, however it also requires effort on your part.

Are your products gluten free?

Confirmation for many products has been listed separately as to whether or not gluten is added and/or present in the formula. If nothing is indicated on the FAQs then we are in the process of having gluten testing done and the product information will be updated once complete. Please be advised however that our manufacturing facility is NOT a gluten free facility.

Are your products peanut free?

Following compliance with food regulations, in order to make a negative claim such as "peanut free", it would be necessary to insure a zero tolerance of any peanut traces, including the possibility of cross contamination. Although our manufacturing facility has a policy in place for allergen control, there is no specific policy for peanuts, nor is there a specific "no peanut agreement" with our raw material suppliers.

Are any of your products "vegan-friendly"?

Yes, AdrenaSense, EstroSense, MenoSense, BioSil, Medi-C Plus, Magnesium and MagSense (from our WomenSense and Preferred Nutrition product lines), the Healing Teas, our Ultimate Maca Energy products and the Ultimate VEGAN line are all vegan friendly.

I have heard that drinking green tea along with my supplements will end up flushing out all the nutrients? Is this true?

No, you are fine taking your supplements with green tea. Coffee inhibits the absorption of nutrients, but the caffeine in green tea will not pose the same problem.



www.pno.ca

Why can't I find any prices on your website?

Preferred Nutrition is the wholesale distribution company for the products on this website, however we sell exclusively to Health Food stores & selected Natural Pharmacies across Canada, not directly to the general public. Because the prices of our products can vary from store-to-store, we are unable to list our suggested retail prices (SRP) on our website. We recommend you contact your local retailer and inquire about prices directly with them.

Can I purchase products directly from you? I went to a health food store and the prices seem very expensive.

We distribute our products in Canada only and we sell directly to Health Food stores - since they have a personal commitment to the natural health lifestyle. Consumers are then able to buy our products from knowledgeable staff that are genuinely interested in helping people be well - people who care! Always be sure to look for in store promotions or coupons when you are making your purchases as this can help alleviate your cost concerns.

Do all health food stores carry all of your products?

To find Health Food stores in your area that carry our products, please click on "Store Locator" at the top of this screen. All you have to do is enter your postal code and you will be given a list of retailers in the radius that you choose. We do recommend calling ahead to see if they stock the item you are looking for and in most cases if a store does not normally carry something, they will offer to do a special order for you.

Should your supplements be taken with or without food?

Most of our products will specify directly on the bottle whether they should be taken with a meal or not. If nothing is stated, then the choice is yours as to when the best time is for you to take them. In general, however, most vitamin supplements should be taken with food because once eating starts the digestive process, enzymes and gastric juices are generated and usually the nutrients will be absorbed and assimilated better.

I like the sound of many of your products. Am I able to take different formulas at the same time?

Yes, it's safe to combine various WomenSense products to help support the body in achieving optimal health. The same applies to the Preferred Nutrition line, Dr. Whitaker's formulas and Brad King's. If you are unsure of any combination, then please consult your Health Care Practitioner.

Can you tell me if I can combine any of your supplements with the medication(s) I am on, as prescribed by my doctor?

It is best to consult your Doctor or alternative Health Practitioner before taking any new supplements while on prescribed medication. If you have been approved to add our supplement(s) to your daily regime, then we do recommend that you space the medication and the supplements out by at least one hour.

Can I take your products when I am pregnant or breastfeeding?

We are not able to make any recommendations with any of our products when it comes to pregnancy or while nursing. You must contact your Health Practitioner, Naturopath or Pharmacist.

I understand that you put a recommended dosage on your labels, but I can take more or less than that, right? And, really, do I have to take the product every day?

With regards to the recommended dosage, we would suggest you speak to your Doctor or Health Care Practitioner before increasing any amounts. As with any supplement you can determine your amount based on your personal preference - if you find that a product works for you immediately then you should be fine to take it just on the days you feel you need it, but again we suggest you discuss this with you MD or HP. Some consumers find that a product needs to be in their system for a few days to a few weeks before they notice results and/or feel the full benefits.



I don't understand why when I purchase your product and open the bottle, the contents don't even fill 1/2 of the packaging that is being used?

The containers we use are determined based on product fill and required label information, as well as capsule count when/where applicable. Sometimes we do have to use a larger bottle than seems necessary because of the information required on the labels - requirements both from Health Canada and in order for the label to be clear and legible to our consumers. Also, in a case where we are offering larger volume (ie/ 400g versus 200g or 180 capsules versus 90 capsules), then we have to put the contents in a bigger container in order for there to be differentiation on the shelf.

What is your 100% money-back (customer satisfaction) guarantee?

Our 100% money-back/customer satisfaction guarantee ensures that if a customer is not completely satisfied with their purchase, they can return the unused portion of the product (in its original packaging) back to their point of purchase and we will credit the Health Food store 100% of their purchase price from us. We cannot dictate if a store will give cash back or an in-store credit, nor can we override store policies already in place ~ but we do promise to credit them, regardless of the reason for the return.

