

# THE ULTIMATE PROTEIN GUIDE

Every protein we make, what it does, when to take it, and which one belongs in your routine.



# START WITH THE GOAL

Protein should not be complicated. The right choice comes down to your goal, your diet, your digestion, and how easy it is to repeat every day.

**1**

## HIT YOUR DAILY TARGET

The biggest lever is total daily protein. Timing helps, but consistency is the unlock.

**2**

## CHOOSE THE RIGHT SOURCE

Different proteins have different strengths: fast recovery, satiety, dairy-free use, calorie support, or collagen-forward support.

**3**

## MAKE IT REPEATABLE

The best routine is the one you can repeat without extra ingredients you do not want.

# THE CORE TAKEAWAY

Start with your daily protein target. Then choose the protein type that fits your lifestyle. Timing helps, but consistency is the real unlock.

**20-40G** PER MEAL

**3-5x** DAILY

**1** SIMPLE ROUTINE

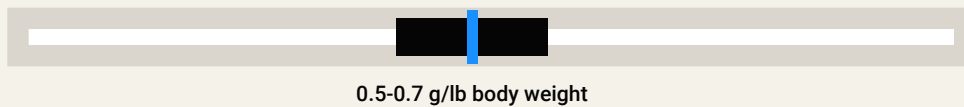
These ranges are practical planning tools, not medical prescriptions. Always follow the serving directions on the product label and adjust your routine to your own goals, diet, and tolerance.

# HOW MUCH PROTEIN?

Use body weight and goal as the planning anchor. For most active adults, the big unlock is hitting the target consistently across the day.

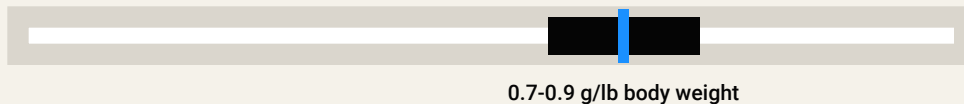
## GENERAL HEALTH

FOR A 160 LB PERSON



**80-112g**

## ACTIVE LIFESTYLE



**112-144g**

## BUILD MUSCLE



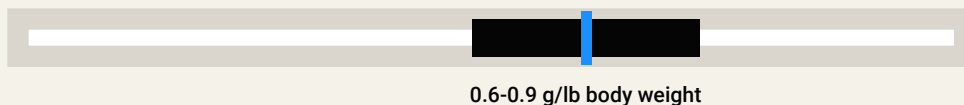
**128-160g**

## LEAN OUT



**160-192g**

## ENDURANCE



**96-144g**

## SMART RULE

Split protein across 3-5 meals or shakes. A huge serving at night does not make up for a chaotic day as well as steady intake does.

# PICK BY GOAL

## BUILD MUSCLE

- WHEY
- WHEY ISOLATE
- PROTEIN BLEND

Complete proteins with a strong amino acid profile.

## LEAN OUT

- WHEY ISOLATE
- EGG WHITE
- CASEIN

High protein per calorie and cleaner macro control.

## VEGAN

- PEA
- PEA + RICE
- SEED

Plant-based options with smarter amino coverage.

## SENSITIVE GUT

- BEEF
- GOAT WHEY
- EGG WHITE

Alternative dairy or non-dairy paths.

## GAIN WEIGHT

- MASS
- VEGAN MASS

Calories plus protein when appetite is the bottleneck.

## SKIN + JOINTS

- COLLAGEN
- MARINE COLLAGEN
- BONE BROTH

Structural protein support; not a whey replacement.

## STAY FULL

- MICELLAR CASEIN
- BONE BROTH

Slower or more filling routines.

## CONVENIENCE

- PROTEIN COFFEE
- NAKED SHAKE
- COLLAGEN CREAMER

Easy daily habits for busy mornings.

## BOOSTERS

- PB
- ALMOND

Plant-based flavor and protein boost for recipes, shakes, oats.

**The best protein is not the newest one. It is the one that solves the right job with the fewest unnecessary ingredients.**

# THE SPEED LADDER

Different proteins move through the body at different speeds. Use speed to match the moment: fast after training, slow before bed, strategic when calories or digestion matter.



## TRANSLATION

Use whey or isolate when speed matters. Use casein when time between meals matters. Use collagen when the target is structural support, not muscle protein synthesis.

# ANIMAL-BASED

Fast, complete, and familiar. These are the strongest fits if you tolerate animal-based protein and want muscle support with clear use cases.

## NAKED WHEY

Everyday muscle support. Best post-workout or anytime you need to close a protein gap.



## WHEY ISOLATE

Leaner macro profile. Best for cutting, lactose-sensitive users, and fast recovery.



## MICELLAR CASEIN

Slow-digesting. Best before bed, between meals, or when hunger is the issue.



## GOAT WHEY

Alternative to cow whey. Best if you want whey-style protein from a different dairy source.



## MASS

Protein plus carbohydrates and calories for hard gainers and bulking phases.



## BEEF

Dairy-free, collagen-rich animal protein. Best for low-carb, paleo, and connective tissue-focused routines.



## PROTEIN BLEND

Whey + casein + egg. Best when you want fast, medium, and slow proteins in one shake.



## EGG WHITE

Dairy-free complete animal protein. Best for paleo-leaning or lactose-free routines.



## BONE BROTH

Savory, collagen-rich protein for gut, joint, and wellness routines.



## SIMPLE STACK

Whey or Isolate after training. Casein before bed. Add collagen in coffee if skin, hair, nails, or joint support is part of the routine.

# PLANT-BASED

Plant protein works best when the goal is clear. Pea is the workhorse. Rice is the smart complement. Seed adds variety. Vegan Mass is for a true calorie surplus.

## PEA

Flagship vegan protein. Strong daily option for post-workout shakes, smoothies, and dairy-free routines.



## RICE

Clean plant option and a smart pairing with pea for better amino coverage.



## SEED

Multi-seed protein for plant-based variety, especially if you are avoiding pea or soy.



## PB

Flavor and protein booster. Not a complete base protein, but great in oats and shakes.



## SHAKE

Convenience-first vegan protein. Easier taste experience for busy routines.



## VEGAN MASS

Plant-based mass gainer when you need calories plus protein.



## ALMOND

Flavor and protein booster. Not a complete base protein, but great in oats, shakes, and smoothies.



## VEGAN STRATEGY

For a vegan muscle routine, use Pea as the base and Rice as the complement. If the issue is calories, move to Vegan Mass instead of endlessly adding more scoops.

# COLLAGEN IS DIFFERENT

Collagen is a protein, but it is not the same job as whey, isolate, egg, pea, or casein. Treat it as structural support, not a complete muscle-building replacement.

## WHEY / PEA / EGG

**Best for:**

- Muscle recovery
- Daily protein target
- Meal support

Use when the goal is complete protein for lean muscle.

VS

## COLLAGEN

**Best for:**

- Skin, hair, nails
- Joints
- Connective tissue

Use alongside a complete protein if muscle is also the goal.


### COLLAGEN

Daily, any time.  
Consistency matters.




### MARINE

Skin-forward or pescatarian routines.




### ADVANCED

Collagen plus hyaluronic acid and vitamin C.



### CREAMER

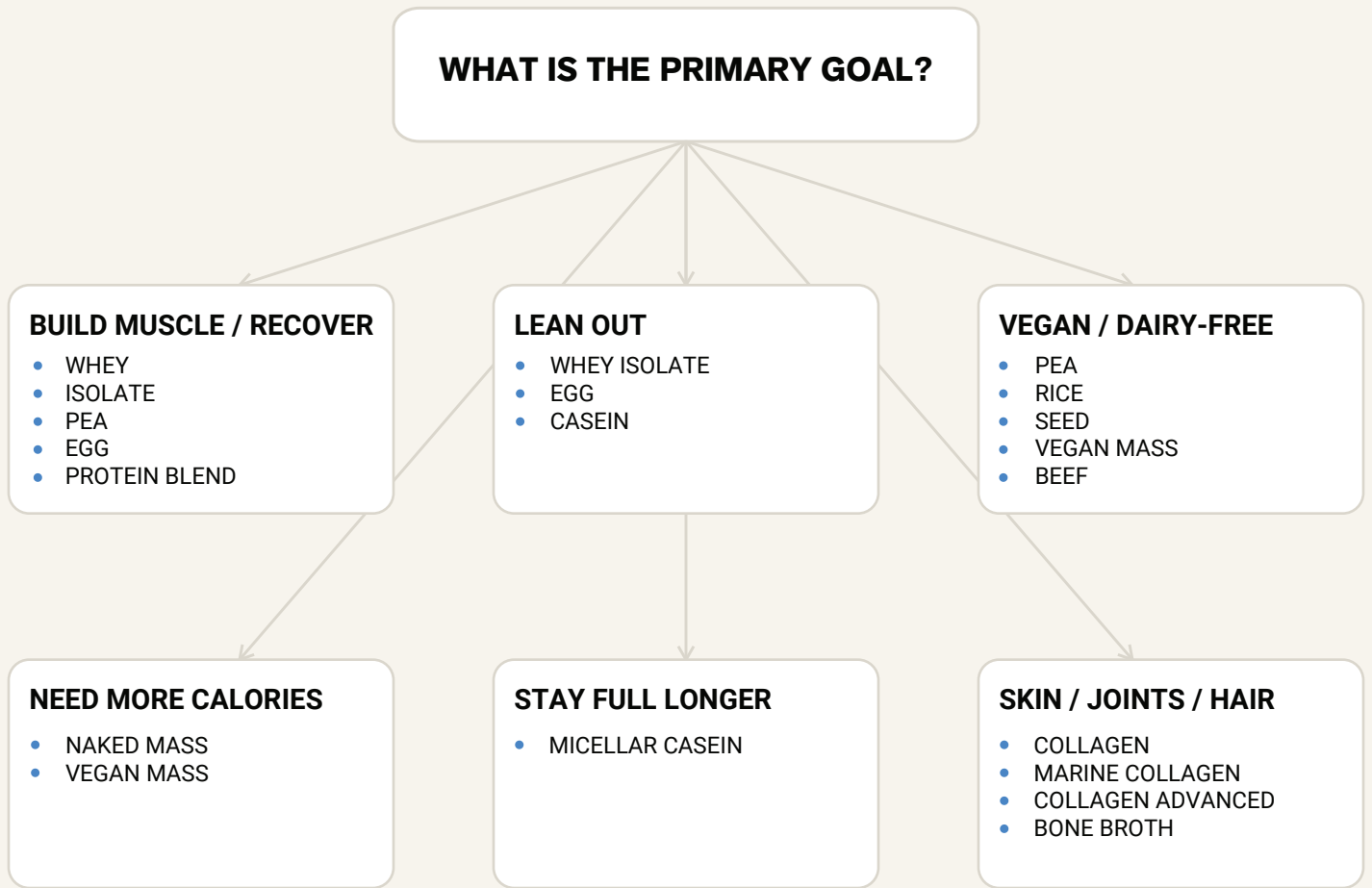
Habit-stacked with morning coffee.



Honesty builds trust: collagen can contribute protein grams, but it should not be positioned as equivalent to whey for muscle protein synthesis.

# CHOOSE YOUR PROTEIN

Use this flow when you do not know where to start.

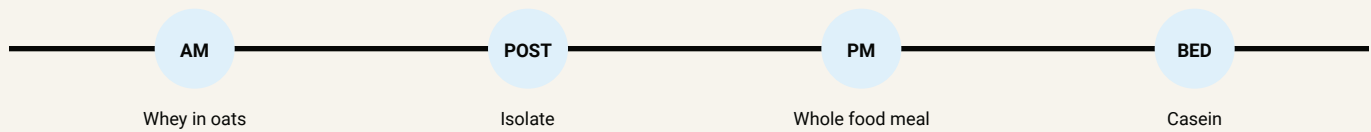


**BEST OPERATING PRINCIPLE**  
 Do not take every product just because it exists. Build the smallest stack that solves the job.

# A DAY OF PROTEIN

You do not need one perfect shake. You need a daily structure that makes the protein target automatic.

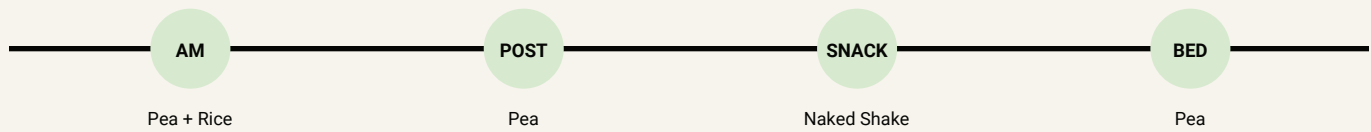
## MUSCLE BUILDER



## LEAN + TONED



## VEGAN ATHLETE



## REST DAYS COUNT

Recovery and protein synthesis do not stop when training stops. Keep the protein target consistent on rest days.

# PROTEIN AT A GLANCE

PRODUCT	TYPE	BEST FOR	TIMING
<b>WHEY</b>	Whey concentrate	Everyday muscle support	Post-workout / any meal
<b>WHEY ISOLATE</b>	Whey isolate	Leaner macros	Post-workout / AM
<b>CASEIN</b>	Slow dairy	Overnight recovery	Before bed
<b>GOAT WHEY</b>	Goat whey	Cow-dairy alternative	Any meal
<b>EGG WHITE</b>	Egg	Dairy-free complete protein	Any meal
<b>BONE BROTH</b>	Broth protein	Savory / joint routine	Anytime
<b>PROTEIN BLEND</b>	Whey + casein + egg	Sustained protein	Any meal
<b>PEA</b>	Pea isolate	Vegan daily protein	Post / any meal
<b>RICE</b>	Rice protein	Vegan pairing	Anytime
<b>SEED</b>	Seed blend	Plant variety	Anytime
<b>MASS / VEGAN MASS</b>	Gainer	Calorie surplus	Post / between meals
<b>COLLAGEN</b>	Peptides	Skin / joints	Daily

Use this as your quick selector when deciding what belongs in your routine.

# STRAIGHT ANSWERS

## Can collagen replace whey?

No. Use collagen alongside a complete protein if muscle recovery is the goal.

## Is isolate always better than whey?

No. Isolate is leaner and lower lactose. Whey concentrate can still be the best everyday choice.

## Do I need BCAAs if I take protein?

Usually not if daily protein is strong. Aminos can still help during fasted or long sessions.

## Should I cycle protein?

No. Protein is food in concentrated form. The body needs amino acids every day.

## What is best before bed?

Micellar Casein. It is the strongest fit for slow, overnight release.

## What if I need to gain weight?

Use Mass or Vegan Mass only when the goal is a true calorie surplus.

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