

Pure Protein Complete Reformulation



Q. Why did you reformulate the Pure Protein Complete™ products?

A. We reformulated the Pure Protein Complete products to remove the organic evaporated cane juice. The updated formula contains zero grams of added sugars.

Q. What are the main differences between the old and reformulated Pure Protein Complete products?

A. The difference is the old Pure Protein Complete products contained organic evaporated cane juice, which counted as added sugar on the label. The new Pure Protein Complete products do not contain evaporated cane juice, so they now have zero grams of added sugar. We have also updated values in the Supplement Facts panel to reflect the most up-to-date ingredient information.

Q. Was another sweetener added in place of the organic evaporated cane juice in the reformulated Pure Protein Complete products?

A. No, nothing was added in place of the organic evaporated cane juice in the new Pure Protein Complete products.

Q. Will the new formula replace the original Pure Protein Complete?

A. Yes, the original formula will be retired from our product line. We have full confidence that members who used the original formula will enjoy the benefits and delicious flavors of the new Pure Protein Complete products, now with zero added sugar.

Q. How did you decide on Chocolate Deluxe and Vanilla Spice flavors for the reformulated Pure Protein Complete?

A. We chose Chocolate Deluxe and Vanilla Spice flavors for the reformulated Pure Protein Complete based on member feedback received at previous conventions, as well as in-house testing.