

# THE NEW & NOTEWORTHY

## WARNING NOT ALL PROTEIN POWDERS CREATED EQUAL

Just as New Year's fitness resolutions hit full swing, a jarring new report reveals some popular protein supplements contain concerning levels of toxins. The Clean Label Project's latest study found 47% of tested products exceeded safety thresholds for heavy metals like lead and cadmium.

**Behind The Science:** The findings challenge common assumptions about "natural" products. Organic powders showed three times more lead contamination than conventional ones, while plant-based options contained triple the heavy metals of whey proteins. Even more surprising: chocolate-flavored varieties had four times the lead levels of vanilla options.

**The Impact:** As Americans spend billions on protein supplements (projected \$9.69 billion in 2023), this research raises urgent questions about supplement safety and regulation. With no comprehensive federal oversight of heavy metals in these products, consumers face

tough choices about their workout supplements.

### **Your Action Plan:**

- Choose Clean Label-certified options when possible
- Consider whole food protein sources as alternatives
- Research brands' third-party testing practices
- Opt for vanilla over chocolate flavoring
- Watch for updated FDA guidelines in this space

[Read the full story here.](#)