



Trim Healthy Podcast with Serene & Pearl

Bonus Series 2: Is Your Plant Protein Worth It?

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Pearl and Serene... “Chances are you know the importance of protein ...Or... *good on you* – you’re here to get a better grip on protein’s role in your diet. But with all the rage going around when it comes to protein (and plant protein because it is a rage...) ”

How much do we need? What kind? Etc. Because this plant-based protein industry is getting huge this is a billion-dollar industry. But do the dollars correspond with the hype?

Did you know that plant-based proteins have a **GAPING HOLE**? People are often spending top dollar to hit their protein quota... but many plant proteins on the market ARE NOT providing the necessary nutrients for MUSCLE SYNTHESIS. In other words, those proteins AREN’T helping to achieve the desired results!! **Why is that?** We’re here to get down to business and answer this question. To do that... First, we’re going to tell you our personal story... how we failed... and what we learned...And then, we’re going to give you the key to OPTIMIZE your plant protein intake.

Serene... In my 20’s I ended up on a raw food vegan diet. Honestly... it was a bit on the psycho side. I always said: “This is the Garden of Eden diet, it’s the blueprint for man from the Creator.” But... I had four pregnancies on this diet, and I nursed three babies on only raw, plant-based food. I gained less than ten pounds in these pregnancies which just for the record isn’t normal because I wasn’t overweight.

Pearl... I used to love meat, but about 25 years ago Serene had convinced me to jump on the plant-based diet with her... so I was substituting soy protein for everything. In turn, most of my pregnancies were as a vegetarian (even though I would sneak butter and other animal products...my body *craved* the protein).

It got so bad that our health spiraled out of control. We didn’t have some wild, unknown disease...No, this was, *unfortunately*, self-inflicted. We were experiencing extreme EAA depletion.

The silver lining in all of this is that the difficulties of those years put a fire in our hearts to prevent others from stumbling down that same painful path. But back then... We didn’t have this pivotal key that we now have. *The role of essential amino acids has yet to be realized in our minds.*

So fast forward several years when we came to understand the importance of all food groups... some of you know the story... We wrote a bestselling book and ended up launching a whole line of health products. We offered animal-based proteins such as undenatured whey protein, but we were also set on providing the best possible plant protein on the market...because some people

just don't do well on whey, or some just prefer plant-based protein...so we landed on an amazing hemp heart protein source.

Why hemp heart protein?

- It's very minimally **processed**... ground from the hemp hearts.
- It's chock full of vitamins and minerals such as vitamins A, C, and E, beta-carotene, iron, calcium, potassium, magnesium, phosphorus, and zinc.
- It's high in soluble and insoluble fiber and aids digestion.
- Hemp protein is free from cholesterol and Rich in Omega-3 fatty acids.

And the list goes on...This stuff was our **dream plant protein!** And it was not gritty like so many plant proteins are. All these incredible characteristics led us to commit to sourcing and selling hemp heart protein as part of our Trim Healthy line. And ... there's no doubt about it... it is an incredible protein foundation! But this is when we discovered something **optimization** ... Plant proteins require it.

Our Revelation

We had just launched our protein... people loved it... we loved it... yet here we were faced with this new knowledge, and we couldn't and wouldn't cover it up. truth. We've staked our reputation on sourcing and offering the very best products... and this couldn't be an exception to the rule.

The TRUTH was that... "All on its lonesome" hemp-heart protein was INSUFFICIENT for muscle synthesis. Meaning it couldn't protect and build our lean body mass which is protein's first job and the reason it is fire for metabolic health. We had thought it was *complete*... we had thought it would *build lean body mass*... we had thought it was *muscle building* but upon deeper scientific understanding... it became clear that just like most proteins it wasn't doing all these things. Even though it had all 9 essential amino acids to make it technically complete... it was by no means adequate. The main problem was that it didn't have enough muscle-triggering leucine. Just because it was in there didn't mean it was at levels that could do anything. Research showed it could do next to nothing.

This is the same problem for other plant proteins on the market many have even greater gaping holes.

Zooming In

Leucine is the muscle-building "boss" of the 9 essential amino acids – and in most plant protein powders it is too low and will not build muscles or rev your metabolisms. This is not being said but it needs to be. If you're a plant protein user... look at its ingredient facts, and if it doesn't list leucine as a minimum of 2000 mg or 2 grams but better yet 3000 mg or 3 grams... it is not doing the job. There's no way around it.

We were faced with the crossroads... what to do? It was one of our best-selling products, but it was not doing its main job. We decided we'd pull it off the market. We went back to

the drawing board... We knew we had an incredible foundation with the hemp hearts...But cracking this code on it fueling lean body mass was non-negotiable.

Over a year we worked with a renowned food scientist and... we were able to achieve what we truly believe is the best, most enriching, most muscle-synthesizing plant protein available anywhere in the world. We still love animal proteins but boy if you want an effective plant protein... we jolly well did it if we don't mind saying so.

OPP Revealed!

We came out of that grueling process with the KEY to optimizing... perfecting. Getting this thing to be its best self. We came out of the lab with our [TH Optimized Plant Protein. \(OPP\).](#)

We kept the foundation the same ... BUT We added the necessary amounts of leucine from a plant-based source (specifically a 3-gram bolus of leucine.... Now that's important) Why... because that is what research says TRIGGERS muscle synthesis. And we added glycine which is also muscle fueling but also an important part of our proprietary liposomal delivery system.

Let's talk about delivery systems. This is another problem with plant proteins. They have very low bioavailability.... This means it might say something on paper but that doesn't mean all of that is absorbed into your muscle cells. Animal proteins are researched as having much greater bioavailability. This means if you're switching to plant protein or using plant protein from time to time... this bio-availability issue needs to be addressed. So, we did.

Conclusion

We have scoured nutrition labels, Amazon, and good old-fashioned Costco ... and the Essential Amino Acid profiles on most plant proteins are simply not hitting the mark. Many brands are trying to mix plant proteins... they're putting brown rice, peas, and quinoa together... or other blends...but they're still not anywhere close to sufficient! They're just adding the brand chain amino acids — again not sufficient or to achieve a sufficient 3-gram bolus you use extraordinary quantities which makes you quite bloated and it still isn't very bioavailable.

We're not saying there's not another adequately optimized plant protein out there, but we haven't seen it.

The [Trim Healthy Optimized Plant Protein](#) is perfect for your oatmeal, your smoothies, your yogurt or kefir bowls, and even for baking. Just know that when you use it it's doing what it should.

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