

PROTEIN LABELS & MARKETING EXPLAINED

DON'T LET FOOD PACKAGING FOOL YOU

Food packaging is designed to sell, not to inform. Learn how to read labels like a pro and choose what's truly best for your health and goals.



WHAT YOU'LL LEARN

- What claims really mean
- How to read nutrition labels correctly
- Marketing tricks to watch out for
- Protein quality explained simply
- How to choose the best products

YOUR GOAL:

MAKE SMARTER CHOICES.
GET BETTER RESULTS.



KNOWLEDGE = POWER

The more you understand labels, the better choices you make.

01 WHAT DOES "HIGH PROTEIN" REALLY MEAN?

There is no legal standard for the term "high protein". It can mean different things depending on the product.



TIP:

Always check the actual protein amount per 100 g and per serving.

GENERAL GUIDE (per 100 g)

Low in protein	< 5 g
Source of protein	5 - 12 g
High in protein	≥ 12 g
Very high in protein	≥ 20 g



Don't be fooled by big claims on the front. The numbers on the back tell the truth.

03 INGREDIENT LIST: WHAT MATTERS MOST

Ingredients are listed in descending order by weight.

LOOK FOR:

- ✓ Protein sources listed first (e.g., whey protein concentrate)
- ✓ Short & simple ingredient lists
- ✓ Recognizable ingredients

BE CAREFUL WITH:

- ✗ Sugar, syrups, or sweeteners high up in the list
- ✗ Too many additives and artificial ingredients
- ✗ Hidden fillers like maltodextrin, glucose syrup, or modified starch



If you can't pronounce it, you probably don't need it.

05 COMPLETE vs. INCOMPLETE PROTEINS

Your body needs all 9 essential amino acids.

COMPLETE PROTEINS

Contain all 9 essential amino acids.



Examples: Meat, Fish, Eggs, Dairy, Whey Protein, Soy

INCOMPLETE PROTEINS

Missing one or more essential amino acids.



Examples: Beans, Lentils, Quinoa, Nuts, Whole Grains

COMBINE SMART



Combine different plant sources (e.g., rice + beans) to create a complete protein profile.

07 BIOLOGICAL VALUE & QUALITY MATTERS

Not all protein is absorbed and used the same way.

BIOLOGICAL VALUE (BV)

Measures how well your body can use the protein.



Animal proteins = high BV
Plant proteins = lower BV

QUALITY PROTEIN = BETTER RESULTS

DIAS SCORE (BEST METHOD)

Measures digestibility and how well your body absorbs protein.



Score above 100 = excellent
Score 75 - 100 = good



Look for high-quality protein sources to get the most out of every gram.



BE AN INFORMED CONSUMER.
READ LABELS. UNDERSTAND CLAIMS.
CHOOSE QUALITY. GET RESULTS.



SMALL CHOICES TODAY.
STRONGER, HEALTHIER YOU
TOMORROW.

02 PROTEIN PER 100 g vs. PER SERVING

Serving sizes are often small to make the protein look higher than it actually is.

SEEMS HIGH?

Nutrition Facts

Serving Size: 30 g
Servings Per Container: 20

Amount Per Serving	
Protein	15 g
Amount Per 100 g	
Protein	50 g

THE REALITY

Nutrition Facts

Serving Size: 30 g
Servings Per Container: 20

Amount Per Serving	
Protein	15 g
Amount Per 100 g	
Protein	50 g

WHAT TO DO:

- ✓ Compare per 100 g values
- ✓ Compare products side by side
- ✓ More protein per 100 g = better value

04 MARKETING TRICKS TO WATCH OUT FOR

These claims sound healthy - but don't always mean it.



NATURAL
Not regulated. Can still contain unhealthy ingredients.



NO ADDED SUGAR
May contain hidden sugars like fruit juice concentrate.



LOW FAT
Fat is removed, but sugar or additives are often added.



HIGH PROTEIN
Check how much protein per 100 g, not just per serving.



FIT & HEALTHY
Pure marketing. No legal definition.



Don't believe the front of the pack. Always check the facts on the back.

06 WHEY, CASEIN, ISOLATE, CONCENTRATE - WHAT'S THE DIFFERENCE?

All great sources - but not the same.

TYPE	PROTEIN (per 100 g)	CARBS	FAT	LACTOSE	BEST FOR
Whey Concentrate	70 - 80 g	6 - 10 g	4 - 8 g	Higher	Budget friendly, daily use
Whey Isolate	85 - 95 g	1 - 3 g	0 - 1 g	Very low	Low lactose, lean goals
Whey Hydrolysate	90 - 95 g	0 - 2 g	0 - 1 g	Very low	Fast digestion, recovery
Casein	75 - 85 g	4 - 7 g	1 - 5 g	Low	Slow release, before bed



Higher protein, lower carbs & fat = higher quality (but usually higher price).

08 WHAT TO LOOK FOR WHEN BUYING

Use this quick checklist every time.

- ✓ High protein per 100 g
- ✓ Short, clean ingredient list
- ✓ No added sugars or fillers
- ✓ High-quality protein source
- ✓ Good price per 100 g protein



THE BEST CHOICE ISN'T ALWAYS THE MOST EXPENSIVE.
IT'S THE ONE THAT GIVES YOU THE MOST PROTEIN PER DIRHAM.



PROTEIN INSIDER