

# The Whey Decision Plan

For anyone standing between two tubs of whey, unsure whether the isolate upcharge is worth it. Every line below restates a claim verified against Tier-1 medical sources. Nothing here is invented, and nothing is for sale.

✓ CHECKED AGAINST CLEVELAND CLINIC · HARVARD HEALTH PUBLISHING · NIDDK

1

## Isolate is filtering, not magic

Concentrate varies widely in protein, lactose and fat; isolate is consistently high in protein and low in both. (Cleveland Clinic)

2

## Two honest reasons to pay

Lactose trouble, or wanting maximum protein for minimum calories. If neither applies, concentrate or food is the sound call.

3

## Verification beats type

In 2017 roughly a quarter of tested supplement makers drew citations over purity, strength, or ingredients. Buy a certified label. (Harvard Health)

## 1. Count your plate before you buy anything

Most people do not have a protein gap at all.

### WHY THIS WORKS

The standard allowance is 0.8 grams per kilogram of body weight, roughly 55 grams a day at 150 pounds, per Harvard Health, and most Americans already land between 65 and 90 grams a day from food. A powder only earns its place when a normal week genuinely falls short.

SOURCE: HARVARD HEALTH PUBLISHING

### DO THIS WEEK

- ☐ Tally the protein in one normal day of eating
- ☐ Compare it against your bodyweight target
- ☐ No real gap means no powder, whatever the marketing says

## 2. Answer the two isolate questions

This is the whole decision, in two lines.

### WHY THIS WORKS

Cleveland Clinic names isolate as a suitable choice for people who are lactose intolerant because filtering removes most of the lactose and fat, and NIDDK reports about 36 percent of people in the United States have some degree of lactose malabsorption. Isolate also carries more protein per scoop with fewer calories along for the ride.

SOURCE: CLEVELAND CLINIC · NIDDK

### DO THIS WEEK

- ☐ Does dairy bother your stomach? Yes points to isolate
- ☐ Are you raising protein while holding calories down? Yes points to isolate
- ☐ Two nos: buy concentrate or just eat protein-rich food

## 3. Buy verification, not marketing

The label word matters less than who checked it.

### WHY THIS WORKS

Protein powders are dietary supplements, so nobody pre-approves what goes in the tub. Harvard Health points to independent certification, such as NSF Certified for Sport, which confirms the contents match the label and screens for unsafe levels of toxic metals.

SOURCE: HARVARD HEALTH PUBLISHING

### DO THIS WEEK

- ☐ Look for NSF Certified for Sport or an equivalent independent mark
- ☐ Prefer short ingredient lists with whey named first
- ☐ Check the sugar line on the panel before the claims on the front

## 4. Use it inside the window that works

More scoops is not more muscle.

### WHY THIS WORKS

Your body uses roughly 20 to 40 grams of protein at a sitting, per Cleveland Clinic and Harvard Health, and larger amounts simply add calories and can even reduce the muscle-building payoff. Spread protein across the day and let training do the heavy lifting.

SOURCE: CLEVELAND CLINIC · HARVARD HEALTH PUBLISHING

### DO THIS WEEK

- ☐ One scoop per shake, never two
- ☐ Use the shake on the meal that runs light
- ☐ Judge results over weeks of consistent training, not days

### EVERY CLAIM ABOVE, TRACED TO ITS SOURCE

Cleveland Clinic, Is Whey Protein Good for You? · <https://health.clevelandclinic.org/is-whey-protein-good-for-you>

Harvard Health Publishing, The Scoop on Protein Powder · <https://www.health.harvard.edu/blog/the-scoop-on-protein-powder-2020030918986>

NIDDK, Definition and Facts for Lactose Intolerance · <https://www.niddk.nih.gov/health-information/digestive-diseases/lactose-intolerance/definition-facts>

This content is educational and is not a substitute for professional medical advice, diagnosis, or treatment. These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. Always consult your physician before making changes to your health routine.

Ageless Coach · [agelesscoach.com](https://agelesscoach.com) · July 2026