

puraśana
your natural protection

MY WHEY OR THE OR THE VEGAN WAY?


→ PURASANA ORGANIC PROTEIN POWDERS



PROTEINS?

Proteins are one of the key building blocks of the human body: they are needed to build up muscles, bones and skin. **Proteins are essential in our daily diet** because they are a source of amino acids. A protein consists of 20 amino acids, nine of which the body is not able to produce itself. Some proteins are considered to be complete proteins, meaning that all nine essential amino acids are present. Meat and eggs are complete proteins but not everyone can/wants to eat them because they also have several disadvantages. There are therefore **many different sources of protein available in powder form**: animal-based whey from milk and plant-based sources from peas, soya, hemp seed, rice, pumpkin seeds and sunflower seeds.

Healthy and easily digestible foods and adequate physical exercise are essential elements in a healthy lifestyle. Plant-based proteins are an important link here and are increasingly being eaten on a daily basis throughout the world.

A person wearing a white dress is standing in a field of tall green grass. They are holding a long, thin green plant stem with both hands. The background is a soft-focus field of similar grass under warm, golden light.

Today's society is at a turning point when it comes to the use of animal products. Consequently, **plant-based sources of protein are playing an increasingly prominent role.** Organic plant-based proteins are a healthy, nutritious and easily digestible food source free of antibiotics, hormones and cholesterol, which do not burden the body. Organic and plant-based products are and will remain the future. Did you know that our diet has a greater impact on the environment than traffic? This is because it takes a lot more water, energy and fuel to produce animal products. We are all familiar with the consequences of animal fertilisers. **Choosing plant-based foods helps to reduce the ecological footprint.**

Did you know that around 50% of the population of India are vegetarians? In many countries, such as the United States, Canada, the Middle East, the United Kingdom and other European countries, the number is rising rapidly towards 10-15% in all social layers of the population. More and more people are deliberately opting for a vegetarian lifestyle and **reducing or eliminating meat** from their eating habits.

WHO USES PLANT-BASED PROTEINS?

Many people still associate protein products with body-builders and increasing muscle mass, but this is incorrect, as **everyone** can use plant-based proteins.

Vegetarians and vegans who exclude animal products. Plant-based proteins can replace meat, soya and dairy products. Eating plenty of vegetables, fruit and various plant-based protein sources forms the basis of a healthy lifestyle.

Athletes, top sportspeople or sports enthusiasts who discover the advantages of plant-based proteins such as a high amino acid profile, easy digestibility, no acidification of the body, etc.

Anyone with **lactose intolerance**.

Those wishing to **lose weight** or keep their weight under control without the possible yo-yo effects.

Those who are **getting older**, as plant-based protein sources are a good means of maintaining muscle mass and mobility.

Those wishing to replace **snacks** with a protein shake.

Growing children, students, **busy businesspeople** and those who do **physical work** benefit from these various protein sources, too.

Everyone who wants to increase their daily intake of proteins.

Those who deliberately opt for the most **environmentally friendly** solution for our planet.



WHY CHOOSE PURASANA?

Extensive range

The range offers a very wide choice of different types of proteins, both plant-based and whey proteins. Alone or in a mix of different types, with or without natural flavouring, with either a very high or a lower protein content. Something for everyone.

High quality

Purasana seeks and tests all ingredients itself and chooses only the very highest quality. **100% organic** (plant-based) premium quality proteins, rich in proteins, essential amino acids, phytonutrients and omega 3¹.

Certified

Our products are non GMO, gluten free, soy free², lactose free³, vegan³ and kosher³.

Practical packaging

Handy, resealable packaging with measuring spoon to ensure the correct daily dose.



ORGANIC HEMP PROTEIN 50%



Purasana organic raw hemp protein powder is derived from one of the most versatile and useful plants in the world. Hemp protein powder is produced after cold-pressing the shelled hemp seeds. A unique grinding process produces an excellent powder, without any chemical processing or additives. It is naturally rich in proteins, essential amino acids, phytonutrients and omega-3. THC-free.

• Natural

Ingredients: hemp protein powder*.
Per average serving = 16.67 g protein.

• Cocoa

Ingredients: hemp protein powder*, cocoa powder*, coconut blossom sugar*, Himalayan salt.
Per average serving = 14.76 g protein.



ORGANIC PEA PROTEIN ISOLATE 80%



Purasana organic plant-based pea protein isolate is of exceptional quality and has a high protein content. It is an alkalising protein with a natural flavour and a light, soft texture. It is one of the most hypoallergenic and highly digestible sources of protein that exists.

• Natural

Ingredients: pea protein powder*.

Per average serving = 26.67 g protein.

• Goji-vanilla

Ingredients: pea protein powder*, goji powder*, baobab*, banana powder*, coconut blossom sugar*, natural aroma vanilla flavour, Himalayan salt.

Per average serving = 21.45 g protein.



ORGANIC SOY PROTEIN ISOLATE 90%



Pursana organic soya protein, derived from organic soya, is a high-quality and complete protein of plant origin, with a balanced amino acid profile and very low fat content. It is an ideal supplement to the daily diet and suitable for times when there is need for a higher protein intake, e.g. in case of poor appetite or during convalescence. It contains a high L-Glutamine content, which is very important for muscle development.

• Natural

Ingredients: soy protein isolate powder*.
Per average serving = 30.87 g protein.

• Baobab-vanilla

Ingredients: soy protein isolate powder*, coconut blossom sugar*, baobab*, natural aroma vanilla flavour.
Per average serving = 26.30 g protein.



ORGANIC RICE 80% PROTEIN



Purasana organic rice protein powder is a hypoallergenic protein source. It is one of the most complete sources of plant-based proteins that exists and is easy to digest. This Purasana organic rice protein is richer in vitamins, minerals and essential amino acids than most other plant-based protein sources.

• Natural

Ingredients: rice protein powder*.

Per average serving = 25 g protein.

• Banana-lucuma

Ingredients: rice protein powder*, banana powder*, coconut blossom sugar*, lucuma*, natural aroma banana flavour.

Per average serving = 19.78 g protein.



ORGANIC PUMPKIN PROTEIN 65%



Purasana raw organic pumpkin seed protein powder is made of premium organic Austrian pumpkin seeds. This high-quality and tasty fine protein powder still contains around 8-10% oil and more than 65% plant-based proteins. It is a very good source of amino acids. An ideal ingredient for enriching bread, pastries and pancakes.

- **Natural**

Ingredients: premium quality organic pumpkin seed powder* from Austria.

Per average serving = 21.67 g protein.

ORGANIC PEA AND RICE PROTEIN MIX



This Purasana organic protein mix, with an average of 62% protein content, is derived from peas and rice. The pea protein isolate is of exceptional quality and has a high protein content. It is an alkalising protein with a natural flavour and a light, soft texture. The rice protein powder is a hypoallergenic and complete source of protein produced from rice grain with 80% protein content. This rice protein is nutritionally complete and rich in essential vitamins and minerals.

• Banana-vanilla

Ingredients: pea protein*, rice protein*, banana powder*, coconut blossom sugar*, agave powder*, inulin*, natural aroma vanilla flavour, Himalayan salt.

Per average serving = 21.41 g protein.

• Fieldberry-açaí

Ingredients: pea protein*, rice protein*, coconut blossom sugar*, açai berry powder*, natural aroma fieldberry flavour. Per average serving = 20.91 g protein.

ORGANIC PUMPKIN, SUNFLOWER AND HEMP PROTEIN MIX



Purasana organic hemp, sunflower and pumpkin seed protein mix with an average of 58% protein content is an ideal raw plant-based alternative to animal proteins. It is a very good source of amino acids. An ideal ingredient for enriching bread, pastries and pancakes. THC-free.

• Natural

Ingredients: pumpkin seed protein powder*, sunflower seed protein powder*, hemp seed protein powder*.
Per average serving = 19.42 g protein.

• Cocoa

Ingredients: pumpkin seed protein powder*, sunflower seed protein powder*, hemp seed protein powder*, cocoa powder*, coconut blossom sugar*.
Per average serving = 18.35 g protein.

ORGANIC PEA, RICE, PUMPKIN, SUNFLOWER AND HEMP PROTEIN MIX



Purasana organic protein mix with an average of 59% protein content contains no fewer than five plant-based sources of protein with a wide variety of essential vitamins, minerals, healthy fatty acids, fibres and amino acids. The mix is free of soya, gluten and lactose. It is a very good source of amino acids. THC-free.

• Cocoa-chocolate

Ingredients: pea protein powder*, rice protein powder*, hemp protein powder*, sunflower seed protein*, pumpkin seed protein*, cacao powder*, coconut blossom sugar*, agave powder*, inulin*, natural aroma chocolate flavour, Himalayan salt. Per average serving = 19.73 g protein.

• Banana-vanilla

Ingredients: pea protein powder*, rice protein powder*, hemp protein powder*, sunflower seed protein*, pumpkin seed protein*, coconut blossom sugar*, banana powder*, agave powder*, inulin*, natural aroma vanilla flavour, Himalayan salt. Per average serving = 20.49 g protein.

WHICH KIND OF ORGANIC PROTEINS TO CHOOSE?

hemp 50% protein
pumpkin 65% protein
all Purasana protein mixes

→ These proteins have an average protein level and are suitable for: vegetarians, vegans, kids, students, rawfoodies. Ideal to mix with flour in bread and pastry. These are also suitable for other target groups and everyone who wants to increase his/her protein intake.

soy 90% protein isolate
pea 80% protein isolate
rice 80% protein concentrate
pea & rice protein mix

→ Very suitable for recovery, lack of appetite, sport enthusiast, elderly, to keep muscle mass, busy people and everyone who wants to increase his/her level of proteins.

whey 80% protein concentrate
pea 80% protein isolate

→ Very popular with sports people thanks to their very good amino acids level, easy to digest and absorb, especially the pea protein.



ORGANIC WHEY PROTEIN 80%



Our whey comes from organically reared cows in Austria, renowned for their superior milk and whey quality. At least 60% of their fodder consists of grass, clover and hay. The remaining feed and the care of the cows comply with the strict organic standards legislation. Whey or milk whey is the liquid that remains as a by-product of cheese production. The whey protein concentrate is produced by ultra-fine filtering of the whey, after which a concentrate is made using spray drying technology. Purasana whey protein concentrate is absorbed faster by the body than plant-based protein concentrates.

• Natural

Ingredients: whey protein powder concentrate 80%*.
Per average serving = 26 g protein.

• Vanilla

Ingredients: whey protein powder concentrate 80%*,
coconut blossom sugar*, natural aroma vanilla flavour.
Per average serving = 22.27 g protein.

*organic farming product

USE



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300-350 ml

1½ spoon

shake or blend

Mix 1 ½ measuring spoons (30-35 g) of protein powder in a shaker or blender with 300-350 ml milk, plant-based milk (preferably a naturally sweet rice, almond, spelt or oat-based drink or sweetened soya drink), fruit juice or smoothie. Shake for 15 seconds, then drink immediately. Enrich smoothies, shakes, soups, breakfast cereal, muesli, bread, pastries, flour or breadcrumbs. Add 1 to 2 measuring spoons to your recipes, as preferred.

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OUR PRODUCTS ON

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