

INFORMED

LAB TESTS v LABEL CLAIMS

The Need for Protein Verification



Introducing your panellists



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Senior Strategic
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INFORMED

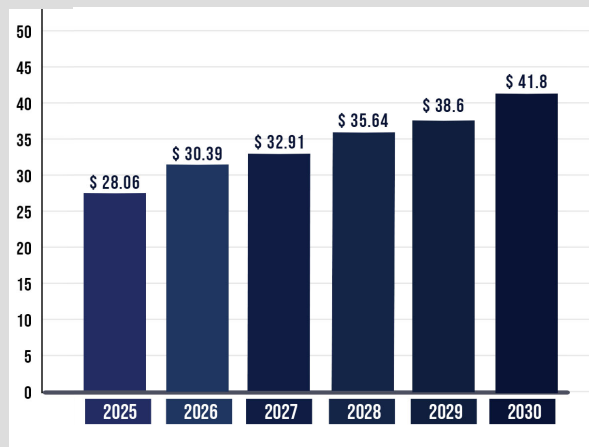


Paul Smith-Johnson
Head of Innovation
Nutrition

THG

Protein Sports Nutrition – An attractive growth market

Global Protein Sports Supplements Market Size 2025-2030



Expected Market
Size by 2030

USD \$41.8bn



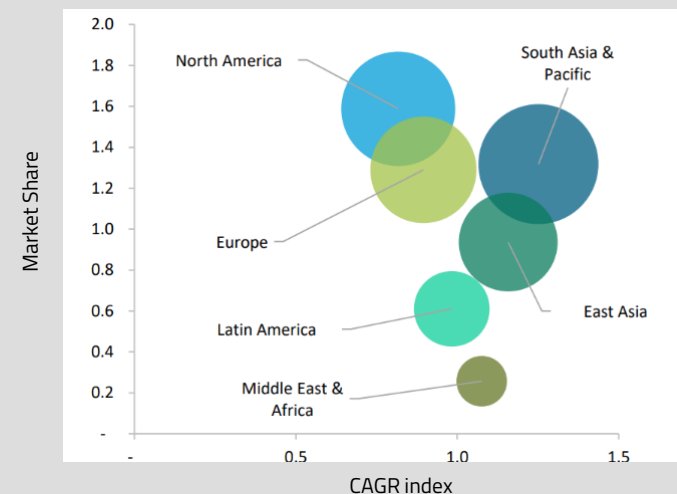
Expected CAGR Growth
Size by 2030

8.29%

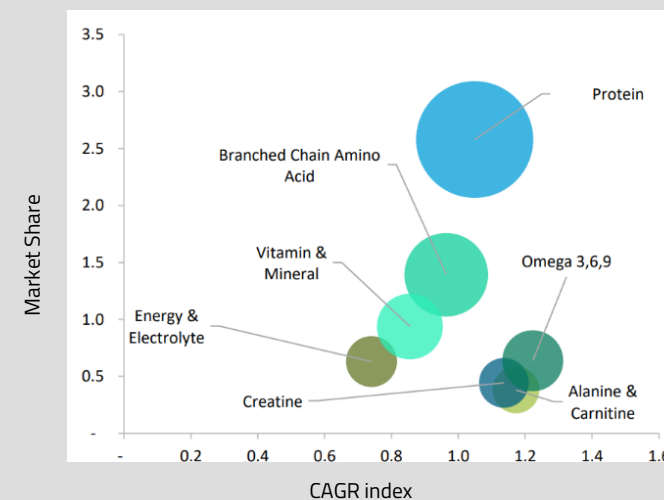


(Source: Grandview research)

Market Attractiveness by Region (2025-2033) (Source: Persistence research)



Market Attractiveness by Type (2025-2033) (Source: Persistence research)




An attractive market brings challenges

Quality and Safety Concerns, misleading claims, contamination with harmful substances

LIFESTYLE · NUTRITION

Some protein powders contain cancer-causing toxins, new study shows, and these 3 types are the worst offenders


BY BETH GREENFIELD
SENIOR REPORTER, FORTUNE WELL
January 13, 2025 at 8:07 PM EST



Protein powder is a popular supplement—but a recent report finds some kinds may come with heavy metals.
GETTY IMAGES

Counting macros? Popular protein products face class action lawsuits over misleading nutrition labels

By Top Class Actions | April 9, 2025
Category: Product Problems




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Sarms: Illegal muscle drugs sold in UK shops, BBC finds

By Ella Rule
BBC News



"Dangerous" muscle-building drugs are being sold illegally in shops around the UK, a BBC investigation has found.



70% of top 'protein supplements' sold in India are mislabeled with wrong info, 14% contain toxins: Study

The peer-reviewed study busted claims made by these protein brands.

The Tatva

@thetavaindia

Numerous independent studies have shown that there are issues with **label claims** AND the **presence of harmful substances** in Protein Sports Nutritional Supplements.

Recent study of 36 popular protein sports supplements sold in India shows:



Source: Citizens protein project: A self-funded, transparent, and concerning report on analysis of popular protein supplements sold in the Indian market. (2024) Phillips, Cyriac Abby; Theruvath, Arif Hussain; Ravindran, Resmi; Chopra, Paras.

Do supplements manufactured in the US contain the amount of protein stated on the label?

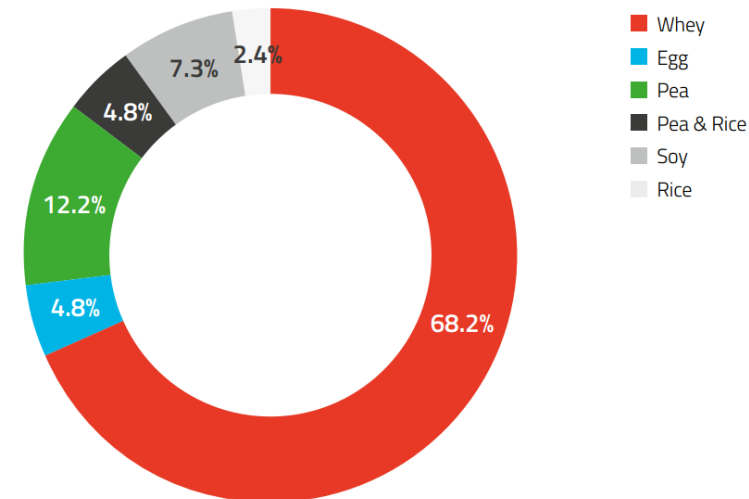


[Source: Cohen PA, Avula B, Katragunta K, Travis JC, Khan I. Presence and Quantity of Botanical Ingredients With Purported Performance-Enhancing Properties in Sports Supplements. JAMA Network Open. 2023]

A view of the UK Market

According to an in-house LGC survey of popular products on the UK market

- **41 products** were acquired from online retail outlets and traditional brick and mortar stores.
- **21 brands** were selected, including those marketed specifically toward general consumers and those targeted at athletes.
- The survey focused on protein powders and ready-to-drink protein beverages. **82% of products tested** were protein powders, **18% were ready-to-drink beverages**.

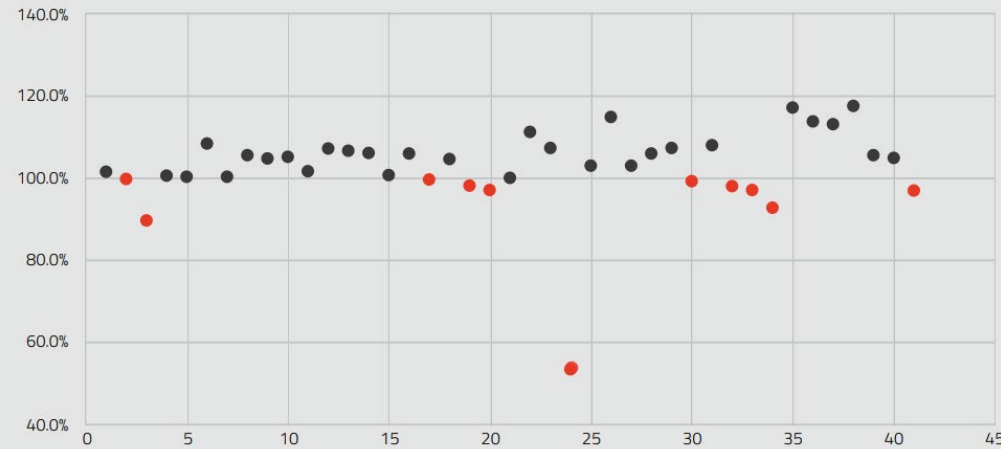


- Products were tested using a dedicated elemental combustion analyzer, measuring both carbon and total nitrogen.
- To evaluate the possibility of 'protein spiking,' products were also screened for a range of known adulterants and free amino acids to identify nitrogen-rich compounds that may be included as unlabelled ingredients.

The Results

In total, there were **seven** brands where at least one product was found to contain protein at a level less than that specified within nutritional declarations.

Protein Findings – % of Label Claim

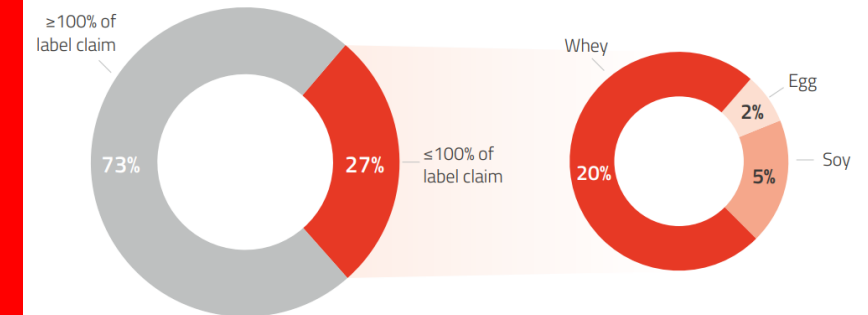


Most products (73%) contained protein at levels greater than or equal to the product label.

However, 27% of products were found to contain levels below the label claim.

- 19.5% (8) showed protein levels that were between 95.1% and 100% of label claim.
- 2.4% (1) showed protein levels that were between 90.1% and 95% of label claim.
- 4.9% (2) showed protein levels that were less than or equal to 90% of label claim.

Protein Findings – Protein Source





Lab Tests vs Label Claims Protein Supplement Product Survey

UK (2024)

Download a copy from our website:

<https://protein.wetestyoutrust.com/protein-supplements-survey-2024-pub>





PROTEIN

BUILDING TRUST IN PROTEIN VERIFICATION



THE INFORMED FAMILY

INFORMED

CONSUMER FOCUSED PROGRAMMES

B2B FOCUSED PROGRAMMES



SPORT

Every Batch Pre-Release Tested + Retail Blind Sample Testing



CHOICE

Retail Monitoring Programme
Monthly Blind Sample Testing



PROTEIN

Retail Monitoring Programme
Monthly Blind Sample Testing



MANUFACTURER

Manufacturer Monitoring for Banned Substances



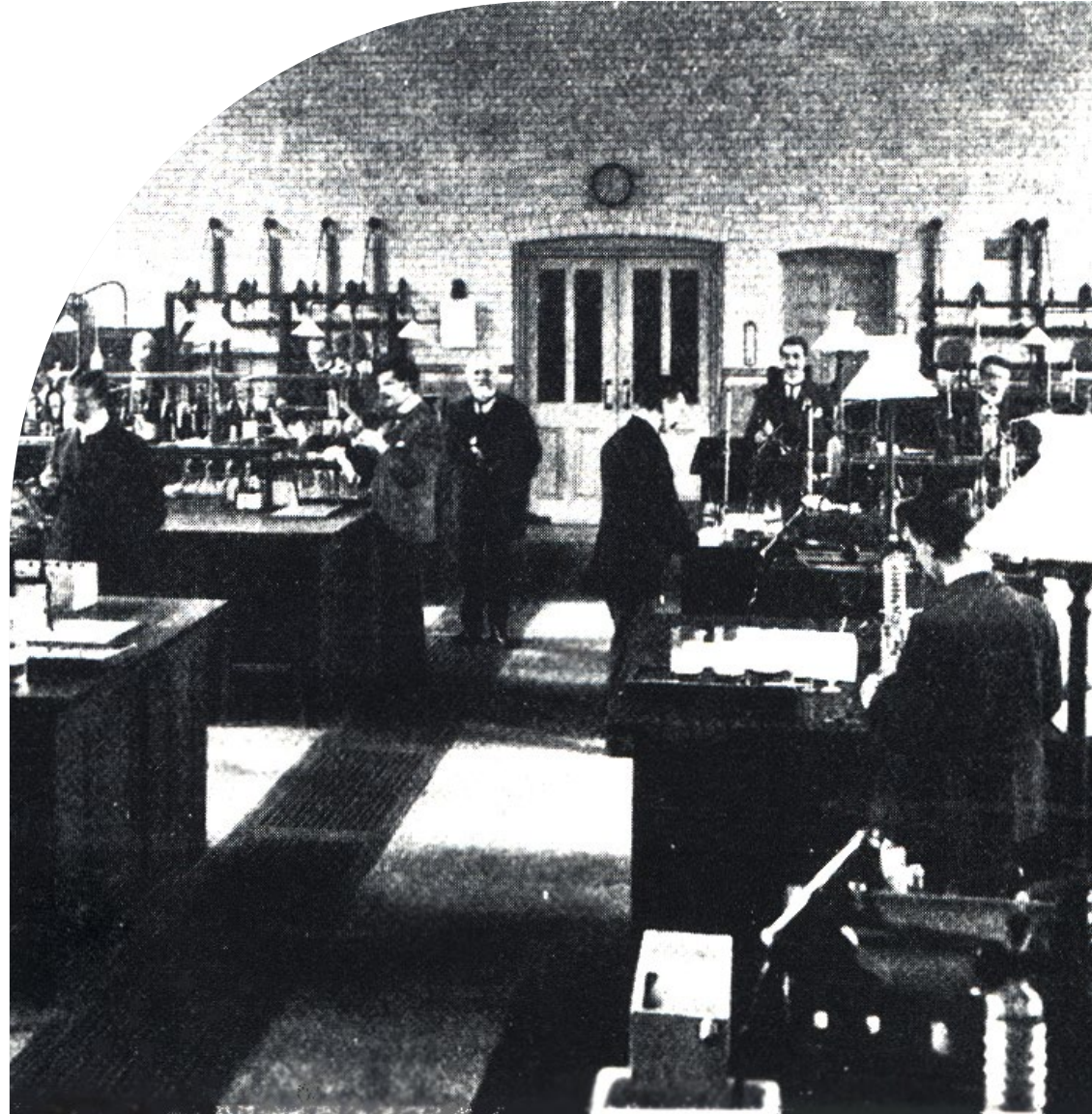
INGREDIENT

Ingredient Monitoring Testing for Banned Substances

Why does LGC have a role in supporting customer confidence?

A long-standing commitment to quality, innovation, and integrity

- We have a scientific heritage of 182 years.
- Origins dating back to 1842 of checking tobacco for adulteration, i.e. the addition of other substances to increase profits and evade duty. Soon after extended to other foodstuffs and soap.
- Appointed a Referee Analyst under the Sale of Food and Drugs Act 1875 i.e. one whose findings were accepted in a court of law.
- Now recognised as a world leader in services for doping control and supplement testing.



Informed Protein

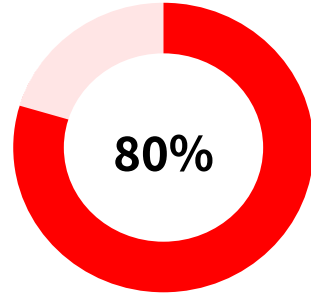
Provides athletes and consumers with the assurance that certified protein brands and product label claims have been verified independently, thereby providing confidence that the amount of protein within a product matches what's listed on the label.

- Testing regime based on production volumes.
- Monthly blind sample testing by independently purchasing product from retail outlets.
- Ensures protein levels consistently meet label claims

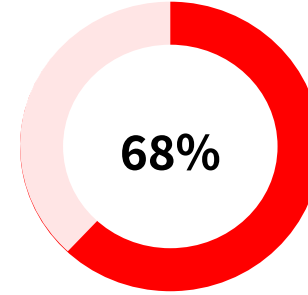


The ROI of Informed Certification

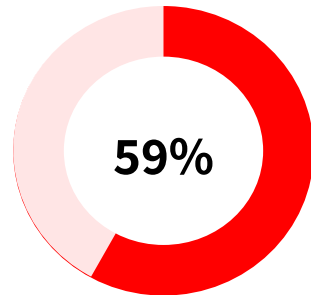
Source: The Economic Value of Informed Quality Assurance Programmes. Lambert, Frenz, Department of Management, Birket, University of London, 2024



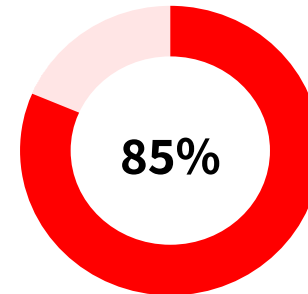
of Informed certified brands agree that certification **has increased consumer trust** in their products.



of certified brands agree that certification **enables them to differentiate from competitors.**



of certified brands agree that certification has provided **access to additional or wider target markets.**



of certified brands agree that certification has improved their **brand reputation.**

A growing need for consumer transparency

Source: ITC Consumer Supplement Survey 2023

How likely are you to purchase supplements from a brand that provides transparency information on its label or website?



67% of respondents said that it would increase the likelihood of purchasing the product. Consumers reported they were willing to pay **2% to 10% more for products** from companies that provide greater supply chain transparency.



40% of respondents said that a **quality seal** on the label would increase the likelihood of purchasing the product.



29% of respondents said **credible label claims** with reference to back them up would increase the likelihood of purchasing the product.

Top 3 Signals of Brand transparency in the US and UK

1. Brand has a **quality seal** on the label
2. **Ingredient supplier information** provided on the label
3. **Label claims** are believable and have references to back them up

THG

A woman and a man in athletic wear are featured in the background. The woman is in the foreground, looking towards the camera. The man is behind her, drinking from a pink and white shaker bottle with the THG logo. The background is dark and moody.

Our Business

From a British start-up to a global brand builder.

We operate through two leading consumer brands businesses: THG Beauty and THG Nutrition.

[Learn more](#)