



## **XP Labs Signs Kings Fitness As A New Dealer**

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XP Labs, a business based in North Bay, Ontario, Canada, has announced that XP Labs has signed Kings Fitness Calgary as a new dealer. This means that XP Labs products, such as the ISO XP New Zealand grass fed whey protein isolate, are now available in Calgary and surrounding areas through Kings Fitness. The ISO XP is made from all-natural grass-fed New Zealand whey to provide the high-quality protein needed for muscle growth, hormone regulation, fat loss, and cellular health.

John Messenger, a representative for XP Labs, says, "We are so excited to announce that Kings Fitness Calgary has signed up as one of our dealers. This means that our grass-fed whey protein is now available in Calgary and neighbouring areas. ISO XP is a premium-quality whey protein isolate which is packed with probiotics, amino acids, and wholesome nutrition. Made with all-natural grass-fed New Zealand whey, ISO XP offers superior protein supplementation to assist with muscle growth, fat loss, hormone regulation, and cellular health. Studies have shown that whey isolate shakes are a healthy, easy-to-digest way for people of all ages to boost their protein intake."

The ISO XP whey protein has been designed by XP Labs to provide a formula that will be beneficial to anyone, such as bodybuilders, athletes, hikers, seniors, weekend gym-goers, and more. It is produced using cold-processed whey isolate from grass-fed New Zealand cows. It also makes use of Lactospore probiotics

for enhancing people's immune systems and digestive health. It also contains a small amount of Stevia to enhance the ice-cream like flavor.

XP Labs has posted a YouTube video to explain the difference between grass fed vs grain fed whey. First, grass-fed whey is more superior when it comes to muscle building because of its higher biological value, resulting in more efficient protein synthesis. Second, it has more conjugated linoleic acid, which means it can help better in gaining lean muscle and in weight loss. Third, it has larger quantities of nutrients such as calcium, B vitamins, vitamin D, vitamin E, potassium, and magnesium. Fourth, it has a complete amino profile. Fifth, users can be sure that it does not contain any antibiotics or hormones like the recombinant bovine growth hormone that are often found in grass fed whey. Sixth, because of better preservation of lactoferrin, the immune system is made stronger. And lastly, it does not contain toxins like arsenic, cadmium, mercury, and lead.

An important ingredient in the ISO XP New Zealand whey protein isolate is the Lactospore. This is a kind of probiotic that makes use of naturally occurring microorganisms to restore the healthy balance of intestinal flora whenever the balance is upset. The balance of bacteria in the intestines can be easily upset by various things in the environment, including the person's mood, various kinds of food, and even bad weather.

Another vital ingredient in the ISO XP New Zealand whey protein isolate is sunflower lecithin, which is better than soy lecithin with regards to health advantages. First of all, sunflower lecithin is processed using a cold-press system and it contains much more choline and other essential fatty acids. Aside from its nutrients, sunflower lecithin is used in ISO XP to help make the whey protein isolate mix easily and smoothly.

Meanwhile, the touch of Stevia that is present in ISO XP allows people to enjoy a much more delicious shake without the problems that come with added sugars. Extensive research has been conducted on Stevia to ensure that it is safe for human consumption, particularly by people with type 2 diabetes.

Those who have used ISO XP have been highly positive in their comments. For instance, Allison gave the product five stars and said, "Mixes quickly in a shaker cup with ice cold water. Easily digestible, and best of all tastes great." Kaylee also gave the product five stars and said, "Amazing flavour! I love this protein powder flavour. I literally put it in everything ? oatmeal, Greek yogurt, cottage cheese ? not just in protein shakes."

People who require more information regarding the ISO XP New Zealand whey protein isolate or other products from XP Labs that are now available through King Fitness Calgary can visit their website or contact them by phone or by email.

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For more information about XP Labs, contact the company here:XP LabsJohn Messenger(705)

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## **XP Labs**

*XP Labs is the creation of a passionate team of sports nutritionist experts who are relentlessly committed to helping athletes of all levels achieve their maximum physical potential.*

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