

OUT THE  
CAR



WE  
ALWAYS  
HAVE



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**If it's not absolutely necessary,  
it's not in there!**

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I think clean dream

Nothing is impossible

BIG BE  
PASSIONATE

FIGHT FOR  
AWARENESS  
work Hard

ENCOURAGE  
INFORM  
AND EXCITE  
people on  
HOW THEY  
Fuel THEIR BODIES  
GO



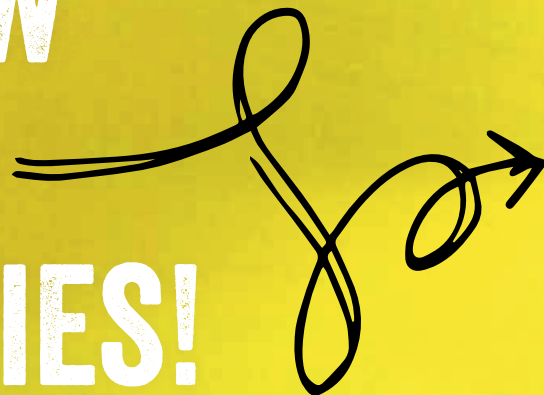


*our vision*

TO ENCOURAGE  
CONSUMERS TO  
BE EDUCATED  
AND EXCITED  
ABOUT HOW  
THEY **FUEL**  
THEIR BODIES!

*our mission*

TO BRING  
BETTER  
HEALTH  
CONSCIOUS  
PRODUCTS TO  
**THE WORLD!**





*We're not perfect.*  
BUT WITH A NARROW FOCUS,  
CONSTANT LEARNING,  
AGILE PROCESSES AND  
CREATIVE THINKING,  
WE CAN CONTINUALLY  
IMPROVE THE SOLUTIONS  
AND INSIGHTS WE SHARE.  
IF WE DO THIS WELL,  
WE WILL HELP **IMPROVE**  
**OURSELVES AND THE LIVES**  
**OF THOSE AROUND US.**



ALL NATURAL  
NUTRITION  
WITHOUT  
THE  
CRAP!

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Protein Supplies Australia (PSA) is a small Australian company born & bred from a desire to bring better health conscious products to the world with a clear social message. We hope to encourage consumers to be informed, educated & excited about how they fuel their body ...and avoid the crap!

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We are a privately owned business, with our headquarters located in Brisbane, Queensland. We are a 100% Australian owned & operated company *and always will be.*



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The supplements industry is overcrowded with options for all different types of lifestyles. How do you even begin to consider which one is right for you, let alone which to trust. The truth is, it's difficult. But like many other consumables, the key is right there on the packet—the nutritional panel and ingredients list.

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Getting to know which ingredients are doing you harm can truly benefit your body, your performance and your results. For too long many products have been using the usual suspects like artificial nasties, banned substances, synthetic additives and unnecessary fillers to thicken out supplements, which in turn can shadow any benefit from the core ingredient. It's from the need to give you a healthy choice that PSA strives to uphold a sense of purity. Transparency even. If it's not absolutely necessary—it's not in there!



**WE ARE VERY PASSIONATE  
ABOUT HEALTH AND  
*FIGHT FOR THE AWARENESS*  
OF WHAT CONSUMERS ARE  
PUTTING INTO THEIR BODIES.  
WE ENDEAVOUR TO BE A  
SOURCE OF KNOWLEDGE FOR  
OUR PRODUCTS AND WORK  
HEAVILY TOWARDS BEING  
TRANSPARENT WITH OUR  
INGREDIENTS & PROCESSES.**



~~MALTODEXTRIN~~ ~~ARTIFICIAL SWEETENERS~~  
~~ARTIFICIAL COLORS~~ ~~ASPARTAME~~  
~~GMO'S~~ ~~GLUCOSE~~  
~~FRUCTOSE~~ ~~PRESERVATIVES~~  
~~GLUTEN~~ ~~SOY~~ ~~SUCRALOSE~~  
~~SKIMMILK~~ ~~FILLERS & ACE-K~~  
~~POWDER~~ ~~THE USUAL SUSPECTS~~  
~~DEXTRANE~~ ~~SYNTHETIC~~ ~~ADDITIONALS~~ ~~SYNTHETIC CAFFEINE~~ ~~TO AVOID~~  
~~GUMS~~ ~~SACCHARIN~~ ~~BANNED NASTIES~~



## GETTING TO KNOW YOURSELF AND YOUR HABITS CAN REALLY HELP FOCUS YOUR HEALTH & FITNESS GOALS.

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Your individuality is key. What might work for someone else, may not necessarily work for you. Along with diet, there are several factors to consider when taking supplements. Some of these being; training loads and goals, lifestyle commitments, daily energy requirements, existing meal plan, appetite post-exercise and available finances. These, along with supplementation, work hand-in-hand for an overall holistic way of life.

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YOUR OWN CHOICES!

IT'S ALL ABOUT YOU AND MAKING

For many, nutrition is the primary ingredient to feeling healthy and seeing results. It would be incredibly counter productive to fuel your body with, well, crap! And not just fast food, but the usual suspects we mentioned earlier that often fly under the radar in your typical protein or sports supplement sitting on the shelf.

Whole foods are and will always be the starting point for a nutritionally rich diet. Your body can generally get it's requirements from fresh foods but in many instances when pursuing an active lifestyle, time is poor, thus adding to the challenge of optimising your dietary needs.

Your body needs the correct fuel to power it throughout the day, when we add physical activity or high intensity exercise into the mix we are actively increasing our energy output so the body's nutritional demands are going to increase dramatically.

Muscles are what makes your body move. Your body needs protein because it contains amino acids which have their hand in every critical function of the body. Protein and our muscles are made up of amino acids which are commonly referred to as the building blocks of life. Some of these amino acids are more important as they can only be obtained from your diet and are essential for growth & maintenance of your body tissues plus various other functions.

PSA's range of products are perfect for the everyday active person looking for a quality lifestyle and value a nutritionally rich diet. From fast absorbing, highly nutritious whey to vegan friendly, vegetable & plant based protein options. Along with an incredibly pure range of amino acids we also have Australia's only all natural vegan pre-workout.



**Supplements should always be the starting point for a nutritionally balanced diet.**

**Supplements should work hand in hand with this idea.**

**EAT LOTS OF VEGETABLES.**

**YUM**

A vibrant collage of various fruits, vegetables, and proteins including salmon, mushrooms, tomatoes, pomegranate, and citrus slices, arranged around a central text overlay. The text is in a bold, black, hand-drawn style with yellow highlights. The central text reads 'EAT LOTS OF VEGETABLES.' and 'YUM'. The top text says 'Supplements should always be the starting point for a nutritionally balanced diet.' and the bottom text says 'Supplements should work hand in hand with this idea.' The background is a white surface with the food items scattered across it.



# THE NATURAL WHEY

Whey protein, derived from cow's milk, is a rich source of essential & non-essential amino acids, which are the building blocks for healthy bodies. Whey is digested & absorbed efficiently into the body and is a highly nutritious source of protein ideal for sports supplementation, weight control or to fuel an active lifestyle.

LOW FAT LOW CARB  
FAST TO BREAKDOWN  
98% LACTOSE FREE  
RICH IN AMINO ACIDS  
CONTAINS IMMUNE BOOSTING FACTORS  
HIGH 90% PROTEIN  
27g PER 30g SERVE



THE KING OF WHEY

A PERFECT COMBO OF WPI + WPC  
FOR FAST AND SLOW RELEASE  
HIGH PROTEIN



FROM (SEASONAL) GRASS FED COWS  
LOW FAT  
LOW CARB  
UNDENATURED WHEY



PURE AUSTRALIAN WHEY

SUPERFOOD!

A NATURAL



SUPPORTS IMMUNE SYSTEM + DIGESTIVE HEALTH  
FROM PASTURE FED COWS



SLOW RELEASE  
LOW FAT  
RICH IN AMINO ACIDS  
UNDENATURED WHEY  
LOW CARB



CERTIFIED ORGANIC



**RAW** VEGAN FRIENDLY  
COMPLETE PROTEIN  
RICH IN BCAA'S **LOW CARB**  
GLUTEN FREE • HYPO ALLERGENIC  
**90% PROTEIN**



NON-GMO  
**WHOLE GRAIN**  
BROWN RICE

HIGH DIGESTIBILITY  
COMPLETE PROTEIN  
RICH IN BCAA'S  
LOW FAT  
HIGH ALKALINITY LEVEL ↑  
**RAW** VEGAN

MADE FROM CANADIAN YELLOW PEAS



**RAW**  
VEGAN FRIENDLY  
COMPLETE AMINO ACID PROFILE  
80% PROTEIN

PLANT AND VEGETABLE  
BASED PROTEINS

# NO WHEY - YES WAY -

For many, whey, lactose and dairy can irritate allergies & sensitivities and finding an alternative can be difficult. But in the last decade, we've seen a breakthrough in the development of nutritionally complete, high protein alternatives ideal for sports supplementation, weight control or to fuel an active lifestyle.

BioPro, Raw PeaPro and Raw RicePro are shining examples of those breakthroughs. We're very proud of BioPro's excellent absorption rate plus its knack of avoiding allergy set-offs, leading it to be the main contender to whey for the number one spot of rich protein sources. Along with BioPro, is Raw PeaPro and Raw RicePro which are both power-packed veggie and plant based protein sources worthy of your attention.



# IGNITE YOUR PERFORMANCE

VEGAN FRIENDLY



INTENSIFY YOUR WORKOUT  
OUR ALL NATURAL

**-Pre-workout**

GUARANA IS THE ACTIVE INGREDIENT  
WITH NATURALLY OCCURRING  
CAFFEINE  
PROMOTES FOCUS  
+ MUSCLE STRENGTH



Australia's first all natural, vegan pre-workout

Spark is a carefully considered blend of amino acids put together in the perfect ratio to enhance your next performance and intensify your workouts. Spark was created in the search of a natural alternative to the common pre-workouts found in most supplements stores, which are believed to be poisoning people with synthetic additives, banned stimulants and toxic ingredients you can't even pronounce. We've managed to make a product that is completely natural and packs a punch without making you feel like your brain will explode!



ASSISTS WITH  
IMPROVING STRENGTH,  
**LEAN MUSCLE MASS**  
AND AIDS WITH RECOVERY  
PROMOTES ENERGY  
PRODUCTION



ASSISTS  
WITH **WEIGHT**  
MANAGEMENT  
**INCREASE**  
**ENERGY**  
**ANTIOXIDANT**

AMINO ACIDS

Twenty percent of the human body is made up of protein. Protein plays a crucial role in almost all biological processes and amino acids are the building blocks of it. A large proportion of our cells, muscles and tissue are made up of amino acids, meaning they carry out many important bodily functions, such as giving cells their structure. They also play a key role in the transport and the storage of nutrients. Amino acids have an influence on the function of organs, glands, tendons and arteries. Furthermore, they are essential for healing wounds and repairing tissue, especially in the muscles, bones, skin and hair.





NOW AVAILABLE IN SINGLE SERVE

THESE ARE A GREAT FIT BEFORE YOU TRY TO BUY



# SWEET AS

WE USE CONTAINS **ZERO**  
**STEVIA** CALORIES

TO SWEETEN

OUR PRODUCTS

WHEN NEEDED

STEVIA HAS  
BEEN USED  
FOR OVER

1500

YRS

AND IS  
NATIVE

—TO—  
SOUTH

AMERICA



TRUE STORY



## WHY DO WE USE STEVIA?

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There are many different types of sweeteners available on the market and there are advantages and disadvantages to all of them.

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Artificial sweeteners are popular because they contain very little calories compared to sugar and other natural sweeteners. This lets people enjoy their favourite foods while keeping their caloric intake low. However, some artificial sweeteners can be actively harmful.

There are a million and one reasons why we don't use artificial sweeteners in our products. But the most important one is because they're not natural. We are proud to be able to offer products that contain natural ingredients, as we believe (and so does science) that natural foods are always better.

Throughout our products where needed, we use a sweetener called Stevia. Stevia is extracted from the Stevia plant, native to Paraguay.

Stevia has many benefits but first and foremost—it's natural. It also contains zero calories and has little to no effect on blood glucose levels. This means that you don't get the blood sugar spike and the associated problems seen when consuming sugar. It also acts as an antioxidant in the body, decreasing oxidative stress and inflammation. To sum it up, Stevia is a healthy, natural alternative to sugar and artificial sweeteners.





@DEFINEDMUMS

**RAELEEN FORD**

Single mother of four kids!  
She wins on toughness  
with that alone :)



Loves  
360Whey  
Vanilla

well-inspiredfitness.com.au



**MEGAN JOHNSON**

Personal Trainer  
Loves PeaPro & Spark

@LIVINGLIFEWHOLEFOODS



**KAREN KITTO**

Creates happiness in the kitchen  
Loves PeaPro Vanilla



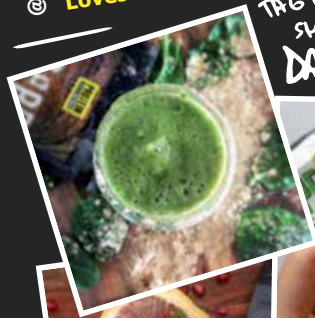
**NIC LATMAN**

Handcyclist  
Loves BioPro



**#NATURAL FUEL**

TAG US AND  
SHARE YOUR  
DAILY FUEL



BALLS AND  
SNACKS



**LOADS  
OF RECIPES  
ONLINE AT**

proteinsuppliesaustralia.com.au



SHAKES AND SMOOTHIES

**NATURALLY FUELLED!**

**DAVID RANGI THOMAS**  
BJJ CHAMP (Brazilian Jiu Jitsu)

This uber humble guy is about to  
take on the 2015 World stage after  
dominating the AFBJJ's Pan-Pacific,  
Australian National, Qld State,  
South East & Central Qld titles  
in his weight class.

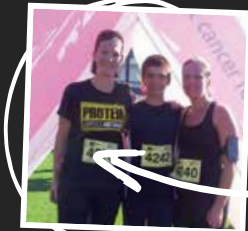
David puts his body  
through hell on a  
daily basis with  
training, so the  
quality of fuel  
he puts into his  
body makes  
all the difference!



@DAVID RANGI THOMAS - BJJ JOURNEY



**FUELLED BY  
BIO PRO**  
CHOC/HAZELNUT  
(straight up with almond milk)



**DELAINE SWALLOW**

Distance  
Runner  
Loves  
WPI Choc



@MUD\_RACER

**SIMON GONINON**

aka Mud Racing Mechanic  
All around tough guy!  
From Tough Mudder, Trail and  
Adventure running to the Spartan  
Race. Simon spends his spare  
time up against the toughest  
challenges you can find.

**FUELLED BY  
BIO PRO**

He also loves our  
super clean aminos  
L-Glutamine, BCAA,  
Beta Alanine & D-Aspartic Acid.





WORLD  
RECORD  
ATTEMPT



CONAN VISSER —  
FOUNDER OF I CAN I WILL



RAISING  
AWARENESS FOR  
I CAN I WILL



COMMUNITY  
INITIATIVES



THE ANNUAL  
JELLY RUN



SHINY  
NEW  
LABELS  
ON  
THE  
PRESS



Construction  
of our  
NEW HQ



THE ORIGINAL  
TEAM



THE BIG  
KAHUNA'S  
FEATURE  
BIO



IN STORE  
TASTINGS

IN STORE  
TASTINGS



OUT  
- AND -  
ABOUT





CONSISTENT, STRONG MEDIA PRESENCE THROUGHOUT AUSTRALIA'S TOP HEALTH & FITNESS PUBLICATIONS





**2 MILLION**  
**964 THOUSAND**  
**245 MINUTES**

OF SWEAT, TEARS

(+ A WHOLE LOT OF SWEAR WORDS)

GETTING OUR PRODUCTS OUT  
THE DOOR

WE'VE PUSHED  
**54 TONNES**  
OF PRODUCT  
through the warehouse

OVER 1200  
RETAILERS  
AUSTRALIA  
WIDE



**NO**

ARTIFICIAL ADDITIVES  
UNNECESSARY FILLERS  
ADDED SUGAR  
SYNTHETIC INGREDIENTS  
UNWANTED NASTIES  
BANNED SUBSTANCES  
AMINO SPIKING  
DOPING AGENTS  
GMO'S

**THINK CLEAN.  
EAT NATURAL.  
LIVE HEALTHY.**

ProteinSuppliesAustralia.com.au





**THINK CLEAN.  
EAT NATURAL.  
LIVE HEALTHY.**

.....  
[ProteinSuppliesAustralia.com.au](http://ProteinSuppliesAustralia.com.au)  
.....



(07) 3890 5225

