

The Organic Protein Company Ltd announces pure human breast milk protein powder

Submitted by: Western Associates PR

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A new protein source for adults and children alike, made from pasteurised human breast milk

- * Offers a safe alternative to the risky online trade in unpasteurised human breast milk, with higher protein to boot
- * High in protein, calcium, vitamins, minerals and immunoglobulins
- * Dairy free and gluten free.
- * From milk produced by carefully vetted mothers following a primarily organic diet
- * We can all now enjoy the uniquely beneficial nutrients traditionally only available for consumption by infants
- * Hypoallergenic

April 1st 2016. Brighton, UK. The Organic Protein Company Ltd - founded in 2014 to market and sell organic whey protein powder - launches a new and exciting protein powder today, April 1st 2016, that's "packed with all the goodness that organic, free range human breast milk can bring," says founder and managing director Dan Whitehead.

About Dan: <http://organicproteincompany.com/our-story>

The "Fed-By-Breast" product is the brainchild of Dan, who himself was breastfed by his mum until the age of 10 months. He says "Human breast milk is the one substance in nature that is made specifically for human consumption. We've taken that and made it even better by gently filtering out modern day impurities and naturally occurring sugars and fats, giving us a clean, highly bioavailable protein source."

Dan adds, "The demand for human breast milk has been growing steadily over the last couple of years but I believe the market has been hampered by the associated risks of catching any number of diseases. We've eliminated these risks by offering a pasteurised alternative. At £100 for 400g, or 20 servings, it is quite possibly the most expensive protein powder on the market, but when you compare this to the prices being asked for the fresh stuff it actually offers excellent value.

"The market price for fresh or chilled breast milk is around £50 per pint. With our product the buyer will be getting the equivalent of 40 pints per 400g pack, which is excellent value, especially given this is the absolute gold standard in the world of protein supplements. We expect the first batch to sell out in hours."

New and unique food source

He adds, "Uniquely, we will pay mums an undisclosed high fee for their liquid milk, which will then be heated to 70C for 15 seconds to destroy any potentially harmful bacteria, after which it is filtered to remove impurities, fats and sugars. This results in a higher protein content, too."

Apart from being high in protein, dairy and gluten-free, "Fed-By-Breast" will be very low in transfats, zero in dangerous bacteria and viruses and high in calcium, natural vitamins, minerals and immunoglobulins. "All this results in numerous immune, recovery, nutritional and muscle-building benefits," affirms Dan.

He emphasises, "The milk is taken from carefully vetted mums - who are on a primarily organic diet and free to roam outside the home - using a unique human milk extraction process."

"Fed-By-Breast" will be sold online initially but Dan hopes to attract interest from High St retailers and independent health stores keen to attract a new kind of keep-fit and keep-strong clientele. "For those who desire the highest quality protein along with the uniquely beneficial nutrients we used to only enjoy during the first year of our lives, only our world-first 'Fed-By-Breast' can deliver that."

For more information please contact Dan at info@organicproteincompany.com

Dan's popular, mainline organic whey protein product is available at organicproteincompany.com (<http://organicproteincompany.com>)

Advisory note. "No babies, husbands, partners or boyfriends/other will be harmed by the existence of 'Fed-By-Breast' because all milk, which is humanely extracted, will be verified by the mums to be surplus to all in-home and other requirements."

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For further details of this surely unbelievable story - except that bodybuilders use fresh human breast milk, for its protein content - contact paul@western-pr.com T +44(0)1403 711177