



#642 Clean vs Toxic Protein Powders: How to Choose the Right One | Oliver Amdrup-Chamby

Dr. Wendy Myers

Welcome to the Myers Detox Podcast. I'm Dr. Wendy Myers, and on this show, we talk about everything related to heavy metal and chemical toxicity, the health issues caused by these toxins, how to detox your body, and also more advanced topics than you'll hear on other shows. We talk about how to release emotional trauma, bioenergetics, and advanced biohacking topics. Today, we've got a great guest. We have Oliver Amdrup-Chamby, and he's gonna be talking about toxins in protein powder, different types of protein powders, and which ones have the most toxicity.

We talk about plant proteins or vegan sources. We talk about whey protein powder, soy protein isolate, and other types of protein powders. We also talk about the new California law that may be passed, that's gonna go through the Senate, SB1033, that's gonna require protein powders to be tested. The Clean Label project tested 83% of the protein powders on the market, and the results were shocking. Oliver's Company Puori was one of the number one tested brands for purity. And the reason is that they test their products for over 200 contaminants and even have third-party testing. You can access via a QR code on every batch of every single one of their products that you purchase.

We're gonna talk about protein powder and Omega-3 oils. We're gonna talk about collagen and the contaminants that can be in those, and what to choose instead. So this is a really, really good show. These are important supplement categories, 'cause

many people take them every single day and unwittingly are consuming a lot of different heavy metals in toxins that they don't need to be consuming, that are not promoting health when they're trying to do something healthy. So this is a fantastic show for everybody to listen to.

Our guest today, Oliver Amdrup-Chamby, is the co-founder and CEO of the Danish-based health and food supplement brand Puori. With more than 15 years of experience, Puori is a frontrunner in third-party batch testing, based on testing all products and final consumer batches for the most common and environmental toxins. In the last few years, Puori has pledged to be part of the transparency promise driven by the Clean Label Project, a project that gives consumers third-party full transparency on what's actually in their products. It's a long-term goal for Puori to be a part of making environmental testing a regulated process for foods and food supplements considered in the risk group of toxification.

Oliver holds a bachelor's in international business communication from SDU in Denmark and an executive program from Stanford. While studying, he started a personal training business, which grew into the first CrossFit gym in Denmark in 2006. In 2007, he launched a corporate fitness staff, which was acquired nine months later, and he went on to work as a regional director of CrossFit headquarters in EMEA from 2011 to 2015, alongside building Puori before moving to San Francisco to focus solely on the growth of Puori.

In 2009, he founded Puori together with Julius Heslet, with the goal of creating the cleanest third-party tested fish oil on the market. Oliver is a true health nerd. He's passionate about stoicism and is known for having spent the last 20-plus years testing different health training and longevity routines. You can learn more about his work and supplement line, and get his top-quality supplements at puori.com. Oliver, thank you so much for coming on the show.

Oliver Amdrup-Chamby

Thank you for having me.

Dr. Wendy Myers

Why don't you tell us about yourself and how you got into health?

Oliver Amdrup-Chamby

It's been a few years now. We've been in this industry for 17 years. So I started by being a personal trainer. I was studying business, but I was a personal trainer, really into health and wellness. That was my passion. One of the first big obstacles that I stumbled upon when I was starting to help people, guide them in nutrition, training, and all these different things. We were actually figuring out how to balance out Omega-3 and Omega-6 fatty acid imbalances based on diets, and that was kind of my first entry into supplements. If people are getting too much omega-6 in the diet and there are not enough fish or any other kind of sources of Omega-3, how can we help them get this into the diet supplement?

Dr. Wendy Myers

Makes perfect sense.

Oliver Amdrup-Chamby

We started paying a lot of attention to food supplements and trying to understand a little bit more than just the basics, and understanding, are there any environmental toxins or impurities that you want to be aware of, especially when you're talking fish? That led to Puori. That was how we started because we couldn't find any supplement out there, any Omega-3 that could give us oxidation data. We wanted this fish oil to be fresh. If we recommend heavy metal data, we want to be able to see that there wasn't any heavy metal.

And then also some dioxins and other toxins as well, but also the active ingredient. Is there EPA/DHA, the long-chain fatty acids, that you wanna get from this? That's how we ventured into it, and when we couldn't find it, we felt this is probably, this is, say, 18 years ago now. There must be a brand out there that wants to share this, and there must be other people out there who are looking for the same answers, wanting to actually know what they're putting into their body based on data and not just the marketing that we see in the supplement industry.

Dr. Wendy Myers

And that's what really attracted me to Puori to your brand because I've been taking supplements my whole life, and I'd never seen a company that is doing super extensive testing. They might do some testing for bacteria and contaminants but not heavy metals typically. And they're certainly not putting QR codes on their products so that you can see the third-party testing on your own. I'd never seen that, never.

Oliver Amdrup-Chamby

Unfortunately, we haven't seen that many that have copied the QR code approach yet. We sincerely hope that other brands will do the same, so we can benchmark more products, apples to apples, peers to peers, based on the actual things that are in the product. We are starting to see a lot more focus on third-party testing and doing that quality, but we still say, yeah, third-party testing is one thing, first off, what does third-party testing really mean? I think third-party testing for us is very different from some other brands and so on because it's not like it's a protected title, right?

We talked about natural ingredients before, how they're not, and what is natural. We talked about different things. So I think third-party testing for us is really that you, the end user, can verify every single batch of the product you do based on the data. We take you directly through it, through the QR code on the label so you can see for yourself before you wanna trust. We can trust people, we can trust a lot of different things out there, but that's based on a lot of different things. I think we just wanna show it with the data point. I think that has been our plan since day one.

Ads 07:47

Now a word for one of our sponsors. So I'm a huge, huge fan of Tru Energy Skincare. This is a bioenergetic skincare line that I've been using for almost two years now, and it's what I use exclusively. It's so good. They have a new product out called the Bio Adaptive Hydration Oil. This is really, really key for protecting your skin from dry winter weather because when you have cold weather plus wind,

plus indoor heating that's gonna equal to dry, irritated skin. So hydration is really, really key to protect your skin barrier and, you know, preserve your skin.

Why does this matter? It's because dehydrated skin can look dull, tight, more fine lines and wrinkles. Supporting your skin during winter helps it stay resilient and healthy. Like I mentioned, I love Tru Energy Skincare and they have this bio-adaptive formulation designed to boost hydration and nourish the skin. It's a bioactive nourishing skin oil, and so it's infused with frequencies. There are dozens and dozens of frequencies imprinted on their energy-optimized blue bead that's in all of their products. It's actually imprinted not with hundreds, but with thousands of frequencies to support cellular repair, improve collagen production, and increase regeneration of your skin.

This is what I'm using at 53 to get the best skin that I can possibly get. This is one of my secret weapons that I personally use. This bio-adaptive hydration oil uses nutrient-rich skin-supportive and clean ingredients as well. All you do is add one to two drops to your face cream or Tru Energy products like their serums or their lotion, and it just increases that hydration. I also use it 'cause I do face yoga every night. I use hydration oil. I put it all over my skin and I'll do a massage and I'll do guha and other things. It's part of my nightly routine. So there are a lot of different uses for it, including increasing the hydration and the effectiveness of the products you already have. Try it for yourself. Go to trytruenergy.com/wendy5

Dr. Wendy Myers

That was always a concern, one 'cause I took Omega-3 for a really, really long time and it's one of the most popular supplements out there, but I was always very worried about the mercury. So I'd take Omega-3 that's made from smaller fish, from anchovies, sardines, and things like that. But you still don't know what's in the product. Unfortunately, you still don't know. A lot of the fish oil I would take would taste like you'd have fish burps or it would smell really horrible. Now I realize it was rancid and your product smells really fresh. It's such a world of difference in what it smells like, what it tastes like, and then you have the testing on top of it. It's just a whole other next level.

Oliver Amdrup-Chamby

No, we appreciate that. I think what we are trying to do is create common supplements, but uncommonly. Well, this is something that you are putting into your body day in and day out. The supplements that we do manufacture, like protein powder, creatine, and Omega-3, are types of products you're taking in on a daily level. We know that most pollution of our bodies doesn't come from a one-off exposure to a certain food. It comes from the accumulation of the things you're doing again and again and again.

That's how the bad habits build up and the good habits too, but build up in your body. That's a little bit of what environmental toxins or rancid products will do to you, too. So I think for us that's always been just trying to do these simple products, which now is interesting because now we're starting to see more and more science on the longevity side of taking these supplements. Not just trying to fix a diet that doesn't have enough of, let's say, the Omega-3 in the diet or getting enough protein, but really also starting to see if you can get to a certain amount of Omega-3 fatty acid in your blood, like measured off in the new Omega-3 index. If you can get that up to, let's say, an 8% Omega-3 index in there, the science is designed to show that the people who have, let's say, compared to someone with a 4% Omega-3 index, that there might be a five year difference in life expectancy like that.

That's a significant data point in the longevity section, and I don't think there's any supplement out there that you could consume that would potentially be the difference of five years of life. And again, it's set with a lot of different things in there. I think it's just incredible to see that these kinds of basic foundational nutrients that we can add to our diet are just so potent.

Dr. Wendy Myers

Let's talk about protein powder 'cause that's a category in which Puori really, really shines. I wrote an article about this, and also spoke with the head of the Clean Label Project, where they do testing of different supplement categories. And they did a big test on protein powders. I wrote an article about this many years ago, and

it was really shocking to learn the level of toxins in so many of the most popular brands that are sold at Whole Foods. Can you talk a little bit about the problem with toxicity and contamination in protein powders?

Oliver Amdrup-Chamby

2025 was the year when consumers were getting more transparency and more focus on this because of these big studies. There was a major category study by the Clean Label Project that tested 83% of America's protein powders. It's a very large study, right? It's not just products over there and some over here. It's very representative of what's going on in the category they looked at. They looked at a few different markers, but heavy metals were the big one where they were starting to see some issues, and when they've done these data points before.

So what they found was 47% were above the limit set by Prop 65 in California. You can argue about whether that is strict or not strict. That varies a little bit. I think it's a strict standard, but nonetheless, 47% of the products were above Pro 65 standards on heavy metals. So, not something that you are generally thinking you would get in your morning smoothie, your protein shake, where you're trying to do something good for you. When we looked at another study that came out by Consumer Reports later the same year. We saw that some of these brands were 10 times above these levels. So, if you said, okay, Proposition 65 is pretty strict, but in a different entity doing the study, they saw some really high markets as well.

I think they said that 60% in that study was above Proposition 65. So I think what we are seeing is a tendency for, especially plant proteins, to remove heavy metals from the soil. So we get these things into the concentrated protein powders. We also find them in animal-based products, but plant proteins are generally heavier on heavy metals. So that's one side of it. The studies look at a lot of different things, but I think the important thing is here to mention that this is just one of your servings of potential heavy metals coming into your diet because you know what you're getting from your sweet potatoes, the rice you're eating, the food, whatever, the water you drink, wherever you are. So I think it's still, even though it's a strict standard thing, Puori's goal has always been to chase the lowest possible because nobody will say there's a safe limit of, let's say, lead in your protein powder.

We want to go as low as possible, and we know that there's a risk of getting lead in other food groups, too. I think that shouldn't let us push towards a cleaner industry in general. It's definitely something that consumers became aware of due to these studies. And obviously, we've seen more people, and we think it's also very exciting. We've seen so many more people asking us about this, asking about the data points, scanning the QR codes, looking at the reports, paying attention to this part. It's been one of our big dreams since day one to be part of actually pushing some regulation on this into the category.

When we see that there's such a category-wide issue, as I would call it, because it's not like a now and there, it's not a fluke. It's a thing we want to have certain standards so we can all benchmark against. And then what is actually really exciting is that I brought this little piece of paper here because we recently just supported a new bill out of California called SB 1033, which will eventually mandate protein powders to test for heavy metals and show the lab results.

We've seen this in baby food; we are now starting to see it in protein powder. We think that this will pass through the Senate and that this bill will pass because there's so much data pointing to it, so it should pass. There's so much indication, studies, and knowledge that we have an issue with heavy metals in protein powders. Some people are giving this to their kids. Some people are taking larger doses because they're athletes and have a hard time getting pro, whatever that standard is.

I think this is such an important place to actually put our efforts in. We were really excited, and we actually reached out to the senator and built a coastal system here saying, Hey, we are a pretty small brand, but we've been able to do it. We are happy to help. If there are any brands out there that are like, how do we actually do this? When we have 47% of the category above Proposition 65, a lot of brands will have to change something in their supply chain.

Ads 18:22

Are you taking collagen supplements? Well, check this out. Our friends at Organifi have sourced the best collagen on the planet, and you can get it with 20% off

savings today, too. So, what is collagen? It's the most abundant protein in our body. It's everywhere. It's in your muscles, joints, hair, skin, fingernails, everywhere. It's one of the fundamental building blocks of life. Your body uses collagen constantly to keep itself refreshed and repaired. But as you get older, especially as women who are going into menopause, you can lose 30% of your collagen within the first five years of menopause, and that starts in perimenopause as well. Your body just stops making as much of it, and you start losing it, especially as your estrogen levels come down. That's why consuming collagen is such a great idea every single day. It gives your body a fresh supply to keep working at its best.

It's not only good for your hair, skin, and nails, but it helps to support your gut and metabolic health, immune system, cardiovascular strength, and all of your muscles and moving parts too. Collagen is nothing new. It's one of the oldest supplements out there. Collagen supplements have been around for quite a while now. But what makes Organifi so special is it's all about the quality. The non-organic collagen scare 16 me. They're really problematic because they can be full of glyphosate, pesticides and other chemicals that you do not want to be taking on a daily basis. Not all collagens are the same. It can come from many different sources and the source can drastically impact its potency and effectiveness as well.

Some manufacturers just go with the cheapest stuff that they can find and then add fillers and artificial flavors and they still charge you a lot of money for that. Organifi always goes the extra mile to ensure their quality is the best. They blend five collagen types from four different sources, and they taste and test until it's perfect. And then they go even further to test for things like glyphosate residue and other sneaky toxins that can get into the mix. After passing through all of these goalposts, it finally gets the Organifi seal of approval so you can rest assured it's the highest quality and non-toxic. I love that this company is a company that I can trust that their products will be safe and effective exactly as they say they will be.

In the supplement world these days, that kind of honesty and transparency is getting harder to come by. So, if you've never tried collagen, now is a great time to start. And if you're already taking it, now is a great time to switch to a better brand. Upgrade what you're doing right now so you and your entire body is gonna love Organifi Collagen. It is something that I take on a daily basis. It's been a part of my

supplement routine for the past five years, since I went into menopause, and so I can't recommend it highly enough. Now let's talk about saving you some cash as well. Here's what you do. Go to organifi.com/myersdetox and put in coupon code Myers detox to get 20% off. You'll save an extra 20% off by putting in my special coupon code Myers detox. So, like I said, collagen's one of those things that I take every single day. It's one of the most important parts of my anti-aging protocol, the things I'm doing to fight off the clock. So for me, taking clean collagen is really important. It's hard to find, so I highly, highly recommend Organifi collagen.

Dr. Wendy Myers

You go to extensive lengths to make sure that the ingredients in your protein powder are pure, and you throw a lot of batches that don't meet your standards. You really go the extra mile. And that's why I wanted to have you on the podcast to talk about this because so many health-conscious people are taking protein powder every day, especially people who work out and lift weights. They're taking this stuff every single day, and they have no idea that they're taking something that is building up arsenic or lead or other heavy metals in their body, doing the exact opposite of what their intention is to improve their health.

Oliver Amdrup-Chamby

That's an unfortunate byproduct of this category and I think, unfortunately, a byproduct of how we are treating the planet in general. I say with transparency, at first, at least we get some transparency. So we know where we actually need to try to do better. I think the protein category, as a protein brand and a consumer myself, I would say it's doable and we should do it.

Dr. Wendy Myers

Let's talk about chocolate protein powder 'cause this is a specific category where chocolate in particular, can have a lot of lead, cadmium and other heavy metals. Can you talk a little about that for chocolate lovers out there?

Oliver Amdrup-Chamby

I'm one of them too, so I'm gonna fall right into you guys with the like. Cacao beans are really good at removing stuff out of the soil, as you mentioned, especially lead and cadmium, which we see in cacao beans. Well, we've gone through so many different suppliers and organic cacao bean manufacturers and farmers from different areas, and we haven't even been able to say, okay, oh, when you get it from here, it's always pure. There's so much variation. So what we've had to put in place is a set of measures. We actually test the cacao beans in our own labs first. So we don't rely on just the different lab testing that you get sometimes from manufacturers, producers, or farmers, and so on.

We wanna have the raw ingredients and run our own testing on it first before we blend it into a whey protein, which generally those ingredients will be clean when we start out with that because we've done the same kind of transparency screening on that and purity screening on. So we wanna make sure that when we add a cacao bean into it, that we take that extra set of testing before we do it. But again, at the end, every single batch of every single product we do will have a QR code. You can scan them, or you can find them before you go.

Nothing will be sold before there is a lab report on the Clean Label Project's website. The Clean Nable project has lots of different certifications in there, but we are still the only brand with the Transparency Award, which basically means we are the only brand that puts up every single batch of every single product out there. Most brands are probably around 3 to 5%. That's why they're being screened as a random screening process. So, particularly, I think it's necessary and I would personally love to have a cacao brand out there, a dark chocolate brand, because I love my dark chocolate bar at night as well.

And right now, the most sophisticated I get, I don't have the data on that. I know there's probably some cadmium and lead in it. So what I can do is to use variation, so I will switch from different brands to maybe limit, or maybe I'm not, it's very unsophisticated in this day and age where we can have AI do everything for us and whatnot. I would love to have some level of transparency on that, and I think that's another layer. Hopefully, you know, there are certain food groups I would love to have tested too, knowing what we know now from the time in this industry and all

the lab reports we've done over the last many years so we can make informed decisions as consumers. 'Cause that's what it's all about.

Ads 26:21

Let me ask you something a little bit personal. How do you get yourself out of a bad mood? It can be hard, really, really hard, and it only gets harder the longer that you're in that space. That's why I'm a big fan of today's podcast sponsor Organifi. They made an amazing product called Happy Drops, and they're little gummies that are super tasty and they can help make your bad moods better and your good moods great. I'm sure I'm not telling you anything new when I say the world is really stressed out right now. You can see it everywhere. Stress and mood related visits to the doctor's office are skyrocketing along with various prescriptions to match. And so if you are anything like me, you're looking for a safe, natural approach to rebalancing your happiness and your stress chemicals without worrying about the side effects.

Well, Organifi has given us exactly that. They're called Happy Drops, and they're my favorite new supplement. These yummy little lemon gummies are made with ginger, with gouda cola, and passion flour, all of which are shown to have positive effects on mood and emotional wellbeing. Plus, they have a real powerhouse ingredient, which is saffron. So why is that so cool? The compounds in saffron are shown to help your brain modulate its levels of serotonin. Serotonin's one of your happy chemicals and saffron helps your brain enjoy it longer. Saffron also relaxes you. There's many cultures around the world that drink saffron tea before they go to bed 'cause it helps relax them and helps 'em go to sleep. Saffron also contains antioxidant properties, which can help you protect your brain from oxidative stress. That's great for detox. Best of all, there aren't any nasty side effects. There aren't any bad ingredients and it's safe to use every single day.

Saffron's traditionally very challenging to find in the supplement world. It's difficult to plant and to farm. It's even harder to harvest, and it's one of the most expensive ingredients on the planet. But now thanks to the super food geniuses at Organifi, we can all enjoy a real dose of real mood lifting organic saffron for less than a dollar a day. I'm excited for you to try them. I think that everyone should. I

love their happy drops. Just go to organifi.com/myersdetox and get your happy drops today. When you use my discount code Myers Detox at checkout, you're gonna save an extra 20% off. Again, that's organifi.com/myersdetox.

I want you to go out and try Happy Drops today. Like I said, I love them. I've been taking them on a regular basis to help me to go to sleep at night, to help me kind of relax and get in the mood. You've got nothing to lose but your frown

Dr. Wendy Myers

Let's talk about the different protein sources and how they differ 'cause we've got the pea proteins, the vegan proteins, the soy protein isolate, which I recommend avoiding, and all are made from GMO. We've got other types of protein powders and then we have whey. Can you talk about some of the differences between those and what people should choose?

Oliver Amdrup-Chamby

I can definitely talk a little bit about the different types of proteins out there. I think one thing is, do you have a preference for animals versus plants, or are you vegetarian and can do whey proteins and so on? I think if we look at just the amino acid buildup, every protein is built up of amino acids, and certain amino acids are easier to build up muscles. There's leucine, an amino acid that's really important in muscle protein synthesis, and there are various proteins that have various amino acids underneath each protein. So one thing is mapping out what you are trying to get.

When you look at a lot of the beef or collagen proteins, that's a different type of amino acid profile. So generally what we see is that the whey protein is very complete and it's highly inducing. That's kind of a preference for many people just based on that. When we look at the plant proteins, there are various plant proteins that are also what we call complete proteins. They bring in all the different amino acids that are needed. But the key is that most often you're taking this to get more muscle protein synthesis. So you want to have that leucine content. Pea protein can

do that as well. We actually also have a pea protein where you get a decent dose of leucine in every serving as well.

But I would say for most people the whey protein is preferred. That's what we generally hear, both in terms of tolerance and the active amino acid profile. When you look at it in combination, taste is a big component of this. Whey protein is very easy to mix into, especially since we have one with vanilla and one with dark chocolate. But the vanilla one, you can mix into everything from green smoothies to milk-tasting shakes, even just in water. It's actually really good. So it really depends a little bit on what you're trying to do.

When we look at the potential pollution or the environmental toxins, we tend to see that the plant-based proteins are heavy on heavy metals. So there's definitely been a difference in that in all the different studies we've now seen coming out. The plant proteins tend to do the worst when it comes to cadmium and lead, which I think is the biggest concern here.

Dr. Wendy Myers

Hemp has to be the worst offender because hemp is so good. They use it to clear soil toxins from soil, so obviously, there's gonna be a big problem with hemp protein powder.

Oliver Amdrup-Chamby

I think what we saw in these studies here was like 60 plus percent of the plant proteins are above Proposition 65, and I think we have a pea protein as well. It's been a really hard product to do, so it's kind of the same. We can find a source of peas that look really good. The first batch we get from the same farm, we get the second source, and we don't get the exact same data points. Obviously, it varies. It's a natural product, but we've had to put in the same kind of screening process in place and it's been a much harder product if you want to keep that heavy metal load down. If we want to recommend something that you're taking, especially in larger doses, we still want to recommend whey protein for that purpose. We can do it and

it's doable, but it requires a lot more scrutiny and potentially lower doses over time to get that.

So I would definitely recommend it, and I'm biased. I love our whey protein product myself. We've been talking for many years. I think that's a really good product. I personally add collagen into it as well as a little hack, because I think the glycine and some of the other amino acids that build up ligament and tendons and skin and so on, that you find in collagen. When you mix it with collagen, it's a really powerful amino acid profile. It's incredibly powerful.

Dr. Wendy Myers

Can you talk about soy protein isolate, because most people are unwittingly taking protein powders with GMO or genetically modified soy protein isolate? And can you talk about what the problems with these are in terms of your health and in terms of toxin load? People buy it because they're cheaper and they're readily available at all the popular vitamin stores. Can you just elaborate on that?

Oliver Amdrup-Chamby

I can say more of a broader term because we haven't done a lot of deep diving into soy. We've never seen that as a part of the roadmap for the highest quality plant protein out there. On paper, it looks good because it has a complete amino acid profile. Again, soy tends to also be really good at removing stuff from the soil where it's grown. It seemed to be more polluted. Again, I don't have the actual data points myself, so I haven't seen as much as I have in other plant proteins, but I think generally we've just been trying to avoid soy for that purpose.

I know there's a GMOA and a non-GMO thing to this as well, but again, we are based out of COLME in Denmark and GMO is not a thing because you're not allowed to have GMO crops. So everything is non-GMO. And obviously you can buy from different regions around the world and get stuff that then has it, but as overall, we are not allowed to sell or market those types of products.

Dr. Wendy Myers

Okay, fantastic. So no worry about that. My concern was helping people make that differentiation, read the labels, look at the ingredients of the products that you're buying, and avoid soy protein isolate. Let's talk about sustainable packaging versus purity. Can you elaborate on that a little bit?

Oliver Amdrup-Chamby

I think this is something that we've been doing for a long time and also coming out of Copenhagen, Denmark, where we originate. So we are based in the USN in Denmark. But I think what we like about the Dames heritage is we try to be as sustainable as we can. There's a lot of focus on sustainability. We are often first movers in a lot of these different sectors, from organic farming to various different things in packaging as well. And packaging obviously is something that gets a lot of attention now for sustainability reasons. Is it recycled?

Can it be recycled again? What are the different things that you're using it in? What's the footprint it has on the carbon footprint? There are so many things and we have actually set of rules now that are coming out more and more here out of Europe, where we are starting to go more and more toward really sustainable packaging. But here comes the interesting part that I wanted to touch on. What we've started to see, because we've transitioned and a lot of good transitions, like the type of label we are making is in what we call forest film. The plastic used is a hundred percent recyclable.

You're removing all the different metallic components that might actually make it non-recyclable. In the end, we've done a lot of different gradual steps. One of the key steps we want to take is recycled materials. Another big part of the protein test study is the bisphenols, or BPA. One of the things that you wanted to avoid in plastic is these BPAs. What we started to see when we were testing the different packaging and some of the products was that even though you are buying the BPA free pristine plastic, we've always seen that as soon as we get there when it's fresh plastic, it's fine. But when we started to buy BPA-free recycled plastic, because we wanted to have a more sustainable product, we actually started to find BPA in it.

So there was this very clear distinction for us to say, okay, pure is not the first move on sustainability. The key focus for us is product quality at the end of the day for the consumer. I think plastic is a really good product. It's actually a really good product for a lot of things due to its weight, its stability, reusability and so on. If it's reused it is not good when it's overly heated or all the other things we see with microplastics and so on. But I think when we look at it from the simple use cases of cold products, it's a really good product. And for us, that was just something that we had to be aware of. Even if our consumers are asking for, Hey, we'd love to have a hundred percent recycled plastic and so on, it's not something we can move on firsthand because this is coming in from a chain of recycled materials. And unfortunately, you will still find something in that.

Ads 38:56

Now a word from one of our sponsors. Like many of you guys, I'm trying to eat super, super healthy, and that's why I love really good quality olive oil. And by good I mean fresh. Olive oil packs some of the most flavorful and healthiest nutrients like antioxidants when it's fresh from the farm. That's the problem with store-bought olive oil. They're not fresh. They can sit on the shelves for months, growing stale and losing that antioxidant punch. That's why I get my olive oils directly from small award-winning farms, thanks to a fellow named TJ Robinson, who's also known as the olive oil hunter.

So when I tasted TJ's farm fresh olive oil, I fell in love with the vibrant grassy flavors. They're incredible on salad, veggies, pasta, meat, fish, you name it. I use it on everything. Everything I cook, I'm using this olive oil. As an introduction to his fresh-pressed olive oil club, TJ is willing to send you a \$39 full-size bottle of olive oil for only \$. It's one of the world's finest artisanal olive oils. It's fresh from the new harvest, and it's just \$1 to help 'em cover the shipping. There's no commitment to buy anything now, or ever. Get your free \$39 bottle for just \$1 shipping and taste the difference that freshness makes. Just go to getfreshwendy.com to take advantage of this offer and get a full-sized \$39 bottle for just \$1

Dr. Wendy Myers

Let's talk about collagen a little bit more in depth because you have a fantastic collagen product. My concern with a lot of collagen products out there is they're coming from animals that are fed glyphosate-laden GMO corn and soy. All that gets into the fat, into the ligaments, and there can be a really big problem with contamination in a lot of different collagen products. Can you talk about that and why your collagen is different?

Oliver Amdrup-Chamby

I think first off, it starts with the quality ingredient, the collagen itself, the animal itself and where it comes from. It's a grass-fed animal. There's not been used GMO or glyphosate. It could be organic certified, but it doesn't have to. I think it could as easily just be something that's grassed and lives outside where they're not like using any type of pesticides and whatnot. I think high-quality ingredients to begin with and then obviously the processing part is you're using the key parts of the animal for the collagen and the sourcing, It's a single ingredient product. So, it's not a lot of manipulation with the product to where you want it to go.

And then finally, the key has always been that third-party testing so you can see for yourself in the end product, oh, there's no antibiotic contaminant. There's no glyphosate in there. There's no pesticide, there's no heavy metals. Again, back to that scrutinization of the end product means that when you have that test and that data point on the end product, we can use various sources as long as we know the animal welfare, and that they're living on grass and so on.

If we can do all of these things, we can pick and choose from various different farms in terms of the quality, as long as we test the end product. It's somewhat similar to the protein study we saw where there was contamination and heavy metals found in collagens and so on. Overall, it's a slightly better category across, but yeah, again, it's back to the raw ingredient.

Ads 42:45

For anyone listening who really wants to detox their body, go to heavymetalsquiz.com. I created a quiz for you. It only takes a couple of seconds

and it's based on some lifestyle questions. You can get your toxicity score and get a free video series that answers all of your frequently asked questions about how to detox your body. Check it out at heavymetalsquiz.com

Dr. Wendy Myers

That's why I love Puori products so much. I take them personally. I've been taking them for a couple of years. It just gives me total peace of mind that I'm taking something that is free of contaminants. And you can look at the little QR code yourself and check that third-party testing on every single batch. My daughter and I both love the Madagascar Vanilla, which is the best vanilla in the world, with flavored protein powder, the PW1 Protein powder.

That chocolate is amazing too. I take the collagen myself. I take your creatine as well, and it is really just best in class. You just do best in the class of every single product. I take the omega-3s as well, the Omega-3 fish oil as well. I wanted to have you come on again because I want my listeners to make the best choices in their health and give them all those little pieces of information, those little pieces of the puzzle, so they can make correct choices also. So, Oliver, thanks so much for coming on the show. Is there anything else that you want to add? Something we haven't talked about or something you want the listeners to know?

Oliver Amdrup-Chambt

I think there's one more thing actually, which will probably tell your listeners a little bit about the passion and credibility that the team here puts into the products. We've actually had to terminate three different products that were selling. Products that we were making money on selling to people, but that we couldn't continue to run despite our customers wanting them, but we could not source the raw ingredients on a continuous basis. So we saw one or two batches do well, we got customers on board. Then we started to see some uncertainties in the product. We tried to fix it. We made the things. We got another good batching and then we were like, now we can't.

We can't do this anymore. When you are a consumer out there yourself, there are certain categories where I really want you to kick the tires on the brands that you're using and whatnot. Some of the categories we had to terminate were rice protein products. It was so hard to do without arsenic in it. All of us in this industry might know that rice has a different footprint than arsenic in it. Also, something I would be aware of when you're consuming rice at home. Another thing is that we terminated a carbohydrate product for our athletes.

At the time, we had a lot of different athletes requesting a clean carbohydrate product based on sweet potato. We couldn't actually source that. And finally, a big category, a greens' product. And the greens' product was really hard to do. We had a pretty, I would say a good, simple Greens product based on some of the strongest green vegetables out there. But we continued to see the heavy metals built up in those products, so we had to terminate them. It's been frustrating when you have subscribers on. You have happy customers. But I think that is what it requires for us as the brand, and also what it requires for you as consumers.

Ask questions. I love that you guys scan our QR codes. Send us questions if there's something that you wanna learn more about. We love that you do that, but also if you have products that you're consuming on a daily basis also in larger amounts, like a protein powder, could be other things, ask the brands, can they provide any kind of information for you? I think that's a really good starting point because if consumers are requesting for this, and actually want to get more knowledge.

I'm a big believer that the brands will adapt. We wanna be in business, right? So we wanna do stuff. On a final note, I think it's exciting to see that California is leading the charge on potentially regulation for the protein category. That will be a big step forward for other categories as well. Hopefully we're just on the right path here to get cleaner products out to the households based on data.

Dr. Wendy Myers

Well, Oliver, well, thanks so much for coming on the show. I respect you so much, and your company and your values and what you're trying to do, and really leading the charge on clean supplements, and it's so, so important. We need more people

like you out there trying to accomplish the same thing. Everyone, I'm Dr. Wendy Myers. Thanks for tuning into the Myers Detox Podcast. Thanks for tuning in every single week. It's such a pleasure to do this show and get you guys the information that you need so that you can upgrade your health because you deserve to feel good. That's what I want for you. So thanks for tuning in.

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