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## Plasma Nutrition affirms regulatory standing of its ioProtein® and Ingredient Optimized® processing technology

Press release from: [Plasma Nutrition](#)

The legal validation was based on outside technical analysis and scientific expert opinion.

Plasma Nutrition has completed an extensive legal opinion process to confirm that the technology used to produce their ioProtein® whey protein isolate does not alter the regulatory status of WPI in any way, allowing them to maintain GRAS status for compliant proteins.

The validation involved Plasma Nutrition's patent-pending Ingredient Optimized® technology, a processing breakthrough that increases protein bioavailability, as well as ioProtein®, their groundbreaking optimized whey protein isolate. Recent clinical trials on both trained and untrained subjects demonstrated that ioProtein can achieve the same impact as standard WPI using 26% less protein by increasing bioavailability.

To complete the legal process the technology startup worked with Hyman, Phelps & McNamara, P.C., the largest dedicated FDA law firm in the United States. The conclusions were based on scientific expert opinion and a thorough examination of the technical details of ioProtein and the io™ technology.

"Our company has heavily invested in advanced science and technology, and we believe it is important to approach our regulatory affairs in the same way," says Plasma Nutrition's co-founder Chris Flynn-Rozanski. "That's why we worked with one of the leading FDA attorneys in the US to affirm the standing of our technology."

Co-founder Steve Motosko believes that, after this confirmation, Plasma Nutrition will be even better-placed to meet the rising demand of supplement brands for high-quality, sustainably-sourced protein. "The WPI we optimize maintains the regulatory status it retained to start," says Motosko. "This reassurance shows that brands can partner with us without disrupting their supply chain. We know our partners value their relationships with their suppliers, and we wanted to ensure them that, working with us, they can continue to deliver the same high-quality products that their customers have come to expect."

### ABOUT PLASMA NUTRITION

Plasma Nutrition is a tech startup with the mission to unlock the full potential of the food we eat and to improve health outcomes. Plasma Nutrition's protein processing technology, called Ingredient Optimization™ (patent pending), includes a specifically-designed hardware platform, an innovative food transformation process, and custom-designed quality control.

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