

## **Life Force International Stands Firm Against Using Artificial Sweeteners in Protein Powder**

*Weight loss shows are popularizing the use of protein powders, but one Nutrition Specialist warns against the use of those with artificial sweeteners.*

January 27, 2010 (FPRC) -- Type 'protein powder' into a search engine and over two million results pop up. The problem is that most of those powders use artificial sweeteners to sweeten them. This is what makes protein powders a land mine for people using them for weight loss, claims Carolyn Schlicher, a Nutrition Specialist and co-owner of LiquidWholeFood.com, a natural liquid supplement website.

Schlicher cited popular brands of protein powder, including one that is used on a famous television show concerning weight loss. 'The concept of using protein, which will keep you fuller longer, is a good one. To make that protein sweet with chemicals that are dubious in terms of overall health isn't. I'm not against making it taste good, but stevia is a natural sweetener that doesn't have all the baggage sweeteners like aspartame, saccharin, and sucralose have. But guess which one costs the most? That seems really mean to take advantage of people who are working so hard to take weight off.'

Stevia, an herb also referred to as 'sweet leaf plant,' is 300 times sweeter than sugar and has been gaining popularity as a sugar alternative over the past 5 years. It has been used as a sweetener by cultures in Central and South America for centuries.

Aspartame (marketed as NutraSweet and Equal), saccharin (with brand names of Sweet Nâ€™™ Low and Sugar Twin), and sucralose (known commonly as Splenda) have been anecdotally credited as being the cause of neurodegenerative diseases and cancer. Saccharin was banned in Canada in 1977. There are no known cases of stevia being implicated in disease or degenerative conditions.

There are only three online companies who actually use only stevia to sweeten their protein powders: EnergyFirst, Jay Robb Enterprises, and Life Force International. 'Steviaâ€™™s long history shows that it is the sweetener of choice, but I guess most protein powder manufacturers would rather save a buck than focus on safety,' Mrs. Schlicher concluded.

Further details about Life Force International AminoCharge with Regulator can be found at <http://www.liquidwholefood.com/AminoChargeProtein.html>.

About LiquidWholeFood.com:

Life Force International independent member LiquidWholeFood.com is a preferred site for organic liquid vitamins, natural liquid supplements, and other natural liquid health supplements. They were the first liquid supplement retailer to accommodate vegetarian, vegan, diabetic, celiac, gluten-free, and gluten sensitive customers by providing prominent information about these areas on their product pages. Their business has received green office certification and national recognition for their business practices. The site offers a 'Customer First' Certification Award open to all business industries. They serve the US, Canada, New Zealand and Australia markets with organic liquid vitamins and other organic and natural liquid supplements.

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