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MuscleBlaze launches world’s first home protein testing kit

A revolutionary DIY science kit that enables consumers to check the authenticity & accuracy of their Whey Protein brand's label protein claim

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WordPress post #24462

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Gurugram-based MuscleBlaze has launched the world’s first Home Protein Testing Kit, MB ProCheck. Adding to its many firsts, this is yet another patented product with a patented solution that is being offered by the brand.

In an effort to curb fitness youth from being jeopardized physically by low-grade supplements, MuscleBlaze has launched the MB ProCheck. It is an advanced, yet easy, do-it-yourself (DIY) science kit to check against both fake & misleading whey protein supplements for both authenticity and accuracy of label protein % claim, anytime, anywhere at just Rs 100 per test. Validated by NABL-accredited SGS Laboratories, MB ProCheck promises to be pioneering innovation that empowers all whey protein consumers.

Speaking on the launch, Sameer Maheshwari, CEO of Healthkart said, ''The pandemic has induced a heightened sense of fitness and healthy living among people. This has further led to increasing demand for quality products in the fitness category including the use of protein supplements. We at Muscleblaze have always thrived to provide the most authenticated experience to our consumers through our patented innovations and this launch is a further addition in this direction. As market leaders, it is our responsibility to educate the customers about the products they are consuming, and with the MB ProCheck, they won't have to worry about the quality and can test the authenticity of any product right at the convenience of their homes.''

Read online: https://nuffoodsspectrum.in/news/16/19178/muscleblaze-launches-worlds-first-home-protein-testing-kit.html
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