NEWS | NUTRITIONALS

Myprotein unveils holi campaign celebrating health and flavour

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By **Shraddha Warde** | March 21, 2024



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Myprotein, the world’s No.1 online sports nutrition brand, announces the launch of a campaign that blends the joy of celebration with a commitment to health and wellness. The Holi campaign encapsulates the essence of Holi while promoting a vibrant yet health-conscious approach to festivities.

Central to this campaign is the launch of an exciting range of new flavours in Myprotein's renowned whey protein collection. With exciting options such as:

Golden Clear Whey: Awarded the ‘Best Protein Powder' at the European Specialist Sports Nutrition Awards in 2022. It provides enthusiasts with 19 grams of protein a serve through a fast-absorbing hydrolysed whey protein isolate.

Nimbu Pani Preworkout: An exciting flavour being launched for the first time in India, it is specially curated for Indian audiences. The flavour comes with 200mg caffeine and supports an increase in endurance performance and capacity. Caffeine helps to increase concentration and alertness.

In addition to the above flavours, Myprotein's Mypro offers a diverse array of options, such as Cookies & Cream and Salted Caramel. Catering to diverse taste preferences and standing out through its premium tri-whey formula, it is enriched with added enzymes, ensuring superior quality and efficacy. Additionally, Mypro’s premium protein blend - THE Whey - has been created using expert filtration systems and the finest ingredients, designed to provide the muscles, the needed fuel to grow.

Read online: https://nuffoodsspectrum.in/news/6/20892/myprotein-unveils-holi-campaign-celebrating-health-and-flavour.html
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