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Wellbeing Nutrition unveils 'The Lighter, Quieter Whey' brand campaign

The campaign uses humour and familiar moments to spotlight a universal yet rarely acknowledged issue: digestive discomfort caused by whey protein

By **Sanjiv Das** | January 6, 2026



Whey

> WordPress post #38465

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Wellbeing Nutrition has unveiled ‘The Lighter, Quieter Whey’, a new brand campaign on its Whey Protein range, designed to be lighter, easier on the gut and suitable for everyday consumption.

The campaign uses humour and familiar moments to spotlight a universal yet rarely acknowledged issue: digestive discomfort caused by whey protein.

Saurabh Kapoor, Co-Founder, Wellbeing Nutrition said: Sports and performance Category is a big focus for us, and protein sits right at the heart of that. But when we listened to people, it was clear that protein isn’t just for gym-goers, it’s a part of everyday life. This film comes from a very real insight we kept hearing: people want the benefits of protein without the discomfort they deal with regularly.”

Varun Kandhari, Chief Marketing and Growth Officer; Wellbeing Nutrition added, “The Lighter, Quieter Whey comes from listening closely to how people really experience protein in their everyday lives. While whey protein is essential for strength and recovery, digestive comfort has long been ignored in the category. With this campaign, we are opening up an honest conversation and reinforcing our commitment to clean, thoughtful formulations that work in sync with the body.”

Read online: https://nuffoodsspectrum.in/news/7/23016/wellbeing-nutrition-unveils-the-lighter-quieter-whey-brand-campaign.html

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