

# Formula Recommendations

	WPC	WPI	Low DH WPH (<10%)	Mod DH WPH (10-25%)	High DH WPH (>25%)
↑ Size	x		x (from WPC)		
↑ Strength	x		x (from WPC)		
↑ Performance	x		x (from WPC)		
↓ Weight				x	x
↓ Body Fat		x		x	x
↓ Aging Effects			x	x	
↑ Clinical Health				x	x
Keto Diet/Carb Restricted		x	x (from WPI)	x (from WPI)	x (from WPI)
Lactose Avoidance		x	x (from WPI)	x (from WPI)	x (from WPI)
Low Allergenicity				x	x
Affordable Price Point	x	x			
Fashion Over Function (i.e., Taste & Speed to Market Priority)	x	x	x		

SOURCE: CHRIS LOCKWOOD, PH.D., PRESIDENT, LOCKWOOD LLC/ 2018 PROTEIN TRENDS & TECHNOLOGIES SEMINAR