

The Secret Power of Proprietary Blends: Why the Industry Needs Them

There's a lot of negativity that surrounds proprietary blends, but companies have a legitimate reason to use them---protecting recipes. The hard work and preparation that goes into producing a powerful multi-ingredient formula has been stymied. In fact, formulations have been constantly criticized by the general public.

How many times have you heard how companies with proprietary blends aren't legit? Or how these formulations are made with cheap ingredients? Well, like the old adage goes, "you can't believe everything you hear."

You've heard one side, now let's hear the other side of the story. When we're done here, not only will you know the truth, but you'll soon realize why some of the biggest brands use proprietary blends.

Let's delve deep into why producing proprietary blends is so important to successful, high-quality corporations.

Protecting Recipes

In the past, proprietary blends have had some negative connotations. For instance, low-end companies were seeking overseas companies to make ingredients cheaply for them. This was done so resellers and new manufacturers could sell their knock-off product on Amazon and make a quick buck.

This caused high-quality companies to shift gears and create proprietary blends, so these quick-buck thieves wouldn't be allowed to steal their recipes.

Today, the everyday consumer is much more knowledgeable about transparency. [In fact, today, more than 75% of buyers say they will change to a brand that provides more detailed product information.](#) Consumers are smarter, and the high-quality manufacturers understand ingredients and care about the bodies of their customers.

With this being said, companies want to protect their ownership and believe in their proprietary blend product.

Honest supplement companies using prop blends team up with only the best formulators and researchers in the business. However, the average critic is seeking to put a negative spin on proprietary blends. Simply put, high-quality and prop-blend brands are striving to give consumers a high-end product without exposing their secret formula.

I don't see that as a crime—and neither should you. If you are on the fence about ingredient quality and company trustworthiness, take a look at what experts are saying:

[Dr. Duffy Mackay, senior vice president of scientific and regulatory affair for the Council for Responsible Nutrition, states, “using proprietary blends is a way companies can protect their intellectual property.” In addition, Dr. Jose Antonio, CEO and co-founder of the Journal Society of Sports Nutrition concedes that position. “Folks worry about the “blend” issue. Nobody questions what the ingredients in a banana are,” Antonio says.](#)

One company who believes in high-quality ingredients is **BodyHealth**. In contrary to prop blend skeptics, **BodyHealth** contains Non-Gmo, GF, Soy, and Dairy Free products.

Made in an cGMP registered facility, **BodyHealth’s** product, **PerfectAmino has NO fillers, stearates, or binders**. Most laboratories will have you believe stearates are of no concern, but ultimately, is used as a lubricant in the manufacturing process.

Unfortunately, stearates can greatly reduce the bioavailability of the ingredients in a supplement. BodyHealth understands this and despite the longer and more expensive manufacturing process, refuses to allow stearates to enter the manufacturing process.

PerfectAmino is a pure, crystalline, pharmaceutical grade amino acids, and **BodyHealth** tests every lot for heavy metals, which has shown a passing grade every time.

With the eight essential amino acids, **Perfect-Amino** supports muscular and skeletal systems without sacrificing its absorption power. In fact, this powerful product is utilized by the body up to 99% to make protein---and made with real, raw ingredients!

It’s Quality, Not Quantity

Skeptics want to critique prop blends, when in fact, companies use them so to save their recipes. Should the importance really be about the quantity or quality of ingredients? High-value companies believe in prop blends. By researching the company, you’ll be able make an educated decision, and like anything else---quality, not quantity is what matters most.