

Pureture achieves breakthrough in plant-based protein

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New York-based biotech company Pureture, a leader in the alternative protein industry, has achieved a significant breakthrough. Pureture has developed a plant-based protein that provides comparable benefits to traditional animal-based proteins like casein and whey in supporting muscle recovery and growth.

Many single-source plant-based proteins lack certain essential amino acids—such as leucine, isoleucine, valine (BCAAs), and methionine—that are critical for muscle support. In contrast, Pureture's innovative yeast protein offers a complete amino

acid profile, comparable to dairy proteins, with over 50 per cent essential amino acid content. This development addresses common limitations of plant-based proteins and offers emulsification properties similar to casein. Additionally, Pureture has enhanced the protein's absorption, making it an effective plant-based protein alternative for consumers.

"We are excited to introduce a plant-based protein that meets the performance standards of animal-based proteins," said Rudy Yoo, CEO and Founder of Pureture. "As a New York-based company, Pureture is proud to provide a sustainable, clean-label option that supports muscle development and meets the growing demand for healthy plant-based alternatives."