



Newsletter



INTEGRATED WELLNESS
Beauty & Longevity Solutions

04/2026

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CLEAR PROTEIN



LIGHT, REFRESHING, AND POWERFUL NUTRITION

Protein consumption is no longer just for athletes or fitness enthusiasts. More people are now including protein-enriched products in their everyday diets as they look for simple ways to support a healthier lifestyle.

To meet these evolving needs, brands are developing protein in a wider range of formats such as powders, snacks, protein gels, and ready-to-drink (RTD) beverages. RTD formats, especially protein beverages and even carbonated soft drinks (CSD) with added protein, are seeing rapid growth. Among these, RTD protein drinks saw strong growth in 2025, with clear protein beverages becoming one of the fastest-growing segments.



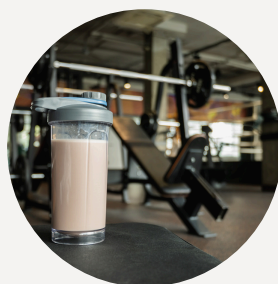


CLEAR PROTEIN



LIGHT, REFRESHING, AND POWERFUL NUTRITION

Clear protein is a light, refreshing protein drink that looks like juice instead of a creamy shake. The texture is less heavy than traditional whey shakes, making it easier to consume throughout the day or after exercise. It can be made from whey (like whey protein isolate) or plant-based proteins (such as pea or rice), and is easy to drink with a clean, non-milky taste. It is attracting interest due to its unique functional and sensory advantages. Compared with traditional creamy protein shakes, clear protein mixes easily with water to create a transparent drink, allowing manufacturers to create refreshing, fruit-flavored drinks such as citrus, berry, or tropical blends. Its excellent solubility and stability in acidic environments also make it ideal for low-pH beverages like functional waters or sports drinks.





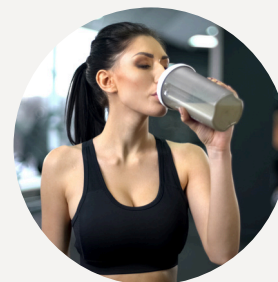
CLEAR PROTEIN

LIGHT, REFRESHING, AND POWERFUL NUTRITION

Nutritionally, clear protein typically delivers high protein with low fat and carbohydrates, and little to no lactose because it undergoes advanced filtration processes that remove fat, lactose, and other components. Many clear proteins are also hydrolyzed, and this helps improve digestibility and absorption.

In addition to whey-based options, clear plant proteins are also emerging, often derived from pea, rice, or soy. While plant-based versions may appear slightly less transparent and sometimes have mild earthy or astringent notes, they offer an alternative for consumers seeking dairy-free protein solutions.

Overall, clear protein represents a new generation of functional nutrition—combining high protein content, refreshing taste, and versatile product applications that align with modern consumer lifestyles.



References:

- [1. https://www.foodnavigator-asia.com/Article/2026/03/15/how-protein-is-shaping-active-nutrition-in-2026/](https://www.foodnavigator-asia.com/Article/2026/03/15/how-protein-is-shaping-active-nutrition-in-2026/)
- [2. https://www.grandviewresearch.com/industry-analysis/clear-whey-protein-market-report](https://www.grandviewresearch.com/industry-analysis/clear-whey-protein-market-report)
- [3. https://www.vogue.com/article/what-is-clear-protein](https://www.vogue.com/article/what-is-clear-protein)
- [4. https://www.nutritionaloutlook.com/view/is-there-a-clear-advantage-to-clear-protein-](https://www.nutritionaloutlook.com/view/is-there-a-clear-advantage-to-clear-protein-)
- [5. https://www.verywellhealth.com/clear-protein-vs-whey-11918298](https://www.verywellhealth.com/clear-protein-vs-whey-11918298)



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Clear Protein Beverages:

FRESH, LIGHT...

BUT FLAVOR MATTERS

- Flavor Opportunities for Clear Protein
- Flavor Technology: Masking Off-Notes

Clear Protein Beverages:

FRESH, LIGHT... BUT FLAVOR MATTERS



Clear protein beverages are gaining popularity among health-focused consumers. Compared to traditional creamy protein shakes, these drinks **offer a lighter texture and refreshing fruity taste**, making them appeal to people who prefer something less heavy. However, clear acidic whey protein drinks can sometimes develop a **soapy off-flavor**, especially at low pH (~3.3). Research shows that **medium-chain fatty acids such as octanoic (C8), decanoic (C10), and dodecanoic (C12)** may contribute to this unwanted taste. Under acidic conditions, these compounds become easier to detect, rendering flavor optimization essential.

Flavor Opportunities for Clear Protein

To create successful clear protein beverages, flavors should complement the **acidic, refreshing profile** of the drink while helping to reduce undesirable notes.

Fruity & Refreshing Profiles

Flavors that match the fresh and acidic profile of clear protein beverages work best.

 Citrus Flavor (Lemon/Orange/Grapefruit)

 Mixed Berry Flavor

 Kiwi Flavor

 Fruit Punch Flavor

 Red Apple Flavor

Botanical & Modern Profiles

 Elderflower Flavor

 Hibiscus Flavor

 Yuzu Flavor

 Green Grape Flavor



Flavor Technology: Masking Off-Notes

In addition to flavor selection, **taste modulators** can play a critical role in improving the overall drinking experience.

Taste modulators can help:

- Reduce soapy off-flavors
- Suppress bitterness and astringency
- Improve flavor roundness and mouthfeel
- Enhance fresh and juicy taste perception

By combining well-designed fruit flavors with targeted taste modulation, manufacturers can create clear protein beverages that are both refreshing and enjoyable for consumers.



References:

1. PMC, Sources of soapy off-flavor in clear acidic whey protein beverages, March 2025
2. GQ, Should You Be Taking 'Clear' Protein?, January 2026
3. Food Focus, Clear Protein: A New Dimension in Producing Healthy Beverages, March 2025
4. Actus Nutrition, Formulating with Clear Whey Protein, January 2025

UPCOMING EVENTS

< May 2026



DATE



3-4 The Makeup Show NYC, New York, USA

4-6 CMPL Expo, Mumbai, India

5-7 Vitafoods Europe, Barcelona, Spain

6-7 Luxe Pack New York, New York, USA

6-8 Indonesia Cosmetic Ingredients (ICI),
Jakarta, Indonesia

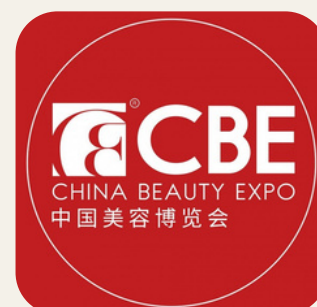
7-9 Beauty Istanbul, Istanbul, Türkiye



8-10 Cosmofarma Exhibition, Bologna, Italy

10-14 TFWA Asia Pacific Exhibition & Conference,
Singapore

12 CAHB and Mini-CAHB Makeup seminar,
Chemico Asia Pacific (M) Sdn. Bhd.,
Penang, Malaysia






12 CAHB Food seminar, Chemico Vietnam Co.,
Ltd., Ho Chi Minh City, Vietnam

12-14 China Beauty Expo, Shanghai, China

UPCOMING EVENTS

< May 2026



	DATE	
	13-15	China International Natural Health & Nutrition Expo, Shanghai, China
	14	CAHB and Mini-CAHB Makeup seminar, Chemico Asia Pacific (M) Sdn. Bhd., Kuala Lumpur, Malaysia
	18-20	Beautyworld Japan, Tokyo, Japan
	19	Labio Seminar (in collaboration with Chemico Vietnam Co., Ltd.), Sheraton Can Tho Hotel, Mekong Delta, Vietnam
	19-20	NYSCC Suppliers' Day, New York, USA
	20-22	International Wellness Expo, Kuala Lumpur, Malaysia
	21	Labio Seminar, Chemico Vietnam Co., Ltd., Hanoi, Vietnam
	22	CAHB Makeup seminar, Chemico Myanmar Co., Ltd., Myanmar
	27-29	CosmoBeauty, Seoul, South Korea
	26-30	THAIFEX - ANUGA Asia, Bangkok, Thailand