

kbcc. *essentials*

WE HELP YOU THRIVE.



Who We Are.

We believe in healthy without compromise.

Kettlebells and Cupcakes was founded to promote balanced wellness in a way that is delicious, trustworthy, and sustainable.

We aren't here for the fads or cleanses because to us, healthy living is lifestyle, and life is too short for deprivation.

We believe that packaging matters, and that clean ingredients deserve clean packaging (and chic style!).



CLEAN INGREDIENTS
and
GREAT TASTE

SUSTAINABLE PACKING
and
CHIC DESIGN

PERSONAL WELLNESS
and
BROADER IMPACT

What We Do.

We think you can have your (cup)cake and eat it too!

We create eco-friendly wellness solutions that help busy people stay on track, even during the chaos of everyday life.

Unlike most protein powders, we prioritized clean ingredients that taste good without the chalky mouth-feel. We also choose sustainable glass packaging. Because products should be good for you and good for the planet.

All of our products are proudly made in New York (our roots), and lovingly distributed from California (our home).



"I love that this product comes in jars, better for storage and I reuse them in my kitchen."



Nicole, Chicago, IL

What Makes Us Unique.

We prioritized quality and reliability first.



Our Ingredients:

We were picky about ingredients, and carefully selected each one from industry leading raw material providers. We also didn't settle when it came to flavor. Our custom blends are the result of many rounds of testing.



Our Manufacturing:

The supplement industry is still largely unregulated, and independent studies have shown product contamination*. We partnered with a pharmaceutical grade manufacturing facility that purity tests each batch.



Our Packaging:

Wellness should be sustainable, both for the individual, and for the planet we live on. This is why we choose glass. In addition to reducing plastic use, glass is also a superior storage container, keeping product safe and fresh.

Meet Our Line-up.

Vanilla Protein (Vegan)



Ingredients:
Organic Pea Protein, Natural Flavors, Organic Chia Protein, Sea Salt, Organic Stevia Leaf Extract.

Supplement Facts		
12 servings per container		
Serving size (22 g)		
Amount per serving		
Calories	80	
% Daily Value**		
Total Fat	1.5 g	2%
Saturated Fat	0 g	0%
Trans Fat	0 g	
Cholesterol	0 mg	0%
Sodium	310 mg	13%
Total Carbohydrate	3 g	1%
Dietary Fiber	0 g	0%
Total Sugars	0 g	
Includes 0 g added sugars 0%		
Protein	15 g	
Vitamin D	0 mcg	0%
Calcium	47 mg	4%
Iron	5 mg	30%
Potassium	17 mg	0%
**% Daily value based on a 2000 calorie diet		

Chocolate Protein (Vegan)



Ingredients:
Organic Pea Protein, Organic Cocoa Powder (processed with alkali), Organic Chia Protein, Natural Flavors, Sea Salt, Organic Stevia Leaf Extract

Supplement Facts		
12 servings per container		
Serving size (24 g)		
Amount per serving		
Calories	90	
% Daily Value**		
Total Fat	2 g	3%
Saturated Fat	0.5 g	3%
Trans Fat	0 g	
Cholesterol	0 mg	0%
Sodium	310 mg	13%
Total Carbohydrate	2 g	1%
Dietary Fiber	2 g	7%
Total Sugars	0 g	
Includes 0 g added sugars 0%		
Protein	15 g	
Vitamin D	0 mcg	0%
Calcium	49 mg	4%
Iron	6 mg	35%
Potassium	165 mg	4%
**% Daily value based on a 2000 calorie diet		

Unflavored Collagen



Ingredients:
Bovine Collagen Peptides

Supplement Facts		
12 servings per container		
Serving size (24 g)		
Amount per serving		
Calories	90	
% Daily Value**		
Total Fat	2 g	3%
Saturated Fat	0.5 g	3%
Trans Fat	0 g	
Cholesterol	0 mg	0%
Sodium	310 mg	13%
Total Carbohydrate	2 g	1%
Dietary Fiber	2 g	7%
Total Sugars	0 g	
Includes 0 g added sugars 0%		
Protein	15 g	
Vitamin D	0 mcg	0%
Calcium	49 mg	4%
Iron	6 mg	35%
Potassium	165 mg	4%
**% Daily value based on a 2000 calorie diet		

DAIRY
FREE

SUGAR
FREE

SOY
FREE

GLUTEN
FREE

FILLER
FREE



HOW TO:

Easy as scoop, mix, enjoy, repeat!

- 1** All you need is 1 scoop of Protein, or 2 scoops of Collagen to get you going.
- 2** Mix with any beverage or smoothie. *Psst! Collagen is unflavored, add it to*
- 3** Savor the taste of real vanilla and cocoa, no fillers or artificial flavors ever.
- 4** Consistency is key, and we make it easy and delicious to stay on track!

"I finally found a protein powder that tastes good and doesn't bother my stomach!"



Kasey, San Francisco, CA

Need some inspo? Try one of these delicious (and easy!) recipes!

Chocolate Sea Salt Protein Brownie

Ingredients:

- 1 scoop of kbcc chocolate protein powder
- 1 tbsp of nut butter of choice
- 1/2 tbsp of coconut oil
- 1 tbsp flax seed or oat flour
- 1 tbsp maple syrup
- 1/4 cup of almond milk (might need a splash more)
- Dash of sea salt on top



Directions:

1. Combine all ingredients into a microwave safe bowl and mix well. You may need to play around with the protein powder to almond milk ratio (depends on how big your scoop is), but you want the "batter" to be pretty thick. If it comes out too dry, you can add a little more nut butter or coconut oil the next time around.
2. Microwave for 1:30-2:00 minutes .
3. Let sit for 2-5 minutes (needs to cool and set).
4. Enjoy!

[Recipe Link](#)

Lazy Meal BFF: 4 Ingredient Smoothie

Ingredients:

- 1 scoop kbcc vanilla or chocolate protein powder
- 1 tbsp almond butter or nut butter of choice
- 1 cup almond milk, or milk of choice
- 1 banana
- 1 cup (about 8 cubes) ice



Directions:

1. Add ice, protein powder, almond butter and almond milk to blender.
2. Start blending, we've found it's best to start the blades slow and speed them up (helps crunch up the ice better).
3. Gradually add in banana and blend thoroughly.
4. Pour into glass and clean blender - your life will be so much easier if you just do this right away.

You may need to play around with the ice to milk ratio, it depends on your ice machine and blender. But once you nail it, this smoothie will be a trusted stay-by!

[Recipe Link](#)

Protein Peanut Butter Balls

Ingredients:

- 1/4 cup rolled oats
- 1 scoop kbcc vanilla or chocolate protein powder
- 1 tbsp ground flaxseed
- 1+1/2 tbsp peanut butter (or nut butter of choice)
- 1 tbsp honey
- 1/2 tsp vanilla extract
- Pinch of salt
- 2 tbsp almond milk (or milk of choice)
- 1 tbsp enjoy life chocolate chips



Directions:

1. Mix all ingredients except almond milk and chocolate chips in bowl. The dough will be dry and crumbly.
2. Add 2 tbsp of almond milk and mix, add more if needed. You want the dough to mix but not be sticky and wet.
3. Add chocolate chips.
4. Roll into 4 balls and store in fridge.
5. Enjoy whenever hunger strikes!

[Recipe Link](#)

Collagen Coffee

Ingredients:

- 2 scoops unflavored collagen powder
- 12-16oz fresh brewed coffee or your favorite latte or hot tea of choice
- Cream and sugar to taste



Directions:

1. Add 2 scoops of unflavored collagen to your favorite morning beverage.
2. Stir until dissolved (Pro Tip: Add the collagen to your cup first, and pour hot liquid over, powder will seamlessly dissolve with no additional stirring needed)
3. Enjoy! Our collagen is unflavored and will not alter the texture of your beverage. Not only will your hair, skin, and nails thank you, you will also get 10g of additional protein to help you fuel your body right for the day.

[More Info](#)

Green Smoothie That Shouldn't Taste Good

Ingredients:

- 1 cup raw spinach
- 1/2 cup frozen broccoli
- 1/4 avocado
- 1 pear
- 1 scoop kbcc vanilla protein powder
- 3 pitted dates, chopped
- 1 cup almond milk (or favorite milk of choice)
- 4-5 cubes of ice



Directions:

1. Place ice cubes and frozen broccoli into blender first.
2. Add protein powder, dates, avocado, top with spinach last.
3. Add almond milk and blend.
4. Once smoothie is mostly blended, gradually add in the pear.
5. Add more almond milk or an ice cube or two if needed.
6. Pour into glass and enjoy!

[Recipe Link](#)

Collagen Chocolate Chip Cookie Muffins

Ingredients:

- 1 stick softened unsalted butter (1/2 cup)
- 1/2 cup coconut sugar
- 1/4 cup maple syrup
- 1 egg
- 1 tsp vanilla
- 1/2 tsp baking soda
- 1/2 tsp salt
- 1 1/4 cup oat flour
- 1/4 unflavored collagen powder
- 1/3 - 1/2 cup chocolate chips



Directions:

1. Preheat oven to 350 degrees.
2. Cream butter with coconut sugar.
3. Add maple syrup, vanilla, and egg and mix.
4. In a separate bowl, combine oat flour, baking soda, salt, and unflavored collagen powder.
5. Gradually add dry ingredients to wet ingredients, fold in chocolate chips.
6. Add batter to muffin liners or silicone liners (as pictured) and bake for ~15 minutes or until golden brown on top.
7. Enjoy with fork straight from the liner!

[Recipe Link](#)

How Does It Help?

Protein



Protein is vital macro-nutrient that helps your body produce things like enzymes, hormones, and antibodies.

Without the proper amount of protein each day, your body will have a hard time functioning in an optimal way.

Don't always write off a headache and brain fog!

[Read More](#)

Collagen



Collagen is a protein peptide found in hair, skin, and nails, as well as important connective tissues.

Think shiny hair, strong nails, and smooth skin!

Our natural collagen production starts to decrease in our mid-twenties, and must be replenished through food.

[Read More](#)

"As an elite athlete, recovery and joint strength is critical. Adding this collagen has really helped."



Alina, Los Angeles, CA

Most Women are Protein Deficient.



We tend to prefer less meat, not a bad thing, just means less daily protein naturally.

Quick protein sources are not always an available, which leads to underconsumption.

Work, kids, and relationships are first, which means food prep comes second.



Our protein powder and collagen help easily bridge this gap.

"Adding collagen to my morning coffee has made a noticeable difference in my hair and nails."



Stephanie, Hermosa Beach, CA

"I love the flavor of this protein, and on busy mornings with my kids its a lifesaver."



Jinelle, Fairfield, CT

Meet Jess Bowen

I was a wellness junkie before it was trendy.

My career started on Wall Street and I quickly realized that staying healthy was the most important factor in career longevity. So I looked outside mainstream and started incorporating super-foods in my smoothies, and ordering burgers without buns (before paleo was in vogue).

My fascination continued, so I left the corporate world and became a personal trainer and nutrition coach. After completing 1,000+ training sessions, I noticed that time and time again, easy access to quality nutrition was a major hurdle towards my clients goals (and mine!).



But I could never find a good protein powder to recommend. So I got to work sourcing my own and kbcc was born! I am very proud of our products and eco-friendly packaging. We aim to phase out all plastic in 2020, and are excited to join the [1% for the Planet](#) Family

Where To Say Hello.

Website:

<https://shopkbcc.com/>

Blog:

<https://shopkbcc.com/blog>

Email:

hello@kettlebellsandcupcakes.com

Instagram:

<https://www.instagram.com/shopkbcc/>

Pinterest:

<https://www.pinterest.com/kettlebellsandcupcakes/>



"We believe that a healthier future for humanity and the planet is possible."



kbcc. Team



kbcc.
essentials

THANK YOU!