

## THE TRUE STRENGTH OF WEIGHT GAINERS<sup>▲</sup>

Serious weight gain requires serious calories. However, those who need the extra calories most often have the toughest time consuming enough of them. For many aspiring to be bigger, a highly-active metabolism, weaker appetite and on-the-run lifestyle can make it a real challenge to consume enough calories through whole foods alone. With Serious Mass™, you've got nothing to lose and lots to gain. We've consolidated 1,270 calories, 50 grams of protein, 249 grams of carbohydrates, 25 vitamins & minerals, glutamine and creatine into every serving. It's time to stop thinking small; get serious - Serious Mass™.

**TRUE STRENGTH™**  
WWW.OPTIMUMNUTRITION.COM



**AUTHENTIC OPTIMUM NUTRITION PRODUCT**

To Ensure the Authenticity of This Product, Make Sure the ON HOLDGRAM STRIPE is Present On The Neckband.  
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## SUPERCHARGE YOUR SERIOUS MASS™

BY ADDING ONE OR MORE OF THESE FOODS TO YOUR SHAKE.

SERVING SIZE	CALORIES	SERVING SIZE	CALORIES
1/2 cup Granola	250	1 tbsp. Flaxseed Oil	115
1/4 cup Chocolate Chips	198	1/2 cup Oat Bran	108
2 tbsp. Peanut Butter	190	1 small Banana	105
1 oz. Almonds	167	1 tbsp. Honey	64
1 oz. Peanuts	164	1 tbsp. Molasses	43
1/2 cup Ice Cream	160		
1 cup Whole Milk	150		
1/2 cup Coconut	139		

### BEYOND THE BASICS

- > 1,270 Calories per Serving in Water; 1,630 Calories When Made with Low Fat Milk.
- > 50 Grams of Protein.
- > 249 Grams of Carbohydrates to Support Fueling of Intense Workouts and Aid in the Replenishment of Glycogen Stores<sup>▲</sup> - with No Added Sugar.
- > Includes Creatine, L-Glutamine & Glutamine Peptides, Choline, Inositol and PABA.



# SERIOUS MASS™

HIGH PROTEIN WEIGHT GAIN POWDER<sup>▲</sup>

50G PROTEIN

249G CARBS

25 VITAMINS & MINERALS

CHOCOLATE PEANUT BUTTER  
Naturally & Artificially Flavored

1270 CALORIES

## Supplement Facts

Serving Size 2 Heaping Scoops (334 g)  
Servings Per Container 8

Amount Per Serving in water	% Daily Value	Amount Per Serving in low fat milk	% Daily Value	Amount Per Serving in water	% Daily Value	Amount Per Serving in low fat milk	% Daily Value
Calories 1270		1630		Iron 8 mg	44%	8.3 mg	46%
Calories from Fat 70		200		Phosphorus 650 mg	65%	1346 mg	135%
Total Fat 7 g	11%*	21 g	32%*	Iodine 175 mcg	117%	175 mcg	117%
Saturated Fat 4 g	20%*	13 g	65%*	Magnesium 170 mg	43%	269 mg	67%
Cholesterol 95 mg	32%	150 mg	50%	Zinc 18 mg	120%	20 mg	133%
Total Carbohydrate 249 g	83%*	284 g	95%*	Selenium 70 mcg	100%	70 mcg	100%
Dietary Fiber 4 g	16%*	4 g	16%*	Copper 1.2 mg	60%	1.2 mg	60%
Sugars 26 g	†	61 g	†	Manganese 2 mg	100%	2 mg	100%
Protein 50 g	100%*	74 g	148%*	Chromium 200 mcg	167%	200 mcg	167%
Vitamin A 5000 I.U.	100%	6500 I.U.	130%	Molybdenum 75 mcg	100%	75 mcg	100%
Vitamin C 60 mg	100%	66 mg	110%	Sodium 700 mg	29%	1060 mg	44%
Vitamin D 200 I.U.	50%	500 I.U.	125%	Potassium 1300 mg	37%	2430 mg	69%
Vitamin E 30 I.U.	100%	30 I.U.	100%	Creatine Monohydrate 1 g	†	1 g	†
Thiamin 4.8 mg	320%	5.1 mg	340%	L-Glutamine 500 mg	†	500 mg	†
Riboflavin 4 mg	235%	5.2 mg	306%	Glutamine Peptides 500 mg	†	500 mg	†
Niacin 50 mg	250%	50.6 mg	253%	Choline 250 mg (as choline bitartrate)	†	250 mg	†
Vitamin B6 5 mg	250%	5.3 mg	265%	Inositol 250 mg	†	250 mg	†
Folic Acid 400 mcg	100%	436 mcg	109%	PABA 5 mg (para-aminobenzoic acid)	†	5 mg	†
Vitamin B12 10 mcg	167%	12.7 mcg	212%				
Biotin 300 mcg	100%	300 mcg	100%				
Pantothenic Acid 25 mg	250%	27 mg	270%				
Calcium 600 mg	60%	1491 mg	149%				

**OTHER INGREDIENTS:** Maltodextrin, Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Egg Albumen, Sweet Dairy Whey), Cocoa (Processed with Alkali), Natural and Artificial Flavors, Vitamin and Mineral Blend (Dipotassium Phosphate, Magnesium Aspartate, Dicalcium Phosphate, Calcium Citrate, Ascorbic Acid, Nicotinamide, Zinc Citrate, Beta Carotene, d-Calcium Pantothenate, d-alpha Tocopheryl Succinate, Selenomethionine, Copper Gluconate, Ferrrous Fumarate, Manganese Amino Acid Chelate, Thiamin Mononitrate, Pyridoxine Hydrochloride, Riboflavin, Chromium Polynicotinate, Folic Acid, Biotin, Molybdenum Amino Acid Chelate, Cholecalciferol, Potassium Iodide, Cyanocobalamin), Medium Chain Triglycerides Creamer (Sunflower Oil, Maltodextrin, Modified Food Starch, Dipotassium Phosphate, Tricalcium Phosphate, Tocopherols), Lecithin, Salt, Sucralose, and Acesulfame Potassium.

**ALLERGEN INFORMATION:** CONTAINS MILK, EGG, WHEAT (GLUTAMINE PEPTIDES) AND SOY (LECITHIN) INGREDIENTS.

### DIRECTIONS:

Add two heaping scoops of Serious Mass™ to a blender filled with 24 oz. of water. Blend for 45-60 seconds. Then add a few ice cubes and, if desired, other calorie-contributing ingredients (see "Supercharge Your Serious Mass™" on the opposite panel) and blend for an additional 30-45 seconds. **TIPS:** Mixing two scoops of Serious Mass™ with 24 oz. of nonfat or low fat milk instead of water will give you a thicker, creamier, higher-calorie shake. New users may find it beneficial to begin with ½ of a serving daily for the first week and then gradually increase to 1 or more full servings several times a day.

Serious Mass™ is a weight-gain supplement that can be used to feed serious calorie needs in a variety of different ways<sup>▲</sup>.

**BETWEEN MEALS:** Drink ½ -1 serving of Serious Mass™ between meals to maintain positive nitrogen balance and support a high-calorie diet<sup>▲</sup>. **POST-WORKOUT:** Begin drinking ½ -1 serving of Serious Mass™ 30-45 minutes following exercise to support maximum recovery<sup>▲</sup>. **BEFORE BED:** Drink ½ -1 serving of Serious Mass™ about 45-60 minutes before bed to provide nutrients to recovering muscle throughout the night<sup>▲</sup>.

**SUGGESTED USE:** For healthy adults, consume enough energy from a combination of high quality foods and supplements throughout the day as part of a balanced diet and exercise program.

**WARNING:** CONSULT YOUR PHYSICIAN BEFORE USING THIS PRODUCT IF YOU ARE TAKING ANY MEDICATIONS OR ARE UNDER A PHYSICIAN'S CARE FOR A MEDICAL CONDITION. NOT FOR USE BY THOSE UNDER THE AGE OF 18 OR WOMEN THAT ARE PREGNANT, TRYING TO GET PREGNANT, OR NURSING.

<sup>▲</sup>These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

MANUFACTURED IN THE USA  
This product contains ingredients of international and domestic origin.

SERVING SCOOP INCLUDED.  
BUT MAY SETTLE TO THE BOTTOM DURING SHIPPING

NET WT. 6 LB (2.72 KG) DIETARY SUPPLEMENT

MANUFACTURED BY  
OPTIMUM NUTRITION 975 Meridian Lake Dr., Aurora, IL 60504