## HE TRUE STRENGTH OF WEIGHT GAINERS

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™.

#### SUPERCHARGE YOUR SERIOUS MASS<sup>™</sup> BY ADDING ONE OR MORE OF THESE FOODS TO YOUR SHAKE.

SERVING S	SIZE CALO	DRIES	SERVING	SIZE	CALORIES
1/2 cup	Granola	250	1 tbsp.	Flaxseed Oi	il 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**

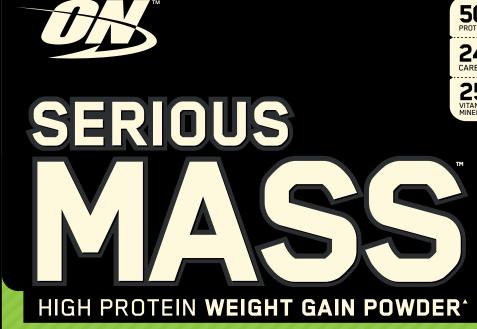
- > 1,270 Calories per Serving in Water; 1,630 Calories When Made with Low Fat Milk.
- 50 Grams of Protein.
- > 249 Grams of Carbohydrates to Support Fueling of Intense Workouts and Aid in the Replenishment of Glycogen Stores - with No Added Sugar.

Includes Creatine, L-Glutamine & Glutamine Peptides, Choline, Inositol and PABA,

WTHENTIC OPTIMUM NUTRITION PRODUCT

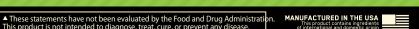
URTHER INFO AT: WWW.OPTIMUMNUTRITION.COM/AUTHENTIC

the Authenticity of This Product, Make Sure the RAM STRIPE is Present On The Neckhand





This product is not intended to diagnose, treat, cure, or prevent any disease.





## NET WT. 6 LB (2.72 KG) DIETARY SUPPLEMENT



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 mil	% Daily	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%*	lodine 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	<u> </u>	500 mg	+		
Riboflavin 4 mg	235%	5.2 mg	306%	Glutamine Peptides 500 m	<u> </u>	500 mg	+		
Niacin 50 mg	250%	50.6 mg	253%	Choline 250 mg	<u>9 1</u> +	250 mg	+		
Vitamin B6 5 mg	250%	5.3 mg	265%	(as choline bitartrate)	1	200 mg	I		
Folic Acid 400 mcg	100%	436 mcg	109%	Inositol 250 mg	†	250 mg	t		
Vitamin B12 10 mcg	167%	12.7 mcg	212%	PABA 5 mg	t	5 mg	t		
Biotin 300 mcg	100%	300 mcg	100%	(para-aminobenzoic acid)		•			
Pantothenic Acid 25 mg	250%	27 mg	270%	* Percent Daily Values are b	ased on	a 2.000 calor	ie diet.		
Calcium 600 mg	60%	1491 mg	149%	† Daily Value not established.					

: Maltodextrin, Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Egg Albumen, Swee Dairy Whey), Cocoa (Processed with Alkali), Natural and Artificial Flavors, Vitamin and Mineral Blend (Dipotassium Phosphate, Magnesium Aspartate, Dicalcium Phosphate, Calcium Citrate, Ascorbic Acid, Niacinamide, Zinc Citrate, Beta Carotene, d-Calcium Pantothenate, d-alpha Tocopheryl Succinate, Selenomethionine, Copper Gluconate, Ferrous 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 riglycerides,Creamer (Sunflower Oil, Maltodextrin, Modified Food Starch, Dipotassium Phosphate, Tricalcium Phosphate copherols), Lecithin, Salt, Sucralose, and Acesulfame Potassium.

ERGEN INFORMATION: CONTAINS MILK, EGG, WHEAT (GLUTAMINE PEPTIDES) AND SOY (LECITHIN) INGREDIENTS

#### RECTIONS

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<sup>™</sup> 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\*.

BETWEEN MEALS: Drink ½ -1 serving of Serious Mass™ between meals to maintain positive nitrogen balance and support a high-calorie diet\*. POST-WORKOUT: Begin drinking ½ -1 serving of Serious Mass™ 30-45 minutes following exercise to support maximum recovery. 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.

PHYSICIAN'S CARE FOR A MEDICAL CONDITION THOSE UNDER THE AGE OF 18 OR WOMEN THAT ARE PREGNANT TRYING TO GET PREGNANT, OR NURSING

