

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" below) and blend for an additional 30-45 seconds. TIPS: Mixing two scoops of Serious Mass with 24 fl. 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 1/2 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 substantial weight-gain supplement that can be used to feed serious calorie needs in a variety of different ways.

BETWEEN MEALS: Drink 1/2 -1 serving of Serious Mass between meals to maintain positive nitrogen balance and support a high-calorie diet. POST-WORKOUT: Begin drinking 1/2 -1 serving of Serious Mass 30-45 minutes following exercise to support maximum recovery. BEFORE BED: Drink 1/2 -1 serving of Serious Mass about 45-60 minutes before bed to provide nutrients to recovering muscle throughout the night.

NOTE: For best results use Serious Mass combined with intense weight training (3-5 times per week) and a sensible whole foods diet. Also, keep in mind that sufficient recovery between workouts impacts your ability to gain lean mass. Allowing at least 48 hours between workouts involving the same body parts is recommended.

CAUTION: KEEP OUT OF REACH OF CHILDREN. DO NOT TAKE THIS PRODUCT IF YOU ARE PREGNANT OR NURSING A BABY. CHECK WITH A QUALIFIED HEALTHCARE PROFESSIONAL BEFORE USING THIS PRODUCT IF YOU ARE UNDER 18 YEARS OF AGE OR IF YOU HAVE ANY KNOWN OR SUSPECTED MEDICAL CONDITION(S) INCLUDING DIABETES OR HYPOLYCEMIA, AND/OR IF YOU ARE TAKING ANY PRESCRIPTION OR OTC MEDICATION(S).

STORE IN A COOL, DRY PLACE. CONTENTS SOLD BY WEIGHT, NOT VOLUME. SOME SETTLING MAY OCCUR.

Supercharge your Serious Mass by adding one or more of these foods to your shake.

Table with 5 columns: Serving Size, Calories, Serving Size, and Calories. Lists various food additions like Granola, Chocolate Chip, Peanut Butter, Almonds, Peanuts, Ice Cream, Whole Milk, and Coconut.

SERIOUS MASS

1250 CALORIES

50G PROTEIN

250G+ CARBS

25 VITAMINS & MINERALS

NO SUGAR ADDED* WEIGHT GAIN SUPPLEMENT

*NOT A SUGAR-FREE PRODUCT. SEE BACK PANEL FOR COMPLETE NUTRITIONAL INFORMATION.

NET WT. 12 lb (5,455 G)



THE BIGGER PICTURE OF WEIGHT-GAIN 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, highly-active metabolisms, weaker appetites, and on-the-run lifestyles make consuming sufficient calories through whole foods alone a real challenge. With Serious Mass, you've got nothing to lose and lots to gain. We've consolidated over 1,250 calories, 50 grams of protein, 250-plus grams of carbohydrates, and 25 vitamins & minerals with added glutamine and creatine into every serving. It's time to stop thinking small; get serious - Serious Mass.

- BEYOND THE BASICS
> 1,250 calories per serving in water; 1,630-plus calories when made with low fat milk.
> 50 grams of protein from a combination of faster and slower digesting sources including Whey, Casein, and Egg.
> 250-plus grams of carbohydrates to support fueling of intense workouts and aid in the replenishment of glycogen stores - with NO ADDED SUGAR.
> Enhanced with Creatine, L-Glutamine & Glutamine Peptides, Choline, Inositol, PABA, and MCTs.
> 25 Vitamins & Essential Minerals with an emphasis on B-Vitamins and Antioxidants.

THE BIGGER PICTURE WWW.OPTIMUMNUTRITION.COM



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CHOCOLATE

Supplement Facts

Supplement Facts for Chocolate flavor. Table with columns: Amount Per Serving, % Daily Value, Amount Per Serving, % Daily Value.

OTHER INGREDIENTS: Maltodextrin, Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Egg Albumin, Sweet Dairy Whey), Concentrate, Calcium Caseinate, Egg Albumin, Sweet Dairy Whey, Artificial Flavors, Vitamin and Mineral Blend (dipotassium Phosphate, Magnesium Aspartate, d-Calcium Phosphate, Calcium Citrate, Ascorbic Acid, Nicotinamide, Zinc Citrate, Beta Carotene, d-Calcium Pantothoanate, dl-alpha Tocopheryl Succinate, Selenomethionine, Copper Gluconate, Ferrus Fumarate, Manganese Amino Acid Chelate, Thiamin Mononitrate, Pyridoxine Hydrochloride, Riboflavin, Chromium Polysulfate, Folic Acid, Biotin, Molybdenum Amino Acid Chelate, Cholecalciferol, Potassium Iodide, Cyanocobalamin), Medium Chain Triglycerides, Lecithin, Acesulfame Potassium.



VANILLA

Supplement Facts

Supplement Facts for Vanilla flavor. Table with columns: Amount Per Serving, % Daily Value, Amount Per Serving, % Daily Value.

OTHER INGREDIENTS: Maltodextrin, Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Egg Albumin, Sweet Dairy Whey), Artificial Flavors, Vitamin and Mineral Blend (dipotassium Phosphate, Magnesium Aspartate, d-Calcium Phosphate, Calcium Citrate, Ascorbic Acid, Nicotinamide, Zinc Citrate, Beta Carotene, d-Calcium Pantothoanate, dl-alpha Tocopheryl Succinate, Selenomethionine, Copper Gluconate, Ferrus Fumarate, Manganese Amino Acid Chelate, Thiamin Mononitrate, Pyridoxine Hydrochloride, Riboflavin, Chromium Polysulfate, Folic Acid, Biotin, Molybdenum Amino Acid Chelate, Cholecalciferol, Potassium Iodide, Cyanocobalamin), Medium Chain Triglycerides, Lecithin, Acesulfame Potassium.



STRAWBERRY

Supplement Facts

Supplement Facts for Strawberry flavor. Table with columns: Amount Per Serving, % Daily Value, Amount Per Serving, % Daily Value.

OTHER INGREDIENTS: Maltodextrin, Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Egg Albumin, Sweet Dairy Whey), Artificial Flavors, Vitamin and Mineral Blend (dipotassium Phosphate, Magnesium Aspartate, d-Calcium Phosphate, Calcium Citrate, Ascorbic Acid, Nicotinamide, Zinc Citrate, Beta Carotene, d-Calcium Pantothoanate, dl-alpha Tocopheryl Succinate, Selenomethionine, Copper Gluconate, Ferrus Fumarate, Manganese Amino Acid Chelate, Thiamin Mononitrate, Pyridoxine Hydrochloride, Riboflavin, Chromium Polysulfate, Folic Acid, Biotin, Molybdenum Amino Acid Chelate, Cholecalciferol, Potassium Iodide, Cyanocobalamin), Medium Chain Triglycerides, Lecithin, Acesulfame Potassium.



BANANA

Supplement Facts

Supplement Facts for Banana flavor. Table with columns: Amount Per Serving, % Daily Value, Amount Per Serving, % Daily Value.

OTHER INGREDIENTS: Maltodextrin, Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Egg Albumin, Sweet Dairy Whey), Artificial Flavors, Vitamin and Mineral Blend (dipotassium Phosphate, Magnesium Aspartate, d-Calcium Phosphate, Calcium Citrate, Ascorbic Acid, Nicotinamide, Zinc Citrate, Beta Carotene, d-Calcium Pantothoanate, dl-alpha Tocopheryl Succinate, Selenomethionine, Copper Gluconate, Ferrus Fumarate, Manganese Amino Acid Chelate, Thiamin Mononitrate, Pyridoxine Hydrochloride, Riboflavin, Chromium Polysulfate, Folic Acid, Biotin, Molybdenum Amino Acid Chelate, Cholecalciferol, Potassium Iodide, Cyanocobalamin), Medium Chain Triglycerides, Lecithin, Acesulfame Potassium.

