THE TRUE STRENGTH **OF CASEIN**

Faster digesting protein is desirable immediately before and after exercise to help refuel recovering muscles, but slow digestion and absorption may be more beneficial at other times including bedtime when your body typically goes for hours without food. Casein proteins are acid sensitive and thicken in the stomach. Compared to some other proteins, it can take longer for our Gold Standard 100% Casein™ to be broken down into its amino acid subcomponents. By using only premium micellar casein as a protein source, we've created a formula that sets the standard for slow digesting protein support.

*NATURALLY OCCURRING AMINO ACID PROFILE

| ESSENTIAL AMINO ACIDS (EAAs) | CONDITIONALLY ESSENTIAL AMINO ACIDS (CAAs) | NONESSENTIAL AMINO ACIDS (NAAS) |
|---------------------------------|---|------------------------------------|
| Tryptophan | Arginine | Aspartic Acid |
| Valine • | Cystine | Serine |
| Threonine | Tyrosine | Glycine |
| Isoleucine • | Histidine | Alanine |
| Leucine • | Proline | |
| Lysine | Glutamine & | |
| Phenylalanine | Glutamic Acid • | |
| Methionine | | Typical amounts per serving |
| | | |
| ~ 9.6 | G ~ 10.3 | G ~ 4.1 G |

Nearly 5g of BCAAs and Nearly 5g of Glutamine and Glutamic Acid

BEYOND THE BASICS

- Best-Selling Micellar Casein.
- Nearly 73% Protein by Weight (24g of Protein) per 33g Serving Size).
- > 24 Grams of Slow-Digesting Micellar Casein per Serving.
- Nearly 5 Grams of Naturally Occurring BCAAs (Leucine, Isoleucine, and Valine) per Serving.

Nearly 5 Grams of Naturally Occurring Glutamine & Glutamic Acid in Every Scoop.





GOLD STANDARD 3

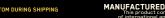
SLOW DIGESTING PREMIUM MICELLAR CASEIN PROTEIN













Nutrition Facts

Serving Size 1 Heaping Scoop (33g) Servings Per Container 27

| Amount Per | Servina | | |
|-------------------------------------|------------------|------------------|-----------|
| Calories | | Calories fror | n Fat 10 |
| | | % Dai | ly Value* |
| Total Fat | 1g | | 2% |
| Saturated | Fat 0.5g | | 3% |
| Trans Fat 0 |)g | | |
| Choleste | rol 15mg | | 5% |
| Sodium 24 | 40mg | | 10% |
| Total Car | bohydrat | e 3g | 1% |
| Dietary Fib | per Oa | | 0% |
| Sugars 1g | | | |
| Protein 24 | | | 48% |
| | | | |
| Vitamin A 0% | | Vitarr | nin C 0% |
| Calcium 50 | % • | Iron | 0% |
| | | sed on a 2,000 c | |
| Your Daily Value | | her or lower dep | ending on |
| your calone ner | Calories: | 2.000 | 2,500 |
| Total Fat | Less than | 65g | 80g |
| Sat. Fat | Less than | 20g | 25g |
| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |
| | | 50g | 65g |
| Protein | | bug | UJY |
| Protein Calories per gr Fat 9 | am: Carbohydi | | Protein 4 |

ENTS: Micellar Casein, Cookie Crumbs (Enriched Flour (Wheat Flour, Niacin, Reduced Iron, Thiamin Mononitrate Riboflavin, Folic Acid1, Sugar, Palm and Palm Kernel Oil Blend. Cocoa (Processed with Alkali), High Fructose Corn Syrup, Corn Flour, Salt, Dextrose, Sodium Bicarbonate, Soy Lecithin), Natural and Artificial Flavors, Salt, Lecithin, Gum Blend (Cellulose Gum, Xanthan Gum, Carrageenan), Acesulfame Potassium, Sucralose, Aminogen[®].

ALLERGEN INFORMATION: CONTAINS MILK, SOY (LECITHIN). AND WHEAT INGREDIENTS.



975 Meridian Lake Dr., Aurora, IL 60504

RECTIONS

Using a shaker cup is the easiest and most convenient way to mix up a consistently great casein shake every time. Just add one heaping scoop of Gold Standard 100% Casein™ to a shaker cup filled with 10-12 oz of your preferred beverage. Cover and shake for 25-30 seconds. TIP: Adjust the flavor and texture of your Gold Standard 100% Casein™ shake by varying the amount of liquid you use to prepare it. For a bolder flavor with a slightly thicker body and more sweetness, mix one scoop with 8-10 oz of water, milk or your favorite beverage. For a thinner, milder tasting, less sweet shake, use 12-14 oz of liguid. Don'i have a shaker cup? Visit optimumnutrition.com and order a custom shaker, or visit your local health food store or avm.

BLENDER: Add one heaping scoop of Gold Standard 100% Casein™ to a blender filled with 10-12 oz of water, milk, or your favorite beverage. Blend for 20-30 seconds. Then add 3-4 ice cubes and blend for an additional 30 seconds. SHAKE UP YOUR SHAKE: By adding fresh or frozen fruits, peanut butter, flaxseed oil, coconut and other ingredients, you can make an even more delicious shake. STACK YOUR SHAKE Customize your Gold Standard 100% Casein™ shake by adding recovery products like Creatine, Glutamine and BCAA Powders.

POON STIRRED: If you forgot your shaker cup or don't have time to get out the blender, you can just add one heaping scoop of Gold Standard 100% Casein™ to a glass filled with 10-12 oz of cold water, milk or your favorite beverage. Then mix it up with a spoon for about 30 seconds or until powder is dissolved.

SUGGESTED USE: For healthy adults, consume enough protein to meet your daily protein requirements with a combination of high protein foods and protein supplements throughout the day as part of a balanced diet and exercise program.

STORE IN A COOL, DRY PLACE. CONTENTS SOLD BY WEIGHT NOT VOLUME.

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