

# SERIOUS MASS™

**HIGH PROTEIN MUSCLE BUILDING & WEIGHT GAIN FORMULA\*<sup>A</sup>**

**50g PROTEIN\***  
HELPS BUILD AND MAINTAIN MUSCLE\*\*

**1,260 CALORIES**  
HELPS BOOST CALORIE INTAKE

**254g CARBS**  
HELPS FUEL INTENSE WORKOUTS\*



**VANILLA** ARTIFICIALLY FLAVORED

**PROTEIN POWDER SUPPLEMENT NET WT 12 LB (5.44 KG) 16 SERVINGS**

\*SEE SUPPLEMENT FACTS FOR SODIUM AND CHOLESTEROL CONTENT  
\*\*WHEN TAKEN IN ADDITION TO NORMAL CALORIE INTAKE AND REGULAR WEIGHT RESISTANCE TRAINING

## WHY SERIOUS MASS™?

- 50g of protein to support muscle building and recovery\*\*
- 1,260 calories to support calorie surplus for weight and muscle building\*\*
- 254g of carbohydrate to support fueling of intense workouts and aid in replenishment of glycogen stores\*
- 3g of creatine monohydrate to support performance\*\*
- Naturally Occurring Glutamine 8g, Branched Chain Amino Acids 1g and Essential Amino Acids 24g
- Good source of 22 vitamins and minerals
- Vitamins C, E, and zinc help support a healthy immune system\*
- B vitamins help convert food to cellular energy\*



- 50g of protein
- 1,260 calories
- 254g of carbohydrate
- 3g of creatine monohydrate
- Naturally Occurring Glutamine 8g, Branched Chain Amino Acids 1g and Essential Amino Acids 24g
- Good source of 22 vitamins and minerals
- Vitamins C, E, and zinc help support a healthy immune system\*
- B vitamins help convert food to cellular energy\*

OPTIMUM NUTRITION® has been trusted to provide the highest quality in post-workout recovery, pre-workout energy, and on-the-go sports nutrition for over 30 years and in 90+ countries. After careful supplier selection, each ingredient is tested to assure exceptional purity, potency and composition. We hold ourselves to the highest production standards, all so you can unlock your body's full potential. To find out more about the science and ingredients behind our products, visit [OPTIMUMNUTRITION.COM](http://OPTIMUMNUTRITION.COM).

**340 GRAMS**  
ABOUT 2 HEAPING SCOOPS  
SERIOUS MASS™  
PROTEIN POWDER

**24 FL OZ**  
COLD WATER  
MILK OR OTHER  
BEVERAGE

**30-45 SECONDS**  
BLEND UNTIL  
DISSOLVED

TIPS: New users may find it beneficial to begin with 1/2 of a serving for the first week and then gradually increase to 1 serving. SERIOUS MASS™ is designed to provide SERIOUS calories, protein and carbohydrates - making this a convenient way to get extra calories throughout your day. Check out [OPTIMUMNUTRITION.COM](http://OPTIMUMNUTRITION.COM) for recipes and training tips.

## SCALE UP YOUR SERIOUS MASS™

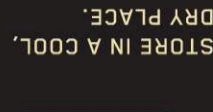
### A GLOBAL LEADER OF WEIGHT GAINERS

need the extra calories most often have the toughest time consuming enough of them. For many aspiring to be bigger, having a highly-active metabolism, weaker appetite or an 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. It's time to stop thinking small; get SERIOUS - SERIOUS MASS™.

**ABOUT 1 HEAPING SCOOP**  
630 CALORIES  
127g CARBS  
**25g PROTEIN**  
50g PROTEIN  
1,260 CALORIES  
254g CARBS



MANUFACTURED BY  
OPTIMUM NUTRITION, INC.  
3500 Lacey Road, Suite 1200  
Dowerys Grove, IL 60515  
1 (800) 705-5226



MANUFACTURED IN THE USA  
OF INTERNATIONAL AND DOMESTIC ORIGIN

\*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.

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.

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 WHO ARE PREGNANT, TRYING TO GET PREGNANT, OR ARE NURSING.

## Date Code



V.9.382.1021US  
6064793

CONTENTS SOLD BY WEIGHT NOT VOLUME.  
SERVING SCOOP INCLUDED, BUT MAY SETTLE TO THE BOTTOM DURING SHIPPING.

CONTAINS MILK AND SOY.  
OTHER INGREDIENTS: Maltodextrin, Whey Protein Concentrate, Natural and Artificial Flavor, Sunflower and/or Soy Lecithin, Acesulfame Potassium, Sucralose.

Amount Per Serving	% Daily Value
1260	25%
5g	100%
3g	15%
200mg	63%
254g	92%
30g	**
50g	100%
60mg	67%
5mg	25%
20mg	133%
4.8mg	400%
4mg	90%
50mg	313%
5mg	294%
680mg DFE	170%
400mg folic acid	417%
300mg	1000%
25mg	500%
550mg	42%
6.4mg	98%
510mg	41%
52mg	35%
120mg	29%
15mg	19%
70mcg	127%
2mg	87%
120mcg	343%
670mg	29%
1250mg	27%
3g	**

Serving Size 340g (About 2 Scoops)  
Serving For Container 16

## Supplement Facts