

# WHY SERIOUS MASS™?

- Each serving is packed with 1,250 calories to support a calorie surplus for weight and muscle building.\*<sup>†</sup>
- 50 grams of protein to support muscle building and recovery.\*<sup>†</sup>
- 253 grams of carbohydrates to support fueling of intense workouts and aid in replenishment of glycogen stores.<sup>†</sup>
- 3 grams of creatine monohydrate to support performance.<sup>†</sup>
- 25 vitamins and minerals plus glutamine.



**STRENGTH TRAINING<sup>†</sup>**



**SUPPORTS PERFORMANCE<sup>†</sup>**



**SUPPORTS WEIGHT GAIN GOALS<sup>†</sup>**

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).



# SERIOUS MASS™

**SUPPORTS MUSCLE BUILDING & WEIGHT GAIN GOALS<sup>†</sup>**

**1,250 CALORIES**  
HELPS BOOST CALORIE INTAKE

**50G PROTEIN<sup>†</sup>**  
HELPS BUILD AND MAINTAIN MUSCLE\*<sup>†</sup>

**253G CARBS**  
HELPS FUEL INTENSE WORKOUTS<sup>†</sup>

**VANILLA** NATURALLY & ARTIFICIALLY FLAVORED

PROTEIN POWDER SUPPLEMENT **NET WT 6 LB (2.72 KG) 8 SERVINGS**

\*SEE SUPPLEMENT FACTS FOR SODIUM AND CHOLESTEROL CONTENT

\*WHEN TAKEN IN ADDITION TO NORMAL CALORIE INTAKE AND REGULAR WEIGHT RESISTANCE TRAINING

## Supplement Facts

Serving Size About 2 Heaping Scoops (336 g)  
Servings Per Container 8

	Amount Per Serving	% Daily Value
Calories	1250	
Total Fat	4 g	5%*
Saturated Fat	2.5 g	13%*
Cholesterol	110 mg	37%*
Total Carbohydrate	253 g	92%*
Total Sugars	20 g	**
Includes 9g Added Sugars		18%
Protein	50 g	100%*
Vitamin A (as beta-carotene)	750 mcg	83%
Vitamin C (as ascorbic acid)	60 mg	67%
Vitamin D (as cholecalciferol)	5 mcg	25%
Vitamin E (as d-alpha tocopheryl succinate)	20 mg	133%
Thiamin (as thiamin mononitrate)	4.8 mg	400%
Riboflavin	4 mg	308%
Niacin (as niacinamide)	50 mg	313%
Vitamin B6 (as pyridoxine hydrochloride)	5 mg	294%
Folate (as folic acid)	680 mcg DFE (400 mcg folic acid)	170%
Vitamin B12 (as cyanocobalamin)	10 mcg	417%
Biotin (as d-biotin)	300 mcg	1000%
Pantothenic Acid (as d-calcium pantothenate)	25 mg	500%
Choline (as choline bitartrate)	250 mg	45%
Calcium (as calcium citrate, dicalcium phosphate)	600 mg	46%
Iron (as ferrous fumarate)	5 mg	28%
Phosphorus (as dicalcium phosphate, dipotassium phosphate)	510 mg	41%
Iodine (as potassium iodide)	53 mcg	35%
Magnesium (as magnesium aspartate)	120 mg	29%
Zinc (as zinc citrate)	15 mg	136%
Selenium (as selenomethionine)	70 mcg	127%
Copper (as copper gluconate)	1 mg	111%
Manganese (as manganese amino acid chelate)	2 mg	87%
Chromium (as chromium polynicotinate)	120 mcg	343%
Molybdenum (as molybdenum amino acid chelate)	75 mcg	167%
Sodium	590 mg	26%
Potassium (as dipotassium phosphate)	950 mg	20%
Creatine Monohydrate	3 g	**
L-Glutamine	500 mg	**
Inositol	250 mg	**
PABA (para-aminobenzoic acid)	5 mg	**

\*Percent Daily Values are based on a 2,000 calorie diet.  
\*\*Daily Value not established.

**OTHER INGREDIENTS:** Maltodextrin, Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Egg Whites, Sweet Whey), Natural and Artificial Flavor, Medium Chain Triglycerides, Lecithin, Acesulfame Potassium, Sucralose.

**CONTAINS: EGG, MILK, SOY.**



**336 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 daily for the first week and then gradually increase to 1 serving a day.

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.

**MANUFACTURED BY OPTIMUM NUTRITION, INC.**

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STORE IN A COOL, DRY PLACE.

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



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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.

CONTENTS SOLD BY WEIGHT NOT VOLUME.

SOME SETTLING WILL OCCUR.



**AUTHENTIC OPTIMUM NUTRITION PRODUCT**  
OPTIMUMNUTRITION.COM/AUTHENTIC

\*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



**INFORMED CHOICE** is a quality assurance program for sports nutrition products. The program certifies that nutritional supplements that bear the Informed Choice logo are regularly tested for banned substances by the world class sports anti-doping lab, LGC Limited.

CHOICE