

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 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 substantial 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.

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 HYPOGLYCEMIA, 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.

Serving Size	Calories	Serving Size	Calories
1/2 cup	Granola 250	1/2 cup	Flaxseed Oil 115
1/4 cup	Chocolate Chip 198	1/2 cup	Dat Bran 108
1 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		

SERIOUS MASS

1250
CALORIES

50G
PROTEIN

250G+
CARBS

25
VITAMINS &
MINERALS



NO SUGAR ADDED*

WEIGHT GAIN SUPPLEMENT

CHOCOLATE

Serving Size 2 Heaping Scoops (334 g)			
Servings per Container 16			
	Amount Per Serving in water	% Daily Value	Amount Per Serving in low fat milk
Calories	1250		1640
Calories from Fat	40		180
Total Fat	4.5 g	9%*	20 g
Saturated Fat	1.5 g	8%*	11 g
Cholesterol	80 mg	27%	140 mg
Total Carbohydrate	252 g	84%*	291 g
Dietary Fiber	4 g	16%*	4 g
Sugars	20 g		56 g
Protein	50 g	100%*	74 g
Vitamin A	5000 IU	100%	6500 IU
Vitamin C	60 mg	100%	66 mg
Vitamin D	200 IU	50%	500 IU
Vitamin E	30 IU	100%	30 IU
Thiamin	4.8 mg	320%	5.1 mg
Riboflavin	4 mg	235%	5.2 mg
Niacin	50 mg	250%	50.6 mg
Vitamin B6	5 mg	250%	5.3 mg
Folic Acid	400 mcg	100%	436 mcg
Vitamin B12	10 mcg	167%	12.7 mcg
Biotin	300 mcg	100%	300 mcg
Pantothenic Acid	25 mg	250%	27 mg
Calcium	590 mg	59%	1400 mg
Iron	8 mg	44%	8.3 mg
Phosphorus	430 mg	43%	1130 mg
Iodine	150 mcg	100%	150 mcg
Magnesium	140 mg	35%	239 mg
Zinc	15 mg	100%	18 mg
Selenium	70 mcg	100%	70 mcg
Copper	1 mg	50%	1 mg
Manganese	2 mg	100%	2 mg
Chromium	120 mcg	100%	120 mcg
Molybdenum	75 mcg	100%	75 mcg
Sodium	430 mg	18%	820 mg
Potassium	970 mg	28%	2200 mg
Creatine Monohydrate	1 g	†	1 g
L-Glutamine	500 mg	†	500 mg
Glutamine Peptides	500 mg	†	500 mg
Choline (as choline bitartrate)	250 mg	†	250 mg
Inositol	250 mg	†	250 mg
PABA (para-aminobenzoic acid)	5 mg	†	5 mg

OTHER INGREDIENTS: Maltodextrin, Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Egg Albumen, 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 Pantothenate, d-alpha Tocopheryl Succinate, Seleniumethionine, 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 Triglycerides, Lecithin, Acesulfame Potassium.

* Percent Daily Values are based on a 2,000 calorie diet.

† Daily Value not established.

VANILLA

Serving Size 2 Heaping Scoops (334 g)			
Servings per Container 16			
	Amount Per Serving in water	% Daily Value	Amount Per Serving in low fat milk
Calories	1250		1630
Calories from Fat	35		170
Total Fat	4.5 g	6%*	19 g
Saturated Fat	2.5 g	13%*	11 g
Cholesterol	80 mg	27%	140 mg
Total Carbohydrate	253 g	84%*	292 g
Sugars	20 g		56 g
Protein	50 g	100%*	74 g
Vitamin A	5000 IU	100%	6500 IU
Vitamin C	60 mg	100%	66 mg
Vitamin D	200 IU	50%	500 IU
Vitamin E	30 IU	100%	30 IU
Thiamin	4.8 mg	320%	5.1 mg
Riboflavin	4 mg	235%	5.2 mg
Niacin	50 mg	250%	50.6 mg
Vitamin B6	5 mg	250%	5.3 mg
Folic Acid	400 mcg	100%	436 mcg
Vitamin B12	10 mcg	167%	12.7 mcg
Biotin	300 mcg	100%	300 mcg
Pantothenic Acid	25 mg	250%	27 mg
Calcium	630 mg	63%	1440 mg
Iron	5 mg	28%	5.3 mg
Phosphorus	460 mg	46%	1160 mg
Iodine	150 mcg	100%	150 mcg
Magnesium	140 mg	35%	239 mg
Zinc	15 mg	100%	18 mg
Selenium	70 mcg	100%	70 mcg
Copper	1 mg	50%	1 mg
Manganese	2 mg	100%	2 mg
Chromium	120 mcg	100%	120 mcg
Molybdenum	75 mcg	100%	75 mcg
Sodium	480 mg	20%	870 mg
Potassium	990 mg	28%	2220 mg
Creatine Monohydrate	1 g	†	1 g
L-Glutamine	500 mg	†	500 mg
Glutamine Peptides	500 mg	†	500 mg
Choline (as choline bitartrate)	250 mg	†	250 mg
Inositol	250 mg	†	250 mg
PABA (para-aminobenzoic acid)	5 mg	†	5 mg

OTHER INGREDIENTS: Maltodextrin, Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Egg Albumen, 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 Pantothenate, d-alpha Tocopheryl Succinate, Seleniumethionine, 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 Triglycerides, Lecithin, FD&C Red #40, Acesulfame Potassium.

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

STRAWBERRY

Serving Size 2 Heaping Scoops (334 g)			
Servings per Container 16			
	Amount Per Serving in water	% Daily Value	Amount Per Serving in low fat milk
Calories	1250		1630
Calories from Fat	30		170
Total Fat	3.5 g	5%*	19 g
Saturated Fat	2.5 g	13%*	11 g
Cholesterol	80 mg	27%	140 mg
Total Carbohydrate	254 g	85%*	293 g
Sugars	23 g		59 g
Protein	50 g	100%*	74 g
Vitamin A	5000 IU	100%	6500 IU
Vitamin C	60 mg	100%	66 mg
Vitamin D	200 IU	50%	500 IU
Vitamin E	30 IU	100%	30 IU
Thiamin	4.8 mg	320%	5.1 mg
Riboflavin	4 mg	235%	5.2 mg
Niacin	50 mg	250%	50.6 mg
Vitamin B6	5 mg	250%	5.3 mg
Folic Acid	400 mcg	100%	436 mcg
Vitamin B12	10 mcg	167%	12.7 mcg
Biotin	300 mcg	100%	300 mcg
Pantothenic Acid	25 mg	250%	27 mg
Calcium	630 mg	63%	1440 mg
Iron	5 mg	28%	5.3 mg
Phosphorus	460 mg	46%	1160 mg
Iodine	150 mcg	100%	150 mcg
Magnesium	140 mg	35%	239 mg
Zinc	15 mg	100%	18 mg
Selenium	70 mcg	100%	70 mcg
Copper	1 mg	50%	1 mg
Manganese	2 mg	100%	2 mg
Chromium	120 mcg	100%	120 mcg
Molybdenum	75 mcg	100%	75 mcg
Sodium	430 mg	18%	820 mg
Potassium	990 mg	27%	2170 mg
Creatine Monohydrate	1 g	†	1 g
L-Glutamine	500 mg	†	500 mg
Glutamine Peptides	500 mg	†	500 mg
Choline (as choline bitartrate)	250 mg	†	250 mg
Inositol	250 mg	†	250 mg
PABA (para-aminobenzoic acid)	5 mg	†	5 mg

OTHER INGREDIENTS: Maltodextrin, Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Egg Albumen, 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 Pantothenate, d-alpha Tocopheryl Succinate, Seleniumethionine, 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 Triglycerides, Lecithin, FD&C Red #40, Acesulfame Potassium.

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

BANANA

Serving Size 2 Heaping Scoops (334 g)			
Servings per Container 16			
	Amount Per Serving in water	% Daily Value	Amount Per Serving in low fat milk
Calories	1250		1630
Calories from Fat	35		170
Total Fat	4.5 g	6%*	19 g
Saturated Fat	2.5 g	13%*	11 g
Cholesterol	80 mg	27%	140 mg
Total Carbohydrate	254 g	85%*	293 g
Sugars	21 g		57 g
Protein	50 g	100%*	74 g
Vitamin A	5000 IU	100%	6500 IU
Vitamin C	60 mg	100%	66 mg
Vitamin D	200 IU	50%	500 IU
Vitamin E	30 IU	100%	30 IU
Thiamin	4.8 mg	320%	5.1 mg
Riboflavin	4 mg	235%	5.2 mg
Niacin	50 mg	250%	50.6 mg
Vitamin B6	5 mg	250%	5.3 mg
Folic Acid	400 mcg	100%	436 mcg
Vitamin B12	10 mcg	167%	12.7 mcg
Biotin	300 mcg	100%	300 mcg
Pantothenic Acid	25 mg	250%	27 mg
Calcium	630 mg	63%	1440 mg
Iron	5 mg	28%	5.3 mg
Phosphorus	460 mg	46%	1160 mg
Iodine	150 mcg	100%	150 mcg
Magnesium	140 mg	35%	239 mg
Zinc	15 mg	100%	18 mg
Selenium	70 mcg	100%	70 mcg
Copper	1 mg	50%	1 mg
Manganese	2 mg	100%	2 mg
Chromium	120 mcg	100%	120 mcg
Molybdenum	75 mcg	100%	75 mcg
Sodium	430 mg	18%	820 mg
Potassium	940 mg	27%	2170 mg
Creatine Monohydrate	1 g	†	1 g
L-Glutamine	500 mg	†	500 mg
Glutamine Peptides	500 mg	†	500 mg
Choline (as choline bitartrate)	250 mg	†	250 mg
Inositol	250 mg	†	250 mg
PABA (para-aminobenzoic acid)	5 mg	†	5 mg

OTHER INGREDIENTS: Maltodextrin, Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Egg Albumen, 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 Pantothenate, d-alpha Tocopheryl Succinate, Seleniumethionine, 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 Triglycerides, Lecithin, Malic Acid, Acesulfame Potassium, Saccharin, FD&C Yellow #5.



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

NET WT. 12 lb (5,455 G)

THE BIGGER PICTURE
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Sunrise, FL 33325
Consumer Affairs
(830) 236-0097
optimumnutrition.com

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