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	tbsp.	Flaxseed Oil	115
1/4	cup	Chocolate Chip	198	1/2	cup	Oat 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				

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

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
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CHOCOLATE

Supplement Facts
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	% Daily Value
Calories	1250		1640	
Calories from Fat	40		180	
Total Fat	4.5 g	7%*	20 g	31%*
Saturated Fat	1.5 g	8%*	11 g	55%*
Cholesterol	80 mg	27%	140 mg	47%
Total Carbohydrate	252 g	84%†	291 g	97%†
Dietary Fiber	4 g	16%*	4 g	16%*
Sugars	20 g	†	56 g	†
Protein	50 g	100%**	74 g	148%*
Vitamin A	5000 IU	100%	6500 IU	130%
Vitamin C	60 mg	100%	66 mg	110%
Vitamin D	200 IU	50%	500 IU	125%
Vitamin E	30 IU	100%	30 IU	100%
Thiamin	4.8 mg	320%	5.1 mg	340%
Riboflavin	4 mg	235%	5.2 mg	306%
Niacin	50 mg	250%	50.6 mg	253%
Vitamin B6	5 mg	250%	5.3 mg	265%
Folic Acid	400 mcg	100%	436 mcg	109%
Vitamin B12	10 mcg	167%	12.7 mcg	212%
Biotin	300 mcg	100%	300 mcg	100%
Pantothenic Acid	25 mg	250%	27 mg	270%
Calcium	630 mg	63%	1440 mg	144%
Iron	590 mg	59%	1400 mg	140%
Iodine	150 mcg	100%	150 mcg	100%
Phosphorus	430 mg	43%	1130 mg	113%
Magnesium	140 mg	35%	239 mg	60%
Zinc	15 mg	100%	18 mg	120%
Selenium	70 mcg	100%	70 mcg	100%
Copper	1.6 mg	80%	1.6 mg	80%
Manganese	2 mg	100%	2 mg	100%
Chromium	120 mcg	100%	120 mcg	100%
Molybdenum	75 mcg	100%	75 mcg	100%
Sodium	416 mg	17%	800 mg	33%
Potassium	1560 mg	45%	2790 mg	80%
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	†

* 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 Albumen, Sweet Dairy Whey), Cocoa (Processed with Alkali), Natural and Artificial Flavor, Vitamin and Mineral Blend (dPotassium Phosphate, Magnesium Aspartate, dCalcium Phosphate, Calcium Citrate, Ascorbic Acid, Niacinamide, Zinc Citrate, Zinc Gluconate, Beta Carotene, d-Calcium Pantothenate, d-alpha Tocopheryl Succinate, Selenomethionine, Copper Gluconate, Ferrous Fumarate, Manganese Amino Acid Chelate, Thiamin Mononitrate, Pyridoxine Hydrochloride, Riboflavin, Chromium Polynicotinate, Folic Acid, Biotin, Molybdenum Amino Acid Chelate, Potassium Iodide, Cyanocobalamin), Acesulfame Potassium, Lecithin, Medium Chain Triglycerides.

FPO UPC 80%
0 00000 00000 0
080-250-07

VANILLA

Supplement Facts
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	% Daily Value
Calories	1250		1630	
Calories from Fat	35		170	
Total Fat	4 g	6%*	19 g	29%*
Saturated Fat	2.5 g	13%*	12 g	60%*
Cholesterol	80 mg	27%	140 mg	47%
Total Carbohydrate	253 g	84%*	292 g	97%*
Sugars	20 g	†	56 g	†
Protein	50 g	100%*	74 g	148%*
Vitamin A	5000 IU	100%	6500 IU	130%
Vitamin C	60 mg	100%	66 mg	110%
Vitamin D	200 IU	50%	500 IU	125%
Vitamin E	30 IU	100%	30 IU	100%
Thiamin	4.8 mg	320%	5.1 mg	340%
Riboflavin	4 mg	235%	5.2 mg	306%
Niacin	50 mg	250%	50.6 mg	253%
Vitamin B6	5 mg	250%	5.3 mg	265%
Folic Acid	400 mcg	100%	436 mcg	109%
Vitamin B12	10 mcg	167%	12.7 mcg	212%
Biotin	300 mcg	100%	300 mcg	100%
Pantothenic Acid	25 mg	250%	27 mg	270%
Calcium	630 mg	63%	1440 mg	144%
Iron	5 mg	28%	5.3 mg	29%
Phosphorus	460 mg	46%	1160 mg	116%
Iodine	150 mcg	100%	150 mcg	100%
Magnesium	140 mg	35%	239 mg	60%
Zinc	15 mg	100%	18 mg	120%
Selenium	70 mcg	100%	70 mcg	100%
Copper	1 mg	50%	1 mg	50%
Manganese	2 mg	100%	2 mg	100%
Chromium	120 mcg	100%	120 mcg	100%
Molybdenum	75 mcg	100%	75 mcg	100%
Sodium	430 mg	18%	820 mg	34%
Potassium	970 mg	28%	2200 mg	63%
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	†

* 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 Albumen, Sweet Dairy Whey), Natural and Artificial Flavors, Vitamin and Mineral Blend (dPotassium Phosphate, Magnesium Aspartate, dCalcium Phosphate, Calcium Citrate, Ascorbic Acid, Niacinamide, Zinc Citrate, Beta Carotene, d-Calcium Pantothenate, d-alpha Tocopheryl Succinate, Selenomethionine, 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.

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

FPO UPC 80%
0 00000 00000 0
080-250-08

STRAWBERRY

Supplement Facts
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	% Daily Value
Calories	1250		1630	
Calories from Fat	30		170	
Total Fat	3.5 g	5%*	19 g	29%*
Saturated Fat	2 g	10%*	11 g	55%*
Cholesterol	80 mg	27%	140 mg	47%
Total Carbohydrate	254 g	85%*	293 g	98%*
Sugars	23 g	†	59 g	†
Protein	50 g	100%*	74 g	148%*
Vitamin A	5000 IU	100%	6500 IU	130%
Vitamin C	60 mg	100%	66 mg	110%
Vitamin D	200 IU	50%	500 IU	125%
Vitamin E	30 IU	100%	30 IU	100%
Thiamin	4.8 mg	320%	5.1 mg	340%
Riboflavin	4 mg	235%	5.2 mg	306%
Niacin	50 mg	250%	50.6 mg	253%
Vitamin B6	5 mg	250%	5.3 mg	265%
Folic Acid	400 mcg	100%	436 mcg	109%
Vitamin B12	10 mcg	167%	12.7 mcg	212%
Biotin	300 mcg	100%	300 mcg	100%
Pantothenic Acid	25 mg	250%	27 mg	270%
Calcium	630 mg	63%	1440 mg	144%
Iron	5 mg	28%	5.3 mg	29%
Phosphorus	460 mg	46%	1160 mg	116%
Iodine	150 mcg	100%	150 mcg	100%
Magnesium	140 mg	35%	239 mg	60%
Zinc	15 mg	100%	18 mg	120%
Selenium	70 mcg	100%	70 mcg	100%
Copper	1 mg	50%	1 mg	50%
Manganese	2 mg	100%	2 mg	100%
Chromium	120 mcg	100%	120 mcg	100%
Molybdenum	75 mcg	100%	75 mcg	100%
Sodium	480 mg	20%	870 mg	36%
Potassium	990 mg	28%	2220 mg	63%
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	†

* 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 Albumen, Sweet Dairy Whey), Artificial Flavors, Vitamin and Mineral Blend (dPotassium Phosphate, Magnesium Aspartate, dCalcium Phosphate, Calcium Citrate, Ascorbic Acid, Niacinamide, Zinc Citrate, Zinc Gluconate, Beta Carotene, d-Calcium Pantothenate, d-alpha Tocopheryl Succinate, Selenomethionine, 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, FDGC Red #40, Acesulfame Potassium.

FPO UPC 80%
0 00000 00000 0
080-250-09

BANANA

Supplement Facts
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	% Daily Value
Calories	1250		1630	
Calories from Fat	35		170	
Total Fat	4 g	6%*	19 g	29%*
Saturated Fat	2.5 g	13%*	12 g	60%*
Cholesterol	80 mg	27%	140 mg	47%
Total Carbohydrate	254 g	85%*	293 g	98%*
Sugars	21 g	†	57 g	†
Protein	50 g	100%*	74 g	148%*
Vitamin A	5000 IU	100%	6500 IU	130%
Vitamin C	60 mg	100%	66 mg	110%
Vitamin D	200 IU	50%	500 IU	125%
Vitamin E	30 IU	100%	30 IU	100%
Thiamin	4.8 mg	320%	5.1 mg	340%
Riboflavin	4 mg	235%	5.2 mg	306%
Niacin	50 mg	250%	50.6 mg	253%
Vitamin B6	5 mg	250%	5.3 mg	265%
Folic Acid	400 mcg	100%	436 mcg	109%
Vitamin B12	10 mcg	167%	12.7 mcg	212%
Biotin	300 mcg	100%	300 mcg	100%
Pantothenic Acid	25 mg	250%	27 mg	270%
Calcium	630 mg	63%	1440 mg	144%
Iron	5 mg	28%	5.3 mg	29%
Phosphorus	460 mg	46%	1160 mg	116%
Iodine	150 mcg	100%	150 mcg	100%
Magnesium	140 mg	35%	239 mg	60%
Zinc	15 mg	100%	18 mg	120%
Selenium	70 mcg	100%	70 mcg	100%
Copper	1 mg	50%	1 mg	50%
Manganese	2 mg	100%	2 mg	100%
Chromium	120 mcg	100%	120 mcg	100%
Molybdenum	75 mcg	100%	75 mcg	100%
Sodium	430 mg	18%	820 mg	34%
Potassium	940 mg	27%	2170 mg	62%
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	†

* 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 Albumen, Sweet Dairy Whey), Natural and Artificial Flavors, Vitamin and Mineral Blend (dPotassium Phosphate, Magnesium Aspartate, dCalcium Phosphate, Calcium Citrate, Ascorbic Acid, Niacinamide, Zinc Citrate, Zinc Gluconate, Beta Carotene, d-Calcium Pantothenate, d-alpha Tocopheryl Succinate, Selenomethionine, 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, Sucralose, FDGC Yellow #5.

FPO UPC 80%
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THE BIGGER PICTURE
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Sunrise, FL 33325
Consumer Affairs
(630) 236-0097
optimumnutrition.com