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. TIP: 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. Consume 1 to 3 servings daily as needed. Start with 1 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 4-1 serving of Serious Mass between meals to maintain positive nitrogen balance and support a high-calorie diet. **POST-WORKOUT:** Begin drinking 4-1 serving of Serious Mass 30-45 minutes following exercise to support maximum recovery. **BEFORE BED:** Drink 4-1 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 YOUR PHYSICIAN BEFORE USE. DO NOT USE 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	Avocado	250
1/2 cup	Pineapple Chunks	180	1/2 cup	Oat Bran	90
1	Rice Pepperoni Pizza	300	1 small	Banana	90
1	Apple	125	1	Rice Cake	35
1 cup	Pretzels	300	1	Pear	100
1 cup	Whole Milk	150	1	Peach	35
1/2 cup	Whole Milk Yogurt	150			
1/2 cup	Cashew	160			
1/2 cup	Coconut	160			

SERIOUS MASS

NO SUGAR ADDED* | **WEIGHT GAIN** SUPPLEMENT

1250 CALORIES
50g PROTEIN
250g* CARBS
25 VITAMINS & MINERALS

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

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

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
WWW.OPTIMUMNUTRITION.COM

CHOCOLATE

Supplement Facts
Serving Size 1 Scoop (Approx. 1 Gallon)
Serving Size 1 Scoop (Approx. 1 Gallon)

Amount Per Serving		% Daily Value*	Amount Per Serving		% Daily Value*
Calories	1250		Calories from Fat	30	
Total Fat	3g	5%	Vitamin A	5000 IU	100%
Saturated Fat	1.5g	7%	Vitamin C	60 mg	100%
Trans Fat	0g		Vitamin E	30 IU	100%
Cholesterol	0mg	0%	Thiamin (B1)	1.5 mg	100%
Sodium	1000 mg	42%	Riboflavin (B2)	1.7 mg	100%
Potassium	1000 mg	29%	Niacin	20 mg	100%
Total Carbohydrate	250g	83%	Vitamin B6	2 mg	100%
Dietary Fiber	4g	16%	Folic Acid	400 mcg	100%
Sugars	4g		Pantothenic Acid	10 mg	100%
Protein	50g	100%	Phosphorus	1000 mg	100%
Vitamin D	400 IU	100%	Iodine	150 mcg	100%
Vitamin K	80 mcg	100%	Magnesium	400 mg	100%
Biotin	300 mcg	100%	Zinc	15 mg	100%
Calcium	1000 mg	100%	Selenium	70 mcg	100%
Iron	18 mg	100%	Copper	2 mg	100%
Chromium	120 mcg	100%	Manganese	2 mg	100%
Creatine Monohydrate	5g		Glutamine Peptides	2g	
Choline	100 mg		Inositol	100 mg	
PABA	30 mg		Glutamine	2g	

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

OTHER INGREDIENTS: Hydrolyzed Whey Protein Isolate, Whey Protein Concentrate, Casein, Egg Albumin, Maltodextrin, Natural Flavors, Cocoa, Sucralose, Acesulfame Potassium, Soy Lecithin, Xanthan Gum, Sodium Citrate, Sodium Chloride, Tricalcium Phosphate, Potassium Citrate, Potassium Chloride, Magnesium Oxide, Ferrous Fumarate, Zinc Oxide, Cupric Gluconate, Manganese Sulfate, Vitamin A Palmitate, Selenium Yeast, Chromium Yeast, Sodium Molybdate, Potassium Iodide, Vitamin D3, Phytonadione (Vitamin K1), Biotin, Thiamine Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Pyridoxine Hydrochloride (Vitamin B6), Folic Acid, Cyanocobalamin (Vitamin B12), Calcium Pantothenate, Niacinamide, Vitamin E Acetate, Ascorbic Acid (Vitamin C), Vitamin A Acetate, Cholecalciferol (Vitamin D3), Creatine Monohydrate, L-Glutamine, Choline Bitartrate, Inositol, Glutamine Peptides, PABA, Citric Acid, Malic Acid, Sodium Benzoate (Preservative), Potassium Sorbate (Preservative), Natural Dark Chocolate Flavor, Caramel Color, Soy Lecithin.

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

FPO UPC 80%
006-00010

VANILLA

Supplement Facts
Serving Size 1 Scoop (Approx. 1 Gallon)
Serving Size 1 Scoop (Approx. 1 Gallon)

Amount Per Serving		% Daily Value*	Amount Per Serving		% Daily Value*
Calories	1250		Calories from Fat	30	
Total Fat	3g	5%	Vitamin A	5000 IU	100%
Saturated Fat	1.5g	7%	Vitamin C	60 mg	100%
Trans Fat	0g		Vitamin E	30 IU	100%
Cholesterol	0mg	0%	Thiamin (B1)	1.5 mg	100%
Sodium	1000 mg	42%	Riboflavin (B2)	1.7 mg	100%
Potassium	1000 mg	29%	Niacin	20 mg	100%
Total Carbohydrate	250g	83%	Vitamin B6	2 mg	100%
Dietary Fiber	4g	16%	Folic Acid	400 mcg	100%
Sugars	4g		Pantothenic Acid	10 mg	100%
Protein	50g	100%	Phosphorus	1000 mg	100%
Vitamin D	400 IU	100%	Iodine	150 mcg	100%
Vitamin K	80 mcg	100%	Magnesium	400 mg	100%
Biotin	300 mcg	100%	Zinc	15 mg	100%
Calcium	1000 mg	100%	Selenium	70 mcg	100%
Iron	18 mg	100%	Copper	2 mg	100%
Chromium	120 mcg	100%	Manganese	2 mg	100%
Creatine Monohydrate	5g		Glutamine Peptides	2g	
Choline	100 mg		Inositol	100 mg	
PABA	30 mg		Glutamine	2g	

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

OTHER INGREDIENTS: Hydrolyzed Whey Protein Isolate, Whey Protein Concentrate, Casein, Egg Albumin, Maltodextrin, Natural Flavors, Sucralose, Acesulfame Potassium, Soy Lecithin, Xanthan Gum, Sodium Citrate, Sodium Chloride, Tricalcium Phosphate, Potassium Citrate, Potassium Chloride, Magnesium Oxide, Ferrous Fumarate, Zinc Oxide, Cupric Gluconate, Manganese Sulfate, Vitamin A Palmitate, Selenium Yeast, Chromium Yeast, Sodium Molybdate, Potassium Iodide, Vitamin D3, Phytonadione (Vitamin K1), Biotin, Thiamine Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Pyridoxine Hydrochloride (Vitamin B6), Folic Acid, Cyanocobalamin (Vitamin B12), Calcium Pantothenate, Niacinamide, Vitamin E Acetate, Ascorbic Acid (Vitamin C), Vitamin A Acetate, Cholecalciferol (Vitamin D3), Creatine Monohydrate, L-Glutamine, Choline Bitartrate, Inositol, Glutamine Peptides, PABA, Citric Acid, Malic Acid, Sodium Benzoate (Preservative), Potassium Sorbate (Preservative), Natural Vanilla Flavor, Caramel Color, Soy Lecithin.

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

FPO UPC 80%
006-00020

STRAWBERRY

Supplement Facts
Serving Size 1 Scoop (Approx. 1 Gallon)
Serving Size 1 Scoop (Approx. 1 Gallon)

Amount Per Serving		% Daily Value*	Amount Per Serving		% Daily Value*
Calories	1250		Calories from Fat	30	
Total Fat	3g	5%	Vitamin A	5000 IU	100%
Saturated Fat	1.5g	7%	Vitamin C	60 mg	100%
Trans Fat	0g		Vitamin E	30 IU	100%
Cholesterol	0mg	0%	Thiamin (B1)	1.5 mg	100%
Sodium	1000 mg	42%	Riboflavin (B2)	1.7 mg	100%
Potassium	1000 mg	29%	Niacin	20 mg	100%
Total Carbohydrate	250g	83%	Vitamin B6	2 mg	100%
Dietary Fiber	4g	16%	Folic Acid	400 mcg	100%
Sugars	4g		Pantothenic Acid	10 mg	100%
Protein	50g	100%	Phosphorus	1000 mg	100%
Vitamin D	400 IU	100%	Iodine	150 mcg	100%
Vitamin K	80 mcg	100%	Magnesium	400 mg	100%
Biotin	300 mcg	100%	Zinc	15 mg	100%
Calcium	1000 mg	100%	Selenium	70 mcg	100%
Iron	18 mg	100%	Copper	2 mg	100%
Chromium	120 mcg	100%	Manganese	2 mg	100%
Creatine Monohydrate	5g		Glutamine Peptides	2g	
Choline	100 mg		Inositol	100 mg	
PABA	30 mg		Glutamine	2g	

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

OTHER INGREDIENTS: Hydrolyzed Whey Protein Isolate, Whey Protein Concentrate, Casein, Egg Albumin, Maltodextrin, Natural Flavors, Sucralose, Acesulfame Potassium, Soy Lecithin, Xanthan Gum, Sodium Citrate, Sodium Chloride, Tricalcium Phosphate, Potassium Citrate, Potassium Chloride, Magnesium Oxide, Ferrous Fumarate, Zinc Oxide, Cupric Gluconate, Manganese Sulfate, Vitamin A Palmitate, Selenium Yeast, Chromium Yeast, Sodium Molybdate, Potassium Iodide, Vitamin D3, Phytonadione (Vitamin K1), Biotin, Thiamine Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Pyridoxine Hydrochloride (Vitamin B6), Folic Acid, Cyanocobalamin (Vitamin B12), Calcium Pantothenate, Niacinamide, Vitamin E Acetate, Ascorbic Acid (Vitamin C), Vitamin A Acetate, Cholecalciferol (Vitamin D3), Creatine Monohydrate, L-Glutamine, Choline Bitartrate, Inositol, Glutamine Peptides, PABA, Citric Acid, Malic Acid, Sodium Benzoate (Preservative), Potassium Sorbate (Preservative), Natural Strawberry Flavor, Caramel Color, Soy Lecithin.

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

FPO UPC 80%
006-00030

BANANA

Supplement Facts
Serving Size 1 Scoop (Approx. 1 Gallon)
Serving Size 1 Scoop (Approx. 1 Gallon)

Amount Per Serving		% Daily Value*	Amount Per Serving		% Daily Value*
Calories	1250		Calories from Fat	30	
Total Fat	3g	5%	Vitamin A	5000 IU	100%
Saturated Fat	1.5g	7%	Vitamin C	60 mg	100%
Trans Fat	0g		Vitamin E	30 IU	100%
Cholesterol	0mg	0%	Thiamin (B1)	1.5 mg	100%
Sodium	1000 mg	42%	Riboflavin (B2)	1.7 mg	100%
Potassium	1000 mg	29%	Niacin	20 mg	100%
Total Carbohydrate	250g	83%	Vitamin B6	2 mg	100%
Dietary Fiber	4g	16%	Folic Acid	400 mcg	100%
Sugars	4g		Pantothenic Acid	10 mg	100%
Protein	50g	100%	Phosphorus	1000 mg	100%
Vitamin D	400 IU	100%	Iodine	150 mcg	100%
Vitamin K	80 mcg	100%	Magnesium	400 mg	100%
Biotin	300 mcg	100%	Zinc	15 mg	100%
Calcium	1000 mg	100%	Selenium	70 mcg	100%
Iron	18 mg	100%	Copper	2 mg	100%
Chromium	120 mcg	100%	Manganese	2 mg	100%
Creatine Monohydrate	5g		Glutamine Peptides	2g	
Choline	100 mg		Inositol	100 mg	
PABA	30 mg		Glutamine	2g	

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

OTHER INGREDIENTS: Hydrolyzed Whey Protein Isolate, Whey Protein Concentrate, Casein, Egg Albumin, Maltodextrin, Natural Flavors, Sucralose, Acesulfame Potassium, Soy Lecithin, Xanthan Gum, Sodium Citrate, Sodium Chloride, Tricalcium Phosphate, Potassium Citrate, Potassium Chloride, Magnesium Oxide, Ferrous Fumarate, Zinc Oxide, Cupric Gluconate, Manganese Sulfate, Vitamin A Palmitate, Selenium Yeast, Chromium Yeast, Sodium Molybdate, Potassium Iodide, Vitamin D3, Phytonadione (Vitamin K1), Biotin, Thiamine Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Pyridoxine Hydrochloride (Vitamin B6), Folic Acid, Cyanocobalamin (Vitamin B12), Calcium Pantothenate, Niacinamide, Vitamin E Acetate, Ascorbic Acid (Vitamin C), Vitamin A Acetate, Cholecalciferol (Vitamin D3), Creatine Monohydrate, L-Glutamine, Choline Bitartrate, Inositol, Glutamine Peptides, PABA, Citric Acid, Malic Acid, Sodium Benzoate (Preservative), Potassium Sorbate (Preservative), Natural Dark Chocolate Flavor, Caramel Color, Soy Lecithin.

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

FPO UPC 80%
006-00040

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