

THE TRUE STRENGTH OF WEIGHT GAINERS*

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, a highly-active metabolism, weaker appetite and 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. We've consolidated 1,250 calories, 50 grams of protein, 254 grams of carbohydrates, 25 vitamins & minerals, glutamine and creatine into every serving. It's time to stop thinking small; get serious – Serious Mass™.

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 Chips	198	1/2 cup Oat Bran	108
2 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		

BEYOND THE BASICS

- 1,250 Calories per Serving in Water; 1,640 Calories When Made with Low Fat Milk.
- 50 Grams of Protein.
- 254 Grams of Carbohydrates to Support Fueling of Intense Workouts and Aid in the Replenishment of Glycogen Stores* - with No Added Sugar.
- Includes Creatine, L-Glutamine & Glutamine Peptides, Choline, Inositol, PABA, and MCTs.

TRUE STRENGTH™
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Authentic Optimum Nutrition Product
To Ensure the Authenticity of This Product, Make Sure the OR HIL OGRAM STRIPE is Present On The Packaging.
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12-140-301



SERIOUS MASS™

HIGH PROTEIN WEIGHT GAIN POWDER*

50G PROTEIN

254G CARBS

25 VITAMINS & MINERALS

STRAWBERRY
Naturally & Artificially Flavored

1250 CALORIES

NET WT. 6 lb (2.72 KG) DIETARY SUPPLEMENT

Supplement Facts

Serving Size 2 Heaping Scoops (334 g)
Servings Per Container 8

Amount Per Serving in water	% Daily Value	Amount Per Serving in low fat milk	% Daily Value	Amount Per Serving in water	% Daily Value	Amount Per Serving in low fat milk	% Daily Value
Calories 1250		1640		Phosphorus 460 mg	46%	1160 mg	116%
Calories from Fat 30		170		Iodine 150 mcg	100%	150 mcg	100%
Total Fat 3.5 g	5%*	19 g	29%*	Magnesium 140 mg	35%	239 mg	60%
Saturated Fat 2 g	10%*	11 g	55%*	Zinc 15 mg	100%	18 mg	120%
Cholesterol 80 mg	27%	140 mg	47%	Selenium 70 mcg	100%	70 mcg	100%
Total Carbohydrate 254 g	85%*	293 g	98%*	Copper 1 mg	50%	1 mg	50%
Sugars 23 g	†	59 g	†	Manganese 2 mg	100%	2 mg	100%
Protein 50 g	100%*	74 g	148%*	Chromium 120 mcg	100%	120 mcg	100%
Vitamin A 5000 I.U.	100%	6500 I.U.	130%	Molybdenum 75 mcg	100%	75 mcg	100%
Vitamin C 60 mg	100%	66 mg	110%	Sodium 480 mg	20%	870 mg	36%
Vitamin D 200 I.U.	50%	500 I.U.	125%	Potassium 990 mg	28%	2200 mg	63%
Vitamin E 30 I.U.	100%	30 I.U.	100%	Creatine Monohydrate 1 g	†	1 g	†
Thiamin 4.8 mg	320%	5.1 mg	340%	L-Glutamine 500 mg	†	500 mg	†
Riboflavin 4 mg	235%	5.2 mg	306%	Glutamine Peptides 500 mg	†	500 mg	†
Niacin 50 mg	250%	50.6 mg	253%	Choline 250 mg (as choline bitartrate)	†	250 mg	†
Vitamin B6 5 mg	250%	5.3 mg	265%	Inositol 250 mg	†	250 mg	†
Folic Acid 400 mcg	100%	436 mcg	109%	PABA 5 mg (para-aminobenzoic acid)	†	5 mg	†
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%	1400 mg	140%				
Iron 5 mg	28%	5.3 mg	29%				

OTHER INGREDIENTS: Maltodextrin, Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Egg Albumen, Sweet Dairy Whey), Natural and Artificial Flavors, Vitamin and Mineral Blend (Dipotassium Phosphate, Magnesium Aspartate, Dicalcium Phosphate, Calcium Citrate, Ascorbic Acid, Nicotinamide, 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, FD&C Red #40, Acesulfame Potassium.

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

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™" on the opposite panel) and blend for an additional 30-45 seconds. **TIPS:** Mixing two scoops of Serious Mass™ with 24 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 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.

WARNING: Not for use by those with pre-existing medical conditions or taking any medications, those under the age of 18 or women that are pregnant or nursing.

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

MANUFACTURED IN THE USA
IN OUR NSF GMP REGISTERED FACILITY
This product contains ingredients of international and domestic origin.

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

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OPTIMUM NUTRITION
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