

GNC BEYOND RAW® RARE™ — hardcore warriors depend on beef because of its massive muscle-building nutrients, but our powerful beef and potato protein takes anabolic potential a step further. With a staggering **138% more key amino acids** than beef — that's **2.4X more key amino acids** than steak — you can't go wrong![^] This scientifically validated, expert-formulated muscle fuel also leverages a new supplementation methodology in sports nutrition, the Physiobolic Edge. This new system is based off the latest research that targets the following 4 Primal Physiogenic Factors crucial to protein synthesis, strength and power:

- Anabolic Primers
- Muscle Cell Energy
- N.O. Pumps
- Water Regulation*

You won't believe how delicious this superior beef and potato protein tastes, plus it provides you with the legendary, hard-hitting anabolic nutrients that give steak a muscle-maximizing repertoire, but that's not all. This hardcore powerhouse is also packed with additional muscle-fueling **Anabolic Primers** for the maximum muscle size you crave.*

Take advantage of this multi-phase blend with rapid-absorbing beef peptides and a clinically studied, slow-release potato protein for a sustained supply of amino acids. For a long-lasting supply of anabolic building blocks, the fully loaded amino acid profile provides you with a powerful **30% more leucine** than steak to activate mTOR, a genetic pathway crucial for muscle protein and cell synthesis.^{^*}

Beef is arguably the most sought-out, muscle-building food source in history. Now you can get the protein from beef without the unwanted cholesterol and fat levels. This amazing-tasting protein has **78% less fat and 92% less cholesterol** than raw top sirloin steak.[^] Plus it provides 1.5g of arginine to fuel massive **N.O. Pumps** and powerful electrolytes for **Water Regulation** and **Muscle Cell Energy** support.*

GNC BEYOND RAW® RARE™ boasts a no-bull panel with only hardcore ingredients critical for muscle growth in the efficacious doses you want. Prepare yourself. Experience the difference. Go beyond rare — get **BEYOND RAW®!**

PHYSIOBOLIC EDGE The Physiobolic Edge is the advanced, performance-based technology powering the science behind **GNC BEYOND RAW®** with more than best-in-class, cutting-edge ingredients. This new, research-based system advances molecular functions not yet targeted by other products by synchronizing with vital physiological mechanisms and genetic pathways before, during and after extreme workouts that unleash your maximum muscle-mind-body potential. This powerful addition gives hardcore sports nutrition a new meaning: physiogenic performance fuel as you push for a physique like never before, muscle-maximizing size, explosive strength and power.* The Physiobolic Edge targets the exact 10 factors that open the door to extreme results.

Defined by our expert scientists as the "genesis of the Physiobolic Edge," the following **10 Primal Physiogenic Factors** are what you need to support extreme training results.

- Anabolic Hormones
- Muscle Cell Energy
- N.O. Pumps
- Muscle Cell Protection & Recovery
- Fat Metabolism
- Carbohydrate Metabolism
- Increased Calorie Burning
- Water Regulation
- Mental Intensity & Neuro Priming
- Anabolic Primers

* 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.

GNC BEYOND RAW® RARE™

BREAKTHROUGH CONCENTRATED ANABOLIC BEEF PROTEIN PEPTIDE FORMULA

+ ADVANCED 25G BEEF PROTEIN COMPLEX ENHANCES STRENGTH & POWER WITH CLINICALLY PROVEN ANABOLIC PRIMERS*

+ DELIVERS MORE MUSCLE-BUILDING POWER WITH 2.5G BETAINES PLUS 6.2G CREATINE PRECURSORS*

+ ACTIVATES ANABOLISM & COMBATS MUSCLE CELL BREAKDOWN TO FUEL MAXIMUM MUSCLE PERFORMANCE*

+ TARGETS 4 PRIMAL PHYSIOGENIC FACTORS CRUCIAL FOR BEYOND HARDCORE RESULTS*



CHOCOLATE FUDGE
NATURAL & ARTIFICIAL FLAVOR

DIETARY SUPPLEMENT
NET WT 33.5 oz (2.09 lb) 950 g

CODE 386228

10G

DIRECTIONS: As a dietary supplement, mix two scoops (38 g) with 6 fl. oz. of water, milk or your favorite beverage.

Supplement Facts

Serving Size Two Scoops (38 g)
Servings Per Container 25

Amount Per Serving	% Daily Value	
Calories	120	
Calories from Fat	10	
Total Fat	1 g	2%†
Cholesterol	5 mg	2%
Total Carbohydrate	3 g	1%†
Dietary Fiber	1 g	4%†
Protein	25 g	50%
Sodium	240 mg	10%

Rare Power & Performance Blend

Creatine Precursors (Glycine [as Hydrolyzed Beef Peptide, Potato Protein], L-Lysine [as Hydrolyzed Beef Peptide, Potato Protein], L-Methionine [as Hydrolyzed Beef Peptide, Potato Protein])	6.2 g	*
Leucine (as Hydrolyzed Beef Peptide, L-Leucine, Potato Protein)	3 g	*
Betaine (as BETAPOWER® Betaine Anhydrous)	2.5 g	*
Arginine (as Hydrolyzed Beef Peptide, Potato Protein)	1.5 g	*
Garcinia cambogia Fruit Extract (50% Hydroxycitric Acid = 125 mg)	250 mg	*

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

* Daily value not established.

OTHER INGREDIENTS: Protein Blend (Hydrolyzed Beef Peptide, Potato Protein), Natural and Artificial Flavors, Cocoa (Processed with Alkali), Lecithin, Gum Blend (Cellulose Gum, Xanthan Gum, Carrageenan), Apple Pectin, Salt, Sucralose, Acesulfame Potassium.

CONTAINS: Soybeans.

WARNING: Consult your physician prior to using this product if you are pregnant, nursing, taking medication, under 18 years of age or have a medical condition. Discontinue use two weeks prior to surgery.

NOTICE: Use as a food supplement only. Do not use for weight reduction. Significant product settling may occur.

BETAPOWER® is a registered trademark of DuPont or its affiliates.

*Product was tested for over 145 banned substances on the 2014 World Anti-Doping Agency (WADA) Prohibited List via HFL skip lot testing protocol #ICP0307. See gnc.com for more information.

Typical Amino Acid Profile Per Two Scoop Serving

Alanine	2446 mg	Lysine	1080 mg
Arginine	1772 mg	Methionine	250 mg
Aspartate	1694 mg	Phenylalanine	696 mg
Cystine	30 mg	Proline	3382 mg
Glutamine & Glutamic Acid	3142 mg	Serine	916 mg
		Threonine	583 mg
Glycine	5998 mg	Tryptophan	81 mg
Histidine	281 mg	Tyrosine	281 mg
Isoleucine*	501 mg	Valine*	834 mg
Leucine**	3033 mg	Total	27000 mg

†Indicates Branched Chain Amino Acids (BCAA)

*Denotes naturally occurring and added free form amino acids.

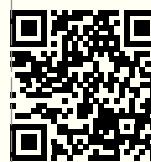
**Per serving and when compared to top sirloin steak, lean only, trimmed to 1/8-inch fat, raw.

KEEP OUT OF REACH OF CHILDREN. Store in a cool, dry place.

For More Information: 1-888-462-2548

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Pittsburgh, PA 15222



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