

## THE TRUE STRENGTH OF WHEY

Whey Protein Isolates (WPIs) are the purest form of whey protein that currently exists. WPIs are costly to use, but rate among the best proteins that money can buy. That's why they're the first ingredient you read on the Gold Standard 100% Whey™ label. By using WPI as the primary ingredient along with premium ultra-filtered whey protein concentrate (WPC), we're able to pack 24 grams of muscle-building protein into every serving. ON's attention to detail also extends to mixability. This superior quality powder has been instantized to mix easily using a shaker cup or just a glass and spoon. There's no doubt that this is the standard by which all other whey proteins are measured.

## NATURALLY OCCURRING AMINO ACID PROFILE

| ESSENTIAL AMINO ACIDS (EAAs) | CONDITIONALLY ESSENTIAL AMINO ACIDS (CAAs) | NONESSENTIAL AMINO ACIDS (NAAs) |
|------------------------------|--------------------------------------------|---------------------------------|
| Tryptophan                   | Arginine                                   | Aspartic Acid                   |
| Valine *                     | Cystine                                    | Serine                          |
| Threonine                    | Tyrosine                                   | Glycine                         |
| Isoleucine *                 | Histidine                                  | Alanine                         |
| Leucine *                    | Proline                                    |                                 |
| Lysine                       | Glutamine & Glutamic Acid                  |                                 |
| Phenylalanine                |                                            |                                 |
| Methionine                   |                                            |                                 |

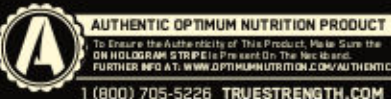
Typical amounts per serving

~ 11 G      ~ 7.7 G      ~ 5.3 G

\* Total BCAAs 5.5 grams

## BEYOND THE BASICS

- 76% Protein by Weight (24g of Protein per 31.5g Serving Size).
- Whey Protein Isolates (WPI) Main Ingredient.
- Whey Protein Microfractions from Whey Protein Isolate and Ultra-Filtered Whey Protein Concentrate.
- Over 4 Grams of Glutamine & Glutamic Acid in Each Serving.
- More than 5 Grams of the Branched Chain Amino Acids (BCAAs) Leucine, Isoleucine, and Valine in Each Serving.
- The "Gold Standard" for Protein Quality.



1 (800) 705-5226 TRUESTRENGTH.COM

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FOR FURTHER INFO  
AND PROMOTIONS



12-255-070



# GOLD STANDARD 100% WHEY

WHEY PROTEIN ISOLATES • PRIMARY SOURCE

24G  
PROTEIN

5.5G  
BCAAs

4G  
GLUTAMINE &  
GLUTAMIC ACID

CINNAMON  
GRAHAM CRACKER  
Naturally & Artificially Flavored

100% OF THE  
PROTEIN FROM | WHEY

48  
SERVINGS

NET WT. 3.33 LB (1.51 KG) PROTEIN POWDER DRINK MIX

## Nutrition Facts

Serving Size 1 Scoop (31.5g)  
Servings Per Container 48

Amount Per Serving  
Calories 120  
Calories from Fat 10

Total Fat 1g 2%  
Saturated Fat 0.5g 3%  
Trans Fat 0g

Cholesterol 50mg 17%  
Sodium 95mg 4%  
Total Carbohydrate 4g 1%  
Sugars 1g

Protein 24g 48%

Vitamin A 0% Vitamin C 0%  
Calcium 8% Iron 0%

Not a Significant Source of Dietary Fiber.  
\* Percent Daily Values are based on a 2,000 calorie diet.  
Your Daily Values may be higher or lower depending on your calorie needs.

Calories: 2,000 2,500  
Total Fat: Less than 65g 80g  
Sat. Fat: Less than 20g 25g  
Cholesterol: Less than 300mg 300mg  
Sodium: Less than 2,400mg 2,400mg  
Total Carbohydrate: 300g 375g  
Dietary Fiber: 25g 30g  
Protein: 50g 65g

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

**INGREDIENTS:** Protein Blend (Whey Protein Isolates, Whey Protein Concentrate, Whey Peptides), Natural and Artificial Flavors, Lecithin, Ground Cinnamon, Cocoa (Processed with Alkali), Salt, Acesulfame Potassium, Sucralose, Amnogen®, Lactase.

**ALLERGEN INFORMATION:** CONTAINS MILK AND SOY (LECITHIN) INGREDIENTS.

MANUFACTURED BY  
OPTIMUM NUTRITION  
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**DIRECTIONS:**  
**SPOON STIRRED:** Gold Standard 100% Whey™ is instantized. That means if you forget your shaker cup or don't have time to get out the blender, just add one scoop of Gold Standard 100% Whey™ to a glass filled with 6-8 oz of water or your favorite beverage. Then mix it up with a spoon. Stir for about 30 seconds or until powder is completely dissolved. **TIP:** Adjust the taste of your Gold Standard 100% Whey™ by varying the amount of liquid that you use to prepare it. For a bolder flavor with slightly more body and sweetness, mix each scoop with 4-6 oz of water, milk, or your favorite beverage. For a milder tasting, less sweet shake, use 8-10 oz of liquid per scoop.

**SHAKER CUP:** Bringing a shaker cup with you to the gym is the best way to get a dose of protein immediately after your workout. Just pour in 6-8 oz of your preferred beverage and then add one scoop of Gold Standard 100% Whey™ to your shaker cup. Cover and shake for 25-30 seconds. Don't have a shaker cup? Visit your local health food store, gym, or optimumnutrition.com to order a custom ON shaker.

**BLENDER:** Add one scoop of Gold Standard 100% Whey™ to a blender filled with 6-8 oz of water or your favorite beverage. Blend for 20-30 seconds. Then add 1 or 2 ice cubes and blend for an additional 30 seconds. **SHAKE UP YOUR SHAKE:** By adding fresh or frozen fruits, peanut butter, flaxseed oil, coconut and other ingredients, you can make an even more delicious shake. **STACK YOUR SHAKE:** You can make Gold Standard 100% Whey™ an even better post workout product by adding supplements like creatine, glutamine, BCAA, and concentrated carbohydrate powders.

**THINK OUTSIDE THE GLASS:** Gold Standard 100% Whey™ can be used for more than just protein shakes. Try mixing a scoop into oatmeal, yogurt, or the milk that you pour over your morning breakfast cereal. Better yet, increase the protein content of muffins, cookies, brownies, etc. by adding a scoop or two to your baked goods recipes.

**SUGGESTED USE:** Consume enough protein to meet your daily protein requirements through a combination of high protein foods and protein supplements. For the best results, consume your daily protein allotment over several small meals spread evenly throughout the day.

**NOTICE:** USE THIS PRODUCT AS A FOOD SUPPLEMENT ONLY. DO NOT USE FOR WEIGHT REDUCTION.

INTENDED FOR HEALTHY ADULTS OVER THE AGE OF 18.  
STORE IN A COOL, DRY PLACE.  
CONTENTS SOLD BY WEIGHT NOT VOLUME.

Amnogen® is a registered trademark of Triarco Industries, Inc.

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

MANUFACTURED IN THE USA  
IN OUR NSF GMP REGISTERED FACILITY