

MT™ THE MOST POWERFUL SUPPLEMENTS ON EARTH.™

At MuscleTech®, our researchers are passionate about supplements. Our mission is to develop the most scientifically advanced and effective supplements to help you build muscle and strength, lose weight, and improve athletic performance. Thanks to our millions of loyal customers, we are fortunate to be the most-awarded and best-selling sports nutrition brand over the past 20 years.

Many supplement companies do not disclose their ingredients, and don't invest in science and research, or quality control. We are different. MuscleTech® invests millions in product research and development, and quality control – and our supplement facts always tell you EXACTLY what you are getting: The Most Powerful Supplements on Earth!



MuscleTech® is the Leader in Science with a Multi-Million Dollar Research Budget – A portion of every dollar spent on MuscleTech® supplements is allocated toward scientific research to discover new and more effective ways to increase lean muscle and strength, and improve athletic performance. In fact, Team MuscleTech® researchers have collaborated with researchers at over 20 universities and research facilities around the world to study the various key ingredients found in our powerful formulas.

Platinum 100% Beef Protein – Platinum 100% Beef Protein delivers only high-quality, isolated beef protein that's undergone advanced hydrolysis for a finished product that delivers everything you want and nothing you don't – like fat, sugar, cholesterol, or lactose! Look closely at the competitor's label! They add inferior collagen to boost their protein content and label it as "hydrolyzed gelatin." But you won't find that with Platinum 100% Beef Protein. Providing a high-quality, 98% isolate protein that's 390% more concentrated than steak, Platinum 100% Beef Protein is able to deliver a complete amino acid profile, including BCAAs and glutamine, plus a clinical dose of creatine to build more lean muscle, increase strength, and enhance performance.* Get it today!

WHY PLATINUM 100% BEEF PROTEIN IS BETTER

Contains a 98% Beef Protein Isolate That's 390% More Concentrated Than Steak
16 Times More Creatine Than Steak
20% More Creatine Than the Competition

Key Nutrient	Platinum 100% Beef Protein**	Competitor**	Steak*
Protein	24g	23g	6.6g
Creatine	3g	2.5g	0.17g
Fat	0g	0g	5.3g
Carbs	3g	8g	0g
Cholesterol	0mg	0mg	19.3mg
Added collagen	Zero	Yes	n/a
Servings per bottle	28	28	n/a

**Per serving
 *Per 33g serving

1. Selsky et al., 2004, *Journal of Strength and Conditioning Research*, 18(2), 311-315.

NEW



ESSENTIAL SERIES



PLATINUM 100% BEEF PROTEIN

100% ULTRA-PURE HYDROLYZED BEEF ISOLATE

390% MORE CONCENTRATED THAN STEAK

NO COLLAGEN OR GELATIN

COOKIES AND CREAM

NATURAL FLAVORS

DIETARY SUPPLEMENT NET WT. 2.00 lbs. (908g)

24g Protein
3g Creatine
3g Carbs

0g Sugar
0g Fat
28 Servings

Supplement Facts

Serving Size: 1 Scoop (33g)
 Servings Per Container: Approx. 28

Amount Per Serving	% Daily Value
Calories	110
Total Fat	0g 0%*
Saturated Fat	0g 0%*
Cholesterol	0mg 0%
Total Carbohydrate	3g 1%*
Sugars	0g †
Protein	24g 48%*
Vitamin A	170 IU 3%
Vitamin C	40mg 67%
Calcium	230mg 23%
Sodium	330mg 14%
Creatine monohydrate	3g †

*Percent Daily Values are based on a 2,000 calorie diet.
 †Daily Value not established.

Other Ingredients: Hydrolyzed Beef Protein Isolate, Natural Flavors, Cookie Crumb Pieces (Wheat, Sugar, Canola Oil, Cocoa Processed With Alkali, Salt, Baking Soda), Calcium Carbonate, Gum Blend (Cellulose Gum, Xanthan Gum, Carrageenan), Whole Grain Brown Rice Powder, Antifoam (Silicon Dioxide), Calcium Silicate, Acesulfame-Potassium, Sucralose. Contains Wheat And Soy. Processed In A Facility That Also Processes Egg, Milk, And Tree Nut Ingredients.

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Directions: Mix 1 serving (1 scoop) with 6 oz. of water or skim milk in a glass or shaker cup. Use between meals and before and after exercise. Do not exceed 4 servings (4 scoops) in a 24-hour period. Read the entire label before use.

Note: To maintain product freshness, store in a cool, dry place (60°F to 80°F). This product is sold by weight. Some settling may occur. Shake container before use.

WARNING: Do not use if pregnant or nursing. Consult a medical doctor before starting a diet or exercise program.

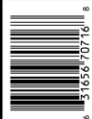
Do not use if packaging has been tampered with.

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

*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.

†MuscleTech® is America's #1 Selling Bodybuilding Supplement Brand based on cumulative wholesale dollar sales 2001 to present.

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