

MTTM **THE MOST POWERFUL SUPPLEMENTS ON EARTH.TM**

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 an advanced process for a finished product that delivers everything you want and nothing you don't – like fat, sugar, cholesterol, or lactose! 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.[▲] Look closely at the competitor's label to see the Platinum 100% Beef Protein advantage. 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
Servings per bottle	28	28	n/a

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

**Per serving
^Per 33g serving

NEW



ESSENTIALSERIES



PLATINUM
100% BEEF
PROTEIN

100% ULTRA-PURE BEEF ISOLATE

**390% MORE CONCENTRATED
THAN STEAK**

MOUTHWATERING TASTE

DOUBLE DUTCH CHOCOLATE

NATURAL FLAVORS

DIETARY SUPPLEMENT NET WT. 2.01 lbs. (912g)

24g Protein	3g Creatine	3g Carbs
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0g **0g** **28**
Sugar Fat 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%*
Dietary Fiber	1g	4%*
Sugars	0g	†
Protein	24g	44%*
Calcium	30mg	3%
Sodium	310mg	13%
Creatine monohydrate	3g	†

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

Other Ingredients: Beef Protein Isolate (BeefISTM), Whole Grain Brown Rice Powder, Cocoa (Processed With Alkali), Natural Flavors, Antifoam (Silicon Dioxide), Calcium Silicate, Gum Blend (Cellulose Gum, Xanthan Gum, Carrageenan), Acesulfame-Potassium, Sucralose, Calcium Carbonate. **Processed in a facility that processes egg, milk, soy, wheat, and tree nut ingredients.**

Directions: Mix 1 serving (1 scoop) with 6 oz. of water in a shaker cup or blender. 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. Drink 8-10 glasses of water daily for general good health.

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: For adult use only. Do not use if pregnant or nursing. Consult a medical doctor before starting a diet or exercise program or if you have a medical condition. **KEEP OUT OF REACH OF CHILDREN.**

Do not use if packaging has been tampered with.

▲ 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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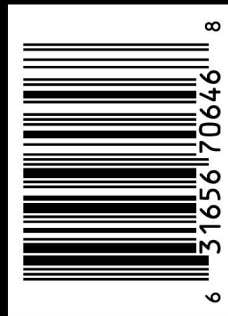
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10899US 0215



153mm Long Fold

246mm LAYFLAT

100mm Short Fold

 IOVATE HEALTH SCIENCES INTERNATIONAL INC.				Dkt. No. 10899US		Colours		Finishing		Print Info		US Version a7 FINAL DRAFT		
Art Origination Date: Date: Mar 16, 2015 Designer: FC/MM/MW File Name: 10899_10900_ES_Beef_ISO_2lb_CH_VN_USb3.ai			☐ PSL ☐ PSL (Double) ☐ Bar Wrapper/Pouch ☒ Shrink sleeve ☐ Boxboard Carton ☐ Corrugate Carton ☐ Other _____			☐ Boxboard ☐ Corrugate ☐ Paper ☐ Bopp ☐ Metalized Bopp ☒ Clear Substrate ☐ Other _____			☐ 1. PMS 470 flavour ☐ 2. silver (background) ☐ 3. Pantone yellowC ☐ 4. white ☐ 5. Black ☐ 6. Line black ☐ 7. Gold overprint		☐ Aqueous Varnish ☐ UV Coating ☐ Tape Laminate ☐ Foil Stamp ☐ Emboss ☐ Other _____		☒ Flexo ☐ Gravure ☐ Litho ☐ Other _____	
Notes / Special Instructions: Colour of cap: TBD Colour of bottle: TBD			Material of bottle: HDPE Size of bottle: TBDcc Printout size: 100%					DO NOT PRINT ☐ Dieline ☐ Comments ☐ Other		INITIALS _____ DATE _____ Designer _____ MM/DD/YY Sr. Designer _____ MM/DD/YY Pkg. Mgr _____ MM/DD/YY				
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