499mm Total Slit Width

494mm Total Print Width

4mm Graphic, Varnish & Ink Free

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!

#1 Most Award Winning Sports Nutrition Brand · America's #1 Selling · #1 Fastest Growing Sports Nutrition Brand – Total Average Yearly Sales Growth Since 1995 · 20 Years of Excellence · U.S. Military #1 Selling Bodybuilding Supplement Brand – Cumulative Sales · Tens of Millions of Customers · Gold Medal Superior Taste · Made in the USA from domestic & international ingredients · #1 Most Clinical Studies in Science · Clinically Dosed & Proven · Leader in Science – Most Clinical Studies to Which Research Is Compared · No. 1 Patents – Most Patents Awarded & Pending · #1 in Quality Control – Over $10 Million Invested · cGMP Manufacture – Manufactured according to cGMP standards, as is required for all dietary supplements. · Guaranteed Banned Substance Free · Fully Disclosed Ingredients – No Proprietary Blends

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!

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

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

**Per serving
^Per 33g serving

NEW

MUSCLETECH™ RESEARCH & DEVELOPMENT

ESSENTIALSERIES

AMERICA'S #1 SELLING BODYBUILDING SUPPLEMENT BRAND‡

PLATINUM 100% BEEF PROTEIN

100% ULTRA-PURE BEEF ISOLATE

390% MORE CONCENTRATED THAN STEAK

MOUTHWATERING TASTE

24g Protein | 3g Creatine | 3g Carbs

0g Sugar | 0g Fat | 28 Servings

VANILLA CARAMEL
NATURAL FLAVORS

DIETARY SUPPLEMENT NET WT. 2.00 lbs. (907g)

Supplement Facts

Serving Size: 1 Scoop (32g)
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	44%*
Calcium	250mg	25%
Sodium	300mg	13%
Creatine monohydrate	3g	†

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

Other Ingredients: Beef Protein Isolate (BeefISO™), Whole Grain Brown Rice Powder, Natural Flavors, Calcium Carbonate, Antifoam (Silicon Dioxide), Calcium Silicate, Gum Blend (Cellulose Gum, Xanthan Gum, Carrageenan), Acesulfame-Potassium, Sucralose. **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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5mm Copy Free Area

231.7755mm Cut Length / Repeat

227.7755mm Print Length

1mm Graphic, Varnish & Ink Free

153mm Long Fold

246mm LAYFLAT

100mm Short Fold

US

IOVATE HEALTH SCIENCES INTERNATIONAL INC.

Dkt. No. 10900US

Art Origination Date:
Date: Mar 16, 2015
Designer: FC/MM/MW
File Name: 10899_10900_ES_Beef_ISO_2lb_CH_VN_USb3.ai

Notes / Special Instructions:
Colour of cap: TBD
Colour of bottle: TBD
Material of bottle: HDPE
Size of bottle: TBDcc
Printout size: 100%

☐ PSL
☐ PSL (Double)
☐ Bar Wrapper / Pouch
■ Shrinksleeve
☐ Boxboard Carton
☐ Corrugate Carton
☐ Other

☐ Boxboard
☐ Corrugate
☐ Paper
☐ Bopp
☐ Metalized Bopp
■ Clear Substrate
☐ Other

Colours
1. PMS 7499 flavour
2. silver (background)
3. Pantone yellowC
4. white
5. Black
6. Line black
7. Gold overprint

Finishing
○ Aqueous Varnish
○ UV Coating
○ Tape Laminate
○ Foil Stamp
○ Emboss
○ Other

DO NOT PRINT
○ Dieline
○ Comments ○ Other

Print Info
■ Flexo
☐ Gravure
☐ Litho
☐ Other

INITIALS DATE
Designer ____ MM/DD/YY
Sr. Designer ____ MM/DD/YY
Pkg. Mgr ____ MM/DD/YY

Version a7

FINAL DRAFT

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