



PRODUCT DATA SHEET

30g PROTEIN | **6.6g** BCAAs | **4.4g** GLUTAMINE | **0g** SUGARS | **0g** TRANS FAT

maxpro

NOW WITH MICELLAR CASEIN! ELITE™



Size: 2 LBS (908 G) | **Serving Size:** One (1) Scoop (35 G) | **Servings Per Container:** 26

Size: 4 LBS (1,816 G) | **Serving Size:** One (1) Scoop (35 G) | **Servings Per Container:** 52

Flavors: Vanilla Ice Cream, Chocolate Cake, Strawberry Banana Smoothie, Chocolate Malt, Cinnamon Roll, Orange, Blueberry, Natural Vanilla

30 Grams of Superior Multi-Source Protein Per Serving!

maxpro ELITE™ is an ultra-premium and multi-source protein containing the perfect ratio of whey protein isolate, whey protein concentrate, potassium caseinate and micellar casein for muscle protein synthesis and overall sports performance. **maxpro ELITE™** was developed to supply your body with the most pure, nutritionally complete and highest quality proteins to be used on a daily basis. Extremely versatile, **maxpro ELITE™** is ideal for both women and men. In terms of the digestion, absorption and assimilation, both whey protein isolate and whey protein concentrate are "fast-acting" proteins while the potassium caseinate and micellar casein fractions are "slow-acting" for more sustained assimilation of the proteins giving you the best profile of amino acids for nutrient timing.†

The whey protein isolate and whey protein concentrate fractions are gently processed and derived from temperature controlled, triple filtration and enzyme hydrolyzation extraction methods. Both potassium caseinate and micellar casein fractions are manufactured by a non-irradiated, temperature controlled, advanced microfiltration process preserving all the amino acids and bioactive constituents. Both potassium caseinate and micellar casein are nutritionally complete proteins containing all nine essential amino acids. Micellar casein has a superior, although different, amino acid profile than whey proteins. Micellar casein is often referred to as a "slow-acting" protein with prolonged digestion (up to 7 hours depending on physiological conditions). Research suggests that "pulse feeding" or supplying the body with high-quality protein every 3 to 4 hours, is the ideal nutrient timing strategy to elevate plasma amino acid and nitrogen levels and to promote the body's ability to promote muscle protein synthesis and support muscle repair. Research has also shown that this anabolic effect is significantly enhanced when combined with resistance exercise.†

maxpro ELITE™ delivers 30 grams of superior multi-source protein per serving. Thirty grams per serving is a very functional amount that will enable you to accurately measure and customize the exact amount of protein for your individual needs. Now it is convenient and easy to calculate exactly how much protein you are consuming throughout the day. For active individuals to achieve positive nitrogen balance, the scientific evidence supports 1.5 – 2.0 grams protein per kilogram body weight per day.

TYPICAL AMINO ACID DOSE PER SERVING	
AMINO ACID	g/35g SERVING
Alanine	1.48g
Arginine	0.68g
Aspartic Acid	3.03g
Cystine/Cysteine	0.61g
Glutamine	4.43g
Glycine	0.54g
Histidine*	0.50g
Isoleucine***	1.87g
Leucine***	3.00g
Lysine*	2.55g
Methionine*	0.61g
Phenylalanine*	0.98g
Proline	2.00g
Serine	1.40g
Threonine*	0.99g
Tryptophan*	0.36g
Tyrosine	0.87g
Valine***	1.76g

Additionally, supplementation with protein 30 minutes before and 30 minutes immediately after strength training results in greater increases in lean body mass, strength, and muscle size beyond that achieved by strength training alone. Additional servings of **maxpro ELITE™** during the day (multi-dosing) will maximize the benefits of protein to build muscle and gain strength faster.†

The four sources of synergistic proteins in **maxpro ELITE™** are designed to optimize positive nitrogen balance and promote lean muscle mass gains. These protein sources in **maxpro ELITE™** are rich in the naturally occurring branched-chain amino acids (BCAAs) including leucine, isoleucine and valine. **maxpro ELITE™** delivers 6.6g BCAA per serving. The BCAAs, especially leucine, have powerful anabolic effects on protein metabolism by increasing the rate of protein synthesis, decreasing the rate of protein degradation, and promoting recovery. The anabolic effect of both whey protein and the BCAAs combined with exercise stimulates skeletal muscle gene expression. Muscle protein synthesis (MPS) is a complex process and involves transcriptional co-regulators, myogenic regulatory factors and the phosphorylation of the mammalian target of rapamycin (mTOR). Myogenic regulatory factors or MRFs include Myo-D, myogenin, MRF-4 and myf5 and are a family of muscle-specific transcription factors that play a critical role in muscle cell hypertrophy (increases in muscle cell size).†

Muscle mTOR is the master controller of protein synthesis integrating signals from growth factors within the parameters of the energy and nutritional conditions of the cell. Muscle mTOR are muscle enzyme activators of protein synthesis and supported by whey protein and the branched-chain amino acids (BCAAs), especially leucine and exercise. The positive effect of supplying whey proteins rich in the BCAAs are mediated through signaling pathways controlling protein synthesis involves phosphorylation of the target enzymes mTOR and the sequential stimulation of p70 ribosomal S6 kinase (p70 S6K) through the regulation of mRNA translation and other cell growth-related responses. The mTOR pathway in muscle is upregulated during the hypertrophy phase.†

**Branched-Chain Amino Acid

*Essential Amino Acid – an amino acid that cannot be made by the body.

(cont'd on p.2)

KEY FEATURES

- **Delivers 30 Grams of Superior Multi-Source Protein Per Serving**
- **Contains Ultra-Premium Whey Protein Isolate, Whey Protein Concentrate, Potassium Caseinate and Micellar Casein**
- **Delivers 6.6g BCAA Per serving**
- **Delivers 4.4g Glutamine Per Serving**
- **Versatile Use Throughout the Day to Maintain Positive Nitrogen Balance and Positive Anabolic State**
- **Mixes Instantly to Provide a Concentrated Highly Bioavailable Protein**

KEY MESSAGES

- **maxpro ELITE™** is an ultra-premium and multi-source protein containing the perfect ratio of whey protein isolate, whey protein concentrate, potassium caseinate and micellar casein for muscle protein synthesis and overall sports performance.†
- The WPI and WPC fractions are gently processed and derived from temperature controlled, triple filtration and enzyme hydrolyzation extraction methods.
- Both potassium caseinate and micellar casein fractions are manufactured by a non-irradiated, temperature controlled, advanced microfiltration process preserving all the amino acids and bioactive constituents.
- Micellar casein has a superior, although different, amino acid profile than whey proteins. Micellar casein is often referred to as a "slow-acting" protein with prolonged digestion (up to 7 hours depending on physiological conditions).†
- Delivers 6.6g BCAA per serving. The BCAAs, especially leucine, have powerful anabolic effects on protein metabolism by increasing the rate of protein synthesis, decreasing the rate of protein degradation, and promoting recovery.†

(cont'd on p.2)

† 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.

YOUR ASSURANCE OF QUALITY®





PRODUCT DATA SHEET

P.2

Size: 2 LBS (908 G) | Serving Size: One (1) Scoop (35 G) | Servings Per Container: 26

Size: 4 LBS (1,816 G) | Serving Size: One (1) Scoop (35 G) | Servings Per Container: 52

Flavors: Vanilla Ice Cream, Chocolate Cake, Strawberry Banana Smoothie, Chocolate Malt, Cinnamon Roll, Orange, Blueberry, Natural Vanilla

VANILLA ICE CREAM & STRAWBERRY BANANA SMOOTHIE

Nutrition Facts

Serving Size: One (1) Scoop (35 g)
Servings Per Container: 52

	Amount Per Serving	% DV*
Calories	137	
Calories from Fat	6	
Total Fat	<1 g	0%
Saturated Fat	0 g	0%
Trans Fat	0 g	
Cholesterol	36 mg	12%
Sodium	78 mg	3%
Potassium	188 mg	5%
Total Carbohydrate	2 g	1%
Dietary Fiber	0 g	0%
Sugars	0 g	
Protein	30 g	60%

Vitamin A 0% Vitamin C 0% Calcium 18% Iron 0%

*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	2000	2500
Total Fat	Less Than	65 g	80 g
Saturated Fat	Less Than	20 g	25 g
Cholesterol	Less Than	300 mg	300 mg
Sodium	Less Than	2400 mg	2400 mg
Potassium	Less Than	3500 mg	3500 mg
Total Carbohydrate		300 g	375 g
Dietary Fiber		25 g	30 g
Calories Per Gram	Fat 9 - Carbohydrate 4 - Protein 4		

CHOCOLATE CAKE & CHOCOLATE MALT

Nutrition Facts

Serving Size: One (1) Scoop (35 g)
Servings Per Container: 52

	Amount Per Serving	% DV*
Calories	141	
Calories from Fat	10	
Total Fat	<1 g	2%
Saturated Fat	0.5 g	4%
Trans Fat	0 g	
Cholesterol	35 mg	12%
Sodium	150 mg	6%
Potassium	270 mg	8%
Total Carbohydrate	3 g	1%
Dietary Fiber	0 g	0%
Sugars	1 g	
Protein	30 g	60%

Vitamin A 0% Vitamin C 0% Calcium 18% Iron 5%

*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	2000	2500
Total Fat	Less Than	65 g	80 g
Saturated Fat	Less Than	20 g	25 g
Cholesterol	Less Than	300 mg	300 mg
Sodium	Less Than	2400 mg	2400 mg
Potassium	Less Than	3500 mg	3500 mg
Total Carbohydrate		300 g	375 g
Dietary Fiber		25 g	30 g
Calories Per Gram	Fat 9 - Carbohydrate 4 - Protein 4		

Directions: In a shaker cup or blender, add 1 heaping scoop to 8 ounces of water or your favorite liquid. For every additional scoop, add 4 ounces of water or liquid. Using less fluid will create a thicker tasting shake. By experimenting with different amounts of liquid, you will be able to determine your exact preference.

Ingredients (Vanilla Ice Cream, Cinnamon Roll): Whey Protein Isolate, Whey Protein Concentrate, Potassium Caseinate, Micellar Casein, Natural and Artificial Flavors, Acesulfame Potassium, Sucralose Sweetener.

Ingredients (Blueberry): Whey Protein Isolate, Whey Protein Concentrate, Potassium Caseinate, Micellar Casein, Natural Flavors, Acesulfame Potassium, Sucralose Sweetener.

Ingredients (Strawberry Banana Smoothie): Whey Protein Isolate, Whey Protein Concentrate, Potassium Caseinate, Micellar Casein, Natural and Artificial Flavors (FD&C Red No. 40 and Yellow No. 5), Acesulfame Potassium, Sucralose Sweetener.

Ingredients (Orange): Whey Protein Isolate, Whey Protein Concentrate, Potassium Caseinate, Micellar Casein, Natural and Artificial Flavors (FD&C Yellow No. 6, Yellow No. 5 and Red No. 40), Acesulfame Potassium, Sucralose Sweetener.

Ingredients (Natural Vanilla): Whey Protein Isolate, Whey Protein Concentrate, Potassium Caseinate, Micellar Casein, Natural Flavors, Luo Han Guo.

Ingredients (Chocolate Cake & Chocolate Malt): Whey Protein Isolate, Whey Protein Concentrate, Potassium Caseinate, Micellar Casein, Dark Chocolate Powder, Natural and Artificial Flavors, Acesulfame Potassium, Sucralose Sweetener.

Contains: Milk and Soy (Lecithin is used in the instantizing process).

TARGET MARKET

Primary: Bodybuilders and athletes requiring an ultra-premium and multi-source protein containing the perfect ratio of whey protein isolate, whey protein concentrate, potassium caseinate and micellar casein for muscle protein synthesis and overall sports performance.

Secondary: Anyone with an active lifestyle requiring higher amounts of protein throughout the day.

RECOMMENDED STACK

- **Vit-Acell**
- **Max Glutamine**
- **Max EFA**
- **Max Creatine Monohydrate**
- **Carbo Max**
- **Max Power Greens**

KEY REFERENCES

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Manufactured in a cGMP facility that processes milk, egg, fish, Crustacean shellfish, tree nuts, wheat and soybeans.

WARNING: Consult a physician before starting any diet and exercise program and before using this product. Use this product as a dietary supplement only. Do not use this product for weight reduction. Very low calorie protein diets (below 400 calories per day) may cause serious illness or death. Drink at least 2 liters of water daily when using this product.

KEEP OUT OF REACH OF CHILDREN.

STORE IN A COOL, DRY PLACE AWAY FROM MOISTURE AND SUNLIGHT. ALWAYS KEEP TIGHTLY SEALED.

(cont'd from p.1)

maxpro ELITE™ delivers 4.4g naturally occurring glutamine per serving. Glutamine is the most abundant amino acid in skeletal muscles and considered a "workhorse" amino acid for sports performance. Glutamine is often depleted due to over training, stress and poor diet. Research indicates that body builders, fitness and strength athletes and other active people often do not produce enough glutamine within their liver to restore critical glutamine levels within a reasonable time frame following training. Glutamine is critical to minimize muscle breakdown and repair heavily trained muscles and support the natural production of human growth hormone, which is also important to muscle recovery and gains. Glutamine also supports the immune system and allows for more intense training.[†]

Research shows that a continuous intake of protein throughout the day is most effective in maintaining positive nitrogen balance and a positive anabolic state. Published scientific evidence has shown the health benefits of whey supplementation in reducing the circulating C-reactive protein (CRP) level, a sensitive marker of inflammation.

maxpro ELITE™ can easily be incorporated into your daily routine; before exercise, during exercise, after exercise, in between-meals and as a bedtime supplement. This continuous flow of calories and protein helps to saturate your muscles with fuel and amino acids for optimal protein synthesis. **maxpro ELITE™** is the perfect product to supply your body with the most pure, nutritionally complete and highest quality protein available.

maxpro ELITE™ is made in the U.S.A. in a manufacturing facility that meets current Good Manufacturing Practices (cGMP).

(cont'd from p.1)

KEY MESSAGES

- **Delivers 4.4g naturally occurring glutamine per serving. Glutamine is critical to minimize muscle breakdown and repair heavily trained muscles and support the natural production of GHG. Glutamine also supports the immune system and allows for more intense training.[†]**
- **Research shows that a continuous intake of protein throughout the day is most effective in maintaining positive nitrogen balance and a positive anabolic state.**
- **maxpro ELITE™ can easily be incorporated into your daily routine; before exercise, during exercise, after exercise, in between-meals and as a bedtime supplement.**
- **Extremely versatile, maxpro ELITE™ is ideal for both women and men.**
- **Gluten-Free.**
- **0g Sugars (Chocolate and Chocolate Malt contains 1g Sugars).**
- **Contains less than 1g Fat.**



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