



PRODUCT DATA SHEET

23g	5g	3g	0g	42
PROTEIN	BCAA	GLUTAMINE	TRANS FAT	SERVINGS

100% PURE WHEY PROTEIN CONCENTRATE

max pure whey

CROSS FLOW COLD PROCESSED!



Size: NET WT. 3 LBS (1,362 G) | **Serving Size:** One (1) Scoop (32 G) | **Servings Per Container:** 42 (Approx.)

Flavors: Chocolate Cake, Strawberry Banana Smoothie, Vanilla Ice Cream

100% Pure Whey Protein Concentrate

max pure whey provides the purest and highest quality whey protein concentrate (WPC) to fuel your body on a daily basis. Whey protein is one of the most heavily researched nutritional supplements. The WPC contains all the essential and non-essential amino acids and is naturally rich in glutamine and the branched-chain amino acids (BCAA). Research suggests that by supplying the body with high-quality whey protein every 3 to 4 hours, it is possible to elevate nitrogen levels and increase the body's ability to build and maintain muscle growth and strength. Research has also shown that this anabolic effect is enhanced when combined with resistance training. Whey protein also supports improved body composition, bone health and immune system function.†

The WPC used in **max pure whey** is manufactured by a gentle cold processed cross-flow, ultra-filtration and advanced microfiltration process. This modern and advanced purification and homogenization process produces over 99% non-denatured amino acids which yields more intact whey protein fractions in addition to beta-lactoglobulins, alpha-lactoglobulins, serum albumin, lactoferrin and bioactive peptides with many biological health benefits.†

max pure whey contains 5g/serving of naturally occurring branched-chain amino acids (BCAA) leucine, isoleucine and valine. The BCAA, 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 effects 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 BCAA, especially leucine and exercise. The positive effect of supplying whey proteins rich in the BCAA 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.†

max pure whey also provides 3g/serving of naturally occurring glutamine. Glutamine is considered a "workhorse" amino acid and the most abundant amino acid in the blood and skeletal muscle. Glutamine is often depleted due to over training, stress and poor diet. Research indicates that body builders, fitness the immune system and allows for more intense training.†

KEY FEATURES

- **Pure and Clean Source of High Quality Whey Protein Concentrate.**
- **Produced from Cold Processed, Cross-Flow Ultra-filtration and Advanced Microfiltration Technology.**
- **Provides 23g (Vanilla) and 22g (Chocolate) of Protein Per Serving.**
- **Naturally Rich in the BCAAs and Glutamine.**
- **Versatile Use Throughout the Day to Maintain Positive Nitrogen Balance and Positive Anabolic State.**
- **Powerful Stimulator of Protein Synthesis Through mTOR Signaling Pathways.†**
- **Mixes Instantly to Provide a Concentrated Highly Bioavailable and Fast Acting Whey Protein.**

KEY MESSAGES

- *Whey protein is one of the most heavily researched nutritional supplements.*
- *Developed to provide your body with an economical and consistent source of pure and high quality whey protein.*
- *Provides the highest quality WPC to promote optimal nitrogen levels for increasing muscle mass, muscle strength and recovery from all forms of exercise.†*
- *Delivers 5g/serving of naturally occurring BCAA. Combined with exercise the BCAA, especially leucine, stimulates skeletal muscle gene expression and promotes transcriptional co-regulators, myogenic regulatory factors and the phosphorylation of the mammalian target of rapamycin (mTOR).†*
- *Provides 3g/serving of naturally occurring glutamine. Glutamine is critical to minimize muscle breakdown and repairs heavily trained muscles and supports the natural production of human growth hormone.†*

(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®



MANUFACTURED IN THE USA USING DOMESTIC & INTERNATIONAL INGREDIENTS



PRODUCT DATA SHEET

P.2

Size: NET WT. 3 LBS (1,362 G) | Serving Size: One (1) Scoop (32 G) | Servings Per Container: 42 (Approx.)

Flavors: Chocolate Cake, Strawberry Banana Smoothie, Vanilla Ice Cream

Chocolate Cake

Nutrition Facts

Serving Size: One (1) Scoop (32 g)
Servings Per Container: 42 (Approx.)

	Amount Per Serving	% DV*
Calories	117	
Calories from Fat	18	
Total Fat	2 g	3%
Saturated Fat	1 g	5%
Trans Fat	0 g	
Cholesterol	55 mg	18%
Sodium	96 mg	4%
Potassium	114 mg	3%
Total Carbohydrate	2 g	1%
Dietary Fiber	0 g	0%
Sugars	2 g	
Protein	22 g	44%
Phosphorus	92 mg	9%
Magnesium	19 mg	5%
Vitamin A 0% Vitamin C 0% Calcium 8% 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		

Strawberry Banana & Vanilla Ice Cream

Nutrition Facts

Serving Size: One (1) Scoop (32 g)
Servings Per Container: 42 (Approx.)

	Amount Per Serving	% DV*
Calories	123	
Calories from Fat	19	
Total Fat	2 g	3%
Saturated Fat	1 g	5%
Trans Fat	0 g	
Cholesterol	58 mg	19%
Sodium	101 mg	4%
Potassium	120 mg	3%
Total Carbohydrate	2 g	1%
Dietary Fiber	0 g	0%
Sugars	2 g	
Protein	23 g	46%
Phosphorus	97 mg	10%
Magnesium	20 mg	5%
Vitamin A 0% Vitamin C 0% Calcium 9% 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		

Directions: Mix 1 scoop with 8-10 ounces of cold water, milk, juice or any other beverage of your choice. Add more or less water to adjust sweetness. Increase serving size for higher protein content. Suggested use before, during and after your workouts or throughout the day.

Ingredients (Chocolate Cake): Whey protein concentrate, natural and artificial flavors, cellulose gum, sucralose sweetener.

Ingredients (Strawberry Banana Smoothie): Whey protein concentrate, natural and artificial flavors, cellulose gum, sucralose sweetener.

Ingredients (Vanilla Ice Cream): Whey protein concentrate, natural and artificial flavors, cellulose gum, sucralose sweetener.

TARGET MARKET

Primary: Bodybuilders and athletes that require a pure, high quality and economical whey protein concentrate to support muscle protein synthesis and recovery.

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

RECOMMENDED STACK

- Max EFA
- CX3
- Carbomax
- Max Power Greens

KEY REFERENCES

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- Tipton KD, Elliott TA, Cree MG, et al. Stimulation of net muscle protein synthesis by whey protein ingestion before and after exercise. Am J Physiol Endocrinol Metab. 2007;292:E71-6.
- Kinsella JE, Whitehead DM. Proteins in whey: chemical, physical, and functional properties. Adv Food Nutr Res. 1989;33:343-438.

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

WARNING STATEMENT: 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, SUNLIGHT AND EXCESS HEAT. ALWAYS KEEP TIGHTLY SEALED.

(cont'd from p.1)

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 Research shows that a continuous intake of whey protein throughout the day is most effective in maintaining positive nitrogen balance and a positive anabolic state. **max pure whey** 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.[†]

For active individuals to achieve positive nitrogen balance, most experts recommend 1.5 – 2.0 grams protein per kilogram body weight.

KEY MESSAGES – (cont'd from p.1)

- Provides 86mg (9%DV) calcium, 97mg (10%DV) phosphorus and 20mg (5%DV) magnesium per serving (Vanilla).
- Whey protein also supports improved body composition, bone health and immune system function.[†]
- Gluten-free product.
- Instantized for easy mixing and assimilation.
- Variety of delicious flavors!

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