593.90 mm

140.00 mm

DIRECTIONS:

Add 2 heaped scoops (330 g) of SERIOUS MASS™ to a blender filled with 710 ml of water. Blend for 45-60 seconds. Then add a few ice cubes and, if desired, other calorie-contributing ingredients (see SUPERCHARGE YOUR SERIOUS MASS™ on the opposite panel) and blend for an additional 30-45 seconds. **TIP:** New users may find it beneficial to begin with ¼ a serving daily for the first week and then gradually increase to 1 or more full servings several times a day. **INDICATIONS :** Verser 2 cuillères bombées (330 g) de SERIOUS MASS™ dans un mixeur auquel vous ajoutez 710 ml d'eau. Mélanger pendant 45-60 secondes. Ajouter ensuite quelques glaçons et, si vous le désirez, d'autres ingrédients apportant des calories (voir SUPERCHARGE YOUR SERIOUS MASS™ sur le panneau ci-contre) et mélanger pendant encore 30-45 secondes. **CONSEIL :** Les nouveaux utilisateurs peuvent trouver bénéfique de commencer avec une ¼ portion par jour pendant la première semaine et ensuite d'augmenter progressivement jusqu'à 1 ou plusieurs portions entières plusieurs fois par jour. **DOSIERUNGSEMPFEHLUNG:** 2 gehäufte Messlöffel (330 g) SERIOUS MASS™ in einen gefüllten Mixer mit 710 ml Wasser geben. 45-60 Sekunden mischen. Geben Sie nun Eiswürfel und, falls gewünscht, andere Kalorien liefernde Zutaten (siehe nebenstehende SUPERCHARGE YOUR SERIOUS MASS™-Tabelle) hinzu und mixen Sie für weitere 30-45 Sekunden. **TIPP:** Für neue Anwender kann es von Vorteil sein, die erste Woche mit einer ¼ Portion täglich zu beginnen und dann allmählich auf 1 oder mehrere volle Portionen mehrmals pro Tag zu erhöhen. **INDICACIONES:** Añadir 2 cucharadas colmadas (330 g) de SERIOUS MASS™ a una licuadora llena con 710 ml de agua. Mezclar durante 45-60 segundos. A continuación añadir unos cubitos de hielo, y si se desea, otros ingredientes que aportan calorías (ver SUPERCHARGE YOUR SERIOUS MASS™ en la tabla de al lado) y mezclar durante 30-45 segundos más. **CONSEJO:** Nuevos consumidores pueden encontrar beneficioso empezar con ¼ porción diaria durante la primera semana y gradualmente incrementar a 1 o más porciones enteras varias veces al día. **INSTRUÇÕES:** Adicionar 2 colheres cheias (330 g) de SERIOUS MASS™ a uma liquidificadora com 710 ml de água. Misturar durante 45-60 segundos. De seguida adicionar alguns cubos de gelo e, se desejar, outros ingredientes que forneçam calorias (ver SUPERCHARGE YOUR SERIOUS MASS™ no painel oposto) e misturar durante mais 30-45 segundos. **CONSELHO:** Novos consumidores podem achar benéfico começar com ¼ porção por dia durante a primeira semana e gradualmente aumentar para 1 ou mais porções inteiras várias vezes ao dia.

SERIOUS MASS™ can be used to feed serious calorie needs in a variety of different ways:

BETWEEN MEALS: Drink ¼ - 1 serving of SERIOUS MASS™ between meals to support a high-calorie diet.
POST-WORKOUT: Drink ½-1 serving of SERIOUS MASS™ 30-45 minutes following exercise.
BEFORE BED: Drink ½-1 serving of SERIOUS MASS™ about 45-60 minutes before bed to provide nutrients to muscle throughout the night.

SUGGESTED USE: For healthy adults, consume enough energy from a combination of high quality foods and supplements throughout the day as part of a balanced diet and exercise programme. **SUGGESTION D'UTILISATION :** Les adultes en bonne santé doivent consommer suffisamment de protéines en associant des aliments et des suppléments de qualité tout au long de la journée dans le cadre d'un régime équilibré et d'un programme d'exercices. **ANWENDUNGSEMPFEHLUNG:** Gesunden Erwachsenen wird es empfohlen, im Rahmen einer ausgewogenen Ernährung und eines Trainingsprogramms eine Kombination aus hochwertigen Lebensmitteln und Nahrungsergänzungsmitteln aufzunehmen. **USO RECOMENDADO:** En el caso de adultos sanos, consumir suficiente energía proveniente de una combinación de alimentos y complementos alimenticios de alta calidad a lo largo del día como parte de una dieta equilibrada y un programa de ejercicios. **USO RECOMENDADO:** No caso de adultos saudáveis, consumir energia suficiente proveniente da combinação de alimentos e suplementos de elevada qualidade ao longo do dia como parte de uma dieta equilibrada e um programa de exercícios.

NOTE: Not for use by those with pre-existing medical conditions or those taking any medications, those under the age of 18 or women that are pregnant or breast-feeding. **REMARQUE :** Ne pas utiliser chez les personnes souffrant de problèmes de santé connus ou sous traitement médical, chez les personnes âgées de moins de 18 ans ou chez les femmes enceintes ou allaitantes. **HINWEIS:** Nicht geeignet für Personen mit Vorerkrankungen, bei Einnahme verschreibungspflichtiger Medikamente, für Personen unter 18 Jahren, während der Schwangerschaft oder Stillzeit. **NOTA:** No debe ser consumido por personas con condiciones médicas preexistentes o que estén tomando medicación, por menores de 18 años o por mujeres embarazadas o en período de lactancia. **NOTA:** Não deve ser consumido por pessoas com condições médicas preexistentes ou a tomar medicação, por menores de 18 anos ou por mulheres grávidas ou a amamentar.

KEEP OUT OF REACH OF CHILDREN. / CONSERVER HORS DE LA PORTÉE DES ENFANTS. / AUSERHALB DER REICHWEITE VON KINDERN AUFBEWAHREN. / MANTENER FUERA DEL ALCANCE DE LOS NIÑOS. / MANTER FORA DO ALCANCE DAS CRIANÇAS.

TRUE STRENGTH®
WWW.OPTIMUMNUTRITION.COM

BEYOND THE BASICS

- 1266 Calories per Serving in Water
- Over 250 Grams of Carbohydrates - With No Added Sugars.
- Source of Protein: Contains 50 Grams of Protein Per Serving.

SUPERCHARGE YOUR SERIOUS MASS™

BY ADDING ONE OR MORE OF THESE FOODS TO YOUR SHAKE

SERVING SIZE^	CALORIES^	SERVING SIZE^	CALORIES^
1/2 cup Granola	250	1 tbsp. Flaxseed Oil	115
1/4 cup Chocolate Chips	198	1/2 cup Oat Bran	108
2 tbsp. Peanut Butter	190	1 small Banana	105
1 oz. Almonds	167	1 tbsp. Honey	64
1 oz. Peanuts	164	1 tbsp. Molasses	43
1/2 cup Ice Cream	160		
1 cup Whole Milk	150		
1/2 cup Coconut	139		

^Approximate Values

BEST BEFORE END AND BATCH NUMBER: SEE CONTAINER. / NUMÉRO DE LOT ET À CONSOMMER DE PRÉFÉRENCE AVANT FIN : VOIR POT. / CHARGENNUMMER UND MINDESTENS HALTBAR BIS ENDE: SIEHE BEHÄLTER. / NÚMERO DE LOTE Y CONSUMIR PREFERENTEMENTE ANTES DEL FIN DE: VER ENVASE. / NÚMERO DE LOTE E CONSUMIR DE PREFERÊNCIA ANTES DO FIM DE: VER EMBALAGEM.

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OPTIMUM NUTRITION

SERIOUS MASS™

COOKIES & CREAM FLAVOUR

CALORIE RICH PROTEIN SOURCE

50 g^ PROTEIN
252 g^ CARBS
24^ VITAMINS & MINERALS
^ per Serving

1266 CALORIES^

SERVING SCOOP INCLUDED, BUT MAY SETTLE TO THE BOTTOM DURING SHIPPING CONTENTS SOLD BY WEIGHT NOT VOLUME.

NET WT. 2.73 kg (6 lb) e

COOKIES & CREAM FLAVOUR READY TO MIX POWDER WITH PROTEIN, CARBOHYDRATES, VITAMINS AND MINERALS, WITH SWEETENER.

(GB) COOKIES & CREAM FLAVOUR READY TO MIX POWDER WITH PROTEIN, CARBOHYDRATES, VITAMINS AND MINERALS, WITH SWEETENER.
(FR) POUDRE CONTENANT DES PROTÉINES, DES GLUCIDES, DES VITAMINES ET DES MINÉRAUX PRÊTE À ÊTRE MÉLANGÉE, ARÔME COOKIES À LA CRÈME, AVEC EDULCORANT.
(DE) ANRÜHRFERTIGES EMMIS-NAHRUNGSERGÄNZU NSMITTELPULVER MIT COOKIES & SAHNE GESCHMACK, MIT KOHLENHYDRATEN, VITAMINEN UND MINERALIEN, MIT SÜSSUNGSMITTEL.
(ES) PRODUCTO EN POLVO CON PROTEÍNAS, HIDRATOS DE CARBONO, VITAMINAS Y MINERALES LISTO PARA MEZCLAR, CON SABOR A GALLETA Y NATA, CON EDULCORANTE.
(PT) PRODUTO EM PÓ COM PROTEÍNAS, HIDRATOS DE CARBONO, VITAMINAS E MINERAIS PRONTO A MISTURAR COM SABOR A BOLACHA E NATA, COM EDULCORANTE.

NUTRITION INFORMATION

INFORMATION NUTRITIONNELLE / NÄHRWERTINFORMATION / INFORMACIÓN NUTRICIONAL / INFORMAÇÃO NUTRICIONAL

Serving size: 2 heaped scoops / Portion : 2 cuillères bombées / Portionsgröße: 2 gehäufte Messlöffel / Porción: 2 cucharadas colmadas / Porção: 2 colheres cheias (330 g)
Servings per container approximately / Portions environ / Portionen pro Behälter circa / Porciones por envase aproximadamente / Porções por embalagem aproximadamente: 8

Typical Values / Valeurs Moyennes / Durchschnittswerte / Valores Medios / Valores Médios	Per / Pour / Pro / Por / Por 100 g	Per / Pour / Pro / Por / Por 330 g	% RI* / % AR* / % RM* / % IR* / % DR* 330 g
Energy / Énergie / Energie / Valor energético / Energia	1605 kJ / 384 kcal	5297 kJ / 1266 kcal	63%
Fat / Matières Grasses / Fett / Grasas / Lípidos	1.9 g	6.2 g	9%
Of Which Saturates / Dont : Acides Gras Saturés / Davon: gesättigte Fettsäuren / De Las Cuales: Ácidos Grasos Saturados / Dos Quais: Ácidos Gordos Saturados	1.0 g	3.2 g	16%
Carbohydrate / Glucides / Kohlenhydrate / Hidratos de Carbono / Hidratos de Carbono	76 g	252 g	97%
Of Which Sugars / Dont : Sucres / Davon: Zucker / De Los Cuales: Azúcares / Dos Quais: Açúcares	7.8 g	26 g	29%
Fibre / Fibres Alimentaires / Ballaststoffe / Fibra Alimentaria / Fibra	0.2 g	0.6 g	†
Protein / Protéines / Eiweiß / Proteínas / Proteínas	15 g	50 g	100%
Salt / Sel / Salz / Sal / Sal	1.0 g	3.4 g	57%
	% RI* / % AR* / % RM* / % IR* / % DR* 100 g		
Vitamin A / Vitamine A / Vitamin A / Vitamina A / Vitamina A	92.7 µg	306 µg	12%
Vitamin D / Vitamine D / Vitamin D / Vitamina D / Vitamina D	0.58 µg	1.9 µg	12%
Vitamin E / Vitamine E / Vitamin E / Vitamina E / Vitamina E	1.1 mg	3.6 mg	9%
Vitamin C / Vitamine C / Vitamin C / Vitamina C / Vitamina C	6.8 mg	22 mg	8%
Thiamin / Thiamine / Thiamin / Tiamina / Tiamina	0.16 mg	0.53 mg	15%
Riboflavin / Riboflavine / Riboflavin / Riboflavina / Riboflavina	0.20 mg	0.67 mg	14%
Niacin / Niacine / Niacin / Niacina	2.1 mg	6.9 mg	13%
Vitamin B6 / Vitamine B6 / Vitamin B6 / Vitamina B6 / Vitamina B6	0.23 mg	0.76 mg	16%
Folic Acid / Acide folique / Folsäure / Ácido fólico / Ácido fólico	22.8 µg	75.2 µg	11%
Vitamin B12 / Vitamine B12 / Vitamin B12 / Vitamina B12 / Vitamina B12	3.6 µg	12 µg	146%
Biotin / Biotine / Biotin / Biotina / Biotina	17 µg	56 µg	34%
Pantothenic Acid / Acide pantothénique / Pantothensäure / Ácido pantoténico / Ácido pantoténico	0.66 mg	2.2 mg	11%
Potassium / Potassium / Kalium / Potasio / Potássio	91.7 mg	302 mg	5%
Chloride / Chlorure / Chlorid / Cloruro / Cloreto	333 mg	1099 mg	42%
Calcium / Calcium / Calcium / Calcio / Cálcio	126 mg	417 mg	16%
Phosphorus / Phosphore / Phosphorus / Phosforo / Fósforo	189 mg	624 mg	22%
Magnesium / Magnésium / Magnesium / Magnesio / Magnésio	17.4 mg	57.5 mg	5%
Iron / Fer / Eisen / Hierro / Ferro	1.4 mg	4.7 mg	10%
Zinc / Zinc / Zink / Zinc / Zinco	0.81 mg	2.7 mg	8%
Copper / Cuivre / Kupfer / Cobre / Cobre	0.10 mg	0.34 mg	10%
Manganese / Manganèse / Mangan / Manganeso / Manganês	0.17 mg	0.55 mg	8%
Chromium / Chrome / Chrom / Cromo / Crómio	39 µg	129 µg	97%
Iodine / Iodine / Jod / Yodo / Iodo	15.3 µg	50.5 µg	10%
Sodium / Sodium / Natrium / Sodio / Sódio	416 mg	1373 mg	†

* Reference intake of an average adult / Apport de référence pour un adulte-type / Referenzmenge für ein durchschnittlichen Erwachsenen / Ingesta de referencia de un adulto medio / Dose de referência para um adulto médio (8400 kJ / 2000 kcal)
† Reference intake not established / Apport de référence non établi / Keine empfohlene Referenzmenge vorhanden / Ingesta de refencia no establecida / Dose de referência não estabelecida

INGREDIENTS: WHEY Protein Concentrate, Calcium CASEINATE [Emulsifier: SOY Lecithin], Fructose, Cocoa Powder 1.6 %, MALT Flour (GLUTEN), Sugar, Fat: Hydrogenated Vegetable Fats, Palm and Rapeseed in varying proportions: Fat Reduced Cocoa Powder], EGG Albumen, Flavouring, Salt, Sweeteners: Sucralose, Acesulfame K, Thickener: Guar Gum, Vitamins: A, D, E, C, B1, B2, B6, Niacin, Folic Acid, Biotin, Pantothenic Acid, B12, Minerals: Potassium Chloride, Calcium Phosphate, Magnesium Oxide, Ferrous Fumarate, Zinc Oxide, Copper Gluconate, Manganese Sulphate, Chromium (III) Chloride, Potassium Iodide, Sodium Selenite, Preservative: Potassium Sorbate, Colour: Caramel Extract, Antioxidant: Rosemary Extract. Manufactured on a line handling products containing MILK, SOYA, EGGS, GLUTEN and NUTS. Contains: MILK, EGGS, GLUTEN, Peanuts, Soybeans, SOYA, Almonds, Hazelnuts, Walnuts, Cashew nuts, Pecan nuts, Brazil nuts, Pistachio nuts, Macadamia nuts and products thereof. May contain traces of other nuts. May contain traces of LUPIN. May contain traces of SULPHITES. May contain traces of MUSTARD. May contain traces of CELERY. May contain traces of SESAME SEEDS. May contain traces of MOLLUSCS. May contain traces of CRUSTACEANS. FOR ALLERGENS SEE INGREDIENTS IN CAPITALS AND BOLD. May Contain: Nuts and Peanuts. POUR LES ALLERGÈNES VOIR INGRÉDIENTS EN LETTRES MAJUSCULES ET GRAS. KANN SPUREN VON NÜSSEN UND ERDNÜSSEN ENTHALTEN. PARA ALERGENOS VER INGREDIENTES EN MAYÚSCULAS Y EN NEGRITA. Puede contener Nueces y Cacahuetes. PARA ALERGÉNIOS VER INGREDIENTES EM LETRA MAIÚSCULA E EM NEGRITA. Pode conter: Frutos Secos e Amendoim.

NUTRITIONAL INFORMATION: Typical Values (average values) : Energy 1605 kJ / 384 kcal; Fat 1.9 g; of which saturates 1.0 g; Carbohydrate 76 g; of which sugars 7.8 g; Fibre 0.2 g; Protein 15 g; Salt 1.0 g; Vitamin A 92.7 µg; Vitamin D 0.58 µg; Vitamin E 1.1 mg; Vitamin C 6.8 mg; Thiamin 0.16 mg; Riboflavin 0.20 mg; Niacin 2.1 mg; Vitamin B6 0.23 mg; Folic Acid 22.8 µg; Vitamin B12 3.6 µg; Biotin 17 µg; Pantothenic Acid 0.66 mg; Potassium 91.7 mg; Chloride 333 mg; Calcium 126 mg; Phosphorus 189 mg; Magnesium 17.4 mg; Iron 1.4 mg; Zinc 0.81 mg; Copper 0.10 mg; Manganese 0.17 mg; Chromium 39 µg; Iodine 15.3 µg; Sodium 416 mg.

STORE IN A COOL, DRY PLACE / À CONSERVER DANS UN ENDROIT FRAIS ET SEC / KÜHL UND TROCKEN AUFBEWAHREN / CONSERVAR EN UN LUGAR FRESCO Y SECO / ARMAZENAR NUM LOCAL FRESCO E SECO.

FORMULATED BY OPTIMUM NUTRITION MADE IN THE EU

ON:
4 Waterside, Kingswood Avenue, Citywest Business Campus, Dublin 24, Ireland

OUT ON APPROVAL
02-Mar-17

APPROVED

ARTWORK APPROVAL FORM

OPM group

Version No. 1

Date:	02-Mar-17
Customer:	Glanbia Performance Nutrition (UK) Ltd
Job No.:	277733.01
Description:	6041510 ON Serious Mass Cookies & Cream 2.73kg
Plate Bag No.:	277733.01
Dimensions:	140.000mm x 593.900mm
A/W Operator:	
Barcode No.:	5060469983257
QR code URL:	
Cutter Number	2974

INKS

1 C, 2 M, 3 Y, 4 E848, 5 Light Green Z&G328, 6 Dark Green Z&G328, 7 K, 8 Cutter, 9

Lamination Type:
Substrate Colour: WHITE
Cutter Outline (does not print)

MATCH COLOUR TO:

DIRECTION OF FEED (D.o.F.)

2: OUTSIDE WOUND, RIGHT HAND LEAD, NARROW EDGE

ARTWORK CHECK_1

ARTWORK CHECK_2

Additional Information:

CUSTOMER APPROVAL

Approved by:
Date: 6/3/17

COLOUR SAMPLES FOR MATCHING MUST BE RECEIVED BEFORE PLATES ARE MADE TO ENSURE CORRECT MATCH.
PLEASE ENSURE ALL ALLERGEN STATEMENTS ARE CORRECT.
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