



PRODUCT DATA SHEET



Size: 12 LBS (5.45 KG) | **Serving Size:** 6 Scoops (334 g) | **Servings Per Container:** 16

Flavors: Chocolate Cake, Vanilla Ice Cream

Multi-Phase Hyper Growth System

BIG MAX is a professional strength anabolic weight gainer for individuals requiring a nutrient dense, high calorie, high protein and high carbohydrate formula to maximize lean muscle mass gains and for hard gainers to complement a serious weight training program. **BIG MAX's** Multi-Phase Hyper Growth System is designed to promote muscle strength, mass and power.†

BIG MAX is a pure and clean gainer providing over 1250 calories per serving. **BIG MAX** is packed with 50 grams of multi-source proteins derived from the highest quality whey protein concentrate and whole milk solids to optimize positive nitrogen balance and promote lean muscle mass gains. Additionally, **BIG MAX** is rich in naturally occurring BCAAs and glutamine having powerful anabolic effects on protein synthesis, decreasing the rate of protein breakdown, and promoting recovery. **BIG MAX** is made with all natural ingredients with no artificial flavors, colors or sweeteners. Simply put, **BIG MAX** was developed to exceed your expectations as the best gainer available in the marketplace.†

BIG MAX delivers everything you will need as a gainer. **BIG MAX** is packed with 50 grams of multi-fractional proteins derived from both whey protein concentrates (WPC) and whole milk solids (WMS) per serving. Our unique blend delivers long, medium and short chain amino acids. These protein sources are also rich in the naturally occurring branched-chain amino acids (BCAAs) including leucine, isoleucine and valine. **BIG MAX** provides over 11 grams of naturally occurring BCAAs. 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 effects of both whey protein and the BCAAs, in addition to exercise, involves the phosphorylation of the mammalian target of rapamycin (mTOR). Muscle mTOR are muscle enzyme activators of protein synthesis and supported by the branched-chain amino acids (BCAAs). The dramatic effect of supplying the BCAAs mediated through signaling pathways controlling protein synthesis involving phosphorylation of the target enzymes mTOR and the sequential stimulation of p70 ribosomal S6 kinase (p70 S6K) through enhanced translation of specific mRNAs. The mTOR pathway in muscle is upregulated during the hypertrophy (increase in muscle size) phase.†

BIG MAX provides over 240 grams of total carbohydrates per serving. The carbohydrates come from natural and high quality sources like maltodextrin and evaporated cane juice. Maltodextrin is a complex carbohydrate and polymer of glucose (sometimes called "glucose polymers" or polysaccharides). Maltodextrin is an easily digested and absorbed short chain of 3 – 20 glucose units in length and a convenient source of rapid and sustained energy to fuel your body. Evaporated cane juice is a simple sugar that is quickly assimilated. The weight gainer and performance benefits of both maltodextrin and evaporated cane juice for athletes are supported by numerous published scientific studies.†

BIG MAX delivers over 7 grams of naturally occurring glutamine per serving. Glutamine is considered a "workhorse" amino acid and the most abundant amino acid in skeletal muscle. Glutamine supports anabolic weight gain of lean muscle mass. 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 allow for more intense training.†

For maximum benefits, use **BIG MAX** up to 3 times per day to support nitrogen balance and keep yourself in a positive anabolic state. **BIG MAX** was developed to exceed your expectations as the best gainer available in the marketplace!

KEY FEATURES

- Nutrient dense high calorie, high protein, and high carbohydrate weight gainer.
- Over 1250 calories per serving.
- 50 grams protein per serving.
- Over 240 grams carbohydrates per serving.
- Over 11 grams of BCAAs per serving.
- Over 7 grams of glutamine per serving.
- Good source of calcium.
- Made with natural ingredients.
- Highest quality ingredients.
- No artificial sweeteners, flavors, or colors.
- No trans fats.
- Gluten-free.
- Delicious and satisfying flavors!

KEY MESSAGES

- **BIG MAX** is a professional strength anabolic weight gainer for individuals requiring a nutrient dense, high calorie, high protein and high carbohydrate formula.
 - **BIG MAX's** Multi-Phase Hyper Growth System is designed to promote muscle strength, mass and power.†
 - **BIG MAX** is a pure and clean gainer providing over 1250 calories per serving.
 - **BIG MAX** is packed with 50 grams of multi-source proteins to optimize positive nitrogen balance and promote lean muscle mass gains.
 - **BIG MAX** provides over 240 grams of total carbohydrates per serving. The carbohydrates come from natural and high quality sources like maltodextrin and evaporated cane juice.†
 - **BIG MAX** provides over 11 grams of naturally occurring BCAAs. The BCAAs, especially leucine, have powerful anabolic effects on protein metabolism by increasing the rate of protein synthesis through mTOR activation, decreasing the rate of protein degradation, and promoting recovery.†
 - **BIG MAX** delivers over 7 grams of naturally occurring glutamine per serving. Glutamine supports anabolic weight gain of lean muscle mass.†
- (cont'd on p.2)

YOUR ASSURANCE OF QUALITY®



MANUFACTURED IN THE USA USING DOMESTIC & INTERNATIONAL INGREDIENTS

† 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.



PRODUCT DATA SHEET

P.2

Size: 12 LBS (5.45 KG) | Serving Size: 6 Scoops (334 g) | Servings Per Container: 16

Flavors: Chocolate Cake, Vanilla Ice Cream

CHOCOLATE CAKE

Supplement Facts

Serving Size: Six (6) Scoops (334 g)
Servings Per Container: 16 (Approx.)

	Amount Per Serving	% DV*
Calories	1285	
Calories from Fat	120	
Total Fat	13 g	20%
Saturated Fat	9 g	45%
Trans Fat	0 g	
Cholesterol	190 mg	63%
Sodium	800 mg	33%
Potassium	1490 mg	43%
Total Carbohydrate	242 g	81%
Dietary Fiber	0 g	0%
Sugars	36 g	
Protein	50 g	100%
Vitamin A	300 IU	6%
Vitamin C	0 mg	0%
Calcium	700 mg	70%
Iron	6.3 mg	35%

*Percent Daily Values are based on a 2,000 calorie diet.

VANILLA ICE CREAM

Supplement Facts

Serving Size: Six (6) Scoops (334 g)
Servings Per Container: 16 (Approx.)

	Amount Per Serving	% DV*
Calories	1260	
Calories from Fat	25	
Total Fat	3 g	5%
Saturated Fat	1.5 g	8%
Trans Fat	0 g	
Cholesterol	125 mg	42%
Sodium	790 mg	33%
Potassium	890 mg	25%
Total Carbohydrate	258 g	86%
Dietary Fiber	0 g	0%
Sugars	42 g	
Protein	50 g	100%
Vitamin A	100 IU	2%
Vitamin C	0 mg	0%
Calcium	700 mg	70%
Iron	0.7 mg	4%

*Percent Daily Values are based on a 2,000 calorie diet.

Directions: Gradually add 6 scoops (334 g) in 16 – 32 oz. cold water, or non-fat or low-fat milk in a large (32 oz.) shaker cup or blender with continuous mixing for 45-60 seconds. Vary the amount of liquid to achieve desired consistency. Use up to 2 – 3 times per day: Mid-Morning, Pre-Workout (1 to 1.5 hours before training), and immediately following training as an excellent concentrated high protein/high carbohydrate gainer.

Ingredients (Chocolate Cake):

Maltodextrin, Whey Protein Concentrate, Whole Milk Solids, Evaporated Cane Juice, Dutch Cocoa, Natural Flavors, Monk Fruit (Luo Han Guo), Natural Sweet Cream Flavor, Sodium Chloride (Salt).

Ingredients (Vanilla Ice Cream):

Maltodextrin, Whey Protein Concentrate, Whole Milk Solids, Evaporated Cane Juice, Natural Flavors, Monk Fruit (Luo Han Guo), Sodium Chloride (Salt).

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

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. Consult a physician before using this product if you are pregnant, nursing, trying to conceive, under the age of 18, have a known medical condition or suspected medical condition(s), and taking prescription or OTC medications. Do not use this product for weight reduction.

KEEP OUT OF REACH OF CHILDREN. STORE IN A COOL, DRY PLACE AWAY FROM MOISTURE, SUNLIGHT AND EXCESS HEAT. ALWAYS KEEP TIGHTLY SEALED.

TARGET MARKET

Primary: Individuals looking for an ultra-premium, high protein and high carbohydrate powder for mass gaining requirements.

Secondary: Individuals needing to increase their caloric intake due to illness or other diseases causing drops in body weight and lean mass.

RECOMMENDED STACK

- **Vit-Acell**
- **LiquiCarn**

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TYPICAL AMINO ACID DOSE PER SERVING

AMINO ACID	g/334g SERVING
Alanine	2.28g
Arginine	1.31g
Aspartic Acid	4.99g
Cystine/Cysteine	1.08g
Glutamine	7.25g
Glycine	0.95g
Histidine*	1.10g
Isoleucine***	3.07g
Leucine***	5.33g
Lysine*	4.41g
Methionine*	1.85g
Phenylalanine*	1.35g
Proline	3.20g
Serine	2.44g
Threonine*	3.10g
Tryptophan*	0.88g
Tyrosine	1.80g
Valine***	2.95g

** Branched-Chain Amino Acid
* Essential Amino Acid – an amino acid that cannot be made by the body

Calories, Protein and Carbohydrates Per Scoop of BIG MAX

SCOOPS	CALORIES (Approx)	PROTEIN (G)	CARBOHYDRATES (G) (Approx)
1	212	8	42
2	424	17	83
3	635	25	125
4	847	33	167
6	1270	50	250

The following is the recommended servings based on weight for healthy individuals

BODY WEIGHT	SCOOPS PER SERVING (G)
<150 LBS.	2 SCOOPS (111 G)
150-200 LBS.	4 SCOOPS (223 G)
200+ LBS.	6 SCOOPS (334 G)

KEY MESSAGES – (cont'd from p.1)

- Good source of calcium.
- Made with natural ingredients.
- Highest quality ingredients.
- No artificial sweeteners, flavors, or colors.
- No trans fats.
- Gluten-free.
- Delicious and satisfying flavors!



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