



Product Data Sheet

ANABOLIC WEIGHT GAINER

POWERMAX 1000

53g
OF PROTEIN
PER SERVING!

Powermax 1000 is a professional strength mass gainer for individuals needing nutrient dense high protein and high calories to maximize lean muscle mass gains, for hard gainers or for those requiring extra calories to support a high metabolic rate. To gain mass you need lots of concentrated calories to complement your demanding training program. **Powermax 1000** is your solution to support total protein, amino acid and nitrogen requirements delivering high quality, multi-fractional whey proteins with Aminogen® in addition to full spectrum, multi-molecular weight carbohydrates and essential and healthy fats. **Powermax 1000** will not only satisfy your caloric and metabolic requirements, but also your taste demands.

Powermax 1000 is packed with 53 grams of multi-fractional proteins derived from whey protein isolates (WPI), whey protein concentrates (WPC) and whole milk solids (WMS) per serving mixed with water. Mixed in 16 fl oz of 2% milk, the protein increases to a whopping 73 grams per serving. The three sources of synergistic proteins are designed to optimize positive nitrogen balance and promote lean muscle mass gains. 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. 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 is 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 and supports muscle development (myogenesis).

Powermax 1000 provides a rich source of naturally occurring glutamine. Glutamine is considered a "workhorse" amino acid and the most abundant amino acid in skeletal muscle. 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.

To maximize the absorption of amino acids from whey proteins in **Powermax 1000**, Aminogen® has been added. Aminogen® is a naturally derived patented plant enzyme ingredient. Clinical studies have shown that Aminogen® triples the rate of whey protein absorption. Aminogen® raises plasma amino acids over 100%, boosts nitrogen retention by 32% and increases BCAAs over 250% compared to controls!

Each serving of **Powermax 1000** delivers 153 grams of multi-source carbohydrates with rapid to extended absorption rates including, brown rice solids, maltodextrin and fructose. Brown rice solids contains complex carbohydrates along with protein. Maltodextrin is an intermediate molecular weight and fructose with the lowest molecular weight. **Powermax 1000** provides the ideal forms and amounts of carbohydrates to pack glycogen in muscles for maximum weight gain along with providing 7 grams of fiber per serving to support intestinal health. **Powermax 1000** is formulated with medium-chain triglycerides (MCTs). MCTs are a unique form of fat containing a medium number (6 to 12) of carbons within their fatty acid ester chain attached to glycerol. MCTs are beneficial in their ability to be rapidly absorbed by the body and quickly metabolized for energy by muscles and other organs in addition to sparing muscle glycogen. Most important, due to their accelerated metabolism for energy during exercise, they are not stored as fat.

(cont'd on p. 2)

Your assurance of quality®

210 W. Taft Ave. • Orange, California 92865 • 714.456.0700 • 714.456.0727 fax

www.maxmuscle.com



Size: Net Wt. 8 lbs (3.63kg)

Serving Size: 233.5 g (4 Scoops)

Servings Per Container: 15

Flavors: Chocolate and Vanilla

KEY FEATURES

- Scientifically Designed to Stimulate Positive Anabolic Response.†
- Comprehensive Formula Containing Aminogen®, Whey Protein Isolate, Glutamine, BCAAs, MCTs & More!
- Supports mTOR Signalling Pathway for Muscle Growth.†
- Activates Protein Synthesis Myogenesis.†

KEY MESSAGES

- Calorically dense high protein and high carbohydrate formula to support maximum muscle growth.†
- Combines a blend of ultra-premium whey protein isolates, whey protein concentrates and whole milk solids to ensure optimal nitrogen balance for healthy weight and lean muscle mass gain.†
- Packed with 53 grams of multi-fractional proteins per serving (mixed with water).
- Delivers over 1,000 calories and 73 grams protein per serving (mixed with 2% milk).
- Powered by Aminogen® clinically proven to triple the rate of whey protein absorption, significantly increasing plasma amino acid levels by 100%, BCAA levels by 250% and nitrogen retention by 32%.
- Provides full-spectrum molecular weight carbohydrates from brown rice solids, maltodextrin and fructose yielding rapid, intermediate and slow energy to fuel and energize the muscle and tissues.†
- Rich in naturally occurring essential amino acids, branched-chain amino acids (BCAAs), and glutamine.
- Enhanced with Medium Chain Triglycerides (MCTs). MCTs are beneficial in their ability to be rapidly absorbed by the body and quickly metabolized for energy by muscles and other organs in addition to sparing muscle glycogen.
- All natural formula.
- Good source of fiber to support intestinal health.†
- No artificial sweeteners, flavors, or colors.
- Does not contain gluten. Safe for patients with Celiac Disease.
- Instantized for rapid mixing to be able to ingest calories immediately.

(cont'd on p. 2)

Size: Net Wt. 8 lbs (3.63kg)
Serving Size: 233.5 g (4 Scoops)
Servings Per Container: 15
Flavors: Chocolate and Vanilla

(cont'd from p. 1)

Use **Powermax 1000** up to 3 times per day. Don't go more than 2.5 hrs without a high quality protein shake to support nitrogen balance and keep yourself in a positive anabolic state. Continuous flow of calories, protein, carbohydrates and fats to saturate your muscles and body with calories.

Powermax 1000 was developed to exceed your expectations as the best gainer available in the marketplace!

Powermax 1000 Highlights:

- ✓ Nutrient dense high protein, high carbohydrate weight gainer.
- ✓ Highest quality ingredients.
- ✓ Over 53 grams of high quality protein per serving (mixed with water).
- ✓ Over 1,000 calories and 73 grams protein per serving (mixed with 2% milk).
- ✓ Powered by Aminogen® clinically proven to triple the rate of whey protein absorption.
- ✓ Rich in naturally occurring essential amino acids, branched-chain amino acids (BCAAs), and glutamine.
- ✓ Enhanced with Medium Chain Triglycerides (MCTs).
- ✓ All natural formula.
- ✓ Good source of fiber.
- ✓ No artificial sweeteners, flavors, or colors.
- ✓ Delicious taste!

(cont'd from p. 1)

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.

RECOMMENDED STACK

- Vit-Acell
- Essential Omega
- Max Gluta Matrix
- Cx3

Key References

1. Ziegenfuss TN, Landis J. Protein. In: Antonio J, Kalman D, Stout JR, Greenwood M, Willoughby DS, Haff, GG, eds. Essentials of Sports Nutrition and Supplements. Totowa, NJ: Humana Press, a part of Spring Science+Business Media, LLC, 2008:251-266.
2. Dragan I, Vasiliu A, Georgescu E. Effects of increased supply of protein on elite weight-lifters. In: Galesloot TE, Tinbergen BJ, eds. Milk Proteins '84. Wageningen, The Netherlands: Pudoc, 1985:99-103.
3. Tipton KD, Elliott TA, Cree MG, et al. Ingestion of casein and whey protein results in muscle anabolism after resistance exercise. Med Sci Sports Exerc. 2004;36:2073-81.
4. Howarth KR, Moreau NA, Phillips SM, Gibala MJ. Coingestion of protein with carbohydrate during recovery from endurance exercise stimulates skeletal muscle protein synthesis in humans. J Appl Physiol. 2009;106:1394-402.
5. Hulmi JJ, Lockwood CM, Stout JR. Effects of protein/essential amino acids and resistance training on skeletal muscle hypertrophy: A case for whey protein. Nutr Metab (Lond). 2010;7:51.
6. Kreider RB, Campbell B. Protein for exercise and recovery. Phys Sportsmed. 2009;37:13-21.
7. Moore DR, Atherton PJ, Rennie MJ, Tornopolsky MA, Phillips SM. Resistance exercise enhances mTOR and MAPK signaling in human muscle over that seen at rest after bolus protein ingestion. Acta Physiol (Oxf). 2011;201:365-72.
8. Hayes A, Cribb PJ. Effect of whey protein isolate on strength, body composition and muscle hypertrophy during resistance training. Curr Opin Clin Nutr Metab Care. 2008;11:40-4.
9. Ivy JL, Goforth Jr HW, Damon BM, et al. Early postexercise muscle glycogen recovery is enhanced with a carbohydrate-protein supplement. J Appl Physiol 2002;93:1337-44.
10. Zawadzki KM, Yaspelkis BB 3d, Ivy JL. Carbohydrate-protein complex increases the rate of muscle glycogen storage after exercise. J Appl Physiol 1992;72:1854-59.
11. Hulmi JJ, Tannerstedt J, Selanne H, et al. Resistance exercise with whey protein ingestion affects mTOR signaling pathway and myostatin in men. J Appl Physiol. 2009;106:1720-9.
12. Cribb PJ, Hayes A. Effects of supplement timing and resistance exercise on skeletal muscle hypertrophy. Med Sci Sports Exerc 2006; 38:1918-2.
13. Blomstrand E, Eliasson J, Karlsson HK, Kohnke R. Branched-chain amino acids activate key enzymes in protein synthesis after physical exercise. J Nutr. 2006;136:269S-73S.
14. Oben J, Kothari SC, Anderson JL. An open label study to determine the effects of an oral proteolytic enzyme system on whey protein concentrate metabolism in healthy males. J Int Soc Sports Nutr. 2008;Jul;24:5:10.
15. Beming JR. The role of medium-chain triglycerides in exercise. Int J Sport Nutr. 1996;6:121-33.

AMINOGEN® Aminogen® is a Registered Trademark of Triarco, Inc. Aminogen® is protected by patent No. 5,387,422.

† 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.

CHOCOLATE

Supplement Facts

Serving Size: 233.5 g (4 Scoops) Servings Per Container: Approx. 15

Amount Per Serving	16 oz. Water	%Daily Value*	16 oz. Milk (2%)	%Daily Value*
Calories	920		1160	
Calories from Fat	100		190	
Total Fat	11 g	17%	21 g	32%
Saturated Fat	9 g	43%	15 g	75%
Trans Fat	0 g	**	0 g	0%
Cholesterol	172 mg	57%	222 mg	74%
Sodium	680 mg	28%	980 mg	41%
Potassium	538 mg	4%	1290 mg	37%
Total Carbohydrate	153 g	51%	179 g	60%
Dietary Fiber	7 g	29%	7 g	29%
Sugars	57 g	**	83 g	**
Protein	53 g	106%	73 g	146%
Vitamin A		4%		24%
Vitamin C		0%		8%
Calcium		45%		115%
Iron		8%		8%

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

Directions: Gradually add 4 (four) scoops (233.5 g) in 16 – 20 oz. cold water, milk, fruit juice, or your favorite beverage in a shaker cup or blender with continuous mixing. To increase calories add a banana, peanut butter, almonds, etc. 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): Maltodextrin, Whey Protein Concentrate, Fructose, Brown Rice Solids, Whole Milk Solids, Cocoa, Medium Chain Triglycerides, Whey Protein Isolate, Sunflower Oil Powder, Natural Chocolate Flavor, Natural Vanilla Bean Flavor, Sodium Chloride (Salt), Lecithin, Aminogen®, Lactase.

VANILLA

Supplement Facts

Serving Size: 233.5 g (4 Scoops) Servings Per Container: Approx. 15

Amount Per Serving	16 oz. Water	%Daily Value*	16 oz. Milk (2%)	%Daily Value*
Calories	920		1160	
Calories from Fat	100		190	
Total Fat	11 g	17%	21 g	32%
Saturated Fat	9 g	43%	15 g	75%
Trans Fat	0 g	**	0 g	**
Cholesterol	180 mg	60%	230 mg	77%
Sodium	680 mg	28%	980 mg	41%
Potassium	538 mg	4%	1290 mg	37%
Total Carbohydrate	153 g	51%	179 g	60%
Dietary Fiber	7 g	29%	7 g	29%
Sugars	57 g	**	83 g	**
Protein	53 g	106%	73 g	146%
Vitamin A		4%		24%
Vitamin C		0%		8%
Calcium		45%		115%
Iron		8%		8%

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

Directions: Gradually add 4 (four) scoops (233.5 g) in 16 – 20 oz. cold water, milk, fruit juice, or your favorite beverage in a shaker cup or blender with continuous mixing. To increase calories add a banana, peanut butter, almonds, etc. 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 (Vanilla): Maltodextrin, Whey Protein Concentrate, Fructose, Brown Rice Solids, Whole Milk Solids, Medium Chain Triglycerides, Natural Vanilla Bean Flavor, Whey Protein Isolate, Sunflower Oil Powder, Natural Vanilla Flavor, Natural Coconut Cream Flavor, Sodium Chloride (Salt), Lecithin, Aminogen®, Lactase.

ALLERGY INFORMATION: Contains Whey Protein (Milk) and Soy (Lecithin). Manufactured in a facility that processes milk, soy, shellfish, egg, peanuts and other tree nuts, and wheat.

Notice: Use this product as a food supplement only. Do not use for weight reduction.

KEEP OUT OF REACH OF CHILDREN.

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

To report a serious adverse event, contact:
Max Muscle Sports Nutrition
 210 W. Taft Ave., Orange CA 92865
 www.maxmuscle.com

