As the newest addition to the Extreme Series, Max Muscle Sports Nutrition is proud to introduce **Iso-Extreme Advanced Whey Protein Isolate**. This great tasting Whey Protein Isolate supplement contains the highest concentrated percentage of whey polypeptides available (over 90% pure) manufactured by a cross-flow ultrafiltration and advanced microfiltration process. **Iso-Extreme** provides 30 grams of protein per serving with very little fat and lactose! The Product Development Team at MMSN has specialized in high quality protein supplements for over a decade, and **Iso-Extreme** takes it to the next level. Whey Protein Isolates contain a superior amino acid profile, highly soluble in liquids and has a rapid absorption rate. In fact, since the protein is already pre-digested and primarily in the peptide form, absorption would usually take less than 2 hours after ingestion.**Iso-Extreme** is ideal for both pre- and post-workouts or during the day to be assured a continuous and adequate amount of amino acids.**Iso-Extreme** mixes easily and comes in three great flavors.

Whey Protein Isolate is uniquely rich in certain amino acids, particularly the branched-chain amino acids (BCAAs), leucine, valine and isoleucine which are readily oxidized as an energy source during stress and may help delay fatigue during endurance exercise. MMSN’s **Iso-Extreme** Advanced Whey Protein Isolate also contains bioactive precursors for the production of intracellular glutathione, a powerful antioxidant and detoxifying agent.

Please read all warnings and directions before taking this product.
DIRECTIONS: Mix two level scoops (approximately 40 g) with 10-12 ounces of water or juice. Shake or stir slowly to avoid excessive foaming. Try adding more or less water to adjust sweetness. Suggested use immediately before and/or after your workout preferably without food. Do not exceed 5 servings per day.

INGREDIENTS: Microfiltered Whey Protein Isolate, Fructose, Citric Acid, Ascorbic Acid, Natural and Artificial Flavors (including FD & C Red No. 40, Yellow No. 5 & No. 6, and Blue No. 1), Acesulfame Potassium, and Sucralose Sweetener.

ALLERGY INFORMATION: Contains whey protein (derived from milk). Manufactured in a facility that processes milk, soy, shellfish, egg, tree nuts and wheat.

KEEP OUT OF REACH OF CHILDREN.

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

WARNING: Very low calorie protein diets (below 400 calories per day) may cause serious illness or death. Consult a physician before starting any diet or exercise program.

KEY MESSAGES (Continued from Page 1)

- Contains bioactive precursors for the intracellular production of the powerful antioxidant glutathione for immune support and detoxification.
- Virtually fat free – ideal for those wishing to eliminate as much fat from their diets as possible.
- Virtually lactose free – for extra-sensitive individuals.
- Contains vitamin C and calcium.

TARGET MARKET

Primary: Men and Women seeking a superior whey protein isolate to supplement their diet and for improved recovery from exercise.

Secondary: Those who want a high quality whey protein isolate that is quickly absorbed and for immune support.

RECOMMENDED STACK

- Vit-Acell
- Max Complete
- Max Glutamine
- SuppreX
- Max TriBuStak
- Full Blown Extreme
- ThermXX
- EnerX
- Max EFA
- Max Anabol
- Gluta-Matrix
- Max MRP