



## Product Data Sheet

# Iso-Extreme



## ADVANCED WHEY PROTEIN ISOLATE



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.

**Size:** 2.5 Lbs. (1.135 kg)

**Serving Size:** Two (2) Scoops (Approx. 40g)

**Servings Per Container:** Approx. Twenty-Eight (28)

**Flavor:** Extreme Berry Blast, Extreme Blue Ice, Extreme Tropical Punch, Extreme Orange Crush

### KEY FEATURES

- Utilization of Rapid Response Technology Whey Protein Isolate for quality and purity and mixes instantly.†
- Provides 30 grams of superior quality per serving†
- Provides the highest concentration of whey polypeptides available per serving.†
- Uniquely rich in the BCAAs and glutamic acid.†

### KEY MESSAGES

- Whey Protein Isolate utilizing Rapid Response Technology in purification by cross-flow ultrafiltration and advanced microfiltration process that is up to 99% non-denatured and the retention of important sub-fractions in their natural ratios.†
- Rapid Response Technology in the manufacturing of this whey protein isolate results in higher surface area allowing for instant mixing and a more rapidly digested protein compared to other protein sources.†
- A superior form of protein to support maximum protein synthesis (anabolism).†
- The whey protein isolate used in Iso-Extreme contains 92% protein (dry weight basis).†
- A complete protein containing all the essential amino acids and one of the highest protein digestibility-corrected amino acid scores (PDCAAS; a measure of protein bioavailability).†

(cont'd on p.2)

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## Supplement Facts

Serving Size: Two (2) Scoops (Approx. 40g) Servings Per Container: Twenty Eight (28)

	Amount Per Serving	%DV*
Calories Per Serving:	143	
Calories from Fat:	0	
Total Fat	0.3g	0%
Saturated Fat	0g	0%
Trans Fat	0g	0%
Cholesterol	0g	0%
Sodium	5mg	0%
Potassium	150mg	4%
Total Carbohydrate	5g	2%
Sugars	4g	**
Fiber	0g	0%
Protein	30g	60%
Vitamin A	0%	
Vitamin C	250%	
Calcium	17%	
Iron	1%	

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

\*\*Daily value not established.

**Ingredients (Extreme Berry Blast):** Microfiltered Whey Protein Isolate, Fructose, Citric Acid, Ascorbic Acid, Natural and Artificial Flavors (including FD & C Red No. 40 and Blue No. 1), Acesulfame Potassium, and Sucralose Sweetener.

**Ingredients (Extreme Blue Ice):** Microfiltered Whey Protein Isolate, Fructose, Citric Acid, Ascorbic Acid, Natural and Artificial Flavors (including FD & C Blue No. 1), Acesulfame Potassium, and Sucralose Sweetener.

**Ingredients (Extreme Tropical Punch):** 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.

**Ingredients (Extreme Orange Crush):** Microfiltered Whey Protein Isolate, Fructose, Citric Acid, Ascorbic Acid, Natural and Artificial Flavors (including FD & C Red No. 40, Yellow No. 5 & No. 6), Acesulfame Potassium, and Sucralose Sweetener.

**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.

**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 (cont'd from p.1)

- Uniquely rich (approximately 26%) in the branched-chain amino acids (BCAAs) leucine, valine and isoleucine which are readily oxidized as an energy source during intense exercise and stimulates protein synthesis (anabolism). †
- 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
- Max EFA
- Max Anabol
- Max TribuStak
- Gluta-Matrix
- Full Blown Extreme

## Key References

1. Fanfield MM, Trenery C, Carey KA, Cameron-Smith D. Plasma amino acid response after ingestion of different whey protein fractions. *Int J Food Sci Nutr* 2008;May 8:1-11.
2. 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.
3. Buckley JD, Thomson RL, Coates AM, et al. Supplementation with a whey protein hydrolysate enhances recovery of muscle force-generating capacity following eccentric exercise. *J Sci Med Sport* 2008;Sep 1.
4. 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 Jan;11:40-4.
5. Cribb PJ, Williams AD, Carey MF, Hayes A. The effect of whey protein isolate and resistance training on strength, body composition, and plasma glutamine. *Int J Sport Nutr Exerc Metab* 2006 Oct;16:494-509.

To report a serious adverse event, contact:

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† 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.