

**What Makes Gold Series 100% Whey Protein Advanced the New Gold Standard?**

By using whey protein isolate as our leading protein source, Gold Series 100% Whey Protein Advanced delivers a fast-acting, lean-muscle-building protein with fewer impurities.\*^ This formula provides naturally occurring BCAA (branched chain amino acids) in addition to key enzymes and vital nutrients, without the high levels of cholesterol, sodium and fat that some proteins offer. We demand superior quality every step of the way, and that's exactly what makes Gold Series 100% Whey Protein Advanced the new gold standard.

**The New Gold Standard**

- ✓ **Fast-Acting Whey Protein Isolate is the Leading Protein Source**
- ✓ **24g of Protein Per Serving**
- ✓ **Includes Ultra-Filtered Whey & Hydrolyzed Peptides for Less Cholesterol, Fat & Carbohydrates**
- ✓ **5.5g BCAA Per Serving**
- ✓ **4g Glutamine & Glutamic Acid Precursors Per Serving**
- ✓ **Contains 100mg Digestive Enzymes Aminogen® & Lactase**
- ✓ **Mixes Instantly & Tastes Amazing**



KEEP OUT OF REACH OF CHILDREN.  
Store in a cool, dry place.

For More Information:  
1-888-462-2548

**SHOP NOW @ GNC.COM**

Distributed by:  
General Nutrition Corporation  
Pittsburgh, PA 15222 USA



**GOLD SERIES  
100% WHEY  
PROTEIN  
ADVANCED**



- Formulated with Fast-Acting Whey Isolate & Hydrolysate Plus Micro & Ultra-Filtered Protein to Support Lean Muscle\*\*
- Superior Recovery Fuel After Intense Training\*
- 100mg Digestive Enzymes Including Aminogen® & Lactase for Enhanced Nutrient Breakdown

**24G** PROTEIN | **5.5G** BCAA | **2G** CARBS | **4G** GLUTAMINE & GLUTAMIC ACID



DIETARY SUPPLEMENT

Net Wt 4.94 lb  
(79.10 oz) 2242.5 g

**DELICIOUS STRAWBERRY**

NATURAL + ARTIFICIAL FLAVORS

CODE 414677

**DIRECTIONS:** As a dietary supplement, Gold Series 100% Whey Protein Advanced instantly mixes with your favorite beverage. Just simply stir, shake or blend 1 scoop (29.9 g) with 6-8 fl. oz. of cold water, milk or a beverage of your choice. For maximum results, take 1-2 scoops 2-3 times daily.

**Supplement Facts**

Amount Per Serving	%Daily Value
Calories	110
Total Fat	1 g 1%†
Saturated Fat	0.5 g 3%†
Cholesterol	40 mg 13%
Total Carbohydrate	2 g <1%†
Total Sugars	1 g *
Protein	24 g
Calcium	150 mg 12%
Sodium	55 mg 2%
Potassium	145 mg 3%
Enzyme Blend (Protease Aminogen®, Lactase)	100 mg *

† Percent Daily Values based upon a 2,000 calorie diet.  
\* Daily Value not established.

**OTHER INGREDIENTS:** Whey Protein Blend (Whey Protein Isolate, Whey Protein Concentrate, Whey Protein Hydrolysate), Xanthan Gum, Natural & Artificial Flavors, Lecithin, Sucralose, Acesulfame Potassium, FD&C Red #40.

**CONTAINS:** Milk and Soybeans.

**NOTICE:** Significant product settling may occur.

Aminogen® is a registered trademark of Innophos Nutrition, Inc.



Products bearing this logo have been tested for banned substances by LGC Science, Inc., a world-class anti-doping lab. \*Product was tested for over 145 banned substances on the 2017 World Anti-Doping Agency (WADA) Prohibited List via LGC skip lot testing protocol #ICP0307. See gnc.com for more information.

^When used in conjunction with an exercise program.

ESG

*Typical Amounts of Key Amino Acids Per 1 Scoop Serving to Support Optimal Muscle Growth and Development\*\**

11g of Essential Amino Acids	8g of Conditionally Essential Amino Acids	5g of Non-Essential Amino Acids
LEUCINE†	GLUTAMINE & GLUTAMIC ACID	ASPARTIC ACID
LYSINE	PROLINE	ALANINE
THREONINE	TYROSINE	SERINE
ISOLEUCINE†	ARGININE	GLYCINE
VALINE†	CYSTINE	† Total BCAA 5.5 g
PHENYLALANINE	HISTIDINE	
METHIONINE		
TRYPTOPHAN		

**Mixing Directions & Tips**

- STR** Simply add 1 scoop to 6-8 oz of cold water in a glass and stir with a spoon for 20 seconds. Add fat-free milk, flavored almond milk or soy milk for a quick and delicious snack.
- SHAKE** Combine 1 scoop with 6-8 oz of cold water, milk or your favorite beverage in a shaker cup.
- BLEND** Combine 1 scoop with 6-8 oz of cold water to make a delicious smoothie adding fruits, juices, peanut butter or yogurt.
- TIPS**
  1. Mix powder in your oatmeal, yogurt or favorite food. Simply adjust the recommended liquid for each individual recipe.
  2. To achieve a higher protein level, you may use 2 scoops with each recipe above. Simply adjust the recommended liquid for each individual recipe.

\*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.

**Printers note: This color represents a non-printed area for a window.**

**GNC LIVE WELL**  
300 Sixth Avenue #2  
Pittsburgh, PA 15222  
Round: RELEASE -- ML  
Revise Date: 6/29/17  
File name: 414677\_000000\_GoldSeriesWheyProteinAdvanced\_Sleeve.eps  
Application: Adobe Illustrator CC

**Color Palette**  
6 Spot Colors

Black	Special Silver	Special Gold
PMS 186	PMS 190	PMS 432

COLORS ARE COMPUTER SIMULATED AND ARE NOT FOR COLOR MATCHING. Varnishes/Coatings may not be included in color palette specifications. Refer to print specifications.

Contact: Jeff Scott at GNC, 412.338.8918 or Email: jeffrey-scott@gnc-hq.com

Supplier is responsible for checking files for accuracy in:

- measurements
- print tolerance requirements
- registration
- construction of artwork

\* Changes made to suit production requirements must be approved by GNC.  
\* Proofs and copy changes must be sent to GNCPackaging@gnc-hq.com for review.

Artwork is set up at 100%

DIELINE # FILENAME:	18672 Nutrivo_1.9_Gallon	DATE: ROUND NO.	1/7/14 1	DIE DESCRIPTION	Clear Substrate
OVERALL DIMENSIONS:	668mm x 290mm	APPROVALS	Initials Date	Die Lines	Ink Limits
		Designer	NL 1/7/14	Fold Lines	Seam Overlap
		Engineer	BE 1/7/14	Perf Lines	
				Wrap Lines	
				Ink Limits	
				Copy Limits	

