



**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, carbs 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<sup>^^\*</sup>
- Superior Recovery Fuel After Intense Training\*
- 100mg Digestive Enzymes Including Aminogen® & Lactase for Enhanced Nutrient Breakdown

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



**SALTED CARAMEL**  
 NATURAL + ARTIFICIAL FLAVORS

DIETARY SUPPLEMENT  
 Net Wt 33.33 oz  
 (2.08 lb) 945 g



CODE 414793  
 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 (31.5 g) with 6-8 fl. oz. of cold water or a beverage of your choice. For maximum results, take 1-2 scoops 2-3 times daily.

**Supplement Facts**

Serving Size One Scoop (31.5 g)  
 Servings Per Container 30

Amount Per Serving	%Daily Value
Calories	120
Total Fat	1 g 1%†
Cholesterol	35 mg 12%
Total Carbohydrate	4 g 1%†
Dietary Fiber	1 g 4%†
Total Sugars	1 g
Protein	24 g
Calcium	165 mg 13%
Sodium	250 mg 11%
Potassium	170 mg 4%
Enzyme Blend (Protease Aminogen®, Lactase)	100 mg

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

**OTHER INGREDIENTS:** Protein Blend (Whey Protein Isolate, Whey Protein Concentrate, Whey Protein Hydrolysate), Natural & Artificial Flavors, Lecithin, Salt, Xanthan Gum, Sucralose, Acesulfame Potassium.  
**CONTAINS:** Milk and Soybeans.  
**WARNING:** Consult your physician prior to using this product if you are pregnant, nursing, taking medication, or have a medical condition. Discontinue use two weeks prior to surgery.  
**NOTICE:** Use this product as a food supplement only. Do not use for weight reduction. 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 2018 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.

ETG **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 Suggestions & 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.
- BLENDED** 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.

DELINE # 18903 FILENAME: NUTRIVO_3300ccBottle	DATE: 1/19/15 ROUND NO. 1	<b>DIE DESCRIPTION</b> Die Lines _____ Fold Lines _____ Perf Lines _____ Wrap Lines _____ Ink Limits _____ Copy Limits _____
APPROVALS Initials Date Designer TD 1/19/15 Engineer BE 1/19/15	Clear Substrate _____ Ink Limits _____ Ideal Copy Area _____ Seam Overlap _____	
OVERALL DIMENSIONS: <b>499mm x 208mm</b>		



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

**GNC LIVE WELL**  
 300 Sixth Avenue #2  
 Pittsburgh, PA 15222  
 Round: RELEASE - AP  
 Revise Date: 5/24/18  
 File name: 414793\_000000\_GoldWheyProtein Advanced\_Sleeve.eps  
 Application: Adobe Illustrator CC  
 Artwork is set up at 100%

**Color Palette**  
 6 Spot Colors

Black	Special Silver	Special Gold
PMS 186	PMS 2995	PMS 432

**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.

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

All KO text at least 6 point for flexo KO minimums.