



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

The premium formulation of Amplified Gold 100% Whey Protein Advanced begins with the very first ingredient listed on the label – Whey Protein Isolate (WPI). By using WPI as our leading protein source, we're able to pack 24 grams of our fastest acting lean muscle-building protein and filter out impurities to provide you with clean performance fuel that has significantly less cholesterol, sodium and fat levels. We know that every ingredient counts – that's exactly why this amazing-tasting performance fuel has up to 38% more branched chain amino acids, plus key enzymes and vital nutrients to maximize amino acid absorption. We demand superior quality every step of the way, and that's exactly what makes Amplified Gold 100% Whey Protein Advanced the new gold standard.

The Proof is in the Protein, and Then Some...

- Think ordinary whey protein is good enough? Think again. Amplified Gold 100% Whey Protein Advanced serves as proof that our top priority is delivering you amazing-tasting, advanced performance solutions.
- 24g Cross-Flow, Ultra and Micro-Filtered Whey Isolate Complex for fast-acting premium performance protein with significantly less cholesterol, sodium and fat levels.
 - Higher Protein Percentage (24 grams of protein, 81% protein by weight) to maximize lean muscle during the critical post-workout window.
 - Ultra-Filtered Whey Protein Concentrate that goes through a 10-step ultra-filtration process to deliver you super-clean recovery fuel.
 - Hydrolyzed Whey Peptides for superior absorption and nutrient uptake.
 - 5.5g Branched Chain Amino Acids for advanced recovery and performance.
 - 4g Glutamine and Glutamine Precursors to maximize muscle recovery with this vital amino acid that is important for hydrating and fueling muscle cells, plus maintaining proper absorptive function in the digestive system.
 - 100mg Digestive Enzymes with Aminogen® and Lactase that work to improve nutrient breakdown.

Who Can Benefit from Taking Amplified Gold 100% Whey Protein Advanced?

Anyone who is training or exercising regularly and looking for a delicious-tasting, fast-absorbing quality protein to help meet protein needs can benefit from Amplified Gold 100% Whey Protein Advanced.

Supercharge Your Results!

Simply add one or more GNC Accelerator Series™ booster to Amplified Gold 100% Whey Protein Advanced and create the ultimate recipe for success:

- + GNC Accelerator Series™ Leucine = The ultimate muscle-building shake to provide a 400% increase in insulin for maximum macronutrient uptake post workout.*
- + GNC Accelerator Series™ Glutamine = Supercharged recovery power to further protect lean muscle mass and reduce oxidative stress.
- + GNC Accelerator Series™ Creatine = Increased strength and performance power, plus adds optimal AOX protection to this amazing-tasting protein.



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



AMPLIFIED GOLD
100% WHEY
PROTEIN
ADVANCED

- Packed with 24g Fast-Acting Whey Isolate & Hydrolysate + Micro & Ultra-Filtered Protein to Support Lean Muscle
- Each Scoop Delivers Over 5.5g BCAA + 4g Glutamine & Glutamine Precursors for Superior Recovery Fuel After Intense Training
- 100mg Digestive Enzymes Including Aminogen® & Lactase for Enhanced Nutrient Breakdown

24g PROTEIN | 5.5g BCAA | 4g GLUTAMINE | 2g CARBS | 75 SERVINGS

CLINICALLY RESEARCHED

VANILLA ICE CREAM

NATURAL + ARTIFICIAL FLAVORS

Net Wt. 4.9 lbs (78.57 oz) 2227.5 g



CODE 414753

BPG

DIRECTIONS: Amplified Gold 100% Whey Protein Advanced instantly mixes with your favorite beverage. Just simply stir, shake or blend 1 scoop (29.7 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.

Nutrition Facts

Serving Size One Scoop (29.7 g)
Servings Per Container 75

Amount Per Serving	
Calories	110
Calories from Fat	10

	% Daily Value†
Total Fat 1 g	2%
Saturated Fat 0.5 g	3%
Trans Fat 0 g	
Cholesterol 40 mg	13%
Sodium 50 mg	2%
Potassium 140 mg	4%
Total Carbohydrate 2 g	1%
Dietary Fiber 0 g	
Sugars 1 g	
Protein 24 g	
Vitamin A	0%
Vitamin C	0%
Calcium	10%
Iron	0%

† Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65 g	80 g
Sat. Fat	Less than	20 g	25 g
Cholesterol	Less than	300 mg	300 mg
Sodium	Less than	2400 mg	2400 mg
Potassium		3500 mg	3500 mg
Total Carbohydrate		300 g	375 g
Dietary Fiber		25 g	30 g

Calories per gram:				
Fat 9	•	Carbohydrate 4	•	Protein 4

INGREDIENTS: Whey Protein Blend (Whey Protein Isolate, Whey Protein Concentrate, Whey Protein Hydrolysate), Natural and Artificial Flavors, Lecithin, Enzyme Blend (Aminogen®, Lactase), Xanthan Gum, Sucralose, Acesulfame Potassium.

CONTAINS: Milk and Soybeans.

NOTICE: Significant product settling may occur.

Aminogen® is a registered trademark of Triarco Industries.



Products bearing this logo have been tested for banned substances by HFL Sport Science, a world-class anti-doping lab. *Product was tested for over 145 banned substances on the 2014 World Anti-Doping Agency (WADA) Prohibited List via HFL skip lot testing protocol #ICP0307. See gnc.com for more information.

*When stacked with a product containing whey protein isolate (WPI) in a randomized, double-blind, cross-over clinical trial that included 20 recreationally trained, healthy male subjects, those taking 10 grams WPI and 10 grams leucine immediately post-workout showed significant increases in plasma insulin concentration. Those taking the WPI and leucine blend showed 4 times more insulin 30 minutes post-workout compared to a placebo.

NITRO-FACTOR™

The full muscle-building potential of a GNC product is based on its total nitrogen content – so the more nitrogen a product has, the stronger it will perform. Amplified Gold 100% Whey Protein Advanced with a Nitro-Factor™ of 24 helps fuel performance and lean muscle.

TYPICAL AMINO ACID PROFILE PER SERVING			
Alanine	1178 mg	Lysine	2233 mg
Arginine	515 mg	Methionine	492 mg
Aspartate	2498 mg	Phenylalanine	718 mg
Cystine	494 mg	Proline	1480 mg
Glutamine & Glutamic Acid	4080 mg	Serine	1126 mg
Glycine	415 mg	Threonine	1602 mg
Histidine	423 mg	Tryptophan	407 mg
Isoleucine†	1595 mg	Tyrosine	683 mg
Leucine†	2571 mg	Valine†	1490 mg
TOTAL:			24000 mg

† Indicates Branched Chain Amino Acids (BCAA).

Mixing Directions & Tips

STIR 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 in a shaker cup and shake for 30 seconds. Top with fat-free whipped cream or cinnamon for an added treat.

BLEND Combine 1 scoop with 6-8 oz of cold water in a GNC On-The-Go Blender and blend for 20-30 seconds. Add 2 ice cubes and blend for another 30 seconds. For a delicious treat, add frozen fruit, peanut butter, flax seeds, chia seeds or non-fat yogurt.

TIPS
1. Use in food recipes such as pancakes, muffins, pudding or oatmeal. 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.

The New Gold Standard

- ✓ Fast-Acting Whey Protein Isolate is the Leading Protein Source
- ✓ Higher Protein Percentage (24 Grams of Protein, 81% Protein by Weight)
- ✓ Includes Ultra-Filtered Whey & Hydrolyzed Peptides for Less Cholesterol, Fat & Sodium
- ✓ More than 5.5g BCAA in Each Scoop
- ✓ Over 4g Glutamine & Glutamine Precursors per Scoop
- ✓ Contains 100mg Digestive Enzymes Aminogen® & Lactase
- ✓ Mixes Instantly & Tastes Amazing