

LOW-CARB!

ONLY 1.5g OF CARBS PER SERVING!

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STACKED WITH THE BEST WHEY PROTEINS!

Made exclusively from micro-filtered and partially hydrolyzed ion-exchange whey protein concentrates and isolates. It contains a complete array of whey protein fractions high in essential amino acids and rich in glutamine peptides giving you the right tools for muscle growth. In addition, each scoop delivers glutathione-boosting methionine and cysteine to improve your chances at better health. No question! You are holding a product that is second to no other in its class!

The Highest Concentration of Protein

You buy protein in order to get protein. But some companies offer lower prices by playing tricks on you.

- Were you aware that up to 14% of some proteins are moisture?
- Did you know that some of our competitors may use protein from foreign countries that can have up to 30% burned protein particles and no health certificates? They can still be called protein, even though they may have little or no nutritional value.
- Our **PURE WHEY™** protein supplement contains up to 33% more protein by weight than some competing brands.

No Fillers

Champion Nutrition's **PURE WHEY™** has over 80% pure whey protein. Check the competition. They range from 75%, all the way down to 60%! Sure they cost less.

No Cheap Flavors - Only the Best

Champion Nutrition® is known for making great-tasting products. Here's our secret: You can't make a great-tasting product with cheap flavors! This is where many companies save money. Our flavors come from a century-old flavor house, world-renowned for their expertise and quality.

Elite Athletes

Combine **PURE WHEY™** with **METABOLOL II™**, or **MET MAX™** to help boost IGF-1 (insulin-like growth factor) which helps your body burn fat and enhance muscle growth and protein synthesis as well as maintain positive nitrogen balance.

Fitness and Aerobic Athletes

Combine **PURE WHEY™** with **ULTRAMET™**, or **METABOLOL II™** for a perfect ultra lowfat, low-carbohydrate way to boost low-glycemic index protein intake. It's perfect for lean muscle synthesis, fat burning, dieting, and getting that ripped, muscular look for pre-contest or pre-event preparation.

Younger Athletes, Football Players and Weightlifters

If your priority is the development of weight, size, and strength, combine **PURE WHEY™** with **SUPER HEAVYWEIGHT GAINER™** or **HEAVYWEIGHT GAINER 900™**—the best-tasting, most calorically and nutrient-dense gainers available. \$

\$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.

CHAMPION NUTRITION

Low Sugar!



NO ASPARTAME NO FILLERS LOW-LACTOSE LOW-CARB

MIXES INSTANTLY!

NO BLENDER REQUIRED

Vanilla DIETARY SUPPLEMENT Net Wt. 2.2 lbs (1,000 g)

Supplement Facts

Serving Size 1 Scoop (32g)
Servings Per Container 31

	Amount Per Serving	% DV*
Calories	125	
Calories from Fat	15	
Total Fat	1.5 g	2%
Saturated Fat	1 g	5%
Trans Fat	0 g	
Cholesterol	45 mg	15%
Sodium	70 mg	3%
Potassium	145 mg	4%
Total Carbohydrate	1.5 g	<1%
Dietary Fiber	0.5 g	2%
Sugars	1 g	
Protein	26 g	52%
Calcium	140 mg	14%
Phosphorus	80 mg	8%
Magnesium	8 mg	2%

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

INGREDIENTS: Micro-filtered and ion-exchange whey protein concentrate and isolate, whey peptides, glycine, natural & artificial flavoring, acesulfame-potassium. *Contains milk and soy.*

DIRECTIONS FOR USE:

1 scoop (32 grams), in 4 to 5 ounces of cold water, provides 26 grams of ultra high-quality protein. Stack (combine) with a number of performance-specific Champion Nutrition products to increase and enhance protein intake. (see left side panel)

- 2 scoops (64 grams)**, in 8 to 10 ounces of cold water, adds a whopping 52 grams of ultra high-quality protein to your diet!
- Great in lowfat milk. Makes a delicious, creamy shake.
 - Add to hot or cold cereals, baked goods, pancake mixes, yogurt, etc., to increase your daily intake of protein.

Excellent BCAA to EAA ratio.

Total of BCAA (21.9 g) / Total of EAA (43.7 g) = 50.1%

BCAA - Branched-Chain Amino Acid EAA - Essential Amino Acid
To help keep you in positive nitrogen balance, each serving of **PURE WHEY** is packed with muscle-building "nitrogen" in the form of peptide-bonded branched-chain, essential and conditionally essential amino acids.

AMINO ACIDS in PURE WHEY™ PER 32g SERVING PER 100g WHEY PROTEIN

ESSENTIAL AMINO ACIDS (EAA):

L-Leucine (BCAA)	2.86 g	11.0 g
L-Isoleucine (BCAA)	1.53 g	5.9 g
L-Valine (BCAA)	1.30 g	5.0 g
L-Lysine	2.18 g	8.4 g
L-Threonine	1.82 g	7.0 g
L-Methionine	0.52 g	2.0 g
L-Phenylalanine	0.75 g	2.9 g
L-Tryptophan	0.39 g	1.5 g

CONDITIONALLY ESSENTIAL AMINO ACIDS:

L-Arginine	0.52 g	2.0 g
L-Histidine	0.42 g	1.6 g
L-Glutamic Acid	4.60 g	17.7 g
L-Cysteine	0.75 g	2.9 g

IN ADDITION: **PURE WHEY™** also contains excellent amounts of non-essential amino acids. Visit our website for more information.

ALLERGY WARNING: Produced in a facility that processes milk, egg, soy, peanuts, soybeans, tree nuts, wheat and crustacean shellfish derivatives.

This product is intended for human use by healthy physically active adults. If you are pregnant, lactating, under medical care, or using any medications, please consult your physician before using this or any other dietary supplement.

Contents may settle: filled by weight, not by volume.

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1-800-225-4831 MADE IN USA www.CHAMPIONNUTRITION.com

Product Code: PWV2-A 0.1:0.1:03/09



31 SERVINGS!

26 g OF PROTEIN PER SERVING

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