

**XP Advanced Myogenic Protein** (per serving)

**BCAA (Branched Chains) 10,981 mg**

- Leucine 5223 • Isoleucine 2932 • Valine 826

**GH & Nitric Oxide Stimulator 1235mg**

- Arginine 1235

**Anticatabolic & Immune Enhancers 12,000 mg**

- Glutamine (Anti-Catabolic) • Glutamic Acid
- Colostrum (Growth & Immune Factors)

**Anabolic Myofibril Core 28,775 mg**

- Alanine 2508 • Aspartic Acid 5508 • Cystine 998
- Glycine 947 • Histidine 905 • Lysine 4556
- Methionine 1072 • Phenylalanine 1225
- Proline 3182 • Serine 2511 • Threonine 3466
- Tryptophan\*\* 644 • Tyrosine 1253

**Optimized Bioactive Peptides** (Complete spectrum of low, medium and high molecular weight whey peptides).

- Beta-Lactoglobulin (~50%), the largest whey fraction, rich in BCAAs, critical for energy and muscle growth.
- Alpha-Lactalbumin (~22%), fast absorbing, easily digested, low molecular weight peptide for rapid muscle uptake.
- Glycomacropeptides (~17%), stimulates the release of CCK, a hormone that tells the brain "you're full"; helping reduce appetite.
- Immunoglobulins (~5%), helps enhance immune function.
- Bovine Serum Albumin peptides (~2%), research shows it helps boost the production of the body's primary antioxidant, glutathione.
- Lactoferrin, lactoperoxidase (~4%), helps bind iron to reduce infections and has antimicrobial properties.

**SIZES AND DELICIOUS FLAVORS**

- **Convenient, Single Serve Bottles**  
Just add water and enjoy!



- Fresh Raspberry Cream
- Dutch Chocolate Cream
- Vanilla Spice Cream

- 2.0 lbs • 6.0 lbs



**XP**  
**Advanced Myogenic Protein**

**Supplement Facts**

Serving Size: 2 rounded scoops (66g)  
Servings per container: 1, 14, 43

	Amount / Serving	%DV
Calories 262	calories from fat 36	
Total Fat	3.6g	6%
Saturated Fat	0g	0%
Trans Fat	0g	0%
Cholesterol	110mg	36%
Sodium	108mg	5%
Potassium	170mg	5%
Total Carbohydrate	6g	2%
Dietary Fiber	<1g	<1%
Sugars	3g	*
Protein	50g	100%
Vitamin A 0%	Vitamin C 0%	
Calcium 28%	Iron 0%	

\* Daily Value Not Established

**Ingredients:** XP Protein Complex (Special Micro & Ultrafiltered Whey Protein Concentrate (from milk), Whey Protein Isolate (from milk), Glutamine, Colostrum (from milk)), Natural & Artificial Flavors, Cellulose Gum, Sucralose.

Contains no aspartame, yeast, wheat, corn, egg, soy, glutens, artificial colors, starch or preservatives. Contains ingredients derived from milk.

**Suggested Use:** Mix 8 oz. of water or your favorite beverage per two rounded scoops and shake well for 30 seconds. As activity level or training intensity increases, so does the body's protein needs. To promote muscle anabolism (growth), take XP 2 to 4 times per day.

**Stacking Options:**

For accelerated fat loss: Use with **Burn Extreme AM & PM**.

For accelerated muscle growth: Use with **Test 2** and **GH**.

For improved nutrient absorption & health: Mix in one serving of **OptiZorb 3** and take with **V/M Plus**.

References: 1. Coombes, JS et al. Dose effects of oral bovine colostrum and whey supplementation on physical work capacity in cyclists. 2. Buckley, JD et al. Oral supplementation with bovine colostrum improves rowing performance in elite rowers. IOC World Congress of Sports Sciences. 1999

**TAKE THE XP CHALLENGE:**  
Try XP for 30 days and you will be absolutely convinced.

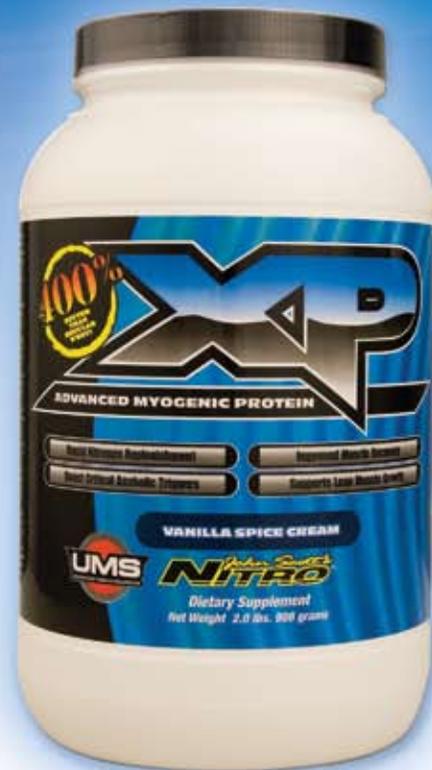
\* These statements have not been evaluated by the FDA. The product is not intended to treat, cure or prevent disease.

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**Advanced Myogenic Protein**

- Rapid Nitrogen Replenishment**
- Boost Critical Anabolic Triggers**
- Improved Muscle Recovery**
- Supports Lean Muscle Growth**





by **John Scott, CISSN, CNS, SPN**  
Developer of John Scott's Nitro

*"I understand what an athlete needs because I am one."*

## WHO NEEDS EXTRA PROTEIN?

Adequate protein intake is a cornerstone of an athlete's nutrition and recovery. Science has proven the metabolic key to muscle growth is maintaining a positive nitrogen balance. Simply put, you need to give your body the nutrients it needs to build more muscle than you lose. Furthermore, studies have shown people on low carb diets, endurance athletes and athletes involved in intense exercise, such as weight training, have a greater protein requirement in order to maintain a positive nitrogen state. The way to scientifically measure if

you are in a positive nitrogen state was developed called Biological Value (BV). With this new testing method, whey protein proved to be the "king" of BV due to its excellent amino acid profile, solubility and digestibility. Therefore, whey protein is ideal for building and retaining lean, hard muscle.

**XP is 400% more effective for athletic performance than whey protein alone.**

## THE NEED FOR A BETTER PROTEIN

After being disappointed by every protein powder I had ever tried, I began developing a protein that had it all. I wanted a protein I could use several times a day, everyday, to help me recover fast, stay lean, get strong and build dense quality muscle. I was determined to create the "ULTIMATE" protein. My list of requirements was tough; the protein needed to:

- Be absorbed and utilized quickly
- Provide superior lean muscle growth
- Protect you from overtraining and boost immune function
- Contain the best and purest ingredients
- Be manufactured with unsurpassed quality
- Contain no fillers or harmful sweeteners
- Have a very low carbohydrate content
- Mix easily/instantly with a spoon
- Most importantly, it had to taste delicious!



I spent countless hours reviewing protein research, looking into protein subfractions, following up on potentially synergistic ingredients such as colostrum and developing my own flavor system. After nearly a year of research, testing and getting everyone I could find to try countless samples, **XP Advanced Myogenic Protein** was born.

**XP Advanced Myogenic Protein** goes way beyond what basic whey proteins provide for muscle growth and recovery. XP is superior in that it is a unified protein solution, formulated to encompass and accelerate all of the interrelated processes of Myogenesis (lean muscle growth).

- XP provides complete, rapid nourishment to all layers of the muscle building process from the deep core of the muscle fibers on out.
- XP contains a proprietary blend of 2 types of carefully selected, double cold filtered whey proteins and the potent metabolic optimizers Glutamine and Colostrum peptides. These added optimizers enhance the whey by improving protein absorption, providing additional growth factors and IGF-1 (Insulin-like Growth Factor-1), as well as protect against overtraining by boosting immune function.
- XP's protein is carefully selected for superior levels of delicate bioactive peptide fractions (that support rapid nitrogen replenishment and enhanced hormonal & cellular response) are retained via special filtering where they are normally stripped from inferior proteins.

• XP is nearly free of lactose, sugar, sodium and other undesirable elements, leaving you with a clean, pure product that digests easily.

**XP's** unified protein solution helps you build lean muscle faster, improve performance, speed recovery, support immune function and promote fat loss much more than regular whey. It's high protein, carb controlled formula provides fast absorption, which optimizes muscle energy production, boosts cellular recovery and helps stabilize blood sugar/glucose levels. This results in a more stable energy level and greater nitrogen retention, the key to superior lean muscle growth.

Scientific studies show the ingredients in **XP Advanced Myogenic Protein** are 400% more effective for athletic performance than whey protein alone.<sup>1,2</sup>

## THE POWER OF COLOSTRUM

Colostrum is the supercharged, nutrient-rich, pre-milk fluid a mother produces for her newborn. Colostrum provides a supercharged blend of immune and growth factors to the newborn so it can quickly grow and survive. Medical studies have shown bovine colostrum to be effective in humans and approximately 100 times more potent than human colostrum. Bovine colostrum has been repeatedly proven to increase athletic performance in a variety of athletes.

**Immune factors:** These colostrum factors regulate and provide a boost to the immune system so you can consistently train harder and recover quicker. There are over thirty-seven immune factors in colostrum, which include immunoglobulins, lactoferrin, proline-rich polypeptides, trypsin, protease inhibitors and cytokines. Each has a different function that includes neutralizing toxins, anti-viral, anti-bacterial and anti-inflammatory.

**Growth factors:** These colostrum factors are responsible for cell growth, rebuilding your body and stimulating metabolism to burn fat, instead of muscle tissue. There are eight known growth factors in colostrum (IGF-1, IGF-2, EgF, FgF, PDGF, TgF A and TgF B). These factors also help to accelerate healing, balance blood sugar, build muscle, maintain intestinal health and enhance your natural growth hormone production.



## THE POWER OF WHEY

Whey protein contains a variety of amazing growth stimulating, recovery enhancing and immune boosting properties.

**Increased growth & recovery:** Whey protein is an excellent source of all the essential amino acids. It also contains the highest concentration (~25%) of branched-chain amino acids (BCAA) of any protein source. This BCAA content is important to athletes because BCAAs are an integral part of muscle metabolism and are the first aminos your body will use during intense exercise, thus preventing muscle breakdown. Whey protein is also rich in the amino acids taurine and glutamine, which enhance muscle cell volume. Glutamine is vital to muscle growth, accounting for nearly 60% of all free amino acids in the body and helps prevent muscle breakdown. In addition, whey protein (especially whey protein concentrate) contains growth-boosting fractions such as Alpha-Lactalbumin, which plays an important role in protein synthesis and calcium absorption. Whey protein also has the ability to help stimulate Growth Hormone and IGF-1 production as well as minimizing muscle soreness.

**Increased health & immune function:** Research has shown whey has the ability to enhance glutathione production. Glutathione is the body's most powerful naturally occurring antioxidant and plays a role in supporting your immune system. Further research on whey has shown it has the ability to reduce cholesterol by inhibiting LDL (bad cholesterol) production as well. In addition, whey protein contains several compounds that help boost your immune system and prevent over-training. These compounds include: immunoglobulins (special antibodies that help eliminate foreign substances & boost immune health), Lactoferrin (powerful anti-viral and anti-bacterial properties) and Glycomacropetides (aid digestion and help control appetite).

## THE FORMULA

Individually, both whey and colostrum are nutritional powerhouses backed by a mountain of research. The **XP** special blend of whey, glutamine and colostrum takes protein supplements to the next level. It is synergistically blended to provide you with unsurpassed results.

**Whey protein concentrate** (WPC) is added for optimal muscle growth and recovery benefits by maximizing critical protein fractions such as lactoferrin and alpha-lactalbumin. WPC also enhances the creamy taste and texture.

**Whey protein isolate** (WPI) is added to minimize lactose and sodium while increasing protein per serving and mixability.

**L-Glutamine** is added to help maintain amino acid balance, support immune function, improve antioxidant capacity and help prevent overtraining syndrome.

**Colostrum** is added to enhance performance, increase recovery, improve immune function, promote digestion and boost IGF-1 levels.

