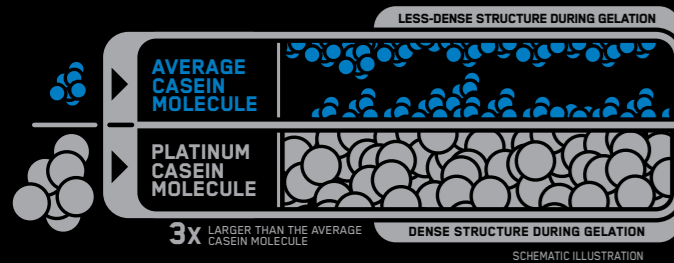


TRUE STRENGTH OF RESTRUCTURED MICELLAR CASEIN

Platinum Tri-Celle Casein™ is the pinnacle of our slow-digesting protein lineup. By using novel, patent pending MicelleXL™ technology, we've combined micellar casein molecules into a structure that is approximately triple the average size. These super-sized molecules form an ultra thick gel that takes several hours to be digested and absorbed, providing sustained release amino acid delivery for lasting lean muscle support. Each serving of Platinum Tri-Celle Casein™ also delivers the relaxing properties of L-theanine to help you make the most of your post-workout recovery. Taken between meals or before bed, we think you'll agree that our slowest casein is the easiest to mix, most versatile and exceptional tasting anti-catabolic protein we've ever made.



| OCCASION | PRODUCT |
|--------------------------------------|----------------------------|
| POST-WORKOUT, MORNING, BETWEEN MEALS | PLATINUM HYDROWHEY® |
| PRE-WORKOUT, ENERGY BOOST | PLATINUM PRE-™ |
| POST-WORKOUT, BETWEEN MEALS | PLATINUM HYDROBUILDER™ |
| BETWEEN MEALS, BEFORE BED | PLATINUM TRI-CELLE CASEIN™ |

BEYOND THE BASICS

- ON's Slowest & Best Tasting Casein Yet
- 30 Grams of Protein From an Advanced Casein Protein Blend
- Exclusive MicelleXL™ Restructured Micellar Casein Technology + Lactium® Milk Protein Hydrolysates
- Lasting Amino Acid Delivery Between Meals and Before Bed
- L-Theanine to Help You Make the Most of Your Post-Workout Recovery
- Excellent Source of Calcium with 60% DV per Serving
- Anti-Catabolic Muscle Support

TRUE STRENGTH™
WWW.OPTIMUMNUTRITION.COM



AUTHENTIC OPTIMUM NUTRITION PRODUCT
To ensure the authenticity of this product, make sure the ON HOLOGRAM & TRIBE is present on the neckband. FURTHER INFO AT: WWW.OPTIMUMNUTRITION.COM/AUTHENTIC
1 (800) 705-5226 TRUESTRENGTH.COM



13-080-061



30G
PROTEIN

12.5G
ESSENTIAL AMINO ACIDS

200MG
L-THEANINE

PLATINUM TRI-CELLE CASEIN™

VANILLA BLISS
Naturally & Artificially Flavored

ADVANCED MICELLEXL™ SLOW DIGESTING CASEIN PROTEIN

SLOW DIGESTING



3X LARGER CASEIN MOLECULES



25
SERVINGS

NET WT. 2.26 LBS (1.03 KG) PROTEIN POWDER DRINK MIX

Nutrition Facts

Serving Size 1 Heaping Scoop (41g)
Servings Per Container 25

Amount Per Serving

Calories 150 Calories from Fat 15

Total Fat 1.5g **% Daily Value*** 2%

Saturated Fat 0.5g 3%

Trans Fat 0g

Cholesterol 30mg 10%

Sodium 270mg 11%

Potassium 240mg 7%

Total Carbohydrate 4g 1%

Dietary Fiber 0g 0%

Sugars 2g

Protein 30g 60%

Vitamin A 0% Vitamin C 0%

Calcium 60% 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 65g | 80g |
| Sat. Fat | Less than 20g | 25g |
| Cholesterol | Less than 300mg | 300mg |
| Sodium | Less than 2,400mg | 2,400mg |
| Potassium | 3,500mg | 3,500mg |
| Total Carbohydrate | 300g | 375g |
| Dietary Fiber | 25g | 30g |
| Protein | 50g | 65g |

Calories per gram:

Fat 9 Carbohydrate 4 Protein 4

INGREDIENTS: Restructured Micellar Casein, Natural and Artificial Flavors, Creamer (Sunflower Oil, Corn Syrup Solids, Sodium Caseinate, Mono & Diglycerides, Dipotassium Phosphate, Tricalcium Phosphate, Sorbitan Monostearate, Lecithin, Tocopherols), Gum Blend (Cellulose Gum, Carrageenan, Xanthan Gum), Mineral Blend (Salt, Potassium Chloride, Sodium Gluconate), Lecithin, L-Theanine, Sucralose, Acesulfame Potassium, Lactium® (Milk Protein Hydrolysate), Vanillin.

ALLERGEN INFORMATION: CONTAINS MILK AND SOY (LECTHIN) INGREDIENTS.

DIRECTIONS:

Filling a shaker cup with 10-12 ounces of water, milk or your favorite beverage is the best way to mix up a rich, creamy Platinum Tri-Celle Casein™ shake. After adding a scoop, close the lid tight and shake for 20 to 30 seconds or until the powder is completely dissolved.

EXPLORE CASEIN'S VERSATILITY

Of course, a shaker cup isn't mandatory. Because the powder is instantized, all you really need to create the perfect casein shake is a glass and spoon. Simply add a scoop of Platinum Tri-Celle Casein™ to 10-12 ounces of water and stir until completely dissolved. **TIP:** Adding more water will reduce the shake's thickness and sweetness. Using less will increase thickness and sweetness. Experiment until you find the perfect balance. Using milk and other beverages can increase the nutrient density of your shake, while also adding calories.

CREATE PERFORMANCE STACKS

You can further expand on casein's versatility by adding nuts, fresh or frozen fruit, peanut butter and other supplements including glutamine, creatine, BCAA and carbohydrate powders. Some of these 'stacks' may require the use of an electric blender while others can be produced in a shaker cup. Increase or decrease the recommended 10-12 ounces of liquid until you find the right consistency. **TIP:** If you're using an electric blender, adding in a couple of ice cubes can make drinking a casein shake seem more like an ice cream shake.

CASEIN PUDDING RECIPE

Drinking isn't the only way to enjoy new Platinum Tri-Celle Casein™. Treat yourself to a tempting pudding by adding a scoop to 5 ounces of water or milk in a small glass. Mix thoroughly with a spoon and let set in the freezer for 5 to 10 minutes. Add a sugar free topping or enjoy as is. **TIP:** If you have nutrition conscious guests over, use a muffin tin to make multiple servings!

SUGGESTED USE: Intended for healthy adults. Consume enough protein to meet your daily protein requirement with a combination of high protein foods and protein supplements throughout the day as part of a balanced diet and exercise program.

NOTICE: USE THIS PRODUCT AS A FOOD SUPPLEMENT ONLY. DO NOT USE FOR WEIGHT REDUCTION.

STORE IN A COOL, DRY PLACE. CONTENTS SOLD BY WEIGHT NOT VOLUME.

MICELLEXL™ MicelleXL™ is a trademark of Glanbia plc.
Lactium® is a registered trademark of Ingredia and used under license.

MANUFACTURED IN THE USA
This product contains ingredients of international and domestic origin.