



# Perfect Storm

Associates can take creatine's category-1 sales all the way up to category-5 by promoting the pinnacle of creatine sports nutrition supplements: Precision Engineered's Perfect Storm.

Perfect Storm is the ultimate post-workout formula, designed to immediately kick start recovery and help drive critical nutrients directly into gym rats' muscles.\* Each serving provides a potent 5,500 mg cocktail of three of the most important aminos needed for athletes and body-builders, plus over 4,000 mg of the cutting-edge CreaSurge Creatine Complex. CreaSurge is designed to support strength, power and recovery by combining the time-tested effects of Creatine Monohydrate with next generation Creatine Ethyl Ester and Creatine AKG.\* In order to maximize creatine storage, it's impor-

tant to spike insulin levels with fast-digesting carbohydrates.\* Perfect Storm's Variable Osmotic Weight Carb Rush Matrix is a next generation blend designed with 45 grams of Waxy Maize Starch and Dextrose. These carbs combine to push more creatine and aminos directly into muscles after exercise, making the Perfect Storm superior to traditional creatine-only formulas.\*

To pump up sports nutrition sales in your store, introduce Perfect Storm to gym rats. Remember, Perfect Storm isn't just creatine – it's CreaSurge Creatine Complex delivered in a synergistic, cutting-edge formula for maximum results. Position Perfect Storm in this way, and you will position Precision Engineered as the industry's premier sports nutrition brand.

**W**hat's the one nutrient that's on the tip of every gym rat's tongue? Creatine. As the serious athlete's sports nutrition supplement of choice for the past decade, Creatine has enjoyed sustained popularity by helping to deliver the results gym rats seek. With such an impressive track record, creatine supplements practically sell themselves. Vitamin World

\*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

## WEEKEND WARRIOR

# Whey Protein

For weekend warriors, bodybuilding is not an all-encompassing lifestyle. Rather than wolfing down massive steaks or chugging six raw eggs in a single gulp, these customers want a convenient and affordable way to get protein. Enter whey. Whey is a protein component of milk, which is extracted using ultrafiltration methods for use in Precision Engineered's Whey Protein Powder product.

Whey is very easy to convert into body tissue. Whey protein is also high in branched-chain amino acids, which, as you've learned in earlier Healthy Sales issues, are essential to muscle metabolism.\*

Check out the following chart to see how different foods compare in terms of calories and protein:

FOOD	CALORIES	PROTEIN(g)
1 Egg	82	6.50
4 oz. Beef, round steak	216	22.12
4 oz. Chicken breast, baked	99	18.50
3 Tbsp. Peanut Butter	258	10
2 scoops, Precision Engineered Chocolate Whey Protein	180	24

When it comes to protein, few sources can match whey's balance of cost-effectiveness, calorie efficiency, and positive training benefits. Better still, Precision Engineered offers a superior-quality whey product, containing a blend of whey protein concentrate (WPC) and whey protein isolate (WPI). Free of gluten and aspartame, and 94% lactose-free, Precision Engineered's Whey Protein Powder is the perfect choice for weekend warriors who seek maximum protein with minimum hassle.



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