

## Product Training Guide



### What is it?

Simply put, Beachbody® Hardcore Base Shake is a whey protein formulation that maximizes muscle growth while reducing muscle breakdown. Each serving contains 18 grams of protein and is free of added flavoring, colorants, or artificial sweeteners. This way, you can customize it to meet your needs, stacking your calories and nutrients without a bunch of weird, conflicting flavors. Any bodybuilder who's ever tried adding a scoop of chocolate protein powder to a glass of orange juice understands why this is important.

The foods you can add to Hardcore Base Shake are almost limitless, from your favorite fruit to nut butter. Got something you like? Throw it in the blender and see what happens.

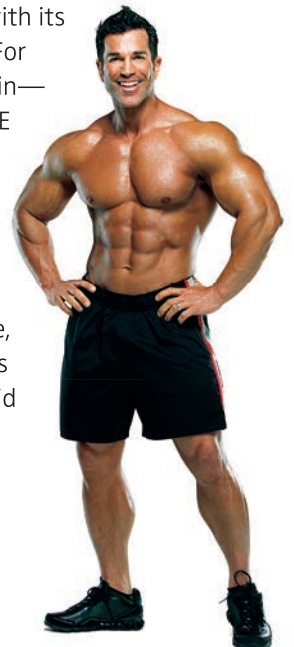
Hardcore Base Shake is designed to work by itself or with Beachbody Fuel Shot, our additive-free energy and recovery drink. While both supplements are designed to help you build massive muscle, that's not their only benefit. They make a great addition to any serious athlete's nutrition protocol.

### Myth: All protein is created equal.

**Fact:** That's like saying all cars are created equal. Sure, they all get you from point A to point B, but do you really think there isn't a difference between a Prius and a Hummer? Different proteins are effective for different tasks.

Protein is made up of a series of 20 amino acids. The interaction of these 20 is relentlessly complex. First off, you need to make sure you get the nine essential ones and as you do that, you need to be mindful of "limiting" amino acids. That means that if you're low in one, it'll limit the efficiency of others.

And as if that weren't enough, different amino acids do different things in the body. For example, tryptophan, one of the essential nine, elevates mood and helps you sleep better. So every protein source contains a different amino acid cocktail with its own set of benefits. For example, whey protein—like you'll find in BASE SHAKE—is ideal for recovery from a punishing workout. It's fast absorbing, so it gets to muscles fast and it's complete, so it provides muscles with all the amino acid building blocks they need to get huge.



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### Why is it so effective?

Next to water, you are made primarily of protein. Your bones, your skin, and (most importantly for our purposes) your muscles are all made of the stuff, which in turn is made up of smaller components called amino acids. There are 20 amino acids, nine of which are essential, meaning that your body can't create them so they need to be in your diet.

Whey contains all nine of these amino acids. It's one of the two proteins you'll find in dairy. The other, casein (the stuff they make cheese out of), is slow absorbing. Conversely, whey is one of the fastest-absorbing proteins around, making it an ideal tool for recovery. When you work out, you break down muscle. The only thing that can rebuild that muscle is protein. Taking whey postexercise is a perfect way to start this process, given it gets to muscles fast and provides all the amino acids needed.<sup>1</sup>

But even the fastest protein is slow compared to the absorption rate of carbohydrates—especially after a hard workout when you've tapped your blood sugar and glycogen, a blood-sugar backup energy supply found in your muscles and your liver. That's why we added dextrose and maltodextrin to Hardcore Base Shake. The dextrose, a simple carb, provides quick-release energy, driving the protein to your muscle cells. The maltodextrin is a complex carb, meaning it's slightly harder for your body to break down, so it needs to be processed in the liver. This makes absorption slower and helps you keep your blood sugar steady. Combining the two is an optimal way to replenish your glycogen.

Finally, Hardcore Base Shake contains digestive enzymes to enhance protein utilization and reduce gas and bloating, which is crucial should you be going on a date postworkout.



### Beachbody® Extreme Nutrition Family of Supplements

Beachbody Hardcore Base Shake is part of a quartet of steroid-free supplements custom designed for Body Beast™, an extreme training and growth-stimulating system that guarantees maximum muscle gain and fat loss in just 12 weeks. Other supplements in the range include:

- Beachbody Fuel Shot
- Beachbody M.A.X. Creatine
- Beachbody Super Suma



Hardcore Base Shake can also be used to increase the amount of protein in our meal replacement supplements, including:

- Shakeology® Chocolate
- Shakeology Greenberry
- Shakeology Tropical Strawberry (vegan)\*
- Beachbody Meal Replacement Shake



<sup>1</sup> J.J. Hulmi, C.M. Lockwood, and J.R. Stout, "Effect of protein/essential amino acids and resistance training on skeletal muscle hypertrophy: A case for whey protein," *Nutrition Metabolism* 7, no. 1 (2010): 51.

\* Shakeology Tropical Strawberry is a vegan product. Beachbody Hardcore Base Shake is NOT a vegan product.

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### How do I use it?

Beachbody Hardcore Base Shake is incredibly versatile, but postexercise is really when it was designed for. While you can drink it straight, you're usually better off making a great recovery drink with the right balance of carbs and protein. We generally recommend a carb-to-protein ratio of between 3:1 and 5:1.<sup>2</sup>

2 scoops of Fuel Shot, 1 scoop of Hardcore Base Shake, and a splash of juice for flavor make for an ideal recovery cocktail.

Obviously, postexercise isn't the only time you'll benefit from consuming protein, and that's where Beachbody Hardcore Base Shake really shines.

When you're trying to build mass, you need to eat. And when you're done eating, you need to eat some more. Adding Hardcore Base Shake allows you to pack on calories in a healthy, convenient way. Because it's flavorless, you can easily integrate it with other foods throughout the day to get your amino acids up when protein is the macronutrient you're really looking to target. Try sprinkling it on your oatmeal or adding a scoop to your Shakeology or fresh-squeezed juice.

### Usage directions

Mix 1 scoop (32 grams) with 6 to 8 ounces water or other beverage (such as milk or juice). Add your favorite ingredients (juices, raw eggs, sprouts, etc.) and any of the Beachbody supplements specially designed to work with the Hardcore Base Shake. **For optimal results, use with Beachbody Super Suma supplement.**

### Storage instructions

Store in a cool, dry place.

### Warning

Consult with a healthcare professional if pregnant, breast feeding, providing to a child, or if you have any medical conditions. Keep out of reach of children.

### Product information

Cost for a 30-day supply (does not include shipping and handling):

- Regular price: \$59.95
- Club price: \$53.96
- Coach price: \$44.96
- PV/CV: 30

### Added muscle mass. Minus the breakdown.\*\*

Monstrous, carved muscles start here. This Base Shake was formulated to help maximize new muscle growth and reduce muscle breakdown—at the same time.\*\* A flavor-neutral base lets you whip up your shake just the way you want it.

- Exclusive blend of 18 grams of high-quality, fast- and slow-digesting proteins
- Includes whey protein isolate—the highest-quality and most expensive whey protein
- Contains digestive enzymes to enhance protein utilization and reduce gas and bloating\*\*
- No artificial colors, flavors, or sweeteners

### Why it works

Helps to build muscle and minimize muscle breakdown simultaneously, getting you undeniably massive—quickly and naturally.\*\*

<sup>2</sup> Chad Kerkisick et al, "International Society of Sports Nutrition position stand: Nutrient timing," Journal of the International Society of Sports Nutrition 5 (2008): 17.

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RETAILING TIPS	
Who can benefit?	Why Hardcore Base Shake?
People looking to get ripped doing Body Beast	Created as part of the Body Beast program, Hardcore Base Shake is integral to the program's nutrition component, from postworkout nutrition to the Beast-o-Matic mass gainer shakes. Not only will it help your muscles recover faster, it'll play a big role in making them huge.
People doing our other extreme workout programs, such as P90X® or INSANITY®	Reduce muscle soreness and fatigue after strenuous workouts with this quick, effective alternative to Results and Recovery Formula®.
Picky eaters	A flavor-free way to add healthy, low-fat protein to the diets of those who know what they like to eat and don't intend to change that.
Active, holistic-oriented eaters looking to supplement	A fast, efficient way to supplement protein without added flavoring, colorants, artificial sweeteners, or untested ingredients.

SUPPLEMENT FACTS		
Serving Size: 1 scoop (32 g)		
Servings Per Container: 25		
	Amount Per Serving	% Daily Value†
<b>Calories</b>	120	
Calories from Fat	5	
<b>Total Fat</b>	1 g	1%
<b>Cholesterol</b>	20 mg	7%
<b>Total Carbohydrates</b>	11 g	4%
Dietary Fiber	1 g	4%
Sugar	5 g	**
<b>Protein</b>	18 g	36%
<b>Calcium</b> (from whey protein concentrate, milk protein isolate, egg albumin, whey protein isolate)	100 mg	10%
<b>Sodium</b>	100 mg	4%
<b>Potassium</b> (from whey protein concentrate, egg albumin, milk protein isolate, whey protein isolate)	100 mg	3%

†Percent Daily Values are based on a U.S. 2,000-calorie daily diet.  
 \*\*Daily Value not established.

**INGREDIENTS:** Whey protein concentrate, Natural carbohydrate complex (Dextrose, Maltodextrin), Milk protein isolate, Egg albumin, Whey protein isolate, L-glutamine, Inulin, Carrageenan, Xanthan gum, L-arginine, L-isoleucine, Papain, Protease, Lactase, and Lipase.

**ALLERGEN STATEMENT:** This product contains egg (egg albumin), milk (milk protein isolate, whey protein concentrate, whey protein isolate), and soy (whey protein concentrate, whey protein isolate).

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\*\* 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.