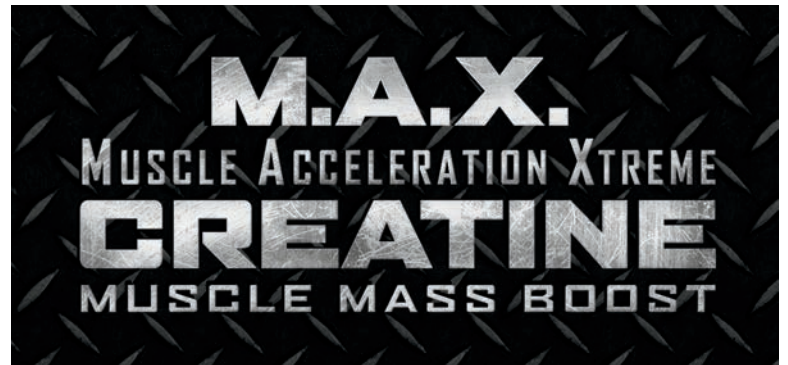


Product Training Guide



What is it?

Don't get this safe, effective supplement confused with steroids. The two are entirely different. Beachbody® M.A.X. Creatine is a safe, proven, and legal way to get seriously buff.¹

Creatine naturally occurs in our bodies and can be found in meat, poultry, and seafood. However, you'd need to eat pounds and pounds of meat to get the same amount of creatine you'll find in one serving of this supplement. Our pure creatine monohydrate contains no fillers, preservatives, wheat, corn, sucrose, starch, salt, yeast, or added flavor, making it perfect to use as part of your Body Beast™ training plan, or any other intense workout program you're doing.

Why is it so effective?

When you exercise, your body metabolically breaks down the various fuels you get nutritionally, such as glucose and fatty acids, into adenosine triphosphate, or ATP. ATP provides the energy that makes your muscles work.

Your muscles generate ATP in a variety of ways. When your workout is extra-challenging, you generate ATP using anaerobic (or "oxygen-poor") pathways. In other words, your muscles can't get the oxygen they need to make ATP fast enough, so they need to figure out alternate routes.

Myth: Creatine is a dangerous substance.

Fact: Creatine is naturally occurring in your body. It also appears in a number of healthy foods, including salmon, tuna, and lean beef. By supplementing it, you're simply making sure your body has all the stores it needs to blast out your reps.

Simply put, there are no documented research studies showing that consuming creatine causes any serious adverse side effects. The only two issues some test subjects encounter are a little water retention and slight gastrointestinal upset (aka gas). Both of these things occur when creatine is used in excessive doses and they both pass when dosage is lowered or divided up throughout the day.



¹ D.G. Burke, P.D. Chilibeck, K.S. Davidson, D.G. Candow, J. Farthing, and T. Smith-Palmer, "The effect of whey protein supplementation with and without creatine monohydrate combined with resistance training on lean tissue mass and muscle strength," *International Journal of Sport Nutrition and Exercise Metabolism* 11 (September 2001): 349-64.

Product Training Guide

To do this, your muscles use a compound generated by your liver, kidneys, and pancreas called phosphocreatine (aka creatine phosphate). However, you can only create so much of it at a time, and once you run out, your access to ATP is diminished and things get difficult. In other words, you fail.

Of course, when you stop exercise, you allow oxygen into your system and it recharges your ATP. That's why you can max out on reps, stop for a few minutes, and then crank out a few more.

When you supplement with creatine, you're basically helping your body supply a little more phosphocreatine to the ATP cause, thus allowing your muscles to crank out a few extra reps—reps that mean the difference between big and HUGE.

Creatine is also helpful for athletes in anaerobic endurance sports, such as sprinters and cyclists participating in events where an extra rep or two (or step or two) is the difference between winning and losing.²

Furthermore, since creatine works to recharge your batteries, it also helps combat muscle pain, helping you recover faster.

There is some water-weight gain associated with creatine supplementation. In the long term, this is a good thing. It creates more cell volume so that the cells can store more phosphocreatine. The water-weight gain is temporary—but the strength and muscle gains made will last until you stop training.

How do I use it?

Creatine works best with a carb source, such as Beachbody Fuel Shot, to deliver it to muscles fast. Postworkout is also an excellent time to supplement creatine, because your blood sugar and glycogen are low, so as the carbs replenish those, it'll do double duty rushing creatine to muscle. If you're really looking to bulk up, we recommend the following cocktail:

2 scoops Fuel Shot + 1 scoop Hardcore Base Shake + 2 scoops (10 g) M.A.X. Creatine + 1 cup water + 1 cup ice cubes (optional)

If you're interested in building mass, but also trying to drop a little body fat, and you're trying to avoid the water retention that's often associated with creatine, add a little less:

2 scoops Fuel Shot + 1 scoop Hardcore Base Shake + 1 scoop (5 g) M.A.X. Creatine + 1 cup water + 1 cup ice cubes (optional)

Beachbody® Extreme Nutrition Family of Supplements

Beachbody M.A.X. Creatine 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 Hardcore Base Shake
- Beachbody Super Suma



Beachbody M.A.X. Creatine can be used in conjunction with many of our "elite" programs, and any program where gaining muscle is a priority, including:

- Body Beast™
- P90X®
- P90X2®
- INSANITY: THE ASYLUM®
- Power 90®



¹ 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.

Product Training Guide

RETAILING TIPS	
Who can benefit?	Why M.A.X. Creatine?
People looking to get big and ripped doing Body Beast	Created as part of the Body Beast program, Beachbody M.A.X. Creatine is integral to the program's nutrition component, particularly postworkout nutrition. Not only will it increase mass, but it helps muscles recover faster.
People looking to build muscle mass or maximize performance in our workout programs, such as P90X or INSANITY: THE ASYLUM	Body Beast isn't the only Beachbody program that builds muscle. Used with any program with an anaerobic component, M.A.X. Creatine will have all the same benefits.
People looking for a safe, legal alternative to steroids	Everyone is looking for the next big thing in getting big. Yet it's been here all along. The simple truth is that there is no other mass-building supplement out there that's been proven as effective while also being safe and legal.
Older people looking to maintain muscle mass for health reasons	A recent study out of Canada showed that older men using creatine while weight training increased strength by 40 percent, as opposed to 15 percent with a placebo. ³
Vegetarians who have very little creatine in their diet	The creatine in this supplement is derived from synthetic glycine, arginine, and methionine. In other words, no animals will be harmed in the making of your bulging muscles.

SUPPLEMENT FACTS

Serving Size: 2 scoops (10 g)

Servings per Container: 25

	Amount Per Serving	% Daily Value
Creatine monohydrate	10 g	†

†Daily Value (DV) not established.

Beachbody M.A.X. Creatine is pure creatine monohydrate and is free of fillers, preservatives, wheat, corn, sucrose, starch, salt, and yeast.

³ Darren G. Candow et al, "Low-dose creatine combined with protein during resistance training in older men," *Medicine & Science in Sports & Exercise* 40 (2008): 1645-1652.

© 2012 Beachbody, LLC. All rights reserved. Distributed by Beachbody, LLC, Santa Monica, CA 90404

Beachbody, LLC, is the owner of the Body Beast, P90X, P90X2, INSANITY: THE ASYLUM, Power 90, Beachbody, and Team Beachbody trademarks, and all related designs, trademarks, copyrights, and other intellectual property.

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.

Product information

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

- Regular price: \$29.95
- Club price: \$26.96
- Coach price: \$22.46
- PV/CV: 10

Usage directions

Mix 2 scoops (10 g) with 6 to 8 ounces prepared Beachbody® Hardcore Base Shake or other high-carbohydrate beverage (like grape juice) and consume within 30 minutes of intense exercise. **For optimal results, use with Beachbody Hardcore Base Shake, Beachbody Fuel Shot, and Beachbody Super Suma.**

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.