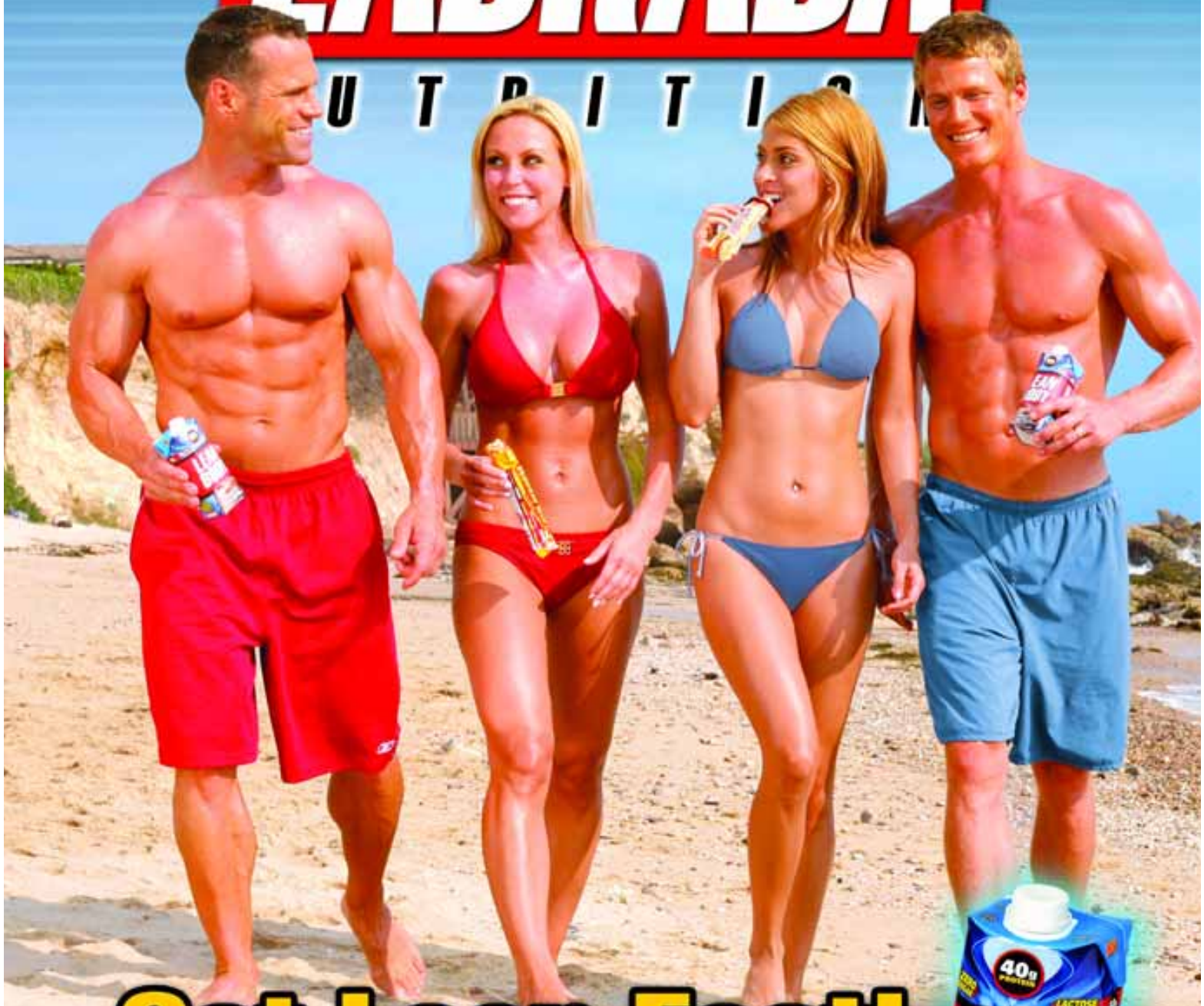


2008 Resource Guide

# LABRADA

U T P I T I O N



**Get Lean Fast!**

Try the All-New Delicious

**LEAN BODY**

Strawberries & Cream



# “Straight Talk”

FROM LEE LABRADA

Dear Friend,

Once upon a time, I made my living as a professional bodybuilder. I worked with some of the world's largest sports supplement companies. Faceless mega-companies that were out of touch with the people they sell their products to...athletes and bodybuilders like you and me. That's why the company I own and run, Labrada Nutrition, exists today.

Labrada Nutrition was born out of customers' needs, not selfish profit. Since 1995, we have earned the title of **'The Most Trusted Name in Sports Nutrition.'**

Being a smaller, customer-oriented company allows me to take real control. I proudly lay my hard-earned reputation on the line with my Personal Quality Guarantee Seal, **'If it's on the label, it's in the product.'**

Each and every shipment is lab-assayed for purity.

That's why I take pride in offering the cleanest and best tasting products on the market. As an Athlete, I've put thousands of hours into my training, diet and supplementation. I've learned what works and what doesn't.

It's no wonder that athletes and bodybuilders have come to recognize Labrada as "The Most Trusted Name in Sports Nutrition."<sup>TM</sup>  
**"If you'll give me the opportunity, I'll earn your trust too."**

Yours for a leaner body,



CEO & President, Labrada Nutrition  
IFBB Pro Bodybuilding Hall of Fame

**LABRADA**  
NUTRITION<sup>®</sup>

[www.labrada.com](http://www.labrada.com)

Cover photos by: Jason Ellis/[www.JasonEllisPhotography.com](http://www.JasonEllisPhotography.com)

Labrada 2008 Catalog

# LEAN BODY<sup>®</sup> RTD

YOUR BLUEPRINT TO BODYBUILDING SUCCESS

By Labrada Nutrition

**W**alk into any gym today and you'll see people who are dedicated to working out consistently. While some of these trainees make gains, others who workout faithfully don't show any consistent improvement. Year after year, they have little to show for their hard work.

How can you avoid a similar fate?

Building quality muscle takes years of hard and dedicated work using time-proven training and nutrition principles.

Yet, some bodybuilding magazines today promulgate the instant gratification of building muscle overnight. That's a nice thought, but it's misleading. The worst part of this deception is that it has created an environment in which supplement marketing companies take advantage of uninitiated beginning bodybuilders. The beginner is prone to fall for the propaganda that marketing companies use to tout "magic" supplements that will purportedly give the user overnight muscle gains, but are often minimally effective at best.

**\*SPECIAL  
RTD REPORT:**  
What You Don't Know  
Can Hurt You!  
Learn How to Choose  
a Ready-to-Drink  
Protein Shake if you  
Want to Build Muscle  
and Lose Fat!





## The Benefits of Whole Foods and Supplements

Whole foods form the foundation of success, and quality food-based dietary supplements take your results above and beyond the results seen from just whole foods.

Here is a chart outlining the benefits of foods, MRP's, MRB's (meal replacement bars) and Ready-to-Drink Shakes.

Whole Foods, MRP powders, MRP bars, RTD's			
ITEM	NUTRITION	CONVENIENCE	DRAWBACKS
Food	Superior	Worst	Preparation time/cooking time
Meal Replacement Powders (MRP's)	Excellent	Good	Requires mixing/blending
Meal Replacement Bars (MRB's)	Excellent	Better	Melting is sometimes an issue
<b>Ready-To-Drink Shakes (RTD's)</b>	<b>Excellent</b>	<b>Best</b>	<b>NONE!</b>

As illustrated, whole foods, MRP's, MRB's and RTD's differ in nutritional content, convenience and drawbacks.

While whole foods provide superior nutrition, the time needed to plan and cook food for 5-6 daily meals – not to mention the work involved in cleaning up afterwards – makes eating solid food inconvenient for most athletes. What's more, prepared whole foods can be challenging to transport and keep fresh, and can require heating before they're eaten.

While MRP's (meal replacement powders) provide excellent nutrition and are fairly convenient, you need access to a plastic shaker cup or blender so that you can blend the MRP with water or milk before you drink it.

MRB's (meal replacement bars) also provide excellent nutrition and are even more convenient and easier to transport than MRP's. However, some bars melt easily in excessive heat – creating a mess of smeared chocolate goo. MRB's must be kept at room temperature – something that's not always possible when you're on the go.

High Quality Ready-to-Drink Shakes (RTD's), by contrast, provide excellent nutrition, are easily transported, require no mixing, taste great and don't need to be refrigerated. Best of all, RTD's can be consumed any time, anywhere you go – they're the ultimate in convenience.

But not all Ready-to-Drink Shakes are created equal – tremendous differences exist in term of quality, taste, and nutrition, and you must choose the right RTD to get the best results.

IF YOU WANT  
PROFESSIONAL RESULTS  
YOU NEED A  
PROFESSIONAL RTD -  
YOU NEED THE BEST!

### RTD's: Aseptic vs. Retort Processing

RTD shakes are typically made using one of two processing methods – **retort processing or aseptic processing**. The processing method makes all the difference in the quality of the RTD and the ultimately, the results you can expect from using it.

#### *Retort Processing...*

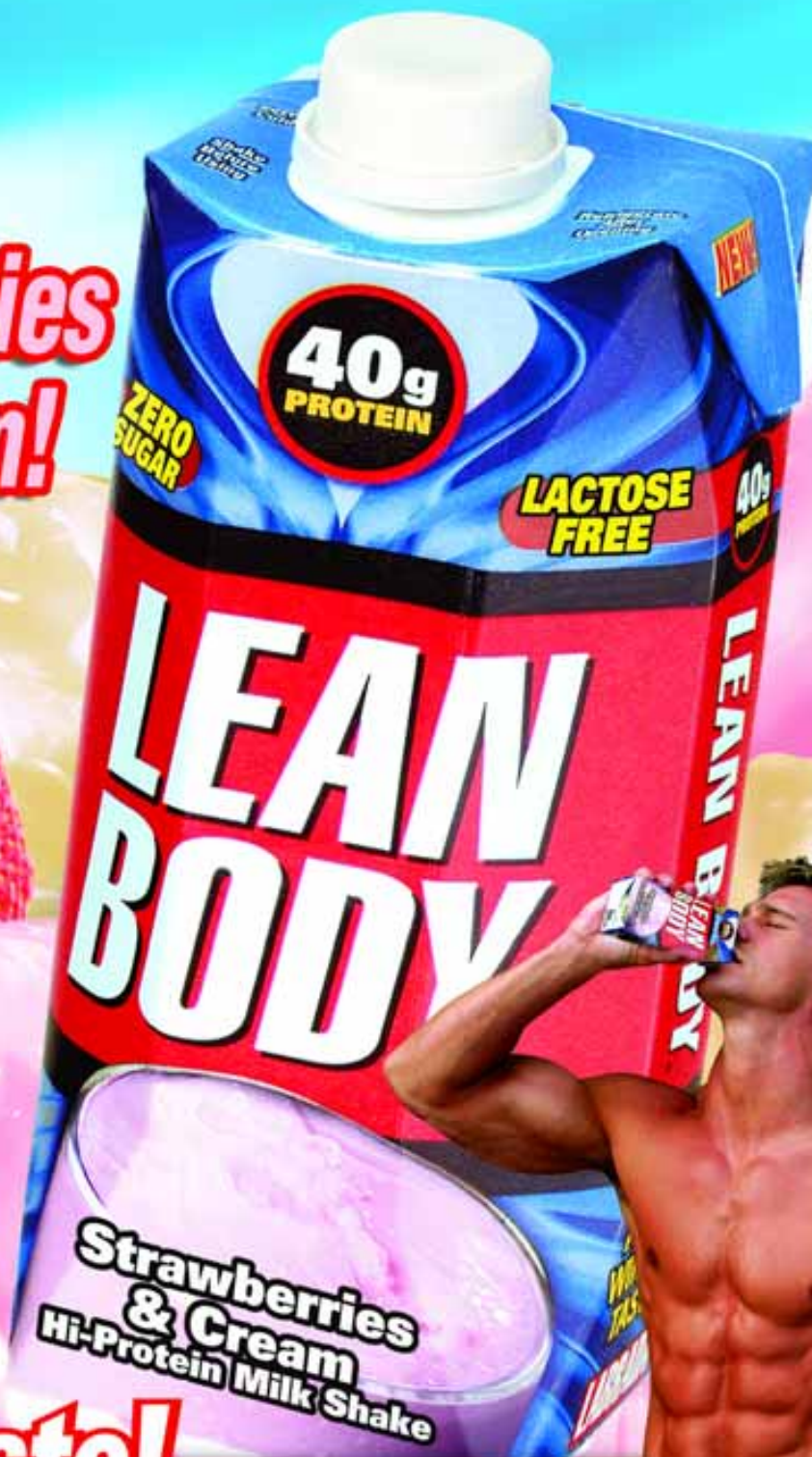
Most RTD's on the market today are packaged in metal cans – just like soda pop. Canned RTD's are made using the retort processing method – a food processing method that's over a century old.

Retort processing is a method whereby the canned RTD's are sterilized by superheating them for 45 minutes at temperatures of up to 300 degrees Fahrenheit. This effectively sterilizes the cans and eliminates any bacteria and contamination. While heating the RTD's for a long period of time effectively sterilizes both the metal can and the RTD liquid inside, this excessive heat exposure (overcooking) – also does something else: it *denatures* the proteins in the RTD.

You see, proteins are made of amino acids that link together and form chains called peptides. When proteins are exposed to extreme heat for long periods of time,

Introducing New:

# Strawberries & Cream!



## #1 in Taste!

## Zero Sugar. Half the Fat!

**LABRADA**  
NUTRITION

©Copyright 2008, LBN Inc. \*Lean Body\* is half the fat of most competing RTDs.

proteins become cross-linked – the structure breaks down and becomes denatured - and the protein is rendered, biologically speaking, inferior. **Not surprisingly, testing shows that up to 90% of proteins in your typical canned RTD may become denatured because of retort processing.**

As another example of the difference between canned and minimally processed food, let's look at tuna fish. Canned tuna is nowhere near as delicious or nutritious as fresh, sushi-grade ahi tuna. That's because canned tuna is processed (cooked) using the retort method, while the ahi tuna is fresh and uncooked.

Additionally, the liquid in canned shakes are exposed to metal inside of the can. And, when heated, it is possible that metal residues may leech from the can and into the RTD liquid – giving it a “metallic” taste.

So, by drinking a canned RTD, you're not just drinking biologically inferior denatured protein, but you may also be getting a metallic taste.

### *Aseptic Processing...*

By contrast, *aseptic processing* is a relatively new and innovative food processing method that uses the latest in food processing technology.

Aseptic processing differs from retort processing in that it incorporates a container made from multilayered packaging materials instead of a metallic can, and involves minimal processing and flash heat exposure.

Aseptic processing ensures that your RTD doesn't taste metallic – because the liquid never comes into contact with a metal container. Also, aseptic RTD's don't need to be refrigerated – the multilayer packaging locks in the proteins, vitamins and minerals and locks out light, moisture and air. Aseptic RTD's keep a constant air-tight internal environment that allows your RTD to keep for months without needing to be refrigerated – and this is accomplished without the need for harmful preservatives.

ASEPTIC PROCESSING PRESERVES UP TO 90% OF THE PROTEINS AND VITAMINS. YOU GET A POWERFUL AND POTENT RTD THAT DELIVERS RESULTS!

In fact, aseptic processing is so advanced that the prestigious Institute of Food Technologists (IFT) called aseptic processing “**the most significant food science innovation of the last 50 years...ahead of even the microwave!**” and went on to conclude that “Compared with traditional canning techniques, the aseptic process allows a substantial reduction in the time and temperature necessary for sterilization. That, in turn, increases nutrient retention and flavor for ensuring safety.”





Here is a chart that summarizes the differences between the Retort and Aseptic processing methods.

Lean Body® RTD Shake vs. Canned RTD Shakes	
ASEPTIC PROCESSING	RETORT PROCESSING (Canned Shakes)
No metallic taste	May impart metallic taste
Minimally Processed	Prolonged Processing
Heat Duration = 4 min @ 300°F	Heat Duration = 30–45 min @ 250–300°F
Proteins minimally denatured up to 12%	Proteins heavily denatured up to 87%
Vitamins loss minimal at 10–25%	Vitamins lost approx. 50–90%

## Aseptic vs. Retort Processing Methods

**Conclusion:** The quality of your RTD is affected by how it is made. As you can see, Aseptic processing is clearly superior to the outdated Retort method. For best results, choose a high quality aseptic-processed RTD shake.

## What to look for in an RTD shake

While aseptic-processing is a must, it isn't the only thing you should look for when choosing a high quality RTD that delivers outstanding results.

### You must also choose an RTD that is:

- Awesome tasting
- High in protein
- Low in fat
- Sugar-free
- Fortified with vitamins and minerals
- Re-sealable

**Awesome taste:** You'll be drinking your RTD every day to get great results, so it had better taste good or you won't want to drink it; it's that simple.

Because you have to eat nutritiously to build the biggest and strongest body possible, your food selections may purposely be limited. Eaten repetitively, whole foods, e.g., lean meats, starchy complex carbohydrates and unsaturated fats can become boring very quickly.

A high quality RTD shake can help to break the monotony of continually eating the same foods again and again. Sometimes it's easier and more pleasurable to consume an

RTD than a whole food meal. And it helps if your RTD tastes so good that it's capable of winning a Gold Medal Taste Award from a prestigious culinary institute!

Make sure that you get top-of-the-line taste for your supplement dollars.

**High in protein:** Protein is the building block of muscle tissue and you need lots of it in order to train hard, recover and grow. Protein is the only macronutrient which provides your body with nitrogen, which your muscles use for maintenance and growth.

The key to building quality muscle is to use a RTD that contains a protein source yielding fast-release and slow-release proteins. These proteins give you a sustained flow of vital amino acids that support intracellular nitrogen retention levels for fast muscle growth and strength increases.

**Low in fat:** You want to build muscle and burn fat, so in addition to being high in protein, your RTD must be low in saturated fats. Equally important is that your RTD contains small amounts of the "good" unsaturated fats that you need to support health.

**Contains no sugar.** Sugar has no place in your RTD. Cheap RTD's use sugar as a flavoring agent because it's inexpensive and also contains calories so you get fuller, faster. By using simple sugars for flavoring and as filler, manufacturers can put in less protein and can also add the description "energy drink" to their product's label. But, don't be fooled – sugar also makes you fat – not big, strong and lean.

**Fortified with vitamins and minerals:** You need vitamins and minerals to power the hundreds of thousands of anabolic chemical reactions that occur in your body every hour.

Vitamins and minerals are critical for your results because a vitamin or mineral deficiency disrupts the processes in your body that allow for muscle growth and fat burning. You should choose an RTD that is fortified with vitamins and minerals.

**Re-sealable:** Drinking an RTD is about nutrition AND convenience. Canned RTD's can't be resealed once they're open – so you have to drink them completely or throw away whatever you can't drink. That's a waste of your money. Look for a RTD which you can re-seal, so that you can drink it whenever and wherever you need to. It's part of the convenience you're paying for.

### Lean Body® RTD's: *The Professional Choice...*

Professional athletes and bodybuilders know that to get exceptional results they must use every effective tool at their disposal. **That's why today's top professional athletes and bodybuilders use aseptic-processed RTD's; and why their RTD of choice is the scientifically advanced Lean Body® RTD shake.**

### Every Lean Body® RTD shake contains:

- ✓ **ZERO Sugar** – great for low-carb diets
- ✓ **Award Winning Taste.** Tastes like just like a delicious, creamy milkshake!
- ✓ **40g of LeanPro™** proprietary blend of fast-release and slow-release proteins. High in BCAA's and glutamine to promote a positive nitrogen balance and give you a sustained flow of vital amino acids for sustained muscle building.
- ✓ **25% More Protein** than the leading brand of aseptic RTD
- ✓ **Half the Fat** of the leading brand of aseptic RTD
- ✓ **Patented New Container** with re-sealable cap delivers more undenatured protein than canned protein drinks.
- ✓ **No Trans Fat** – No hydrogenated oil
- ✓ **Nutritional Powerhouse** – fortified with 22 vitamins & minerals

Because Lean Body® RTD's are the highest quality available, you'll build muscle from your first drink!

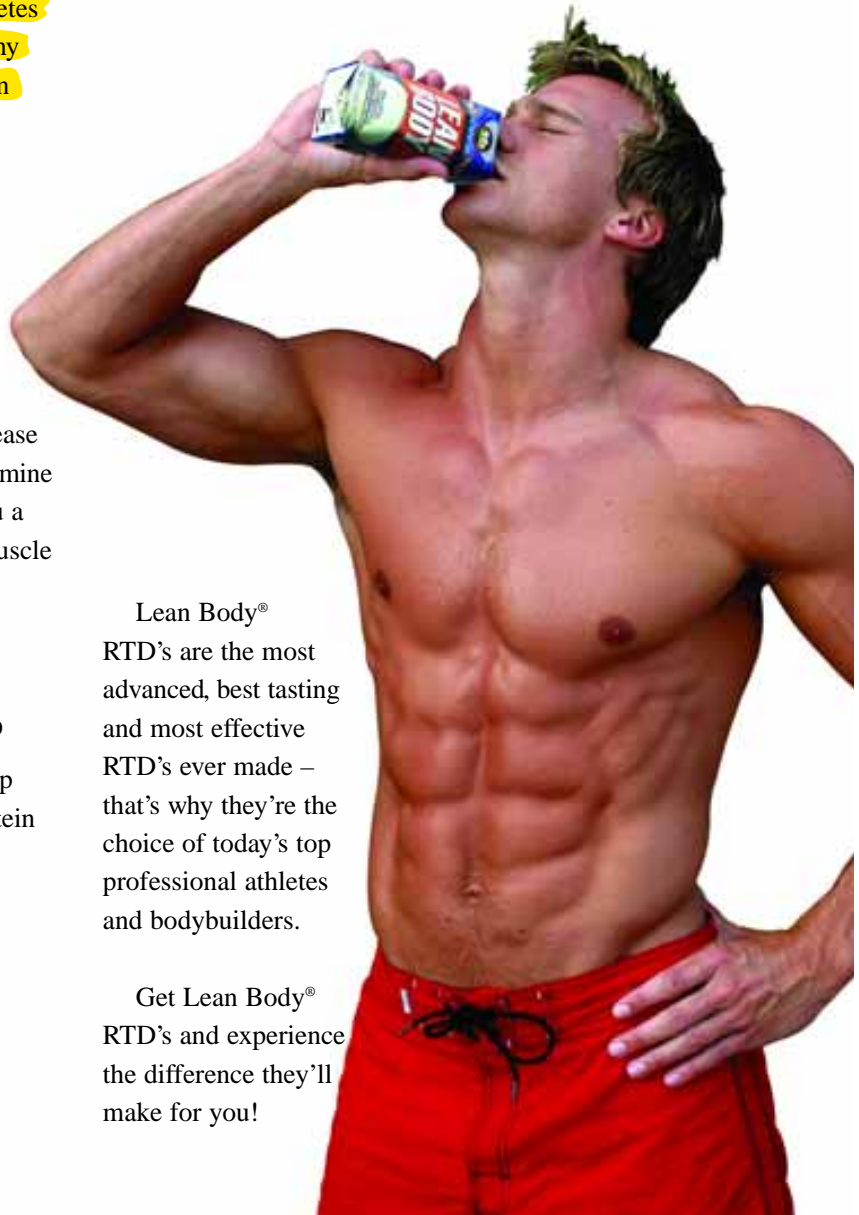
Best of all, Lean Body® tastes so good that it's a **five-time winner of the Gold Medal Taste Award from the prestigious American Culinary Institute!**

Lean Body® RTD's are the best tasting RTD on the market – period! And, Lean Body® RTD's come in delicious Soft Vanilla and Dutch Chocolate Ice Cream flavors, so you'll never have to drink the same flavor over and over again.

Finally, Lean Body® RTD's are convenient – you can take them anywhere, and use them anytime. No mixing, no refrigeration and no mess required.

### Final Thoughts...

Building quality muscle, strength and a hard-as-nails championship physique isn't easy – it takes a lot of work. Professional athletes and bodybuilders know that sticking to the basics and using the best tools on the market is the only way to real and consistent results year after year.



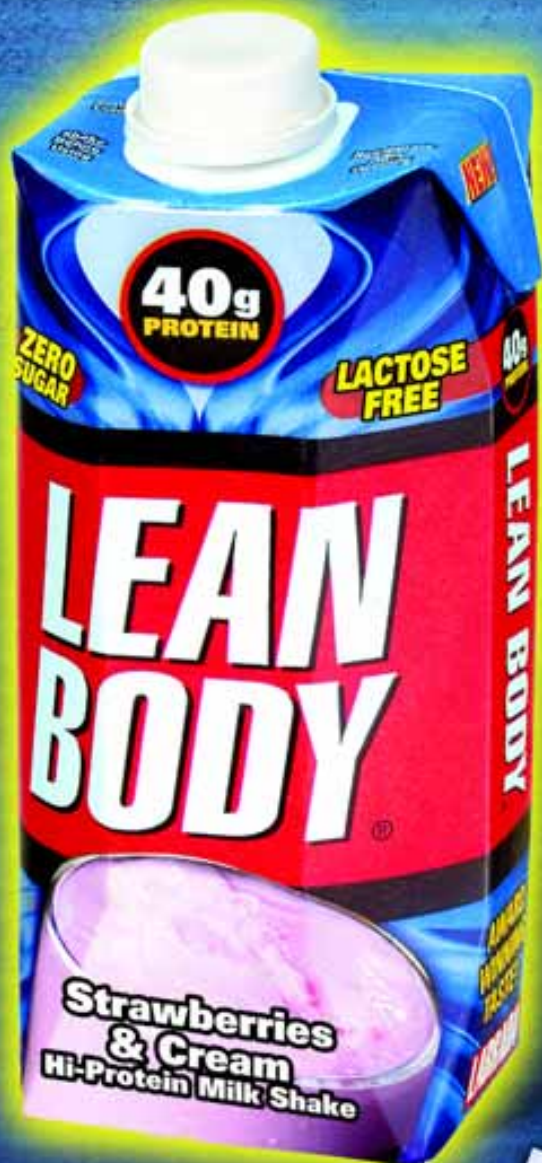
Lean Body® RTD's are the most advanced, best tasting and most effective RTD's ever made – that's why they're the choice of today's top professional athletes and bodybuilders.

Get Lean Body® RTD's and experience the difference they'll make for you!

See In-Depth  
RTD  
Article  
on page 16

# Lean Body<sup>®</sup> 17oz. RTD

## HI-PROTEIN MILK SHAKES



### Nutrition Facts

Serving Size:  
1 Drink Box  
(17 fl oz / 500 mL)

#### Amount per Serving

Calories 260

Calories from Fat 80

		% DV*
<b>Total Fat</b>	9g	14%
Saturated Fat	1g	5%
Trans Fat	0g	
<b>Cholesterol</b>	25mg	8%
<b>Sodium</b>	600mg	25%
<b>Potassium</b>	600mg	17%
<b>Total Carbohydrate</b>	9g	3%
Dietary Fiber	5g	20%
Sugars	0g	
<b>Protein</b>	40g	80%
Vitamin A	25%	Vitamin C 25%
Calcium	40%	Iron 25%
Vitamin D	25%	Vitamin E 25%
Vitamin K	25%	Thiamin 25%
Riboflavin	25%	Niacin 25%
Vitamin B6	25%	Folate 25%
Vitamin B12	25%	Biotin 25%
Pantothenic Acid	25%	Phosphorus 50%
Iodine	25%	Magnesium 25%
Zinc	25%	Selenium 25%
Copper	25%	Manganese 25%
Chromium	25%	Molybdenum 25%

\*Percent Daily Values (%DV) are based on a 2000 calorie diet.

**Ingredients:** Filtered Water, Lean Pro<sup>®</sup> (Special Blend of Spray Dried Ultrafiltered Milk Protein Isolate, Yielding Fast Acting Whey Protein Peptides, Branched Chain Amino Acids, L-Glutamine Peptides, and Slow Acting Casein Peptides, Whey Protein Concentrate, Calcium Caseinate), High Oleic Safflower Oil, Cocoa Processed with Alkali, Cocoa, FiberPlex<sup>™</sup> (Fructooligosaccharides, Cellulose Gel, Cellulose Gum, Carageenan, Xanthan Gum), Vitamin and Mineral Blend (Potassium Phosphate, Potassium Citrate, Magnesium Phosphate, Sodium Ascorbate, Zinc Sulfate, Tocopherol Acetate, Biotin, Vitamin A Palmitate, Niacinamide, Phytanadione, Potassium Iodide, D-calcium Pantothenate, Chromium Chloride, Copper Sulfate, Cyanocobalamin, Sodium Molybdate, Sodium Selenite, Folic Acid, Cholecalciferol, Pyridoxine Hydrochloride, Riboflavin, Thiamin Mononitrate, Ferric Orthophosphate, Manganese Sulfate), Natural Flavors, Soy Lecithin, Citric Acid, Sucralose, Salt, Acesulfame Potassium.

**Allergen Information:** Contains Milk, Soy.

\*Nutrition Facts may vary by flavor

**Chocolate Ice Cream** **Vanilla Ice Cream**  
**Strawberries & Cream** **Bananas & Cream**

### Product Highlights

- 40g of Lean Pro<sup>®</sup> Protein
- Zero Sugar! Lactose-Free!
- 0g Trans Fat
- Only 260 Calories
- Easy-to-Open Resealable Top



HI-PROTEIN SHAKES

**New!**

Introducing New:

**Strawberries  
& Cream!**



**LABRADA**

NUTRITION

*The Most Trusted Name in Sports Nutrition!™*

403 Century Plaza Dr., Suite 440, Houston, TX 77073 U.S.A.  
(800) 832-9948 / (281) 209-2137

*For More Information, visit:*

**www.labrada.com**

© Copyright 2008 Labrada Nutrition, Inc. v3.0