

By Razvan Radu

Since turning pro in 2014, **Michael Lockett** has placed top-5 in each of the four shows he's entered. Will 2016 bring him his first IFBB win?



BE A CARNIVOR!

PACK ON MASS WITH MUSCLEMEDS' CARNIVOR, THE FIRST AND BEST PHARMACEUTICAL-GRADE ALL-BEEF PROTEIN ISOLATE IN THE WORLD

■ With bodybuilders and strength athletes confirming that their best gains result from beef consumption, **the power of beef cannot be disputed.** So MuscleMeds created Carnivor, the first bioengineered beef protein isolate on the market. Carnivor works, and it continues to be the No. 1-selling beef protein isolate on the planet.

PROJECT OVERVIEW Scientists have established that when designing protein products, a major objective is to take high-protein-content foods and improve the bioavailability and functionality of the constituent proteins. The whey-protein-producing industry is one of the leaders in this field. However, at best, whey protein isolates used in protein sports nutrition products achieve only a 90% level of purity.

99% BIOAVAILABILITY! The MuscleMeds research team initially set its sights on producing a beef protein isolate that would be at least as good as the highest whey protein isolate. But a remarkable discovery allowed them to achieve the highest level of protein product purity, 99%. This process results in increasing the bioavailability of the beef-derived protein, which increases its effectiveness for muscle growth.

SCIENCE FACTS

■ Amino Power

Carnivor delivers greater amino acid levels than other protein supplements and is even 350% more concentrated in aminos than a prime sirloin steak!

■ Anabolic Nitrogen Retention Technology

ANRT allows the recycling of aminos back toward the muscle-building pathway to prevent the buildup of debilitating toxins. ANRT factors contained include GKG (glutamine-alpha-ketoglutarate), OKG (ornithine-alpha-ketoglutarate), AKG (alpha-ketoglutarate), and KIC (alpha-ketoisocaproate).

More

Creatine One of the benefits of eating beef is its naturally high creatine content. Each serving supplies 20 times more creatine than beef food sources.

Added BCAAs

Additional BCAAs are added to promote a positive nitrogen balance, increase protein synthesis, decrease catabolism, improve performance, and reduce fatigue.



2014 NPC USA winner **Nick Trigili** is among the IFBB's more massive competitors, tipping the scales at over 300 pounds in the offseason.

THE RESEARCH

■ A study presented at the 2015 International Society of Sport Nutrition* (ISSN) showed that athletes supplementing with Carnivor (2 scoops, 46 grams protein) gained an average of 7.7 pounds of muscle mass, while increasing strength. Athletes added an impressive 6.4% average increase in lean body mass, and boosted their average bench press one-rep max by more than 45 pounds, and their deadlift strength by more than 90 pounds. In contrast, the placebo group did not significantly improve their body mass from baseline.

HYDROLYZED FOR FAST ABSORPTION

■ The hydrolysis process yields a delicious, easy-to-digest, and highly bioavailable concentrated pure beef protein isolate. MuscleMeds experts employ this six-stage process, which includes the following steps:

1 Particle-Reduction Cycle: The first step is to selectively obtain all the "good stuff" (protein, amino acids) from the beef while leaving the "bad stuff" (fat, cholesterol) behind. This is done through a delicate particle-reduction cycle, which improves the protein extraction.

2 Thermal Hydrolysis: Next, the beef goes through thermal hydrolysis for the desired "predigested" hydrolyzed BPI.

3 Cold Filtration Process: It then goes through another process to remove anything else except the pure protein.

4 Low-Temperature Evaporation: This process maintains the integrity of the protein and amino acids, removes excess moisture, and achieves an "instant powder" that you can mix with anything.

5 Spray Drying: This is a key process often overlooked. It's also done at a low temperature to maintain as much of the "natural" components of the beef as possible and to improve the digestibility of the powder.

6 Test Process: Finally, the BPI goes through a rigorous testing process and is USDA approved to ensure it's the highest purity and quality.

ADVANCED FLAVOR TECHNOLOGY

■ You can also add amazing taste to CARNIVOR's monumental beef protein isolate breakthrough. Thanks to the dedicated work of a world-class flavorist (flavor chemist) to bring the taste of CARNIVOR to life. After just the first round of flavor research and development, the flavorist emerged with fantastic news for both the MuscleMeds research team and customers, too—CARNIVOR could be flavored with highly desirable fruit-based flavors, as well as crowd-favorite chocolate and a host of flavor combinations. As a result, CARNIVOR is now available in 10 delectable flavors ranging from Chocolate and Vanilla Caramel to Fruit Punch and Blue Raspberry.



7.7 LBS
Amount of muscle gained using beef protein vs. a placebo.

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