LEAN BODY® RTD

YOUR BLUEPRINT TO BODYBUILDING SUCCESS

Walk 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!

By Labrada Nutrition

This "quick-fix" mentality is costing bodybuilders results and wasting their time and efforts in the gym as they search for the latest and greatest training method or supplement. Many otherwise successful bodybuilders fail to make consistent gains because they don't stick with a proven training method or supplement program long enough to harvest the long-term beneficial results.

Successful bodybuilders know – and science proves – that building a championship body is like playing the stock market: you must have a long-term vision, patience, and you must be willing to stick to the fundamentals. Short-term vision leads only to total failure and total disappointment.

The Basics: FOOD AND SUPPLEMENTS

Whole foods form the basis of a solid nutrition and supplementation plan, and Meal Replacements – MRPs, and RTDs – support the plan.

Whole Foods...

Whole foods are the starting point for health. Whole foods are the basics that supply your body with the proteins, carbs, fats and vitamins and minerals which you need for basic health. Many bodybuilders make the mistake of substituting supplements for whole foods, but they shouldn't because supplements *supplement* your diet; they don't replace sound nutrition.

As bodybuilders, we eat foods first for what they do – the results they produce – and then for how they taste. Vince Gironda – the late bodybuilding guru – remarked that "Bodybuilding is 90% Nutrition." Whole foods are a valuable tool in your arsenal, and choosing the right foods that provide a firm nutritional foundation is critical.

These foods include, but are not limited to:

Protein Sources – Meat and Dairy

Seafood – i.e. salmon, tuna, orange roughy, halibut
Chicken breasts
Turkey breasts
Low-fat cottage cheese
Low-fat/skim milk
Egg whites
Lean beef

Carbohydrate Sources – Fruits, Vegetables and Grains

Yams and potatoes
Oatmeal and whole grain cereals
Whole wheat bread and pasta
Brown rice
Beans, peas, lentils
Peppers, carrots, broccoli, cauliflower
Apples, bananas, grapes, oranges

Fat Sources

Fish, flax, and olive oil
Mixed nuts and natural nut butters

Supplements...

The most important dietary supplements for bodybuilders fall into the functional-food supplement category. While vitamin and mineral based supplements support basic health and prevent diseases that result from vitamin and mineral deficiencies, functional food supplements provide muscle building nutrients which take your physique and performance to a whole new level.

Functional food dietary supplements include **MRPs** (meal replacement powders), **MRBs** (meal replacement bars), protein powders and bars, and **RTDs** (Ready To Drink protein/meal replacement shakes.)

These supplements are "super-foods" because they are scientifically engineered to provide precise macronutrient ratios which give your body the concentrated raw materials it needs to build new muscle mass and improve performance.

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, MRPs, MRBs (meal replacement bars) and Ready-to-Drink Shakes.

Whole Foods, MRP powders, MRP bars, RTDs			
ITEM	**NUTRITION**	**CONVENIENCE**	**DRAWBACKS**
Food	Superior	Worst	Preparation time/cooking time
Meal Replacement Powders (MRPs)	Excellent	Good	Requires mixing/blending
Meal Replacement Bars (MRBs)	Excellent	Better	Melting is sometimes an issue
Ready-To-Drink Shakes (RTDs)	**Excellent**	**Best**	***NONE!***

As illustrated, whole foods, MRPs, MRBs and RTDs 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 MRPs (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.

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

High Quality Ready-to-Drink Shakes (RTDs), by contrast, provide excellent nutrition, are easily transported, require no mixing, taste great and don't need to be refrigerated. Best of all, RTDs 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!

RTDs: 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 RTDs on the market today are packaged in metal cans – just like soda pop. Canned RTDs 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 RTDs 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 RTDs 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,

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 RTDs don't need to be refrigerated – the multilayer packaging locks in the proteins, vitamins and minerals and locks out light, moisture and air. Aseptic RTDs 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 seconds @ 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 RTDs 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 RTDs 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® RTDs: *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 RTDs; 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 BCAAs 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

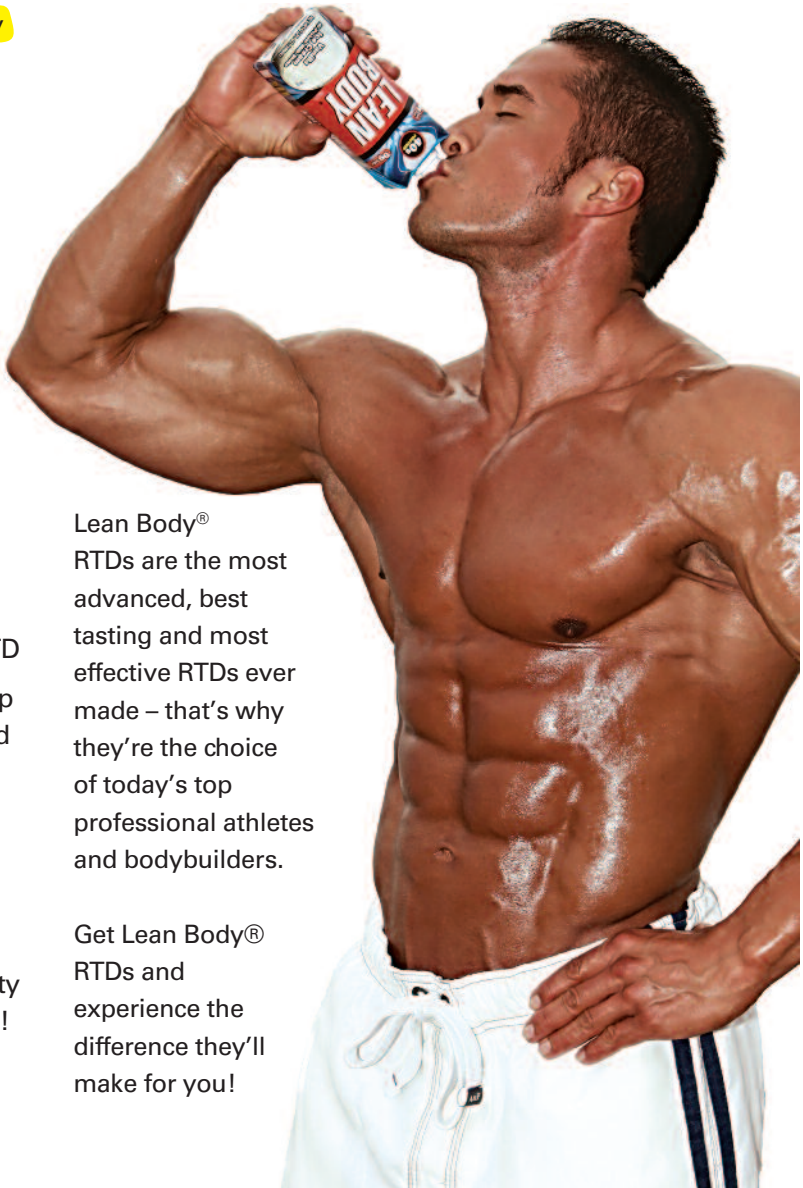
Because Lean Body® RTDs are the highest quality available, you'll build muscle from your first drink!

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

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