

## **CARNIVOR FAQ's**

### **What Makes CARNIVOR Better Than Other Popular Proteins Like Whey?**

It has long been known that bodybuilders and strength athletes consume high amounts of beef to help build muscle and increase strength. The muscle building power of beef cannot be disputed. Ask most any bodybuilder and they will tell you that they make their biggest muscle gains and feel their strongest when they eat beef. Now, thanks to the development of an advanced bioengineered beef protein, MuscleMeds has formulated a highly anabolic muscle building protein. CARNIVOR is unlike any other protein supplement in existence. CARNIVOR was the first beef protein on the market and continues to be the #1 selling Beef Protein Isolate on the planet.

### **Does Research Support Beef Proteins Benefits? How Does Beef Compare To Whey?**

New research substantiates what you knew all along... Beef builds muscle and strength. A groundbreaking clinical study presented at the 2015 International Society of Sports Nutrition (ISSN) conference in Austin, Texas showed that hard training athletes supplementing with Beef Protein Isolate (BPI) gained an average of 7.7 lbs. of muscle mass, while increasing strength. Even more impressive, these results were unsurpassed by whey protein<sup>+</sup>.

Researchers gave test subjects either Beef Protein Isolate (BPI), whey protein or maltodextrin (placebo control) daily for 8 weeks while they exercised 5 days weekly. Athletes taking BPI added an impressive 6.4% average increase in lean body mass. In contrast, the placebo group did not significantly improve their lean body mass from baseline, while whey protein increased lean body mass by 5.5%. The study also showed that test subjects who took BPI significantly increased strength by 20.3%, while whey protein and placebo increased strength by 17.5% and 13.7%, respectively.

These impressive clinical findings validate the muscle and strength building power of Beef Protein Isolate. Beef protein supplies a rich source of essential amino acids and branched chain amino acids (BCAAs) that are important for “triggering” muscle protein synthesis (muscle growth).

The scientists conducting this study also hypothesized that the favorable benefits of BPI may be related to stimulation of muscle protein synthesis and activation of the anabolic mTOR signaling pathway, which regulates protein synthesis. This hypothesis was supported in a subsequent cell culture trial, which demonstrated that BPI supports superior mTOR activation relative to whey protein.

+ Sharp, M et al. The Effects of Beef Protein Isolate and Whey Protein Isolate Supplementation on Lean Mass and Strength in Resistance Trained Individuals - A double Blind, Placebo Controlled Study. *ISSN Int Conf [Poster]*. 2015.

### **How is Carnivor 350% More Concentrated Than Steak & Has 20X Creatine?**

Steak contains high amounts of fat, cholesterol and other nutrients. Carnivor Beef is the purest protein on the market, and 350% more concentrated in protein than beef (per gram of product) – I.E. sirloin steak is around 20-25% protein per gram, while Carnivor uses a ~99% pure beef protein isolate. It is also

more pure than any other protein on the market such as whey. Similarly, creatine is much more concentrated per gram of Carnivor, and 20X more concentrated than an equivalent amount of beef protein.

### **What About Food Allergens?**

Another huge advantage of CARNIVOR protein is that it contains **no allergens**. Dairy proteins often contain allergens such as lactose, while people are commonly allergic to soy protein as well as wheat protein, which is high in gluten. CARNIVOR contains pure beef without any fat or cholesterol-plus it has no lactose, sugar or gluten, making it the perfect alternative to dairy proteins such as whey.

### **How Is Carnivor BPI Made?**

CARNIVOR is made with pure Beef Protein Isolate that is derived from an advanced, proprietary hydrolysis process that removes all the fat and cholesterol from the beef to yield an extremely pure and concentrated ~99% beef protein isolate (BPI). CARNIVOR BPI is made with a highly controlled proprietary 6-stage process as follows:

1. **Particle Reduction Cycle:** The first step is to selectively isolate the proteins and amino acids from the beef while extracting all the fat and cholesterol. This is done through a delicate Particle Reduction Cycle, which improves the protein extraction.
2. **Thermal Hydrolysis:** Next, the beef goes through Thermal Hydrolysis to obtain the desired “pre-digested” hydrolyzed beef protein isolate (BPI).
3. **Cold Filtration Process:** It then goes through another cold filtration process to remove anything else except 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 can be mixed in solutions.
5. **Spray Drying:** Spray drying is 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.

Because of its advanced extraction, clarification, hydrolysis and isolation technologies, CARNIVOR BPI has greater amino acid concentrations than milk, soy, egg or steak and contains 0 fat, 0 cholesterol, 0 sugar, 0 lactose and 0 gluten per serving.

### **Where Is The Origin Of Carnivor BPI?**

Carnivor BPI is manufactured exclusively from cattle of United States origin and/or legally imported. All animals are housed in USDA FSIS-inspected and –approved facilities where both ante- and post-mortem inspections have been performed. Carnivor BPI is certified to be hormone and rBST free, and free of any violative drug, hormone or chemical residues. Carnivor BPI is also free of common allergens, including wheat, gluten, dairy (milk), lactose, egg, fish and soy allergens.

**What Cut Of Meat Does Carnivor BPI Come From?**

CARNIVOR BPI comes from meat adhering to the bone.

**Is There Added Gelatin Or Collagen In Carnivor?**

No, Carnivor has no added gelatin or collagen. The protein comes from 100% BPI.

**How Much Creatine Is In Carnivor? Does Carnivor BPI Have Natural Or Added Creatine?**

There over 2.5 grams of creatine in Carnivor, coming from both natural creatine in the BPI and added creatine monohydrate.

**Why Did The Sodium Content Change In Carnivor?**

As changes have been made to the refinement of the beef, the sodium levels – which are naturally occurring from the beef – have been adjusted on the labels as well.

**What Is The Nutrient Breakdown Of The ANRT Technology?**

ANRT nitrogen retention factors contained in CARNIVOR is a proprietary blend that includes GKG (glutamine-alpha-ketoglutarate), OKG (ornithine-alpha-ketoglutarate), AKG (alpha-ketoglutarate) and KIC (alpha-ketoisocaproate).

**What Are The Amino Acid Levels In Carnivor? How Much BCAA Is Added?**

The exact amino acid levels contained in Carnivor and additional BCAA's added is proprietary. However, those questioning the anabolic benefits of beef need only to read the previously discussed clinical research which shows that Carnivor BPI can add up to 8 lbs. of muscle in 8-weeks, and these benefits are unsurpassed by even whey protein.

**Why Does My Carnivor Protein Foam Up?**

Protein itself foams and beef protein isolate tends to foam. We have worked diligently to reduce the foaming as much as possible and will continue to do so with improvements to the processing systems for BPI.

**Why Is The Scoop Size Of Carnivor Different?**

The scoops changed when we refined the beef protein isolate to the point that we no longer needed an extra emulsifier, in this case gelatin. When the beef was refined the density of it changed slightly which means we needed a different size scoop in order to have the same amount of product in a serving.