

## **ALLMAX Nutrition Announces the Launch of its New Pre-Workout Formula – MUSCLEPRIME**

MUSCLEPRIME is a cutting-edge pre-workout formula which primes your mind and body for the ultimate workout!

**January 2009**

**Toronto, Ontario** – ALLMAX Nutrition has announced the launch of its cutting-edge pre-workout formula MUSCLEPRIME™. MUSCLEPRIME™ is the world's first and most powerful pre-workout Anabolic Response Activator™; uniquely designed to amplify training intensity while providing key nutrients to get optimal results from every workout.

In today's world, everyone has less time, but we continue to demand more from every workout in the gym. With January here, New Year's resolutions have everyone heading back into the gym. MUSCLEPRIME™ literally primes both mind and body to amplify both workout intensity and the results, so limited time to go to the gym can be turned into impressive results.

As a delicious drink mix, 1 to 3 scoops of MUSCLEPRIME™ with ice-cold water before every workout to drive overall energy levels through the roof while providing dramatic improvements in workout intensity. It bolsters mental focus and intensity, providing the exact blend of ingredients needed to improve the quality of every workout. MUSCLEPRIME™ can be used by all healthy adults, but is really designed primarily for those who are avid about increasing muscle size through increased workout intensity.

According to the research team at ALLMAX Nutrition, MUSCLEPRIME™ is composed of a specific blend of anabolic ingredients that effectively prepares the mind and body for a super-charged workout. The MUSCLEPRIME™ formula is fueled by recent University research and includes all the ingredients a pre-workout formula should such as: all 8 Essential Amino Acids as well as all 3 Branched Chain Amino Acids, the new ingredient superstar Beta-Alanine, Arginine, Ribose, ATP, Ginseng, Ginkgo, Betatine, CoQ10, NAC and Vitamin C.

Unlike just about every other pre-workout formula on the market, the amount of each ingredient in MUSCLEPRIME is very clearly labeled, so as a consumer you know exactly what you're getting. What's in the bottle is on the label.

Team ALLMAX Nutrition athlete, professional personal trainer and Natural Pro Bodybuilder Andre Rzazewski has been in the industry for some time now and has literally tried just about every supplement on the market. He was absolutely blown away by MUSCLEPRIME and said "MUSCLEPRIME is truly amazing! It's the best pre-workout supplement to hit the market, by a long shot. I have never experienced such clarity and focus during my training. I will never train without MUSCLEPRIME again!"

MUSCLEPRIME is now available in the US nationwide at Vitamin Shoppe Bodybuilding.com and through ALLMAXNutrition.com and in Canada at GNC, Popeye's and SupplementsCanada.com or SNDCanada.com.

### **About ALLMAX Nutrition**

The ALLMAX Nutrition brand stands for Science, Innovation, Quality, and Results. ALLMAX Nutrition is known for its high quality and extremely effective line of cutting-edge sports nutrition products. Every product contains only the highest-quality and most-pure ingredients from around the world. We believe that dedicating ourselves to strict policies of quality in manufacturing improves all aspects of our supplement line. Most importantly, our products produce the results that have made ALLMAX the choice for personal trainers, professional and amateur athletes and hard-training weight lifters.

**Find out more about MUSCLEPRIME at [www.MUSCLEPRIME.com](http://www.MUSCLEPRIME.com)**