

Media Advisory

EAS® Launches Myoplex Shred Protein Shake

MYOPLEX® SHRED IS A HIGH-PROTEIN SHAKE DESIGNED TO HELP ATHLETES MEET PROTEIN NEEDS TO INCREASE LEAN MUSCLE

COLUMBUS, OH –May 1, 2017– For athletes looking to build more lean muscle and achieve their fitness goals, EAS is introducing [Myoplex Shred](#), a high-protein, nutrition shake.

Increasing lean muscle requires training hard and boosting protein intake. Myoplex Shred is designed to meet athletes' needs by delivering 42 grams of slow-and-fast digesting protein to feed muscles up to six hours. It has naturally-occurring branched-chained amino acids to help muscles recover and reduce soreness after intense workouts. And to help achieve a lean look, the ready-to-drink shakes have 200-210 calories per serving and are high in protein so they can be enjoyed in-between meals to manage hunger.

[Melvin Gordon](#), Los Angeles Chargers running back and EAS athlete, uses [Myoplex Shred](#) to stay in top shape and build strength as he prepares for the rigorous season ahead.

“There is no off-season when you are competing at the highest level,” said Gordon. “To get an edge, I push the intensity of my workouts and maximize my nutrition with Myoplex Shred. The protein packed into the shakes helps repair my muscles after I work out so I’m ready to train as hard the next time.”

Giving athletes an edge drives innovation at EAS. “Every day, our nutrition experts are working with athletes at every level to develop science-backed products to help them push their performance,” said Timothy Monk, general manager of EAS, triathlete and IRONMAN World Championship finisher. “Myoplex Shred gives athletes a great-tasting, convenient, high-protein source to help them work out hard, build muscle and achieve the results they want.”

Myoplex Shred

- A 16-ounce shake has 200-210 calories, 42 g of protein, 7-8 grams of carbohydrates, and 1 gram of sugar.
- Features both fast- and slow-digesting protein to feed muscles for up to 6 hours and keep athletes feeling full.
- Shakes have 8.5 grams of naturally-occurring BCAAs to help muscles recover and reduce training-related muscle soreness.

- Available in great-tasting flavors including Muscle Mocha with 100 mg of caffeine from coffee; or Chiseled Chocolate and Cinnamon Swole without caffeine.
- Sold in a 4-pack and available at: Walmart, [Amazon.com](https://www.amazon.com), Kroger and other major retailers.

About EAS:

EAS is defining the industry with more than 20 years of innovation through science-based sports nutrition. With Myoplex and AdvantEDGE product lines, EAS provides trusted, high-quality, proven sports nutrition for athletes and fitness enthusiasts at every stage and level - from beginner to professional. EAS products are quality checked for purity and safety. It is a brand for athletes, by athletes. Connect with us at [eas.com](https://www.eas.com), on Facebook at [facebook.com/eas](https://www.facebook.com/eas) and Instagram at [instagram.com/easmyoplex](https://www.instagram.com/easmyoplex) and [Instagram.com/advantedge](https://www.instagram.com/advantedge).

About Abbott:

At Abbott (NYSE: ABT), we're committed to helping people live their best possible life through the power of health. For more than 125 years, we've brought new products and technologies to the world -- in nutrition, diagnostics, medical devices and branded generic pharmaceuticals -- that create more possibilities for more people at all stages of life. Today, 94,000 of us are working to help people live not just longer, but better, in the more than 150 countries we serve.

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