

ASN
ADVANCED
SPORTS NUTRITION

TABLE OF CONTENT

01. *About **US***

03. *Word from
the CEO*

04. *The **Factory***

07. *Our **Team***

08. *Why **ASN?***

09. *Our **Vision***

10. *Our **Mission***

11. ***Products***

30. ***Bobs Bake***

38. ***Find us at***

ABOUT US

01.

Since
1993 **ADVANCED Sports Nutrition Co.**

has been committed to delivering sports nutrition supplements that match your dedication to fitness. Our expert team leverages the latest scientific research and nutritional insights to develop and refine products that enhance health. We prioritize ingredient quality and its effects on individuals pursuing a healthy lifestyle, regardless of cost.

We take pride in being one of the few global sports nutrition companies that both formulates and manufactures its own products. As the first company in the Middle East to introduce its own brand, we also run the region's pioneering "Contract Manufacturing" Center. This center caters to numerous international companies, producing supplements under their brands, broadening product variety while ensuring both affordability and high quality. It enhances profitability and allows us to serve a diverse customer base with varying needs.



For quality control

All our products are registered with the Egyptian Ministry of Health and produced in GMP-certified and pharmaceutical-grade facilities. Although we conduct preliminary tests in our own labs, final results are confirmed by third-party labs and the Ministry of Health. This stringent process ensures we partner only with suppliers who fully meet Ministry of Health standards, excluding those that do not.

Our success is built on the progress and satisfaction of our customers.



A WORD FROM THE CEO

02.



For over 30 years, I've dedicated my efforts to formulating health food products designed to meet the highest demands of our clients while closely following the latest food trends and advancements in manufacturing technology.

Our catalogue exemplifies our unwavering commitment to excellence and innovation. It showcases our wide range of products designed to meet the diverse needs of our clients. Whether you are a dedicated gym enthusiast or simply seeking better health through advanced nutrition.

We place a special emphasis on nutrition, taste, and texture as hallmarks of all our products, ensuring the complete satisfaction of our clients and delivering an enjoyable eating experience every time.

Today, I am delighted to share that a company in Egypt has successfully achieved international standards and continues to grow and excel in its field. This remarkable milestone reflects our unwavering commitment to excellence and innovation. We look forward to witnessing continued success and contributions on the global stage.

Eng. Ehab Hanna

Ehab Hanna

THE FACTORY

03.



THE FACTORY

03.



THE PROCESS

04.



OUR TEAM

05.

They are behind our success and their continuous effort, work, loyalty and commitment led us to our positioning in the market nowadays.



WHY ASN?

ASN stands out in the health and wellness field with its unparalleled quality, forward-thinking innovation, commitment to sustainability, and active community participation. We ensure top performance and durability by using only premium materials, consistently applying the latest advancements, and customizing our products to meet individual needs. Beyond delivering exceptional products, we nurture a supportive community that values feedback and creates spaces for meaningful connections and celebrations. By choosing ASN, you're opting for unmatched quality, groundbreaking innovation, sustainability, and community engagement.



06.



OUR VISION

07.



To enable health enthusiasts around the globe with premium products that boost performance, support well-being, and foster a lifelong dedication to fitness and a healthy lifestyle, by broadening our product range and ensuring availability everywhere.

OUR MISSION

At ASN, our mission is to create and deliver outstanding products designed to meet the diverse needs of health enthusiasts. By utilizing cutting-edge technology, premium materials, and skilled craftsmanship, we strive to surpass expectations and offer high-performance products with exceptional flavor.

Our commitments include:

- **Quality:** Ensuring durability, reliability, and top performance in every product.
- **Innovation:** Continuously exploring new advancements to push the limits.
- **Sustainability:** Implementing eco-friendly practices throughout our supply chain.
- **Community Engagement:** Fostering a supportive network among athletes, actively engaging with customers, and valuing their feedback.

Our aim is to become the preferred choice for athletes and fitness enthusiasts, equipping them with tools for a healthier and more active lifestyle.

08.



09.

PRODUCTS

SUPER FOOD BARS

Advanced Superfood Bar is a plant based organic bar crafted to serve both as an energy and protein bar. We prioritize Mother Nature in our decision-making process, allowing natural ingredients like oats, nuts, honey, super seeds, and dark chocolate to do the work. By combining these simple, wholesome ingredients, we've created a bar that is not only delicious but also high in nutritional value. Enjoy quality proteins, complex carbs, healthy fats, vitamins, and minerals in their most natural form.

● Benefits

- ✓ 100 % natural ingredients
- ✓ Plant based protein.
- ✓ Supersedes.
- ✓ Healthy fats.
- ✓ Vitamins and minerals



SUPER FOOD BARS

- The Ingredient list

Oats
Nuts
Honey
Super Seeds
Dark Chocolate

- Nutrition Facts per Bar

Proteins	7g
Fats	16g
Carbs	28g
Fiber	3g
Calories	283 Cal

- Flavors

Molasses
Peanut Butter
Tahini
Choco Hazelnut
Choco Almond



- Box 16 Box
- Weight: 13kg
- L 29cm X W 27cm X H 40cm



PROTEIN BARS

Advanced Protein Bar is crafted for those looking to boost their protein intake deliciously. Each bar provides 20 grams of complete protein, with a blend of Whey Protein Concentrate, Milk Protein Concentrate, and Soy Protein Isolate to support your protein needs throughout the day.

● Benefits

- ✓ 20 Grams of Protein per Bar
- ✓ Gluten-Free.
- ✓ No Added Sugar
- ✓ No Preservatives



PROTEIN BARS

- The Ingredient list

- Whey Protein Concentrate
- Milk Protein Concentrate
- Soy Protein Isolate
- Fat-Free Milk
- Honey /Glucose
- Natural Flavoring
- Dark Chocolate

- Nutrition Facts per Bar

Proteins	20g
Fats	4.5g
Carbs	34g
Fiber	7g
Calories	257 Cal

- Flavors

- Cinnamon
- Peanut Butter
- Chocolate
- Coconut



- Box 12 Bars
- Weight: 10.82kg
- L 22cm X W 32cm X H 36cm

PROTEIN COOKIES

ASN Protein Cookie is designed for those seeking a delicious way to increase their protein intake. Enriched with Whey Protein, Egg White Protein, and Whey Protein Crisps, this cookie is baked with natural butter and raw honey, and contains no preservatives—just like homemade cookies but with fewer calories and more protein. Each cookie provides 15 grams of high-quality protein to enhance your daily diet.

● Benefits

- ✓ 15 Grams of Protein per Cookie
- ✓ Sugar-Free.
- ✓ Soya Free.
- ✓ Gluten-Free.
- ✓ No Added Sugar
- ✓ No Preservatives
- ✓ Available in 4 Delicious Flavors



PROTEIN COOKIES

● The Ingredient list

Whey Protein	Honey
Egg White Protein	Whey Protein Crisps
Dark Chocolate	Natural Flavoring

● Nutrition Facts

Proteins	15g
Fats	12g
Carbs	24g
Fiber	4g
Calories	268 Cal

● Flavors

Original
Peanut Butter
Mocha
Vanilla



- 12 Box
- Weight: 3.9kg
- L 22cm X W 32cm X H 36cm

PEA & RICE PROTEIN

Go Food Vegan Pea & Rice Protein is a high-protein drink mix perfect for vegans, vegetarians, and those with lactose intolerance or sensitivity. Combining pea and rice proteins provides an optimal amino acid profile, containing all nine essential amino acids that your body cannot produce on its own. It is also an excellent source of branched-chain amino acids (BCAAs).

For regular exercisers, Pea & Rice Protein provides a pre-workout energy boost and supports post-workout muscle recovery. Its amino acid profile, comparable to whey protein, is notably rich in Arginine, Lysine, and Phenylalanine.

● Benefits

- ✓ **100% Vegan:** Perfect for plant-based diets.
- ✓ **25g of Protein per Serving:** Supports muscle building and maintenance.
- ✓ **Contains All Nine Essential Amino Acids:** Comprehensive amino acid profile.
- ✓ **Gluten-Free:** Suitable for various diets.



PEA & RICE PROTEIN

● The Ingredient list

Pea Protein
Rice Protein
Natural Flavoring
Low Calorie Sweetener

● Nutrition Facts

Proteins	25g
Fats	2g
Carbs	4g
Calories	135g

● Flavors

Banana Milk Shake



- 6 Jars
- Weight: 8.075kg
- L 29cm X W 27cm X H 40cm

WEIGHT GAINERS

Advanced Mass Maker Powder is expertly designed to support muscle building, weight gain, and fuel intense workouts. Each serving provides 530 calories, 40g of protein, and up to 87g of complex carbs, all conveniently delivered in a shake for effortless consumption. Our most calorie-rich weight gain formula,

Mass Maker delivers optimal macros for athletes with ambitious muscle and performance goals. It provides complex carbs to fuel intense workouts and calories to support a bulking diet, featuring a full 40g protein blend from whey protein concentrate, milk protein concentrate, egg albumin, and fat-free milk. Additionally, it includes essential vitamins and minerals for a comprehensive and effective weight gain supplement.



2.628kg



WEIGHT GAINERS

● Benefits

- ✓ Delivers up to 530 calories per serving to help achieve a calorie surplus for optimal weight and muscle gain.
- ✓ Provides 40g of complete, fast-digesting protein per serving to support muscle growth and aid in recovery.
- ✓ Rich in essential vitamins and minerals to support overall health.
- ✓ Contains up to 87g of complex carbs per serving to fuel and sustain intense workouts.
- ✓ Available in 3 indulgent and delicious flavors

● The Ingredient list

Maltodextrin	Fat Free Milk
Whey Protein Concentrate	Vitamins
Milk Protein Concentrate	Minerals complex
Egg White Protein	Natural Flavoring
Soy Protein Isolate	low calorie sweetener

● Nutrition Facts

Proteins	40g
Fats	2g
Carbs	87g
BCAA	530g

● Flavors

Chocolate
Strawberry
Vanilla



- 3 Jars
- Weight: 8.54kg
- L 29cm X W 27cm X H 40cm

WHEY PROTEIN

Advanced 100% WHEY™ Protein Powder boosts muscle growth and aids in post-workout recovery, delivering 25 grams of high-quality protein and 5.6 grams of naturally occurring BCAAs per serving. Perfect for both casual exercisers and elite athletes, this fast-digesting formula utilizes whey protein concentrate to effectively address a range of protein needs.

With over 4 delightful flavors, a satisfying texture, and effortless mixing using just a glass and spoon, this protein powder effortlessly complements your active, performance-driven lifestyle.

● Benefits

- ✓ **25g of protein per serving** to support muscle building and maintenance
- ✓ **5.6g of naturally occurring BCAAs** per serving
- ✓ **Gluten-free** for those with dietary restrictions
- ✓ **Available in over 4 delicious flavors**



WHEY PROTEIN

● The Ingredient list

Whey Protein Concentrate

Natural flavoring

Low-Calorie Sweetener

● Nutrition Facts

Proteins	25g
Fats	1g
Carbs	2g
BCAA	5.6g

● Flavors

Banana

Chocolate

Strawberry

Vanilla



Weight: 990gm



- 5 Box
- Weight: 5.65kg
- L 22cm X W 32cm X H 36cm

PROTEIN PANCAKE MIX

Whey & Oats Protein Pancake Mix is a blend of high-quality protein from whey, egg protein, and oats, providing both fast and slow-digesting nutrients. Each pancake contains 18 grams of complete protein to help you meet your daily protein intake. Our easy-to-prepare mix is gluten free, sugar-free and high in fiber, making it an ideal choice for breakfast or as a nutritious snack.

● Benefits

- ✓ 18 grams of complete protein per pancake
- ✓ East to prepare
- ✓ Gluten free
- ✓ Sugar free
- ✓ Ideal choice for breakfast



PROTEIN PANCAKE MIX

The Ingredient list

Oat Flour
Whey Protein Concentrate
Egg White Protein
Rice Flour
Coconut Flour
Natural Flavoring
Sucralose

● Nutrition Facts

Protein	18g
Fats	2g
Carbs	15g
Fiber	2g
Vitamin C	60mg
Calories	150Cal

● Flavors

Original Creamy Vanilla



- 12 Jars
- Weight: 7.2kg
- L 29cm X W 27cm X H 40cm

CARB ENERGY

Advanced Carbo Blast features a complex carbohydrate blend with an isotonic mix designed to help athletes refuel and energize their muscles. This highly concentrated carbohydrate rapidly passes through the stomach and is efficiently absorbed, providing readily available energy during training for peak performance.

It supports muscle glycogen synthesis, allowing you to train harder, longer, and faster with sustained energy boosts. By stabilizing blood sugar levels, it aids in quick muscle recovery and combats fatigue. Added electrolytes promote cellular hydration, while antioxidants work to neutralize free radicals.

● Benefits

- ✓ Provides a steady release of energy for sustained performance.
- ✓ Replenishes energy and supports muscle recovery.
- ✓ Vegan.
- ✓ Available in 3 delicious flavors.



1.65kg

CARB ENERGY

● The Ingredient list

Maltodextrin
Dextrose
Vitamins
Minerals Complex
Natural Flavoring
Low Calorie Sweetener

● Nutrition Facts

Magnesium	31mg
Fats	0g
Carbs	50g
Potassium	70mg
Vitamin C	60mg
Calories	200Cal

● Flavors

Pineapple
Orange
Cherry



- 6 Jars
- Weight: 11.47kg
- L 29cm X W 27cm X H 40cm

CREATINE MONOHYDRATE

Advanced Creatine 5000 is crafted from 100% pure micronized creatine monohydrate. This highly absorbable, fast-acting formula enhances strength, increases lean muscle mass, and supports rapid muscle recovery, making it ideal for athletes engaged in heavy lifting and high-intensity exercises. Suitable for all athletes, it boosts strength and improves endurance during workouts.

● Benefits

- ✓ 100% Pure Creatine Powder: Contains 5g of creatine monohydrate per serving.
- ✓ Fast Absorbing: Micronized powder for quick and effective absorption.
- ✓ Unflavored: Easily mixes into any beverage.
- ✓ Boost Muscle Growth: Enhances muscle strength, increases lean muscle mass, and speeds up recovery—ideal for maximizing gains from heavy lifting or high-intensity workouts.
- ✓ Increase Energy: Boosts energy and muscle endurance during intense exercise.



CREATINE MONOHYDRATE

● The Ingredient list

Micronized Creatine Monohydrate

● Nutrition Facts

Creatine Monohydrate

5g

● Flavors

Unflavored



- 12 Jars
- Weight: 6.6kg
- L 29cm X W 27cm X H 40cm

09.

BOBS BAKE

PROTEIN BROWNIE

Experience the delightful taste of **Bob's Bake Brownies** in a Cup and savor the homely goodness of freshly baked brownies that are actually good for you.

Our soft-baked brownies, oozing with chocolate lava, are gluten-free, contain no added sugars, are packed with 16 grams of protein, and are rich in fiber, making them a delicious treat for the whole family to enjoy.

Freshly baked in 30 seconds without any mess—just add water, mix, and microwave—our gourmet brownie in a cup saves you time and money compared to baking brownies from scratch.

We meticulously select only the finest ingredients, ensuring that our healthy desserts offer the best nutrition. Use them as an after-dinner sweet treat or an on-the-go breakfast without any guilt



PROTEIN BROWNIE

● Benefits

- ✓ 16 grams of complete protein
- ✓ No added sugar
- ✓ Gluten free
- ✓ Freshly baked in 30 seconds

● The Ingredient list

Oat Flour
Whey Protein Concentrate
Egg White Protein
Chocolate Chips
Cocoa Mass
Sucralose

● Nutrition Facts

Proteins	16g
Fats	6g
Carbs	38g
Fiber	2g
Calories	270 Cal

● Flavors

Brownie



- 24 Jars
- Weight: 2.51kg
- L 18cm X W 32cm X H 43cm

PROTEIN PANCAKE & WAFFLE MIX

Bob's Bake Protein Pancake & Waffle Mix is a high-protein mix designed for quick and easy preparation of delicious pancakes or fluffy waffles. In less than 5 minutes, you can enjoy a gluten-free, sugar-free pancake or waffle with 12 grams of complete protein. Ideal for those focused on diet, nutrition, and muscle building. Perfect as a breakfast, pre- or post-workout meal, or a snack between meals.

● Benefits

- ✓ 12 grams of protein per pancake/waffle
- ✓ Quick and easy to prepare
- ✓ Gluten free
- ✓ Sugar free
- ✓ Available in 3 delicious flavors



PROTEIN PANCAKE & WAFFLE MIX

● The Ingredient list

Oat Flour
Fat Free Milk
Whey Protein Concentrate
Milk Protein Concentrate
Egg White Protein
Natural Flavoring
Sucralose

● Nutrition Facts

Proteins	12g
Fats	5g
Carbs	22g
Fiber	4g
Calories	180 Cal

● Flavors

Cinnamon Roll
Double Chocolate
Creamy Vanilla



- 24 Jars
- Weight: 2.03kg
- L 18cm X W 32cm X H 43cm

PROTEIN JELLYDESSERT

Bob's Bake Sugar-Free Jelly Dessert Bar Bar is designed for those seeking a delicious way to increase their protein intake. With more protein, zero sugar, and 0 carbs, it's perfect for keto-friendly diets. Easy to prepare and ready in just 45 minutes, it offers a variety of fruity flavors—ideal for a high-protein, low-calorie, and fat-free snack. Mix with fruits or create your own rainbow gelatin.

● Benefits

- ✓ 18 Grams of Protein per Pack
- ✓ 0 Sugar
- ✓ 0 Fat
- ✓ 0 Carbs
- ✓ Keto Friendly
- ✓ Available in 5 Different Flavors



PROTEIN JELLY DESSERT

● The Ingredient list

Beef Gelatin Halal
Citric Acid
Authorized Artificial Colors
Sucralose
Authorized Artificial Flavors

● Nutrition Facts

Proteins	18g
Fats	0g
Carbs	0g
Calories	72 Cal

● Flavors

Strawberry
Pineapple
Mango
Blueberry
Apple



- 48 Box
- Weight: 2.025kg
- L 19cm X W 27cm X H 27cm

FIND US AT





📍 24 Mohamed Saied El Halawany St.,
Heliopolis, Cairo.

📱 +2015 5948 6944 +2012 7842 6690

☎ +202 2266 7185 +202 2269 3203

✉ info@asnegypt.com

🌐 www.asnegypt.com

