

M nutrition
by MAX MUSCLE®

2017 PRODUCT GUIDE



THE BRAND

A COMMITMENT TO QUALITY

FOR 25 YEARS Max Muscle Nutrition has produced the highest quality nutritional supplements to help our customers achieve their health and fitness goals. As a consumer of nutritional supplements, you have choices when it comes to which brand you use and who you are going to trust when it comes to what you put in your body. Not all products are created equal so if you are serious about getting results and want to get the most from your supplements, choose wisely, choose the best, choose Max Muscle Nutrition!

Reasons to Trust the Max Muscle Nutrition Brand:

- **Formulations Based on Science** – The MM Research & Product Development Team is headed up by Chief Science Officer Dr. Phillip Harvey. Every Max Muscle Nutritional supplement is formulated based on credible science. The objective is the same for every formula, maximize effectiveness of the product by using the newest and most innovative ingredients while at the same time ensuring that every ingredient is safe and in full compliance with industry regulations.
- **Experience** – The adage that the best things come with age holds true when it comes to formulating superior products. With a combined experience of over 75 years, our product development team draws on those years of experience while staying abreast of the latest cutting edge technology and ingredients to deliver to our customers the most effective formulations to ensure that you get the very best results and performance out of your supplementation.



- **Independent Third Party Testing & Verification** – Max Muscle Nutrition Supplements are tested by independent third party laboratories to verify that all products meet label claims and are within product specification. Products are rigorously tested for identity, microbials, heavy metals and to verify product specifications to ensure strength, composition and purity.



- **Quality Ingredients Guarantee** - The Max Muscle Quality Ingredients Guarantee begins with Max Muscle Nutrition's focus on quality products and our commitment to sourcing, purchasing and controlling raw materials. The Quality Control Department oversees comprehensive and thorough specification and control processes all the way up until all finished goods are approved. All products are manufactured under strict current Good Manufacturing Practices (cGMPs) and are in compliance with U.S. Food and Drug Administration (FDA) cGMP regulations for dietary supplements (21 CFR 111) and foods (21 CFR 110) along with U.S. Department of Agriculture (USDA) regulations 21 CFR 589.2000.



- **Manufactured in the USA** – All Max Muscle Nutrition supplements are manufactured in the USA using the highest quality ingredients sourced domestically and internationally.



PARENTS. ADVOCATES. **FRANCHISE OWNERS**

"Owning a store isn't just about business for us. It means we have a chance to help our community lead better, healthier lives through truthful knowledge about their nutrition and fitness."

Amanda & David

Amanda & David Boyd,
Multi-Unit Franchisees, Corona/Riverside, CA

If you have a passion for helping people achieve their health & fitness goals, Max Muscle provides the opportunity to change lives.

There's been no better time than right now to get into business for yourself and do what you love to do!

Find out how to get started at

WWW.MAXMUSCLEFRANCHISE.COM

*This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. A franchise offer may only be made through a registered Franchise Disclosure Document. FTC rule requires that franchise companies register their franchise offer with many states before advertising or offering their franchise in those states. MMSN is currently registered in all states.



We started producing nutritional supplements over 25 years ago with the simple philosophy that we were consumers of nutritional supplements first and because of that, we wanted to make sure that what we were using ourselves had the highest quality ingredients in our formulas. We also wanted to make sure that what is on our label is actually in the bottle by being one of the first supplement companies to source our own raw materials and independently test our finished products.

This focus and commitment to quality continues today and it is the reason why the Max Muscle Nutrition brand has been trusted by millions of nutritional supplement consumers over the past 25 years!

Max Muscle Nutrition guarantees our customers the highest quality supplements in order to get you the very best results. Every ingredient in our products are researched and formulated by our in house Chief Science Officer, Dr. Phillip Harvey, to ensure that scientific substantiation and safety standards are met. This equates to supplements that are equally as effective as they are safe.

To our many loyal brand ambassadors, thank you for your trust and continued support over the past two decades and to those of you that have never tried a Max Muscle Nutrition supplement, I challenge you to find out what a difference true quality can make in your performance!

Sean
Sean Greene
President & COO

2017 PRODUCT GUIDE

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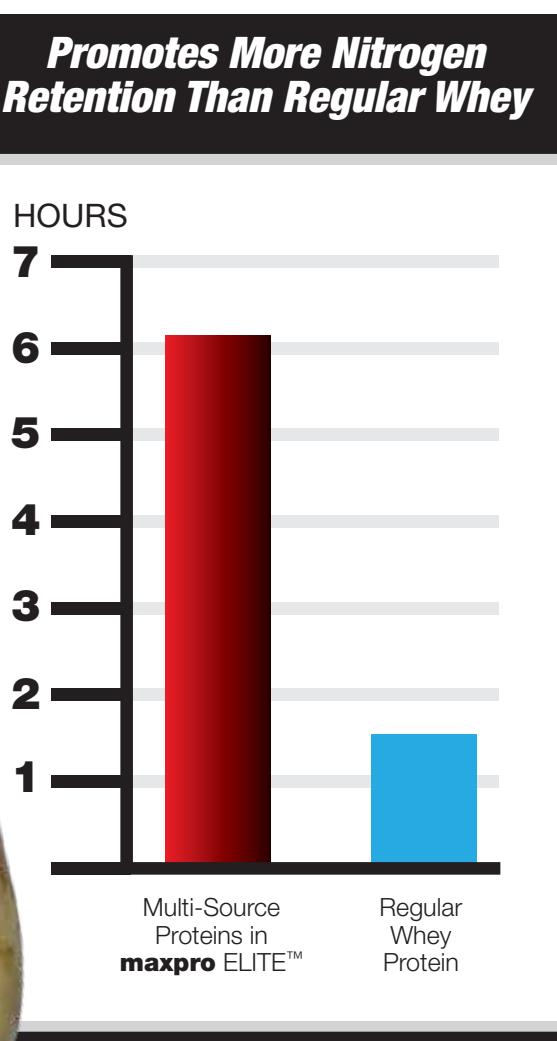
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ULTRA PREMIUM MULTI SOURCE PROTEIN!

- **30 grams of Protein**
- **6.6 grams of BCAA's**
- **4.4 grams of Glutamine**
- **Sugar Free***
- **Fat Free**
- **Gluten Free**



*Except Chocolate Cake which has 1g of sugar.

WHY IS USING A **MULTI-SOURCE BLEND PROTEIN SUPERIOR TO WHEY** OR OTHER SINGLE SOURCE PROTEINS?

Single source proteins are quickly absorbed into the bloodstream, and provide only a short period of what is referred to as “positive nitrogen balance”. This is the optimal state for muscle growth and recovery. Even the highest quality whey isolate only maintains positive nitrogen balance for a little over an hour. This can be beneficial in some cases like immediately before or after a workout but is not the most effective way to build lean muscle over time. Multi-source protein blends have been clinically proven to be superior to single source proteins because they elevate and maintain positive nitrogen balance for a much longer period of time which equates to more lean muscle growth and better recovery.

maxpro Elite™, is the ultimate multi-source protein, containing the ideal ratio of the highest quality protein sources proven to provide optimal muscle protein synthesis, promoting greater nitrogen retention and superior results.

There is a reason why **maxpro** has been the bestselling protein in the Max Muscle chain for the past 25 years; because it works! The new & improved **maxpro Elite™** formula leverages the success of the original with an even better formula.

4lbs size available in Chocolate Cake, Vanilla Ice Cream, Strawberry Banana Smoothie and Cinnamon Roll.

30g	6.6g	4.4g	0g	0g
PROTEIN	BCAAs	GLUTAMINE	SUGARS	TRANS FAT

PROTEIN SUPPLEMENTS



ULTRA PREMIUM MULTI-SOURCE PROTEIN **maxpro** ELITE™ NOW WITH MICELLAR CASEIN!

maxpro ELITE™ is an ultra-premium and multi-source protein containing the perfect ratio of whey protein isolate, whey protein concentrate, potassium caseinate and micellar casein for muscle protein synthesis and overall sports performance. **maxpro ELITE™** was developed to supply your body with the most pure, nutritionally complete and highest quality proteins to be used on a daily basis. Extremely versatile, **maxpro ELITE™** is ideal for both women and men. In terms of the digestion, absorption and assimilation, both whey protein isolate and whey protein concentrate are “fast-acting” proteins while the potassium caseinate and micellar casein fractions are “slow-acting” for more sustained assimilation of the proteins giving you the best profile of amino acids for nutrient timing.[†] (2 LBS. AVAILABLE IN CHOCOLATE CAKE, VANILLA ICE CREAM, STRAWBERRY BANANA SMOOTHIE, CHOCOLATE MALT, CINNAMON ROLL, ORANGE, BLUEBERRY, NATURAL VANILLA, COOKIES 'N CREAM, PEANUT BUTTER CHOCOLATE, SMORES, AND CHOCOLATE MINT. COMING SOON IN SALTED CARAMEL & BIRTHDAY CAKE!)

30g PROTEIN | 6.6g BCAAs | 4.4g GLUTAMINE | 0g SUGARS | 0g TRANS FAT

*Macro values for CINNAMON ROLL flavor only. Other flavors will vary.

max **pure whey** CROSS FLOW COLD PROCESSED!

max pure whey provides the purest and highest quality whey protein concentrate (WPC) to fuel your body on a daily basis. The WPC contains all the essential and non-essential amino acids and is naturally rich in glutamine and the branched-chain amino acids (BCAA). Whey protein also supports improved body composition, bone health and immune system function.[†] (3 LBS. AVAILABLE IN SMORES, CHOCOLATE CAKE, PEANUT BUTTER CHOCOLATE, COOKIES N' CREAM, STRAWBERRY BANANA SMOOTHIE, AND VANILLA ICE CREAM)

23g PROTEIN | 5g BCAA | 3g GLUTAMINE | 0g TRANS FAT | 42 SERVINGS

*Macro values for SMORES flavor only. Other flavors will vary.



PROTEIN SUPPLEMENTS



MAX WHEY ISOLATE

MAX WHEY ISOLATE is a 100% premium whey protein isolate powder (delivering over 90% potency of pure protein). Max Whey Isolate blends into a great tasting and refreshing shake supplying your body with superior quality and fast acting whey protein isolate fractions providing 21g (vanilla) or 20g (chocolate) of pure protein per serving with zero sugars, zero lactose, zero fat, zero gluten (less than 20 ppm gluten) and very low sodium. (2 LBS. Available in CHOCOLATE FUDGE and VANILLA CREAM)

20g / **5g** / **0g** / **0g** / **36**
PROTEIN BCAA SUGAR TRANS FAT SERVINGS

*Macro values for CHOCOLATE FUDGE flavor only. Other flavors will vary.

COMING THIS SUMMER!

maxpro Gourmet

maxpro GOURMET is an ultra-premium and absolutely delicious protein supplement to help you build muscle, train harder and recover faster. **maxpro GOURMET** supplies your body with 27g per serving of pure, nutritionally complete and the highest quality whey and milk proteins to be used on a daily basis as an integral part of your fitness, training and lifestyle program. Extremely versatile, **maxpro GOURMET** is ideal for both women and men and ideal to be used before, during or after workouts or anytime during the day for a deliciously satisfying protein shake. (3 LBS. AVAILABLE IN CHOCOLATE COOKIE CRUNCH & COOKIES 'N CREAM.)

27g / **4g** / **4g** / **3g** / **0g**
PROTEIN BCAA FIBER GLUTAMINE TRANS FAT

*Macro values for CHOCOLATE COOKIE CRUNCH flavor only. Other flavors will vary.



**NOW IN
15 FLAVORS!**

emerge
BODY SLENDERIZING DRINK MIX

- Promotes Appetite Suppression and Weight Loss†
- Stimulates Fat Metabolism†
- Enhances Mood, Alertness and Focus†

Cotton Candy

Dietary Supplement • Net Wt. 540 g (1.19 lbs)

the #1 selling weight loss sensation!**

- Promotes Appetite Suppression and Weight Loss†
- Stimulates Thermogenesis and Fat Burning†
- Contains Key Ingredients Promoting Magnified Energy and Endurance Levels†
- Enhances Mood, Alertness, and Focus†

LEAH WARD
TEAM MAX ATHLETE
WBFF PRO

**Based on sales at Max Muscle stores nationwide.

emerge into your new self!

- ✓ **BURNS** FAT
- ✓ **ENHANCES** MOOD
- ✓ **BOOSTS ENERGY** & FOCUS
- ✓ **STIMULATES** WEIGHT LOSS

emerge™, the Weight Loss Sensation taking America by storm is a powerful fat loss and body composition slenderizing system specially formulated to inhibit appetite, promote the release of fat from stored fat cells and accelerate the burning of fat for fuel.

emerge™, Max Muscle Sports Nutrition's #1 Selling weight loss drink mix contains clinically proven and patented weight loss ingredients to suppress appetite, provide maximum calorie burning specifically from fat, increase energy and elevate the body's metabolism. **emerge's**™ proven weight loss formula has helped women across the country attain unbelievable results and it can help you too! (Available in Wild Cherry Tart, Grape Blast, Strawberry Lemonade, Tangerine Dream, Watermelon Splash, Mango Madness, Blue Raspberry Bomb, Tangy Pink Grapefruit, Pineapple Pizzazz, Blossom White Tea, Caribbean Cooler, Passion Fruit, Key Lime Pie, Cotton Candy and Fruit Punch Flavors)

DIET & WEIGHT LOSS



MAX CLA

CONJUGATED LINOLEIC ACID

MAX CLA contains ultra premium conjugated linoleic acid (CLA). CLA is a polyunsaturated fatty acid and a unique isomer or special type of omega-6 (linoleic acid) fatty acid. CLA is naturally found in beef and dairy products. Due to modern food processing methods and low fat diets people eat fewer CLA rich foods. Supplementation is the only effective way to achieve healthy CLA levels and works best when combined with a sensible diet and regular exercise program.† (Available in 90 count and 180 count bottles.)



cleanse & lean ADVANCED

BODY COMPOSITION
SLENDERIZING COMPLEX

CLEANSE & LEAN ADVANCED is a powerful body composition slenderizing formula designed for quick and effective weight loss. CLEANSE & LEAN ADVANCED specifically addresses the areas of healthy elimination, appetite suppression, thermogenesis along with water loss using high quality ingredients supported by published scientific studies. Cleanse & Lean Advanced is fast-acting, delivering key bioactive ingredients to support your weight-loss program in convenient and easy-to-swallow capsules.



THERMX 2.0 Advanced 3 Stage Weight Loss Catalyst†

THERMX 2.0 is a modern fat burner that raises the diet and weight loss category to a higher level. This unique formula contains 3 proprietary blends within one product to support rapid and effective fat loss, thermogenic activity, appetite management, water loss, focus and extreme energy. The proprietary blends have been masterfully formulated to contain scientific and research-based ingredients in efficacious doses. These ingredients work synergistically with each other for safe and effective results.†

As with all MMSN products, we use only the highest quality ingredients available that have been tested and verified to maximize your potential for extreme results. No other formula available today delivers anything close to **THERMX 2.0!** For best results, combine **THERMX 2.0** with a regular exercise, a caloric-controlled diet and behavior modification program.†



LIQUICARN

With a BOLD NEW LOOK and REFRESHING NEW FLAVORS, **MAX LIQUICARN** is a delicious tasting liquid concentrate containing 1250 mg of active L-Carnitine to support metabolism and help you efficiently burn fat while at the same time providing energy for muscles during exercise. L-Carnitine provides benefits for athletes by optimizing performance, delaying the onset of fatigue and improving recovery time. Other applications of the effectiveness of L-Carnitine include promoting cardiovascular health, brain wellness, healthy aging and male fertility.† (Available in Fruit Punch, Lemon Lime and Orange Fizz).

LIPO RED TARGETED FAT LOSS

LIPO RED is a targeted fat burner containing the most powerful legal ingredients available in order to promote the most efficient fat burning metabolism, elevate the body's thermogenic furnace, suppress appetite and provide intense and extended energy. LIPO RED was specifically designed to attack deep fat stores through multiple pathways by stimulating both white and brown adipose tissues.†



QUADRA CUTS NIGHT • TIME METABOLIC ACTIVATOR

POWERED BY:
7-KETO®



QUADRA CUTS NIGHT TIME Metabolic Activator's designed for adults to help sustain maximum calorie burning while you sleep. Unlike preparations that leave you feeling over stimulated and restless in the evening, QUADRA CUTS NIGHT TIME provides the fat burning factors throughout the night and assists you in sleeping by combining gentle, but effective sleep aids promoting a great night's sleep.†

your total weightloss solution

The **TOTAL WEIGHT LOSS SYSTEM** offers a complete and easy-to-use solution for effective weight loss success. The **TOTAL WEIGHT LOSS SYSTEM** consists of 3 comprehensive products including Burn, Control and Lose. Each product contains key ingredients that have been carefully selected for their scientific evidence, quality and to be safe and effective for targeted weight loss. These three products, taken together on a daily basis, are the most powerful and effective products available as your **TOTAL WEIGHT LOSS SYSTEM.**†



3-pack BODY RENEWAL KIT

The **Total Weight Loss System** is very easy to use and they have been formulated to be taken together each day.

Burn should be taken in the morning with or without food. As a suggestion, take 1 capsule to test your tolerance. If well tolerated then take a full serving of 2 capsules with or without food.

Around mid-morning, take 2 capsules of **Control**. This will help prevent the afternoon cravings between 2-4pm. **Control** can also be taken before any social event that requires control of appetite.

Finally, take 1 capsule of **Lose** in the afternoon or early evening. It's that simple. As with any weight loss product, **Total Weight Loss System** dietary supplement is most effective when used in conjunction with a reduced caloric diet, exercise and behavior modification program.



PREMIERE FAT LOSS AGENT **EMERGE** **HC**

Emerge™ Hardcore was developed to be the premier and most powerful fat loss product available. The key features are the ThermoMax™ Blend that contains Caffeine, Gynostemma pentaphyllum, Berberine, Green Tea Extract and Yohimbine and the **Emerge™ Hardcore** Blend that contains Advantra Z®, Quercetin, TeaCrine® and Cissus quadrangularis. These ingredients are supported by published clinical scientific evidence for safety and efficacy to suppress appetite, provide maximum calorie burning specifically fat, increase metabolic thermogenesis, support a positive mood, and increase mental clarity, focus and motivation.†

cleanse & lose weight!

CLEANSE & LEAN not only improves your health, but also helps you lose excess weight fast! **CLEANSE & LEAN** offers you a solution to your digestive issues as well as a way to remove excess water and waste from your body. You workout hard to build your body and you want to be able to see the results every day. **CLEANSE & LEAN** is formulated to prevent bloating, water retention and irregularity.†

BENEFITS OF TAKING CLEANSE & LEAN

- WEIGHT LOSS
- IMPROVED SLEEP
- IMMUNE BOOST
- REMOVE EXCESS WATER
- IMPROVED SKIN QUALITY
- PROMOTE A HEALTHY URINARY TRACT
- REMOVAL OF TOXINS AND WASTE
- IMPROVE THE HEALTH OF THE INTESTINES

Real-User Testimonials on Cleanse & Lean:

Cleanse and Lean removed the water weight off my belly and the toxins from my body. I could see the difference within the first week and by the second week others noticed the difference too. I now use **Cleanse and Lean** whenever I need to detox and jump-start my body. I believe in this product and I use it as part of my regimen."

—**Ingrid DeGroote**
Portland, OR

"I love **Cleanse and Lean**! I struggle with regularity at times and this all-natural product makes sure my tummy is taut for photo shoots, contests, and major events. I also avoid water retention with this product eliminating bloating from all possible sources! I used to have to take numerous supplements to help these issues and not only does **Cleanse and Lean** work BETTER, it is only one to two capsules! Hello six pack abs!"

—**Kary Northington**
Gilbert, AZ

Cleanse and Lean is basically the 'I need to look amazing' go-to supplement that I incorporate into any event whether it be wearing a cute fitted dress, a photo shoot, or a competition. Once you give this product a try, I promise that you will get hooked! Everyone I have had use it has nothing but good things to say."

—**Leah Ward**
Tucson, AZ

Cleanse and Lean keeps the body functioning well under strict dieting, as well as keeping water cycling through your system, flushing out impurities to keep you lean and dry. It was an important part of my regimen that helped me lose 59 lbs. and have top 5 finishes in Physique competitions. I don't prep without it!"

—**Brian Furer**
Denver, CO

I've been starting my day with **Cleanse & Lean** for the last year. **Cleanse & Lean** has helped me drop excess weight to achieve the body and fitness levels I have always desired. It's been a long road but **Cleanse & Lean** has helped me lose those pounds and transform my body."

—**Thomas Lynott**
Wesley Chapel, FL

Cleanse and Lean was definitely a huge part in my personal transformation. It helped me lose over 69 LBS! I believe in using the safest, herbal ingredients in supplements. That is exactly what you get with this product. **Cleanse and Lean** has helped me to shed excess water weight, and lean down by reducing abdominal bloating, quickly and safely. It has been and always will be my weight loss secret!"

—**Amanda Freeseman**
Champlin, MN

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SPORTS PERFORMANCE



2TX-A Product That Works For You AND Her!

- **RAISE** Sex Drive†
- **HEIGHTEN** Energy†
- **RESTORE** Self Esteem†
- **AMPLIFY** Stamina†



2TX testosterone amplification and age-related hormonal support. **2TX**'s innovative and science-based formula is strategically designed to promote the powerful natural testosterone mechanisms within the male body, releasing testosterone from binding transport proteins, optimizing steroid receptor binding capacity, and blocking unwanted estrogen production. The key ingredients in **2TX** have been shown in human clinical trials to increase free (unbound and bioavailable) testosterone by 98%.†



ADVANCED CLINICAL TESTOSTERONE SUPPORT

**PROVIDES CLINICALLY
VALIDATED DOSES
OF MYSTOSTERONE®**

MTX was formulated to provide men with maximum testosterone support. **MTX**'s innovative and evidence based formula is driven by the premier patented ingredient Mytosterone®. Mytosterone® has been shown in published rigorous clinical studies to significantly increase testosterone levels in healthy men. **MTX** delivers clinically validated doses of Mytosterone® along with D-Aspartic Acid, BioPerine® and Boron to get the results you expect from a top-shelf MMSN product.†



HORMONE SUPPORT



ADVANCED GH ENDOCRINE SECRETAGOGUE SUPPORT†



**PROVIDES MAXIMUM
GH AND IGF-1 SUPPORT†**

GHTX is a scientifically-based formula developed by the Research & Development Team at MMSN to provide the body with precursors to support healthy levels of Growth Hormone (GH) and Insulin-Like Growth Factor-1 (IGF-1) along with neuromuscular optimization and cognitive enhancement. **GHTX** is an effective natural growth hormone and IGF-1 support product when used on its own or it can be stacked with any of the X-SERIES product line to maximize your results!†

SPORTS PERFORMANCE



MaxxTORTM

Powerful mTOR Signaling Activator†

MaxxTOR® is a truly revolutionary and innovative new product from Max Muscle Sports Nutrition that contains the key patented ingredient proven to significantly increase muscle protein synthesis, muscle size, strength and power while at the same time decrease body fat. MaxxTOR® is driven by Mediator® Phosphatidic Acid, one of the most powerful molecular activators of mTOR signaling. Scientists have validated the patented ingredient Mediator® Phosphatidic Acid to be more powerful than creatine or beta-alanine in activating mTOR.†

A recent double-blind research study using Mediator® Phosphatidic Acid with resistance training produced the following dramatic results:

- Subjects **gained 5.3 lbs. of lean muscle mass!***
- Subjects **lost 2.9 lbs. of fat mass!***
- Subjects **gained 47% in bench press strength!***

mPRO
SERIES

POWERED BY
Mediator[®]
Phosphatidic Acid

A.R.M.[®]

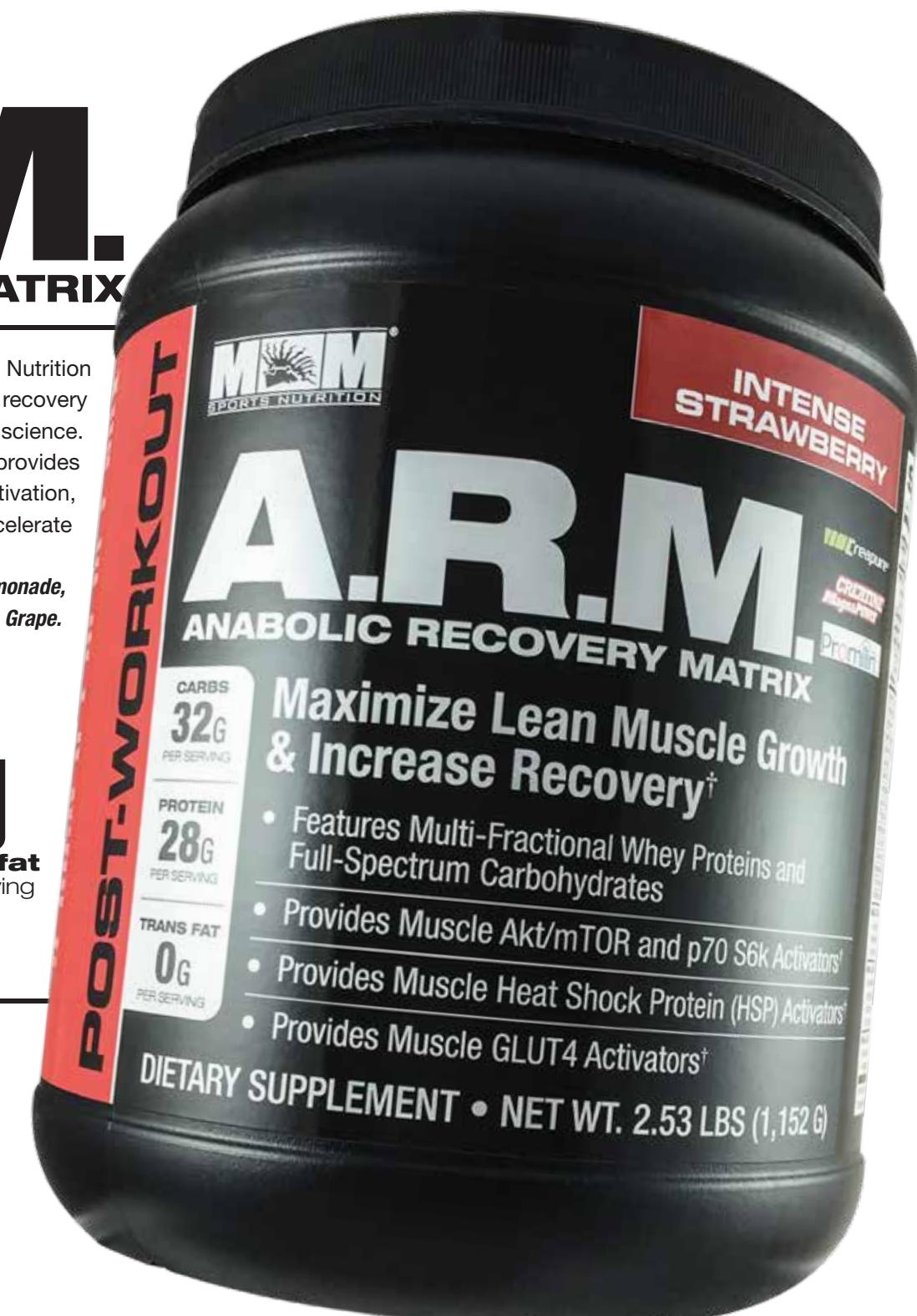
ANABOLIC RECOVERY MATRIX

A.R.M. (Anabolic Recovery Matrix) from Max Muscle Sports Nutrition (MMSN) was designed to be the most advanced and complete recovery formula designed to follow rapid recovery and anabolic science. Created to be the ultimate post-workout formula, **A.R.M.** provides the necessary nutrients to support maximum muscle mass activation, restore fluids and electrolytes, replenish glycogen and accelerate overall muscle recovery and repair.†

Available in 8 delicious flavors (Fruit Punch, Lemon Lime, Pink Lemonade, Intense Strawberry, Tangerine, Watermelon, Strawberry Banana and Grape. COMING SOON IN Naturally Flavored STRAWBERRY MARGARITA!)

32g
carbs
per serving 28g
protein
per serving 0g
trans fat
per serving

Creapure[®] CREATINE
MagnaPower Promilin.



SPORTS PERFORMANCE

100% PURE AGMATINE SULFATE

Pre-Training Catalyst[†]



100% PURE AGMATINE SULFATE contains Agmatine Sulfate (as AGmass™) from Compound Solutions, Inc. and is a highly pure and natural source of agmatine manufactured by modern fermentation methods. **100% PURE AGMATINE SULFATE** is one of the newest and most exciting dietary supplements with many physiological benefits including as a pre-workout agent to support overall sports performance.[†]

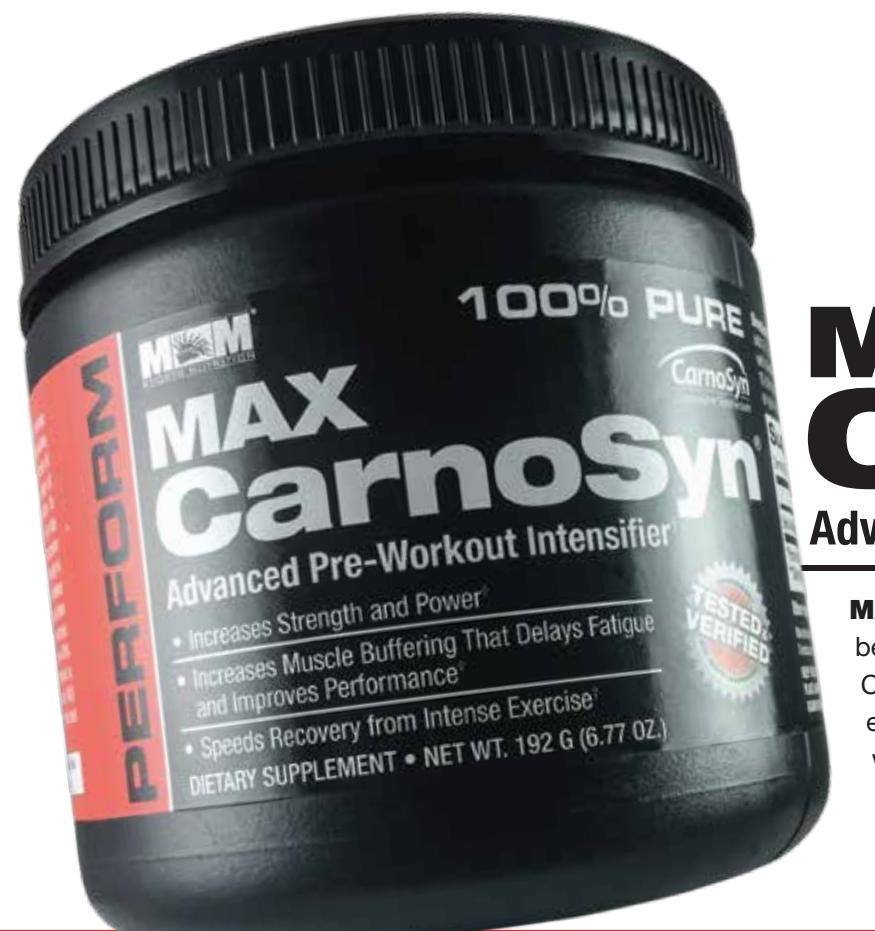


MAX 100% PURE CarnoSyn®

Advanced Pre-Workout Intensifier[†]



MAX CARNOSYN® is the only patented and scientifically proven form of beta-alanine for human performance. **MAX CARNOSYN®** is Beta-Alanine (as CarnoSyn®), licensed under Natural Alternatives International, Inc. global estate. It has 21 global patents and supported by over 44 scientific studies of which 41 have been published proving it increases muscle hypertrophy, strength, power output, proton buffering and as an anti-catabolic agent.[†]



FBX 2.0

Advanced Pre-Training Formula

FBX 2.0 is the next evolution in pre-workout technology. Improving upon the original FBX formula, **FBX 2.0** is the culmination of the newest and most current pre-training sports science developed to blast your muscles with energy producing fuel, greater blood flow, enhanced intensity and mental focus and the optimization of fluid and electrolyte levels.[†]

Available in 5 delicious flavors (Atomic Lime, Extreme Orange, Grape, Pink Lemonade & Power Punch)



FULL BLOWN XXX is an ultra concentrated pre-workout formula designed to support energy, strength, power, and stamina. The bioactive ingredients in **FULL BLOWN XXX** have been shown to increase nitric oxide production and vasodilation, provide buffering function, and enhances energy and power for explosive and intense workouts. This is a science-based formula supported by published peer reviewed research to enhance any workout program.[†]

(Available in Pink Lemonade, Power Punch & Blue Raspberry Flavors.)

SPORTS PERFORMANCE



MAX ZMA is an all natural product that has been shown to increase anabolic hormone levels and muscle strength in trained athletes. **MAX ZMA** is a uniquely synergistic and effective mineral formula designed to support healthy anabolic hormone production in conjunction with an effective exercise program. **MAX ZMA** promotes the secretion of anabolic hormones, thus assisting your body to increase muscle repair, reduce fatigue, and replenish your body with essential nutrients.†



CORTIX™

CLINICAL CORTISOL DEFENSE†

CORTIX™ was scientifically formulated to deliver comprehensive and superior quality nutritional support for healthy cortisol levels. **CORTIX™**'s advanced formula includes Ashwagandha extract (root), Phosphatidylserine (PS), Bacopa monnieri extract (leaf), Rhodiola rosea extract (root), L-Theanine and Gamma-aminobutyric acid (GABA). The **CORTIX™** formula was designed to promote optimization of cortisol function and homeostasis for effective weight management and stress defense.†

PUMP LIKE NO OTHER



MAX NITRO 2

NITRIC OXIDE MODULATOR

MAX NITRO 2 is masterfully formulated to promote the body's production of nitric oxide. This scientifically-based formula is designed to provide insane muscle pumps, intensity and performance. **MAX NITRO 2** is composed of a rapid responding molecular matrix of powerful ingredients to promote the production of nitric oxide. **MAX NITRO 2** is your key product for peak strength performance and vascular architecture.†

GLUTAMINE & CREATINE

FEATURING
GLUTA-TRI
TRIPLE FUSION™
TECHNOLOGY



MAX GLUTA-MATRIX is an advanced form of glutamine delivery developed by the Research and Development Team at Max Muscle Sports Nutrition. **MAX GLUTA-MATRIX**'s proprietary Gluta-Tri Triple Fusion™ technology, an advanced proprietary blend consisting of 3 unique forms of glutamine delivery, including L-Glutamine, Glutamine Peptides, and N-Acetyl-L-Glutamine (NAG). This surpasses what regular glutamine can do by combining three unique forms of glutamine to enhance the uptake and absorption of glutamine into the body for optimal muscle recovery and repair. **MAX GLUTA-MATRIX** is flavorless and can be added to any protein drink or sports beverage to ensure that your body is getting what it needs to maximize performance.†



GLUTAMINE

MAX GLUTAMINE

Anti-Catabolic Amino Acid

MAX GLUTAMINE is pure, tested and verified crystalline L-Glutamine powder. L-Glutamine is a non-essential amino acid produced in the body naturally. It is considered “non-essential” because our own bodies produce it, however, it is often depleted due to training, stress, and poor diet. As a result research has shown that athletes, and other active people often do not produce enough glutamine within their liver to restore critical glutamine levels within a reasonable time frame following training. L-Glutamine is critical because it is the most abundant amino acid in skeletal muscle and involved in more metabolic processes than any other amino acid, primarily assisting in muscle recovery.† (Available in 400 gram and 750 gram sizes.)



MAX CREATINE

Micro-Crystalline Monohydrate

MAX CREATINE Micro-Crystalline Creatine Monohydrate is scientifically proven to assist in the muscle building process. MMSN's Micro-Crystalline Creatine Monohydrate is unique: To retain its strength and chemical structure, MMSN's Creatine Monohydrate is micro-crystalline rather than the usual powder.† (Available in 250 gram and 500 gram sizes)



CREATINE

CX3

Scientifically Engineered Creatine



CX3 was specifically designed to help athletes increase strength, power and performance. **CX3** is the world's first scientifically engineered creatine featuring the proprietary **CX3** Triple Blend a multi-source creatine hybrid including two patented forms; Creapure® Creatine Monohydrate and Creatine MagnaPower® plus creatine pyruvate. Key synergistic ingredients including ribose, taurine, alpha lipoic acid and cinnamon extract complete a technologically advanced formula that supports “explosive” energy production and muscle growth, increases muscle strength, endurance and proven sports performance.†

AMINOS



PRO BCAA

Advanced Branched Chain Amino Acid Formula

PRO BCAA is a scientifically-based formula to provide the body with high potency branched-chain amino acids in the ideal 2:1:1 ratio of leucine, isoleucine, and valine. As a versatile formula, PRO BCAA is specifically designed to benefit both pre-, during, and post-workouts. For the pre- and during workout, this comprehensive formula is designed to support the energy fuels needed for high intensity and endurance workouts. For the post-workout, it functions to support rapid recovery, muscle anabolism and anti-catabolic effects.† (Available in *Fruit Punch, Grape, Pink Lemonade, Strawberry Lemonade, Lime, Tangerine, Watermelon and Unflavored*)

SCIENTIFICALLY PROVEN
2:1:1 RATIO!
Available in 8 MOUTHWATERING FLAVORS!

AMINO MAX

Advanced Muscle Recovery Blend† Complete Amino Acid Complex

AMINO MAX is a powerful blend of concentrated amino acids. Formulated to promote MUSCLE GROWTH AND RECOVERY, **AMINO MAX** is a special blend of low molecular weight amino acids. This process makes Amino Max predigested and ready for immediate assimilation.†



MAX BCAA

Branched-Chain Amino Acids - Rapid Recovery & Repair Formula

MAX BCAA has been formulated to help supplement the body with the amino acids Leucine, Isoleucine and Valine. These specific amino acids comprise what are known as Branched-Chain Amino Acids (BCAAs). These amino acids are found in high concentration within muscle tissue (approx 35%). They are needed for the maintenance of muscle and may preserve glycogen stores and help prevent muscle protein breakdown during exercise.†



HEALTH & WELLNESS

NEW!



MAX VIT-ACELL gives you a high potency, great tasting way to get your daily nutrition in addition to providing a burst of energy. With 100% or more of the Daily Value of essential vitamins and major, trace and ultra-trace minerals, and other key nutra- ceuticals, this formula provides everything you need to support athletic performance, muscle growth and recovery, as well as great overall health. The formula doesn't stop there, it just keeps getting better. There are 2 grams of L-Glycine, the amino acid that supports growth hormone production. Glucosamine Sulfate 2KCl at 500 mg per serving has been added to support the youthful elasticity and healthy structure of your joints. Glucosamine sulfate is also an essential structural component of your skin, arteries, veins and heart valves. **MAX VIT-ACELL** contains herbal extracts including Green Tea and Grape Seed with additional anti-oxidant power to help fend off environmental insults.† With its energizing Citrus Blast flavor, **MAX VIT-ACELL** is easy to use and easy to swallow. Liquid nutrition absorbs rapidly and efficiently with no more pills or powders to choke down.†

Some people like to add it to an 8 oz glass of cold water which makes for a refreshing citrus flavored drink. Make **MAX VIT-ACELL** your new daily essential vitamin, mineral and nutrient supplement as your foundation for vibrant health. Your mind and body will feel the difference! (Available in Original Citrus Blast and Raspberry Lemonade. COMING SOON IN PINA COLADA & CHOCOLATE STRAWBERRY!)



MAX MULTI

Comprehensive Multivitamin/ Mineral Complex to Support Men's & Women's Health

MAX MULTI is a Comprehensive Multivitamin/Mineral Complex For Men and Women. It has been specifically formulated for the health and fitness minded looking for an advanced and comprehensive multi-vitamin, multi-mineral and nutraceutical supplement for optimal wellness.

For Women: Women looking for an advanced and comprehensive multi-vitamin, multi-mineral and nutraceutical supplement for optimal wellness.

For Men: Men seeking a scientifically advanced multivitamin, mineral and modern nutraceutical complex.†



MAX POWER GREENS

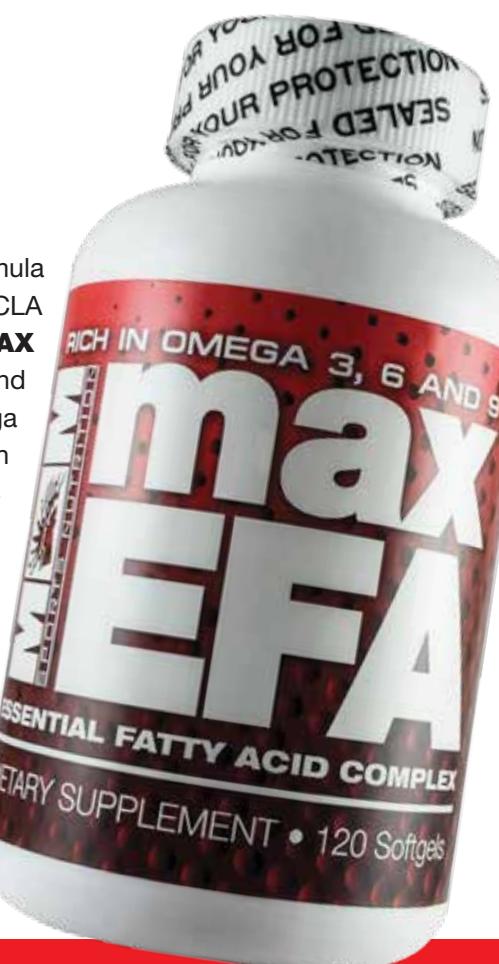
Powerhouse Greens and
Fruit Blend Formula

MAX POWER GREENS is a comprehensive and proprietary blend of the most popular and healthy greens and fruits. There is virtually a treasure chest of phyto (plant) nutrients containing thousands of bioactive compounds to support optimal and protective cellular health, stimulates cleansing and promotes overall wellness.†

(Available in Natural Berry Flavor.)

max EFA ESSENTIAL FATTY ACID COMPLEX

MAX EFA is a synergistic and proprietary formula comprised of Flaxseed Oil, Wheat Germ Oil, CLA Oil, Evening Primrose Oil and Borage Oil. **MAX EFA** helps maintain Healthy Hormone Levels and Supports Healthy Immune Function. The omega fatty acids obtained from key oils found in rich natural plant sources perform different functions within the body. **MAX EFA** incorporates a balance of these essential and non-essential fatty acids your body needs and is necessary for maintaining overall health & wellness.†



JOINT RELIEF 2.0

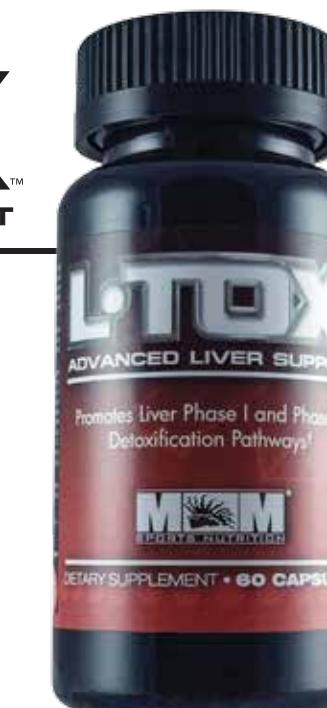
Clinically Advanced Support for Joint and Connective Tissue Health.†

JOINT RELIEF 2.0 is a comprehensive formula designed to promote and maintain healthy joints and connective tissue. **JOINT RELIEF 2.0** delivers a full spectrum of ingredients in efficacious forms and doses of glucosamine sulfate, chondroitin sulfate, methylsulfonylmethane (MSM), hydrolyzed collagen, hyaluronic acid, cissus quadrangularis along with other supportive ingredients to optimize joint health.†

JOINT RELIEF 2.0 also delivers a full spectrum of ingredients including turmeric, cissus quadrangularis, boswellia serrata and ginger to reduce inflammation and joint tissue oxidative stress along with white willow bark, vitamin D, manganese and boron to optimize healthy cartilage function along with joint and connective tissue health.†

L-TOX ADVANCED LIVER SUPPORT

L-TOX is for adults to help sustain maximum liver detoxification and protective factors. It contains the 20 specific and highly concentrated herbs and nutraceuticals to modulate the two main detoxification enzyme systems in the liver, known as the Phase I and Phase II pathways. **L-TOX** also contains important liver antioxidants and nutrients to nourish the liver for optimal function.†



MAX ADVANCED SLEEP AID

Promotes Relaxation and Restful Sleep†

MAX ADVANCED SLEEP AID provides a natural balance of selected key ingredients including Gamma-Aminobutyric Acid (GABA), Inositol, 5-Hydroxytryptophan (5-HTP), Goji Berry Extract (Fruit) and Melatonin to help calm your brain, promote relaxation and help you fall asleep naturally so you can get a deep, uninterrupted and restful night's sleep. Combining the strongest active ingredients legally available, **MAX ADVANCED SLEEP AID** will help

promote relaxation, the onset of sleep as well as the deep quality of sleep you need allowing you to wake up refreshed and energized!†





prepare
for a
different
level

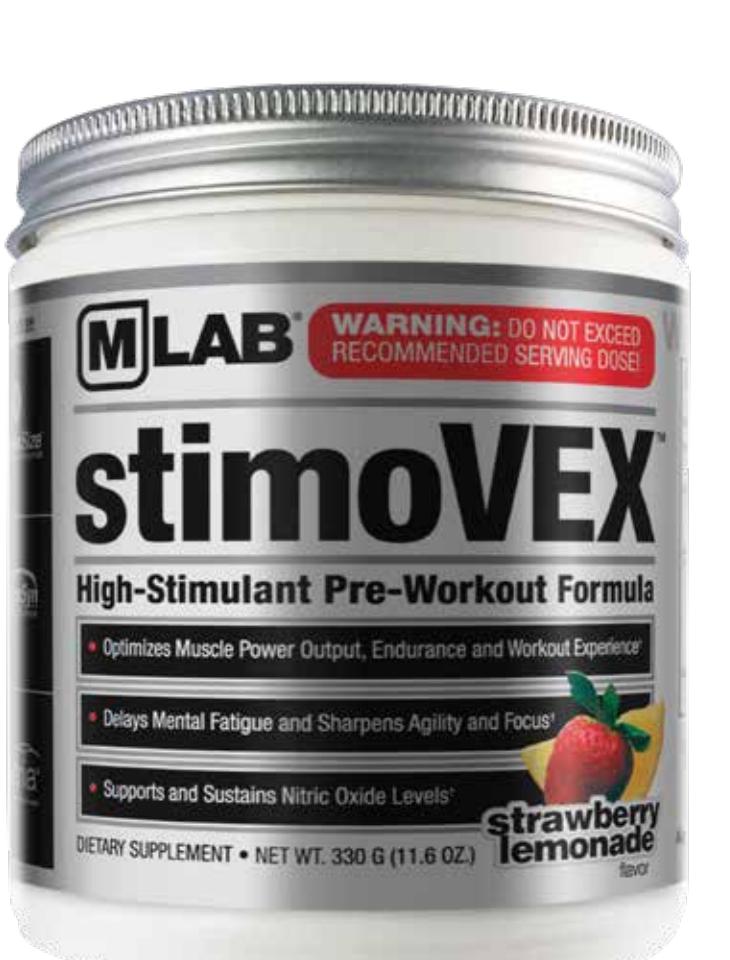
M LAB™

stimoVEX•XT

Extreme Thermogenic Fat Burner

stimoVEX•XT™ is an innovative, extreme thermogenic and energy enhancing weight loss formula containing the highest quality and purest ingredients for effective results. The main thermogenic ingredients in stimoVEX•XT™ target the release, transport and burning of fat. stimoVEX•XT™ is driven by several patented and branded ingredients including Kinetiq™ Citrus Thermogenic Blend and AlphaSize® Alpha-Glyceryl Phosphoryl Choline (A-GPC). The stimoVEX•XT™ formula is designed to jump start fat and energy metabolism and based on published science to deliver positive results.†

TAKING STIMOVEX XT IS EQUIVALENT TO DOING 30 MINUTES OF CARDIO



stimoVEX™

High-Stimulant Pre-Workout Formula

stimoVEX™ is the best in class, high-stimulant and extreme pre-workout formula using the highest quality ingredients based on published sports performance science to deliver unreal results. stimoVEX™ specifically optimizes muscle power output, endurance and overall workout experience, supports and sustains nitric oxide levels in the blood and delays mental fatigue and sharpens agility and focus.† stimoVEX™ contains a unique combination of ingredients that supports and sustains nitric oxide (NO) levels aiding in vasodilation to help fuel muscles, reduce fatigue and speed recovery time.

(Available in Snowcone and Strawberry Lemonade. COMING SOON IN NEON PUNCH!)

300mg

caffeine
per serving

95%

Piperine
fruit extract
(in Bioprene®)

80%

increase
muscle carnosine



triTOR™

PRE-WORKOUT HYBRID

triTOR™ is a premier stimulant-free pre-workout formula using the highest quality ingredients based on published science designed to significantly improve workout performance. triTOR™ full spectrum formula works on multiple levels to specifically:

- Activates the bodies metabolic and physiological systems for overall improved workout performance.†
- Promotes muscle protein synthesis and prevents muscle protein breakdown through mTOR signaling pathways.†
- Provides nitric oxide enhancers for optimal vasodilation delivering oxygen and essential fuel and nutrients to muscles.† • Designed to enhance hydration and promote recovery.†
- Promotes the subjective feeling of well-being for overall workout enjoyment.†
- Promotes stamina, mental focus and delays fatigue†

(Available in Cherry Bomb. COMING SOON IN DREAMSICLE!)

5g
BCAAs

3.2g
BETA ALANINE

2.5g
CREATINE

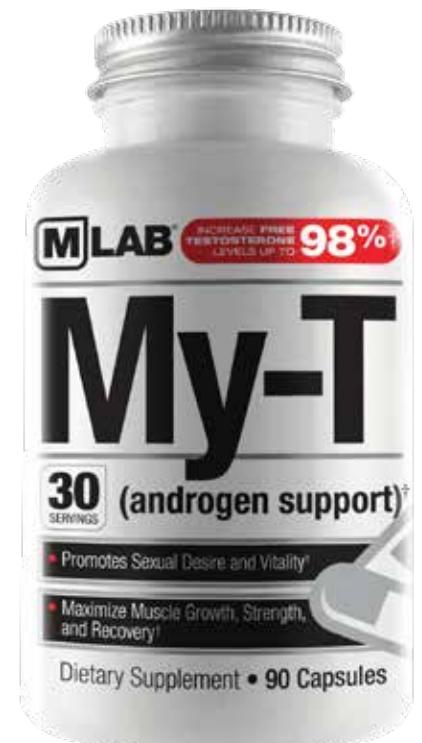
500mg
SUSTAMINE®

My-T™

30
SERVINGS (androgen support)

INCREASE FREE
TESTOSTERONE
LEVELS UP TO **98%†**

My-T™ is an innovative and science-based formula specifically designed to promote the powerful natural testosterone mechanisms within the body. The key ingredient in My-T™ is Testofen® that has been shown in human clinical trials to increase free (unbound and bioavailable) testosterone by 98%. Free testosterone is the only form of the steroid hormone that binds to androgen receptors resulting in both anabolic and androgenic effects. My-T™ also contains Tribulus terrestris for additional testosterone support, L-Citrulline which stimulates nitric oxide synthesis and blood flow along with testosterone supportive vitamins and minerals including Vitamins D, B6 and B12 and Magnesium and Zinc.†





open up
the mind-muscle
connection

neuroVEXTM

Powerful Brain Booster[†]

COMING SOON!



neuroVEXTM is an innovative brain, cognitive, clarity and mental focus formula that features eight carefully selected science-based ingredients including Acetyl-L-Carnitine (ALCAR), CDP Choline (Citicoline), DMAE Bitartrate (Dimethylethanolamine), Glucuronolactone, Phosphatidylserine, Ginkgo biloba, Bacopa monnieri, and Huperzine A. As we age, we all experience significant changes in memory and overall brain function. Aging is associated with consistent impairments in cognitive processes (e.g., memory, processing speed, executive function, and learning). The neuroVEXTM comprehensive formula was specifically designed to help reduce the impact of the normal aging process and support the overall functions of the brain.

SUPERCHARGES HEALTHY TESTOSTERONE LEVELS!

araVEXTM

Advanced Aromatase Optimizer[†]

COMING SOON!

araVEXTM was specifically designed to optimize healthy testosterone levels and maintain healthy estrogen balance by inhibiting an enzyme known as aromatase, thus preventing the conversion of testosterone to estrogen. To achieve this, araVEXTM delivers scientifically supported high quality ingredients including Chrysin, Diindolylmethane (DIM), Stinging Nettle Root, and Indole-3-Carbinol in efficacious doses for positive hormone modulation results.[†]

araVEXTM is primarily indicated for healthy adult males, but women can benefit from its use to support estrogen metabolism. In males, araVEXTM is most effective when used in conjunction with a high quality testosterone support product.





“with products
this good, it's hard
not to go natural”

—claudia virgil
NATURLIGA ADVOCATE
glendale, AZ



NATURLIGA PROTEINS

100% vegan protein NUTRITIONAL SHAKE

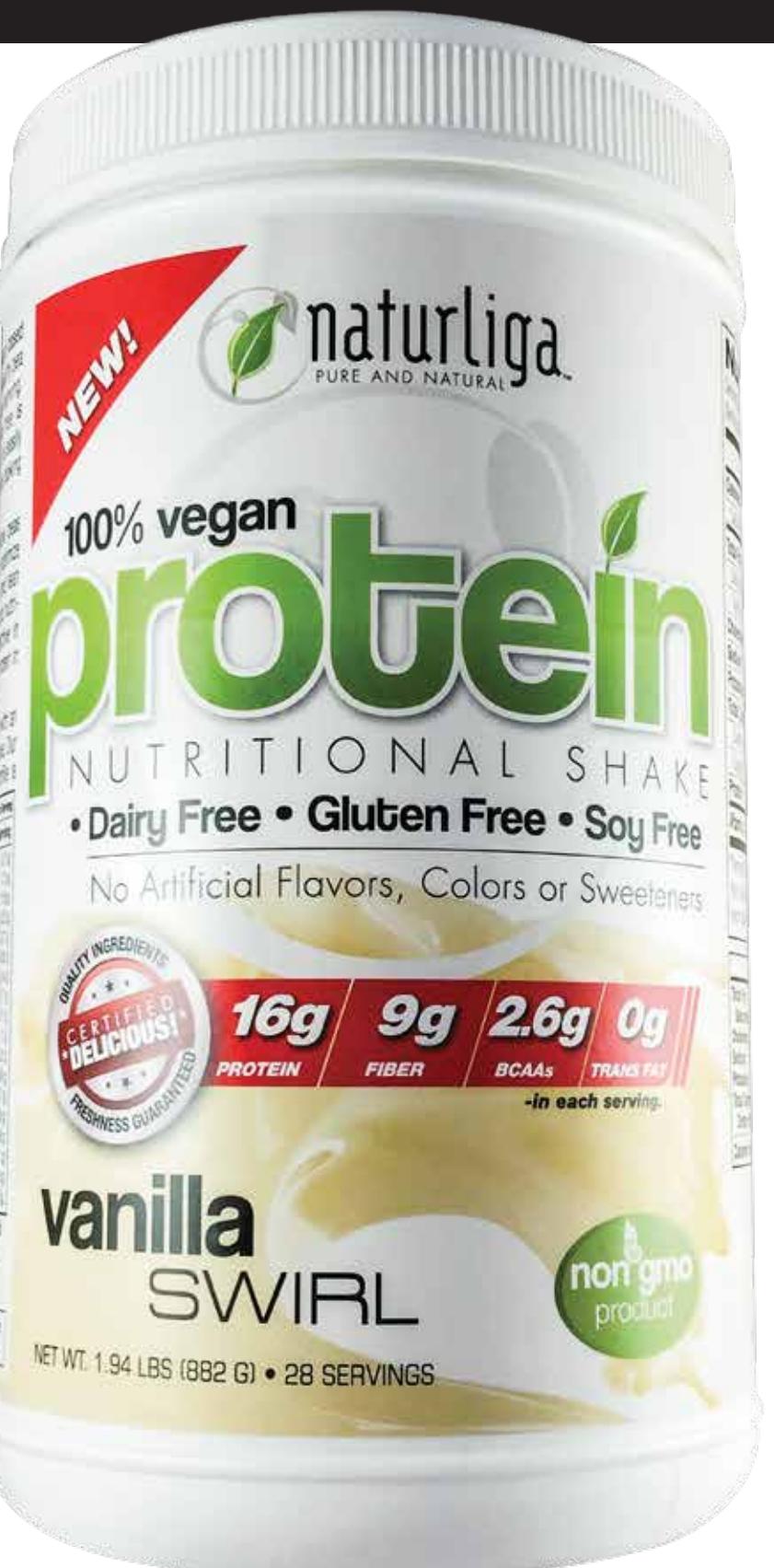
naturliga™ PROTEIN is a new and exciting all natural, 100% plant-based vegetarian protein. **naturliga™ PROTEIN** provides a pure and high quality pea protein isolate delivering 16 grams protein and 9 grams fiber per serving. **naturliga™ PROTEIN** is dairy and soy free, gluten free, cholesterol free, is non-GMO, made with natural flavors and contains no artificial colors. It is easily digested, hypoallergenic and perfect for vegans/vegetarians or anyone looking for a great tasting and satisfying protein shake.

naturliga™ PROTEIN contains pea protein isolate derived from Canadian yellow peas which offers a high level of quality and composition and designed to optimize positive nitrogen balance and support weight management, satiety and lean muscle. The vegetarian protein delivers a high level of functionality and nutrition. Published research shows that vegetable proteins are as effective in enhancing muscle protein synthesis and recovery compared to whey protein in addition to offering a high level of functionality and nutritional benefits.†

Available in Vanilla Swirl and Chocolate Silk Flavors.

16g / **9g** / **2.6g** / **0g** //

PROTEIN FIBER BCAAs TRANS FAT



grass fed whey protein

naturliga™ GRASS FED WHEY PROTEIN provides the purest and highest quality grass-fed whey protein concentrate (gfWPC) to fuel your body on a daily basis. Whey protein is one of the most heavily researched nutritional ingredients for the active lifestyle marketplace. The gfWPC comes from cows that are grass fed year round and not treated with recombinant bovine growth hormone (rBGH), recombinant bovine somatotropin (rBST) or antibiotics. The cows are free to roam in open pastures untainted by pesticides.

naturliga™ GRASS FED WHEY PROTEIN contains all the essential and non-essential amino acids and is naturally rich in glutamine and the branched-chain amino acids (BCAA). Research suggests that by supplying the body with high-quality whey protein every 3 to 4 hours, it is possible to elevate nitrogen levels and increase the body's ability to build and maintain muscle growth and strength. Research has also shown that this anabolic effect is enhanced when combined with resistance training. Whey protein also supports improved body composition, bone health and immune system function.†

Available in Vanilla Swirl and Chocolate Silk Flavors.

23g / **5g** / **3g** / **0g** //

PROTEIN BCAAs GLUTAMINE TRANS FAT

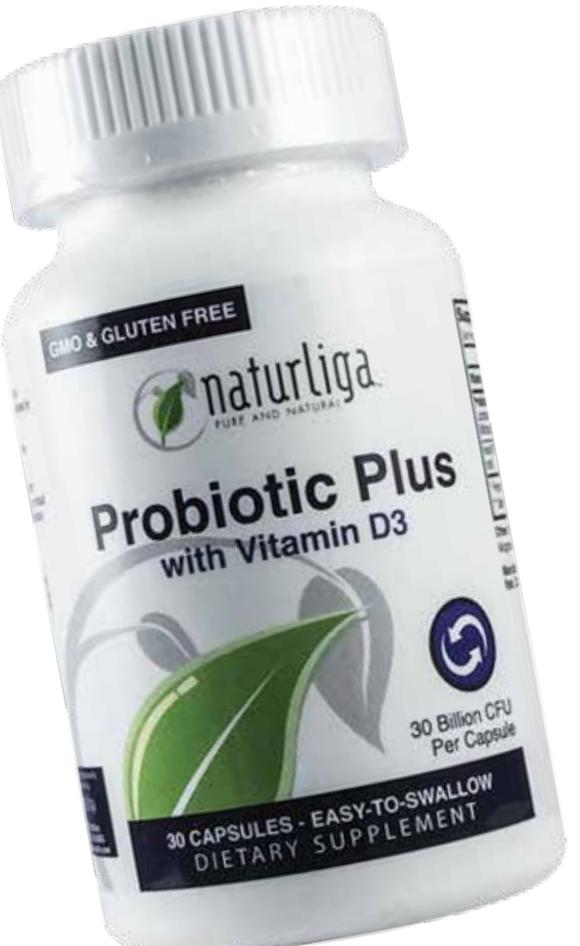


NATURLIGA SUPPLEMENTS

Triple Strength Omega-3 Fish Oil with EPA & DHA

GMO & GLUTEN FREE

TRIPLE STRENGTH OMEGA-3 FISH OIL is our molecularly distilled/ultra-pure, highly concentrated blend of omega-3 fatty acids uniquely delivered with absolutely no fishy aftertaste. Our omega-3 fatty acids exist in their most active and natural form. **TRIPLE STRENGTH OMEGA-3 FISH OIL** delivers 2,000 mg of fish oil per serving with 1,500 mg total omega-3 fatty acids. Delivers a high potency blend of 650 mg eicosapentaenoic acid (EPA) and 650 mg docosahexaenoic acid (DHA) in an ideal 1:1 balance. Both EPA and DHA are purified by molecular distillation for ultimate purity and quality. Both EPA and DHA are absolutely essential for our good health, yet they cannot be made by the body, so their benefits are only available from cold-water fish or a formula like **TRIPLE STRENGTH OMEGA-3 FISH OIL**.



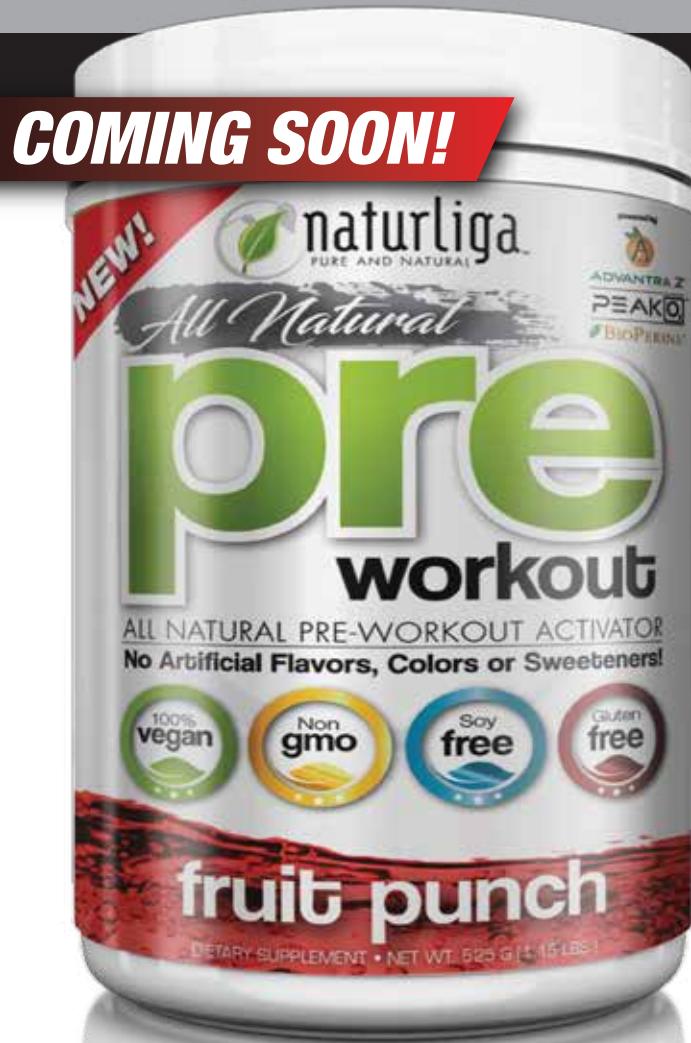
Probiotic Plus with Vitamin D3

GMO & GLUTEN FREE

PROBIOTIC PLUS with VITAMIN D3 is our unique and comprehensive blend of four strains of broad-spectrum "probiotic" (friendly flora) species, delivering a high potency 30 Billion Colony Forming Units (CFU) per capsule. Numerous published studies have supported the benefits of probiotics in human health. This product is intended to enhance and promote the population of beneficial friendly flora in the intestinal tract ecosystem to support overall digestive, immune, urinary, and genital system health.† **PROBIOTIC PLUS with VITAMIN D3** provides four carefully selected strains of lactic acid bacteria including Lactobacillus rhamnosus, Lactobacillus acidophilus, Bifidobacterium longum, and Bifidobacterium lactis. This ultimate and broad-spectrum formula delivers a remarkably high 30 Billion CFU per serving.



COMING SOON!



Greens Plus Plant Based Nutrition

GREENS PLUS is plant-based nutrition at its best. Greens Plus provides a comprehensive array of the most popular and healthy greens, fruit antioxidants, prebiotics and probiotics in a great tasting shake. Within the 4 blends, there is virtually a treasure chest of phyto (plant) nutrients containing thousands of bioactive compounds to support optimal and protective cellular health, stimulate cleansing and promote wellness. **GREENS PLUS** is also GMO and gluten free!†



All Natural pre workout

naturliga pre workout is a breakthrough all natural product designed to significantly improve your workout experience and promote recovery with all natural ingredients and no artificial flavors, colors, or sweeteners. **naturliga pre workout** contains 11 carefully selected natural and clean bioactive ingredients based on published scientific studies to provide a great workout experience. **naturliga pre workout** is driven by several patented and branded ingredients including PeakO2™, Advantra Z®, and BioPerine®. Other bioactive ingredients include Beet Root Juice Powder, Tart Cherry Juice Powder, Pomegranate Juice Powder, Velvet Bean Extract, Amla, Guayusa, and Huperzine A.



powered by: