

WOW... 2 for the price of one!! I can't pass that up... or can I?

A discussion of **Quality, Efficacy, Therapeutic dosages**, and pure **Gimmickry**

In any market among competitors, making money drives competition and behavior. Sometimes competition is a good thing. It makes competitors work harder to develop better products and keep their prices in line. When competitors start to manipulate product quality and dosage and use gimmicks to make people think they are getting something they aren't, the consumer ultimately loses.

Let's take some products and compare directly so you can see exactly what I mean. I'm going to use an essential fatty acid blend and protein. These products are both available in our market. **I'll use Max Muscle products and Brand X for direct comparison.**

First let's look at the labels and the prices of two fatty acid formulas:

Brand X Fat Shredding Formula

The price is \$49.99.

Supplement Facts		
Serving Size 2 liquid softgels		
Serving Per Container 45		
Amount Per Serving		% DV
Calories	20	
Calories from Fat	20	
Total Fat	2 g	3%*
Saturated Fat	1 g	4%*
Polyunsaturated Fat	0.5 g	†
Monounsaturated Fat	0 g	†
MCT (Medium Chain Triglycerides), Lauric Acid, Oleic Acid, Myristic Acid, Linoleic Acid (LA), Caprylic Acid, Capric Acid		
Omega 3 (Eicosapentaenoic Acid (EPA) and Docosahexaenoic Acid (DHA)), Alpha Linoleic Acid (ALA), Conjugated Linoleic Acid (CLA), Gamma-Linolenic Acid (GLA)		

(I deleted trademark names in the label to avoid problems)

The manufacturer of this product recommends taking 4 capsules per day.

Max Muscle EFA's

The price is \$23.49 (every day)

Max EFA		
120 Capsules (1,000 mg each)		
Size: 120 Capsules (1,000 mg each)		
Serving Size: 4 Capsules		
Servings Per Container: 30		
Supplement Facts		
Serving Size: 4 Capsules		
Servings Per Container: 30		
Calories from Fat: 36		
Amount Per Serving % DV*		
Flaxseed Oil	1800mg	*
Wheat Germ Oil	800mg	*
CLA (Conjugated Linoleic Acid)	600mg	*
EPO (Evening Primrose Oil)	400mg	*
Borage Seed Oil	400mg	*
*Daily value not established.		
Ingredients: Flaxseed Oil (Alpha-Linolenic Acid - Omega-3), Borage Seed Oil, Conjugated Linoleic Acid - Omega-6), Wheat Germ Oil, Capric Acid, Caprylic Acid, Capric Acid, Lauric Acid, Gamma Linolenic Acid - Omega-6, Palmitic Acid, Stearic Acid, Oleic Acid - Omega-9, Eucic Acid.		

Point 1: This is a fat loss product? What about efficacy and therapeutic dose and what does it mean?

Both products are blends of fatty acids. Fatty acids are required for health. Brand X seems to tout their similar product to help reduce body fat by using “shredding” verbiage. While there is “some” CLA in the product, and certain forms of “CLA” can be beneficial to weight loss, the trivial amount of CLA contained in Brand X would be much less than the amounts used in the weight loss studies. You can buy CLA specifically for augmenting a weight loss program and many people do so, but the recommended quantity per day is much more than is listed in the Brand X product.

At Max Muscle we try to follow the “therapeutic dose” model. Meaning, we follow the science and include enough ingredients so the products work. Just listing the ingredient on the bottle doesn’t mean you are getting the benefit from that ingredient, especially if it isn’t at a “therapeutic” dosage. You will notice the Max Muscle brand lists exactly how many milligrams of specific ingredients are used in the blend. Brand X chooses not list theirs. At Max Muscle we don’t recommend EFA’s as a fat loss product, we recommend it for general health.

Point 2: Wow, they are running a BUY ONE get ONE FREE Sale!

Brand X at \$49.99. 2 bottles at qty 90 capsules @ 1gram each = **180 grams**

Max Muscle at \$23.49 x 2 bottles = \$46.98

2 bottles X 120 capsules @ 1 gram each = **240 grams**

Now you are **Paying \$3 MORE** for the Buy One Get One FREE Sale and **getting 25% LESS** of the product versus what you can buy every day at Max Muscle and we don’t make you buy 2 bottles to get that price.

Point 3: Quality?

What do you think?

See protein comparison below:

Now let's look at Protein

BRAND X protein \$50.00 / 2lb

Supplement Facts		
Serving Size 30.25 g (1 level scoop)		
Servings Per Container 30		
	Amount Per Serving	% DV
Calories	120	
Calories from Fat	20	
Total Fat	2 g	3%**
Saturated Fat	1 g	
Cholesterol	50 mg	17%**
Total Carbohydrate	4 g	1%**
Dietary Fiber	1g	4%**
Sugars	1g	†
Protein	20 g	40%**
Calcium	200 mg	20%
Iron	240 mcg	1%
Vitamin A	15 I.U.	<1%
Vitamin C	2 mg	3%
Phosphorus	170 mg	17%
<small>(source from Magnesium phosphate, Calcium monophosphate, Potassium monophosphate, and Sodium monophosphate)</small>		
Magnesium	35 mg	9%
Sodium	40 mg	2%
Potassium	200 mg	6%

** Percentage Daily Values (% DV) are based on a 2,000 calorie diet.
† Daily Value (DV) not established.

Max PRO protein \$48.50 / 4lb (everyday price)

**2 Sizes: 2 lb (907g), 4 lb (1,816g)
Serving Size: 1 Scoop (Approx. 35g)
Servings Per Container: 2 lb (Approx. 26),
4 lb (Approx. 52)**

Supplement Facts		
Serving Size: One (1) Scoop (Approx. 35g)		
Servings Per Container: 2lb (Approx. 26)		
Servings Per Container: 4lb (Approx. 52)		
	Amount Per Serving	%DV*
Calories (in water)	130	
Calories from Fat	10	
Total Fat	1 g	2%
Saturated Fat	0.5 g	3%
Trans Fat	0g	
Cholesterol	15 mg	5%
Sodium	85 mg	3%
Potassium	500 mg	14%
Total Carbohydrate	4 g	1%
Dietary fiber	0 g	0%
Sugars	Less than 1 g	**
Protein	30 g	60%
Vitamin A 0%	Vitamin C 0%	Calcium 10% Iron 0%

* Percent Daily Values are based on a 2,000 calorie diet.
**Daily Value not established.

Point 1: How much “protein” are you buying with the 2 for 1 deal from Brand X versus the Every day price from Max Muscle?

Brand X costs \$50 for 4lbs with their Buy One Get One FREE deal.
Each jug contains 20g per scoop X 30 servings = 600g X 2 jugs = **1200g protein.**

Max Muscle cost \$48.50 for 4lbs of Max Pro **every day.**
Each jug contains 30g per scoop X 52 servings = **1560g protein**

Bottom line: You get 30% more protein and also save an additional \$1.50 when you buy Max Muscle (every day) versus the Buy ONE GET ONE deal from Brand X.

Point 2: Are these comparable quality proteins?

Let's just look at the percentage of protein per scoop. I.e: Is there a lot of other "junk" such as fillers, anti caking agents, and other stuff that isn't pure protein in the product?

Brand X has 20g protein in a 30.25g scoop. ($20 / 30.25 = \underline{\underline{66\% \text{ protein}}}$)

Max Muscle has 30g protein in a 35g scoop. ($30 / 35 = \underline{\underline{86 \% \text{ protein}}}$)

There is no doubt you are getting more pure protein with the Max Muscle product. Many people notice a benefit in a short period of time when they switch to a better quality protein.