

MAX

SPORTS & FITNESS

[Home](#) | [Fitness/Lifestyle](#) | [Health Matters](#) | [Science/Nutrition](#) | [Real Life](#) | [Max Recipes](#) | [Advertise](#) | [Contact](#)

REAL LIFE

PRESIDENT'S POINT: BACK TO BASICS

By: Sean Greene September 22, 2008



I am a strong proponent of the fundamentals. It doesn't matter if you are applying them in sports, business, training or relationships. When you focus on the fundamentals, you achieve better results.

That's why I love this issue, Back to Basics. It focuses on the fundamentals. Many times we make the mistake of over-complicating things and that can be said of anything in life. More specifically, we see it in the gym all the time. It's commonly referred to as overtraining. Consumers of dietary supplements tend to over-complicate their supplement programs as well. They end up taking the wrong supplements combined with the wrong nutritional plan and get frustrated with poor results.

Whether it's the fundamentals of your exercise routine, your nutrition plan or your supplement program, when you focus on the basics, you eliminate mistakes and you reach your goals much faster.

Max Muscle Sports Nutrition focuses on the basic fundamentals. Our philosophy

on nutrition has always been to start with the basics. An example of this approach is the Core 4 program.

The Core 4 is MMSN's blueprint for success. It includes four very basic yet fundamentally important supplements to help you establish the correct foundation for your overall program.

Core 4 begins with a high quality MMSN protein supplement to ensure you are getting adequate dietary protein each day.

Did you know that not ingesting enough protein each day can actually increase your body fat? Insufficient protein leads to muscle breakdown, slowed metabolism and a stressed immune system.

The second part of the Core 4 program is Max Glutamine and its main functions are to speed up recovery time from workouts, improve immune function and optimize intestine health. Third is a high quality MMSN multi-vitamin/mineral supplement, which studies show is a must for your body's daily requirements of nutrients. And last, is Max Essential Fatty Acids (EFAs), which help you get healthy fats in your diet.

If you are an active individual and want to accomplish your fitness goals, whether it's losing body fat, building lean muscle or just improving your overall health, the Core 4 is the mandatory starting point.

So remember, whether it's your supplement program, your sport, your career or your relationship, focus on the fundamentals. Keeping it simple and going back to basics is sometimes the best approach.

©2008 Max Sport & Fitness, All Rights Reserved