

# What makes Max Muscle products different? Aren't all these companies the same?

This is a fair question and really can't be answered with one word. Or maybe it can. RESULTS That is the word that comes to mind if I had to boil it down. But there is a lot that more that makes Max Muscle a brand that has such a loyal following. Read on and I'll try to explain...

For starters, Max Muscle was founded by Joe Wells 20 years ago. Joe had been a multi team athlete through High School, College and even played in the Pros. As he describes it, supplements back then tasted terrible and the quality was not consistent. That was the premise for Joe starting the Max Muscle brand. Joe says he "selfishly" wanted to make products that he would want to use himself, and that has been his guiding principle for the past 20 years. He is also a consumer, and a very picky one.

As the company grew, Joe focused on athletes and performance. This company is the first and only true "Sports Nutrition" franchise in the United States. Why is that important? There is a difference between "normal" people's nutritional needs and those of high performing athletes. By working closely with pro athletes and people who push their bodies to their maximum potential, Max Muscle personnel have a much better understanding about what is nutritionally essential to performance and what is mostly marketing hype. The knowledge that is gained from our extensive work with high end athletes makes working with "normal" people fairly straight forward. They actually get the benefit of the things we learn from our high end athletes.

Another thing that sets the Max brand apart from other nutrition companies is the "focus" on sports performance. The product development team is keenly aware of the new research being done and how that could be incorporated into our products. Without firm science, as well as safety and efficacy data, ingredients won't find their way into the Max branded products. This is good for consumer safety. It also saves our customers the burden of ingesting ingredients that are based on folk lore and marketing hype.

Isn't the Brand X products down the street really the same as ours? The short answer is NO. The unfortunate realities of the nutrition business is that the label doesn't tell the whole story, or even half the story in many cases. Raw material cost can become the main driver instead of quality. (This is why Joe's philosophy at the beginning of this article becomes so important to the quality decisions Max Muscle makes) Let's take protein for an example. There are as many ways to make protein as there are ways to make cars. Let's start with the raw ingredients. All the Max Muscle proteins are sourced in the U.S. Most of the other companies source their proteins on the world market. Does that really make a difference? It sure does. Even from a consistency standpoint the sources of the raw ingredients are crucial. A cow eating grass in the lush fields of a Minnesota pasture will produce milk with a different amino acid profile than a cow eating on the rocky slopes of Chile. The next phase of manufacture is processing. There are also huge differences in how proteins are filtered, cleaned and processed. These processes can make the difference in getting results or not getting results. Some are more expensive and short cuts will make the protein not as bioavailable. Or another way to put it, a protein that has been degraded will not absorb and be used by our bodies as well. If you look at the jug, it will say 24g of protein. You could grind up a shoe and list

the protein content and I guess you could meet label claim for protein. My point is that the label has nothing to do with how or where the protein was made or sourced and has nothing to do with quality, even if it says 100% whey. It could be half lactose and still pass label claim. Everyone says their proteins are the BEST. Making the wrong choice translates to you not getting RESULTS. That is why we see customer after customer come in and switch from their current protein and immediately start seeing results. There is a difference, not only in protein but also in our other carefully designed products.

Another important consideration is the employee that is attempting to help you make your selections. Are they certified nutritionists or are they really just trained sales people for their brand? Do they say things like, "ours is clean and theirs is full of fillers"? Ask them what a filler is, and see if they can even identify one. Many brands conduct training for their employees by telling them they have the best scientists in the world and everyone else is just missing the boat. Or they train them to tell you what a bottle of X is supposed to do for you and when you ask them a question about an ingredient, they can't tell you. Because they really don't know how the products work or what the ingredients are doing for you. They just know it's the best because that's how they were trained. How can someone legitimately help you select what is best for you if they don't have a background in nutrition? This is where the Max Muscle team is different. Each employee is expected to be Certified in Sports Nutrition. That means they can understand what a product is doing and why. They can also tell you why a product isn't suited to your needs and why. If you walk in to a supplement store and tell them you want to lose fat and the employee walks you right over to the fat burner section, they are not trained to get you results. They are trained to sell you a product. We've always had a saying in our company that trickles down through our training programs: "We don't sell, we educate." We are firm believers in the theory that if you teach people the right way to do something, they will understand why we are recommending certain products to them, and in the long run they will get better results and succeed in achieving their goals.

Buyers beware!!! Do you walk into a store and have a team of sales people "swarm you" and make you feel like you are being pressured? Are the prices extremely high unless you buy "stacks" and you still seem to be looking at hundreds of dollars in cost? Do they offer you "deals" right on the spot so you can "save money", if you join "the club"? Are you offered pro-hormones and jittery fat loss products and pre-workout drinks that make your heart race, all in the name of nutrition? If pills and "cost savings" are the mainstay of the "nutritional" conversation, you aren't in a good place. ...Or maybe if you buy one you can get another one for free? WOW, that sounds like a good deal. Except under closer inspection, the prices are inflated so high to begin with that giving you 50% off usually drops the price to a slightly inflated "normal price".

How should you eat to reach your goals? Do you get help with your nutrition when you talk to your supplement provider? At Max Muscle we do more than just scribble down a quick list of food do's and don'ts. We have full individualized nutrition plans available. These plans encompass all the food a person would eat, timing, portion size, etc. Each person can tailor and pick the foods they like. We track and assist these people to help them lose body fat, increase muscle, or whatever that individual's goals are. You can't reach your goals without eating properly and supplements really help if they are coupled with good nutrition and training. Max Muscle isn't just here to sell you supplements. We are here to help you maximize your RESULTS through nutritional support & lifestyle.

How about the companies that want you to join their distribution, and become one of them...a pyramid marketing club? That way you can buy the products for yourself at a discount and sell them to your friends. When you look under the hood at these companies that don't have actual store front, you'll usually see a lack of ingredients, extremely high prices and promises of a "highly pure" product that nobody else can seem to duplicate. You are truly paying a lot for that muffler and do you really believe these people are the only ones who handle pure products? There is a popular pyramid marketed product on the market I see regularly that sells for close to \$50 a container and the ingredients are B12, some caffeine, taurine, and a few other vitamins and minerals. The actual cost of those ingredients is literally only a few dollars. They also carry amino acids veiled in a scientific sounding name that only contains a gram or so in a capsule. You are paying an "extremely" high price for those basic products. To the unwary customer it is unfortunate. But they need to make "a lot" of money to support the multiple layers of people that all want to make some money. The loser in the end is the consumer.

Our promise to you when you visit Max Muscle Quad Cities...

- 1) You will meet with Certified Sports Nutrition Coaches to provide information to help you make your selection.
- 2) We will let you sample Max Muscle products you are interested in buying so you know you like them before laying your money on the line.
- 3) There will be NO PRESSURE sales tactics used at our store. Our sales people are not on a commission.
- 4) You will be given a 25% discount from franchise price listed on the bottom of the jug every day. We will not require you to join the CLUB and no first week of the month discount gimmicks.
- 5) We will spend time understanding what your goals are, how you are eating and what you are currently taking, so we can give you the best advice.
- 6) We offer free body fat assessments to our customers so you can track your progress.
- 7) We also offer full nutrition plans so you can understand exactly how to eat. Supplementation doesn't help much without eating properly.
- 8) Our products are science based. The ingredients you will find in our products are there because of the current research that is available.
- 9) Quality is essential and we have multiple testing procedures to ensure all our products meet our strict cGMP standards and protocols. (for more information please refer to our quality policy)
- 10) The best testimonial I can give... just try the Max Muscle brand products and see for yourself. You won't be sorry!  
We stand behind Max Muscle products 100%.

WE ARE THE AUTHORITY IN SPORTS NUTRITION

Sincerely,  
Scott Herkes  
Certified Nutrition Coach  
Owner - Max Muscle Quad Cities  
Moline, IL & Bettendorf, IA