

MAX

SPORTS & FITNESS

24-HOUR
FAT-LOSS
SOLUTION
pg. 56

**CAN
CROSSFIT
MAKE
YOU A
BETTER
ATHLETE?**

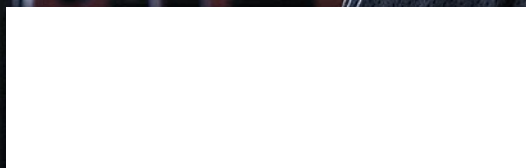
Break Out
of Your
Comfort
Zone: **TRY
A TOUGH
MUDDER**

pg. 27

**SPRING
CLEAN
YOUR
DIET**

pg. 52

FREE ISSUE! Compliments of:



MARCH-APRIL 2017

MAXMUSCLE.COM

**Nutrition
for Runners**
*Eat Smarter for
Overall Performance*
pg. 46



cleanse & **lose** **weight!**

• **Fast Weight Loss!**†

• **Boost Immune System!**†

• **Reduce Water Retention!**†

• **Improve Skin Quality!**†

• **Remove Toxins and Waste!**†



IMPORTANT TIPS FOR A SUCCESSFUL CLEANSE:

- Add more soluble fiber during cleansing! Fiber and Max Cleanse & Lean work together. Fiber acts like a mop, gathering up toxic materials released and helping to sweep them out of your body.
- Drink more water than you usually do! Bloating is often a result of festering bacteria from backed up food in our bodies that is fermenting and sending out poisons through our bloodstreams. Water helps to flush the toxins in your body and even dilutes their concentrations during the detoxification process.
- Bring down your toxic load! Opt for organic and pesticide-free foods so you have fewer toxins in your body. Don't forget about the psychological toxins, too. Don't schedule your cleanse during a high stress time. Instead, consider taking some personal down time, and be sure to support your body with exercise while you're cleansing.

Cleanse & Lean contains ingredients designed to gently cleanse the digestive tract.



Real-User Testimonials on Cleanse & Lean:



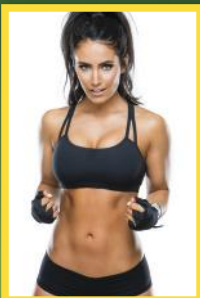
"**Cleanse and Lean** removed the water weight off my belly and the toxins from my body. I could see the difference within the first week and by the second week others noticed the difference too. I now use **Cleanse and Lean** whenever I need to detox and jump-start my body. I believe in this product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

—**Ingri DeGroot**
Portland, OR



"I love **Cleanse and Lean**! I struggle with regularity at times and this all-natural product makes sure my tummy is flat 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!"

—**Karey 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 Freese**
Champlin, MN



BENEFITS OF TAKING CLEANSE & LEAN

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



nutrition
by MAX MUSCLE®

Locations nationwide. Find yours @ www.maxmuscle.com

WHAT IS YOUR
FITNESS AGE?

TAKE THE TEST AT
MAXFITNESSAGE.COM

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

*Based on sales in MM retail locations nationwide.

CONTENTS

20

Forever Young column writer asks:

Have you tested your limits lately?

HEALTH

16 Stem Cell Therapy

What exactly is stem cell therapy and is it something you should consider doing? Let's dig deeper into the pros and cons of this potentially "limitless" science.

FITNESS

22 CrossFit Training ★

Can CrossFit make you a better athlete? Find out here. Plus, check out some of the basic CrossFit moves you can try on your own!

27 Break Out of Your Comfort Zone: Try a Tough Mudder★

Tired of your normal fitness regime and want to try something new? How about a Tough Mudder? Here are some things to consider, plus training tips.

RESULTS

34 Three Times the Success

Max Muscle Nutrition in Greeley, Colorado is on a mission to help people change their lives for the better. Meet three of their customers from different walks of life – all with different fitness goals – and find out how they shed fat and feel better than they ever have before.

TEAM MAX

38 Strongman Bryan Benzel

Here is a Q&A with one of Max Muscle Nutrition's elite Team Max athletes: Bryan Benzel, a champion strongman competitor.

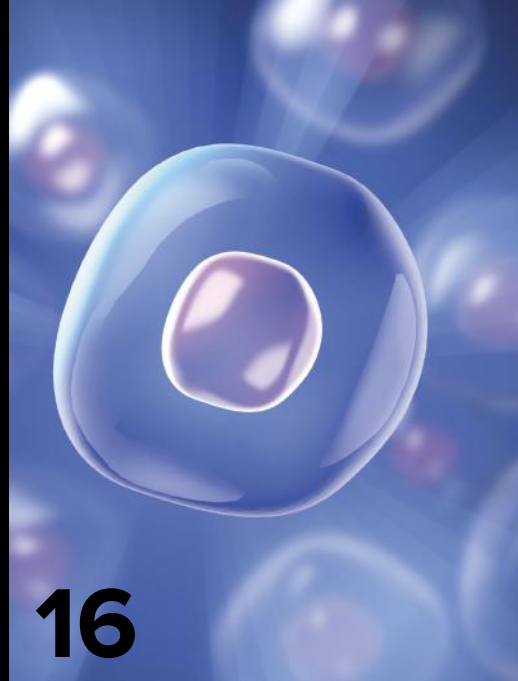
IMAGE

40 Hiking Days Are Here

Check out these cool hiking shoes, boots, and sandals for men



52



16

to take your next hike to a higher level!

42 **Deep Cleaning for Your Skin**

Awesome deep-cleaning products for women to help your face become radiant for spring!

NUTRITION

46 **Runner Nutrition 101★**

Are you a marathon or half marathon runner or do you want to be one? If yes, then you've got to make sure your nutrition is right for your training level. Here are some tips on how to dial in your nutrition to help you run longer and recover faster.

50 **Recipe for Recovery**

How to fuel properly pre- and post-race, plus a recipe for a delicious recovery meal featuring tempeh and beets!

52 **Spring Clean Your Diet★**

Tips on how to combat your bad winter eating habits and start fresh this spring. Plus, what is a resistant starch and should you be eating it?

SCIENCE

56 **24-Hour Fat Loss★**

Max Muscle Nutrition offers two potent formulas, Emerge HC and Quadra Cuts Night-Time, to help turn your body into a 24-hour fat burning machine! Find out how they work!

IN EVERY ISSUE

- 4 **Editor's Note**
- 6 **Digital Buzz**
- 8 **Max Nation/Feedback**
- 12 **Ask Joe**
- 14 **Health Beat**
- 20 **Forever Young**
- 30 **Fitspiration**
- 58 **Science Pulse**
- 60 **Max Athlete**
- 62 **Hot Picks**
- 64 **Final Rep**



27



ON THE COVER★

Photographer: James Patrick, JamesPatrick.com

Model: Skip Wood



56

EDITOR'S NOTE



**"NEVER BE AFRAID TO TRY
SOMETHING NEW BECAUSE LIFE
GETS BORING WHEN YOU STAY
WITHIN THE LIMITS OF WHAT YOU
ALREADY KNOW."**

HOW MANY TIMES have you said you wanted to start doing yoga or try an endurance race or get outside of your comfort

zone in some way only to find yourself a year, two, three down the line still saying you want to do it, but never actually doing it? Hey, I've been there! The first question you have to ask yourself is, do you REALLY want it? Because if you really want something, you are going to have to take the steps – even if they are baby steps – to get there.

It's so easy for anyone to say this but it's so important: don't let fear stop you from chasing your dreams or trying new things. Fear of failure, the unknown, or the pain you will have to go through to do this new thing often stops many of us dead in our tracks. It shouldn't.

I may not be able to help you get over your fears, but I will say this ... fear isn't real. It's perceived. The great escape artist, Harry Houdini knew this. He refused to allow fear to impede him when he was trapped inside an outrageous prop on stage for his magic shows. Instead, he would think only one thought: escape. With fear out of the way, he was able to focus on the task at hand.

Instead of escape, as I imagine 99.9 percent of you reading this are not in fact escape artists or want to be one, think about and picture yourself doing the thing you want to do. Whatever the mind can conceive and believe, it can achieve, right? It's all mental. You CAN do the things you want to do. Just do it. One step at a time.

Want to compete in a Tough Mudder? Start out by reading the article on pages 27-29 for some insight on what to expect. Want to be a better athlete? Consider CrossFit. That's right, I said CrossFit. Find out how this wildly popular and often misunderstood form of training might help you become stronger and better at your sport (pages 22-25). Want to eat healthier? Check out ways to spring clean your diet on pages 52-54. Even if you do just one or two things, that's making progress!

Of special note are two columns in this issue, one by 59-year-old Helen Fritsch on how to stop living with limits (pg. 20) and one from Team Max Athlete Claudia Virgil on how to stop using exercise to punish yourself (pg. 60). Be sure to read those two!

Life is not to be lived in your comfort zone, in fear, or bored to tears. Take risks. Dream big. You can do it!

Until next time,

LaRue V. Gillespie

LaRue V. Gillespie is the Editor in Chief and Creative Director for Max Sports & Fitness Magazine. E-mail her at editor@maxsportsandfitness.com.

MAX

SPORTS & FITNESS

Publisher Joe Wells Enterprises, Inc.

Executive Editor Sean Greene

Editor-in-Chief/Creative Director

LaRue V. Gillespie

Copy Editor Tariq Ahmad

Advisory Board

Rand McClain, DO

Gary Brazina, MD, FACS

Phil Harvey, PhD, RD, FACN

Contributing Writers

Linda Hepler, Abby Hoeffner, Susan Irby,

Joe Wells, Karen Morse, Dr. Phil Harvey,

Claudia Virgil, Matt Cooper, Jessica Wyland,

James Patrick, J.D. Alex

Contributing Photographers

James Patrick, Frank Fontanilla, MJR Photography,

Audra Oden, Shutterstock.com

MAX SPORTS & FITNESS

210 W. Taft Avenue

City of Orange, CA 92865

(714) 456-0700

MaxSportsAndFitness.com

Max Sports & Fitness Magazine is published monthly by Joe Wells Enterprises, Inc. and may not be reproduced without express written permission, all rights reserved. No liability is assumed by Joe Wells Enterprises, Inc. or Max Muscle regarding any content in this publication. It is vital that before implementing any diet or exercise routines, you must first consult with a qualified physician.

Max Muscle is not responsible for advertiser claims. Joe Wells Enterprises, Inc. and Max Muscle do not promote or endorse the use of steroids or other illegal substances. For more information concerning diet and nutrition, recalled products, steroids and other related products and issues, please visit the Federal Food and Drug Administration's Web site at www.fda.gov.

We reserve the right to refuse advertising without explanation.

MARCH SPECIAL!



BUY **EMERGE HC**,
GET **QUADRA CUTS**
NIGHTTIME,

FREE!*

Available at:

Find a Store Nearest You @ maxmuscle.com • Franchise Opportunities Available



nutrition
by MAX MUSCLE®

**Cannot be combined with Frequent Buyer Points
or any other sales. Certain product restrictions may apply.
Talk to your Max Muscle Certified Nutrition Coach™ for more details.
Special is good 3/1/2017 to 3/31/2017 only.*

DIGITAL BUZZ

We all love our social media platforms. Here, we focus on what's happening with Max Nation in the digital world.



@desi_lipova



@colee411



@maxmusclemorganhill



Cooking with Max Muscle Products

We LOVE seeing all the creative ways people are using their protein powders from Max Muscle Nutrition! If you have a great recipe you'd like to share, feel free to post on social media, but be sure to hashtag Max Muscle (#maxmusclesportsnutrition) on Instagram when you do or tag us on Facebook!!

#showmymax



Take a selfie with your favorite Max Muscle product(s) and/or wearing a Max Muscle tee, tag @maxmusclesportsnutrition and use the hashtag #showmymax for a chance to get your photo published in the next issue of MS&F!!



@robbashby



@ironman.30



@gym_eat_compete

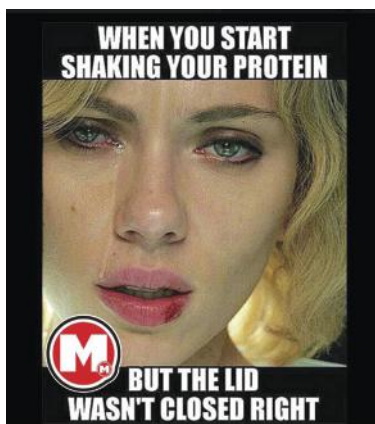


@the_thunderkick



BIG GAME GIVEAWAY

Max Muscle CEO Joe Wells and Max Muscle President Sean Greene recorded a video of them drawing three names to award those who participated in the Super Bowl contest and guessed the winner and closest scores. Each winner was given all four MLAB products, valued at more than \$200!!



#LOL

This meme garnered a bevy of comments, likes, and shares. Who can't relate to this happening? Loretta Lopez-Richet said, "Omg I'm dying cause it's so true." Deanne Vinz said, "This makes me laugh out loud!"



APRIL SPECIAL!

**UP TO
30%
OFF!**



MEN'S **MUSCLE STACK**

+ **BONUS** MAX Cinch Bag



Available at:

nutrition
by MAX MUSCLE®

Find a Store Nearest You @ maxmuscle.com • Franchise Opportunities Available

**Cannot be combined with Frequent Buyer Points or any other sales. Certain product restrictions may apply. Talk to your Max Muscle Certified Nutrition Coach™ for more details. Special is good 4/1/2017 to 4/30/2017 only.*

FEEDBACK

Results, news, photos, comments, and thank you's from people and Max Muscle franchisees across the United States and abroad who make up the great Max Nation.



➡ Naturliga Has Been a Real Lifesaver!

The Naturliga 100% Vegan Protein has been a life saver for me. As a CrossFitter and Olympic lifter, I needed something to help with my protein levels and recovery. Throughout the years, I tried numerous different whey-based proteins and recovery drinks and due to a sensitive stomach, I wasn't able to find anything that I could digest. Being in the military, I also struggled with finding a protein that was vegan without hemp in it or other banned products.

When I found the Naturliga Vegan Protein, it changed my life. It is a protein that mixes great, tastes great, and doesn't leave a weird aftertaste. I have found that it is great for a protein drink, a quick recovery drink (I normally mix with a pineapple juice for a quick sugar), and it mixes wonderfully!!! It is by far one of the most versatile proteins that I have found over the years. I have even got my mother hooked on it as well! The vanilla is great for making protein pancakes, protein cakes, smoothies, etc. It is by far the best vegan protein that I have ever found.

-Charissa Kopecko, 34, shops at Max Muscle Greeley



A Fitness Journey and Love Story

Photo by Ty Carr, Standing Buck Productions LLC

Emmy's Favorite Supplements:

- Blueberry MaxPro Protein
- Pineapple Express Emerge
- Grape FBX 2.0

Eric's Favorite Supplements:

- Chocolate Malt MaxPro Protein
- FBX 2.0
- Emerge HC

Emmy & Eric are customers at Max Muscle Nutrition in Eugene, OR

Eric and Emmy McCormack of Junction City, Oregon both grew up active in sports and training in the fitness industry. They each spent countless hours training in the gym, on the court, or on the field as they worked towards their individual goals in life. Eric's father enrolled him and his brothers in karate at a young age, then he began lifting weights in the basement when he was 12 years old, right around the same time he started playing basketball. "Physical fitness was my release as a young kid. My mom and I moved around a lot and I was always having to change schools," Eric said. "I was always the new kid, so sports became my tool for making friends wherever I went. Nobody wanted the new kid on their team, but they always wanted the good basketball player, so I became that and I've trained pretty much every day of my life since then."

Eric graduated from Thurston High School and went on to become a police officer. His level of physical fitness had now become a crucial tool to his job and survival each day. "In my mind, being in the best possible physical shape was now part of my job," he said. "My life depended on it, as did the life of others in the community that I was there to protect and serve." After 12 years of service, Eric retired and is now works in the fitness industry full time.

In 2013, Emmy's father introduced her to Eric. "I will never forget the day I met Eric," she said. "Unbeknownst to me, Eric was my dad's trainer. My dad asked me to train with him. I reluctantly said yes and as I was driving into the gym parking lot, I saw my dad standing outside in front talking to him. I took one look at him and thought, 'Oh Sweet Jesus...that better not be the guy!'" It was. The next hour of her life she spent trying not to look like a "sweaty bag of trash" while he pushed her to limits she didn't know she could achieve. "That day changed my life," she continued. "Not only had I just met my future husband, but he stripped down walls in seconds that had taken me years to build. When you get to train with your life partner and best friend, you become connected on so many levels. It may not be for everyone, but for us it works."

Eric has competed in more than 30 bodybuilding shows. He holds many titles and has won every show in Oregon. In April 2016, Eric competed in and won his class at the Emerald Cup. He and Emmy were married the following week on a beach in Mexico. Eric said, "She's the reason I am able to be as successful as I am in this field. She goes through the entire prep with me; we are a team. I love the sport of bodybuilding, but there's nothing better in this world than doing it with her standing by my side." **MS&F**

TALK TO US

We love hearing from you! Send us your selfies, your motivational photos, your favorite Max Muscle products, success stories, questions, comments, likes, dislikes, etc. to editor@maxsportsandfitness.com for a chance to be featured here!

StimoVEX gives me the kick I need to push myself past my limit. MaxPro and Pro BCAAs give my body the building blocks to optimize gains.

-Fabian Petrino, 24, shops at MM San Mateo



➡ Energized

Being a salon owner, group fitness instructor, mom of two, wife, and Lululemon run ambassador, I can't make it through my day without EMERGE!!! It keeps my energy up to stay on top of my never-ending to-do list with a clear mind!!

-Sydnie Chapman, 30, shops at MM Fort Collins, CO



➡ Life Changing

Being a nutritionist at Max Muscle has been as life changing for me as it has for my clients. It has been super fun to get to know and work with such a diverse crowd of people. Each person has their own story and journey and to be trusted to be a part of it is one of the best feelings.

-Tanya Christianson, Max Muscle Greeley, CO

➡ Bragging on Team Max Athletes from MM Bend, OR

Dominic Current, franchisee of the Max Muscle Nutrition in Bend, Oregon and Regional Director, is sure proud of the Team Max Athletes who represent his store. Here is why!



Anna Limbeck

Nelson Issangya, 31, is a competitive bodybuilder and Classic Physique competitor who has been a Max Muscle customer for a few years now. He moved to the United States from Tanzania, Africa to live out his dreams. Nelson is very strong in the gym and often surprises everyone by how much he can lift!

Anna Limbeck, 34, is a very dedicated mom and wife and loves fitness! Anna has been competing in bikini competitions for quite a while now and also loves to help others who decide to compete.



Nelson Issangya



Wendy Jacobson

Wendy Jacobson, 41, will get her workout in no matter where she is – at home, at the gym, on vacation – doesn't matter! She and her husband live a full and busy life but still take time out each day to get in some training!

Collin Moeller, 38, is on a quest to do one of the biggest NPC shows in the nation this spring, the NPC Emerald Cup. Collin will be ready to shock some people when he steps on stage! His most favorite product is MaxPro Elite Chocolate Mint.



Collin Moeller



Jayson Mitchell

Jayson Mitchell, 38, is an accomplished men's physique competitor, real-estate agent and hair stylist who has a huge passion for health and fitness. Jayson, along with his wife, Evelyn, make sure to take time out of their busy schedule to hit the gym and take care of themselves so that way they can keep their grind going!

➡ MM Fam

We are a family supported by and in love with Max Muscle! We love the community around the brand and the products are far better than any we have tried! Our go-to combo is FBX 2.0 pre-workout, Max BCAAs during, and ARM post-workout. Our go-to is Courtney Walter for all our product needs and Alysse Milano for keeping our nutrition on point!

-Bridget, 34, Jeramie, 34, and Liam, 6, Holt, customers at Max Muscle Fort Collins, CO

Collagen Peptides

Burn Fat, Improve Skin, Support Joints and Boost Recovery!

Used by Over 4,700 Health Professionals, You Too Can Benefit from the #1 Medical-Grade Liquid Collagen

by Jim Caras

Can one medically-used protein really help reduce body fat, enhance muscle tone, improve hair, skin, and nails, support joint function, accelerate recovery – and even improve sleep?

Solid clinical science says *YES for the original, medical-grade liquid Type 1 collagen peptides*. While collagen was originally created for and used by medical professionals, consumers overlook its many benefits because of the mistaken idea that it's only a nutrient to support beauty.

How Collagen Works

After water, collagen is one of the

most important nutrients in the body accounting for 25% of its total protein. Type 1 collagen surrounds all of our organs and is a major component of our ligaments, tendons, bones, muscle fibers, blood vessels, eyes, teeth – and it's even 90% of our hair, skin, and nails. *Type 1 collagen is literally the glue that holds our bodies together.*

Are You "Collagen Deficient?"

Around the age of 30, we start losing about 1% of our collagen per year. At the same time, our body's ability to produce collagen diminishes too. *Eventually, we all become "collagen*

deficient."

The signs of collagen deficiency are obvious. Wrinkles form, skin dries, hair thins and becomes lifeless, nails become brittle, joints stiffen, and our bodies lose muscle tone and shape. Without healthy collagen levels, our bodies fall apart. *Aging is collagen loss.*

But there is good news.

Adding high-dose, liquid Type 1 collagen peptides to your diet, provides your body with the precise amino acids necessary to both generate new collagen and maintain existing collagen levels. These unique amino acids are exactly what your body needs to look and feel

8 Ways Collagen Keeps You Young and Fit...



"BURNS Fat, BUILDS Lean Muscle..."

As we age, our bodies become softer and less toned. Type 1 collagen peptides help turn back this age-related decline by preserving and building lean muscle. This increases your metabolism, which burns fat for energy. You end up with a leaner, firmer, and more shapely body.



"BEAUTIFIES Hair, Skin, & Nails..."

While many hospitals use liquid Type 1 collagen peptides for skin repair, they also have beauty and personal care benefits.

Users typically notice an improvement in skin softness, hydration, tone, and appearance, as well as improved growth and quality of their hair and nails.



"SUPPORTS Joints, Bones, & Even Sleep..."

Collagen's exclusive amino acid, Hydroxyproline, plays a primary role in the structure and maintenance of bone and connective tissue. A study at Penn State University showed athletes who suffered from exercise-induced joint discomfort experienced significant improvements in six months with use of high-dose hydrolyzed collagen peptides.

Plus, collagen's most abundant amino acid, Glycine, is clinically shown to improve sleep when taken at bedtime. Users typically report deeper sleep and waking up more refreshed.*



"IMPROVES Recovery & Wound Care..."

Collagen contains high amounts of high nitrogen amino acids that build and repair the body (300-400% more Arginine and Glycine than whey and other proteins). Recent studies show that supplementing with collagen peptides before exercise can help decrease injuries.

In fact, a published clinical trial shows that the original, medical-grade liquid collagen peptides perform **FIVE TIMES GREATER** for wound healing and tissue repair than whey protein.*



younger (see bottom left).

The Collagen Doctors Recommend to Doctors

Recently, dozens of collagen products have flooded the market in every form and flavor imaginable. But doctors and hospitals (never ones known to hop on the latest trend) remain steadfast in their commitment to **liquid Type 1, enzymatically hydrolyzed, collagen peptides** (available in Health Direct's *AminoSculpt*). They are considered the "Gold Standard" of collagen by the medical community. Here's why...

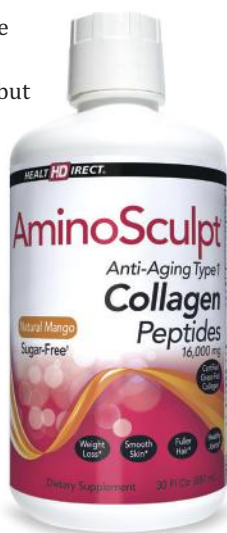
First, they have been used by over 4,700 physicians, clinics, hospitals and health professionals over the past 35 years. They are commonly used by patients with serious health problems because they have been proven safe and effective over decades of use.

Second, they contain pure Type 1 collagen peptides. While there are 28 different types of collagen in the body, 90% of your body's collagen is Type 1. Plus, the weight of published scientific research supports Type 1 collagen, making it a solid choice.

Type 2 collagen is useful for healthy cartilage (and has some effects on skin) but lacks many of the benefits of Type 1 collagen. Some products contain rarer forms of collagen such as Types 3, 5, 10, or 15. While these additional types may look enticing, there is little medical evidence supporting their use. They won't hurt you, but you may be paying a premium for no extra health benefits.

Third, doctors prefer liquid collagen supplements.

Most of the significant published studies, patents, and real-world medical use are on liquid collagen. Plus, liquids are the easiest to take with no danger



"Over 1,000,000 Bottles Sold"

of choking, or problems swallowing.

Liquids are also ready-to-use and do not have to be mixed with food or juice. They provide the most collagen in the smallest size (for example *AminoSculpt* has a whopping 16 grams of protein per ounce). And most importantly, they are predigested for immediate use by the body for faster, more noticeable results.

What About "Bone Broth"?

Whole food sources of collagen, like bone broth and gelatin, have become popular. What most people don't know is they're difficult for the body to digest. "Raw" and "Whole Food" are two things *you don't want* your collagen to be. Many people mistakenly think that cooking makes the collagen in bone broth totally digestible. This simply isn't true. Collagen is such of tough protein that it must be "hydrolyzed" (broken down with enzymes) *into peptides* to be fully absorbed and used by the body.

Ironically, bone broths and gelatins promoted for gut health can actually cause bloating, digestive issues, and even fatigue. This is because they contain unhydrolyzed whole food collagen, which is poorly absorbed.

Finding the #1 Medical-Grade Collagen

While there are many collagen products available, **only one**, *AminoSculpt* from Health Direct, contains the original, patented, medical-grade liquid Type 1 collagen peptides used by 4,700 physicians, clinics, and hospitals for over 35 years.

AminoSculpt® is the only collagen with 16 grams of enzymatically hydrolyzed collagen peptides (protein) per ounce. It contains only non-GMO ingredients, certified grass-fed collagen, is certified KO Kosher – and is backed by a 100% money back guarantee.** *AminoSculpt* is also paleo-friendly and contains no sugar, gluten, dairy, or grain.

For information on where to find AminoSculpt, visit: aminosculpt.com/MSF173 or call Health Direct toll-free: 1-800-989-9531, Dept. 2940.

About the Author: Jim Caras has written and lectured on collagen for 20 years. His book, "How to Completely Reshape Your Body," was one of the first recognize collagen's anti-aging benefits.

Here's what AminoSculpt users are saying...



"Helps Joints and Improves Sleep..."

"I recommend *AminoSculpt* to my patients and they get great results. It helps patients with joint and disc problems, and those that exercise, recover faster. Also, many patients tell me they have more energy and sleep better."*

Dr. David Maloney
Huntington Health Center, CA



"Tighter Skin and a Firmer Body..."

"I've been a fitness expert and muscle activation specialist for over 25 years. I know how to keep my body fit, firm and flexible, but it's incredible how much younger I look, how much tighter my skin is, and how much firmer my body is, since taking *AminoSculpt*. I've used it for 2 years and everyone tells me I look at least 5 years younger. T-Tapp and *AminoSculpt* are my secrets to Turn Back Time."*

Teresa Tapp
Creator of T-Tapp and Author of "Fit and Fabulous in 15 Minutes"



"Work Out Harder, Recover Faster"

"I'm 53 and I train hard. When I'm taking *AminoSculpt* my joints feel better, I recover faster and my skin looks tighter. It gives me more energy, which is important to keep me motivated and on track. I feel younger, like I did in my 30s. It even helped me to shed extra body fat. I went from 260 to 220 while gaining muscle in just five months. It definitely helped me win my Pro Card as a fitness competitor."*

Erick Schultz, Age 53
@schultz_strong

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. Results may vary. ©2017 D&J Vision Marketing, Inc. **Call Health Direct for details on money-back guarantee. Policies may vary among retailers. Please call your local retailer for their policy.

HEY JOE, *what are BCAAs and what can they do for me?*

RECENTLY, BCAAs have been all the rage of the sports nutrition market. The protein mantra still continues as the number one fuel for athletes, but a close second in my opinion is BCAAs.

Whenever I talk to top athletes, bodybuilders, and all those ripped-up guys and gals in the gym, they all seem to be high on the BCAA bandwagon! I ask many of them, what exactly are BCAAs? It's no big surprise that many respond with a blank stare. BCAAs, of course is an acronym, but what exactly does it stand for, and more importantly what exactly are they?

BCAAs stands for "Branched-Chain Amino Acids." Let's first give a quick description of what amino acids are. Amino acids are considered the building blocks of proteins. There are 20 standard amino acids of which almost all proteins are made. When we eat steak or chicken, for example, they contain protein. The protein is made up of these 20 different amino acids.

When the protein you have eaten is exposed to the digestive enzymes in your stomach, they break down into individual amino acids. Then these amazing molecules go to work, fueling literally billions of functions with our bodies.

The branched-chain reference is merely a description of their molecular construction. There are three amino acids that make up the branched-chain group of amino acids (remember, they are part of the 20 that naturally occur in dietary proteins) and they are leucine,



isoleucine, and valine. What makes them so special to athletes is they are found in high proportion within our muscle cells.

BCAAs comprise 35 percent of the amino acids in our muscle tissue. Because of these high concentrations within our muscle cells, scientists have conducted hundreds of studies focusing on the importance of supplementing BCAAs to increase

muscle growth, recovery, and stamina of the muscles.

Science strongly supports a ratio of 2:1:1 (the "2" stands for leucine and the "1's" stand for isoleucine and valine) because as studies have found, the body will need twice as much leucine as isoleucine and valine. Most experts recommend 4-5 grams of BCAAs as one dosage, so using the 4-gram dose, it's very simple: 2 grams of leucine, 1 gram of isoleucine and 1 gram of valine. Be sure to look for formulas that follow this dosage logic.

BCAAs have been proven to be an essential part of any serious training regimen. If you want to give your muscles the best fighting chance to grow and recover, then you need to supplement with BCAAs. The benefits include heightened mTOR signaling, increased nitrogen, quicker recovery, blood sugar benefits, and more!

Max Muscle Nutrition makes some great products featuring BCAAs. Our Pro BCAA formula comes in eight different flavors and follows the 2:1:1 ratio for enhanced performance. Stop by your local Max Muscle store for some great advice from our Certified Fitness Nutrition Coaches who can educate you and help you get the right supplements for your needs and goals. **MS&F**



Joe Wells is the founder and CEO of Max Muscle Nutrition. He shares his vast knowledge of healthy living and sports nutrition every month. Read past columns on MaxSportsandFitness.com.

COULD THE BCAA BLEND YOU ARE USING BE INEFFECTIVE?

Branched-Chain Amino Acids or BCAA's have become all the craze for athletes looking to improve performance but why are there so many different ratios? A common question asked is what is the best ratio to be used in a BCAA blend? Is it **2:1:1**, 5:1:1, 8:1:1 or 10:1:1?

The optimal ratio of the BCAA is **2:1:1** and the primary reason is that this is the ratio that naturally occurs in foods, the ratio found in muscle tissue and the ratio supported by the majority of published scientific studies on the benefits of BCAA supplementation for muscle growth, energy and fat loss.

The proper **2:1:1** represents the ratio of leucine:valine:isoleucine. Higher amounts of leucine in a BCAA formula has not been shown in scientific studies to be any more beneficial than in the **2:1:1** ratio. In fact, higher leucine content may actually be detrimental in outcompeting valine and isoleucine for absorption, assimilation into muscle tissues and function. Valine helps blunt fatigue during exercise and isoleucine may provide benefits in promoting fat burning during exercise.

So why then do you see so many BCAA blends on the market with modified ratios of the BCAA's? The answer is simple – it costs less to make so they make more PROFIT off of you!

The bottom line is to stay with the natural balance of the BCAA in the **2:1:1** ratio, the optimal ratio that is supported by published science for all types of exercise, muscle growth, recovery and even fat loss. There are no proven additional benefits of higher ratios of leucine in addition to wasting money and sabotaging the benefits.



Find a Store Nearest You @ maxmuscle.com • Franchise Opportunities Available

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



References:

1. Iwasawa Y, Kishi T, Morita M, et al. Optimal ratio of individual branched-chain amino acids in total parenteral nutrition of injured rats. *J Parenter Enteral Nutr.* 1991 Nov-Dec;15(6):612-8.
2. Fourie A, Nosaka K, Gastaldi M, et al. Effects of branched-chain amino acids supplementation on both plasma amino acids concentration and muscle energetics changes resulting from muscle damage: A randomized placebo controlled trial. *Elin Nutr.* 2015 Apr 1. Pii: S0261-5614(15)00089-8.
3. Kim DH, Kim SH, Jeong WS, Lee HY. Effect of BCAA intake during endurance exercises on fatigue substances, muscle damage substances, and energy metabolism substances. *J Exerc Nutrition Biochem.* 2013 Dec;17(4):169-80.
4. Sharp CP, Pearson DR. Amino acid supplementation and recovery from high-intensity resistance training. *J Strength Cond Res.* 2010;24:1125-30.
5. Tatpati, LL, Irving BA, Tom A, et al. The effect of branched chain amino acids on skeletal muscle mitochondrial function in young and elderly adults. *J Clin Endocrinol Metab.* 2010;95:894-902.

HEALTH BEAT

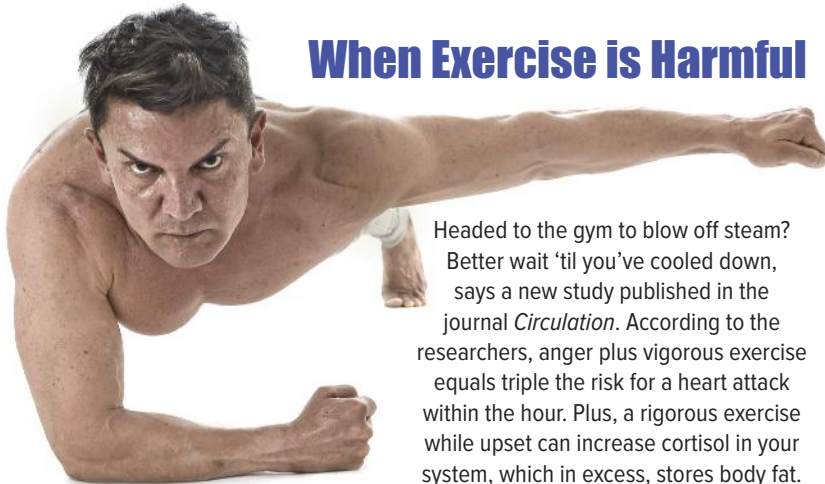
From increasing your life span with hot peppers to screening for heart health, here are our latest health blurbs! **BY LINDA HEPLER, BSN, RN**

Increase Longevity with Hot Peppers

Can't get enough red hot peppers? If so, then eat up, say researchers at the Robert Larner College of Medicine in Vermont, who found that regular consumption of the spicy veggie is associated with a 13 percent reduction of mortality. Although far from certain, their possible explanation for this phenomenon is that capsaicin, a chemical compound found abundantly in red chili peppers, modulates coronary blood flow, prevents obesity, and alters the gut microbiota in a positive way. All of these capsaicin-modulated mechanisms make you less likely to die from heart disease or a stroke.



When Exercise is Harmful



Headed to the gym to blow off steam? Better wait 'til you've cooled down, says a new study published in the journal *Circulation*. According to the researchers, anger plus vigorous exercise equals triple the risk for a heart attack within the hour. Plus, a rigorous exercise while upset can increase cortisol in your system, which in excess, stores body fat.

SCREENING FOR HEART HEALTH

The best age to begin checking in with your doc about heart health? Age 20, say the health experts. Heart screening includes weight and body mass index, blood pressure, cholesterol and glucose levels, and waist circumference – all of which are linked to heart health.



Urine Test Tells the Truth...

If you're tempted to cheat on that food log the doc asked you to keep, you won't be able to do so for much longer. A new urine test, developed by researchers from Great Britain, can detect metabolites – or breakdown products – of foods such as red meat, chicken, fish, fruits, and veggies.

CAN A FATTY ACID HELP REDUCE BODY FAT WHILE INCREASING LEAN MUSCLE MASS?

Max CLA from Max Muscle Sports Nutrition (MMSN) contains ultra premium conjugated linoleic acid (CLA). CLA is a polyunsaturated fatty acid (PUFA) and a unique isomer or special type of omega-6 (linoleic acid) fatty acid and, as the name implies, the double bonds of the linoleic acid are conjugated. Conjugated linoleic acid is naturally found in beef, dairy products like milk, eggs, butter, yogurt, and many cheeses. Additionally, modern processing methods of meats and dairy have reduced the levels of CLA in these foods and due to 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.†

A number of studies have demonstrated that CLA reduces fat mass, while increasing lean body mass². A recent human study investigating the effect of 4.2g CLA/day in 53 normal healthy individuals led to a significant decrease (3.8%) in body fat compared with individuals not taking CLA³. In addition a study in obese and overweight populations demonstrated that at least 3.4 g CLA/d for a period of 12 weeks was necessary to see a significant reduction in body fat¹.

KEY FEATURES

- **Dual Active Isomer Formula of Conjugated Linoleic Acid (CLA)**
- **Ideal 1:1 ratio of cis-9, trans-11 to trans-10, cis-12 isomers**
- **Ultra Premium Quality**

Max CLA is derived from specially modified safflower oil to provide the highest levels of the two active CLA isomers; cis-9, trans-11 and trans-10, cis-12 in the preferred 1:1 ratio. CLA is a fat (lipid) component of cell membranes and found in breast milk. One of the best ways to get your CLA is through **Max CLA**.



nutrition
by MAX MUSCLE®

Find a Store Nearest You @ maxmuscle.com • Franchise Opportunities Available

Find us on:



† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



1. Blankson H, Stakkestad JA, Fagertun H, Thom E, Wadstein J, Gudmundsen O. Conjugated linoleic acid reduces body fat mass in overweight and obese humans. *J Nutr.* 130:2943-2948 (2000).

2. Roche HM, Noone E, Nugent A, Gibney MJ. Conjugated linoleic acid: a novel therapeutic nutrient? *Nutr. Res. Rev.* 14:173"187 (2001).

3. Smedman A, Vessby B. Conjugated linoleic acid supplementation in humans - Metabolic effects. *Lipids* 36:773"781 (2001).

SHOULD YOU CONSIDER STEM CELL THERAPY?

LINDA HEPLER, BSN, RN

OVER THE PAST 10 YEARS, discoveries arising from stem cell research have been nothing short of miraculous. And a wee bit like science fiction, too, with scientists generating stomach, heart, retinal, and other cells in the lab in a race to find treatments for diseases and injuries, such as heart failure, Parkinson's disease, Alzheimer's disease, strokes, burns, spinal cord injuries, and vision and hearing loss.

The potential applications for stem cell therapy appear to be limitless, said Nathan Wei, MD, a board certified rheumatologist in Maryland who uses stem cells in his practice to treat osteoarthritis and rheumatoid arthritis. "It's the new frontier," he claimed.

But while the promise of using stem cells for treating various disorders is exciting, it's also preliminary, added Dr. Wei, "and the enthusiasm must be tempered for multiple reasons."

One of the most important, he explained, is that stem cell science is relatively new, and there are still many things to learn. Lab isolation of human embryonic stem cells, a type of unspecialized cell capable of

renewing itself for a long period of time through cell division, and naturally "pluripotent," or capable of turning into any type of cell in the body – was less than two decades ago.

More recently, in 2006, Japanese researcher Shinya Yamanaka found a way to reprogram skin cells (first with mice, then by 2007 in humans) into pluripotent, or embryonic-like cells, bypassing the need for (and in some cases, objection to) using embryos. These lab-grown cells, called induced pluripotent stem cells, or iPS cells, can then be manipulated by various means to give rise to all types of cells. Research is ongoing, as scientists continue to develop methods to

generate these cells in a way that is suitable for safe and effective therapies.

Since that time, research on adult stem cells has mushroomed, as scientists have found these cells in many more organs and tissues than once thought existed, including the bone marrow, peripheral blood, blood vessels, skeletal muscle, skin, teeth, heart, gut, liver, ovarian epithelium, testis, and even fat. Some of these cells can potentially be genetically programmed to use as therapies to repair and replace damaged or diseased tissues within the body.

As encouraging as these discoveries are, there remain many questions

about the use of stem cells to treat disease, said Dr. Wei, such as what type of stem cell to use, and whether autologous (the patient's own) or donor stem cells will perform better, last longer, and be safer. There are also treatment issues regarding best dose and delivery of stem cells. And while "there are ongoing clinical trials using both autologous stem cells and donor stem cells to answer some of these questions, there is a lack of good randomized double-blind placebo controlled studies," he said.

This type of study, Dr. Wei explained, is the "gold standard" of investigative clinical trials, and involves the random assignment of either the investigational treatment or a placebo (an inactive substance) to research subjects, with both researcher and subject unaware of which is being given. "This takes the bias off of the results," said Dr. Wei.

A complicating factor in the scientific advancement of stem cell therapy is the proliferation of stem cell clinics at a time that stem cell treatment is still in its infancy. Over 500 stem cell clinics have recently popped up across the country, offering experimental treatments using a patient's own fat cells, which are removed through liposuction then enzymatically liquefied and spun through a column to isolate just the cellular stem cell part of the fat.

Called "stromal vascular fraction," it is then injected back into the patient in a different body site than it was taken from, supposedly to treat various conditions, from macular degeneration to autism, chronic kidney disease, and even erectile dysfunction – often at an exorbitant cost. Few of these centers have systematic data about potential patient outcome, often relying on patient testimonials to sell the treatments.

"Many of these clinics are taking advantage of the hype about stem cell treatment," said Joshua Hare, MD, founding director of the Interdisciplinary Stem Cell Institute (ISCI) at the Leonard M. Miller School of Medicine at the University of Miami, one of the nation's leading institutes in translating findings in the laboratory to the clinical setting. "People are desperate, they suffer from various



IF YOU GO...

If you choose to pursue stem cell treatment, whether through an FDA-approved investigational study, or a physician's office or a stem cell clinic that uses experimental therapy, there are certain questions you should ask prior to treatment. According to the International Society for Stem Cell Research, these include, at the very least, a detailed description of treatment, the science that supports it, the expected outcome, and the potential risks. You should also clarify your patient rights and all costs involved with the procedure and aftercare. Some of these questions include:

- How is this treatment done?
- What is the source of the stem cells?
- What are the possible benefits?
- What is the scientific evidence that this treatment might work for my condition?
- What are the risks of this procedure, both short term and long term?
- What training does the doctor have?
- What follow up treatment is recommended?
- For a detailed list of questions to ask your provider, log on to CloserLookatStemCells.org



WHY IS VIT-ACELL MORE EFFECTIVE THAN YOUR DAILY MULTI?



Find out why @
www.maxmuscle.com

ailments that haven't responded to treatment, and this treatment may or may not work."

If you're wondering why the Food and Drug Administration (FDA) doesn't get involved, it does – to a point. According to the administration's website, they must approve stem cell medical products for use prior to marketing, and to date, they have "not approved any stem cell-based products for use, other than cord blood derived hematopoietic progenitor cells (blood forming stem cells) for certain indications."

But there's a loophole in current FDA regulations, said Dr. Hare, when it comes to transfer of a patient's own stem cells, provided they are minimally manipulated and re injected within the same day and within the same facility. In other words, stem cell clinics can offer these treatments without the rigid scrutiny of an FDA overseen stem cell investigational study, such as those done at ISCI in Miami where "cells are produced under FDA guidelines, and people who are enrolled in the trials are monitored carefully."

Dr. Hare feels strongly that FDA regulated investigational studies are the only way to advance stem cell science toward medical application. "This is how the field needs to progress," he said. "If we don't do that, we'll destroy the field."

Still, there are many thoughtful and nontraditional physicians who work outside the academic research structure in providing experimental stem cell therapy, following rigid protocols, said Dr. Wei, such as autologous mesenchymal stem cell therapy, used in regenerative medicine. And there are many in the medical field who believe that real world experimentation supported by meticulous methods could contribute to the advancement of stem cell therapies for medical treatment.

The FDA is currently reviewing guidelines relating to the regulation of human cells, following a recent public hearing attended by doctors, researchers, and patients. While some are hoping for compassionate regulation, allowing people continued access to experimental treatment, and others want the FDA to crack down on clinics offering unproven stem cell treatments, most agree that these therapies will eventually have a prominent place in medicine. "There's the sense that stem cell therapy will address many areas of medicine," said Dr. Hare, "including cardiac repair in heart failure and healing of sports injuries – even to offset changes in the body associated with aging."

Dr. Wei concurred. "I do think that the use of stem cells in treating certain chronic conditions will be the treatment of choice in the future," he said. **MS&F**

STEM CELL THERAPY RISKS

It's only human to think that if your health condition hasn't responded to traditional medical treatment that you have nothing to lose by trying stem cell therapy. Not so, says the Food and Drug Administration. According to this agency, there is always a safety risk by putting cells in an area where they are not performing the same biological function as they were when they were in their original location in the body. Cells transplanted to a different environment can multiply, form tumors, or migrate to a different site than where they were placed.



SCIENCE ALERT - NEW GROUND-BREAKING STUDY!

WHAT IS THE SECRET BEHIND THE **MaxxTOR™** BREAKTHROUGH FORMULA?

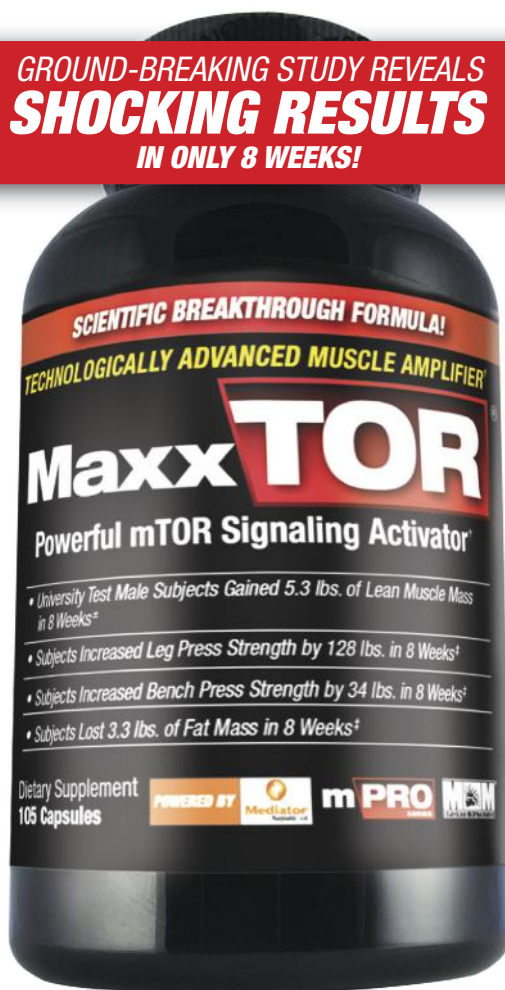
MaxxTOR™ is a scientific breakthrough developed by Dr. Phillip Harvey and the Max Muscle product development team, that has been clinically proven to increase muscle mass, increase strength and decrease body fat!

A recent double-blind study on **MaxxTOR™** conducted by Dr. Guillermo Escalante at the California State University in San Bernardino and published in the prestigious Journal of the International Society of Sports Nutrition, showed a significant increase in lean body mass and upper and lower body strength as well as a significant reduction in body fat in only 8 weeks. The ground breaking study validates the safety and science behind this incredible product and the results it produces on size, strength and fat loss for both men and women when combined with resistance training.

The key ingredient in **MaxxTOR™** is Mediator® Phosphatidic Acid (PA), clinically proven to be one of the most powerful natural molecular activators of protein synthesis by activating the mammalian target of rapamycin (mTOR) signaling pathway. Now over 11 published research studies documenting that oral PA supplementation activates mTOR signaling that is induced by mechanical muscle activation (e.g., weightlifting). This key ingredient combined with the other synergistic ingredients in the **MaxxTOR™** formula, makes **MaxxTOR™** a truly unique and innovative product proven to get your results in only 8 weeks.

MaxxTOR™ is exclusively available at Max Muscle stores nationwide. Find the store nearest you at www.maxmuscle.com today and experience the incredible results **MaxxTOR™** delivers for yourself!

GROUND-BREAKING STUDY REVEALS
SHOCKING RESULTS
IN ONLY 8 WEEKS!



Follow Us, Then Like, Share,
or Comment on:



For Your Chance To **WIN FREE PRODUCT!**



nutrition
by MAX MUSCLE®

Find a Store Nearest You @ maxmuscle.com • Franchise Opportunities Available

References:

1. Escalante G, Alencar M, Haddock B, Harvey P. The effects of phosphatidic acid supplementation on strength, body composition, muscular endurance, power, agility, and vertical jump in resistance trained men. *J Int Soc Sports Nutr.* 2016;13:24.
2. Joy JM, Gundermann DM, Lowery RP, Jager R, McCleary SA, Purpura M, Roberts MD, Wilson SMC, Hornberger TA, Wilson JM. Phosphatidic acid enhance mTOR signaling and resistance exercise induced hypertrophy. *Nutrition and Metabolism.* 2014;11:29.
3. Hoffman JR, Stout JR, Williams DR, et al. Efficacy of phosphatidic acid ingestion on lean body mass, muscle thickness and strength gains in resistance-trained men. *J Int Soc Sports Nutr.* 2012;9:47-53.

LIMITS...

Have You Tested Yours Lately?

BY HELEN FRITSCH

AS A SOCIETY, we deal with limitations every day. There's the speed limit on a highway, limit three with purchase at the grocery store, the two-drink minimum at the comedy club, and the list goes on. We have been bombarded with limitations since birth. It's part of life and we just accept these limitations.

Many limits are put in place to keep us, "in check." Most of the time, limits help us, protect us and keep us out of trouble. However, what about the limitations that we place on ourselves?

For me, the last three years of competing in bodybuilding shows have definitely been challenging. Many people have asked me how and why I decided to get involved in competing so late in life. I usually tell them it's because I wanted to "test" my limits. Exactly how far could I push myself to physically look and perform better than I ever had before?

Now granted, this was NOT an overnight decision! I hemmed and hawed for quite some time. Why? Because self doubt plagued me.

At 56, was I too old to start competing? Did I really want to give up my favorite foods and drinks? Would I be able to consistently train 5-6 days a week with my traveling job as a flight attendant? My social life would definitely suffer during training season and my normal everyday routine would be turned upside down!

After much deliberation, I finally gave in and decided to "jump." I was ready take a chance, make a change and push my limits to new heights!

We have such a tendency to become very settled as we grow older and most of the time, we unintentionally set limits on our own lives. We get comfortable in our routines. These routines become embedded into our daily lives to the point where we stop growing. That's when the blinders are put in place, our peripheral vision starts to narrow, and we become complacent. Our limits that we have placed on ourselves have now taken over our lives.

Well, it's never too late to reinvent yourself! I did at 51 when I took a leave of absence from work and moved to Salem, Oregon to do a wine internship at Red Hawk Vineyard. I did it again at 56, when I competed in my first bodybuilding show. Both of these situations tested my limits and dramatically changed my life! Who knew I would become a certified wine specialist proficient in all aspects of wine making or step on stage in a bikini in front of 500 strangers?

What's up next for me? I'll turn 60 in July and I know there's something out there just waiting for me to tackle. No dust will accumulate under my feet. I always have an "eyes wide open" attitude and am constantly staying open to signs from God and the universe to show me my next steps towards new passions, new experiences, and new limits.

I can't wait to encounter my next life-altering lessons and limits. How about you? **MS&F**

Find Helen on
Instagram
[@helenfritsch](https://www.instagram.com/helenfritsch)



ARE ALL THE **INGREDIENTS** IN YOUR POST WORKOUT **CRITICAL TO RECOVERY?**

33 Essential ingredients are what make up **Max A.R.M.** and why it is the best formula available on the market. There is a scientific purpose and reason for the exact amount of each one of them. The **Max A.R.M.** formula mirrors the specific recovery guidelines consistent with ACSM, ISSN and NSCA, three of the most respected organizations in our field.

• **MACROS** – The correct amount of the highest quality triple filtered and cold processed Whey Protein Isolate for immediate protein uptake and absorption into muscle cells. The correct amount of a combination of the highest quality complex and simple carbohydrates to help shuttle the protein into the muscle.

• **HEAT SHOCK ACTIVATORS** – Optimizes recovery time and makes your post workout recovery more efficient.

• **MTOR ACTIVATORS** – Promotes muscle synthesis and prevents breakdown of muscle tissue which in turn enhances recovery time and growth.

• **BCAA's** – Critical to enhancing the anabolic effects on protein synthesis, muscle cell growth and decreasing the rate of muscle protein breakdown mediated through molecular signaling pathways.

• **GLUTAMINE & GLUT 4 ACTIVATORS** – Most athletes are deficient in this amino acid whose primary function is cellular and muscle recovery.

• **CREATINE** – a multi-blend of the highest quality patented creatines to improve the anabolic window. Numerous studies have concluded that ingestion of creatine is most effective post exercise because of its effects on muscle cell growth during the anabolic window.

• **ELECTROLYTE BLEND** – Essential to replace the loss of these nutrients during high intensity training.

• **VITAMIN BLEND** – Essential to support energy needed for recovery.

Max A.R.M. is the total package for complete recovery science using the highest quality ingredients available.

**Max A.R.M. REDEFINES POST WORKOUT
HYDRATION RECOVERY!**

Now Available in 8 FLAVORS: Strawberry Banana, Fruit Punch, Pink Lemonade, Intense Strawberry, Watermelon, Lemon Lime, Tangerine and Grape.



nutrition
by MAX MUSCLE®

Find a Store Nearest You @ maxmuscle.com • Franchise Opportunities Available

Find us on:



WHAT IS YOUR
FITNESS AGE?

TAKE THE TEST AT
MAXFITNESSAGE.COM

CrossFit

Building a Better Athlete

Despite your personal thoughts about CrossFit or what you've heard otherwise, this style of training has caught on and can even help you become a fitter, stronger athlete. Find out how.

BY J.D. ALEX

OVER THE PAST FOUR TO SIX YEARS, the fitness industry has been taken over by CrossFit. CrossFit gyms are popping up worldwide, and the sport of CrossFit is broadcasted on ESPN year-round. Some feel that it is just another fad, some feel that it is too dangerous, and some feel that it cannot help build a better athlete.

Even with all of the naysayers, CrossFit is proving that it may be on its way to successfully supplementing or even replacing many traditional strength and conditioning programs from high school all the way up to professional level for athletes in various sports and specialties. So what is it that is causing coaches and athletes alike to start turning to and

utilizing CrossFit in their strength and conditioning programs?

The NFL's New Orleans Saints incorporated CrossFit into their strength and conditioning program starting in 2014 after their head coach Sean Payton found CrossFit to get back into shape. This is one example of CrossFit being utilized to build stronger athletes. When asked if CrossFit can

help build a better athlete, University of Cal Berkeley Assistant Strength and Conditioning Coach Adam Potts answered, "I think that if CrossFit is properly utilized it can most definitely be beneficial to an athlete. CrossFit utilizes multiple types of movements that can increase rate of force development in athletes."

In football, like many sports, the athletes who participate are specialized for that sport. Just like the athletes themselves, their training is specialized. A football player isn't going to train on ring muscle-ups simply to be able to do them because that doesn't translate to what is asked of

Other Reasons To Try CrossFit

Brian Wilson, owner of Potomac CrossFit in Virginia (PotomacCrossFit.com) said, "The key to fat loss, or any other correlate of fitness is primarily intensity and variance. In CrossFit, we constantly get you to do something new. Forcing the body to adapt to the new demands placed upon it forces positive adaptation." Benefits, he said, include fat loss, reduced cholesterol, reduced blood pressure, general mood improvement, and much more.



PHOTOS BY JAMESPATRICK.COM

a football player on the field. On the other hand, a football player is going to be asked to have cardiovascular and respiratory endurance, stamina, strength and flexibility, power, speed, coordination, agility, balance, and accuracy – all of which are the 10 recognized fitness domains of CrossFit.

James Townsend, a two-sport high school All-American and Division 1 college football player, is an avid believer in CrossFit. He is co-owner of Automo CrossFit in Southern California and said, "CrossFit can make you a better athlete. In football, we train the power movements (power clean, power snatch, etc.) so the explosion

How To Correctly Perform a Squat:

1. Get below the bar and bend knees slightly. Plant your feet flat on the ground about shoulder-width apart. You'll want equal weight distribution throughout both feet during the exercise.
2. Point your feet slightly outward, not straight ahead.
3. Position bar on the base of the neck and across the back of your shoulders. Grasp the bar with your hands at a spot that is comfortable.
4. Raise and dismount the barbell from the rack (take a step forward or back if the rack will interfere in the motion).
5. Look straight ahead and keeping your back straight, bend at your knees as if you were going to sit back in a chair. Keep your heels on the floor. Make sure quads are parallel to the ground. Inhale as you descend.
6. Never let your knees extend beyond your toes, as this will increase the likelihood of damage to the patellar tendon and ligament in the knee.
7. Stand up by extending your hips and knees until your legs are straight, and exhale on your way up.

and power of ground-force movements can translate onto the field for your specific position. I became more flexible, more powerful, stronger, faster and more conditioned."

CrossFit uses science to track progress. In a journal article from CrossFit.com, fitness is defined as "increased work capacity across broad time and modal domains. Capacity is the ability to do real work, which is measurable using the basic terms of physics (mass, distance, and time)." By timing specific exercises and by tracking the increase of weight during specific lifts, coaches can watch their athletes increase in both strength and conditioning.

No matter the sport, being a stronger athlete who can perform at a higher percentage of the body's ability for a longer period of time is never a bad thing. Having a sprinter holding his top speed for longer or a basketball player who isn't winded in the fourth quarter all because they not only focused on their conditioning but they also focused on their strength and power simultaneously, is a win-win. Lauren Gibbs, a member of Team USA Bobsled and a 2018 Olympic hopeful explained that, "CrossFit is great for teaching an athlete how to push themselves, training both physical and mental toughness, which I believe has made me a better athlete."

The ability CrossFit has to be tailored to any specific sport and maintain its methodologies is what makes CrossFit such a valuable new program in the world of strength and conditioning. The focus on CrossFit's 10 domains of fitness will only yield a better all-around athlete for any sport. It can help develop an athlete who is less fatigued late into the game, and who can push longer and harder without breaking mentally. This is an athlete who can meet and go beyond the demands of their specific sport. **MS&F**

Did You Know?

CrossFit has a scaled down version designed specifically for kids called CrossFit Kids. Many schools are using CrossFit Kids to condition their athletes. These workouts require the kids to push, pull, run, throw, climb, lift, and jump effectively, regardless of their athletic ability. For more information, check out <https://Kids.CrossFit.com>

Popular CrossFit Exercises and How to Perform Them:



Power Clean

A power clean is when an athlete brings the barbell from the ground to a resting position on the shoulders or the front rack position. The power clean is used to train an athlete's ability to reach triple extension with the use of their hips generating power.



Deadlift

A deadlift is when an athlete brings the barbell from the ground to the hang position or is standing up in a fully extended position. The deadlift is used to train an athlete's glutes and hamstrings, which are muscles necessary in generating speed and power.



Every Minute On the Minute (EMOM)

This style of training within CrossFit forces an athlete to complete a specific task within a minute every minute for a given amount of time. This style of timed effort, along with the use of power movements such as the power clean can help train an athlete to move well under fatigue, as well as train their mental strength since the amount of rest they have and amount of time they have to work is not decided by them.

Back Squat

The back squat is when an athlete squats from a standing position to a squat position where the hips are slightly below the knees with the barbell on the back of the athlete. The back squat is used much the same way as the deadlift to increase the strength of an athlete's trunk, legs, and glutes.

Grace

This is one of CrossFit's benchmark workouts. An athlete has to complete 30 clean and jerks for time. The clean and jerk is when an athlete brings the barbell from the ground to the shoulders then proceeds to press or jerk the weight over head, ending in an extending position with the barbell overhead. Grace can be utilized to train an athlete's mental toughness, ability to cycle a barbell, and their conditioning.



Who is Skip Wood?

Skip Wood, 43, along with last month's cover model, Karey Northington, won our cover model search at FitPosium in Arizona last October. He is an elementary school physical education teacher in Chandler, AZ and father to a 10-year-old son. Here is a little insight from our Q&A session:

How did you get involved in working out and how long have you been doing it?

SW: I remember a good friend of mine dragging me to lift weights early in the morning during high school. I hated it, but he told me how much it would help with sports. This was before strength and conditioning was popular. My friend died in a car accident during our college years. I continue to lift weights early in the morning as a tribute to him.

What has been one of the greatest challenges you've faced and how did you overcome it?

SW: Like everyone, finding the right balance of fitness, family, and a career. It has taken years for me to devise the right meal plan that allows me to stay in top shape year-round, yet have the energy to live life outside of the gym.

How do you stay motivated to always be in fantastic shape?

SW: I have the unique opportunity to be a positive influence on students I teach and people I train. I don't ever want to say, "Do as I say, not as I do." I want to lead by example instead.

Who inspires you and why?

SW: My girlfriend. She's really opened my eyes as far as trying new training methods. Her experience with CrossFit, mountain biking, paddleboarding, kick-boxing, yoga, etc. has had a fantastic influence on me.

Follow Skip Wood
on Instagram: @woodskip

WHY IS YOUR STIMULANT LOADED PRE WORKOUT INADEQUATE?

The truth that most supplement companies don't want you to know is too many stimulant based ingredients actually counteract the effectiveness of what a pre-workout is supposed to do. Too many stimulants or the incorrect doses can act to prevent blood flow which in turn limits your pump, strength, endurance and power. This can dehydrate you during your workout which negatively affects your ability to properly recover afterwards not to mention the inability to focus properly.

An effective pre-workout should:

- **Deliver a natural clean energy boost with no post-training crash**
- **Fuel your muscles for increased strength and power**
- **Delay muscle onset fatigue**
- **Improve endurance**
- **Support energy production**
- **Increase blood flow to muscles for better pumps**
- **Promote intensity and mental focus**
- **Optimize fluid and electrolyte levels**
- **Be safe to use**

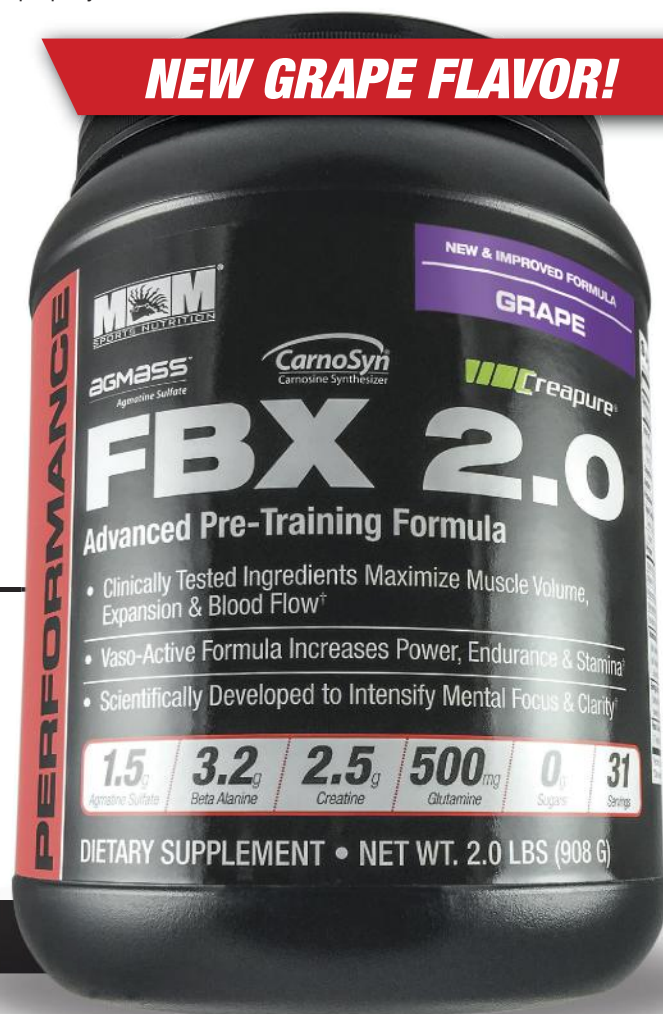
FBX 2.0 is the most effective pre-workout formula available because it does all of these things and is driven by clinically validated and effective doses of key ingredients making it superior to the competition.

FBX 2.0 is the most advanced pre-training formula available, it delivers everything you need and excludes everything you don't! If you haven't tried **FBX 2.0** yet, visit your local Max Muscle store **TODAY** for a **FREE** sample before your next workout and feel the difference for yourself.

Now available in Atomic Lime, Extreme Orange, Pink Lemonade, Power Punch and NEW Grape Flavors!

References:

1. Kreider RB, Wilborn CD, Taylor L, et al. ISSN exercise & sport nutrition review: research and recommendations. J Int Soc Sports Nutr. 2010 Feb 2;7:7.
2. American Dietetic Association, Dietitians of Canada, American College of Sports Medicine, Rodriguez NR, Di Marco NM, Langley S. American College of Sports Medicine position stand. Nutrition and athletic performance. Med Sci Sports Exerc. 2009 Mar;41(3):709-31.
3. Piletz JE, Aricioglu F, Cheng JT, et al. Agmatine: clinical applications after 100 years in translation. Drug Discov Today. 2013 Sep;18:880-93.
4. Kendrick IP, Harris RC, Kim HJ, et al. The effects of 10 weeks of resistance training combined with beta-alanine supplementation on whole body strength, force production, muscular endurance and body composition. Amino Acids. 2008;34:547-54.
5. Perez-Guisado J, Jakeman PM. Citrulline malate enhances athletic anaerobic performance and relieves muscle soreness. J Strength Cond Res. 2010 May;24(5):1215-22.
6. Antonio J, Street C. Glutamine: a potentially useful supplement for athletes. Can J Appl Physiol. 1999;24:1-14.
7. Latzka WA, Montain SJ. Water and electrolyte requirements for exercise. Clin Sports Med. 1999;18:513-24.



nutrition
by MAX MUSCLE®

Find a Store Nearest You @ maxmuscle.com • Franchise Opportunities Available

BREAK OUT OF YOUR COMFORT ZONE

Find out what you are truly made of by competing in a Tough Mudder event!

BY LARUE GILLESPIE

EVER CONSIDERED competing in an obstacle course race like the Tough Mudder? If you've only ever been done weight training or been a cardio junkie on a treadmill at the gym, then you will definitely be breaking out of your comfort zone for this! But boy, is it worth it! The rush you feel when the race is completed is like nothing you've ever experienced before!

We caught up with some Tough Mudder experts to find out what it takes to do a race like this. Following are answers provided by Tough Mudder HQ Senior Director of Product, Nolan Kombol; Tough Mudder HQ Senior Product Manager, Eli Hutchinson; and Amelia Boone, 3-time World's Toughest Mudder Champion.

MS&F: *What is your advice to beginners with little to no running experience who want to try something big like the Tough Mudder or the World's Toughest Mudder?*

AB: The number one piece of advice would be to start with a friend or a training buddy. Tackling your first



CHOOSE YOUR OWN ADVENTURE

Tough Mudder has four different courses/events. They are as follows:

- Tough Mudder Half, a 5-mile obstacle course (with no ice or electricity)
- Tough Mudder, a 10-12 mile obstacle course
- Toughest Mudder, an eight-hour, overnight competitive series
- World's Toughest Mudder, a grueling 24-hour endurance competition

PHOTOS COURTESY OF TOUGH MUDDER

MUDDER SAFETY TIPS

1. Never do an obstacle you're uncomfortable with or unsure of.
2. Train prior to the event so you're physically prepared.
3. It's always OK to rest when you need it and skip obstacles if you don't feel confident.

NEW OBSTACLES FOR 2017

Tough Mudder's newest obstacles include the Augustus Gloop, Funky Monkey, Arctic Enema – The Rebirth, Reach Around, Black Hole, Snot Rocket, Stage Five Clinger, and Kong. Expect to plunge through icy watery depths, enter a chest-deep pit of water before ascending a vertical tube, scale 20-foot tall obstacles, crawl and push your way through a dark tunnel, and oh-so-much more!

Maybe you're wondering, yeah, but are all these obstacles safe? "Safety is our number one priority throughout the obstacle innovation process and on site at events," said Tough Mudder HQ Senior Product Manager, Eli Hutchison. "The commitment and investments we've made towards safety is why we are able to create endurance experiences around the world that millions of people enjoy in an environment in which they can be confident ... Our events are designed to get you out of your comfort zone, but safety is never compromised."

Tough Mudder is way more fun with a crew, and it doesn't have to be competitive at all. Teamwork is key. Also, there are a lot of people who think that since they don't run much, Tough Mudder isn't for them. But the great thing about their events is that the running is broken up by obstacles. It doesn't really feel like running, and you can take the course at your own speed. Walk the entire course if you want, just give it your best. Before I'd run a Tough Mudder, the further I'd ever run had been 10 miles or so. Again, walking is totally acceptable.

MS&F: *What are three things someone needs to ask themselves if they are considering a race like this?*

NK & EH: Before signing up, ask yourself the following questions:

1. Am I committed to train for this?
2. What are my goals and can I accept it if I don't reach those goals?
3. Do I have the right support and am I willing to support other Mudders?

MS&F: *How does one even begin training for something like this?*

AB: The beauty of Tough Mudder events is that there is no one specific



The Funky Monkey

READY TO START TRAINING?

way to train; everyone can find a mix that works for them. Generally, I find a mix of running, high-intensity interval training, and bodyweight strength training works for me. You don't need to lift heavy weights or have a ton of equipment, but you do need to be able to control your own bodyweight to be able to tackle some of Tough Mudder's obstacles, like hoisting over walls or navigating monkey bars. Grip strength and relative strength is key. Tough Mudder actually puts out great training videos (that are also hilarious), so that's a good starting point for people looking for workout ideas.

MS&F: *As an obstacle racer, what do you hear from other competitors and what do you experience yourself after completing this type of race?*

AB: Community is king in Tough Mudder; it's about having other participants out there helping others, cheering others on, and building each other up. It's such a special atmosphere, and one that keeps us all coming back.

NK & EH: There's a saying from our community that if people acted how they do in Tough Mudder in their everyday lives, the world would be a better place. That's what makes Tough Mudder great. It's more than just an event, it's a lifestyle and value system in which our community (more than 2.5 million people globally) live shared values like personal accomplishment and teamwork.

MS&F: *What is the toughest part about Tough Mudder?*

NK & EH: The 'toughness' factor is often different for everyone. If you have a fear of heights, for example, then The Cliff or Giant Wedgie obstacles will be the most daunting. If it's an upper-body strength that trips you up, Funky Monkey - The Revolution or Stage Five Clinger will no doubt be hard. People have different experiences at our events but are unified by the ability to come together and be a part of something truly life-changing; they'll love or hate different obstacles for different reasons, and that's awesome. **MS&F**

Not sure where to start when it comes to training for a Tough Mudder? Thankfully the company has launched a series of free training videos and three months of downloadable workout guides on [ToughMudder.com/Physical-Training](https://www.toughmudder.com/Physical-Training).

Developed by Tough Mudder trainers, warmup emcees and champions – Eric “ERock” Botsford, (certified trainer) and Kyle “Coach” Railton, (multi-gym owner, certified trainer and extreme sports coach), and 2016 World's Toughest Mudder female champion, Stephanie Bishop – the 15 training videos are designed to help people build strength, endurance, and mental grit before heading to the start line for Tough Mudder challenges and competitive events.

Videos contain obstacle specific moves designed to train for new and signature obstacles. Tips and techniques, such as appropriate form, are also featured for each exercise. Look for weekly fitness tips and new workouts during the #WorkoutWednesday Facebook Livestream series.

Participants can also download a free three-month training program specific to the Tough Mudder event they registered for. The guide features daily workouts, circuit training, high intensity interval training, nutrition tips and rest days.



ZEUDY MARS

STORY & PHOTO BY JAMES PATRICK

OUR DIGITALLY connected economy gives us the ability to work with others across the world that we may never have been able to previously. Ironically, the trade-off is that commonly we never meet these digitally forged connections face-to-face.

This was the case with Affinity owner Zeudy Mars. You've seen her apparel on the cover of not only this publication, but numerous magazines throughout the world. I personally had collaborated with her on a multitude of projects but only interacted online. That changed in the fall of 2016 when she traveled to Arizona to be involved in the annual FITposium conference my team hosts.

Upon first impression, Zeudy was flawlessly composed in her personal appearance. Yet she maintained a gentle and soft-spoken demeanor, a surprising contrast from her bold clothing designs.

Beneath her humble persona is an arc of significant achievement. For Zeudy, working towards a healthier lifestyle was not just a goal, it became a career journey. "After I had my daughter, I couldn't get rid of the last 10 pounds," Zeudy said. "The last time I had worked out was in high school. I decided to start going to the gym and walking on the treadmill. I had to start somewhere."

The more she got into an active lifestyle, the harder she looked for workout clothes that would compliment her. Yet time and again she would leave stores frustrated not finding anything that looked good on her. "That's when I took matters into my own hands and started sewing my own clothing," Zeudy said. "I went to the fabric store and made my own cute outfits."

Shortly after that, a fitness competitor asked Zeudy to make a custom outfit for her. "I wasn't aware of the bodybuilding world," Zeudy said, "but after seeing all these girls on stage I got super motivated. A few months later, I did my first fitness competition."

Her hobby of creating fitness outfits continued to grow as Zeudy designed and created outfits for a rapidly growing list of fitness talents. By the end of 2012, she had realized that it was a business; thus Affinity was officially launched. "My goal is to help women feel beautiful and sexy with an activewear line that is empowering, unique and stylish," Zeudy said. "The line is functional but also a great fashion statement. I make sure the fabrics are top of the line, breathable, and move with your body. I want my designs to help empower women and make them feel good about themselves."

Zeudy continues weightlifting, feeling empowered every time she picks up a pair of dumbbells. "I am not one to be afraid to get bulky as I know for a fact that is a myth," she said. "I feel that weightlifting keeps my spirit, mind, and body healthy and young. It's a lifestyle. I love the feel of endorphins. Exercise truly makes me happy."

For Affinity, Zeudy is excited to continue providing new designs to her clients. "I love to expose new and fun styles like finding an awesome print, which I usually offer as a limited edition design," Zeudy said. "Fashion is constantly changing and I pride Affinity on being unique, bringing women exclusive and high quality garments." **MS&F**

EACH MONTH, WE WILL FEATURE SOMEONE IN THE FITNESS INDUSTRY WHO INSPIRES US. THESE INDIVIDUALS ARE TRUE FITSPIRATIONS!



James Patrick
PHOTOGRAPHY

THE OFFICIAL
PHOTOGRAPHER
FOR...

MAX
SPORTS & FITNESS



BOOK YOUR PORTFOLIO SHOOTS NOW AT

www.jamespatrick.com



now available!

grass fed
whey
protein

• rBGH Free • rBST Free • Gluten Free

No Artificial Flavors, Colors or Sweeteners



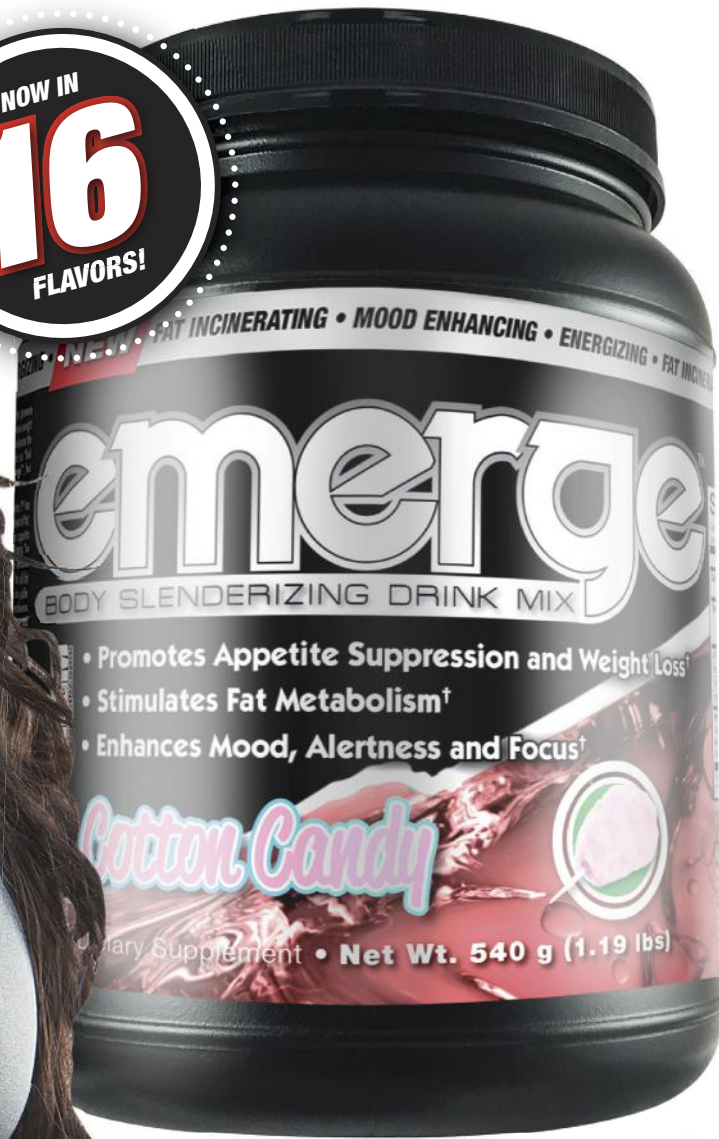
naturliga
PURE AND NATURAL

exclusively at:



nutrition
BY MAX MUSCLE™

NOW IN
16
FLAVORS!



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
TEAM MAX ATHLETE
LEAH WARD
WBFF PRO

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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, Minty Mojito, Blossom White Tea, Carribean Cooler, Passion Fruit, Key Lime Pie, Cotton Candy and Fruit Punch Flavors)*

Find us on:



Available Exclusively at:

nutrition
by MAX MUSCLE®

WHAT IS YOUR
FITNESS AGE?

TAKE THE TEST at
MAXFITNESSAGE.COM

**Based on sales at Max Muscle stores nationwide.

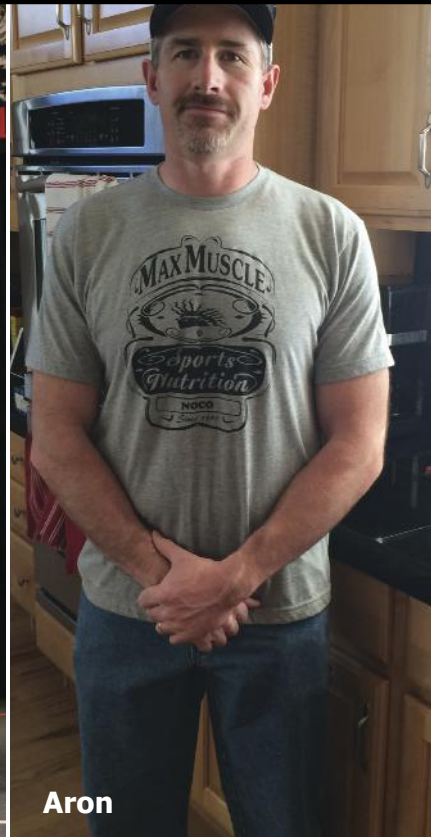
Locations nationwide. Find yours @ www.maxmuscle.com



Nick



Ruth



Aron

Three Times the Success

Changing Lives and Getting Results in Greeley, Colorado

BY JESSICA WYLAND

At the Max Muscle Nutrition store in Greeley, Colorado, people are creating better versions of themselves. Whether their goal is to lose weight, overcome depression, or even fight cancer, they are learning the immense value of fitness and proper nutrition.



Nick Before

From Yo-Yo Dieting To Nutrition Education

Nick Del Duca, 25

Stats: Lost 20 percent body fat and 66 lbs.

Supplement Stack: Max BCAA and MaxPro Elite Natural Vanilla

Nutrition Tip: Eat the right amount – not too much, not too little.

For most of his life, Nick Del Duca considered himself to be heavy. The 25-year-old went through bouts of rapid, unhealthy weight loss by eating too little, followed by weight gain by eating too much. This up-and-down cycle finally ended when he started working with Tanya Christianson, a certified nutritionist with the Max Muscle Nutrition store in Greeley, Colorado.

"When I met Tanya I was near my heaviest weight ever and had horrible eating habits," Del Duca said. "It was always in the back of my mind that I needed to lose the excess weight I had been gaining, but I never really understood how to lose weight properly and didn't have anyone to encourage me to do so."

Christianson gave Del Duca a nutrition education. He learned what is in the food he eats and how it affects his body. He now understands which meal choices to make and how much he should be eating, even when dining out. He limits his meals to one carb, one protein, and one fruit or vegetable. In between meals he eats high-protein snacks. Del Duca keeps his total calorie consumption each day to around 2,000.

"The reason I struggled with my weight wasn't because there was something wrong with my body or my genetics," he said. "It was because I didn't know what to eat and I didn't know how much of each food group to consume. I was never taught a proper system or thought process to follow when picking meals or deciding what and when to eat throughout the day."

For example, Del Duca said there's a restaurant across the street from his work where he often goes to get tacos for lunch. In the past, he would order six tacos because they're only \$1 each. Now, he gets two tacos with extra meat. When eating a sandwich, he orders it with mustard instead of mayonnaise, eats only half the bun, and has a salad on the side instead of chips or onion rings.

In addition to eating healthier, Del Duca lifts weights three times a week. The combination amounts to a new lifestyle for him.

"Nick listened to everything I said and stuck to his plan 100 percent," said Christianson. "I believe he was successful because he stayed consistent and created a routine that worked for him and his schedule."

From Popping Pills To Pumping Iron

Ruth Bustillos, 24

Stats: Lost 14 percent body fat and 25 lbs.

Supplement Stack: Emerge and multivitamin each morning, MaxxTOR

and Shredded Warrior pre-workout, and MaxPro protein before bed

Favorite Quote: "Don't wish for it, work for it."

Two years ago, Ruth Bustillos received a disturbing report from her doctor. At 22 years old, she was on the verge of high cholesterol. The young mother was already taking medication to control anxiety and depression. She didn't want to take more pills. Instead, she took action.

"I had always gone to the gym, but my eating habits were really bad," she said. "I knew I needed to make a change. Not only was I always feeling down and depressed, but every time I visited my psychiatrist my doses were getting larger due to how bad I was feeling."

Bustillos said all that medication left her feeling like a zombie – numb to emotions with a foggy mind. She decided it was time for a change. She wanted to be free from pills, and from depression and anxiety. She wanted to improve her cholesterol levels. And, she wanted to have the confidence to wear a bikini again.

"I was very uncomfortable under my skin and I hated my body for not looking like the girls from the magazines," Bustillos said. "I finally decided this was my year and I was going to make it happen."

A friend introduced Bustillos to the Max Muscle Nutrition store in Greeley where she talked to franchisee Erin Brady and nutritionist Tanya Christianson. She enlisted the help of a personal trainer, Jeremy "Pipes"



Ruth Before



JOLYNN REDDON



BRIAN FURER



AMANDA FREESEMAN



DAWN THOMAS



TONI WARRICK

Real People Unreal Results!



nutrition
by MAX MUSCLE®

Locations nationwide. Find yours @
www.maxmuscle.com



DAVID CALHOUN



INGRI DeGROOTE



ARPANA PRASAD



DEB PROSSER



DON DONA

**Real People
Unreal Results!**



nutrition
by MAX MUSCLE®

Locations nationwide. Find yours @
www.maxmuscle.com

Gregory from Work Out West. Soon she was achieving the results she wanted, and she quit taking pills for anxiety and depression.

"I wanted to push myself a bit more so I decided I wanted to be a part of a competition" Bustillos said. "Since my weight took years to put on, it took a some months to come off. During this time, I was building muscle while I was burning off fat."

Bustillos' favorite workout is high intensity interval training cardio, which she said pushes her body to its limits and delivers optimum results. Her goal is to become a fitness model and share her story with others. She is hoping she can motivate other people to be healthy.

"Almost one year after I walked into [Max Muscle], I stepped on stage in a bikini to do my first competition," Bustillos said. "I felt and looked the best I ever had in my life."

From Cancer To CrossFit

Aron Witherspoon, 41

Stats: Lost 8 percent body fat and 17 lbs.

Favorite Supplement: Naturliga 100% Vegan Protein

Nutrition Tip: Eat clean.

When Aron Witherspoon, 41, was diagnosed with stage three lymphoma, he rejected chemotherapy and started researching nutrition and natural products proven to fight cancer. Although he asked his doctors about dietary changes that could help him combat the disease, he was told that diet does not matter.

"I continued my research and found a lot of information about how diet really does affect cancer cells," Witherspoon said.

Witherspoon's search led him to the Max Muscle Greeley where he set up a consultation with nutritionist Tanya Christianson. That meeting, he said, validated many of the facts he had found through his own research. Christianson helped Witherspoon develop a dietary plan specific to his situation.

Witherspoon spent the next six weeks working on his nutrition with Christianson. The emphasis was on clean eating: whole and natural

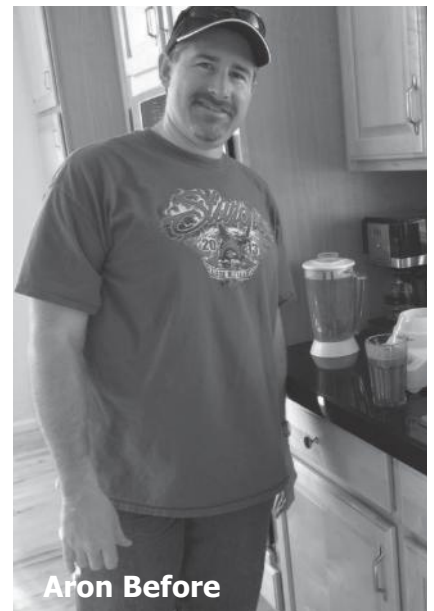
foods, no carbohydrates, healthy fats, nothing processed, organic fruits and vegetables, and grass-fed meats. Witherspoon started juicing fruits and vegetables, and he started working out at his local CrossFit gym. He now gets in three CrossFit workouts each week.

Through clean eating and CrossFit workouts, Witherspoon was losing weight and shedding body fat – but for all the right reasons. To the surprise of his doctors, he was making a dramatic turnaround.

"My oncologist finally started listening to me that I didn't need chemo," Witherspoon said. "The last appointment I had with my primary care physician, he said my blood work was 'exceptional' and my oncologist said my blood work 'looked better than a person without cancer.'"

This news comes as a huge relief to Witherspoon's wife, Jennifer, and their two teenage sons. Witherspoon said he couldn't have done it without the support from his family and the team at Max Muscle. Christianson is impressed with his progress and commitment to the dietary changes that may have saved his life.

"Aron was a super special client to work with," Christianson said. "He came in with a unique condition and after he gave me his story I was inspired to help him become healthier. Aron was very dedicated to his plan with me and didn't miss an appointment. It's great to know that he is now in remission and living a healthy lifestyle with his family." **MS&F**



Aron Before



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.

3

QUESTIONS FOR **BRYAN BENZEL** STRONGMAN COMPETITOR AND **TEAM MAX ATHLETE** *Sponsored by Max Muscle Corporate*



1 **How did you get involved in your sport and how long have you been doing it?** I had watched World's Strongest Man every year growing up and always thought it would be incredible to be like those guys. In college I had a friend who competed and told me about the amateur system and how he got involved. I didn't start then. When I was 24 I got the itch to do something competitive again and contacted him about coming to train sometime. I tried it, loved it, and after winning the first contest I entered I was hooked. It has now been just over 5 years since I got involved in the sport.

BRYAN'S FAVE SUPPLEMENTS

MaxPro Elite
Pro BCAAs
ARM
Max Isolate
ZMA
StimoVex
TriTOR
Emerge

2 **How have Max Muscle supplements helped you become better at your sport?** I've been using Max Muscle supplements for a long time. Way before I was ever even involved in strongman. Having high quality supplements to help aid in recovery and training makes all the difference when you get to a level where every detail becomes incredibly important.

3 **When times get tough, how do you stay motivated?** Keep goals in mind. I can't remember the last time I lacked motivation to go to the gym. I have days where I dread my workout, or don't train as intensely as I should, but I always go because I know I can't achieve my goals if I'm skipping workouts.

BRYAN'S FAVORITE QUOTE

"I ASK NOT FOR A LIGHTER BURDEN, BUT FOR BROADER SHOULDERS."

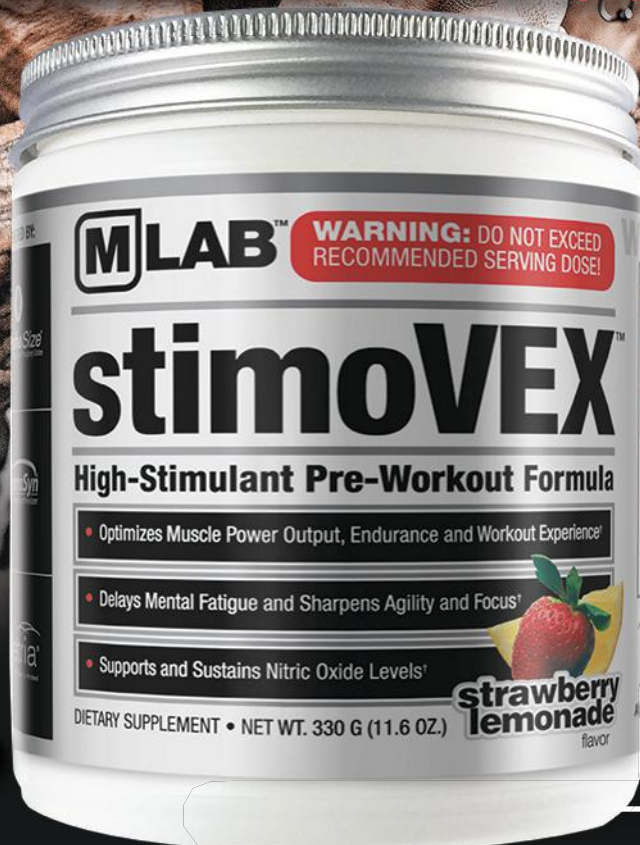
TOP 5 TRAINING TIPS

- 1. Compete.** I can't stress this enough. You never know what you are capable of without competing, and you will never have a bigger motivating factor than knowing you have a competition coming up. Compete early and often.
- 2. Find a good training group and gym.** Strongman is a sport that is difficult to train alone. Don't just find any gym that has equipment and few guys. Make sure you fit in with the group and the gym. If not, leave and find some place else.
- 3. Get a trainer at least once.** If you are not training with some experienced guys this should be a priority early on. Strongman is very technical and I doubt many people can figure it out entirely by themselves.
- 4. Get your diet in line.** You can't recover or perform well with a crappy diet.
- 5. Do absolutely everything you can to aid in recovery.** Strongman is brutally hard on your body. Sleep, eat, get massages, do mobility and soft tissue work, etc. Poor recovery will catch up to you fast.

NEW FLAVOR!

Now available in 2 mind blowing flavors! Snowcone and NEW Strawberry Lemonade!

get ready for
anything



Exclusively Available at:
nutrition
by MAX MUSCLE®

M-LAB™

STEP IT UP FOR YOUR HIKE

The days are getting longer and the nights warmer, so gear up and get outside for a hike! Whether you want the freedom of a sandal or the stability of a boot, we have rounded up the best hiking footwear for all your spring treks. **BY ABBY HOFFNER**



SNEAKER SAVVY

Built for comfort like a sneaker with all the grip of a quality hiker, the

Adidas Caprock Hiking Shoe is ideal for everyday jaunts. **\$99, Altrec.com**



KEENLY GEARED

Long viewed as a top manufacturer of hiking shoes, **Keen's Clearwater CNX** is a low profile amphibious style that provides advanced traction on slick surfaces.

\$100, KeenFootwear.com



LEATHER AND NYLON

Though the **Oboz Bridger Mid Men's Waterproof Hiking Boot** gives a nod to classic hikers of yore, there's nothing old-fashioned about these high-tech hikers.

\$170, OrthoticShop.com



TOE THE LINE

Rated the best sandals for distance hiking, these **Chaco Z/2 Unaweep Sandals** boast a sole with the same level of support as a mid-weight hiking boot. **\$59.99, SierraTradingPost.com**



WEB OF LINES

The **La Sportiva Core High GTX** hiking boot is basically a trail assault vehicle for your feet. The web of Gore-Tex surrounding the shoe allows 360-degree breathability.

\$156.94, Omcgear.com



VELCRO MAX

Adjustable in every way thanks to triple-padded straps with a unique six point anchoring system, these **Source Gobi Outdoor Sandals** keep your foot secure while still providing ample foot freedom. **\$100, SourceOutdoor.com**



open up
the mind-muscle
connection

NEW!



M-LAB™



Exclusively Available at:
nutrition
by MAX MUSCLE®

SPRING CLEAN YOUR SKIN

Off with the tired, dull skin of winter and on to bright, fresh complexions of warmer weather. These six cleansers will bring on the clean in a deep way, prepping the skin for rich moisturizers and serums. **BY ABBY HOFFNER**



PERFECTLY POLISHED

Pricy but worth it, the **Dr. Brandt Microdermabrasion Skin Exfoliant** uses pharmaceutical grade crystals combined with practically magical ingredients to reveal, bright, glowing skin. **\$79, DrBrandtSkincare.com**



CHEMICALLY CLEANSED

Put the power of organic compounds to work dissolving away surface buildup with this **Juice Beauty Green Apple Peel**. It tingles as the chemicals do their job, so you know it's working! **\$24, Ulta.com**

ON THE GO

When you can't pack your entire cleansing routine in your carry-on, grab **Marcelle Cleansing Cloths**. They actually work, plus are safe to use while wearing contacts! **\$12.95, Marcelle.com**



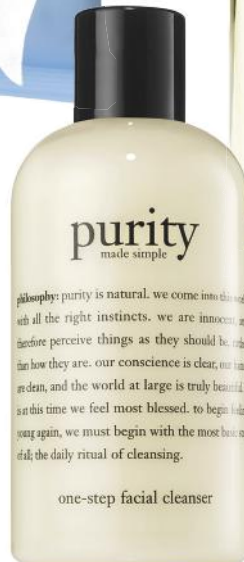
POWERFUL DUO

By applying **Liz Earle Cleanse & Polish Hot Cloth Cleanser** to dry skin and then massaging it away with her 100 percent muslin cloth soaked in hot water, you get an addictive, refreshing clean. **\$25.50, Birchbox.com**



MAKEUP BE GONE

Gently remove all traces of makeup with **Bobbi Brown Deluxe Soothing Cleansing Oil**. A blend of jasmine flower extract and moisturizing organic oils cleanse without leaving the skin tight or dry. **\$68, Nordstrom.com**



GENTLE AND KIND

Need something for your sensitive skin? Try **Philosophy Purity Made Simple One-step Facial Cleanser**, ideal for faces that react badly to anything but the gentlest of products. **\$11, Philosophy.com**

Max High Performance Tank Top

High Performance
Viscos/Lycra (buttery soft)
Available in Black & Slate Grey

as comfortable as
second skin

Max Legging

Supplex/Lycra
High Performance
Compression
Jubilee Print



athletica

New Max Athletica High Performance Wear
now available at Max Muscle stores nationwide
or online at www.maxmuscle.com



ULTRA PREMIUM MULTI SOURCE PROTEIN!

26 SERVINGS

M

26 SERVINGS

M

Promotes More Nitrogen Retention Than Regular Whey[†]

Advanced Formula Featuring BCAAs, Micellar Casein and Cold Filtered Whey Isolate

Promotes Muscle Growth, Strength and Recovery[†]

Amplifies mTOR Signaling Activation for Muscle Protein Synthesis[†]

GLUTEN FREE!

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

Maxpro

ELITE™

ULTRA PREMIUM MULTI-SOURCE PROTEIN

QUALITY INGREDIENTS AWARD WINNING TASTE! FRESHNESS GUARANTEED

NOW WITH MICELLAR CASEIN!

Peanut Butter Chocolate

NET 2 LBS (908 G)

NOW AVAILABLE IN 15 DELICIOUS FLAVORS!

Peanut Butter Chocolate!

[†]These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

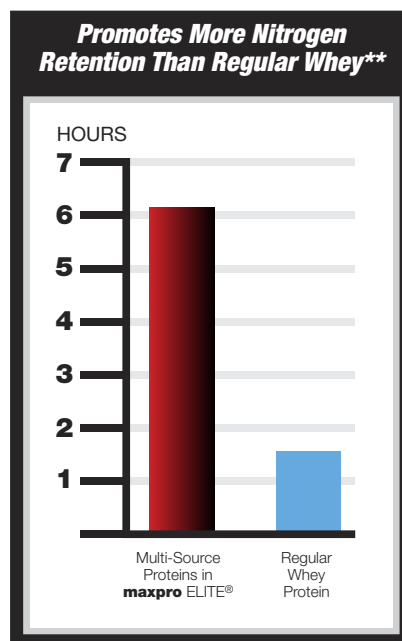
WHY IS USING A **MULTI-SOURCE BLEND PROTEIN** SUPERIOR TO **WHEY** OR OTHER SINGLE SOURCE PROTEINS?

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.

Available in 2lb and 4lb sizes in *Chocolate Cake, Vanilla Ice Cream, Strawberry Banana Smoothie, Chocolate Malt, Cinnamon Roll, Orange, Blueberry, Natural Vanilla, Cookies & Cream and Chocolate Peanut Butter. Coming soon in Smores and Chocolate Mint.*



Stop in your local Max Muscle store today for a free sample!

Find us on:



nutrition
by MAX MUSCLE®

**WHAT IS YOUR
FITNESS AGE?**

TAKE THE TEST at
MAXFITNESSAGE.COM

Find a Store Nearest You @ maxmuscle.com • Franchise Opportunities Available

References:

1. Ziegenfuss TN, Landis J. Protein. In: Antonio J, Kalman D, Stout JR, Greenwood M, Willoughby DS, Haff, GG, eds. *Essentials of Sports Nutrition and Supplements*. Totowa, NJ: Humana Press, a part of Spring Science+Business Media, LLC, 2008:251-266.
2. Tipton KD, Elliott TA, Cree MG, et al. Ingestion of casein and whey proteins results in muscle anabolism after resistance exercise. *Med Sci Sports Exerc*. 2004 Dec;36(12):2073-81.
3. Reidy PT, Walker DK, Dickinson JM, et al. Protein blend ingesting following resistance exercise promotes human muscle protein synthesis. *J Nutr*. 2013 Apr;143(4):410-6.
4. Boirie Y, Dangin M, Gachon P, et al. Slow and fast dietary proteins differently modulate postprandial protein accretion. *Proc Natl Acad Sci USA*. 1997;94(26):14930-14935.

Nutrition for Runners

Fuel your way to your personal best!

BY KAREN MORSE, MPH

A RUNNER'S NUTRITION requires planning since everything we eat and drink impacts our workouts. If you're not getting the right mix of hydration and nutrients, you won't do your best or have much fun along the way. Check out our expert nutrition tips to stay healthy and enhance your performance.

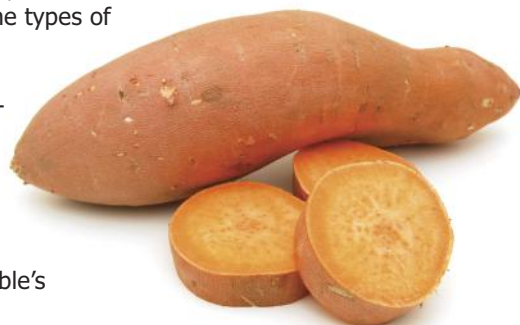


ESSENTIAL FOODS FOR RUNNERS

Sunflower Seeds: Throw a few packages of sunflower seeds into your shopping cart for an excellent source of vitamin E, an antioxidant that fights free-radical damage that comes from endurance sports such as running. A study published in the journal *Sports Medicine* found that a daily dose of 100 to 200 milligrams of vitamin E may help athletes prevent the exercise-induced oxidative damage that stems from intense and prolonged exercise.

Sunflower seeds are also a good source of phytosterols, a plant-based compound believed to lower cholesterol, boost immunity, and decrease the risk of some types of cancer.

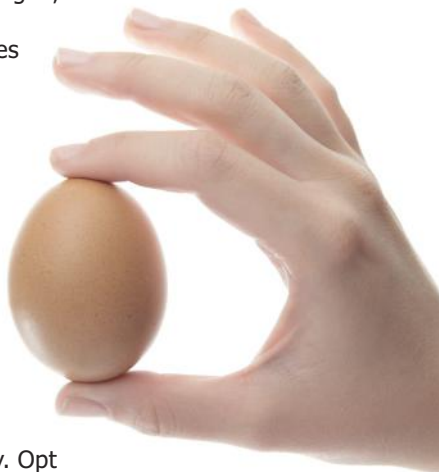
Sweet Potatoes: Make these orange-fleshed beauties a staple in your kitchen all year long. Just one cup of baked sweet potato serves up a whopping 214 percent of the daily value of vitamin A from beta-carotene, the pigment responsible for the vegetable's



bright orange hue. Vitamin A is essential for a healthy immune system and healthy bones.

Sweet potatoes also contain more than 50 percent of the daily value of vitamin C. The Academy of Nutrition and Dietetics recommends vitamin C to athletes for its wide variety of health benefits including protecting the body from an infection and cell damage, and aiding in the production of collagen, the tissue that holds our bones and muscles together.

Eggs: Just one egg meets about 10 percent of your daily protein needs and is a complete protein source, meaning it contains all of the essential amino acids your body needs to get you through your workout and recovery. Opt for omega-3 eggs that will also help boost your healthy fat intake.



DIETARY CONCERNS

"I normally structure my runners' meal plans with 35 – 40 percent of calories from fat, 25 – 30 percent from protein, and 30 – 35 percent from carbohydrates," said Jennifer Lee, Max Muscle Nutrition Las Vegas franchisee who is also a certified nutritionist and a competitive runner.

However, no matter what type of diet you are following, Lee stressed the importance of eating enough calories every day. "If you are trying to lose weight, cutting calories will most likely hurt your running and maybe your health," she said. Instead of eating less, she advises runners to meet their weight-loss goals by logging more miles during a run and adding in a couple of strength training workouts each week.

Lee explained that too many runners are using sugar as a fuel source during training and then consuming even more sugar during the rest of their day. While some sugar can be helpful for recovery, she warned that it can keep you from efficiently burning fat. "Cut the junk from your diet and stop relying on sugar during training when it's not necessary," she said. "Set aggressive running goals, recover, and let it happen naturally!"

HYDRATION MATTERS

Staying well-hydrated is critical for your running performance and your health in general. A common question from runners is "how much should I be drinking?"

David Roche of Some Work, All Play Coaching in Sunnyvale, California recommends drinking 12 to 16 ounces of water or sports drink in the hour before you start a run. "It's important to start runs hydrated since you'll be sweating it away, even in cold temperatures," he said.

Though it varies by person, you shouldn't need any additional water to stay hydrated for runs between 60-90

A large, muscular man in a black tank top is shown from the chest up, looking down with a focused expression. In the foreground, a white jar of M-LAB triTOR Pre-Workout Hybrid supplement is prominently displayed. The jar has a silver lid and a label that reads "M-LAB triTOR PRE-WORKOUT HYBRID" and lists ingredients: 5g BCAAs, 3.2g BETA ALANINE, 2.5g CREATINE, and 500mg SUSTAIN. Below the jar, the text "NON-STIMULANT PRE-WORKOUT HYBRID" is written in a stylized, blocky font. At the bottom, the M-LAB logo is shown, followed by the website "www.mlabsupps.com" and the text "Available at: M nutrition by MAX MUSCLE".

awaken the
animal

M-LAB™
triTOR
PRE-WORKOUT HYBRID

5g BCAAs 3.2g BETA ALANINE 2.5g CREATINE 500mg SUSTAIN

Promotes Muscle Protein Synthesis Through mTOR Activation
Promotes Stamina, Mental Focus and Delays Fatigue
Designed to Enhance Hydration and Recovery

DIETARY SUPPLEMENT • NET WT 50 OZ (1417g)

**NON-STIMULANT
PRE-WORKOUT
HYBRID**

M-LAB™
www.mlabsupps.com

Available at: **M nutrition**
by MAX MUSCLE



FOR RUNS LONGER THAN 60-90 MINUTES, **PLAN A WATER STOP WHERE YOU CAN REHYDRATE.**

minutes according to Roche. "Don't view yourself like a camel about to cross the desert," he cautioned. "Instead, for runs longer than 60-90 minutes, plan a water stop where you can rehydrate."

Your body can absorb a sports drink better than regular water, so a sports drink may be a better option for staying hydrated. In practice, though, it isn't always possible because it requires planning. Roche, who coaches some of the best trail runners in the country, usually recommends that his runners stick with water unless they are doing a long run lasting longer than 90 minutes or competing in a race.

Another common question from runners is if required liquid intake differs by weight. Roche explained that weighing yourself before and after a normal run is a good way to approximate how much water you are losing in sweat since heavy sweaters usually require more fluids.

He also cautions athletes not to overhydrate to avoid hyponatremia, an abnormally low level of sodium in the blood that can have serious consequences such as kidney failure and even death. "Don't overdo fluid intake when you might not need it," he stated. "The body is pretty efficient at going long distances without a constant water source." **MS&F**

Supplementing Your Diet

A balanced diet including lean proteins, healthy fats, and a variety of fruits and vegetables is one thing every runner needs to establish a foundation on for health and performance. But no one eats a perfect diet 100 percent of the time, and supplements can help fill in the gaps in our nutrition.

Vitamins: A good multivitamin is a great way to ensure any dietary gaps are filled. A good multi should contain 100 percent of the Recommended Daily Value of essential vitamins and minerals including vitamins A, C, D, E and B vitamins. Try Max Multi Men's and Women's formulas, which contain more than 20 essential vitamins and minerals with plant-based extracts for antioxidant support.

Omega-3's: Since only a few foods are rich in omega-3 fats, many people are deficient in this nutrient, which is essential for healthy nervous and immune systems. If you don't regularly partake in servings of fatty fish and other omega-3-rich foods, an omega-3 supplement may be in order. Jennifer Lee, veteran runner and franchisee of the Max Muscle Nutrition in Las Vegas, Nevada, recommends one with pharmaceutical-grade EPA and DHA, like Naturliga Triple Strength Omega-3 Fish Oil.

Probiotics: If you aren't already taking a probiotic for its numerous health benefits, here's another reason to add this powerful supplement to your arsenal. A study published in a 2016 issue of the journal "Nutrients" found that runners who took a probiotic supplement had fewer GI symptoms than those who were given a placebo. Try Naturliga Probiotic Plus with Vitamin D3.

Recovery: Looking to enhance your recovery nutrition? One of Lee's favorite products is Max Muscle's ARM. It contains whey protein, carbohydrates, glutamine, creatine, amino acids, vitamins, minerals, and herbs, combined perfectly to help tired muscles repair faster so you're ready for your next run. Plus, "Adrenal health is everything," Lee said, noting that the adaptogenic herbs schisandra and rhodiola contained in ARM are very good for the adrenal glands.

WHY IS **BIG MAX** THE **BETTER** SOLUTION FOR HARD GAINERS?

BIG MAX is a professional strength anabolic weight gainer for individuals requiring a nutrient dense, high calorie, high protein and high carbohydrate formula to maximize lean muscle mass gains and for hard gainers to complement a serious weight training program. **BIG MAX**'s Multi-Phase Hyper Growth System is designed to promote muscle strength, mass and power.†

BIG MAX is a pure and clean gainer providing over 1250 calories per serving. **BIG MAX** is packed with 50 grams of multi-source proteins derived from the highest quality whey protein concentrate and whole milk solids to optimize positive nitrogen balance and promote lean muscle mass gains. Additionally, **BIG MAX** is rich in naturally occurring BCAAs and glutamine having powerful anabolic effects on protein synthesis, decreasing the rate of protein breakdown, and promoting recovery. **BIG MAX** is made with all natural ingredients with no artificial flavors, colors or sweeteners. Simply put, **BIG MAX** was developed to exceed your expectations as the best gainer available in the marketplace.†



Find a Store Nearest You @ maxmuscle.com • Franchise Opportunities Available

References:

1. Moore DR, Soeters PB. The biological value of protein. *Nestle Nutr Inst Workshop Ser.* 2015;82:39-51.
2. Phillips SM, Hartman JW, Wilkinson SB. Dietary protein to support anabolism with resistance exercise in young men. *J Am Coll Nutr.* 2005 Apr;24(2):134S-139S.
3. Reidy PT, Rasmussen BB. Role of ingested amino acids and protein in the promotion of resistance exercise-induced muscle protein anabolism. *J Nutr.* 2016 Feb;146(2):155-83.
4. Pasiakos SM, McLellan TM, Lieberman HR. The effects of protein supplements on muscle mass, strength, and aerobic and anaerobic power in health adults: a systematic review. *Sports Med.* 2015 Jan;45(1):111-31.
5. Van Loon LJ. Role of dietary protein in post-exercise muscle reconditioning. *Nestle Nutr Inst Workshop Ser.* 2013;75:73-83.
6. Ziegenfuss TN, Landis J. Protein. In: Antonio J, Kalman D, Stout JR, Greenwood M, Willoughby DS, Hafl, GG, eds. *Essentials of Sports Nutrition and Supplements*. Totowa, NJ: Humana Press, a part of Spring Science+Business Media, LLC, 2008:251-266.



Recovery Never Tasted **SO GOOD!**

Post-Racing Meals That Strengthen and Heal!

STORY & PHOTO BY SUSAN IRBY

INTENSE, rigorous, uncompromising, tough ... these are the words that describe adventure racing, CrossFit, triathlons, ultra-running, and more high performance sports competitions. The process of preparing for competition includes focused workouts, simulated race experiences, dedication, and a solid nutrition program designed to energize, restore, and repair.

Whether it's training day or race day, pre-endurance activities require fuel-efficient foods such as sweet potato, quinoa, sprouted bread, lentils, brown rice, and living fats from avocado and salmon. These types of foods store up needed glycogen that will be used to sustain the body through the workout or race.

After the race, the body needs restoration and repair that comes through foods that contain natural fiber-filled sugars like apples, pears, beets, kiwi, plums, cashews, almonds, and fibrous vegetables that aid in breaking down proteins needed for recovery. Among the ideal vegetables and proteins are squash, red, yellow, and orange bell peppers; salmon, chicken, bison, turkey, and eggs, which nurture strained muscles for repair.

This healing recovery meal features fermented grains, beets, and leafy greens with coconut salad dressing. **MS&F**

Blackened Tempeh with Beet and Mixed Greens

INGREDIENTS

- 1 cup chopped beet greens
- 1 cup chopped romaine lettuce
- 1 cup mixed greens
- 2 medium yellow, purple or white beets, sliced
- 2 medium to large garlic cloves
- 1 heaping Tbs mustard
- Juice of one lemon
- ¼ cup coconut oil, plus 2 Tbs
- 2 Tbs chopped fresh tarragon
- 1½ tsp fresh ground black pepper
- 2 Tbs nutritional yeast
- 3 Tbs blackened seasoning
- 2 4-ounce squares of tempeh

DIRECTIONS

1. Toss beets, romaine lettuce, and mixed greens in a large mixing bowl. Heat a saucepan with enough water to cover beets and add a dash of sea salt. Bring to a boil, add beets and cook for 1 to ½ minutes. Drain and set aside to cool for 5 minutes then toss with greens.
2. In a mini-food processor, add garlic, mustard, lemon, ¼ cup of the coconut oil, tarragon, black pepper, and nutritional yeast. Pulse mixture until smooth. Use a rubber spatula to transfer mixture to a small saucepan. Heat over low heat just until melted, drizzle over greens and beets and toss to coat.
3. Gently press blackened seasoning onto tempeh. Heat remaining coconut oil in a medium skillet, add tempeh and brown on both sides until heated through, about 2 to 3 minutes on each side. To serve, divide greens among 2 plates and top with tempeh.

NUTRITION INFORMATION

Serving size: 4 oz tempeh, with 1½ cups dressed greens
383.4 calories, 20.2g carbs, 16.2g protein, 27.4g fat, 21.3g sat. fat, 6.5g fiber, 4.4g sugars, 880 mg sodium, 998.1 mg potassium

ABOUT THE AUTHOR: Susan Irby is a Certified Fitness Nutritionist and food healer, award-winning network television and radio personality, and the creator of The Bikini Chef brand, its recipes and content, which promotes "figure flattening flavors." She has penned nine books and just ran her first marathon at age 50! Visit Susan online at TheBikiniChef.com, SusanIrby.com, and BikiniLifestyles.com.

NEW!

LIQUID BURN

100% Natural, Safe & Effective!

With a BOLD NEW LOOK and REFRESHING NEW FLAVORS, Max Liqui-Carn 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.†



**NOW IN 3 FLAVORS! Fruit Punch,
Lemon Lime AND Orange Fizz**



nutrition
by MAX MUSCLE®

Find us on:



Locations nationwide. Find yours @ www.maxmuscle.com

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Time To **SPRING CLEAN** Your Diet

BY LINDA HEPLER, BSN, RN

MANY OF US find it hard to stick to a healthy eating plan during the winter months. There's something about cool weather – not to mention the holidays – that just begs us to consume stick-to-the-rib carbs, robust red wines, hot chocolate, and rich desserts. But as spring ushers in balmier weather, green grass, and flowers, it may cause our motivation to bloom at the same time.

"Winter and the shorter days can be a drag on your motivation," said Scott

Herkes, co-franchisee (along with wife Karen) of Max Muscle Nutrition in Bettendorf, IA and Moline, IL, and certified fitness nutrition coach. "But February, March, or April can be a great time to get started and get a jump-start on spring. If you feel the motivation now, don't let it pass. Capture the feeling and get started when your motivation is high."

How to spring clean your diet without feeling overly deprived? Here are some tips from the nutrition experts:

1. Eat more protein and veggies.

"One easy way to keep the calories under control without getting too hung up on counting calories is to eat

meals with plenty of vegetables and some protein," said Herkes. "Try to cut back on carbs like bread, rice, and potatoes. This may be somewhat hard for the first week or two but you will adapt to this style and feel fuller with fewer carbs as time goes on."

If you're doing an intense workout, this is the time to indulge yourself with those carbs you may be longing for, either right before or after training, added Herkes. But make the rice and bread whole grain for added fiber and nutrients.

2. Swap fatty meats for leaner protein choices.

When you're pairing your veggies with protein, swap the steaks and burgers and



Should You Jump on the Resistant Starch Bandwagon?

The latest hot trend in healthy eating is a daily dose of resistant starch. According to Shannon Szeles, RDN, clinical wellness dietitian and nutritionist for Beaumont Hospital in Royal Oak, Michigan, resistant starch is a type of carbohydrate in certain foods that doesn't act like a carbohydrate when eaten. "Resistant starch is resistant to digestion," said Szeles. "It adds bulk but can't be broken down, so it passes to the large intestine intact."

There, she explained, it feeds the good bacteria, which then produce short chain fatty acids. These acids act on the body to improve insulin sensitivity and control blood sugar levels. They also lead to prolonged feelings of fullness, more efficient fat oxidation, and anti-inflammatory effects in the colon.

Certain foods are naturally high in resistant starch, including unripe (green) bananas, raw oats, certain legumes, and cashews. You can also increase the amount of resistant starch in cooked potatoes and rice by cooling them prior to eating. When you cook the food, the heat causes the starch to soften, then upon cooling, it turns to a crystalline form of starch resistant to digestion.

Some resistant starch fans have taken to taking a few tablespoons of unmodified potato starch, such as Bob's Red Mill, and adding it to a glass of water. But most experts say that resistant starches are more beneficial when combined with fiber, making whole food sources a better bet.

So, a big bowl of potato salad with yogurt and mustard dressing may be just the ticket!



even some of the chicken for lighter proteins like seafood, beans, and legumes, said Laura Ali, registered dietitian and nutritionist for Starkist. "They are a great source of protein that will fill you up and satisfy you as well as being lower in fat and calories," she claimed.

3. Get creative with veggies. As for the veggies, "spring is a great time to experiment with in-season vegetables," advised Ali. "Arugula, watercress, leafy greens like mustard greens and chard, fennel, and radishes are often vegetables that get forgotten about but are full of nutrition and make a delicious addition to a meal. Try arugula in a salad with

tuna and berries or add watercress to a sandwich for a little bite."

You can also spice up the winter mainstay fruits like apples, oranges, and bananas with seasonal fresh fruits, starting with strawberries.

4. Organize your fridge and pantry for diet success. Ali asked, "What is the first thing you see when you walk into your kitchen or open the refrigerator door? Do you have a bowl of fruit on the counter or a cookie jar? When something is visible, you are more likely to eat it, so make sure the first thing you see is something that is healthy," she suggested. "Keep fresh fruit, vegetables, and yogurt on the

front of the shelf in your refrigerator – not hiding in the crisper drawer."

The pantry should be organized the same way, advised Ali, with foods like canned tomatoes and beans, pouches of tuna and salmon and whole grain pasta at eye level with more indulgent treats on a high shelf where you have to get out the step stool to reach them.

5. Make a fresh commitment to planning and cooking whole foods. If you find yourself too busy to plan and cook meals, prep food ahead of time so you're less inclined to grab a fast food meal on the way home from work. Setting aside one day to shop/prep usually works



ONE OF THE MOST
IMPORTANT THINGS
YOU CAN DO FOR
YOURSELF IS **DRINK
MORE WATER!**

well, said Kimberly Gomer, MS, RD, LDN, director of nutrition at Pritikin Longevity Center and Spa.

Before you even put the produce away, she explained, you can chop, roast, and cook your way to simple after work meals, starting with a big pot of soup filled with veggies, beans, or lentils. "An egg white omelet made with roasted veggies can be a five minute process if the veggies are already prepped," she added. "Spaghetti squash can be microwaved quick and then topped with veggie chili that has been pre-made. The key is planning some foods, making large batches and freezing, then pairing with the veggies and sides."

6. Stock up on simple and filling snacks for both home and work.

Gomer said this will help you feel less likely to raid the vending machine or cookie jar. Some ideas include baked sweet potatoes, edamame, yogurt parfait (Greek yogurt layered with fruit and granola), baked apples, and air-popped popcorn.

7. Make water your go-to drink.

You can make it more interesting by adding a twist of lemon, lime, or cucumber. If you can, drink coffee black, or add just a touch of low fat milk and a dash of cinnamon for a burst of flavor. **MS&F**



Spring Berry and Tuna Salad

Get plenty of protein and healthy fruits and veggies with this fun salad developed by StarKist. You could also substitute spring's first strawberries for the blackberries and raspberries.

INGREDIENTS

- 1 can (5 oz) StarKist Albacore
- Low Sodium Tuna, drained and chunked
- 3 cups arugula (loosely packed)
- ½ cup fresh raspberries, rinsed
- ½ cup fresh blackberries, rinsed
- Fancy croutons
- Raspberry or Strawberry Vinaigrette

DIRECTIONS

1. Place arugula in a large bowl.
2. Toss in raspberries and blackberries.
3. Top with tuna and croutons.
4. Divide between 2 plates and dress with vinaigrette as desired.

Do You Need a Cleanse?

If you've emerged from your winter hibernation feeling lethargic and heavy, you might be feeling like you need to detox. Laura Ali, registered dietitian and nutritionist for StarKist, said there are things you can do to aid digestion and move toxins through the digestive tract and out of the body. Eating foods that are high in fiber, like cruciferous vegetables (think broccoli, cauliflower, Brussels sprouts, cabbage, and kale) as well as dried beans and oatmeal, will help. "Our bodies do an amazing job of detoxing our systems naturally," she said.

However, if you'd like to get a jump-start on cleansing, then head to your local Max Muscle Nutrition store and talk to a certified Fitness Nutrition Coach about Cleanse & Lean, one of the company's top-selling product. This product helps eliminate excess water, decreases bloating, and helps rid your body of waste buildup. Some have reported losing up to five pounds in one week after using this product for seven days straight.

It's important, too, said Shannon Szeles, RDN, clinical wellness dietitian and nutritionist for Beaumont Hospital in Royal Oak, Michigan, to support your gut with prebiotics and probiotics. Prebiotics, she explained, are non-digestible fiber compounds that act as a "fertilizer" for GI flora. "Good sources," she added, "are garlic, onions, and leeks." You can also get prebiotics in Jerusalem artichokes, dandelion greens, and jicama.

Probiotics are live bacteria that add to the "good bacteria" in our digestive system. "Probiotic foods that are great for the gut include kefir and yogurt, kombucha, kimchi, and sauerkraut," said Szeles. There are quality probiotic supplements available at Max Muscle Nutrition as well!





EXTREME WEIGHT LOSS

Leveraging the success of **emerge**®, we've incorporated the newest advancements into an even more powerful formula - **NOW in capsule form.**
NOW AVAILABLE EXCLUSIVELY IN MAX MUSCLE STORES!



nutrition
by MAX MUSCLE®

Find us on:



Locations nationwide. Find yours @ www.maxmuscle.com

YOUR 24-HOUR FAT-LOSS ANSWER

*Emerge HC and Quadra
Cuts Night-Time for Fat Loss*

BY MATT COOPER, CFNC

GETTING LEAN shouldn't have to be a struggle. You shouldn't have to feel like you're at war with gravity when you're trying to get in shape. Wouldn't it be nice to help put your health and fitness on autopilot?



Unfortunately, there is no magic pill. Health and fitness is a way of life, not a destination. Being in shape requires consistency. It takes eating healthy, exercising, resting, being mindful, and some other intangibles. Thankfully most of these can become habits, but if you're in start-up mode, it's easy to feel overwhelmed. The more things to do that can be done more or less without excessive thought and effort, the better, right? That's why the team at Max Muscle Nutrition has come up with the 24/7 Burn System to help you put fat loss supplementation on autopilot using Emerge HC and Quadra Cuts Night-Time!

So, what are these fat loss tools and what do they do? Let's start with Emerge HC. Emerge HC (HC stands for hardcore) was developed to be the premier and most powerful fat loss product available. The key features of Emerge HC 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, increase metabolic thermogenesis, support a positive mood, and increase mental clarity, focus, and motivation.

Emerge HC is a fat loss revolution with benefits that can ultimately lead to enhanced lean body composition changes. "I've been on Emerge HC on and off for a while now," says David Gross, 34, of San Anselmo and Max Muscle Nutrition North Bay. "I love the energy, focus, and fat loss it provides!"

The ingredients found in the Emerge HC formula are backed by clinical data to enhance energy and weight-loss results. Furthermore, the combined results of their synergy together can result in supporting a multi-factorial weight-loss effect, essentially meaning you can tackle your goals from multiple angles. "I believe in using fat burners like this to accelerate my progress and build off a solid nutritional foundation," says Min Sohn, public health and health science student at Dominican University in San Rafael, CA.

Emerge's partner in crime is Quadra Cuts Night-Time Metabolic Activator! This unique fat-loss formula is designed for adults to help sustain maximum calorie burning during sleeping hours. Unlike some fat-loss formulas that leave you feeling over-stimulated and restless in the evening, Quadra Cuts Night-Time provides the requisite fat-burning factors throughout the night and assists you in sleeping by combining gentle, but effective sleep aids to promote a great night's sleep. "I can't do the stimulants later in the day," says Eric Ainsworth, 30, of Orange, CA. "Quadra Cuts Night-Time is ideal for me so I can support my fat loss goals without sacrificing sleep."

The science supports the supplement's message and purpose about the tie-in between sleep and weight loss, too. The studies continue to pile up, an example of which is a 2010 study at the University of Chicago Sleep Research Laboratory, which found that sub-optimal sleep undermined efforts of participants to lose weight.

The key element to Quadra Cuts Night-Time is to provide a stimulant-free blend to aid in fat loss while helping you get quality sleep. This makes it an ideal partner with Emerge HC, which is a potent fat burner that supports and boosts quality energy, focus, and mood. While Emerge HC is ideal to start your day when an energy upswing is welcome, taking it later in the day could prove problematic for proper sleep cycles. Thus, an ideal situation would be to take your serving of Emerge HC in the morning and double down on your fat loss without compromising your sleep by using Quadra Cuts Night-Time prior to bed.

So, consider the 24/7 Burn System to support your journey to a fitter, leaner, you. Once you check off your nutrition, rest, exercise, and your foundation, it might be time to consider what auxiliary supplements can support your solid healthy base. Emerge HC and Quadra Cuts Night-Time do just that, allowing you to put fat loss supplementation on autopilot by supporting your goals of getting lean 24/7! Stop by your local Max Muscle Nutrition store to try these products out for yourself! **MS&F**

NEW!
GMO & GLUTEN FREE

Probiotic Plus

w/ Vitamin D3

Exclusively at:  **nutrition**
by MAX MUSCLE

SCIENCE PULSE

The latest news on the power of key supplements to boost sports performance and safeguard your health.

BY PHIL HARVEY, PHD, RD, FISSN, FACN

GLUTAMINE BENEFITS INTESTINAL FUNCTIONS

Researchers from the University of Tennessee Health Science Center, Memphis TN evaluated the benefits of glutamine and intestinal functions. Glutamine is a conditionally essential amino acid and is consumed predominantly in the gastrointestinal tract as a source of energy, particularly under the conditions of trauma, sepsis, and surgery. A significant body of evidence indicates that glutamine preserves the gut barrier function and prevents permeability to toxins and pathogens from the gut lumen into mucosal tissue and circulation. Recent studies have demonstrated that the mucosal barrier protective effect of glutamine relates to its effect on preservation of epithelial tight junction integrity. (Rao R, Samak G. J Epithel Biol Pharmacol 2012 Jan;5 (Suppl 1-M7): 47-54).

MMSN Featured Product: Max Glutamine

Berberine Has Thermogenic Benefits for Weight Loss

Berberine is a bioactive compound derived from the Chinese medicinal plant *Coptis chinensis*. Researchers from the Shanghai Jiaotong University School of Medicine, Shanghai, China investigated how berberine increases energy expenditure, limits weight gain, improves cold tolerance and enhances brown adipose tissue activity in obese mice. Berberine markedly induces the development of brown-like adipocytes in inguinal. Berberine increases expression of UCP1 and other thermogenic genes in white and brown adipose tissue via a mechanism involving AMPK and PGC-1 α . These researchers findings establish a role for berberine in regulating organismal energy balance, which may have potential therapeutic implications for the treatment of obesity. (Zhang Z, Zhang H, et al. Nat Commun. 2014 Nov 25;5:5493).

MLAB Featured Product: stimovEX XT

Greater Intakes of Whey Protein Beneficial for Muscle Protein Synthesis

The currently accepted amount of protein required to achieve maximal stimulation of myofibrillar protein synthesis (MPS) following resistance exercise is 20-25g. The aim of this study conducted at the University of Stirling, Scotland was to assess the influence of LBM, both total and the amount activated during exercise, on the maximal response of MPS to ingestion of 20 or 40g of whey protein following a bout of whole-body resistance exercise. Resistance-trained males were assigned to a group with lower LBM or higher LBM and participated in two trials in random order. Overall, MPS was stimulated to a greater extent following ingestion of 40g compared with 20g of protein. Our data indicate that ingestion of 40g whey protein following whole-body resistance exercise stimulates a greater MPS response than 20g in young resistance-trained men. (Macnaughton LS, Wardle SL, Witard OC, et al. Physiol Rep. 2016 Aug;4(15). Pii: e12893).

MMSN Featured Product: MaxPro Elite



your total weightloss solution



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 products available as your **Total Weight Loss System**.†

Find us on:



nutrition
by MAX MUSCLE®

WHAT IS YOUR
FITNESS AGE?

TAKE THE TEST AT
MAXFITNESSAGE.COM

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Locations nationwide. Find yours @ www.maxmuscle.com

Exercise For Your Health **NOT FOR PUNISHMENT**

BY CLAUDIA VIRGIL, TEAM MAX ATHLETE

TOO OFTEN I SEE advertisements or memes of how much exercise is required to burn off a certain food (i.e., one donut = 45 minutes of running). Although this can be considered promoting exercise and helping people be more aware of calorie consumption, I think in most cases it does more harm than good.

It can begin to create an unhealthy relationship or viewpoint towards food and exercise. You may begin to feel guilty when consuming food and feel forced to exercise rather than proactively engaging in it for the many health benefits. This can lead to you using exercise as a means of punishment for the 'bad' foods or excess calories you have consumed.

Many times I hear people say they have worked so hard all week so they deserve an indulgence. This type of mindset can lead to a bad relationship towards food or even to developing an eating disorder. Rewarding yourself for hard work is great, but if you already struggle with your relationship with food, try using a different method of reward.

Using exercise as a form of punishment to undo overindulgence is the same behavior people with eating disorders follow, as a form of purging food. If you treat exercise as punishment for your "bad behavior" you will start to view exercise as a chore and no longer enjoy the fitness activities you partake in.

I can relate to this mindset from personal experience. For years I repeated the cycle of overeating, then punishing myself with food restriction and exercise in an attempt to reverse what I had done. I dreaded going to the gym and always felt defeated. I knew that reforming my eating habits was necessary and the only way I could develop a positive

view of exercise. This takes time, lots of effort, and belief that you can change. Consistency is key and the more the results showed the more motivated I became. Eventually there were no more guilty reasons to exercise. I exercised because I felt good, and feeling good encourages you to keep going, making growth happen!

Food is a great source of energy. Instead of punishing yourself for the surplus of calories, this would be a great time to be excited about having extra calories to feel stronger! Instead of extra weight gain, I say extra strength gains! Changing the way you view this can leave you feeling better about yourself and motivated to get stronger. By no means is it OK to continuously overindulge but one or even a couple over-indulgences will not hinder your progress.

Exercise is a great tool for working to improve your health, mentally and physically, so if you are looking to make fitness a part of your life, then your outlook on exercise must stem from positive intentions. Don't view working out as a punishment or you will never have the mindset needed to embrace and eventually love working out.

Remember, having great health with the ability to move your body is a privilege. Sometimes you don't appreciate what you've got until it's gone. **MS&F**

Claudia Virgil is a bikini fitness competitor, fitness model, personal trainer, and Team Max athlete. She is making the switch from NPC to WBFF in 2017. She resides in Arizona with her loving husband and their two Pit Bulls. Find out more about her at ClaudiaVFit.com.

Photo by Audra Olsen Photography

NEW FLAVOR!
PASSION FRUIT COOLER

emerge naturally!

Natural
Made with
Colors and Flavors



NOW IN
16
FLAVORS!

MAX'S #1 Selling Weight Loss Drink!

Find us on:



Locations nationwide. Find yours @
www.maxmuscle.com



nutrition
by MAX MUSCLE®

WHAT'S HOT?

A round-up of the latest and greatest products that will make your life better and more healthful. Got a product you'd like to see featured? Email editor@maxsportsandfitness.com.



► **BRAIN BOOSTER**
neuroVEX™ by MLabs is an innovative brain, cognitive, clarity, and mental focus formula that features eight carefully selected science-based ingredients to help boost cognitive improvement. This stimulant-free comprehensive formula was specifically designed to help reduce the impact of the normal aging process and support the overall functions of the brain.
Coming Soon to a Max Muscle Nutrition near you.

► **SUPER CHARGE YOUR WORKOUTS!**
StimoVEX is a best in class, high-stimulant and extreme pre-workout, formulated with 10 of the highest quality ingredients based on published science to deliver unreal results. A truly complete formula, StimoVEX specifically optimizes muscle power output, endurance and overall workout experience, supports and sustains nitric oxide levels in the blood, delays mental fatigue, and sharpens agility and focus. *New Flavor COMING SOON to Max Muscle.*



► **HAPPY, HEALTHY GUT**
Probiotic Plus with Vitamin D3 is a 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. Thousands of published studies have supported the benefits of probiotics. 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. *Available at your local Max Muscle Nutrition store.*



▲ **ANOTHER REASON TO SWEAT**
Just when you feel like quitting, **ViewSPORT tanks and tees** will give you the extra push you need to keep going. Encouraging words or phrases are unveiled on the shirts the more you sweat, so the harder you work, the clearer your message will become! The sports apparel boasts hypo-allergenic, non-toxic, and odorless fabric that will keep you feeling great no matter what activity you're doing. *Purchase online at ViewSPORT.us*



► **SCULPT YOUR BODY**
Looking for a way to take your training to the next level? Add **AminoSculpt Sugar-Free Anti-Aging Type 1** collagen peptides to your daily regimen. This whole-food protein is competition-safe and packed with high-nitrogen amino acids for quicker recovery times, better lean muscle gains, tighter skin, and more. Each paleo-friendly serving offers 16g of 100 percent absorbable protein from certified grass-fed collagen. AminoSculpt Sugar-Free has been used for more than 30 years by trainers, doctors, and hospitals worldwide. *Coming Soon to a Max Muscle Nutrition near you.*



► **NEW HOODIES!**
Max Muscle Pullover Training Hoodie is the perfect lightweight 100 percent cotton hoodie for training. You won't get too hot and you're covered and stylish! Men's and women's sizes in assorted colors and designs are available only at Max Muscle stores. It's seasonal, so if you want one, better grab it quick!
Find a store near you at MaxMuscle.com.

Egg Whites International

Purest form of protein known to man
IN THE ENTIRE WORLD!

Serving
Customers
Since 1999

**100%
PURE**

**Liquid
Egg Whites**

Perfect Protein Drink

- 26g Pure Protein / cup
- 2g Carbohydrates / cup
- 120 Calories / cup
- No Cholesterol
- No Fat



100% Pure Chick



www.eggwhitesint.com ~ (714) 921-4663



“Success is a lonely road. Many will love you for it but even more may hate and envy you for it. Your success makes insecure people feel insufficient. Brush aside their negativity. Don’t succeed for them; succeed for yourself.”

– Greg Plitt

PHOTO BY JAMESPATRICK.COM

where's your finish line?

*A Max Muscle Certified Nutrition Coach
Will Help Get You There!*

Get a **30 MINUTE**
Nutrition Consultation
& Body Evaluation with
a **Certified Nutrition Coach**

FREE!

**Offer valid for first time customers
only. Must present coupon
at store. Expires 4/30/17*



nutrition
by MAX MUSCLE®

nutrition **plan** by MAX MUSCLE®

Schedule an appointment with a **Certified Fitness Nutrition Coach™**
for a **custom meal plan** and **full body analysis today!**

Locations nationwide. Find yours @ www.maxmuscle.com

NEW!

extreme
is an
understatement



M LAB™



Exclusively Available at:
nutrition
by MAX MUSCLE®