

# MAXATP<sup>3</sup>

Energy. Performance. Recovery.

## Purpose

To provide optimal performance for your body down to the cellular level, wherever and whenever you need it.

## Positioning Statement

MaxATP™ is the first Performance Drink - a unique and refreshing formula of nutrient driven energy for your mind and muscles powered by RiboCeine. MaxATP's proprietary ingredients promote the creation of sustained energy for your body and cells that allows you to perform at your peak throughout your day.

## General Description

ATP (adenosine triphosphate) is the basic form of cellular energy for your body and is critically important to the life and health of every cell. As long as ATP is present in sufficient quantity, energy levels are maintained allowing cells and tissues to function at optimal levels. However, as we age, ATP production can become less efficient. The ATP process requires certain critical elements in order to be manufactured. Numerous vitamins and minerals support both ATP production as well as the process to release the energy stored in food as it goes through the metabolic process.

MaxATP provides the critical elements needed for proper ATP function and support. It includes optimal amounts of ribose (a precursor to ATP production), as well as other needed vitamins and nutrients to support natural ATP production in the cell. These fundamental building blocks of ATP ensure that your body is able to maintain optimal levels of energy for longer periods of time. Furthermore, MaxATP provides critical antioxidants needed to help protect the body from free radicals.

MaxATP is **powered by RiboCeine™**, a breakthrough compound exclusive to Max International®, which effectively protects and delivers the fragile cysteine molecule to the cell. Cysteine is often in limited supply in the body, but is an essential component needed for the production of glutathione, the body's master antioxidant. Glutathione is especially important due to its unique ability to protect the mitochondria within the cell, the exact location where ATP is manufactured. RiboCeine also delivers ribose, a natural compound that is critical in replenishing the body's energy reserves.

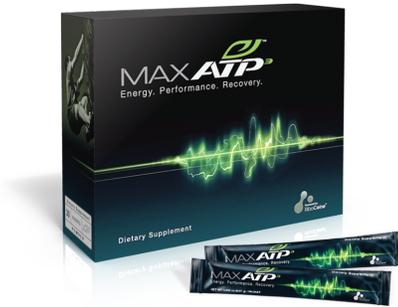
## Unique Attributes

MaxATP supports the body's production of ATP in three (3) unique ways:

**1 - Fuels ATP Production\***- provides the nutrients that fuel ATP production in our cells including optimal amounts of ribose. Ribose is one of the primary components needed for the production of ATP.

**2 - Replenishes energy and fights fatigue\***- helps your body with the conversion of food into energy. Optimal amounts of ATP help you feel less fatigued.

**3 - Neutralizes free radicals\***- only MaxATP can provide RiboCeine™ to assist your body in the production of glutathione which helps to neutralize the enormous amount of free radicals created during ATP production. Max ATP also provides other substances known to neutralize free radicals.



## Product Benefits

- Fuels ATP production\*
- Replenishes energy and fights fatigue\*
- Neutralizes free radicals\*
- Builds ATP in the heart and muscles\*
- Assists with the conversion of food to energy\*
- Increases vitality\*
- Features RiboCeine™ to support production of glutathione to neutralize many different types of free radicals\*

## Supporting Ingredients

### Proprietary Blend:

**Ribose**- an essential component in the natural creation of ATP. Your body cannot create ATP without it.

**N-acetyl -L-carnitine**- increases the rate at which the liver oxidizes fat therefore increasing the amount of energy available. Carnitine shuttles long chain fatty acids from the liver into the mitochondria to be metabolized.

**RiboCeine™** - an exclusive product comprised of ribose and cysteine, RiboCeine effectively passes through the digestive tract and delivers the fragile cysteine molecule to the cell, enabling efficient, natural production of glutathione. The ribose compound in RiboCeine is also used by the cell as an essential component to ATP production, your body's source of energy. This allows your body to essentially manufacture glutathione "on demand" so it is ready to defend itself from free radical damage when it needs it most.

**Panax Ginseng**- Panax Ginseng is ginseng from Asia and is a known adaptogen to support an increased flow of steady energy throughout the day.

**Green Tea Extract**- is known to have high antioxidant activity and together with RiboCeine, promotes a critical step in the production of glutathione. It also provides the natural source of caffeine which acts as a natural metabolic enhancer and supports mental alertness.

**Rhodiola Rosea**- an adaptogen shown to reduce symptoms of fatigue and improve mental performance.

**Quercetin**- a flavonoid antioxidant known to support energy levels.

**CoQ10**- a powerful endogenous (made naturally in the body) antioxidant that resides in the mitochondria and is a vital component of the energy producing process of ATP. It helps to eliminate harmful free radicals produced during the ATP process.



## Supporting Ingredients

### Other Ingredients:

**B Vitamins** (thiamine, riboflavin, niacin, pantothenic acid, pyridoxine, biotin, folic acid, cyanocobalamin)- support various enzymes that help convert food to energy. B Vitamins serve as coenzymes that assist in specific metabolic processes to break down fats, amino acids and carbohydrates for energy.

**Magnesium**- essential in all energy dependent reactions that include the use of ATP energy. It serves as a catalyst in the creation of ATP from ADP. It is also a catalyst when ATP is used for energy by helping in the hydrolysis of ATP (the act of releasing the energy stored in the high energy phosphate bond).

**Copper** - plays an important role supporting the synthesis of ATP in the mitochondria, or the part of the cell responsible for energy production.

**Chromium**- an essential trace element that is needed for the metabolism of energy. Chromium works with insulin and assists cells to uptake glucose and release energy.

### Directions for Use

MaxATP Powder: mix packet with 4-6 ounces of water and consume once daily as needed for increased energy. Store both products in a cool, dry place.

### Guarantee/ Warning

This product has been manufactured in the USA in strict conformance with industry standards. Purity and potency guaranteed.

Warning: Keep out of the reach of children. This product is for adult use only. It is not intended for use by children, pregnant women, or nursing mothers.

### Scientific Studies

Dodd SL, et al. *The role of ribose in human skeletal muscle metabolism.* Med Hypotheses. 2004;62(5):819-824.

Hellsten Y, et al. *Effect of ribose supplementation on resynthesis of adenine nucleotides after intense intermittent training in humans.* Am J Physiol Regul Integr Comp Physiol. 2004 Jan;286(1):R182-188.

Van Gammeren D. *The Effects of Four Weeks of Ribose Supplementation on Body Composition and Exercise Performance in Healthy, Young, Male Recreational Bodybuilders: A Double-Blind, Placebo-Controlled Trial.* Current Therapeutic Research. 2002,(63)8:486-495.

Roberts, J.C.; Francetic, D.J. *Time course for the elevation of glutathione in numerous organs of L1210-bearing CDF1 mice given the L-cysteine prodrug, RibCys.* Toxicology Letters, 1991, 59, 245-251.

## FAQs

### Q- What is ATP?

**A-** ATP, or adenosine triphosphate, is your body's most basic form of energy. ATP is produced in every cell and is the means by which our cells, organs, and by extension, our bodies are powered. ATP needs many different compounds or elements to be produced. MaxATP™ was designed with your body's energy needs in mind and provides a comprehensive list of elements needed for ATP production which helps to provide a more sustained and consistent supply of cellular energy.

### Q- What does the "3" in MaxATP<sup>3</sup> stand for?

**A-** MaxATP supports your body's energy needs in three (3) unique ways:

- 1- Fuels ATP production
- 2- Replenishes energy and fights fatigue
- 3- Neutralizes free radicals

### Q- What is a flavonoid antioxidant?

**A-** Flavonoids are a large class of phytochemicals, also called polyphenols that are known to have health benefits due to their antioxidant activity. Anthocyanins, the pigments in colored fruits and vegetables are part of the flavonoid family.

### Q- What is an adaptogen?

**A-** Adaptogens are derived from herbs that are considered to increase the body's ability to cope with stress, anxiety and fatigue. They are also considered to enhance performance and endurance.

### Q- How is MaxATP different from typical energy drinks?

**A-** Most energy drinks focus on short-term energy boosts by delivering harmfully high dosages of caffeine and other stimulants. MaxATP is the first of its kind Performance Drink that provides sustained energy for your mind and body. Only MaxATP contains RiboCeine™. Without RiboCeine anything else is merely an energy drink.

### Q- How does MaxATP support glutathione production in the body?

**A-** MaxATP features RiboCeine™, which effectively protects and delivers cysteine to the cell, enabling your body to produce glutathione more efficiently. Cysteine is a critical element needed to produce glutathione and is often in short supply in the body. Since it is broken down so easily during digestion, RiboCeine ensures that cysteine reaches the cell intact—available for glutathione production.

### Q- Can I take MaxATP with MaxGXL™, Cellgevity™ and Max N-Fuze™?

**A-** MaxATP is designed to work synergistically with all of our Max products and can be taken together.

## Nutrition Facts - MaxATP Powder

### Supplement Facts

Serving Size 1 packet (0.235 oz / 6.74 gms)  
 Servings per container 30

	Amount per Serving	% Daily Value
<b>Calories</b>	<b>20</b>	
<b>Total Carbohydrate</b>	<b>5 g</b>	<b>1%*</b>
Sugars	5 g	†
<b>Vitamin B1</b> (as thiamine HCL)	<b>3 mg</b>	<b>200%</b>
<b>Vitamin B2</b> (as riboflavin)	<b>1.7 mg</b>	<b>100%</b>
<b>Niacin</b>	<b>20 mg</b>	<b>100%</b>
<b>Vitamin B6</b> (as pyridoxine HCL)	<b>5 mg</b>	<b>250%</b>
<b>Folate</b> (as folic acid)	<b>400 mcg</b>	<b>100%</b>
<b>Vitamin B12</b> (as cyanocobalamin)	<b>50 mcg</b>	<b>833%</b>
<b>Biotin</b>	<b>150 mcg</b>	<b>50%</b>
<b>Pantothenic Acid</b> (as calcium pantothenate)	<b>10 mg</b>	<b>100%</b>
<b>Magnesium</b> (as magnesium carbonate)	<b>20 mg</b>	<b>5%</b>
<b>Copper</b> (as copper gluconate)	<b>200 mcg</b>	<b>10%</b>
<b>Chromium</b> (as chromium nicotinylic glycinate chelate)	<b>30 mcg</b>	<b>25%</b>

**Proprietary Blend** **1010 mg** †  
 L-Carnitine Tartrate, D-Ribose, Riboceine™ (D-Ribose-L-cysteine), Green Tea Leaf Extract, Quercetin, Rhodiola Rosea, Ginseng Root Panax, Coenzyme Q10.

\* Percent Daily Values based on a 2,000 calorie diet  
 † Daily Value Not Established

**Other Ingredients:** Crystalline Fructose, Citric Acid, Guar Gum, Silicon Dioxide, Natural Orange, Stevia, Natural Caffeine, Malic Acid, Natural Tangerine, Lime Juice Crystals, Natural Lemon.  
 Contains 32mg of naturally caffeine.

\*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.



#### Banned Substance Control Group Certified

MaxATP has received the highly coveted Banned Substance Control Group certification proving that MaxATP contains no trace of harmful anabolic agents or stimulants. Under the direction of anti-doping expert Don Catlin, M.D., professionals with years of experience use cutting-edge technology and vigorous testing methodology to test every submitted product. BSCG certification affirms this product is safe for elite and professional athletes, everywhere.