

Switch™



Purpose

To boost the body's metabolism while reducing the feelings of hunger pangs and food cravings. Switch™ promotes healthy weight loss by activating the body's AMPK pathway through its proprietary blend of Alpha Lipoic Acid, Luecine, Citrulline, and other synergistic ingredients.

Positioning Statement

Switch™ Metabolic Enhancer is a stimulant-free supplement designed to help raise your body's metabolism to turn fat into fuel. At the same time the capsules work to lower your appetite, reducing hunger pangs and food cravings while your body's metabolism continues to work at its optimal level. Paired with Curb™ to create the Max Meta-Switch™ Weight Loss System, this gives you greater control over your food choices and keeps your body running healthy and clean.

General Description

The Problem with Weight Loss

Many attempts at losing weight are unsuccessful because they are too restrictive in limiting your diet and do not adequately address hunger cravings. Other weight loss systems rely on gimmicky stimulants that make your body work harder, but not better.

Fad diets, calorie counting programs, and meal replacements often leave dieters feeling too hungry, with too many cravings, and are too restrictive on what can be eaten. Though these diets can produce some immediate results, they are hard to sustain because the frustration and temptation often become overwhelming and many dieters return to their former eating habits. A lack of calories can also make people tired, sooner reducing their ability to exercise. When they do return to their old habits, many find that they not only regain their weight, they actually add more.

Diet pills often work by providing caffeine or other stimulants in an effort to spur activity and get your body working harder. This can give people the "jitters" or make them feel "wired" - feelings of nervousness and over-exertion, often followed by a crash of exhaustion. Not only are these pills inefficient, they run the risk of increasing your blood pressure and can even increase your risk for heart attack and stroke.

The ability to lose weight lies in having the power to change your eating habits and getting your body to work at its optimal, healthy level.

Master Your Metabolism

Switch's core ingredient, Alpha Lipoic Acid (ALA) is a powerful antioxidant that helps promote a healthy metabolism. Unlike most antioxidants, ALA is both fat and water soluble, which enables it to effectively penetrate every part of the cell. This ability allows ALA to better stimulate your metabolic "master switch" that responds to how much energy is available to your cells. This master switch, known as "AMPK" (adenosine-monophosphate-activated protein kinase) is a protein based enzyme that regulates cellular energy, metabolism and even glutathione levels.

Acting as a fuel sensor for every cell in the body, AMPK turns on energy producing pathways and cranks up metabolism. It can also reduce fat accumulation in the blood and other parts of the body and can improve insulin sensitivity.

Max International's Switch™ designed to turn on AMPK in many areas of the body to increase metabolism and burn more fuel while simultaneously keeping AMPK in the brain low to maintain a feeling of fullness and reduced need for food intake. Best of all, AMPK also impacts a variety of hormones in the body that impact food intake, helping to keep our minds and bodies working together to lose the weight.

Supporting Energy, Exercise and Recovery

Switch capsules are designed with a proprietary blend of ingredients that effectively support the body while it loses weight. This blend breaks down carbohydrates for more energy production, stimulates muscle protein synthesis, supplements essential vitamins lost while dieting, and removes harmful toxins and waste products released from fat during the weight loss process.

The process of weight loss can cause muscle loss and feelings of fatigue, which makes losing weight even harder. To counter these effects, Switch contains both Leucine and Citrulline to keep your body operating at its most efficient level.

Leucine is a powerful branched chain amino acid (BCAA) that helps stimulate skeletal muscle protein synthesis.¹ Essentially, when your body is Leucine deficient it is signaled that there is insufficient protein available for protein synthesis, which shuts down the muscle building activity our bodies need to support healthy weight loss.² And because muscle burns three times as many calories as fat per pound, the more muscle you have, the more calories you burn.

Switch also has the powerful amino acid Citrulline to help keep your energy levels up and to counteract the negative effects of exercise. Citrulline works by assisting ATP production in the body and helping to increase post exercise Creatine levels in the muscle, which gives you more sustained energy and endurance.³ By helping to eliminate metabolic pollutants like Lactic Acid and Ammonia, Citrulline also ensures you'll recover more quickly and stay on track with your exercise goals.

A System Like No Other

To maximize its effectiveness, Switch™ is designed to work synergistically with Max's Curb™ Fiber Bar. The ideal mix of soluble and insoluble fiber in Curb gives a better feeling of "fullness" while

¹ Norton, L.E. and Layman, D.K. Leucine Regulates Translation Initiation of Protein Synthesis in Skeletal Muscle after Exercise in *The Journal of Nutrition*.
<http://jn.nutrition.org/content/136/2/533S.full>

² Gran, P. and Cameron-Smith, D. The actions of exogenous leucine on mTOR signaling and amino acid transporters in human myotubes in *BMC Physiology*
<http://www.biomedcentral.com/1472-6793/11/10>

³ Perez-Guisado, J. and Jakeman PM. Citrulline malate enhances athletic anaerobic performance and relieves muscle soreness *PubMed*
<http://www.ncbi.nlm.nih.gov/pubmed/20386132>

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keeping the digestive system regular. This helps provide much of your recommended daily fiber intake, giving a source of healthy carbohydrates to keep the heart, liver, and digestive system clean, healthy and working optimally.

Both of these products make up our Meta-Switch™ Weight Loss System, created to be easy and flexible enough to work with any other weight loss system. Empowering your mind and body in this way allow you to make the necessary switches in your life to healthier eating habits and a more active life style to maximize your weight loss.

Unique Attributes

Switch™ is one of the only metabolic boosters that increases metabolism without increasing heart rate or blood pressure.

Switch does not increase the amount of AMPK in the brain, naturally reducing hunger pangs and food cravings.

Switch allows for continued protein synthesis and ATP production during weight loss, giving you energy and endurance while reducing exhaustion and fatigue.

Switch's proprietary blend includes the patented ingredient RiboCeine®, which supports glutathione's vital role in removing toxins, reducing cellular inflammation, and neutralizing free radical damage.

Working synergistically with Curb™, the Meta-Switch Weight Loss system burns food and fat at an optimal rate while effectively removing food and fuel waste from the body.

Product Benefits

Promotes a more fully-functioning and healthier metabolic system.

Helps reduce pro-inflammatory compounds in the body .

Helps remove toxins and waste created by fat and fuel burning.

Supporting Ingredients

Switch's main ingredients compromise a proprietary blend designed to:

- 1) raise the body's metabolic activity
- 2) lower the amount of AMPK in the brain
- 3) promote the creation of food into fuel
- 4) maintain muscle and protein levels lost while dieting and
- 5) increase glutathione levels to remove toxins, and support the body's immune system.

The proprietary blend is supported by the inclusion of several additional supplements. These vitamins and minerals (Vitamin D2, Thiamine,... and Potassium) are found in lower levels in overweight individuals. By normalizing the levels of these essential vitamins, individuals on diets are able to stay healthy during the weight loss process and avoid deficiencies that can lead to health problems.

Directions for Use

Take two capsules three times daily, 30 minutes before each meal with 12 oz. of water.

Guarantee / Warning

This product has been manufactured in the USA in strict conformance with industry standards. Purity and potency guaranteed. Store in a cool, dry place not to exceed 30° C (86° F).

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

Nutrition Facts

Supplement Facts

Serving Size 2 Capsules

Servings Per Container 90

Amount Per Serving	Daily Value %	
Vitamin D2 (as Ergocalciferol)	333.34 IU	83.3%
Thiamine	1 mg	66.7%
Vitamin B6 (as Pyridoxine)	5 mg	250%
Vitamin B12 (as Methylcobalamin)	25 mcg	416%
Potassium (as Potassium Citrate)	7.2 mg	<1%
Proprietary Blend:	661 mg	*
Alpha Lipoic Acid, Ginseng (as Ginseng Root American Panax), Citrulline (as Citrulline Malate), Leucine, RiboCeine® (D-Ribose-L-Cysteine), Pantotheine.		

* % Daily values not established.

Other Ingredients

Gelatin Capsules, Microcrystalline Cellulose, Magnesium Stearate, Silicon Dioxide

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FAQs

How many capsules am I supposed to take in a day?

A – We recommend you take a total of 6 Switch™ capsules a day. Two about 30 minutes before each meal, three meals a day.

Can I snack? Should I take the capsules before I snack?

A – Snacks are definitely allowed in the Meta-Switch System, but we recommend that you control the amount of snacks you have during a day. The Meta-Switch program requires that you substitute a Curb™ Slimming bar for at least one of your snacks in a day.

You do not need to take the Switch capsules prior to a snack, unless that snack is replacing one of your regular meals for that day.

What if I skip a meal?

A – We do not recommend skipping meals, but if you do happen to miss one meal take 2 Switch capsules around the time that you normally would and then after 30 minutes follow with a snack. We do not recommend taking the capsules without following up with some food.

After taking the capsules, what if I don't wait the full 30 minutes before eating?

A – The capsules are at their most effective when they are absorbed into the bloodstream, which takes approximately 30 minutes. You will still get the benefits of the Switch capsules if you eat right after you take them, but not at the optimal level.

What if I forget to take my pills, or go off the program for a few days?

A – The Meta-Switch program is all about giving you a steady, sustainable diet. It's important to get your metabolism in a good rhythm of burning fuel and resting. If you miss a few doses, don't compensate by taking extra pills at different parts of the day, just keep following your regular routine.

I don't have any water nearby, can I dry-swallow the capsules?

A – You should always take Switch capsules with water, at least at the recommended amount of 12 oz. Water helps the capsules be digested and absorbed into the blood stream, aids in food digestion, and removes waste. Drinking water in a consistent manner is essential to staying healthy and reducing weight.

Does the Meta-Switch™ Weight Loss System work with other weight loss programs?

A – Yes, Meta-Switch™ is designed to be flexible enough to work with as many weight loss programs as possible.

Can I take other Max products while using the Meta-Switch program?

A – We recommend that you take Max's other products while using the Meta-Switch Weight Loss Program. Our products are designed to work synergistically in promoting a healthier body.

Can I take more than two capsules with my meals?

A – We recommend that you take only two pills before each meal as the daily adult dosage.

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