

# Welcome

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Get A **Successful Start** On **Your New Max Opportunity**




**MAX INTERNATIONAL**  
THE GLUTATHIONE COMPANY™

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A group of nine business professionals, five men and four women, are standing in a row in the background. They are all wearing business suits and have their arms crossed. In the foreground, two hands are shaking, one in a dark suit and the other in a light grey suit. The background is a solid blue-grey color.

**Congratulations** on your new business!

# Welcome to Max


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Thank you for deciding to join **Max International, The Glutathione Company.**<sup>™</sup> We're honored that you've decided to join us on our mission of empowering people to build a legacy of significant change in their lives and the lives of others.

**Your Max Starter Kit** is your first step towards being able to more effectively share the Max products and opportunity. You'll find the following tools in this kit that will provide you a good starting point for developing your business:


 **Max USB** – Contains digital copies of all your important Max business files and videos.





 **Max Welcome Brochure** – Details how to access and use the available Max forms, videos, and mobile applications including:

- An overview of Max's **groundbreaking science and technology**.
- Details on **Max's Virtual Office (V.O.)** to manage your Max business online.
- An intro to **Max's Training Program** to help you start your business with a strong foundation.
- Videos on Max's **breakthrough science, products** and **incredible opportunity**.
- World Class Recognition.

 **Max Product Brochures** – Great resources for introducing new people to the importance of **glutathione** and the great benefits of **Max's products**.

## **What to Do First:**

1. **Read** through the rest of this Welcome Brochure.
2. **Review** the other materials included in your Max Starter Kit.
3. **Log** on to your Virtual Office for the first time.

# The **Max Difference:**

## Sound Science Provides Breakthrough Products

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Max is committed to producing and delivering the **best possible glutathione enhancing products** in the world. We know how important it is that high quality health and wellness products be based on proven scientific research. **Max International is determined to lead** the wellness and nutrition industry in delivering quality products and proprietary formulations based on science.

Thanks to the efforts of medicinal chemist **Dr. Herbert T. Nagasawa** and other experts in scientific research and development, Max International has developed **groundbreaking advances** in glutathione enhancing products.

**Herbert T. Nagasawa, Ph.D.**  
Riboceine™ Creator



# Glutathione:

## Support The Body's Master Antioxidant

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**Glutathione (GSH)** is your body's master antioxidant - a small molecule produced naturally in the body which strengthens the **immune system, detoxifies the body, fights intracellular inflammation, and neutralizes numerous types of free radicals**. Toxins and free radicals damage your cells, thereby accelerating the aging process and making you more susceptible to ailments and other issues associated with aging.

Glutathione affects so many aspects of our health that there are currently **over 100,000 peer reviewed studies about glutathione on [www.pubmed.com](http://www.pubmed.com)**.

Glutathione itself is very difficult to take directly as a supplement because it is so fragile that it is destroyed in the digestive system. The key for supplementation, then, is to provide the body with the **building blocks for creating its own glutathione**.



# RiboCeine:™

## Max's Patented Glutathione Enhancing Technology

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Max International is proud to present **the biggest breakthrough for glutathione enhancing dietary supplements—RiboCeine.** This exclusive technology combines D-ribose and L-cysteine, nutrients that are both naturally-occurring in humans, into a product that more effectively enters the bloodstream and is used by the body to produce **glutathione and ATP (adenosine triphosphate), the cell's natural antioxidant and source of energy, respectively.**

RiboCeine was developed after years of research by **Herbert T. Nagasawa, Ph.D.** and his research team and has been the subject of twenty published, peer-reviewed scientific studies. **RiboCeine is patented in the United States and only available in the products of Max International.**





# Breakthrough Products

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**Max International is The Glutathione Company.™** Our science and research is dedicated towards finding ways to enhance and support this essential molecule. That's why all of **our products are designed to provide nutrients and enzymes** that work with your body to maintain better health and wellness.

Max's products provide great benefits on their own and work synergistically to support and **enhance each other**. No matter which products you use, we are dedicated to helping you **look, feel, and live to the Max!™**

All Max products are manufactured to meet exacting safety and quality standards. **Visit [Max.com](https://www.max.com)** to see which products are currently available in your area.

# Max Compensation Plan

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We created the Max Compensation Plan to reward the many people who want to share the amazing benefits of the Max products. We've taken a lot of care to design **a compensation plan that rewards sound business-building behavior**. The Max Comp Plan rewards you for:

- Duplicating Your Success
- Engaging in Positive Teamwork
- Developing Effective Leadership
- Practicing Good Business Ethics

There are several ways to make good money with the compensation plan, but your best long-term prospects will always be **focused on building a solid business and a successful team**.

# Ways to Earn

There are several ways to **benefit from sharing Max products**. If you just want to share products with individuals, you can buy them at purchase price and **sell them at Retail Price** to earn the difference. If you have people who continually buy the products, then you can enroll them as **Preferred Customers** who will receive the products on a regular monthly basis and you will **earn monthly commissions**.

You can earn even more long-term benefits by signing up new Associates who will also work to share the Max products. These benefits are known as either **Bridge Income** or **Residual Income**, both of which provide increased income the more you build your Max business.

## CUSTOMER INCOME

- Retail Customer Income
- Preferred Customer Income

## BRIDGE INCOME

- Fast Start Income
- Global Bonus Pool
- Prime Bonus

## RESIDUAL INCOME

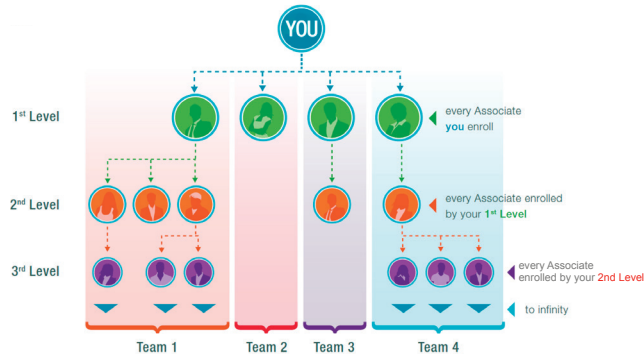
- Binary Team Bonus
- Matching Check Bonus
- Max Living Bonus



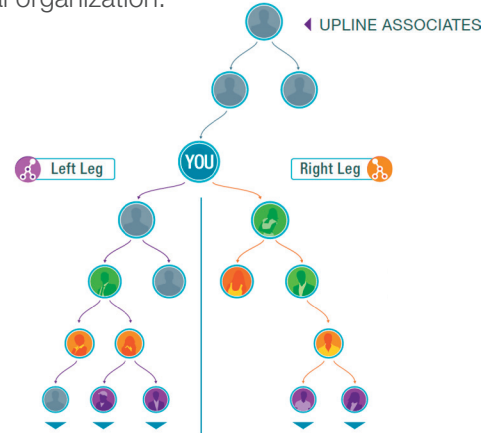
# Organization Overview

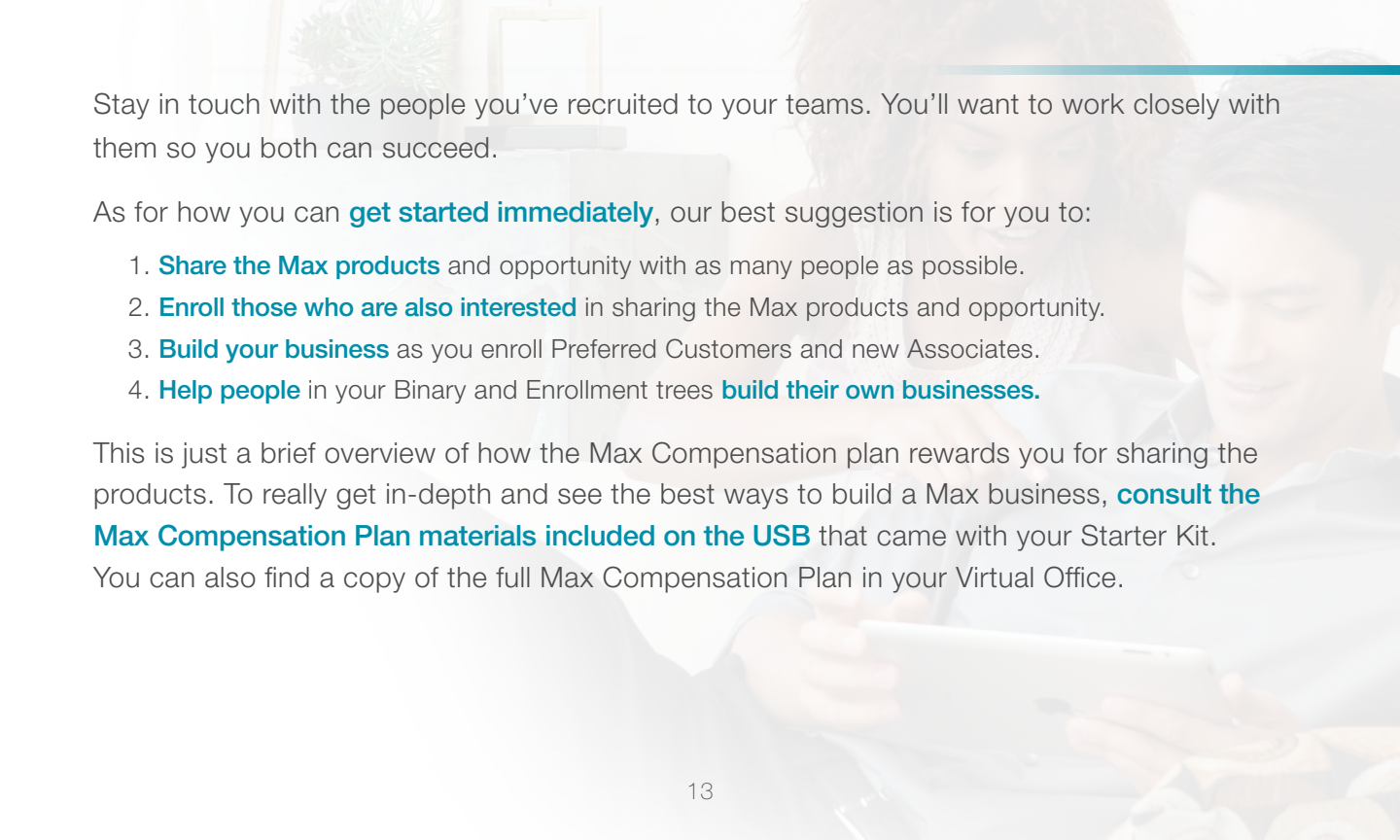
When you enroll as a Max Associate, you are placed into two different teams or “trees”. The Associates who you enroll are then placed below you in both teams.

- **Enrollment Tree** is comprised of people you’ve directly brought into the Max business.



- **Binary Tree** is where you fit into Max’s global organization.





Stay in touch with the people you've recruited to your teams. You'll want to work closely with them so you both can succeed.

As for how you can **get started immediately**, our best suggestion is for you to:

1. **Share the Max products** and opportunity with as many people as possible.
2. **Enroll those who are also interested** in sharing the Max products and opportunity.
3. **Build your business** as you enroll Preferred Customers and new Associates.
4. **Help people** in your Binary and Enrollment trees **build their own businesses.**

This is just a brief overview of how the Max Compensation plan rewards you for sharing the products. To really get in-depth and see the best ways to build a Max business, **consult the Max Compensation Plan materials included on the USB** that came with your Starter Kit. You can also find a copy of the full Max Compensation Plan in your Virtual Office.

# The Max **Virtual Office**

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Max's V.O. system is an online business management tool that allows you to review different aspects of your business anywhere you have a connection to the internet. Some of these great features include:

- **The New Associate Training Program** provides fourteen videos, worksheets and the 90 Day Plan all within the Virtual Office. Use these reference tools to learn the skills that will build your business.
- **Real-time commission analysis** that provides accurate information about your next check.
- **View orders** placed by the prospects that you recruit and even the people they recruit.



- **Update your website** with your own information to better share your Max business with your friends, prospects, and downline.
- **Mobile integration** so you can view your V.O. on any mobile or smart phone device. Your site fits on any mobile device without sacrificing the functionality of the full size version and you can access it from anywhere you have service.

**And much more!** The V.O. is an incredible tool to work and manage your business. Best of all, it's included for FREE just by enrolling as a Max Associate.

### **To get started with your Virtual Office**

1. Go to [www.max.com](http://www.max.com) and click on **Log In** at the top right corner.
2. When you enrolled as an Associate, you chose your **Max I.D.** and **password**.
3. Enter your Max I.D. as your **username** and your chosen **password**.
4. Click enter and start exploring the site!



# Max Training Program

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The Max Training Program is a **comprehensive 90 Day plan** designed to walk you through the important first steps of starting your Max business. What we've discovered is that this business is more than just understanding and using the tools, it's about sharing the products and opportunity with the people in your life. It's about **having a plan** and **being consistent** in how you work your business.

For that reason, we've created the **Max Training Program**. Our **14 training modules** will educate you about the **skills and best practices** you can develop in order to give your business the start it deserves. Each module comes with an **instructional video and worksheets** that will **walk you through** the entire process.

Don't feel like you need to rush through all the modules at once! The Training Program is paced to keep you busy and motivated throughout those **first, crucial 90 days**.



## To start the Max Training Program:

1. Go to **www.max.com** and click on **LOGIN**.
2. Enter your **username** and **password**.
3. Find the **Training Tab**.
4. Click on **Training Resources**.

**Download & watch** the videos. You can download the appropriate worksheets or access them straight from your Max USB.

Be sure to **reach out to your sponsor** for advice and assistance if you're ever stuck or unsure about a specific training module or concept.



# The Max **USB**

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Included in your **Max Starter Kit** is an **official Max USB loaded with digital copies** of many of our important forms and documents. You'll also find **pre-loaded videos and presentations** that you can copy over to your laptop or personal computer.

Simply **insert** the included USB drive into your computer to explore its contents, **download** new updated files from the Virtual Office, **load** it with your own business files, or even **share** the contents with new prospects.



# Recognition

## Celebrating Your Success on a World Class Stage

When you partner with Max, we're with you every step of the way. That's why we're determined to **celebrate your success in the best way possible.**

### Here are just a few highlights of our recognition program:

- **Recognition** at each level up to Crown Diamond.
- **All-expense paid\* trips** when you achieve ranks of Gold and above.
- **Exclusive certificates, pins, and on-stage recognition** at events.
- **Awards** for super achievers at our annual International Convention.
- Exclusive **Diamond Retreat, Diamond Rings, Trophies, and other gifts** for Diamond Associates.

**Recognition is key to the success of the Max Family and we look forward to having you join us at our next recognition event!**

\* All-expenses paid trip includes airfare, meals and hotel accommodations.



# Events

Learn, Grow, Network, Celebrate, Travel

**Max Events** are your opportunity to kick-start your **Max business** and learn from top Associates from around the world—all while enjoying a fabulous location.

## Some of Max's most popular events:

- **Convention** The biggest event of the year.
- **Corporate Tours** Executives join Associates around the globe for opportunity and training events.
- **Anniversary Events** Celebrate achievements with Associates from your country.
- **Road to Gold** Upcoming Max leaders join together to learn and develop their businesses.
- **Road to Diamond** Leadership development, skills and business tips for your growing Max business.

**Check the Events page in your V.O. for upcoming events and meetings near you.**



# Max Policies & Procedures\*

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The products offered by Max International are conventional foods, beverages or dietary supplements. **Such products may not be offered with an express or implied intent to diagnose, treat, cure or prevent any disease.** This not only includes express disease conditions like cancer, cardiovascular disease, and arthritis, but also symptoms of disease conditions like high blood pressure and implied claims like sore joints. Max products are not intended to diagnose, treat, cure or prevent any disease or any symptom of disease.

Additionally, there are certain requirements that must be met with respect to the use of consumer testimonials and endorsements, especially in the context of weight management. If consumer endorsements or testimonials are used to promote weight management products, the results shown or described must be typical of what consumers can expect to achieve, or the representation must clearly and conspicuously disclose what the typical results are

Please see the Max promotional materials provided with this Starter Kit for examples of how to promote Max weight management products.

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Any statements made about Max International products, including endorsements, must comply with applicable state, federal and/or country laws and regulations. All endorsements of Max International products must be truthful and not misleading.

**Associates may not make claims about Max International products unless claims are supported by competent and reliable scientific evidence. Oral statements or claims made to promote products are held to the same standard as those in print.** If you have any questions about the legality of any claim you should contact Max International Customer Care for discussion and verification that such a claim is permissible for our products.

**If you have questions about legal requirements for the promotion of Max International products, please contact Max Customer Care.**

\*Please Visit the Virtual Office for full Policies & Procedures and related documents.

# Now You're **Ready to Get Started!**

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Achieving your dreams requires a lot of hard work, but, after reviewing the Starter Kit materials, you're better informed and better equipped to **start making your dreams into reality.**

## **Take your next steps today:**

1. **Contact Your Sponsor** and let them know you're ready to get started.
2. **Set a date / time** with your Sponsor to **create your game plan.**
3. Download and **print the 90 Day Plan.**
4. **Start** your 90 Day Plan.

**Complete these steps and you're well on your way towards building a successful Max business.**





**Thank you** again for joining us as an Associate.  
Let's work together to achieve our dreams of success with significance.



**max.com**

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