

max today

news / recognition / events / updates

FOUNDERS MESSAGE

Dream It! Imagine It! Break Free and Begin It!



Are you ready? Twelve fresh, clean calendar pages are waiting. What will you write on the 2009 pages of your life?

There is a quote from Goethe that has special meaning to me: "Whatever you can do, or dream you can, begin it. Boldness has genius, power, and magic in it." To me, the key to growth is entirely in our hands and this is the magic formula: BEGIN IT!

First we have to imagine what is possible. Dream big! Envision the goals you would like to achieve in 2009 by focusing on the things that matter most. Find a few quiet moments to write down what you want to accomplish in the upcoming year. Prioritize your list. Then expand on the words in a paragraph describing what you want and how you will make it happen. Just by writing it down, you will have planted a powerful seed that will create change in your life.

I can look back on the achievements of my life and see how they all unfolded. I could imagine or envision a goal. Then I set about bringing that vision to reality. I won't kid you; it's easy to back off to your comfort zone. Your mind won't like the difference between where you are and where you want to go. It will create an uneasy feeling, urging you to stay in the comfort zone. It takes great effort to break free of this comfort and complacency.

We may not realize it but these comfort zones create mental boundaries of false security. We think we are safe in the environment we've settled into. It takes Goethe's boldness to break free of those boundaries. Highly successful people overcome inertia and experiment with new behaviors and responses.

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Eric Anderson, Vice President Support Services



founder's message

I really believe in passion. Be passionate about your goals! If the need is great enough, you will control things you never thought you could. Those nagging little fears that hold you back? Override them! The trembling voice that says you can't? Roar back! Yes, I can!

Just think how wonderful you will feel when you have achieved your goals! Craig Case has urged us all to keep journals so we can analyze our experiences and see that difficult times present tremendous growth opportunities. At our Imagine Convention he said, "When my life is full of harmony, serenity and balance, I have a credible claim to inner peace." That's the reward for daring to dream!

May this upcoming year find us rising above challenges and finding true success. At Max International we have created a terrific team! I wish you all the best!



Greg Fullerton

Team Up for Success!

Growing up, I loved all sports but football proved to be my passion. I idolized many athletes for their ability to lead their teams to victory.

One such athlete, Joe Montana, was rightfully called “a master of late-game comebacks.” In fact, Montana directed his team to 31 fourth-quarter, come-from-behind wins during his illustrious career with the San Francisco 49ers and the Kansas City Chiefs.

As impressive as Montana’s career was, he would probably be the first to admit that if not for his teammates, none of it would have been possible. Linemen had to block, running backs had to make key runs, receivers had to make improbable receptions and field-goal kickers had to execute. In order for Montana to be his best, he needed the help of his teammates.

Human health is much like a championship sports team

Even though there are standout All Stars in your body, you still have to surround the All-Star player with great teammates in order to play well and win.

Max International Associates have an important message about one of the body’s most important All Stars—glutathione. However, just like Joe Montana depended upon his teammates to win games, glutathione needs teammates that will allow it to perform at its full potential.

Now more than ever, we need to raise the bar of quality for dietary supplementation. We live in a world of extremes, where the stressors are more abundant than ever. Daily we battle stressors of all types, including physical, emotional, dietary and environmental. All of these stressors introduce toxins and create an extreme level of free radical damage in the body. Raising glutathione will allow us to make great strides toward better health. However, we should not forget some of the other



DAVE BAGLEY, VP of Product Development

key players that will allow us to meet these extreme stressors head-on and support us to get the most out of life.

In fact, according to renowned UC Berkeley molecular biologist Dr. Bruce N. Ames, each cell in your body is hit by free radicals 10,000 times every day. Your body needs a varied supply of antioxidants powerful enough to protect each of those cells. With this huge army of free radicals waging war, we must support the body in more ways than one.

Get More with Max N-Fuze™

Max N-Fuze is a prime example of tomorrow’s nutrition, today. It exemplifies the best in bioavailability of key nutrients via unique nanotechnology. Max N-Fuze supplies a proprietary blend that works in concert with MaxGXL® to support cellular defenses. Furthermore, Max N-Fuze provides 19 targeted vitamins and minerals needed for cellular health. Max N-Fuze supplies the power of many products into one convenient single-serve pouch.

Good health is not a random equation. The body relies on a specific roster of nutritional teammates

If you have a MaxGXL or Max N-Fuze testimonial be sure to email it to Karen Boren at Karen@maxgxl.com



in order to function, protect and communicate properly. For instance, the synthesis of coenzyme Q10 involves a complex process requiring at least eight vitamins along with several trace elements and amino acids. A deficiency in any of the required amino acids, vitamins and minerals impairs the formation of coenzyme Q10 in the body.

Another example is glutathione. Glutathione needs vitamin C, lipoic acid, selenium, zinc and riboflavin. The list of cooperation between nutrients goes on and on. For this reason, the nutrients provided in Max N-Fuze are not in the formula simply because of some arbitrary standard. Rather, Max N-Fuze supplies specific targeted nutrients for the purpose of supporting optimal cellular defense, communication and function as the body goes about its miraculous tasks.

Your Body Doesn't Leave Things Up to Chance

Dr. Robert H. Keller calls MaxGXL and Max N-Fuze the "Dynamic Duo" for good reason. The human body houses a fascinating network of cooperating antioxidants. There is a team of antioxidants that is so important that it was not left to chance. This irreplaceable team of antioxidants is made

by the body, for the body. The All-Star captain of this antioxidant team is glutathione. However, glutathione doesn't work alone.

In Dr. Keller's scientific monograph, *Glutathione: Your Best Defense Against Aging, Cellular Damage and Disease*, he explains that the body has four main endogenous (created in the body) antioxidants:

- **Glutathione (GSH)**
- **Superoxide dismutase (SOD)**
- **Catalase (CAT)**
- **Coenzyme Q10 (CoQ10)**

You might call these powerful antioxidants the "Fab Four" because they singlehandedly go up against a coalition of utterly devastating free radicals that includes:

Superoxide, alkoxyl peroxide, hydroxyl, nitric oxide, hydroperoxyl, singlet oxygen, hypochlorous acid (better known as bleach) and hydrogen peroxide.

MaxGXL and Max N-Fuze are the "Dynamic Duo" because while MaxGXL increases glutathione, Max N-Fuze is formulated to support superoxide

dismutase, catalase, and CoQ10. Together, these two products offer you the best in full-spectrum cellular defense and unparalleled delivery of 19 high performance vitamins and minerals.

The Results Speak for Themselves

One of the most rewarding aspects of my responsibilities here at Max is the opportunity to receive testimonials describing the impact Max International products have provided to tens of thousands of people across North America.

During the last few months, it has been wonderful to hear all the testimonials sent regarding the additional support people have received as a result of supplementing with Max N-Fuze.

It is clear that people are experiencing the difference, and living the benefits of this dynamic duo, and the word is getting out. When Max N-Fuze was announced at our Imagine Convention, there was a fury for people to get their hands on it. The next month, sales increased again, and then the following month sales of Max N-Fuze nearly doubled!

This is all part of our commitment to bring the best of nutrition, science and health to the public.

On behalf of everyone here at Max International, we wish you the best in health and success in 2009.

Sincerely,



Dave Bagley
Vice President of Product Development

Dr. Robert H. Keller's Encore Presentation at **A4M Conference**

The 16th Annual World Congress on Anti-Aging Medicine was co-sponsored by the **American Academy of Anti-Aging Medicine (A4M)**, the academic leader in a worldwide movement in life enhancement and life extension encompassing over 100,000 physicians from 90 countries.

At the summer session of this World Congress on Anti-Aging Medicine, Ronald Klatz, MD, DO, and president of A4M, said, "The A4M is the originator and founding medical society of the clinical specialty of anti-aging medicine, and our Annual Congress Sessions are regarded as the gold standard for physician education in advanced preventative medicine."

Naturally, Dr. Robert H. Keller, creator of MaxGXL®, was a presenter at the July 17-19, 2008 Summer Session. His presentation was so well received, he received the unusual honor of being asked to present it again for the Winter Session this past December.

Thousands of medical professionals gathered in Las Vegas for the December 11-14, 2008 16th Annual World Congress on Anti-Aging Medicine and Regenerative Biomedical Technologies, hosted by the American Academy of Anti-Aging Medicine (A4M) in Las Vegas, Nevada.

With over 6,000 participants and 600 exhibitors, Dr. Keller's presentation to a roomful of physicians and medical professionals was again a standout. His paper, titled "A Patented Oral Glutathione Accelerator Improves Hormone Values and Inflammation in Aging and AIDS Patients," discussed his clinical study of 21 patients.

Dr. Keller asked the health and medical professionals to consider the impact of glutathione on quality



Raja Sethi and Dr. Keller

of life, in reducing cellular inflammation and enhancing energy. Dr. Keller challenged his listeners to name one medical condition where a lack of glutathione was not at least partly responsible for the condition. He also discussed the importance of optimal nutrition and the benefits of Max N-Fuze™ in supplying the body with co-factor vitamins and minerals while its unique formula supports the additional vital antioxidants superoxide dismutase, catalase and CoQ10.

The question and answer session overran the 30-minute time allotment due to such intriguing discussions as the possible role of glutathione in autism and the advantages of an oral glutathione precursor formula versus glutathione by injection. Finally, officials closed the meeting which then was moved to the exhibitor area.

Dr. Keller introduced his scientific monograph on glutathione and signed copies of his monograph following the presentation.

Max Associates can be rightly proud of Dr. Keller's contribution to the world of anti-aging medicine with his patented, natural glutathione accelerator.

Max International Presents: The Las Vegas Founders Showcase



Saturday, January 24, 2009

The landmark MGM Grand Hotel & Casino is the setting for Max International's "Premier New Year Kick-off Event." Journey down the Las Vegas Strip for all the glamour and lights of Las Vegas with the substance and power of Max International!

Here is your chance to capitalize on the energy created by New Year's resolutions as you and your guests ponder 2009 and make decisions about financial futures. Crystallize your vision for the goals you can achieve by the September 2009 Max Convention.

Check out all the details on the official Las Vegas Founders Showcase website at www.VegasFoundersShowcase.com where you can pre-register for fabulous door prizes including Max luggage and other Maxcessories to accessorize your future Max meetings. (A PDF with more information is attached.)

Be there to watch the winner of the December "Drive to Success" contest receive their NEW Mercedes E350 at this event! You won't want to miss the excitement. Invite your friends, family, neighbors, everyone and anyone you know or talk to.

Max Co-Founders Greg Fullerton, Fred Ninow, and Steven K. Scott will be in attendance. Max Corporate Executives Mike Larkins, President and Eric Andersen, Vice President of Sales and Support will be speaking and meeting with leaders.

Also attending this event are Max field leaders, Ken Dunn, Bill Anderson, Alan Sickman, Winder Lyons, Jim Marshall, Rick and Michelle Teague, Mike Lebrun and Jim Fitzpatrick.

Special training (for Associates only) will be presented by four of Max's outstanding field leaders during the morning of the event. More information about this Associate training is found on the website.

Come see where Max International is going in 2009 and how you can be a part of it!

The Max Living Company Presents:
The Western Canadian Founders Showcase!



Saturday, January 31, 2009 9:00 am - 12:00 pm

Join us in beautiful Edmonton, Alberta, Canada for the Max Founders Showcase on Saturday, January 31, 2009. Meet Max International Founders Greg Fullerton, Steven K. Scott and Fred Ninow and corporate officers as they share the Max vision of health and opportunity.

The event will take place at the Four Points by Sheraton, 7230 Argyll Road, Edmonton, Alberta. To take advantage of special hotel room prices (\$115 per night), contact Four Points by Sheraton at: 780-465-7931; and ask for the Max Living Company reserved rooms.

Tickets can be purchased at www.Foundersshowcase.eventbrite.com or by calling 905-430-1MAX. Tickets for Associates are \$90 in advance; \$110 the day of the event. The ticket price includes a sit-down luncheon and a Western Flare Dinner and Social. Guests may attend for free, but will need to purchase a ticket for the meals. (Check the website to learn about the Friday, January 30th Leadership Diamond Summit.) Call or visit the website to reserve your place today!



Max In-Home Recruit-athon



Last month may have been the season to be jolly, but it was also the season of tight budgets and busy schedules. That's why Max International's first Recruitathon in December was well timed. It gave Associates extra incentive to focus on growing their businesses during a time of year when other priorities tend to take precedence. They recruited a lot of people in just two short days when statistics would normally decline. Over 150 people registered for the event, so there were a minimum of 150 meetings in homes throughout North America on the same day!

Awards were given to people who recruited the most people in the two days following the meetings in one of several categories including Super Achievers, Associates, Preferred Customers and the Overall Top Recruiter. Those who participated were eligible for various prizes including 25 packs of Max Multi-Language Recruiting DVDs, 24 packs of *Success From Home* magazine and more. This was a very exciting event for Max International and one we look forward to having again in the upcoming weeks!

The following were the award winners for the first event:

1. Winners LLC (Top Recruiter Award)
2. Elise and Will Turner (Super Achiever Award)
3. Celia and Gary O'Rand (Top Associate Award)
4. Elsie and Will Turner (Top Preferred Customer Award)

The Athletic Stamp of Approval for MaxGXL®

How many professional athletes would love to have more energy and a quicker recovery time after intense workouts? They may be very interested in MaxGXL and even more excited to learn that Consumer Labs has tested and approved MaxGXL as having no banned substances. Read the letter about MaxGXL's test results and check out the link so you can download it and share with your athletic friends.

Salt Lake City, UT – July 19, 2007 – Max International is excited to announce that MaxGXL has passed ConsumerLab.com's Athletic Banned Substance Screening Program. This program screens for over 170 substances (including metabolites) based on the 2007 World Anti-Doping Agency (WADA) Prohibited List. The screening included testing for Beta-Blockers, Diuretics, Narcotics, Anabolic Steroids, Stimulants, Masking Agents and Caffeine. To view MaxGXL on ConsumerLab.com's website please click here.

"The results of the screening demonstrate not only Max International's commitment to quality and safety, but also our firm belief in seeking out independent bodies to research, test and validate our products," said Max International Executive V.P. Craig Case. "MaxGXL is science and nature at its finest, and these results will only help to make the public aware of this wonderful product."

MaxGXL is a compositionally patented nutritional product developed by renowned immunologist Dr. Robert Keller. It provides the necessary components of glutathione (GSH) that, when absorbed into the body, stimulate the body's own production of glutathione to be used by every cell. Glutathione is the most prevalent, natural, powerful and multifunctional antioxidant in the human body and is employed by every organ.

About Max International – Max International is a research and science based company that focuses on a proper blend of science and nature, founded in February 2007, and headquartered in Salt Lake City, Utah. For more information on MaxGXL and Max International visit www.maxgxl.com.



www.maxgxl.com/news.php

Three Associates Hit Paydirt with ***Success From Home*** Magazine

Following Up In-Home Meeting with *Success From Home* Magazine



I have been using the *Success From Home* magazine with just about every Associate that has become part of our team. The magazine shows everyone the importance and the credibility of our company leaders and products.

Over this past week, I used the *Success From Home* magazine with one of my newest Associates here in Miami, Florida. Mr. Ever Sierra is straight from Cuba. He had first reviewed our company at one of my In-Home meetings this past month, and I had given him a copy of the December issue of *Success From Home* magazine featuring Max International and its product line.

He then gave this magazine to a relative to view our company. That very day, Mr. Sierra got his first sign-up. The following day, Mr. Sierra called me with his excitement about how he just passed this magazine out to a potential business partner and by just passing this out, got him a new Associate! This was amazing to Mr. Sierra. He continued telling me that he got back this same magazine I'd given him from his newest Associate and then gave it to his neighbor who then signed up with him the next day. He's passed the magazine around three or four times! Mr. Sierra was just amazed that the magazine nearly did the whole presentation for him. The DVD comes in 4 different languages and has everything needed to give a new Associate the tools to explain our company.

Now with all that said, the reason that this is so amazing is Mr. Sierra does not speak a word of English! But he did understand and see the vision enough to pass this magazine out to people and have it explain this great opportunity for him. Ever Sierra has now signed up three new Associates and is working with his fourth using this magazine. He has ordered 24 more so he can share this amazing opportunity with others that may not have a chance otherwise to hear about our company!

Thank you, Max, for putting together this great opportunity for all of us. I thought this was a very interesting story! Even with a language barrier, the vision of the Max International opportunity can be seen by just about anyone, anywhere. This magazine really does do the work for you.

Darren J. Aikens
Fort Lauderdale, FL

If you have ideas or suggestions of how we can offer better support to help you reach even higher levels of success, we would love to have your feedback. Please contact our Sales Director, Bob Kaelin either by letter to our corporate office or by email: bob@maxgxl.com. We look forward to hearing from you and implementing your ideas!

Reaching Out with *Success From Home Magazine*



When we first started building our Max business, we were excited but had not sponsored anyone. A gentleman named Donald Williams (whom we call "Cuz") that my husband Ed had worked with some 15 years back, asked us to meet him for lunch. The purpose of the meeting was to look at a program that could cancel out our mortgage. It was quite complicated to look at. We explained to Cuz that we didn't think the masses of people that he was looking for could be successful in presenting it.

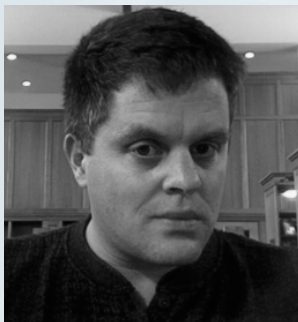
We took this opportunity to share Max International with Cuz. Our entire presentation was telling him that MaxGXL® had helped with some health problems that Ed had been experiencing for several years. Cuz was also experiencing some health problems. Walking and talking was difficult for him. We simply handed Cuz a *Success From Home Magazine* and asked him to look at the DVD and to read the stories in the magazine. We were shocked when Cuz called us a couple of days later and wanted to order product. When Ed asked him what he would like to order, he stated, "I would like to be an Associate and order the Super Achiever Package." We barely knew what that was. It was the magazine along with a 15-year relationship and the strength of the MaxGXL product that caused this to happen.

It was approximately 90 days before we saw Cuz again. He was walking without a cane and talking more fluently, as fluently as he did 15 years ago. Cuz stated he felt much better and was able to work 8+ hours a day in his accounting business and at 75 years of age, that was amazing. Cuz now desires to expose everyone to the product and build a Max business!

I asked Cuz, "Wouldn't it be great if you could retire in just a couple of years working your Max business part-time?" His next statement was really shocking to me. He stated, "I can already retire." The significant improvement of his health has given him the desire to work again! We are grateful for the power of the *Success From Home Magazine* and MaxGXL!

Thank you Tandy Brown and Craig Melton for being our sponsors in the program!
Ed and Gina Bender

A Chance Conversation and the Max Magazine



Hello everyone,
 I would like to tell you my story about how the magazine works!

October 11, 2008, was one of the last warm days in northern Michigan so I thought I would go out for a motorcycle ride. I stopped at a local park to enjoy the last few warm rays of sunshine and chat with Max business partner Irina Zelikov on my cell. During that conversation a fellow motorcycle rider came into the park to check out my motorcycle. Since I was busy in conversation with Irina, I blew off the onlooker to focus on our conversation.

After chatting with Irina for about 20 minutes I was surprised to see the onlooker still waiting to speak with me.

He introduced himself saying, "Hi, my name is Dannik Moes and I like what you have done to your motorcycle." From there I was informed he worked at a local bar/restaurant. Since it was about dinner time, it made sense to just stop by to have a quick meal.



It was still warm on the 15th, so we went for a ride. After the ride, he shared with me all of his brother's non-MLM business success stories.

Here is where I introduced him to Max. I handed him a *Max Success From Home Magazine* and said, "After hearing your brother's success stories, I thought you would like to learn about what I am doing. Everything you need to know is in this magazine and I would like your opinion about it." Dannik took the magazine home and read it three times.

On the 21st of October, Dannik and I met at a local WiFi hot spot and I set up a 3-way call with Dannik, me and Steve Lee. After speaking with Steve, he was even more excited and signed up that day.

There is a 6th grade story I would like to add as food for thought. Do you remember when the teacher lined up 10 kids and whispered a word into the first kid's ear and told him to "repeat what I said" to the next kid and so on? The word went from Green Apple to Blue Box, proof that people cannot keep their words consistent.

If we can't duplicate perfectly in the 6th grade, what makes us think we can do it now? Tools are duplicatable, our words are not. I see us as "connectors" more than "messengers." We are just connecting people who are looking for a 24/7 sizzle call, a Max magazine, a conference call or a 3-way call. I don't need to know anything about the product or company to connect people who are looking for something. I just need to connect them to the system. If they have any questions, I will just connect them to someone who can share the Max story. Again, you don't need to know anything about Max to be successful, just have the ability to find people who are open to looking at a video or magazine. It's easy to learn how to do a 3-way call and to share tools!

Cheers,
Fred Falting
Charlevoix, MI

The Hutchinsons Trade Yo-Yo Dieting for the **Max Weightloss Accelerator System**



At 61, I have been a 'poster child' for yo-yo dieting for decades! You name it, I tried it. I had topped the 300 mark and some 'conditions of aging' were beginning to show up, so, I decided it was time again to try to lose some weight. I signed up for a weekly diet plan that arrived at the front door in boxes of dry processed ingredients.

It helped to add the structured menu and I began to lose weight. But as I read more about wellness and what was in the restricted processed food menu, it seemed there must be a better way. As an Associate, I knew that Max International was going to release a different kind of weight loss supplement that had something to do

with regulating "leptin." I began to read about this fat messaging hormone in Dr. Ron Rosedale's book. It made so much sense that we need to change our leptin levels in order to make a real change in what our body does with fat. I soon realized I needed to retrain my body, through leptin regulation and lifestyle choices, to become a fat-burning machine.

When Max WLX™ was released, my wife, Connie, and I were in the first group to receive it. So far I have lost 46 pounds and four pant sizes—most of it while using Max WLX. I have another 30 to 40 pounds to go. Connie has lost 27 pounds, 3 dress sizes and is within three pounds now of reaching her wellness goal. I am so grateful for the vital information that Dr. Rosedale has researched and provided in the Max Weightloss System about nutrition, leptin, and the importance of cellular communication in metabolism and the biology of aging. We have also found that Max N-Fuse™ and MaxGXL® are remarkably synergistic in our weight and wellness management.

As we continue with the Max WLX supplement, good eating choices and added activity, we feel so much better and the carb cravings have all but disappeared. Max has hit another home run with this Weightloss System! I'm so impressed with this remarkable product since it is backed by leading-edge science with proven clinical results—and most important—real results in our lives. Thank you Max! For anyone who wants to know, I enthusiastically recommend Max WLX to everyone!

John Hutchinson
Lancaster, PA

testimonials

Championship Powerlifter Brian Kline Discovers MaxGXL®



My name is Brian Kline and here's my MaxGXL story.

I have been a powerlifter for 35 years; in 1993 I suffered two heart attacks and quadruple by-pass surgery. To say the least, it has been a rocky comeback, but since my surgery I have broken 18 world records, 24 American and over 40 Texas state records.

About a year ago I had an acquaintance force me, kicking and screaming, to try MaxGXL. For 35 years, I have heard this works and that works. I'd been taking 12 prescriptions a day to keep me alive. I am also diabetic. I was also taking a lot of anti-inflammatory drugs like Celebrex, Naproxen and others.

The first week of taking MaxGXL I started to feel the difference in my body. I had more endurance in my training, my recovery time increased, and I was able to stop taking the anti-inflammatory medication, with no joint discomfort.

I qualified for two world championships in November, one in Las Vegas, and the other in Palm Beach, Florida. I won the national championships for my age and weight and broke the existing American record in the bench press for 55-59 year olds at 198 pounds body weight with 396 pounds barely missing the world record of 442.

I owe a lot to Max International!
Brian Kline



testimonials

Max International honors the Top Associate Recruiters



Dan Smedstad signed up as an Associate with Max International soon after the company was formed but only became actively involved in recruiting a couple of months ago. He has been busy with other things that took precedence but it slowly became apparent what a great company Max is and Dan knew he had to get serious about working the business. He and many people in his family had gotten great results from using Max products. His experience with other network marketing companies over the last 15 years adds to his conviction of what a solid company Max is.

"Max International is head and shoulders above any company out there in terms of management both field and corporate, pay plan and products. On a scale from one to ten it's a twelve," Dan said.

Dan has stuck to the basics in terms of recruiting, made good use of the tools and kept it simple. It has worked well for him. He said the majority of people he has talked to about the company have been amenable to trying the products and a large percentage of those people have decided to pursue it as a business.

"My goals for the new year are to keep learning about and improving my health, to achieve the rank of Gold or higher by May, and to help as many of my team members achieve Gold or higher through constant assistance and encouragement, on my way to Diamond Associate by the September 2009 convention."

Dan works the business full time but has worked in the oil and gas industry in his home town Franklin, Texas as well. It is a business that has fluctuated wildly in recent months, so it's nice to be able to have a stable business like Max that he can fall back on and have more control over. While many people throughout the country are being laid off in our unstable economy, it is gratifying for Dan to be able to help other people succeed and take steps toward fulfilling their dreams.

"I am finding that in the downturn in the economy more and more people are looking for ways to supplement their income, which means more and more of them are receptive to Max."



As a single mother with five children, **Carrie Anne Bosworth** already had a lot on her plate before she got actively involved with Max International. She has run a financial banking business and a furniture store among other pursuits.

Her friend, Kenny Eisenhour, who told her about Max when the company first came into being, called her every once in a while to try to spark a renewed interest. One such phone call, where he told her that she worked too hard and didn't have enough payback, really struck a chord with her. She realized he was right. She got some friends and family on MaxGXL® and had tremendous results.

associate recognition

Carrie Anne knew this was a company that was going places and started getting really excited about it. She and her team have been recruiting like crazy and expect to introduce many more to the company. Among other shows, they will be presenting Max to people in Reno after an Anthony Robbins seminar and could give people the vehicle, through Max to apply some of his principles.

She has been involved with other network marketing companies in the past, but nothing has impressed her nearly as much as Max. The products are first-rate. In addition to her amazing results with MaxGXL she and her team are excited about their experience with Max WLX™. She, and seven other people on her team, who are all taking Max WLX, meet regularly at a local gym and work out together. They have collectively lost 108 pounds in just 4 weeks.

She feels the marketing tools at Max International are unlike anything in the industry, as Max provides high quality DVDs, professional web materials that are readily available at no cost for anyone looking into the company and provide a wealth of vital information about the company. With tools like this, Carrie Anne said any new recruit can succeed if they just apply the principles and use the system.

Carrie Anne also feels that she can serve as an example of what can be accomplished with a little diligence. If she, with her five children and an extremely busy professional career, can find time to work the business, and be successful by effectively using the tools already in place, any Associate in the company should be able to duplicate her success.



For **Forest Townsley** and his wife **Dr. Cheryl Townsley**, coming to Max International was no small decision. They were very successful with a company they had been with for twelve years. Although it was hard leaving a company they had become very committed to, with a group of people they respected and with whom they had developed strong relationships, they felt that coming to Max was a very positive move forward.

Forest and Cheryl saw Max as a far more viable, long-term opportunity for any new recruit they brought into the company. They were introduced to Max International in early July and became committed to it later the same month following a Salt Lake City fly-in. After meeting the Founders they knew Max was a risk well worth taking.

Forest and Cheryl were sold on the company and gradually became sold on the products as well. This was important because they didn't want to be part of company that sold overpriced, overhyped fruit juice. Having a product they could stand behind and build their business around was important. As a naturopathic doctor, who ran a clinic out of Denver, Cheryl knew about health-related products. They closed the clinic four years ago. Cheryl now works as an executive and corporate consultant for the natural foods industry.

associate recognition

Cheryl knows about health-related products. It took her a while to really see results with MaxGXL and Max WLX. She was quite healthy to begin with so the effects were subtle but she saw results over time in the form of fat loss and increased energy. She worked out regularly and maintained her weight well but had not seen significant fat loss for several years until the combined effects of MaxGXL and Max WLX.

The Townsleys started setting goals for themselves immediately. Their approach to the business was very event driven and in keeping with that, they came to Convention in September with 25 members of their team. After Convention, Forest pushed for an event in Denver, which was surprisingly the first such event in that city. Prior to the meeting he was sweating, afraid that he would go to great effort to fly-in key players in the company only to have 20 people show up, but happily they filled the facility with 85 people.

Based on guidance from Ken Dunn, who Forest met with soon after being recruited, he puts strong emphasis on recruiting. He said he is not a cold recruiter but believes in recruiting people he enjoys and with whom he knows he will work well. He puts a strong emphasis on his team and working with them to help each member succeed. Forest said he has seen broken dreams occur all too often in this industry because recruiters bring people into their company just to get numbers and then hang them out to dry without giving them the guidance they need to succeed.

Max provides an opportunity for people to succeed at all levels, which is a big reason Forest and Cheryl joined the company. By taking a simple, duplicatable approach anyone can succeed through a process of telling your story concisely and then putting it into the hands of Steve Scott, Dr. Keller and others through tools provided by the company. He said Steve Scott's Master Strategies for Super Achievers is one of the best training programs he's seen in his many years in business. He feels the company should utilize it more and use it as a training tool for new recruits.

Max International congratulates the Top Preferred Customer Recruiters

Max congratulates *Dr. Marabella Alhambra, Dr. Maryellen and Lewis O'Reilly*, who were featured in recent issues of MaxToday and were Top Recruiters again this month. Keep up the good work!



As we begin a new year **Al Greer**, who was the top Preferred Customer recruiter again this month, feels that as great a year as 2008 was, 2009 promises to be even better.

"Our economy is sagging, many people are seeking additional income, and the unemployment rate is climbing. This is a perfect time to grow your Max business. Poor economic times tend to be good for Direct Marketing businesses. This year is going to be a fantastic time to build your business and help others enjoy a better life."

Al predicted that in 2009 as we double our efforts in spreading the Max opportunity, we will discover a more receptive audience than before this economic downturn. People need additional income. We can make a difference with Max. Al claims he doesn't have a secret or magic spell to share when it comes to recruiting customers. He does what everyone else does, just more of it, he said.

Al said that he read somewhere that most experienced salespersons get about seven no's for every yes they receive. "My average must be about 20 no's to every yes, but in time, I think I'll get better," he said.

"This may surprise many people, but I receive more no's than yes's. In fact, when I received The Top Preferred Customer Recruiter Award at the Max 2008 Convention I thought the trophy should have been engraved with The Top "No-Getter" of 2008. It seems that in order to be a success you have to learn to love the no's because hidden among them are a sprinkling of yes's."

Another key element to improving your recruiting numbers and building your Max business is excitement.

"Get excited and stay excited about Max. Excitement is catching—spread it around. It is a social disease that's okay to spread. Infect everyone you come in contact with."

Al said the bottom line in success is all about programming your computer, and not just any computer, but the most sophisticated computer on this planet--the one that rests on your shoulders. You are the programmer and it is your mission to program your computer for success. Henry Ford once remarked, "Whether you think success, or think failure you are absolutely right."

Al revealed why he is so successful at recruiting. "Here is what I do. I use the phone, business cards, CDs, brochures, Internet, email, and I talk to lots and lots of people. Did I mention that I talk to lots of people?"

Al uses a technique he refers to as Relationship Marketing. An ebook can be downloaded from <http://MaxBuilderProgram.com> that describes this technique.

"As you build your Max business, remind yourself daily that the process is not a sprint—it is a marathon. I wish all Max Associates a happy and prosperous 2009," he concluded.



Pam Crocker-Teed has been involved in other network marketing companies but in the past it was mostly to use the products. She has signed on as an Associate at Max International because she is so excited about MaxGXL. She knew it was a product she had to tell people about and distribute as widely as possible.

Because Pam is from the small community of Quenel in British Columbia, she has no shortage of contacts to introduce to MaxGXL and Max International. She says that anywhere she goes she takes her introductory materials with her and takes any opportunity she can to tell people about Max International. She tells them about MaxGXL but also gives them a PDF with information about glutathione and how vital it is to the body and long-term health. She sometimes refers them to the website, but finds that the PDF works better because people will often say they will check out the website and then never do. But giving them immediate, compelling information will start them thinking and maybe give extra incentive to take a closer look at the company.

Pam said she feels compelled to tell people about MaxGXL. After just a short time on the product she had energy she hadn't felt for over 14 years. An on-going condition had largely sapped her of energy during that time, so the boost she felt on MaxGXL was quite a contrast. She has found that a lot of people in her community are struggling with health issues of one kind or another and she finds opportunities to bring up the subject of MaxGXL often and she doesn't hesitate to do so.



Cynthia Denkin said her Max International business has been an essential financial supplement during a tough economic time. Cynthia has been involved with other network marketing companies in the past but she said nothing compares to Max International. She has seen Max products have a life-changing effect on the lives of so many people and she feels obligated to share them. She has involved family in this business for the first time because she can't help but pass on information about the products with everyone she knows and cares about.

Cynthia said that Max International's compensation plan is incredible and allows Associates to start making money out of the gate. High start-up fees or requiring new recruits to jump through a bunch of hoops before they make any money is a common feature of other companies she's been involved with. Max also

associate recognition

makes it easy for first-time customers to buy products. She doesn't have to keep a huge stock of products on hand to sell because people can access it easily through the website.

Since joining the company last June, she has made steady income to help support her family during a time when it was very much needed. Cynthia said her weekly paycheck at Max basically saved their house. Although a lot of the people she recruits come on as Preferred Customers, many decide to become Associates later, even friends that have been burned by other companies and vowed to never get involved in network marketing again. They can see the strength of the company and the unique nature of the products and feel it's an opportunity they can't afford to pass up.

The people Cynthia has introduced to the products have reported great results. The more health issues a person has the more dramatic the effects of the products. She finds that sometimes people who are already quite healthy don't realize how much they are being helped by a product like MaxGXL until they go off of it for a period of time. Sometimes people will think they are better or will forget what they felt like before taking it. Almost without fail such a person will give her a call a week or so after going off the product and ask for more because they realize how much it is doing for them.



Dr. Matthew Brown said that he had sworn off network marketing companies a long time ago. In his experience, companies in the industry, by and large, are more about hype and not enough about integrity and selling products with solid scientific research. But Max International is different, so much so he is excited about sharing information about the company and its products with his patients. He feels compelled to do so because he knows it can help many of his patients.

Dr. Brown said that the reason Max is attracting so many doctors is because of how solid and unique the products are and they are backed by science. The fact that Dr. Keller was able to assemble the right balance of ingredients to help the body increase glutathione by 292 percent is an amazing accomplishment. At Convention, Dr. Brown was also extremely impressed with Dr. Rosedale and his emphasis on nutrition through a proper diet. The science behind balancing the hormones in the body through controlling leptin levels is cutting edge. The introduction of Max N-Fuze™ and the absorption of nutrients into the body, in a formula that works more effectively than anything on the market, is another huge plus for Max.

Dr. Brown heard about Max International from two Associates who had amazing results with MaxGXL and were helped with long-standing problems that nothing else seemed to touch. He had similarly remarkable results when he went on the products himself. He said that when he experiences independent verification he knows he is dealing with a unique product worth recommending.

associate recognition

Dr. Brown said he won't sell a product. It must be something that sells itself simply through sharing information and that is what we have at Max. Independent verification came in the form of unexpected, dramatic personal results. Dr. Brown was working on an annual project that he dreads every year. He has to put together labor intensive narrative reports for his profession. It usually takes a long time to put assemble the information and it's an organizational nightmare, but after starting on MaxGXL he knocked out a dozen reports in a week and it all came together smoothly and naturally. After thinking about it he realized that his cognitive capacity, and therefore productivity and creativity, were dramatically improved as a result of taking MaxGXL.

No hype is needed with Max because the products sell themselves through a process of completely honest disclosure of information. The company is headed by an executive team with singular integrity and experience. Dr. Brown feels it is a company any medical professional would be honored to be a part of and attach his or her name to.



Wanda Albiston happened upon Max International almost by accident. She opened a junk email that most people would delete without looking at. It had to do with photography and since Wanda has children who are interested in scrapbooking and such things she thought she would give it a look. She ended up contacting the person who sent the email only to find out that he was no longer doing the photography business but was working with a company called Max International full-time now. He told her about it and sparked enough interest that she ended up finding a way to get to Convention in September even though it was only days away. Wanda sat through many enlightening meetings and met a lot of successful people at Convention that really got her excited about the company and its products. She signed up a week later and has been recruiting people ever since.

Wanda said that her primary satisfaction from introducing people to Max International and its products is helping people improve their health and quality of life. If she can make money doing so, it is a bonus, but her focus is on people. That is also one of the keys to her success because, as the old adage goes, people don't care how much you know until they know how much you care and the sincerity shows through. As a result, Wanda has had a lot of success after just a couple short months with the company. In that time she has recruited half a dozen Associates and 16 Preferred Customers.

Wanda has had tremendous results on the products and feels compelled to share them with other people, so their health can be impacted as well. She finds opportunities to promote the products wherever she can, including health shows that allow her to talk to people face to face. She has a show in Lethbridge, Alberta coming up in January. It's a great place to meet people who already have a strong interest in health-related products and are receptive to the message.

December 2008 Rank Advancements

Congratulations to the Max Associates who have advanced in rank because of their dedicated efforts in sharing the Max WAY!

Bronze Associates



Dan Smedstad, Franklin, TX
 Chris Morris, Egan, MN
 Candice Keller, Novato, CA
 Lynda Gonik, Victoria, TX
 Sid Saint, Surrey, BC
 Everett Schaffer, Thibodaux, LA
 Bob Boyd, Stratford, ON
 Joallyn Cartwright, Haymarket, VA
 Art Dodd, Langley, BC
 Susan Smith Jones, Los Angeles, CA
 AB LTD, Torrington, AB
 Roberta Segar, DeWinton, AB
 John Reynolds, Pomona, NY
 June Vierra, Wailuku, HI
 Vanessa and Tim Gargana, Fairport, NY
 Yvon Leroux, Ottawa, ON
 Eddie Poe, Little Rock, AR
 Judy Menke, Warrenton, MO
 Carol Richardson, St. Thomas, ON
 Randy Palmer, Fresno, CA
 Amy and Reggie Rolle, Southlake, TX
 Barbara Gummin, Bradenton, FL
 Vickie and James Goolsby, Nashville, AR
 Andrew Paterson, Victoria, BC
 Nancy Fletcher, Silver Lake, WA
 Tom and Renita Lowry, Edmonton, AB
 Rebecca Sisemore, Fort Smith, AR
 Dr. Matthew Brown, Dallas, TX
 Art Marcyniuk, Kamloops, BC
 Emeteria Feld, West Covina, CA
 Tyron Mangakahia, Ogden, UT
 Joseph Barrett Jr., Hanover, MA
 Evan Neilson, Babylon, NY

Debra Sholly, Baton Rouge, LA
 Loretta Thompson, Red Deer, AB
 Dulce and Alberto Juarez, Joliet, IL
 Joy and Mike Dyer, Macon, GA
 Rosalee Bedian, Lima NY
 Martin Greene, Roswell, GA
 Cynthia Martin, Cypress, TX
 Robin Herd, Baton Rouge, LA
 Paul Ramunni, Northford, CT
 Ernest Robinson, Bremen, GA
 James Cox, Concord, NC
 Erika Seamayer, Dallas, TX
 Marylyn Bui and David Nguyen, San Jose, CA
 Gemma Campo, Scarborough, ON
 Fred James & Julie Tidovsky-James, Richmond, VA
 Deborah Cato, Texarkana, TX
 Wanda Albiston, Leavitt, AB
 Alisa and Jedd Morley, Price, UT
 Robbie and Larry Lehmann, Tioga, TX
 Derrick Rodgers, Kannapolis, NC
 Lisa Giovanucci, Green Harbor, MA
 Chantal Edgar, Sherwood Park, AB
 Audrey McLemore, Calgary, AB
 Kevin Davies & Kathy Belling-Davies, Whitby, ON
 Emily Gardner and William Davis, Snyder, NY
 Brent Graham, Cape Elizabeth, ME
 Brenda Cole, Williston, VT
 Jim Hewitt, Goderich, ON
 Blake Pitts, Williamsburg, VA
 The Wolfe Clinic, Kelowna, BC
 James Schoeder, Williamsburg, VA
 Monica Dawson, Lewisville, TX

Silver Associates



Amy Grant, Lindon, UT
 Kent Hinkson, Orem, UT
 Cheryl Benavidez, Victoria, TX
 Ray Miller, Madison, CT
 Renee Stornelli, Pittsford, NY
 Mary Davidson, Bellevue, WA
 Troy Albano, Sacramento, CA
 EMG LLC, Olathe, KS
 Maryellen and Lewis O'Reilly,
 San Juan Capistrano, CA
 Sherri Bergamo, Bakersfield, CA
 Negar Bahbahani and Silvester De Vaux,
 London, ON

Linda and Bobby Brown,
 Sante Fe, TX
 Gwen and William Walker, Carlsbad, CA
 Troy Porter, Williston, VT
 William Jelsomeno, Frisco, TX
 Marie Pulak, Calgary, AB
 Brenda and David Bridgforth, Frisco, TX
 Pamela MacLeod, Calgary, AB
 Susan Williams, Murrieta, CA
 Steven Keller, Fort Worth, TX
 Kyle DuBrul, South Burlington, VT

Gold Associates



Forest and **Dr. Cheryl Townsley**, of Centennial, CO, took a risk by leaving a company they had been with for over a decade to come to Max International. They had advanced to a high level within their former company and were making a six-figure income but felt Max had so much going for it they couldn't afford to pass up the opportunity. Their advancement to Gold Associate is a major step toward achieving their goals. They feel it will create a buzz of excitement in their team that will be contagious, and show their teammates what can be accomplished in a fairly short time by working smart, using the tools and not giving up.

The Townsley's advancement is a reflection of the collective efforts of their team. Their success both supports and inspires the success of others, leading to multiple advancements within the Townsley team.

They have a system in place that helps team members advance to Bronze in the first month and build on that by repeating the steps that led to that advancement. They use an approach that is based on the concept of More, Better, Less. "More energy, better sleep, workout recovery, mental focus and less muscle

discomfort.” This, combined with personal stories and referring potential recruits to the website and the Steve Scott and Dr. Keller videos, has been a powerful way to introduce people to the company. Forest says many team members have commented that Max is easy and fun compared to other things they’ve been involved in.

One of their team members recently talked to a friend who had recently gotten involved with a company that sold a type of juice. She told her friend she was involved with a new company herself. When she mentioned that Steve Scott was one of the Founders, the friend’s interest was immediately piqued because he was a big fan of Steve’s books. He looked at the website and with little or no persuasion joined Max International, largely because of the credentials of its Founders.

Forest said one of the most important tools, as well as a source of inspiration, for him is the Max Credo. For him the Credo encompasses what the company is all about. He feels Max is a company that truly lives up to its mission and purpose as explained in the Credo. The integrity behind the Credo is what makes it a powerful tool.

Creating and attending events that energize the team on a continual basis is also vital to success. Forest says he and many team members will be attending the Founders Showcase in Las Vegas and the Townsley’s are helping to organize another big event in Denver with Max International Executive Vice President Craig Case and Max Platinum leader Mickey Burns. Such events help Associates remain excited and focused on building the business and will help everyone on their team succeed.

CORPORATE MESSAGE

Eric Anderson: Rewards for Diligent Associates!



Max International is pleased to announce a new program in Customer Care called Max Leadership Support for each Associate who achieves the rank of Gold and above.

The new **Max Leadership Support Team** has already begun contacting Gold, Platinum and Diamond Associates to share the exciting details of this personal support program.

Organized by geographic areas, the support team will work to build relationships and offer training and support to Max Associates who have risen in rank to these high levels.

Each support person will be ready to:

- **Perform all Customer Care functions**
- **Promote meetings, helping to get them posted online**
- **Work closely with Regional Sales VPs to facilitate a consistent communication flow**
- **Answer questions about the Compensation Plan and/or Policies and Procedures**
- **Offer assistance on product questions**
- **Pass along ideas and concerns to management for resolution**

The specially chosen team members will be like a personal account manager for each Gold, Platinum and Diamond Associate. The Max Leadership Support Team will offer personalized assistance while working closely with the three Regional Sales Vice Presidents: Bob Kaelin, Rick Nelson and Eric Anderson. We look forward to vital communication with these leaders and receiving feedback on how they achieved the ranks of Gold, Platinum and Diamond. This information can be shared with all who want to be on the Road to Diamond!

We are excited to be able to offer this program to our incredible leading Associates!

Looking forward to an exciting New Year in Max,

A handwritten signature in black ink that reads "Eric Anderson". The signature is fluid and cursive.

Eric Anderson
Vice President Support Services