

Not All Protein Supplements Are Created Equal

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Behind the Scenes of MMSN's Quality Insurance Guarantee (QIG)

At Max Muscle Sports Nutrition (MMSN) we focus on quality first and are absolutely committed to providing the best possible product for our customers. We are experts at making science-based dietary supplements, especially protein powders, and have been doing so since 1991. With the vast amount of protein supplements in the marketplace it's hard to know which ones are of the best quality and worth the price. You have all heard of the slogan "you get what you pay for" and this is so true with protein powders as not all protein supplements are created equal. At MMSN, we work hard to provide our valued customers with the best value for your money as that's what you are looking for and deserve.

The Quality Insurance Guarantee (QIG) logo is proudly listed on the labels of all our nutritional supplements with a summary available at Max Muscle retail stores. There are many factors that affect quality. Max Muscle Sports Nutrition's focus on quality begins with our commitment to sourcing, purchasing and controlling raw materials followed by a carefully controlled and government compliant manufacturing process and finally delivery to our stores. MMSN's Quality Assurance and Quality Control Unit have implemented comprehensive and thorough process specifications and controls to provide you with the highest quality protein supplement. The first quality control step is to obtain material ingredient Certificate of Analysis (COA) on each raw material ordered. Raw materials are tested for identity and purity using current test methods for active ingredients and the presence of contaminants. Testing for microbiological contamination (e.g., pathogens, yeast, and mold) and heavy metals (e.g., lead, mercury, cadmium and arsenic) are also performed. The second quality control step is to obtain Material Safety Data Sheets (MSDS) that supports the safety of the ingredient for humans. We ensure that ingredients we use are the highest quality and microbiologically and chemically safe for our demanding customers.

MMSN sources our protein raw materials (e.g., whey protein isolate [WPI] and whey protein concentrate [WPC]) primarily from leading and well established companies located only in the U.S. We do not buy protein powder from China. We only use contract manufacturers located in Southern California to blend and fill our protein powders that adhere to strict and current Good Manufacturing Practices (cGMP) and are in compliance with U.S. Food and Drug Administration (FDA) regulations (21 CFR 111) and U.S. Department of Agriculture (USDA). The FDA issued the final rule for dietary supplements in June 2007 that established the minimum cGMPs necessary for activities related to manufacturing, packaging, labeling or holding operations to ensure the quality of dietary supplements. These federal guidelines ensure that products have the identity, purity, strength, and composition specifications. Additional third party certifications have also been achieved by our contract manufacturers including American Institute of Baking (AIB), Quality Assurance International (QAI), Kosher (Orthodox Union – OU), European Union (EU) and others. Within the cGMPs regulations are extensive procedures and required documentation to ensure safe ingredients and manufacturing guidelines. Our extensive quality assurance and quality control procedures ensure that MMSN's products are safe, pure and meet the purported label claims. This means that what you see on the label in the Supplement Facts panel is what you will find in the bottle.

Truthful and Non-Misleading Label Claim

A law called the Dietary Supplement Health and Education Act (DSHEA) of 1994 requires, among other requirements, that all dietary supplements possess a Supplement Facts panel on the product label and that the ingredients and quantities listed on the label is actually found in the bottle at 100% of the claim. Unfortunately, there are companies in the dietary supplement industry that do not follow this law either intentionally or unintentionally and their listed ingredients do not meet what is claimed. The FDA technically considers a product that does not meet label claim for protein, or any other ingredient for that matter, misbranded as it provides false and misleading information to the consumer. In fact, at MMSN we routinely test third party protein supplements and have found products with severely sub-potent levels of total protein or products that call themselves whey protein isolate when, in fact, the protein in the product is a whey protein concentrate or a lower grade protein. At MMSN, we test our protein powders by independent laboratories to verify label claim. This means that if the label states in the Supplement Facts panel 30 grams of protein per serving you are getting this amount. We guarantee it!!

Understanding Differences in Proteins

Protein is an essential nutrient and unique in terms that it not only supplies energy (4 calories per gm), but that it also contains nitrogen found in the building blocks that make up proteins called amino acids. There are a wide variety of proteins ingredients that we use in our products including, whey proteins, casein proteins, milk proteins, egg proteins, and soy isolate proteins. Protein stimulates muscle growth and recovery and is an important nutrient to help build lean muscle and improve body strength. There are two major proteins found in milk which are the whey proteins (20%) and casein proteins (80%). Clearly, for the bodybuilding and sports enthusiast whey proteins are the undisputed king. Most popular are whey protein concentrates (WPC) and whey protein isolates (WPI). Whey protein isolates absorb rapidly at around 30 minutes or less while whey protein concentrates absorb at around 60 minutes. Both are considered "fast-acting" which makes them ideal for pre- and post-workout drinks. Casein on the other hand absorbs much slower at about 4 hours making it a "slow-acting" protein and ideal for before bedtime or for long periods without eating.

The WPC MMSN uses in our protein formulations is purified by a process of ultra filtration and ion exchange chromatography. This fraction is rich in the whey proteins including, beta-lactoglobulin, alpha-lactoglobulin, immunoglobulins IgG, IgA and IgM, glycomacropetides, bovine serum albumin (BSA), lactoferrin, lactoperoxidase and lysozyme. These fractions are of immunological, digestive and nutritional importance. The WPI is produced by further purification using a cross-flow microfiltration/ultra filtration process to yield one of the purest and highly concentrated proteins. This process yields a WPI that is undenatured or intact retaining all the beneficial subfractions in their natural ratios. Whey proteins are complete proteins containing all of the essential amino acids that cannot be synthesized in the body. In fact, the amino acid profile (proportions and ratios) found in whey is almost identical to that of skeletal muscle. Whey is the richest source of the branched-chain amino acids or BCAAs. Whey proteins have the highest concentration (24%) of the L-leucine, L-isoleucine and L-valine as compared to other protein sources. Branched-chain amino acids are highly concentrated within muscles and can become depleted during intense training. The BCAAs, especially L-leucine, have been shown to promote greater recovery of skeletal muscles at the cellular level. Muscle glutamine is also manufactured exclusively by the BCAAs. Numerous studies have demonstrated the benefits of WPC and WPI in stimulating protein

synthesis and supporting the growth, maintenance and repair of muscle tissues.

Our Proteins Are the Best Value

Here is a practical example of why MMSN proteins are the best value. Let's say you are comparing Maxpro, High 5 or Iso-Extreme Whey Protein Isolate to other third party products. You may be asking about total price, number of servings per container, price per serving, amount of protein per serving and taste. Taste is very subjective, if you have a hundred different people try something, most often you'll get a hundred different responses to how it tastes. One thing is for certain, you don't sell millions of containers of protein powder over nearly a twenty year time-span if the products don't taste good enough to want to use on a consistent basis. Thousands of satisfied customers have praised MMSN protein powders as not only being the highest in quality but also rate them highest in taste. MMSN's Product Development team spends a tremendous amount of time in the research and development phase coming up with the richest and most satisfying mouth feel and taste profile compared to the overall percentage of protein in the overall product. Very often, a new customer that has been using a third party protein in the past will try a MMSN protein powder and immediately notice a significant difference in terms of how they feel, both from a strength and recovery standpoint. After a few weeks, the results speak for themselves and this customer now realizes that quality does make a difference and not all proteins are created equal. In terms of price, it is important that you take into consideration the serving size, number of servings per container, amount of protein per serving and cost per serving. In most instances when you compare a MMSN product to other reputable third party brands, MMSN's protein powders represent a better value. Remember, there are cheaper protein powders available to purchase. They line the shelves of nutritional retail outlets and can be found on the internet. You may think that you are getting a better value for your money, but in fact when you break down the actual amount of protein you are digesting based on your body's ability to assimilate an inferior protein, often times you end up paying more for that net amount of protein that your body can actually benefit from, then had you chosen the higher-quality protein option.

You Are Getting What You Pay For

To reiterate, you have many choices for proteins supplements and MMSN understands that you want to get the very best value for your

money. Make sure though you don't mistake value with the retail price of the protein powder you are choosing. Sure you may be able to find a protein powder for less; MMSN does not claim to nor strive to be the least expensive protein powder on the market. What we do strive to do is deliver the very best protein powder at the most competitive pricing; this is the true meaning of value. Take gasoline as an example. At a gas station, it tells you right on the pump handle that you have different grade options to choose from. Sure you can go for the cheapest grade and save money but your car is not going to run as efficiently as it would if you were to use the highest grade. You may get away with fueling your car with the cheapest gas you can put in your tank for a while, but after time, your car's engine is going to break down and or be in need of some severe service. This is exactly the same thing with your body, only when you fuel your body with the cheapest protein, you won't get the same results. With a MMSN product you can be assured that you are getting the highest quality product available designed to exceed your performance expectations. We source the best proteins available in the marketplace and only from U.S. companies. As part of our quality assurance and quality control program, the proteins go through exhaustive testing to make sure their purity meets our demanding standards. Additionally, the proteins are blended and filled in federally compliant cGMP facilities. We are passionate about our proteins because we know our customers are passionate about getting results. We will never cut corners to sell you a cheap protein product. As our QIG states, we guarantee the quality of each and every protein supplement we make. Do your body's engine a favor, and don't ever settle for less.