



grass-fed whey protein



value proposition

MaxLiving supplements are scientifically formulated for optimal potency in order to provide the essential nutrients for a health and wellness lifestyle.

brand promise

- MaxLiving formulations are created with purpose and care, backed by research, to ensure nutritional quality and efficacy.
- The supplements are manufactured in the USA to the highest industry standards in state-of-the-art facilities that are: GMP-certified, FDA registered, and NSF-certified.
- Our supplements contain no artificial sweeteners and low levels of natural sweeteners.
- Supplement formulas are rigorously tested to ensure they are 100% GMO and gluten free
- We guarantee the strength and purity of our products and that they provide unyielding quality.

target audience

MaxLiving Grass-Fed Whey Protein is ideal for people looking to:

- Decrease cravings^{1,2,3}.
- Burn fat^{1,2,3}.
- Support cardiovascular health^{1,2,3}.
- Improve lean muscle tone^{1,2,3}.
- Detoxify and mitigate oxidative stress^{1,2,3}.



Disclaimer:

This Product Information provided by MaxLiving provides information that should not take the place of medical advice. We encourage you to talk to your healthcare providers (doctor, registered dietitian, pharmacist, etc.) about your interest in, questions about, or use of dietary supplements and what may be best for your overall health. These statements have not been evaluated by the Food and Drug Administration. Any statement or recommendation in this publication does take the place of medical advice.

key messaging

- Boosts glutathione, the body's master antioxidant.
- Provides branched chain amino acids for improved exercise recovery.
- Supports healthy detoxification processes.
- Helps build lean body tissue.
- Enhances metabolism.
- Supports healthy appetite and reduced cravings.
- Superb taste and easy to use every day.

positioning vs. competition

Conventional whey protein is highly processed and denatured. It is made from milk that comes from cows with diets high in grain, pesticide-laden corn and byproducts. These cows are milked year round and are freely given antibiotics and hormones. Dairy cows fed a diet high in grain have higher incidence of metabolic disorder and, studies show, their digestive fluids contain more toxic, inflammatory compounds and several amino acid changes⁴.

Undenatured whey is delicately processed to ensure that vital enzymes, vitamins, minerals and other immune factors remain intact. It is made from milk that comes from cows that graze on pesticide free pastures. We don't use hormones or antibiotics. When compared to whey isolates, whey concentrate contains more biologically active components⁵.

Grass-Fed Whey Protein	Competitors
Whey from grass fed cows who graze on pesticide free grass.	Whey from cows raised on pesticide-laden grain, corn and byproducts.
Sweetened with organic stevia leaf.	Sweetened with toxic artificial sweeteners like sucralose, aspartame, or potassium acesulfame.
Whey Concentrate.	Whey Isolate.
Higher levels of bioactive compounds ⁴ .	Lower in bioactive compounds.
Undenatured protein to preserve biologically active peptides.	Denatured protein processed with high heat which destroys biologically active peptides.
Optimized for digestion with a powerful array of live digestive enzymes and probiotics.	No digestive support.

ingredient breakdown

Whey Protein Concentrate	Whey protein concentrate is derived from cow milk and contains protein, immune factors and vital enzymes.
Organic Cocoa	Grass-Fed Whey Protein Chocolate contains cocoa from organic cacao which provides the chocolate flavor.
Natural Vanilla	Grass-Fed Whey Protein Vanilla contains vanilla flavor from vanilla beans.
Sunflower Lecithin	A natural anti-caking agent extracted from sunflower seeds.
Probiotic, Prebiotic & Enzyme Blend	A blend of digestive enzymes that facilitate the breakdown and absorption of protein, combined with probiotics and prebiotics to support digestive health.

supplement facts

Chocolate

Supplement Facts	
Serving Size: 1 scoop (approx. 30.8 g) Servings Per Container: approx. 20	
Amount Per Serving % DV**	
Total Calories	130
Calories from fat	20
Total Fat	3 g 5%
Saturated Fat	1 g 5%
Cholesterol	10 mg 3%
Sodium	60 mg 3%
Total Carbohydrates	4 g 1%
Dietary Fiber	1 g 4%
Sugars	2 g *
Protein (as grass-fed whey protein concentrate)	20 g 40%
Vitamin A (as beta carotene)	200 IU 4%
Vitamin D (as cholecalciferol)	400 IU 100%
Vitamin E (as d-alpha tocopheryl succinate)	5 IU 17%
Vitamin K (as k1 phytonadione (3 mcg) & k2 menaquinone-7 (2 mcg))	5 mcg 6%
Calcium (naturally occurring)	111 mg 11%
Iron (naturally occurring)	1 mg 6%
Probiotic, Prebiotic & Enzyme Blend	63 mg *
Protease 2,500 HUT, Acid Protease 10 SAPU, Lactase 100 ALU, Papan 100,000 PU, Bromelain 6.72 GDU; Lactobacillus acidophilus, Bifidobacterium lactis, Lactobacillus bulgaricus; acacia gum (<i>acacia senegal</i>); Saccharomyces boulardii	

*Daily Value not established
**Daily Value based on a 2,000 calorie diet

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Suggested Use: Adults mix 1 scoop (included) in 6-8 ounces of water, once per day. Not intended for children.

Other Ingredients: Organic cocoa (naturally processed) (Theobroma cacao) (bean), natural chocolate flavor, natural vanilla flavor, sunflower lecithin, organic stevia (leaf) and salt.

Free Of: GMOs, eggs, peanuts, tree nuts, fish, shellfish, wheat, gluten, soy, preservatives, titanium dioxide, artificial colors and flavors.

Contains: Milk

Warning: If you are pregnant, lactating, taking any medication or have any medical condition, consult your healthcare practitioner before use.



Vanilla

Supplement Facts	
Serving Size: 1 scoop (approx. 28.8 g) Servings Per Container: approx. 20	
Amount Per Serving % DV**	
Total Calories	120
Calories from fat	20
Total Fat	2.5 g 4%
Saturated Fat	1.5 g 8%
Cholesterol	10 mg 3%
Sodium	60 mg 3%
Total Carbohydrates	4 g 1%
Dietary Fiber	<1 g 3%
Sugars	2 g *
Protein (as grass-fed whey protein concentrate)	20 g 40%
Vitamin A (as beta carotene)	200 IU 4%
Vitamin D (as cholecalciferol)	400 IU 100%
Vitamin E (as d-alpha tocopheryl succinate)	5 IU 17%
Vitamin K (as k1 phytonadione (3 mcg) & k2 menaquinone-7 (2 mcg))	5 mcg 6%
Calcium (naturally occurring)	106 mg 11%
Iron (naturally occurring)	0.5 mg 3%
Probiotic, Prebiotic & Enzyme Blend	63 mg *
Protease 2,500 HUT, Acid Protease 10 SAPU, Lactase 100 ALU, Papan 100,000 PU, Bromelain 6.7 GDU; Lactobacillus acidophilus, Bifidobacterium lactis, Lactobacillus bulgaricus; rice hull concentrate; tara gum (<i>Caesalpinia spinosa</i>) (seed); Saccharomyces boulardii	

*Daily Value not established
**Daily Value based on a 2,000 calorie diet

www.MaximizeLiving.com

Suggested Use: Adults mix 1 scoop (included) in 6-8 ounces of water, once per day. Not intended for children.

Other Ingredients: Natural vanilla flavor, sunflower lecithin, salt, and organic stevia (leaf).

Free Of: GMOs, eggs, peanuts, tree nuts, fish, shellfish, wheat, gluten, soy, preservatives, titanium dioxide, artificial colors and flavors.

Contains: Milk

Warning: If you are pregnant, lactating, taking any medication or have any medical condition, consult your healthcare practitioner before use.



scientific support

Protein is a necessary component of healthy and lean body tissue. High quality whey protein provides growth factors that serve to repair damaged muscle fibers. Although the quantity of protein consumed is important it is much more important to consider the quality of protein. Whey protein provides 20 amino acids and 9 essential amino acids and has a biological value of 1047. The biological value provides a measurement of how efficiently the body utilizes protein consumed in the diet. A food with a high value correlates to a high supply of the essential amino acids.

Whey Protein contains components that the body needs to form enzymes, heal and repair muscle tissue, form immune complexes and carry out trillions of functions every minute.

- Whey from grass fed, pasture raised cows is shown to be higher in CLA, ALA and has cardio-protective properties. Omega-3 fatty acids are essential for cognitive function, cardiovascular health and membrane function. Several studies have shown the positive effects of conjugated linoleic acid and alpha linolenic acid including their ability to reduce cardiovascular risk⁸.
- Low temperature processing preserves factors that support increased glutathione levels benefitting the immune system and providing detoxification support. Milk proteins are a key source of biologically active peptides with potential health benefitting effect⁹.
- Whey protein concentrate has the ability to act as an antihypertensive, antitumor, hypolipidemic, antiviral, antibacterial and chelating agent. Several reports have indicated that whey protein concentrate has potential antioxidant activity due to its ability to elevate cellular glutathione (GSH) levels^{10,11}.
- Whey protein influences blood sugar regulation through bioactive peptides and amino acids. Whey protein has beneficial physiological effects on the control of food intake and glucose metabolism. Studies have shown insulinotropic and glucose-lowering properties of whey protein in healthy and Type 2 diabetes subjects. Whey protein seems to induce these effects via bioactive peptides and amino acids generated during its gastrointestinal digestion. These amino acids and peptides stimulate the release of several gut hormones, such as cholecystokinin, peptide YY and the incretins, gastric inhibitory peptide and glucagon-like peptide 1, that are associated with regulation of food intake¹².
- Concentrates of the peptides found in whey can be used in the treatment of diarrhea, hypertension, thrombosis, dental diseases, as well as mineral malabsorption, and immunodeficiency. Minor whey proteins, such as lactoferrin, lactoperoxidase, lysozyme, and immunoglobulins, are considered antimicrobial proteins, which can be preserved in undenatured whey that has been processed using low temperature filtration¹³.
- Lactoferrin, a peptide found in milk, is a potent inhibitor for several naked and enveloped viruses that replicate in the digestive tract. This include rotavirus, enterovirus and adenovirus. Proline rich peptide, also found in milk, has been shown to promote T-cell activation and inhibition of autoimmune disorders, namely multiple sclerosis¹⁴.

use, dose, and interactions

USE/DOSAGE: Adults mix 1 scoop (included) in 6–8 ounces of water once per day.

INTERACTIONS: Whey protein is likely safe for most adults when used in amounts recommended by the manufacturer. Whey protein may lower blood sugar levels, increase the risk of bleeding, affect blood pressure levels or interfere with processes related to the liver’s “cytochrome P450” enzymes. Use cautiously in people who take medications or supplements related to blood sugar, blood pressure, bleeding disorders, or cholesterol. Avoid in people with known allergy or sensitivity to milk or milk products, including cow’s milk, sheep’s milk, goat’s milk, and mare’s milk.

PREGNANCY AND BREASTFEEDING: There is a lack of scientific evidence on the use of whey protein during pregnancy or breastfeeding.

product specs

SKU #: vanilla – 1355 (unit) and 1355CS12 (case of 12 bags), chocolate – 1370 (unit) and 1370CS12 (case of 12 bags).

UPC #: vanilla – 658010117289, chocolate – 658010117272.

PACKAGING: 8.75 x 11.5 x 3 resealable stand-up pouch.

CONTENTS: Vanilla: 1.3 lbs. (576 g) of powder (scoop included). Chocolate: 1.4 lbs. (616 g) of powder (scoop included).

SERVINGS PER CONTAINER: Approximately 20 servings.

APPEARANCE: Fine powder, in either off-white (Vanilla) or light brown (Chocolate) color.

ODOR/TASTE: Vanilla or Chocolate depending on the flavor.

SHELF LIFE AND STORAGE: Physically and chemically stable at room temperature with a shelf life of 24 months.

Minimize exposure to light, heat, oxygen, and humidity.

WARNINGS: As with any dietary supplement, consult your healthcare practitioner before using this product, especially if you are pregnant, nursing, anticipate surgery, take medication on a regular basis or are otherwise under medical supervision.

NOTES: Keep out of reach of children.

SUGGESTED RETAIL PRICE (SRP): \$60.00

ALLERGENS: Contains dairy. No casein. Free of: GMOs, eggs, peanuts, tree nuts, fish, shellfish, wheat, gluten, soy, preservatives, titanium dioxide, artificial colors, artificial flavors, rBGH (recombinant bovine growth hormone), rBST (recombinant bovine somatotropin) hormones, pesticides, solvents and ionizing radiation.

MaxLiving reserves the right to change any of these specifications at any time with no prior notice. Please make sure you always have the latest version of this Product Info document for the most accurate and updated information.

NON-GMO
NUT-FREE
GLUTEN-FREE
EGG-FREE

SOY-FREE
PRESERVATIVE-FREE
SHELLFISH-FREE
WHEAT-FREE

Amino Acid List			
Amino Acid	Typical Mg Per 20g Serving	Amino Acid	Typical Mg Per 20g Serving
Alanine	1111.00	Lysine	1999.8
Arginine	545.40	Methionine	464.60
Aspartic acid	2282.60	Phenylalanine	707.00
Cysteine	484.80	Proline	1333.20
Glutamic Acid	3716.80	Serine	1151.40
Glycine	404.00	Threonine	1515.00
Histidine	383.80	Tryptophan	383.80
Isoleucine	1333.20	Tyrosine	646.40
Leucine	2302.8	Valine	1333.20

FAQs

Is it manufactured in a facility that also processes nuts?

No, it is not.

Are there toxins in this product?

There is no cadmium, arsenic, lead or mercury in our product.

Why is it not recommended for nursing/pregnant women?

Grass-Fed Whey Protein is a formula that is created for adults. While this is not a dangerous product for pregnant women, infants and unborn babies should get their nutrition from their mothers and their food as opposed to a supplemental product. Pregnant or nursing women should consult with a qualified health professional before taking this product.

Is the whey protein concentrate or isolate?

It is a 100% concentrate.

Will blending on high speed break down the molecules?

No, it will not.

Is the whey cold-processed during the manufacturing process?

Yes. The whey protein concentrate is manufactured using cold ultra-filtration technology.

Why does Grass-Fed Whey Protein Chocolate have more total grams?

The powdered cocoa in Grass-Fed Whey Protein Chocolate added to the total grams.

How much lactose is there in the protein?

2.42 grams per serving.

What does 'Natural Flavors' mean?

Natural flavors come from natural sources and natural ingredients. No chemicals or artificial/synthetic additives are used during the manufacturing process.

references

- ¹ B. Bulut Solak and N. Akin. "Functionality of whey protein". International Journal of Health & Nutrition, 2012: 1-7.
- ² Séverin, Sindyayikengera, and Xia Wenshui. "Milk Biologically Active Components as Nutraceuticals: Review." Critical Reviews in Food Science and Nutrition, 2005: 645-56. Print.
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- ⁴ Saleem, F., and Ametaj, B.N. "A metabolomics approach to uncover the effects of grain diets on rumen health in dairy cows." Journal of Dairy Science, 2012: Epublished.
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- ⁶ Miller, Gregory D., and Judith K. Jarvis. Handbook of Dairy Foods and Nutrition. 2nd ed. Boca Raton, FL: CRC, 2000. Print.
- ⁷ Hoffman, Jay R., and Falvo, Michael J. "Protein – Which is Best?" Journal of Sports Science and Medicine, 2004: 118-130.
- ⁸ Benoit, B., and P. Plaisancié. "Pasture v. Standard Dairy Cream in High-fat Diet-fed Mice: Improved Metabolic Outcomes and Stronger Intestinal Barrier." British Journal of Nutrition, 2014: Epublished.
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- ¹⁰ B. Bulut Solak and N. Akin. "Functionality of whey protein". International Journal of Health & Nutrition, 2012: 1-7.
- ¹¹ Séverin, Sindyayikengera, and Xia Wenshui. "Milk Biologically Active Components as Nutraceuticals: Review." Critical Reviews in Food Science and Nutrition, 2005: 645-56. Print.
- ¹² Jakubowicz, Daniela, and Oren Froy. "Biochemical and Metabolic Mechanisms by Which Dietary Whey Protein May Combat Obesity and Type 2 Diabetes." The Journal of Nutritional Biochemistry, 2013: 1-5. Print.
- ¹³ Séverin, Sindyayikengera, and Xia Wenshui. "Milk Biologically Active Components as Nutraceuticals: Review." Critical Reviews in Food Science and Nutrition, 2005: 645-56. Print.
- ¹⁴ Kanwar, Jagat R., Rupinder K. Kanwar, Xueying Sun, Vasu Punj, H. Matta, Somasundaram M. Morley, Andrew Parratt, Munish Puri, and Rakesh Sehgal. "Molecular and Biotechnological Advances in Milk Proteins in Relation to Human Health." Current Protein and Peptide Science 2009: 308-38. Print.

