



purepath 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



PurePath Protein is ideal for patients looking to:

- Improve muscle strength²
- Increase lean body mass²
- Increase exercise performance⁶
- Nourish skin with bioavailable collagen peptides⁶
- Boost dietary protein intake¹⁰

key messaging

- Provides 21 grams of HydroBEEF™, the pure, hydrolyzed beef protein for rapid absorption and usability.
- PurePath Protein is a highly bioavailable protein and is quickly used by the body to repair and grow muscles after exercise.
- PurePath contains collagen-specific amino acids to support connective tissue and build cartilage and ligaments, which are needed to support muscle growth.
- Ideal protein for those sensitive to dairy, soy, rice, and other common allergens.

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.

positioning vs. competition

Protein is a macronutrient that is the key building block of your muscles, which support your body's ability to move, maintain posture, and circulate blood. Your body uses protein to make enzymes, hormones, and other body chemicals used to maintain a healthy metabolism, and protein is used to build and repair tissues. In addition, protein is an important component of your bones, cartilage, skin, blood, hair, and nails. As a macronutrient, protein is essential, meaning your body does not store it, and you need to consume it in large amounts.

There is a popular belief that to build muscle you need enormous amounts of protein. Bodybuilders and individuals who desire to maximize their muscle size consume protein supplements in order to meet their demands for large quantities of protein. Yet, it is not the quantity of protein that one eats that is important to build muscle and gain strength—it is the right type of protein.⁴

HydroBEEF™ is pure, concentrated beef protein derived from bone broth. By extracting only the protein, HydroBEEF™ is a nutrient-dense, quality animal protein free of the additional fat and calories, hormones, and other allergens that other protein supplements and animal sources contain.³ Protein that is derived from animal sources is generally more bioavailable for use by your muscles.⁴

During exercise, your muscle tissues suffer small tears, and your body repairs this damage during protein synthesis. PurePath Protein is a pure, hydrolyzed beef protein that provides more peptides for easier assimilation into the body and boosts muscle protein synthesis.³ Plus, PurePath Protein delivers numerous other critical nutrients, amino acids, nucleotide fractions, vitamins, and minerals.³ PurePath™ Protein helps to support your body's natural functions, promotes lean muscle mass, and is a nutrient-dense protein that boosts performance.³

PurePath Protein	Competitors
Undergoing a proprietary hydrolysis and ultra filtration process, PurePath delivers a high concentration of functional peptides, which are rapidly absorbed and used by the body. It has excellent digestibility, solubility and absorption, due to its closely-monitored manufacturing process.	Whey protein powders and other beef proteins used throughout the sports nutrition industry have been chemically digested to obtain the bioavailable peptides and are not as readily used by the body and subsequently less effective.
The exclusive hydrolysis process provides 21 grams of pure protein and intact critical nutrients, peptides, amino acids, nucleotide fractions, vitamins and minerals.	Supplements may not be nutrient-dense or contain additive nutrients, vitamins, and minerals from unknown sources or chemicals.
As a pure supplement, PurePath Protein is free of additives, artificial sweeteners, and toxins so you can be confident no harmful substances are being carried into sensitive areas of the body.	Many other supplements contain sweeteners and fillers, such as maltodextrin and sucralose, and include dairy, rice, and soy ingredients that are common allergens.

ingredient breakdown

Protein (from HydroBEEF™)

Hydrolyzed pure beef protein containing intake critical nutrients, peptides, amino acids, nucleotide fractions, vitamins, and minerals, which stimulates protein synthesis and muscle repair and growth.

supplement facts



Chocolate

Supplement Facts

Serving Size 27 grams (approx. one scoop)

Servings Per Container 30

Amount Per Serving	% Daily Value	
Calories	100	
Calories from Fat	10	
Total Fat	1.5 g	2%*
Saturated Fat	0.5 g	3%
Cholesterol	less than 5 mg	<2%
Sodium	140 mg	6%
Total Carbohydrate	3 g	1%*
Dietary Fiber	1 g	4%*
Protein (from HydroBEEF™)	21 g	42%*

*Percent Daily Values are based on a 2,000 calorie diet.

Other Ingredients: Natural chocolate flavor, natural vanilla flavor, medium chain triglycerides, stevia leaf, silicon dioxide.



Vanilla

Supplement Facts

Serving Size 27 grams (approx. one scoop)

Servings Per Container 30

Amount Per Serving	% Daily Value	
Calories	110	
Calories from Fat	10	
Total Fat	1 g	2%*
Saturated Fat	0.5 g	3%
Cholesterol	less than 5 mg	<2%
Total Carbohydrate	4 g	1%*
Protein (from HydroBEEF™)	21 g	42%*
Sodium	150 mg	6%

*Percent Daily Values are based on a 2,000 calorie diet.

Other Ingredients: Natural vanilla flavor, medium chain triglycerides, tapioca dextrin, natural caramel flavor, certified organic stevia leaf extract powder, silicon dioxide.

scientific support

Protein is commonly associated with building muscle mass. Protein is a macronutrient composed of amino acids, which are chains of peptides. As a macronutrient, protein, along with carbohydrates and fat, is one of the basic building blocks of the body and must be consumed in large quantities to sustain life.

A complete protein is formed by nine essential amino acids that humans cannot synthesize, and thus, must obtain from food. Protein synthesis is the biological process when cells build their proteins. Although protein is a component in every cell of the body, it is critical for repairing cell damage and developing muscle.¹¹

It is a common assumption that the more protein one consumes, the more their muscles will gain in strength and size; however, it depends on the type of protein ingested.⁴ Within the parent protein sequence, peptides are inactive and must be released to exert an effect; however, MaxLiving PurePath Protein undergoes a proprietary hydrolysis and ultra-filtration process, which delivers a high concentration of functional peptides that are rapidly absorbed and assimilated into the body.^{3,8} This hydrolysis process delivers 21 grams of pure protein in the form of usable peptides that enable the body to quickly undergo muscle protein synthesis and repair and build new muscle.¹⁹ This enhanced potency and efficacy protein delivery process also eliminates the additional calories and fat that are typically associated with animal protein.³

- Proteins from animal sources, such as beef, provide the highest quality rating of food sources.⁴ Animal protein shows a higher thermogenesis than vegetable protein and increased satiety, which helps to improve the metabolic profile, increase lean body mass, and weight loss.^{1,7,12} Beef protein is an excellent animal protein for stimulating muscle protein synthesis.⁸
- Bioactive amino acids are required for muscle protein synthesis and growth and increasing protein intake coupled with bouts of exercise increases muscle protein synthesis.^{2,7,8,9,10,11} PurePath Protein is produced using a natural, proprietary process which hydrolyzes the beef protein, yielding more peptides for easier assimilation.³ Hydrolysis displays the highest concentration of bioactive peptides, which are readily available and quickly absorbed by the body.⁹ This natural process affords an impressive protein nitrogen score of over 100, which indicates high protein usability.³
- Muscle protein synthesis (MPS) is the driving force behind adaptive responses to exercise and is increased when enhanced by nutrition.^{1,11} Bioactive peptides simulate muscle protein synthesis improving exercise performance.
- Protein synthesis in muscle is more sensitive than that in the rest of the body, and the consumption of protein in close proximity to exercise increases rates of whole-body protein synthesis, amino acid catabolism, and skeletal muscle protein synthesis increasing muscle repair and remodeling.¹ Intaking essential amino acids prolongs the anabolic window.¹
- The muscular system and skeletal system undergo a high degree of coordination required for protein synthesis as epimysial collagen and tendon collagen ensheathes and protects muscle.¹ The high concentration of bioactive peptides and collagen-specific amino acids, including glycine, proline, and alanine, make PurePath Protein helpful in supporting connective tissue.
- There have been a number of health concerns raised concerning the risks associated with protein emanating primarily from animal sources. Primarily, these health risks have focused on cardiovascular disease due to the high saturated fat and cholesterol consumption.⁴ However, hydrolyzed, PurePath beef protein is a rich source of antihypertensive peptides, which actually inhibit angiotensin.⁹
- Pure protein, combined with carbohydrates and fat, help to regulate glucose levels and enhance memory performance in elderly adults.⁵ In addition, high protein diets have been recognized to support optimal muscle function in aging adults.²
- The high level of bioactive collagen-specific amino acids, including glycine, proline, and alanine, generated from the hydrolysis process nourish the skin and help to reduce the signs of aging.⁶

use, dose, and interactions

USE/DOSAGE: Adults, mix 27 grams (approx. one scoop) in eight ounces of water or any other beverage per day, or as directed by your healthcare practitioner. Use a blender or shaker bottle, and shake or mix well. For best blending results, liquid should be at room temperature.

INTERACTIONS: PurePath beef protein is likely safe for most adults when used in amounts recommended by the manufacturer. There is a lack of research on any drug or side effects from taking beef protein as a supplement. If you are pregnant, lactating, taking any medication or have any medical condition, consult your healthcare practitioner before use. Not intended for children.

PREGNANCY AND BREASTFEEDING: There is a lack of scientific evidence on the use of beef protein during pregnancy or breastfeeding. Please consult your healthcare practitioner before use.

product specs

SKU #: Vanilla - 1564 (unit) and 1564CS12 (bulk order of 12 units); Chocolate - 1565 (unit) and 1565CS12 (bulk order of 12 units).

UPC#: Vanilla - 658010117289; Chocolate - 658010117302.

PACKAGING: Screw-top plastic bottle, 8.5" x 4.75".

CONTENTS: Vanilla: 1.8 lbs. (810 g) of powder (scoop included). Chocolate: 1.8 lbs. (810 g) of powder (scoop included).

SERVINGS PER CONTAINER: 30 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. Store in a cool, dry place.

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): \$89.99

ALLERGENS: Free of: sugar, salt, dairy, eggs, peanuts, tree nuts, fish, shellfish, yeast, wheat, gluten, soy, preservatives, titanium dioxide, artificial colors and flavors.

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
GUTEN-FREE
SHELLFISH-FREE
EGG-FREE

DAIRY-FREE
SUGAR-FREE
SOY-FREE
PEANUT-FREE

Amino Acid List			
Amino Acid	Typical Mg Per 20g Serving	Amino Acid	Typical Mg Per 20g Serving
Alanine	1.76	Leucine	0.74
Arginine	1.5	Lysine	0.76
Aspartic Acid	1.2	Methionine	0.18
Cysteine + Cysteine	0.002	Phenylalanine	0.46
Glutamic Acid	2.2	Proline	2.4
Glycine	4	Serine	0.68
Histidine	0.22	Threonine	0.42
Hydroxyproline	2.04	Tryptophan	0.072
Isoleucine	0.34	Tyrosine	0.26
		Valine	0.6

FAQs

Is it manufactured in a facility that also processes nuts?

No.

Are there toxins in this product?

No, there is no cadmium, arsenic, lead, or mercury in our product. We guarantee that our products are produced utilizing the highest standards of manufacturing. Each product is evaluated and monitored for quality throughout the manufacturing process to ensure that each product contains only qualified, superior raw materials and meets required specifications for quality and purity. Products are evaluated and monitored for potential contaminants such as filth, heavy metals, pesticides, and microbiological organisms.

Why is it not recommended for nursing/pregnant women?

PurePath 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.

Where does the beef come from?

PurePath Protein contains 97% pure protein from beef, which is derived from animals raised in Sweden, without hormones and free of any GMO grains, grasses, hay, and/or ensilage.

What is hydrolysis?

Hydrolysis is a proprietary process designed to deliver protein in the form of readily available and easily assimilated peptides. PurePath Protein is produced through an exclusive hydrolysis and ultra filtration process that enables the protein to be hydrolyzed or "split" into a high concentration of functional peptides. Most "over-the-counter" protein supplements that undergo hydrolysis are exposed to a chemical in order to break up the protein into peptides. Our exclusive hydrolysis process is performed with high temperatures, combined with pressure. This also optimizes the hydrolysis of the raw material, thereby, yielding a much purer protein, as well as keeps intact critical nutrients, peptides, amino acids, nucleotide fractions, vitamins and minerals.

What is the "natural flavor" used to produce the chocolate and vanilla flavor?

Natural flavors come from natural sources and natural ingredients. No chemicals or artificial/synthetic additives are used during the manufacturing process. PurePath Protein is naturally sweetened with the herb, stevia. Stevia is extracted from the leaves of the plant species *Stevia rebaudiana*, native to Brazil and Paraguay.

references

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⁴ Hoffman, J. & Falvo, M. (2004). "Protein – Which Is Best?" *Journal of Sports Science and Medicine*, 3(3), 118–130.

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⁶ Proksch E., Schunck M., Zague V., Segger D., Degwert J., & Oesser S. (2014). "Oral Intake of Specific Bioactive Collagen Peptides Reduces Skin Wrinkles and Increases Dermal Matrix Synthesis." *Skin Pharmacology and Physiology*, 27(3): 113–119.

⁷ Rennie et al. (1982). "Muscle protein synthesis measured by stable isotope techniques in man: the effects of feeding and fasting." *Clinical Science* (1982) 63(5), 519–523.

⁸ Robinson et al. (2012). "Dose-dependent responses of myofibrillar protein synthesis with beef ingestion are enhanced with resistance exercise in middle-aged men." *Applied Physiology, Nutrition, and Metabolism*, 38(2), 120–125.

⁹ Ryan et al. (2011). "Bioactive Peptides from Muscle Sources: Meat and Fish." *Nutrients*, 3(9), 765–791.

¹⁰ Sharp et al. (2015). "The effects of beef protein isolate and whey protein isolate supplementation on lean mass and strength in resistance trained individuals - a double blind, placebo controlled study." *Journal of the International Society of Sports Nutrition*, 12(Suppl 1), 11.

¹¹ Tipton, K., & Wolfe, R. (2001). "Exercise, Protein Metabolism, and Muscle Growth." *International Journal of Sport Nutrition and Exercise Metabolism*, 11(1), 109–132.

¹² Westterp-Plantenga, M. (2008). "The significance of protein in food intake and body weight regulation." *Current opinion in clinical nutrition and metabolic care*. 11(5), 671–81.

If you have questions that are not included here, please write them down and get an answer from store@maxliving.com

notes
