



PRODUCT DATA SHEET

MAX ADVANCED SLEEP AID

Promotes Relaxation and Restful Sleep†



Size: 30 Capsules | Serving Size: 1 Capsule | Servings Per Container: 30

Max Advanced Sleep Aid provides a natural balance of selected key ingredients including Gamma-Aminobutyric Acid (GABA), Inositol, 5-Hydroxytryptophan (5-HTP), Goji Berry Extract (Fruit) and Melatonin to help calm your brain, promote relaxation and help you fall asleep naturally so you can get a deep, uninterrupted and restful night's sleep.†

GABA is a naturally occurring non-essential amino acid and one of the most important and widespread neurotransmitters in the brain. GABA is the brain's "natural calming agent" which enhances the alpha wave production in the brain promoting relaxation for the initiation of sleep. During sleep, GABA further enhances slow-wave sleep (SWS) and the circadian modulation for deeper sleep. Additionally, GABA modulates the effects of daily stress and eases nervous tension. GABA has been shown in clinical studies to support the benefits of sleep especially when combined with whey protein. GABA has been shown to work in conjunction with Human Growth Hormone and supports IGF-1 homeostasis.†

Inositol is a component of the B-complex vitamin family. Inositol supports emotional wellness and healthy central nervous system function. In the body, inositol is an essential component of cell membrane structure phospholipids. Inositol is a constituent of the second messenger system and linked to serotonin. 5-Hydroxytryptophan (5-HTP) is an intermediate in the natural synthesis of the essential amino acid, tryptophan. 5-HTP encourages brain serotonin levels leading to positive sleep benefits.†

Traditionally, Goji berries have long been revered as a universal tonic for their longevity-enhancing effects. The concentrated Goji Berry Extract found in **Max Advanced Sleep Aid** provides powerful antioxidant protection while maintaining healthy immune function. Goji Berry Extract is a natural source of vitamin C and also naturally contains many other health promoting vitamins and minerals. Goji Berry Extract supports cardiovascular health, eye function and the skin.†

Melatonin is a hormone produced by the pineal gland, a small gland in the brain that regulates the body's sleep and wake cycle. Melatonin helps promote the body's natural sleep cycle. Melatonin facilitates the onset of sleep and sleep efficiency. More recent research suggests melatonin plays an important role in cellular health, antioxidant activity and immune function.†

Combining the strongest active ingredients legally available, **Max Advanced Sleep Aid** will help promote relaxation, the onset of sleep as well as the deep quality of sleep you need allowing you to wake up refreshed and energized!†

Max Muscle products are formulated by science and tested and verified for quality. Max Muscle uses only the highest quality ingredients to ensure maximum potency and optimize results.

KEY FEATURES

- **Promotes Relaxation and Restful Sleep†**
- **Supports Health Growth Hormone and IGF-1 Homeostasis†**
- **Driven by Gamma-Aminobutyric Acid (GABA), Inositol, 5-Hydroxytryptophan (5-HTP), Goji Berry Extract (Fruit) and Melatonin**

KEY MESSAGES

- Provides a natural balance of Gamma-Aminobutyric Acid (GABA), 5-Hydroxytryptophan Inositol (5-HTP), Goji Berry Extract (Fruit) and Melatonin to help calm your brain, promote relaxation and help you fall asleep naturally so you can get a deep, uninterrupted and restful night's sleep.†
- GABA (Gamma-Aminobutyric Acid) is a naturally occurring non-essential amino acid and one of the most important and widespread neurotransmitters in the brain. GABA is the brain's "natural calming agent".†
- GABA enhances the alpha wave production in the brain promoting relaxation for the initiation of sleep. During sleep, GABA further enhances slow-wave sleep (SWS) and the circadian modulation for deeper sleep. Additionally, GABA modulates the effects of daily stress and eases nervous tension.†
- GABA has been shown to work in conjunction with Human Growth Hormone and supports IGF-1 homeostasis.†
- Inositol is a component of the B-complex vitamin family. Inositol supports emotional wellness and healthy central nervous system function. In the body, inositol is an essential component of cell membrane structure phospholipids. Inositol is a constituent of the second messenger system and linked to serotonin.†

(cont'd on p.2)

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

YOUR ASSURANCE OF QUALITY®



Size: 30 Capsules | Serving Size: 1 Capsule | Servings Per Container: 30

Supplement Facts		
Serving Size: 1 Capsule	Servings Per Container: 30	
	Amount Per Serving	%DV*
Proprietary Sleep Blend	210 mg	**
Gamma-Aminobutyric Acid (GABA), Inositol, 5-Hydroxytryptophan (5-HTP), Goji Berry Extract (Fruit), Melatonin		
*Percent Daily Values are based on a 2,000 calorie diet.		
**Daily Value not established.		

Directions: As a dietary supplement, take one (1) capsule at bedtime. Never consume before driving, operating machinery or taking sedative drugs.

Other Ingredients: Magnesium Stearate, Rice Powder, Gelatin Capsule.

Manufactured in a cGMP facility that processes milk, egg, fish, Crustacean shellfish, tree nuts, wheat and soybeans.

KEEP OUT OF REACH OF CHILDREN.

STORE IN A COOL, DRY PLACE AWAY FROM MOISTURE, SUNLIGHT AND EXCESS HEAT. ALWAYS KEEP TIGHTLY SEALED.

WARNING: NOT FOR USE BY INDIVIDUALS UNDER THE AGE OF 18 YEARS. DO NOT USE IF PREGNANT OR NURSING. Consult a physician before starting any diet and exercise program and before using this product. Consult a physician before using this product if you have a medical condition or taking medications.

WARNING: This product contains GABA. Some individuals may experience a minor tingling of the skin and/or a slight shortness of breath shortly after taking GABA. This is a characteristic of this amino acid and quickly subsides. Contains 5-Hydroxytryptophan. Do not use concurrently with SSRI medications or MAO inhibitors.

KEY MESSAGES (cont'd from p.1)

- 5-Hydroxytryptophan (5-HTP) is an intermediate in the natural synthesis of the essential amino acid, tryptophan. 5-HTP encourages brain serotonin levels leading to positive sleep benefits.[†]
- Goji Berry Extract provides powerful antioxidant protection while maintaining healthy immune function. Goji Berry Extract is a natural source of vitamin C and also naturally contains many other health promoting vitamins and minerals.[†]
- Melatonin is a hormone produced by the pineal gland, a small gland in the brain that regulates the body's sleep and wake cycle. Melatonin helps promote the body's natural sleep cycle. Melatonin plays an important role in cellular health, antioxidant activity and immune function.[†]
- Max Muscle products are formulated by science and tested and verified for quality. Max Muscle uses only the highest quality ingredients to ensure maximum potency and optimize results.

TARGET MARKET

Primary: Individuals looking for a safe and effective sleep formula in addition to supporting healthy Human Growth Hormone levels.

Secondary: Individuals looking for a formula to promote relaxation and mental focus.

RECOMMENDED STACK

- ZMA
- Quadra Cuts Night Time
- Max Glutamine

KEY REFERENCES

1. McCann SM, Rettori V. Gamma aminobutyric acid (GABA) controls anterior pituitary hormone secretion. *Adv Biochem Psychopharmacol.* 1986;42:173-89.
2. Siegal JM. The neurotransmitters of sleep. *J Clin Psychiatry.* 2004;65 Suppl 16:4-7.
3. Morgan PT, Pace-Schott EF, Mason GF, et al. Cortical GABA levels in primary insomnia. *Sleep.* 2012;35(6):807-14.
4. Powers ME, Yarrow JF, McCoy SC, et al. Growth hormone isoforms responses to GABA ingestion at rest and after exercise. *Med Sci Sports Exerc.* 2008;40:104-10.
5. Saeed SA, Block RM, Antonacci DJ. Herbal and dietary supplements for treatment of anxiety disorders. *Am Fam Physician.* 2007 Aug 15;76(4):549-56.
6. Shell W, Bullias D, Charuvastra E, May LA, Silver DS. A randomized, placebo-controlled trial of an amino acid preparation on timing and quality of sleep. *Am J Ther.* 2010 Mar-Apr;17(2):133-9.
7. Kinrys G, Coleman E, Rothstein E. Natural remedies for anxiety disorders: potential use and clinical applications. *Depress Anxiety.* 2009;26(3):259-65.
8. Mukai T, Kishi T, Matsuda Y, Iwata N. A meta-analysis of inositol for depression and anxiety disorders. *Hum Psychopharmacol.* 2014 Jan;29(1):55-63.
9. Amagase H, Sun B, Borek C. Lycium barbarum (goji) juice improves in vivo antioxidant biomarkers in serum of healthy adults. *Nutr Res.* 2009 Jan;29(1):19-26.
10. Birdsall TC. 5-Hydroxytryptophan: a clinically-effective serotonin precursor. *Altern Med Rev.* 1998 Aug;3(4):271-80.
11. Braam W, Didden R, Smits M, Curfs L. Melatonin treatment in individuals with intellectual disability and chronic insomnia: a randomized placebo-controlled study. *J Intellect Disabil Res.* 2008;52(Pt 3):256-64.

YOUR ASSURANCE OF QUALITY®



† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.