



maxliving®

45-DAY

CHALLENGE



DISCLAIMER:

The views and wellness advice expressed here are not intended to replace or substitute conventional medicine practices. This program does not claim to "cure" disease but rather to help support your body's innate ability to optimal function through simple lifestyle changes. Always work with a qualified health care provider to determine if this complementary approach suits your body's specific needs. No information offered here or products suggested for use, should be interpreted as a diagnosis of any disease, nor an attempt to treat or prevent any disease or condition. It can be dangerous to start any health program without consulting your local health professional first. The information and statements in this guidebook have not been evaluated by the FDA. The information and suggested products are not intended to diagnose, treat, cure, or prevent any disease.

This program is not intended for those who are:

- Age 12 and under
- Pregnant or nursing
- Experiencing dizziness, fainting or passing out with periods of fasting



**WELCOME TO
A NEW YOU**

THE 45-DAY CHALLENGE MAY BE WRITTEN AS ONLY 45 DAYS LONG, BUT THE PRINCIPLES YOU WILL LEARN ARE LONG-TERM CHANGES THAT CAN LAST A LIFETIME.



The benefits of this program may include:

- Refreshed Metabolism
- Decreased Fat Mass
- Increased Energy
- Upgraded Mindset



By engaging in this program, you will learn how to:

- Burn abdominal fat (not just water)
- Fuel your body with high quality nutrients
- Overcome obstacles that hinder success



HOW IS THIS PROGRAM UNIQUE?

In the past, you might have said, “I want to lose weight” and you may have even tried plans that did not produce lasting results. Maybe you’ve tried prepackaged meals, calorie counting, diet shakes, medications or exhaustive exercise programs. But the problem is that a lot of those programs are simply not sustainable and oftentimes can actually be detrimental to your health.

But this program is different. It works with your body and not against it! We have incorporated principles of cellular healing, detoxification, intermittent fasting, and supplementation to help you get to the root cause of weight-loss resistance and help you achieve real, lasting results. You will lose weight quickly, safely, and easily, and you will feel lighter with more energy. You will learn principles that will last a lifetime. If you are committed to following the program, this will be the last plan you ever **go on!**



HOW DO I KNOW IT WILL BE EFFECTIVE?

Many programs work by attempting to “trick” the brain into burning fat or achieve weight loss by extreme caloric restriction. Anytime we attempt to “trick” the body there will always be long-term consequences. This program will help you by working with the body to achieve balanced hormones and optimize your weight.



BEFORE YOU BEGIN...

Prep your mind: Everyone loses weight differently! If you are doing this program with a partner (which we encourage!), your results will be different. Trust the process and trust your body. It knows what to do and it wants to be healthy too! If any obstacles come up along the way, we are here to provide support and every resource you need to be successful.

Plan your meals: On the shopping lists you received you will find clearly identified 45-day Challenge Approved Food Items. Planning out what you eat ahead of time makes this program simple and easy to follow even when life gets busy. Thinking ahead with your daily meals and grocery shopping list also saves time, removes the stress of decision making, and increases the likelihood of success following this program.

STARTING WITH WHY

You may be thinking that your **why** for starting this program is to get healthier, and that is a great goal, but there is always a deeper why for setting a goal. Sometimes it just takes a little extra thought to identify the reason you are moved toward change.

A good example is a mother during pregnancy. When a woman is pregnant, she often makes changes to her diet, her lifestyle, and even the products that she uses because the moment she discovered she was pregnant, her life became bigger than her own. Even if she had tried to make those same changes before, it becomes much easier to make a change and stick to it when she knows that her choices impact her child's health as much as they impact her own.

Your willpower alone is not strong enough. Your willpower will eventually buckle if you do not identify a compelling enough "why." When you have a big "why," you are anchored to something much deeper than just yourself.

What will be your motivation for getting out of bed early in the morning when it would be much easier to just stay underneath the covers? What will be your inspirational anchor when you would much rather order the pizza than eat the salad? That's where your "why" is essential. Before you begin, identify your "why". Write it down and keep it in front of you in your house, your workplace, or your vehicle. Put it in a place where you will see it every day throughout the next 45-days and beyond.





FOOD SOLUTION:
ADVANCED PLAN



YOU ARE DESIGNED FOR HEALTH

The Advanced Plan is based on the principle that you are designed for health, not sickness.

The body doesn't need any additional help, just no interference.

As living beings, we have an internal ecosystem that is constantly maintaining itself in existence. We need proper nutrients in order to sustain life and keep our internal ecosystem in proper equilibrium. When we eat foods that are in their whole form, our bodies can use these nutrients efficiently with no problem. Some have called these foods "GodFoods", that is to say that they are found in nature. When we chemically manipulate or process these foods, we've created manufactured foods, "ManFoods", that our bodies are not programmed to utilize. Many of the foods that Americans eat on a regular basis actually inhibit the body's natural detoxification pathways. We want to eat food that is life-giving and stop consuming food that destroys the body's innate ecosystem.

A more in depth version of the Advanced Plan can be found in Chapter 4 of the book *Align Your Health*. The following will offer a "quickstart" for you to begin implementing the Advanced Plan (AP). The AP focuses on eliminating interference by focusing on GodFoods and removing ManFoods. It is designed to help with weight management, optimization of healing, gentle and regular detoxification, and overcoming certain health conditions. It may be used on a long-term basis as it is not a "diet". It has been researched and formulated to maximize your body's full potential for health, energy, recovery, and cognitive power. It has also been shown to reduce inflammation, restore cell membrane function to aid detoxification, regulate hormones, and allow the body to function and heal optimally.



ADVANCED PLAN

The basic concept of the Advanced Plan is that you want to down-regulate inflammation and allow your body to control insulin. This is achieved by eliminating foods that increase insulin such as grains, breads, pastas, and rice. You will add foods that are high in healthy fats and foods that are found closest to their natural state. The Advanced Plan is by no means restrictive, but rather includes an abundance of food.

In order to allow your body to down-regulate inflammation and ultimately control insulin, you must limit your net carbohydrates under 50g per day.

Notice that we are considering "net carbohydrates" which means that you subtract fiber from this equation. For example, let's say you determine your food has 5g of carbohydrates and 2g come from fiber. Your net carbs would be 3g. There are many vegetables that are considered low in carbohydrates once you subtract the fiber content and calculate the net carbs. In order to keep your carbohydrate consumption below 50g per day, it's easiest to utilize an app for your phone or electronic device of choice



FOOD SOLUTION: CORE PLAN



Core Plan:

Two days of the week, you will not be eating on the Advanced Plan but rather the Core Plan. On these days, you will not be restricting your healthy carbohydrates. The Core Plan allows for ancient grains and higher carbohydrate fruits and vegetables such as potatoes, bananas, yams, dates, etc.

On the "feast" days that you will learn about later, you will consume foods from the Core Plan which

Examples of Ancient Grains are:

- Sorghum
- Teff
- Millet
- Quinoa
- Amaranth
- Buckwheat
- Wild rice

Breads, pastas and rice from sources other than ancient grains are not included on the Core Plan.

Processed Sugar

Avoid other sugar substitutes and processed sugar. Use Monk Fruit or Stevia as sweeteners.

Stimulants

Avoid stimulants such as candy (processed sugar), sugar substitutes (except Stevia and monk fruit), etc.



INTERMITTENT FASTING

When we talk about fasting, many people think of fasting in the context of a religious practice. While this is true and fasting has been promoted by many world religions, it also has undeniable health benefits. The context of fasting we are using for health purposes is the concept of intermittent fasting that will optimize hormones and kickstart your metabolism.

Intermittent fasting is a very simple concept. You limit your eating times to a specific window of time. While there are many methods of intermittent fasting, for this program we will utilize the 6-8 hour window of feeding time. This is often referred to as the 18:6 or 16:8 ratio of fasting to eating. Which means 16-18 hours of the day without calorie intake, only water, and a 6-8 hour window allowed for eating.

Now, 16-18 hours may seem like a long time, but when you strategically plan your fasting hours, it is actually quite doable. For example, you might stop all food intake after 6pm and not eat again until lunchtime at 12pm or 2pm the next day. This

includes any beverages that will spike your insulin levels (sugary drinks, coffee with added creamer, kombucha, etc). Unsweetened water and herbal tea are acceptable.

As you grow accustomed to intermittent fasting, your body becomes used to utilizing fat for fuel and you can begin shortening the window of eating from 8 hours to 6 hours. During this program, you will eventually be so fat adapted that you will be able to comfortably complete a few OMADs (one meal a day) over the course of time.

It is important to note that your eating window can be whatever works best for your schedule. You might have heard that "breakfast is the most important meal of the day" but remember, breakfast technically means "break fast". You don't necessarily have to break your fast in the morning. Your window of eating might work better for your schedule to allow eating between 8am and 2pm or 4pm. Whatever your timeframe is, the key is to **NOT snack!**



Intermittent fasting is not a new dietary concept. It has been used historically by ancient groups all over the world. The human body was designed to go long periods of time without food (famine) and fasting has tremendous health benefits that go far beyond weight loss. As North Americans, disease due to chronic inflammation is rising rapidly and leading to problems like heart disease, inflammatory bowel disease, autoimmune disorders, hormone dysfunction, thyroid disease, cancer, and arthritis. Intermittent fasting is known to be a great tool to help you prevent and manage these issues by down-regulating inflammation and allowing the body to focus on healing rather than responding to the constant burden of digesting food.

45-DAY CHALLENGE OVERVIEW

MEALS

MONDAY-FRIDAY	SATURDAY & SUNDAY
<p>FASTING</p> <p>Practice the 16/8 method of intermittent fasting, meaning 16 hours of fasting and 8 hours of eating. This could mean skipping breakfast and eating between 12-8, or eating between 8-4 and skipping dinner. This can be incorporated according to what works for your schedule.</p>	<p>FASTING</p> <p>No fasting required on Saturday & Sunday</p>
<p>BREAKFAST</p> <p>Protein Advanced Plan approved smoothie or fast, depending on 16/8 schedule.</p>	<p>BREAKFAST</p> <p>Core Plan approved protein shake or other breakfast (see Core Plan recipe book for details)</p>
<p>LUNCH</p> <p>Advanced Plan approved lunch such as Taco Salad (see Advanced Plan Recipe Book for details).</p>	<p>LUNCH</p> <p>Core Plan approved lunch (see Core Plan Recipe Book for details)</p>
<p>DINNER</p> <p>Advanced Plan approved dinner (see Advanced Plan Recipe Book) or fast, depending on 16/8 schedule.</p>	<p>DINNER</p> <p>Core Plan approved dinner (see Core Plan Recipe Book for details).</p>
<p>WATER</p> <p>Be sure to drink at least ½ of your body weight in oz per day.</p>	<p>WATER</p> <p>Be sure to drink at least ½ of your body weight in oz per day.</p>

45-DAY CHALLENGE OVERVIEW

45-Day Challenge Nutraceuticals

Nutraceuticals	Dose/Duration
Metabolix Burn	4 capsules per day with meals.
Pro L-Carnitine Formula	1 capsule per day with meals.
Grass-Fed Whey Protein	1 scoop in 6-8 oz of water or smoothie per day.

Nutrient-Packed Snacks

MaxLiving Keto Bars & Chews deliver a boost of essential nutrients shown to support body composition and muscle recovery. The MaxLiving Keto Bars & Chews are **NOT** to be consumed while fasting.

Max Keto Bar	As needed (max. 1 bar per day)
Max Keto Chews	As needed (max. 1 chew per day)

Long-Term Success: Meals

Core Plan as a baseline for eating.

Long-Term Success: Nutraceuticals

Nutraceuticals	Dose/Duration
Daily Essentials for Men or Women	One packet per day with meals.
Max Fit	Take 3 capsules daily, one before each meal with water, or as directed by your qualified healthcare practitioner.

maxT3

— IN ONLY —
12 MINUTES
— A DAY —

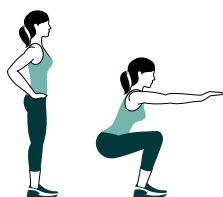
MaxT3 is a functional fitness program which means that it incorporates multi-joint, compound, whole body movements that are found in everyday activities. In addition, MaxT3 also incorporates all the essential characteristics of fitness including power, strength, endurance, balance, coordination, flexibility, speed and agility.

These benefits are accomplished by utilizing the T3 principle. **The three T's: time, type, and tempo** can be adjusted to dial up specific results and to create a complete fitness system.

Learn more about MaxT3 at maxt3.com

NO GYM? NO PROBLEM!

Being physically active is a major step toward good heart health. It's one of your most effective tools for strengthening the heart muscle, reaching a healthy weight, and warding off the arterial damage caused by high cholesterol and high blood pressure. Performing the following exercises in a MaxT3 format will easily kick start your metabolism and help you burn fat during a time of year when most people are adding to their figure!



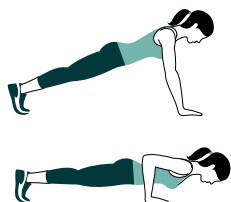
Squats

One of the most functional exercises is the squat. This exercise is excellent for targeting all of the muscles in your lower body. The movement is extremely important for increasing leg strength and stamina, as well as core stabilization.



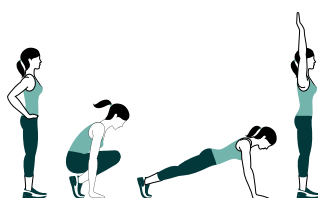
Lunges

Most people are familiar with lunges, but few understand the impact they can have on your leg muscles and core. Lunges are an extremely versatile exercise that can be modified to target specific areas of your legs while also increasing balance and core stabilization!



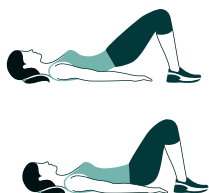
Push Ups

One of the most complete upper body exercises you could do is the push up. Push ups focus on the muscles in your chest, arms, back, shoulders and core, and can be modified to target certain areas specifically.



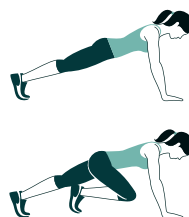
Burpees

This exercise does not have many friends! If you have never heard of burpees, you are in for a treat. Burpees are a complex total body movement that works the upper and lower body while focusing on core stabilization. However, the burpee can be modified and scaled to almost any ability level.



Bridge

When you think of core exercise, the bridge probably doesn't come to mind. Most people think of their core as their abdominal muscles, but they forget about the muscles in their back. Your core is actually made up of the muscles that wrap completely around your body, just below your chest and above your hips. The bridge focuses on the muscles in your lower back, as well as your gluteus, hip flexors, and hamstrings.



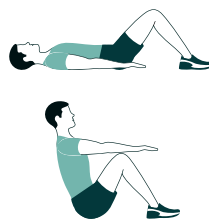
Mountain Climbers

This exercise combines the core stabilization of a plank with the cardio of a spring. Mountain climbers will help create a burn in the legs, arms and shoulders, as well as the core. The most important thing to remember with mountain climbers is to keep your body weight centered above your shoulders and wrists.



Plank

When people think about building a great six-pack, they often think about how many crunches it would require, but one of the greatest core exercises you could do for a more defined midsection doesn't require any crunches at all! The plank might look simple, but staying in the proper position requires abdominal strength and stamina.



Sit-ups

Exercises such as sit-ups can help you create great core strength since it helps by tightening and toning your core which helps reduce your risk of back pain and injuries. It also helps build muscle strength in the abdominal and hip muscles. A strong core will also help you maintain a proper posture, stability and form.

EXERCISE & INTERMITTENT FASTING?

Not only is it okay to exercise while fasting, it is actually recommended! The key to weight loss is all about hormones and there's no better way to optimize your hormones than exercise, especially if you are doing high intensity burst training.



CAN I EXERCISE ON AN EMPTY STOMACH?

Contrary to popular opinion, exercise on an empty stomach can actually be good for you because you deplete glycogen storage faster and you access fat burning mode easier. However, the intensity level of your exercise may need to decrease if you are fasting for prolonged periods of time. Additionally, you should not attempt to perform endurance activities on an empty stomach. Endurance activities are defined as an hour or more of continual exercise (not burst training).

The best time to workout while intermittent fasting is upon waking, or shortly after, to support the body's natural cortisol cycles of circadian rhythm.

If your schedule only allows a mid-day workout or an evening workout, you can exercise in your available time and then benefit from the hormonal boost by refraining from eating until 2-3 hours after your finish exercising. Try not exercise within 2 hours of bed-time.



CARDIO & WEIGHT LIFTING

You should avoid doing long cardio workouts or lifting weights in a fasted state. Instead, save these types of workouts for a time during your eating window so that you can go into them with glycogen stores and re-fuel when you finish. If you do long cardio or weight lifting sessions after you have been in a fasted state, your glycogen stores are already depleted and you could experience dizziness or fainting during your workout which could result in serious complications.



CONGRATULATIONS!

YOU'VE MADE IT THROUGH YOUR PROGRAM!

The principles you've learned throughout this journey should not end just because you've completed the program. You are developing habits that can be sustained for a lifetime.

Whether you've reached your weight loss goals or not, we encourage you to keep this lifestyle of intermittent and prolonged periods of fasting because of the extensive benefits it provides for your health. This is no longer just about weight loss, but rather it is a way to sustain a lifestyle that allows you to function and heal at your absolute best.

Remember, the health journey never stops. We are always either moving toward optimal health and vitality or away from it. We hope you've gained everything you were seeking by going through this program and we can't wait to hear how you are continuing to achieve success on your health journey.



KEEP MOVING TOWARD OPTIMAL
HEALTH AND VITALITY



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ALIGN YOUR HEALTH



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