

# Come Out of Hopelessness

with Max WLX™

"Chubby, Pudgy, Rubenesque." These are words that are a bit kinder than what the speaker really means: FAT. People who are overweight are often called things much worse than "fat." In an internet article, Catherine Macpherson wrote: "Obesity is one of the last forms of 'acceptable discrimination.' We have all been witness to people who find themselves the target of jokes or discrimination in a variety of settings, such as employment, health care or education."<sup>1</sup>

A 2004 study<sup>2</sup> showed that obesity discrimination lowers a woman's yearly earnings an average of 4.5 percent which can add up to as much as \$100,000 over her career. The statistics for men reveal that obesity can lower men's earnings by as much as 2.3 percent.

Sixty-five percent of US adults, nearly 130 million people, are overweight or obese, according to the Centers for Disease Control. According to 2004 statistics, approximately 6.8 million Canadian adults are overweight, and an additional 4.5 million are obese.<sup>3</sup>

Canada's numbers don't seem to be nearly as overwhelming as US rates. Sadly, the *Canadian Medical Association* stated those numbers mean that 59 percent of adults are overweight and one in four (23 percent) are obese.<sup>4</sup> So while 65 percent of US adults are overweight or obese, in Canada 82 percent find themselves in those categories.

If being overweight or obese causes such social and economic discrimination, why don't "those people" just go on a diet and lose the weight?

### Is it Just a Lack of Will Power?

What if *it's not really your fault* that dieting is not successful for you? And what if you found something that works with your body's natural systems to lose weight safely?

Max International has introduced Max WLX—the all-natural formula that works with little-understood



metabolic pathways in the body to help you lose weight and improve your health.

The science in this ray of sunshine for millions of people struggling with weight issues, has only been known for 14 years.

In December 1994, a team of researchers at Rockefeller University identified a gene in mice that when lacking, caused the mice to become hugely obese.<sup>5</sup> Perhaps more importantly, they discovered the hormone that codes to that gene. This hormone, created in adipose or fat cells, was named "leptin" (from the Greek word *leptos*, for thin).

Because the obese mice that lacked the leptin gene lost weight when given leptin, researchers thought they'd solved the puzzle of weight loss. But giving obese humans more leptin did nothing. In fact, when hormone levels were tested, it was discovered that people who are overweight have too much leptin!

Researchers then began to understand "leptin resistance." Gain more fat cells, gain more leptin. Leptin messages flood receptor sites and the overwhelmed receptors simply turn off to the weight regulating messages of leptin. The person is hungry all the time and the body is stuck with the message to store fat instead of burning it.

Diet all you want. Exercise all you want. But unless leptin levels are regulated, the weight will come back.

Do you have a great success story with MaxGXL or Max WLX?

Please email them to [Karen@maxgxl.com](mailto:Karen@maxgxl.com). We'd love to hear from you!

## Max WLX Offers Hope!

The natural polysaccharides and fatty acids in Max WLX act in two ways to help people lose weight. First, taken a half hour before the two biggest meals of the day (usually lunch and dinner) Max WLX helps to curb the appetite, enabling the dieter to eat less. It's no secret that cutting back calories and exercising will result in weight loss. The problem is keeping that weight off!

That's where Max WLX can offer hope because the second thing the formula does (and this has been documented in studies from the University of Connecticut) is to lower leptin levels!

## Real-life, Unsolicited Success Stories

Some companies pay for testimonials. Max International does not. Each and every success story in this article came in to Max unsolicited, in joyous emails simply reporting wonderful news.

CT is a Max Associate who is mentoring women who are thrilled with what they are learning and experiencing. One woman wrote to CT saying, "How do I get signed up?" and "Guess what? I have lost 3 pounds in a week! You are right! It's the best diet product ever. You don't feel any bad feelings or 'jitter' nerves. The best part is in learning how to eat right and when to stop eating. I have never been able to do that before. A lot of my eating has been emotional. I wouldn't stop until it was gone. Then I was miserable."<sup>6</sup>

PH, another Max Associate wrote, "I am now 66 and have battled the weight ALL my life, every now and then to some degree of success, but it always manages to come back, and 'bring friends.' I have been on the product 2 weeks, purposely haven't changed much of anything else, have lost 4 pounds, 1 ½ inches in waist, ¾ inches in midriff, 1 inch in upper hips. Hallelujah! Thank you, Max!"

One Associate's mom is 80 to 100 pounds overweight and a great worry to her daughter. So the daughter got Max WLX for her mother. The Associate wrote to say, "I couldn't resist sharing this report so dear to my heart." In one week, her mother said she lost five pounds and "5 inches off waist, 1½ inches off bust, 1½ off hips, 1 inch off arms and both thighs. Honest. No cheating, this is what happened in one week. I love you so much for introducing me to this!"

Associate CT emailed back to Max that it would be okay to share what the ladies who lost weight said. "Yes, you can use anything I send. They want others to be blessed and come out of hopelessness to the hope of the real person they really are!"

## Work with Your Body and Be the Real You Again

Knowing what you know now about how your body works with leptin, can you see the way out of the hopelessness of being overweight? Be the person you really are. Let Max WLX help you succeed.

### Research

1. <http://xnet.kp.org/permanentejournal/sum03/stigma.pdf>
2. Baum CL 2<sup>nd</sup>, Ford WF, "The wage effects of obesity: a longitudinal study," *Health Econ.* 2004 Sep;13(9):855-99.
3. Statistics Canada, *Canadian Community Health Survey*, 2004.
4. "2006 Canadian clinical practices guidelines on the management and prevention of obesity in adults and children [summary]," *CMAJ*, April 10, 2007, 176(8).
5. Zhang Y, Friedman JM, et al., "Positional cloning of the mouse *obese* gene and its human homologue," *Nature*. 1994 Dec 1;372(6505):425-32.
6. Emails on file at Max International.

