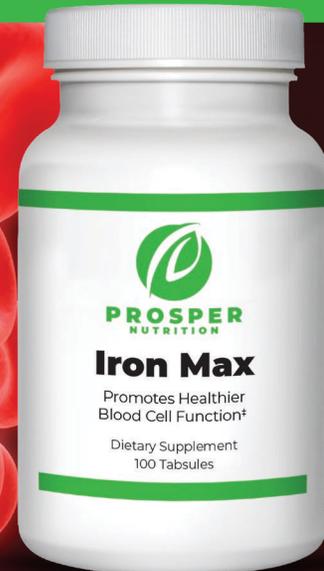




# Iron Max

BROAD SPECTRUM ANEMIAS FORMULA  
8 KEY NUTRIENTS FOR ALL TYPES OF ANEMIA

RED BLOOD CELL BUILDER  
REVERSES ALL ANEMIAS  
AND ENHANCES PHYSICAL  
PERFORMANCE\*



## IRON MAX - IT IS NOT JUST IRON

Although iron deficiency is a common cause of anemia, it is certainly not the only cause. Deficiencies in vitamin B-6, vitamin B-12, vitamin C, copper, and folic acid lead to reduced numbers of red blood cells and can result in anemia. **Iron Max** is not just an iron formula, but a comprehensive anemia formula that delivers all of the essential nutrients for maintaining healthy red blood cells.\*

## IRON MAX BUILDS BLOOD

The majority of iron formulas contain only iron (usually in a poorly absorbable, oxidized, or constipating form). Some formulas boast of having iron combined with vitamin C. Most overlook the other nutrient deficiencies that are responsible for anemia. Because these kinds of formulas don't address the true underlying problem, they fail. Broad spectrum **Iron Max** achieves effective results fast, eliminating trial and error by supplying blood building transport and activating nutrients that address all types of anemia.\*

**Iron Max** delivers iron as aspartate, fully ionized, reduced, and fully soluble for 100% bioavailability. Constipation and intestinal irritation, a common complaint with other forms of iron, is not reported with this bioactivated energized preparation.\*

Comprehensive **Iron Max** also includes:

- **Folate** - All cellular reproduction is impacted by folate deficits, but rapidly dividing cells like red blood cells are affected first. Both folate and B-12 deficiencies result in enlarged red blood cells characteristic of megaloblastic anemia.\*
- **Vitamin B-12** - To prevent B-12 deficiency anemia (pernicious anemia), **Iron Max** contains B-12 as hydroxocobalamin. As fully activated B-12, it is absorbed directly by mucosal membranes in the digestive tract. Pernicious anemia is a result of poorly assimilated B-12 due to digestive deficiencies. Activated hydroxocobalamin in **Iron Max** does not depend upon digestive competency for absorption.\*
- **Copper** - One form of anemia is dependent upon copper. Copper is required for proper iron absorption and utilization. It enhances the development of red and white blood cells and is required for the production of the iron transport protein ferritin.

Copper deficiency can lead to low levels of iron. Government statistics indicate that, on average, Americans consume only 50% to 60% of the RDA for copper.\*

- **Vitamin B-6** (as pyridoxine) - Activated B-6 ensures healthy red blood cells and oxygenation of tissues.\*
- **Vitamin C** - As an integral part of the **Iron Max** formula, vitamin C increases iron absorption and provides antioxidant benefits.\*
- **Niacin** - Many studies have been published on the beneficial relationship between niacin and anemia. Only **Ciron Max** includes niacin in the flush-free form for uptake of energy (NAD) and magnesium, an important element in anemia correction.\*

### IRON MAX ENERGIZES BLOOD

While other formulas are only 4% to 30% bioavailable, **Ciron Max** is fully soluble and 100% bioavailable. **Iron Max** uses reagent grade materials, which are closest to the iron naturally.

### IRON: FOR PHYSICAL AND EMOTIONAL HEALTH

Scientific research strongly indicates that iron stores can be affected by exercise. Muscles need oxygen to perform. One study examined the effects of hemoglobin on athletic performance. Researchers found that endurance performance can be improved by optimizing hemoglobin.

Another study explored the effect of iron deficiency on mood. Researchers discovered an association between anemia and apathy, depression, and rapid fatigue when exercising.

### REFERENCES

1. Carmel R, Weiner JM, Johnson CS: Iron deficiency occurs frequently in patients with pernicious anemia. *JAMA*, 1987; 257: 1081-1083.
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3. Chen K, Suh J, Carr AC, Morrow JD, Zeind J, Frei B. Vitamin C suppresses oxidative lipid damage *in vivo*, even in the presence of iron overload. *Am J Physiol Endocrinol Metab*, 2000 Dec;279(6):E1406-12.
4. Gledhill N, Warburton D, Jamnik V: Haemoglobin, blood volume, cardiac function, and aerobic power. *Can J Appl Physiol*. 1999;24(1): 54-65.
5. Benton D, Donohoe RT: The effects of nutrients on mood. *Public Health Nutr* 1999; 2(3A): 403-409.

**Directions:** As a dietary supplement, take one (1) tabsule daily with food or as directed by your health professional.

SUPPLEMENT FACTS		
Serving Size: 1 Tabsule		
Servings per container: 100		
Energized Nutrients	Amount per serving	% Daily Value
Vitamin C (as 100% l-ascorbate, fully reduced and buffered, corn free).....	100 mg.	111
Folate (as calcium folinate - 400 mcg) .....	680 mcg. DFE	170
Niacin (as Inositol Hexanicotinate) .....	20 mg. NE	125
Vitamin B-6 (pyridoxine HCl).....	5 mg.	294
Vitamin B-12 (hydroxocobalamin) .....	100 mcg.	4,167
Iron (as ionized ferrous aspartate) .....	25 mg.	139
Copper (as ionized cuprous aspartate).....	1.5 mg.	167
C16 and C18 alkyls† .....	5 mg.	*
Vegetable fiber (organic croscarmellose) .....	269 mg.	*

†From whole, untreated palm fruit and leaf  
\* Daily value not established

Other Ingredients: None

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NUTRITION

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\*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.