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**Managing Director of Sales, Dave Bagley
Interviewing DR. ROBERT KELLER**

(This interview has been edited to include a shorter version of Dave Bagley's and Dr. Keller's comments.)

Dave Bagley (following an introduction of Dr. Keller)

We hear about these things called antioxidants and we hear about free radicals. I know that when I got started in the research of antioxidants back in 1989, it was very ambiguous with regards to the definition or even understanding of what these two things were. We just knew that free radicals were bad for us and we thought that antioxidants took care of everything, but we know that's not quite the case anymore. We start understanding the degradation of health qualities due to these free radicals. Dr. Keller, at what age do people start to notice these effects?

Dr. Keller

I think that's very dependent on the person. I've always said to my patients, "If you listen to your body it will tell you what is wrong." And if you really listened to your body and didn't create a thousand excuses, as we all do, you would learn that in your mid 20's (or perhaps even a little bit earlier) depending on how hard you are burning the candle on both ends, you would start to feel the effects of these. Most people don't even really think of it until they reach their 30's or their 40's when the

attendant problems of the muscle aches, the joint soreness, the tiredness all start to become something that we then excuse by saying, "It's our age."

Well, it is not our age! It is the fact that we have essentially bought into the fact that we have to and buy into the fact that we wanted to abuse our bodies. We are all oxygen-based organisms, and oxygen is a wonderful thing. Without it we couldn't live, but every time we use oxygen we create what is called a "**burning substance**" or a "**free radical**," and that free radical needs to be obliterated in order for the body to continue to work at its maximal functionality. We don't do that. Besides that, we put (because of the environment, food, and a number of other factors) a number of things in our bodies that were never meant to be there. These things all pile up and so you've got the obligate free radical production as the result of being an oxygen-based organism, plus you have what you did to yourself.

Depending on how good or bad you are to yourself, those problems are going to start sooner or later, and depending on how well you listen to yourself, you'll find them sooner or later. Most people, unfortunately, don't find them until there are already major problems. An ounce of prevention is always worth a pound of cure, but we don't do the ounce of prevention.*****

I've noticed an increased amount of kind of 'throw caution to the wind' attitude. We live in a microwave society these days and we don't worry about things until they manifest themselves. I tell people that if we had a daily insight into ourselves (be able to look in the mirror and see the acne appear on our face) that's instant awareness. If we knew what was going on in our cells, I think we would be paying a lot more attention to that.

Dr. Keller

I agree. If you really take stock of what's going on in your body—and it's very hard to do because you always compare today with yesterday—and the difference between today and yesterday is imperceptible, but if you could literally go back six months or a year and ask, "How did I feel then? How was I able to function then? How was my brain working? How much exercise could I do without having problems afterwards?" and compare it to today, everybody would find that there is a gradual (and in some cases, not so gradual) but perceptible decrease in functionality over time. It really doesn't matter when you start that, but you will find a difference if you really take stock of your body—but nobody does that!

I'm privileged to treat a lot of patients with immunological problems, and these problems (in a very significant and real way) kind of telescope the aging process. So I got to see things in 30-year-olds that are usually present in 50 or 60-year-olds, and one of the first that we saw was that there was a marked lack of antioxidant capacity in approximately between 25 and 50% of all the patients that came through the door, and we originally found that through another mechanism, but ultimately learned that the important thing in that regard was glutathione.*****

What's the main difference between fruits and berries and tree extracts versus the compilation of ingredients that make up MaxGXL?

Dr. Keller

There's nothing wrong with the fruits and the berries, and there's nothing wrong with vitamin C and vitamin E and vitamin A and all those other things—but you have to understand that when an antioxidant is used to put out the fire from the burning substance (or the free radical), it creates its own oxidant (or burning substance), and therefore, what you are really dealing with is a chain reaction and you need to be able to literally take care of every link in the chain in order to have the cell working at maximum capacity.

So if you do a fruit and you do a berry and it's got something that will have vitamin A or vitamin C or vitamin E in it, you get some significant advantage—but you get a disadvantage too, and the disadvantage is that you are left at the end with an oxidant that may be more detrimental to the body than the antioxidant that you put into it. For example, approximately 15 years ago there was a study published in the New England Journal of Medicine that said people who smoke actually have an increased incidence of cancer if they take vitamin E.

That's not giving them the increased incidence of cancer—what they did in that study was only add vitamin E, and vitamin E is very good—it is an antioxidant—but it does create an oxidant. And by creating the oxidant (whatever that was), it created more of a situation where the patient was more prone to develop tumors than if they hadn't done anything in the first place. That doesn't mean you shouldn't use vitamin E. It means you shouldn't use vitamin E alone.

That's a very good point. Do some of these antioxidants have the capacity to be able to fight particular species of free radicals, yet not affect others?

Dr. Keller

Absolutely! And there are a manifold variety of oxidants that can occur—oxygen-related, hydroxyl-related, peroxide-related, peroxonitrate-related, so each one of them has a specific function that will put out one fire and leave the other fires literally unattended. That's the problem and that's the reason that you have to be very careful. I am not here to knock anything else because that's not our job. Our job is to point out the fact that glutathione is the top of the antioxidant tree. It is the thing into which everything else feeds. If the body has its druthers, it will create enough glutathione so that your cells will produce the energy that they did when you were in your 20's, and you will function at maximum capacity throughout your life. Those other antioxidants may feed into the glutathione chain. They do not create glutathione.

Dr. Keller, could you summarize the top three benefits that you immediately see with the intake of MaxGXL?

Dr. Keller

Would you prefer it on a cellular level or on a personal level—because what you get and what you see may not be the same thing. Let me go through what you get, and then I will talk about what you see. What you get is the fact that the mitochondria in your cells (which are the little furnaces in every cell that determine how much more energy that cell produces) is maximized if the glutathione is present to take care of every antioxidant

reaction that happens in the mitochondria. So number one is the cell functions better. Number two is the organ that that cell is associated with, whether it be the liver, the heart, the brain, the blood vessels—it doesn't matter—is going to function better, and ultimately the organism (you) are going to function at your maximum capacity. And what do you expect to see from that? Number three you expect to see more energy, you expect to see the ability to be able to do things that you couldn't do before. If I had a nickel for everybody that came into the clinic and said, "Well, I can't exercise anymore, but that's because I age." Hogwash! That's because you're not taking care of yourself the way you should. You will feel 10 to 20 years younger because you are going to be able to do things that you used to be able to do because your body is working the way it used to work.

One of the major functions within the glutathione capacity is to be able to optimize circulatory functions. What if someone is on some type of a blood thinner—and they are being prescribed quite a bit—how would those two questions come together?

Dr. Keller

Let's go backwards and ask the question, "Why are people on blood thinners?" They are on blood thinners because their circulatory system is not working the way it should, and the fact that their blood cells within the circulatory system are not working the way they should. The problems with that can involve strokes, heart attacks, and a number of other things. The routine way of treating that is to put people on a blood thinner, and a blood thinner basically allows the blood (which is not functioning as well as it should) to function better.

So now, let's add MaxGXL. The preponderance of your blood are red blood cells, and they need to squeeze through little tiny cracks in blood vessel walls in order to get where they need to go. As time goes on, that squeezeability or deformability called "rheology" decreases, and one of the major reasons it decreases is because blood cells lose glutathione, so let's put the glutathione back. When we do that, all of a sudden the blood cells are squeezing through those tiny little cracks that they didn't squeeze through before—and your blood is functioning at a much more normal level than it did before.

Now we add a blood thinner—and the combination of the two may mean you don't need as much blood thinner as you did before. If you add to that the fact that the muscle walls on the blood vessels are functioning better, you certainly may not need as much as you did before.

The third thing is that the cordyceps which is added to MaxGXL for a very specific anti-inflammatory function also can enhance the function of at least Cumadin (which is one of the major blood thinners). So if you add all three of them together you could easily have a patient who is on a fixed amount of Cumadin, who after going on MaxGXL for a period of time, found out that their blood was actually functioning better—and your doctor would pick that up on a blood test by saying, "Hmmm. This is working too well.." and most of the common reactions that I've seen are, "Get off the Max!"

There is another way of looking at it. Since everybody on Cumadin has their blood taken every week to make sure that the effect of the Cumadin is exactly what you want, it would be very easy to work with your doctor if they are willing to modulate the dose of Cumadin so it would take into account the fact that your blood was working better. I really believe very strongly that having your blood work better is better than putting a Band-aid on the cut to try to take care of the problem. If you can heal it from the inside, it seems to me much more beneficial to you or to the person involved than putting the Band-aid on the cut—and that's really what Cumadin is. Cumadin is trying to make up for the sins of the past because the blood is not working as well, because your antioxidants aren't as high and the blood vessels aren't working as well as they did, and because you probably have little craggy out-patchings in your blood called cholesterol plaques or in your blood vessels that are impeding the flow of blood. If you add the glutathione to it and the antioxidant capacity of cordyceps the blood is going to function better. That seems much

more physiologic to me than adding Cumadin. But I have to say that it's really up to the person involved and their doctor. I am not here to try to tell people what to do.

I think that needs to be said very clearly to everybody. The reason why we bring this question up is because awareness is important. We don't want to be going out and telling people to stop what they are doing and to go onto the Max. There's a responsible course of action that people should be taking and be aware of because obviously there is an increased level of benefit as a result of the MaxGXL, and the responsible thing to do is to be able to work alongside their health care practitioner if this is something that they choose to do in order to find a solution to it.

Dr. Keller

You are right! We are not here to hype this product beyond that which it can do. It's very, very good; it's got a lot of functions, but it isn't the panacea for the world, and you can't say, "To heck with my doctor—I am just going to do this." That is ridiculous. You don't have the capability of doing that, and if your doctor is willing to work with you, it makes much more sense to do it, and if they are not, you need to ask them to get in touch with Max International and we will try to address their problems, whatever they are. A lot of doctors (including myself before I got back into clinical practice) are really unaware of the importance of glutathione and in maintaining maximum functionality of the body. I have to tell you also that most doctors have so much to do these days—and I'm not trying to defend them—I'm just stating a fact that it is easier to say, "Don't do it..." than it is to learn about something new. Most people take that road throughout life. New learning is not the easiest thing in the world, and change is never comfortable, so if a doctor has to change his idea of what to do with a patient and learn a whole new area (which he may not have even been taught in medical school), it's easier for him to say, "Stop it.." and deal with what he knows how to deal with, than to deal with a new area in the equation (which may take some work.)

But your doctor should be willing to work with you in order to give you the maximum quality of life that you can possibly get—and that is really what we are talking about, and certainly improving your blood flow has many more advantages than simply reducing the dose of Cumadin (or whatever blood thinner) that you need to be on.

We have a commitment here at Max International to set a new standard within this industry. We believe that awareness and responsibility is at the forefront of what we are doing. There are benefits associated with taking this product, but there is also a grand responsibility and stewardship that comes along with the magnitude of the opportunity that is presented to us. We want to take the higher road and be responsible for what this product can do because it is definitely changing the lives of tens of thousands of people across the globe. Glutathione has multiple functions—antioxidant capacity being one of them—but I have also noticed its role in being able to detox the body to allow the cellular communication to happen at a more pure level, and that is one of the benefits that a lot of people may not be expecting, and yet that they seek. Dr. Keller, could you talk about that for a few minutes?

Dr. Keller

That is kind of a two-edged sword because it's good and it's bad. A number of people have gone on this product and actually experienced an exacerbation (or a worsening) of whatever symptoms they may have had, and they are very skeptical about the reasons for that.

The reason for that is the following: Over time (because of a lack of antioxidants, because of environmental pollution that we are all subjected to, because of the less-than-perfect foods that we all tend to eat) our bodies essentially collect in one manner or another, all of those things (and I will call them what they are—POISONS) and they ultimately work to reduce the functionality of the cells. Instead of producing as much energy as it used to, it produces half or a third (perhaps), so now we put glutathione into the mix and the cells start waking up. The cells that have been lulled into a sense of half-sleep are now

becoming fully awake, and the first thing they want to do is kick out the poisons. That's a wonderful thing and I have heard this question many, many times about people having detox reactions. My comment to that is "Hurrah!" The people who are having the detox reactions and are actually feeling worse in the beginning are probably getting more benefit from the MaxGXL than the people who just get a huge jolt of energy and can go out there and do things that they couldn't do before, but their bodies aren't as poisoned and ultimately they both will get the same benefits from it. People who are experiencing detox absolutely in the beginning get a great benefit from it because it's kicking the stuff out of the body.

It happens in a number of ways: I've seen a number of people who (when they first go on the product) start with 3 and 3 and they end up feeling absolutely terrible. The way we counteract that is to start at only 1 capsule.....until they get to a full dose, or until their symptoms get worse again. In this case you go all the way back to 1 capsule and start all over again.

I realize that is slow and that it is frustrating, but I can't tell you how important it is. There are others who have a real burst of energy.....and in the beginning things work well, but as the cells really come back up to full capacity they now notice the poisons that are kind of hidden out in fat cells and in a number of other places, and say, "Oh,oh..that's not staying there anymore!" and then those toxins come out and you get a detox reaction all over again.

So it's impossible to state (if I saw 100 people) who would have the detox reaction and who would not, but I think it's fair to say that if you look at the problem and you say, "Okay, you are using too much because there's too much poison coming out at a time. Let's back it off and go up very slowly on the ladder." I think that in most cases you are going to find out at the end of the day that the person is doing as well as possible because each and every cell is working in a clean environment and working with maximum potential.

I believe that cleaner is better and that is something that has been out there in the industry in regards to health management—that we need to be able to purify our systems. As I have learned about glutathione, that is one of the major reasons why I actually take the MaxGXL because I want to keep myself in a very healthy state. So for some, it's going to be greater activity, for some it's going to be going on a walk, doing things that we take for granted, like mowing the lawn or gardening. All of that is important for people to be able to realize. This is about the message of improving the quality of life. Dr. Keller, in closing, what is your ultimate vision and purpose of this product?

Dr. Keller

My ultimate vision and purpose in this purpose is basically exactly what you said. It's improving the quality of life.. For those people who garden, who did it with aplomb and with no problems five years ago and now find that after they garden they are sore and they hurt, or for those who exercise, or, or, or.... the soreness, the aches, the lack of concentration. Let me stop here and give you a practical example: My partner improved his golf score by eight strokes simply by taking this product in the middle of the golf range because he found that he could concentrate in the last five or six holes, which he couldn't do previously.

Let's get to the basics: All of that soreness, all of that ache, all of that lack of concentration, etc, is a result of an antioxidant defect. Your cells will work with oxygen and glucose as long as you have enough antioxidants there so that the antioxidant chain in the mitochondria is satisfied and you produce ATP. When you get into a position of oxygen defect, which can either from a lack of oxygen (because you are exercising too much) or from a lack of antioxidants (because that mitochondrial is not being taken care of), your body goes into what is called anaerobic glycolysis. Basically, instead of just producing carbon dioxide and water, you produce lactic acid—and lactic acid is the cause of the soreness after you exercise, etc., the lack of concentration that you feel as you go through something—and you can equate how you feel after you exercise, or in some instances the morning thereafter—by the amount of an antioxidant defect that you've got,

and by analogy, by the amount of glutathione that is built up in your body. You need to know that this is something that was created in the process of Dr. Keller's untiring pursuit to be able to increase the quality of life of the people he was treating, and it just so happens that we have that opportunity, to be able to take a product that has since been compositionally patented for our protection so that all independent Max associates now can take on that grand stewardship of being able to pass on this message of how to be able to be one of the core factors in improving the quality of life of literally every person that you know.

I have not seen anything in this industry that can allow such a pure message to be able to put out there, regardless of what people are looking for, to understand that this is one of the core functions of our biological being, to improve that quality of life. And we have that opportunity, we have that stewardship to share this with everyone.