

The Max Code

- ▶ At Max, we genuinely care about people. We want to build an extraordinary company that makes a difference in the lives of people throughout the world.
- ▶ We believe that people can improve the course of their lives by adopting and living by truth; therefore we feel a responsibility to search for, live by, and teach correct principles.
- ▶ We believe in being honest and in telling the truth. We are committed to fairness and believe that business relationships should benefit all the parties involved.
- ▶ We believe that our products improve people's quality of life. We are dedicated to bringing products to market that have science-based research, high manufacturing standards, and case studies that confirm that the products work.
- ▶ We believe in the principles of free enterprise, and that people should be paid well for their efforts.
- ▶ We listen to and partner with those who want what we are trying to build.
- ▶ We open international markets only when we are fully ready to support them.
- ▶ We recognize that if or when we drift from our Code we will take swift corrective action.
- ▶ We believe in personal development. We help others grow and reach their potential.
- ▶ We believe in the "Law of the Harvest." We want our Associates to generate wealth for themselves by providing tangible value to their stakeholders.
- ▶ We will generate wealth for ourselves too, by providing compelling value to our Associates and Preferred Customers.