

# Sports nutrition

**maxim**  
THE ORIGINAL SPORTS NUTRITION

**SPORTS DRINK**

Keeps you hydrated & performing

With minerals & carbohydrates\*

Hypotonic for faster absorption

Developed in co-operation with sports nutritionists and athletes. See [www.maximnutrition.com](#)

**FRESH LEMON TASTE**

2:1  
CARB  
RATIO

**maxim**  
THE ORIGINAL SPORTS NUTRITION

**NEW**

**40%  
PROTEIN  
BAR**

Only 1.4 g sugar - high fiber

Developed in co-operation with sports nutritionists and athletes. See [www.maximnutrition.com](#)

**CRISPY BROWNIE**

20g  
PROTEIN  
PER BAR

**maxim**  
THE ORIGINAL SPORTS NUTRITION

**Protein Bite**

ALMOND CRUNCH

**maxim**  
THE ORIGINAL SPORTS NUTRITION

**40%  
PROTEIN  
BAR**

Only 1.8 g sugar - high fiber

**SALTY CARAMEL**

20g  
PROTEIN  
PER BAR

50g e

**maxim**  
THE ORIGINAL SPORTS NUTRITION

Content of this material is only intended for markets outside EU. Local regulatory approval is mandatory to assure legal compliance.

# Maxim

## Maxim – passion for sport

Maxim was founded in 1991 and was one of the first sports nutrition brands on the market. Creator Steven Jennings was a British racing cyclist, who had found a need for a new kind of sports nutrition.

First product was the Maxim Carbo Loader, which helped British cyclist Chris Boardman win Olympic gold in the 1992 Olympic Games. Thanks to Maxim, Boardman went on brake three world records and wore the yellow jersey three times in the Tour de France.

Today Maxim holds a wide product range of nearly 60 products, covering every possible sporting need, from protein and recovery to hydration and energy.

Our trusted products are now enjoyed by professional and amateur athletes in many countries across the globe.

## Built by athletes

Maxim is a part of Orkla Health, which secures an incredibly high quality. All our ingredients are carefully checked for compliance with legislation, quality requirements, adverse



health and desired positive health effects and potential side effects

The products are developed by our nutritional specialists in cooperation with athletes.



Our focus lies on performance and to ensure the highest possible effect.

To support the product development, Maxim has a team of specialists using the latest clinical research available to create a perfect blend of ingredients and continuously test the quality of the products.

As the expert in sports nutrition, it is important for us to set high standard – not only for our products but also in how our business affects the world around us.

Thus Maxim is obligated to ALWAYS conduct business in a responsible manner, based on the duty to respect human and labour rights, protect health, safety and the environment, and in general, apply sound business practices.

All this make Maxim a sports nutrition brand to rely on.

# Products

## Maxim Gels:



The Maxim gels are available in different formats and with different flavours, which will cover any energy need. The tailor-made combinations of slow and/or fast carbohydrates and caffeine, helps you perform at your max – no matter what sport you do.

---

## Maxim RTD (Ready to Drink)



Our ready to drink selection provides you with all the muscle building material and energy you need for your work outs. The RTDs give you energy and protein to maximize your results while enabling you to recover fast.

---

## Maxim Powder:



As with our RTDs, The powder range covers any energy and protein need. Here, you find our legendary Maxim Carbo Loader which provides the extra carbohydrate needed for maximum performance. We also have improved sports drink in different tasty flavours to keep the body hydrated and energized. For muscle building purposes, Maxim has pure protein, creatine and recovery powder for optimal strength.

---

## Maxim Tablet:



The Total Hydration tablets are an important piece of the Maxim portfolio. The Total Hydration tablets contain minerals and carbohydrates which keeps you hydrated throughout your training.

---

## Maxim Bars:



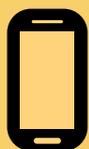
Our many delicious bars give you energy and protein in many tasty and different ways. Try for example our Oats, almonds and salty nuts bar, which provides you with fast and slow carbohydrates for optimal energy before and during your race. The 54% bars are also worth a try - with 54% protein per bar, it helps to maintain and build muscle mass and strength. The 40% protein bars is the best-selling SKUs in the total portfolio, they have exceptional content (high protein & very low sugar) and super tasty flavours!

---



You can always send us  
your questions:  
reception@orklacare.dk

**Email  
us**



You can always call us :  
no.: +45 43 56 56 56

**Call  
us**



You can also visit our website  
orklahealth.com for more information  
about our company and products.

**Visit  
www**



You can also visit or write us at  
Orkla Care A/S  
Industrigrenen 10, 2635 Ishøj  
Denmark

**Our  
address**



PRINTED IN DENMARK, 2017  
MADE BY ORKLA HEALTH A/S,