



January Wellness Maxim

***"It is quality rather than quantity that matters."
- Lucius Annaeus Seneca, Roman Philosopher***

January marks a new beginning for many of us, including weight loss company Weight Watchers, which, in a move less publicized than its new affiliation with Oprah Winfrey, decided to change its long-time point tracking system. The previous formula's narrow nutritional focus on calorie counting often triggered [metabolic slowdowns](#), which results in eating less yet not losing weight. Why? Because all food is not created equal. The [new tracking system](#) separates sugars from other carbohydrates, rewards lean protein consumption, and rewards a shift toward mono-unsaturated fats. So as we implement our new year's resolutions, in addition to passing on second helpings, also bear in mind the age old adage, *quality over quantity*.



Maxim believes preventative wellness is *the* cost effective, efficacious, and empowering solution to numerous health related issues and presents an enormously attractive investment opportunity as consumer awareness rises and increasingly larger flows of private and public capital are directed toward healthy living.

OUR FOCUS

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| <ul style="list-style-type: none"> • Functional foods and Nutraceuticals | <ul style="list-style-type: none"> • Ingredients and branded products | <ul style="list-style-type: none"> • Fitness clubs and equipment |
| <ul style="list-style-type: none"> • Corporate wellness | <ul style="list-style-type: none"> • Superfoods | <ul style="list-style-type: none"> • Digestive health |

For more information on Maxim and our Wellness practice, feel free to reach out to us directly or through our website: www.maximpartnersllc.com.

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