



"Let food be thy medicine and medicine be thy food."

- Hippocrates

We choose the foods we eat based on the benefits that they provide us. Naturally functional foods, like nuts, coconut water, chia, quinoa, among others, are "the largest driver of innovation in health" according to Nutraceuticals World. Functional foods have overtaken supplements as a key driver of health and innovation, as supplements continue to be scrutinized for authenticity. Consumers are questioning if ingredients used in supplements match the statements on supplement labels (see "GNC Responds..."). We expect functional foods to continue to capture share from pure supplements, as "regular foods" turn functional by way of creative ingredient incorporation.



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

- Functional foods and Nutraceuticals
- Corporate Wellness
- Superfoods
- Ingredients and branded products
- Digestive health
- Fitness clubs, service, and equipment

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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