



## Silver MAX™ Homeopathic First Aid Gel

Silver MAX™ First Aid Gel is so effective for such a broad spectrum of minor wounds, you can now replace your over-the-counter (OTC) antiseptic cream, burn spray, calamine lotion, and acne cream with one product: Silver MAX™ First Aid Gel.

### Use Silver MAX™ First Aid Gel for Topical Relief of:

- Burning
- Sunburn
- Razor burn
- Scrapes
- Rashes
- Stinging
- Itching
- Redness
- Minor inflammation
- Bruises
- Ulcerations
- Blisters
- Bug bites
- Skin eruptions from acne, eczema, or minor infection
- Stiffness and pain from minor wounds
- Minor burns

### How Silver MAX™ First Aid Gel Works

Silver MAX™ provides fast healing of minor cuts, scrapes, minor burns, bites, bruises, minor skin infections and more. It works in four ways:

#### Reduces Topical Pain

Silver MAX™ First Aid Gel reduces pain quickly, taking the sting out of skin irritations.

#### Calms Minor Skin Inflammation

Silver MAX™ First Aid Gel calms minor skin inflammation, reducing the swelling, redness and heat that often accompany minor skin wounds.

#### Fights Minor Skin Infection

Silver MAX™ First Aid Gel helps the body keep minor skin infection at bay, allowing minor wounds to heal quickly.

#### Promotes Healing of the Skin

By reducing topical pain, calming skin inflammation and fighting minor skin infection, Silver MAX™ First Aid Gel helps skin recover from all kinds of minor wounds.

The perfect alternative to conventional and herbal topical treatments, Silver MAX™ First Aid Gel is:

- **Child-Friendly**‡: Sting-free formula reduces topical pain, does not add to it.
- **Safe**: Homeopathy has no known side effects.
- **Clean & Pure**: No synthetic preservatives, perfumes or dyes.
- **Non-greasy, Transparent & Odorless**: Applies easily & dries fast.

‡With adult supervision



#### The Silver MAX™ Promise:

We promise you a great opportunity to enjoy all of the benefits of Silver MAX – Without any risk to you. All the risk is on us – where it should be!

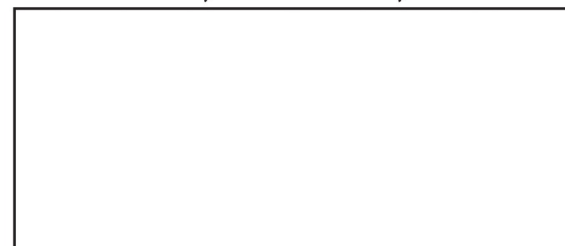
### A Brief History Of Silver: The Forgotten Answer\*

Across the globe, for thousands of years, silver has played an essential role in safeguarding human health.\*

- The ancient cultures of Egypt, Greece, Macedonia, Phoenicia and Rome relied on silver to keep them well.\*
- Around 400 B.C., Hippocrates, the Father of Medicine, taught that silver supports healing processes.\*
- During the Middle Ages, upper class Europeans used silver utensils and goblets, ensuring the safety of their food and water.\*
- Silver lined the water vessels of the armies of Tsar Alexander as they fought Napoleon.
- In America's 'Old West,' it was common practice to drop silver coins into drinking water barrels for protection against water-borne illness.
- As recently as the 1930's, colloidal silver was the preferred choice of physicians for empowering the immune system and supporting the body's innate healing processes.\*
- NASA uses silver in the water purification systems of the space shuttle and the international space station.

Today, as more people embrace natural ways to maintain their health and well-being, silver is experiencing resurgence in popularity. Silver MAX™ is leading the way, with technologically unparalleled silver preparations for internal and external use that deliver real results.

Try Silver Max™ Today.



\* These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

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## What Are You Doing To Support YOUR Immune System?



Immune Support\* & Homeopathic First Aid Gel

## Benefits of Silver MAX™ – Pure Silver Hydrosol

To support your immune system for all of its needs, Silver MAX™ has a unique combination of five characteristics no other silver product can match:

### Actively Charged (Bio-Active)

As corroborated by several universities, the silver hydrosol in Silver MAX™ contains 96% positively charged silver particles [Ag+], making it up to 34 times more powerful and effective than other brands.

### Easily Absorbed

Silver MAX™ has an unprecedented particle size of 0.0008 microns, or 0.8 nanometers (validated by Transmission Electron Microscopy), which allows for easy absorption and excretion from the body.

### Less Is More

The smaller the particle size, the greater the surface area and the higher the efficiency of the product. That's why even with a low concentration of 10ppm (parts per million), Silver MAX™ is still much more effective than brands that contain up to 500ppm. Best of all, this ensures you get the best value for your money with every use.

### Perfectly Safe

Silver MAX™ is formulated to be safe for the whole family. Even if you took the adult dosage of the product 7 times a day for 70 years, Silver MAX still falls below the EPA daily safe Oral Silver Reference Dose (RfD)†.

### 99.999% Pure

Silver MAX™ has only two ingredients: pure silver and pharmaceutical-grade purified water. It does not contain added salts or proteins that render other silver products less effective and possibly dangerous. Plus, it is packaged in non-leaching glass bottles to guarantee purity throughout its shelf life.

† According to the EPA (CASRN 7440-22-4) daily Oral Silver Reference Dose (RfD) applied to 10ppm, one may ingest 178,850 dosages safely over 70 years.

## Use with Confidence

Silver MAX™ liquid is available in 8 oz. (240 mL) bottles.

Silver MAX™ Homeopathic First Aid Gel is available in a 2 oz. (56 g) pump bottle.

If, for any reason, Silver MAX™ fails to meet your expectations, simply return the bottles (even if empty) within 30 days of receipt for a prompt, courteous refund of your purchase price (less s/h).

## 5 Common Questions & Answers About Silver Supplements

### Are silver supplements with a higher PPM always more effective than products with a lower PPM?

No. What makes one silver product more effective than another is not its PPM, but rather its particle size, particle charge and purity. The smaller the particle, the more bio-available it becomes, and the greater the surface area available for interaction within the body.

### Should a high quality silver supplement have a specific color or should it have a clear appearance?

Pure silver colloids should be clear to a pale hue. Darker color is an indication of one or more of the following: Large particles that reflect light, compounds (salt or proteins), oxidation or other impurities. A pure silver hydrosol is clear, indicating a complete dispersion of ultra fine particles of Ag(n)<sup>1</sup> in the purest form of water.

### Are elemental (neutral) silver particles more active than positively charged silver particles?

Some silver products claim that elemental (neutral) silver particles are responsible for silver's effects. However, medical literature states that it is the free silver ions (the positively charged particles) that are 'active.' In fact, researchers recently found that any silver supplement's potency "is directly related to its level of silver ion (Ag<sup>1</sup>) concentration," noting, "Ag<sup>1</sup> (the positive silver ion), when produced electrolytically, is the most therapeutic form of silver."<sup>2</sup>

### Will silver harm the friendly bacteria and flora in my body?

Taken orally as directed, Silver MAX will absorb very quickly in the upper gastrointestinal tract, leaving very little or none to interact with beneficial bacteria in the small and large intestines. Due to the nature of friendly bacteria in the body, it is almost impossible for the silver hydrosol to negatively affect these helpful microorganisms.

### Will taking silver turn my skin blue?

It is true that silver compounds (salts and proteins) masquerading as colloidal silver may cause argyria (a benign cosmetic skin discoloration). However, pure silver hydrosol — which is free of silver proteins, salts and other compounds — poses no health hazard.\*

<sup>1</sup>Tien DC, et al. Colloidal silver fabrication using the spark discharge system and its antimicrobial effect on Staphylococcus aureus. Med ENG Phys. 2007 Dec 7.

<sup>2</sup>Goetz A, Tracy RL, Harris FS. Oligodynamic effect of silver. In: Addicks L (ed.) Silver in Industry. New York: Reinhold, 1940, 402-3.

## Why Pure Silver Hydrosol Over Any Other Form Of Silver?

Over the past two decades, the term "colloidal silver" has been dramatically polluted by manufacturers that produce (knowingly or unknowingly) silver products contaminated by the presence of salts, proteins, compounds, stabilizers and oxidation — all of which degrade and diminish the bio-activity of the silver.

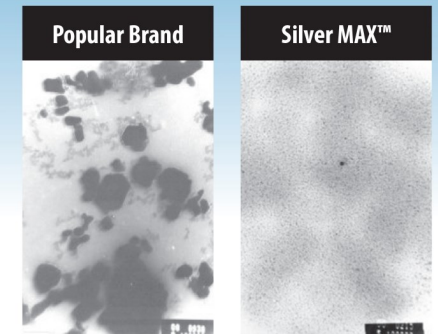
A Pure Silver Hydrosol represents the ultimate refinement and purity of the silver supplement category. It is the suspension of a high content (96%) of positively charged silver ions [Ag(n)<sup>1</sup>] in only pharmaceutical-grade purified water. This is not to be confused with ionic silver, an inferior form of neutral silver/silver salt that is in solution (dissolved) rather than in a colloidal suspension. The positively charged silver ions (cations) in Pure Silver Hydrosol remain in suspension, maintaining their fully active state for use within the body.

<sup>1</sup>Tien DC, et al. Colloidal silver fabrication using the spark discharge system and its antimicrobial effect on Staphylococcus aureus. Med ENG Phys. 2007 Dec 7.



## Quality You Can Truly See

The only way to truly and accurately determine particle size is through the use of an electron microscope. When magnified 100,000 times, you can clearly see the difference between Silver MAX™ and another popular brand of silver on the market today. The results shown here confirm that Silver MAX™ is superior, thanks to its incredibly small particle size, positive energy, purity and overall consistency.



Silver MAX™ Kill Time	1 Min.	2 Min.	3 Min.	4 Min.
S-1 wildtype/normal				
MRSA antibiotic resistant				
Popular Brand Kill Time	1 Min.	2 Min.	3 Min.	4 Min.
S-1 wildtype/normal				
MRSA antibiotic resistant				