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Maximus Life Sciences Launches Max UR LIFE Men and Women Nutritional Supplements

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The new nutraceutical formulations combine essential vitamins, minerals and botanical ingredients to support everyday nutritional needs

Maximus Life Sciences, a science-driven nutraceutical company committed to delivering high-absorption wellness supplements backed by innovation, purity and trust, today announced the launch of Max UR LIFE Men and Max UR LIFE Women, two nutritional supplements formulated to complement the everyday wellness needs of men and women

T. Khader Fareed, Minister for Health and Family Welfare, Government of Karnataka, attended the launch, along with Dr. Rajiv Golcha and Dr. Lalith Kumar G, Founders, Maximus Life Sciences, who shared their perspectives on preventive healthcare, nutritional awareness, and the importance of supporting everyday wellbeing.

As awareness of nutrition's role in overall health grows, Maximus Life Sciences aims to make science-led nutritional support accessible through formulations that combine essential micronutrients with selected botanical ingredients. The newly introduced Max UR LIFE range brings together vitamins, minerals and botanicals in convenient vegetarian capsules.

T. Khader Fareed, Minister for Health and Family Welfare, Government of Karnataka, said “Preventive healthcare and greater awareness of everyday nutritional needs are important components of a healthier society. It is encouraging to see initiatives that bring nutrition and wellness into the larger conversation around health. Individuals should be empowered to make informed choices about their wellbeing, while ensuring that nutritional supplements complement a balanced diet, physical activity and appropriate medical guidance.”

Dr. Rajiv Golcha, Founder, Maximus Life Sciences, said “Good health is supported by consistent everyday habits, including balanced nutrition, physical activity and adequate rest. With growing awareness of nutritional needs across different stages of life, formulations that combine essential vitamins and minerals with selected botanical ingredients can contribute to an individual's overall nutritional routine. Consumers must make informed choices and use supplements responsibly as part of a holistic approach to wellness.”

Dr. Lalith Kumar G, Founder, Maximus Life Sciences, said, “At Maximus Life Sciences, we believe that science-led innovation and quality are key to making nutrition an integral part of everyday wellness. With the launch of Max UR LIFE Men and Max UR LIFE Women, we aim to address the distinct nutritional needs of men and women through convenient formulations that combine essential nutrients with carefully selected botanical ingredients. These products reflect our commitment to offering consumers informed choices to complement their daily diets and wellness routines. As we continue to expand our portfolio, we are planning to introduce six more products in January 2027, further strengthening our presence in the natural nutrition segment. Our focus remains on quality, research and building lasting consumer trust.”

Max UR LIFE Men – Multivitamins and Minerals with Botanical Ingredients is designed to complement the daily nutritional needs of men. Max UR LIFE Men combines essential vitamins and minerals with botanical ingredients, including zinc, vitamin D3, magnesium, ashwagandha and shilajit. The formulation is intended to provide nutritional support for energy metabolism, normal testosterone levels, muscle function and healthy bones as part of a balanced diet and healthy lifestyle.

Max UR LIFE Women – Multivitamins and Minerals with Botanical Ingredients has been formulated to complement the everyday nutritional needs of women. Combining biotin, vitamin D3, shatavari and ashwagandha with essential vitamins and minerals, the formulation is intended to provide nutritional support for energy, hormonal wellness, healthy skin, hair and bones.