



Script for Fit Pros

Dietary Supplements: The Difference You Want & Need as a Professional & Consumer

The Practitioner Product Channel - Evidence Based Rules

Dietary Supplements, The Difference You Want & Need as a Professional & Consumer.

First & foremost, dotFIT is a research and development company for evidence-based sport and fitness complete programming. Our programs and products are delivered by sport, fitness and health professionals, therefore everything including recommended supplements must meet strict scientific criteria and legal committee rules including 3rd party testing procedures. This is the difference fitness & health professionals need in order to make sure their clients only receive personalized safe and effective products, and why we don't sell in consumer channels. The products are professional recommendations integrated into complete nutrition and exercise programs. Guaranteeing safe and effective products requires processes that other company don't perform, because they don't have to. To be a Practitioner Product, before we can deliver or recommend a product, we must prove to an entire scientific and legal committee the following:

- 1- Efficacy: meaning, the products will work as claimed, therefore,
 - We must match the ingredients, their forms and amounts and dosing instructions with those shown to be effective in clinical trials using 3rd party studies - thus, **if we make it, it works as claimed**
- 2nd -Safety: meaning the products are safe as recommended - there are 2-parts to this
 - 1) The ingredients themselves must have a history of safety as well as been shown safe in clinical trials
 - 2) synergy with diet and other products to assure no nutrient overages or adverse events when using drugs or other supplements - this is accomplished by medical screening and using only supplements that work together to assure amounts of *all* ingredients remain in the safe optimal range when taken together. Therefore, **following instructions guarantees the safe & ideal intake**
- 3rd - Purity and potency: purity defined as free of contaminants or impurities such as lead or other potentially toxic, illegal or banned substances (which is most important to our drug tested professional and amateur athletes); potency meaning the ingredient amounts are exactly as published on the label. To do this:

- First, the products are manufactured and tested in pharmaceutical FDA regulated and NSF certified facilities meaning they follow strict Good Manufacturing Practices (cGMP) and inspected regularly
- Second, there are comprehensive multiple tests starting with the raw materials and continuing all the way to the completed product including use of 3rd party or independent lab testing facilities to validate the purity and potency - so, **what's on the label is tested to match what's in the container**
- 4th - Accurate nutrient delivery: meaning the ingredients hit their targets
 - Depending on the delivery goal, with proper use and dosing of tablets, capsules or powder preparations including co-factors, which are the added ingredients that can alter release times, we can control the speed of ingredient absorption - because sometimes you want delivery as fast as possible while other times over longer periods for ideal tissue saturation
 - Also different forms of the same nutrient can hit different targets therefore identifying the right form can get more as needed to the proper tissues -thus, **the right nutrients and amounts arrive at the right places at the right times**
- 5th and final - Truth in labeling and full disclosure: meaning legal accurate product claims and listing of any sub population's potential precautions
 - Once we prove the contents match positive clinical trials, the claims must pass legal regulations and we must publish the supporting data along with any known potential precaution in a peer review-style document - titled, The Supplement Reference Guide (SRG) - and make it available to everyone - so **ask and you shall receive**

There is no question that proper use of dietary supplements can make a positive impact on reaching sport, health or fitness goals, but improper or non-professional guidance can often yield little to no value and may also be unsafe long term, and, why much of the scientific community disagrees with commercial practices or consumer buying decisions.

We are the qualified professional resource for practitioners so they can deliver professional guidance that can assure only the true benefits of dietary supplements as they relate to 1) improving health by supplying what the diet can't throughout life, and, 2) safely enhancing sport and fitness outcomes when compared to a non-supplemented state.

If we make or recommend it, it works as claimed, that's proven published and signed off on. And that's something no one else can do.