



dotFIT

GROW STRONG.™



**Protein – More Than Just
Muscle**

dotFIT MASTER CLASS

Protein & Powder Mixes



- Protein “101” Revisited With Updated Science (10 min)
 - ✓ The New “Whys,” How to Use and How Much
- Protein Market Explosion (5 min)
 - ✓ The Good, Bad & Why We Should Own it
- dotFIT Powders: Goals and Rationale + Q&A after each product (35 min)
 - ✓ Connecting the Right Product to The Right user – The Whys, How & How Much
 - FirstString
 - WheySmooth
 - All Natural WheySmooth
 - Best Plant Protein
 - LeanMR
 - Pre & Post Workout & Meal Replacement Formula
 - Unflavored Proteins + Flavor Packets
- Q&A to Your Heart’s Desire (no time limit)

PROTEIN & MUSCLE PROTEIN SYNTHESIS “101” UPDATED

- **SPORTS NUTRITION IS CONSIDERED THE NEW HEALTHY AGEING**
- **SPORTS NUTRITION APPLIES TO EVERY ADULT THAT WANTS TO REMAIN ACTIVE AND PROTEIN IS NO EXCEPTION**
- **KEEPING ACTIVE & STAYING LEAN IS OUR CUSTOMER**

WHY, HOW & HOW MUCH



Why:

- Goal for **everyone** is to keep muscle protein synthesis (MPS) \geq muscle protein breakdown (MPB) as long as possible or the inevitable happens sooner for everyone
- MPS (nitrogen balance) is positive (MPS > MPB) through puberty
- Through normal daily activity and nutrition, mass is maintained (MPS = MPB) up to ~30 yrs. of age
- Post 30 yrs. MPB > MPS unless you add exercise^{5,73,111,13}

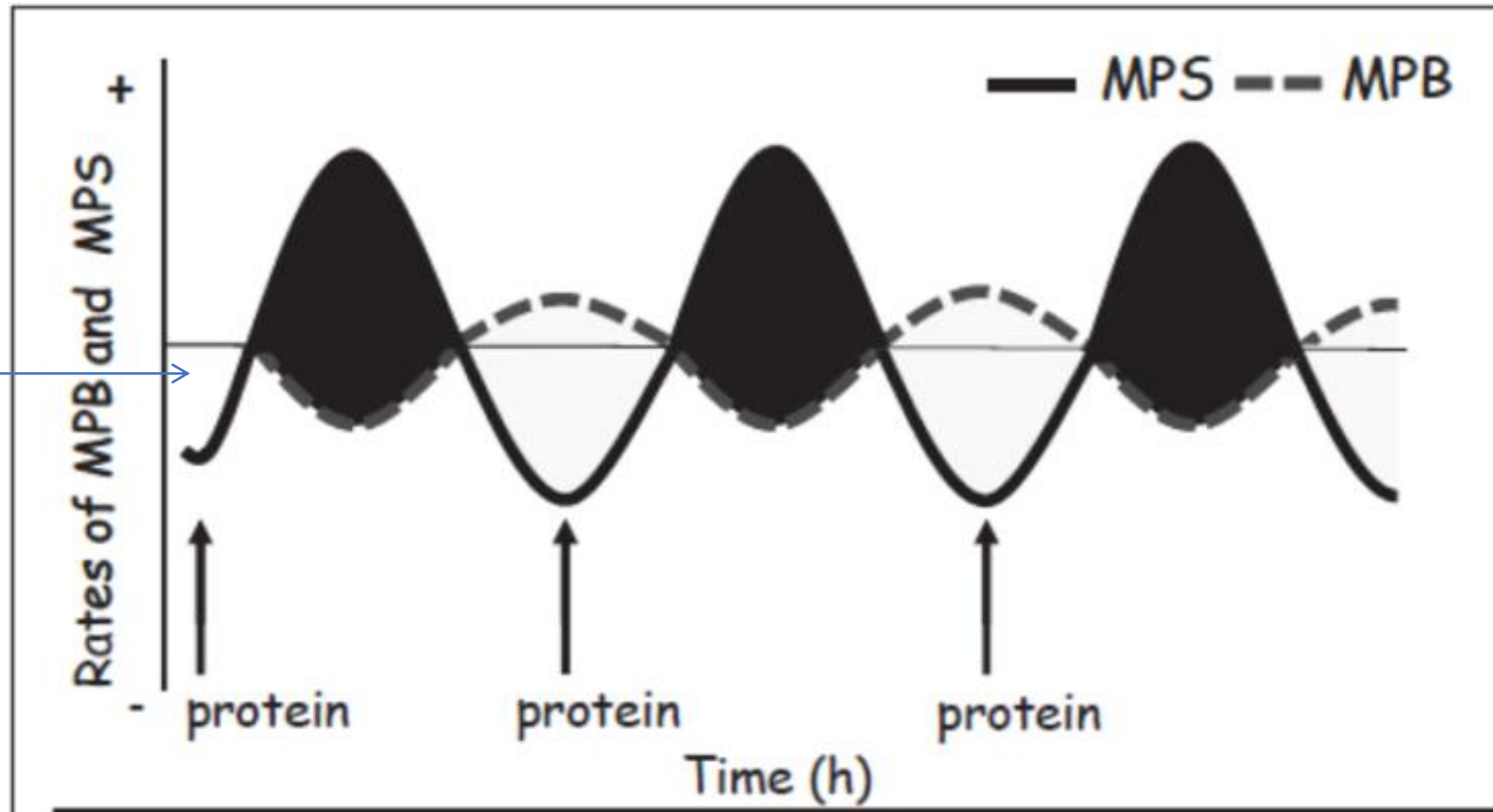
[Data & References From WheySmooth section in PDSRG](#)



WHY, HOW & HOW MUCH



Normal Muscle Protein Synthesis (MPS) and Muscle Protein Breakdown (MPB) process:¹³



MPS remains Negative^{13,52,53} until protein ingested

Note: Cost of MPS & MPB (protein turnover):

- 1.04 Kcal/g
- 1-2% of all protein replaced daily

How muscle mass is maintained in healthy normal fed humans up to ~30yr^{12,13}

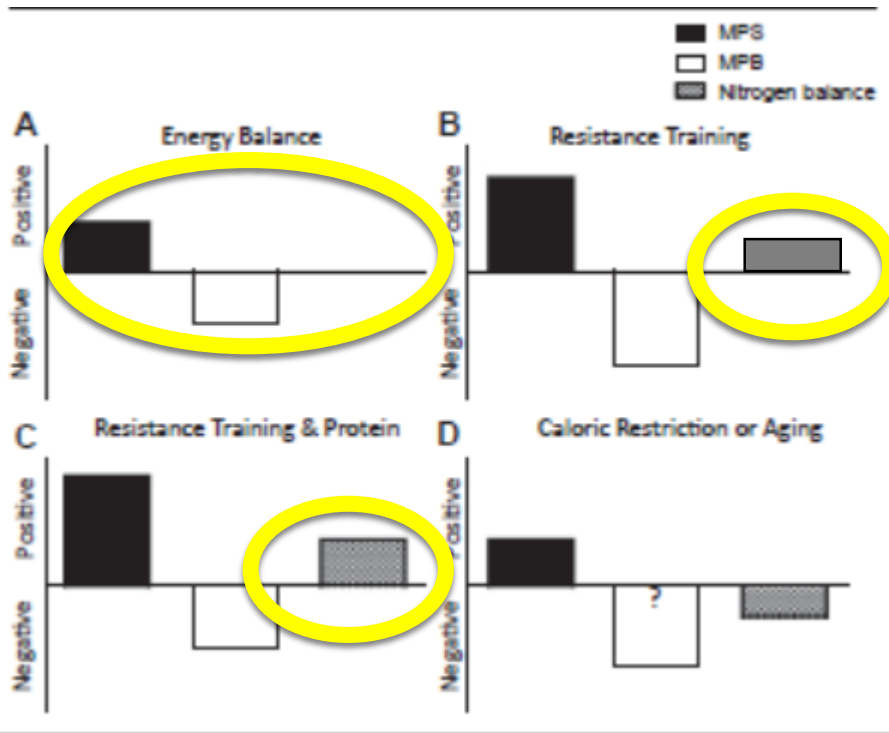
Why, How & How Much

Exercise and Protein^{13,14}

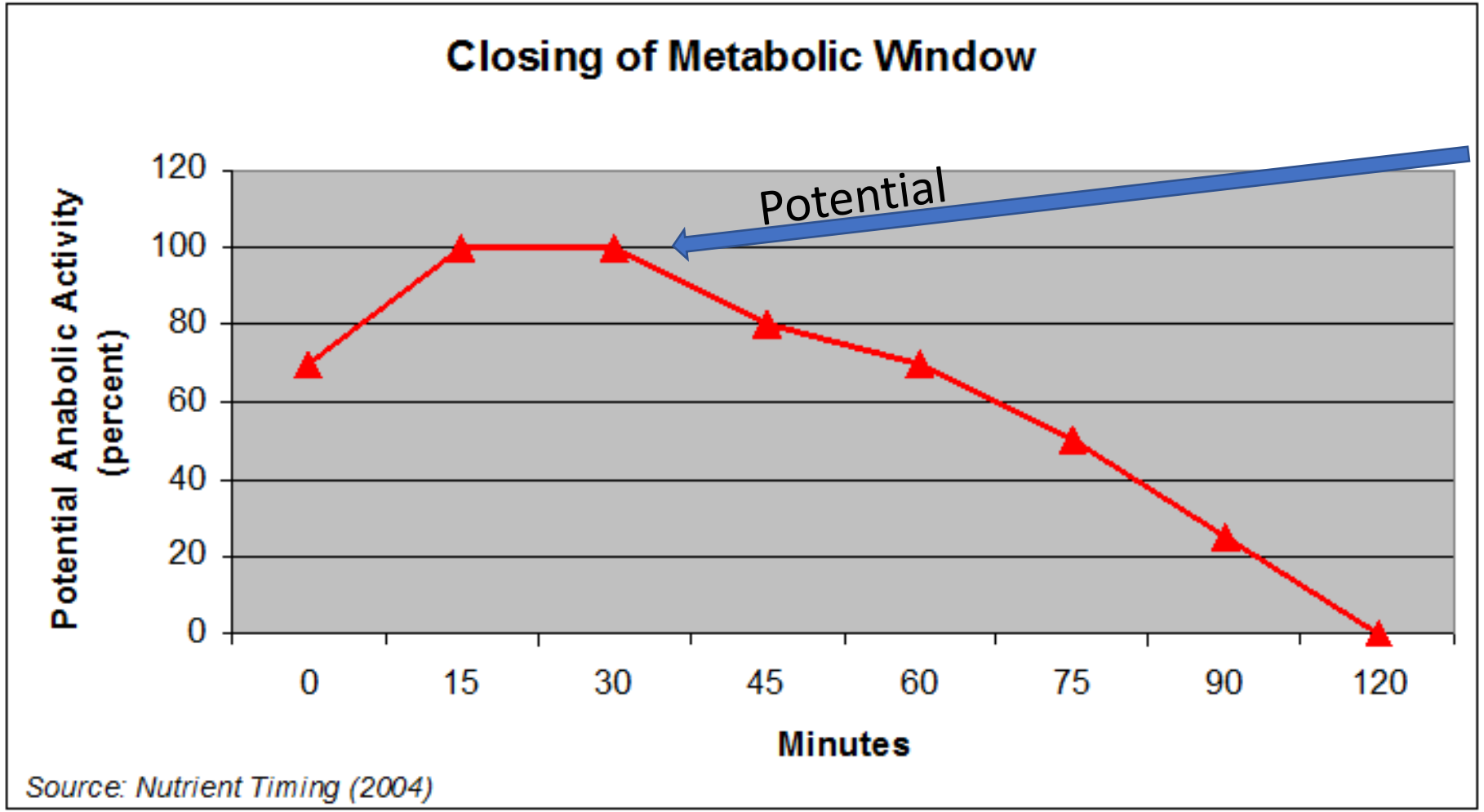
A: From previous slide: MPS=MPB

B: Addition of exercise with normal diet but w/o Pre/Post Exercise protein
MPS ≥ MPB up to a point (see Met Window)
(Potential unfulfilled with little/no make-up)

C: Addition to normal diet of Pre/Post protein –greater, longer favoring of MPS



Muscle protein synthesis exercise-induced acute incremental potential immediately post exercise



Exaggerated MPS response if & when exercise & AA converge i.e. the so-called metabolic window (MW)^{13,14,72,74,75}

MPS and Glycogen synthesis potential reaches their respective highest points almost immediately post exercise and returning to baseline within 2-3hrs^{30,33,37}

Why, How & How Much

Exercise and Protein^{13,14}

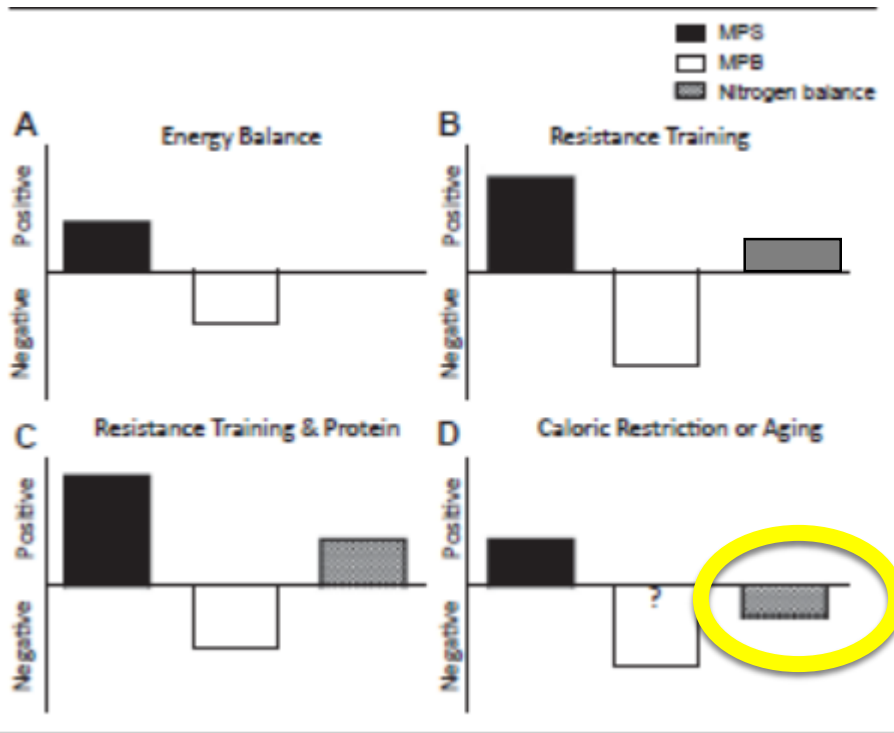
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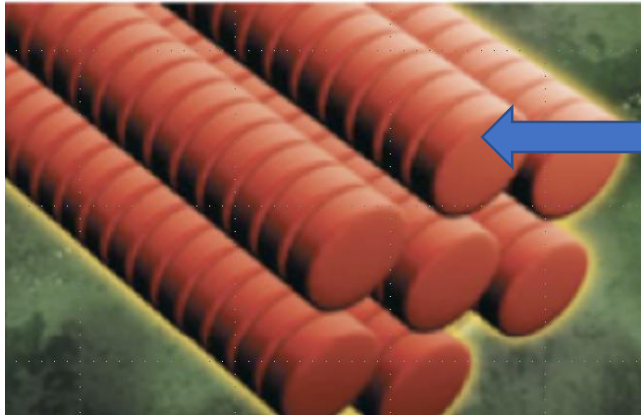
$MPS \geq MPB$ up to a point (see Met Window)
(Potential unfulfilled with little/no make-up)

C: Addition to normal diet of Pre/Post protein –greater, longer favoring of MPS

D: Caloric restriction and/or ageing in which higher protein can minimize

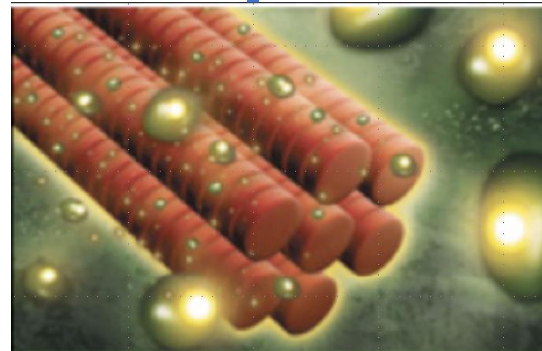
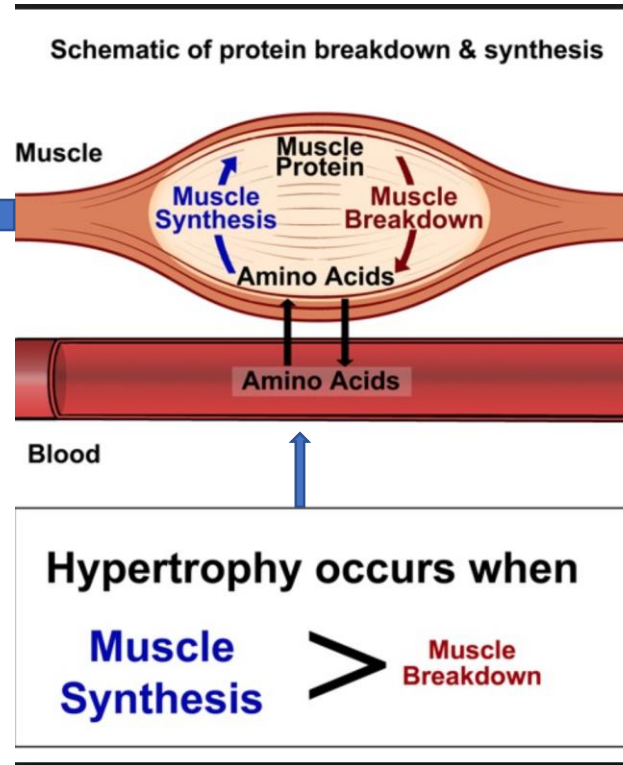


Full repair with greater AA deposition than previous



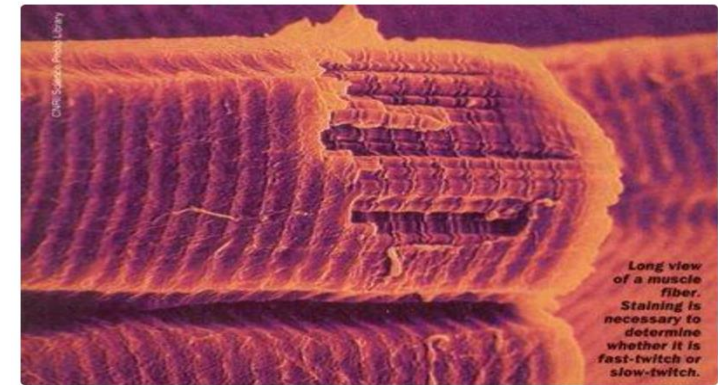
Final Goal

100% healed, bigger/stronger or slows normal losses From ageing/inactivity



Amino acids + vitamins & minerals facilitating SM fiber repair

Exercise-induced SM fiber damage



Long view of a muscle fiber. Staining is necessary to determine whether it is fast-twitch or slow-twitch.

PUNCH LINE



How & How Much - Lifetime Solution: [Ref.](#)

Protein 1 g/LB of LBM divided 4-5 times daily^{7,44,45}

If exercising use 25-35 g (depending on age) fast acting protein 30-40 min before & repeat immediately following

RECOMMENDATIONS, UPPER LIMIT OF PROTEIN'S ANABOLIC EFFICACY & SAFETY



Size, age, health, energy balance & activity determines protein requirements for maximizing overall MPS throughout all stages of life

➤ Maximizing MPS:

- ✓ 1 g/LB/LBM daily^{2,7} divided between meals every 3-4 hours^{7,44,45} including before & after exercise^{13,14,71-90} and a final dose before bedtime⁷¹.
- ✓ Additional protein may be appropriate during prolonged calorie restriction as required by physique competitors, wrestlers or other athletes who must attain a specific weight loss or body fat level^{2,3,19-34,50,51}
- ✓ Single dose maximum anabolic response is ~20-30 g/meal (increases with age^{12,22,64-67}) of high-quality protein scaled to 0.14 g/LB of body mass – i.e. amino acid “muscle full effect.”^{137,138} This does not account for protein intake that spares breakdown^{139,141-144}

RECOMMENDATIONS, UPPER LIMIT OF PROTEIN'S ANABOLIC EFFICACY & SAFETY



Size, age, health, energy balance & activity determines protein requirements for maximizing overall MPS throughout all stages of life

➤ Safety

- ✓ No upper limit (UL) for protein has been established.¹⁵⁰
- ✓ The bottom line is that chronic protein intake 2-4 times the RDA appears safe for healthy individuals (including bone^{152,153} and renal^{7,151} long-term health^{4,6,127}) as long as protein is not replacing other necessary nutritious foods^{4,7,10,127,150}

WHY WHEY PROTEIN IS SUPERIOR



Compared to other proteins, whey is superior in delivering MPS, health and weight control outcomes based on its unique functional properties¹⁷

1. Highest essential amino acids (EAA) content (12.4 g/25 g)*
2. Highest BCAA (5.6 g/25 g)²⁰⁻²²
3. Highest leucine (3 g/25 g)²²
4. Faster digestion to timely amplify MPS during anabolic windows^{16,20,21,22,81,101}
5. Less splanchnic AA extraction so more AA directly available for MPS^{17,108}
6. Whey concentrate (WC) also contains unique bio-active health, immune and growth globulins/factors^{20,24,25}
 - ✓ Immune and overall health support
7. Superior in all body composition outcomes (see LeanMR)^{19,22,27,34}
 - ✓ Satiety,^{19,27,31} LBM preservation,^{19,20,22,29,30,32,33} >energy expenditure,^{27,28} etc.

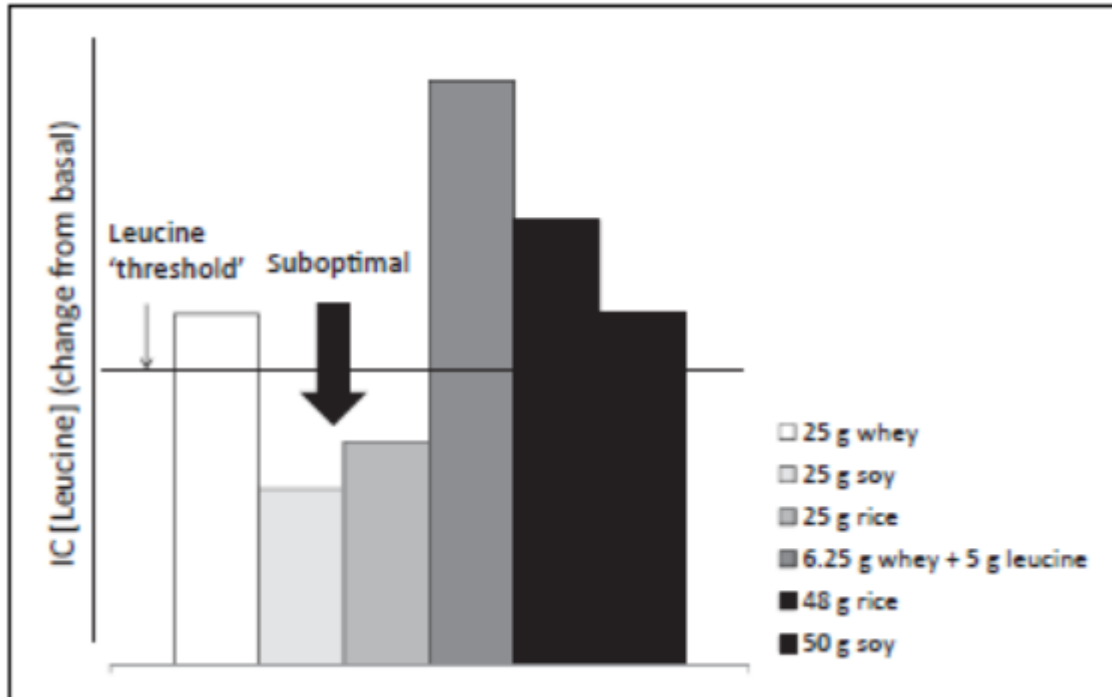
*Only 8 EAA deliver protein's MPS mechanism of action with leucine being dominate^{14,64,65-70}

Protein Source Comparisons & Leucine MPS “Threshold”

Table 1–Protein quality characteristics of commonly used protein supplements.

	Whey	Casein	Soy	Hydrolyzed collagen
Complete protein?	Yes	Yes	Yes	No
Digestibility	Fast	Slow	Fast	Fast
Amino acid content (g/25 g protein)				
Leucine	3.0	2.3	1.5	0.8
Σ EAA	12.4	11.0	9.0	3.8
Σ BCAA	5.6	4.9	3.4	1.4
Splanchnic AA extraction	Low	Low	High	High

25 g of whey crosses over the so called **leucine threshold (LT)** where MPS begins to be maximized. This theoretical amount is >2.5 g



Data is from young resistance trained subjects:

- Ingestion of 25 g of whey causes intra-cellular (IC) leucine to exceed the leucine threshold leading to a more robust MPS (>FSR).
- Other sources do not reach the LT, blunting the MPS response.
- The LT increases with age and physical inactivity



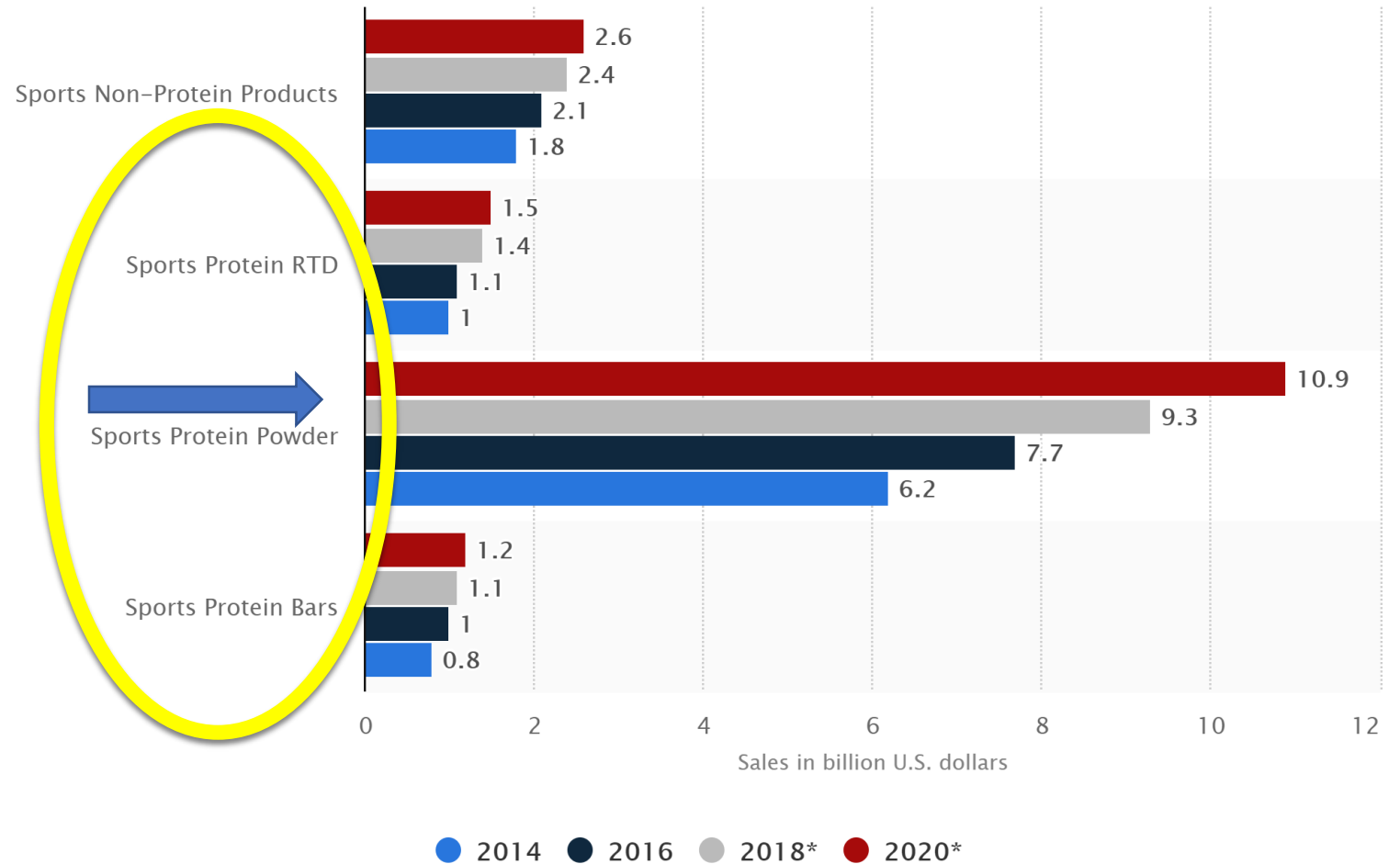
Protein Market Explosion is Not Going Away Driven by New Data & Aging Population

The good, the bad and why we should own it

The Good

Global Sports Nutrition Including Protein Powder Market Size

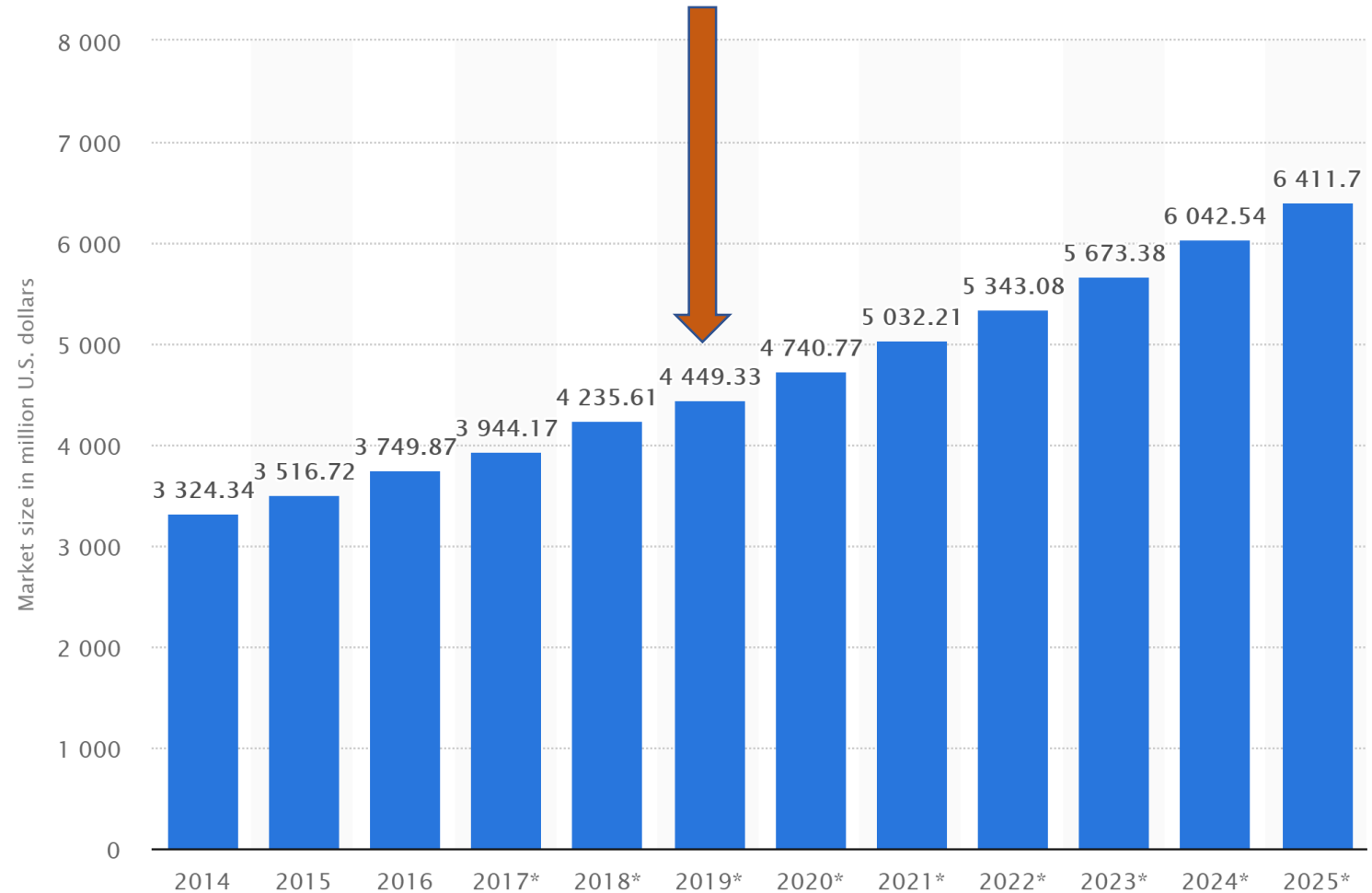
Global consumer sport nutrition sales in 2014, 2016, 2018, and 2020, by product type (in billion U.S. dollars)



The Good

US Protein Powder Market Size –Current 4.43B (6% CAGR)

Market size of supplement protein powders in the United States from 2014 to 2025 (in million U.S. dollars)*



Total US Nutrition Shakes & Bars Passed \$10B; Meal Replacements \$4.2B Driven by Overweight Epidemic

Should become a business inside your business since it's a necessary component for all our customers



Mass Market Brands Caught “Protein Spiking*”

- And guess what? Their powders also don’t come with a gym, workout or menu planning - or a Fitness Professional
- Whey’s demand *increased* prices from <\$2/kilo to \$12!
 - Exposes the truth – thus the bad guys and class action lawsuits flying
- NBTY (distributes over 22,000 mass market products) sued over pumping up protein claims for whey products
 - **Claim:** 24 g of protein, 2 g of carbs 1 g of fat; Actual: 2.4 g protein , 25 g of carbs, 1 g fat
- Others such as MusclePharm’s
 - **Protein claim:** 40 g – Actual 19 g

*The practice called “protein-spiking” is when manufacturers add cheaper non-protein ingredients, such as amino acids, to increase the nitrogen content, which then makes it appear as if the product contains more protein than it actually has. Class action suits have been filed against many top brands



MASS MARKET SUPPLEMENTS

CSN 100% Pro Whey Standard

Recently, CSN 100% Pro Whey Standard became the latest whey protein supplement to be caught out.

These guys were trying to pass off a sub-par carb-loaded shake as a low carb whey protein shake designed to get people lean.

I know.

It beggars belief that a c

On looking at the label,

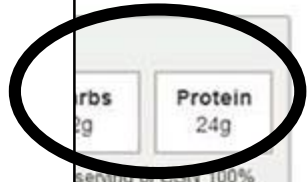
“ 24 protein,

However, the results of a that the actual ingredien

“ 2.5g protei



UNDER FORMULATED WHEY PROTEIN



CONTAINS:



* Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Calorie breakdown: 6% fat, 1% carbs, 85% protein. - BASED ON TESTING AT POPE TESTING LABORATORIES, INC.





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Muscle Milk, Syntha 6, Isoflex, Cellucor, and Optimum Nutrition's Proteins Tested for BCAA Content: ALL FAIL

*UNDER FORMULATED
POPULAR BRANDS OF
PROTEIN DRINKS &
POWDERS*

A group from The
protein supplement
compared that v
comprised of th
Cellucor, Optim
recommended u
commonly had



MASS MARKET SUPPLEMENTS



Product	LABEL CLAIM OF PROTEIN IN GRAMS	PROTEIN TEST RESULTS
Biohealth Precision Blend - 2lb Caramel Cookie Swirl	32g	17.1
Biohealth Precision Blend - 2lb Milk Chocolate	32g	24.7
Biohealth Precision Blend - 2lb Milk Chocolate	32g	24.5
Biohealth Precision Blend - 2lb White Chocolate Raspberry	38g	
Biohealth Precision Iso - 2lb Chocolate	27g	2.79
Biohealth Precision Iso - 2lb Chocolate	27g	17.2
Biohealth Precision Iso - 2lb Cookies and Cream	27g	21.1
Biohealth Precision Iso - 2lb Cookies and Cream	27g	3.36
Core Formulations Core 8 - 2 lbs Caramel Cookie Dough	31g	27.1
Core Formulations Core 8 - 2lbs Caramel Cookie Dough	31g	20.4
Core Formulations Core 8 - 5 lbs Chocolate Brownie	30	21
Core Formulations Core 8 - 5 lbs Vanilla bean	31g	22.9
Core Formulations Isocore - 2lb Cookies and Cream	30	23.9
Core Formulations Isocore - 2lb Cookies and Cream	30g	23.9
Core Formulations Isocore - 2lb Cookies and Cream	30g	24.2
Rogue Nutrition - Rogue Whey - 2lb Chocolate Milk	28g	
Rogue Nutrition- Rogue Whey - 2lb Chocolate Milk	28g	19.7

Several protein manufacturers occur when a protein powder supplement so that it registers

also advertising practices

The prices for Core Formulations, BioHealth, and Rogue Nutrition protein powders range from \$49.99 to \$59.99 for a 2 lb. container of protein powder and \$89.99 to \$109.99 for a 5 lb. container.





YOUR PROTEIN MIXES

3RD PARTY TESTED



3rd Party Tested Protein Mixes - Summary

FirstString: Primary goal - Performance, Size and/or Speed

Profile of ~60% CHO, 30% protein and 10% fat (2.2:1 CHO:P) is in accordance with current scientific evidence and recommendations that support maximizing muscle protein synthesis (MPS) & training induced performance outcomes for most athletes including team sports requiring aerobic and anaerobic activities for 1-3 hours

2-scoops: 46 g of carbs (maltodextrin); 21 g of protein (whey); 3 g of fat (MCT & Plant); 150 mg calcium; 295 calories

WheySmooth (WS): High Protein, Low Calorie Protein Source for Any Goal

Profile of ~20% CHO, 65% protein, 15% fat (.3:1 CHO:P) make it an ideal protein source for:

- **Weight/fat conscious exercisers/athletes** to use to maximize MPS including as a pre/post workout formula
- **Meal Replacement/supplement for weight control** integrated into daily meal plan
- **Ageing** since WS is a convenient & superior protein source for the stimulation of MPS, it could act as a positive influence on the regulation of muscle mass across the lifespan

1-scoop: 25 g protein (whey); 8 g carbs (maltodextrin); 2.5 g fat (MCT & Plant); 150 mg calcium; 160 calories

•All Mixes can be altered as desired by adding other protein, carbohydrate and or dietary fat sources

•Mixes may be added to other foods/drinks including baking

-All Mixes are Gluten Free & 3rd Party Tested



3rd Party Tested Protein Mixes Summary



All Natural WheySmooth: Primary Goal - Same as WheySmooth to Satisfy Different Customer's Preference

- Profile of ~20% carbs, 65% protein, 15% fat (.3:1 CHO:P)
- Grass fed, non-GMO, rBGH & gluten free, no preservatives, flavors, colors or sweeteners

1.5 scoop: 25 g protein (whey); 6 g carbs (fruit extract/flavors); 1.5 g fat (dairy); 150 mg calcium; 140 calories



Best Plant Protein: Primary goal - Same as Above to Satisfy Different Customer's Preference

- Profile of ~20% carbs, 65% protein, 15% fat (.3:1 CHO:P)
- 100% Vegan/Vegetarian approved
- No-dairy or soy, hypoallergenic, non-GMO & gluten free, no preservatives, flavors, colors or sweeteners

1-scoop: 21 g protein (pea isolate/seed mix); 7 g carbs (fruit extract/flavors); 3 g fat (plant); 65 mg calcium; 130 calories

•All Mixes can be altered as desired by adding other protein, carbohydrate and or dietary fat sources

•Mixes may be added to other foods/drinks including baking

-All Mixes are Gluten Free & 3rd Party Tested

3rd Party Tested Protein Mixes Summary



Lean MR: Primary Goal - Weight Control

- Profile of ~50% carbs, 42% protein and 8% fat (1.1:1 CHO:P), with 7 grams of fiber is in accordance with current scientific evidence and recommendations that supports maximizing weight control outcomes including satiety, energy expenditure, LBM and maintenance

2-scoops: 21 g protein (whey isolate); 24 g carbs (sustained); 1.5 g fat (CLS & Plant); 7 g fiber; 115 mg Calcium; 190 calories

Pre/Post Workout Formula: Works for all previous protein mix goals based on taste or desired native form

- Profile of ~55% carbs, 31% protein & 14% fat (1.7:1 CHO:P) gives PPMR it's goal diversity
- Based on individual preference including taste, calorie & carbohydrate needs, can be used as:
 1. MR in as needed for weight loss and/or maintenance
 2. Meal or daily supplement for weight gain
 3. Pre/post workout formula to enhance exercise induced results especially within "Metabolic Windows"
 4. Daily supplement to help meet increased protein recommendations to support prolonged MPS, overall health, weight control & slow natural aging
 5. Delivery system mix for desired nutrients

2-scoops: 35 g carbs (maltodextrin); 20 g protein (whey); 3 g fat (MCT & Plant); 150 mg calcium; 250 calories

- All Mixes can be altered as desired by adding other protein, carbohydrate and or dietary fat sources
- Mixes may be added to other foods/drinks including baking
- All Mixes are Gluten Free & 3rd Party Tested



3rd Party Tested Protein Mixes Summary

AminoBoostXXL: Primary goal - maximizing MPS for any user:

- 1) within the lowest calories
- 2) as an addition to Muscle Supplement Stacking Program

1-scoop: 12 g EAA, 6000 mg BCAA, 4000 mg Leucine (requires >25g of whey protein to attain)

Proper integration can maximize long-term muscle gains through creating and supporting a constant anabolic environment including staving off inevitable age-related muscle loss



•All Mixes can be altered as desired by adding other protein, carbohydrate and or dietary fat sources

•Mixes may be added to other foods/drinks including baking

-All Mixes are Gluten Free & 3rd Party Tested

STRATEGIC PROTEIN & CARBOHYDRATE BLEND USED IN WHEY SMOOTH, FIRST STRING, PRE/POST WORKOUT



Protein Blend*

- An ion-exchange instantized protein blend containing 90% **whey concentrate**, 5% **whey isolate** (cold filtered) for immediate release in MWs and 5% **casein** for extended release & easy mixing along with co-factors that give the product its desirable taste, texture and stability with little to no lactose (1.4 g/serving), gas or bloating as is common with other protein powders^{8,17,20,24,25,133-136}

Carbohydrates*

- **Maltodextrins** for rapid gastric emptying (absorption) for metabolic windows (MW) & pre workout availability; desirable food manufacturing qualities including flavor profile integration^{16,154,155}

**Amounts differ based on product's native form (what's in the container) primary goal*

Data & references from [WheySmooth](#) section of PDSRG





LeanMR, WheySmooth, FirstString, Pre/Post & Meal Replacement Use Co-Factors Including Sweeteners (all FDA approved)^{156,157}

- Strategic functional properties for enhancing food products including safety, stability, **uniformity** & cookability, reduced sugars –all in minute, virtually inert amounts
 - ✓ Acesulfame Potassium (Ace-K): 200Xs sweetness with over 90 safety studies; flavor enhancing while heat stable^{158,159}
 - ✓ Sucralose: 450-650Xs sweetness with >110 safety studies; taste & time intensity profile closest to sugar with exceptional stability – retains freshness profile under all conditions (heat, cooking, storage, solution, etc.)^{156,160-162*}
 - ✓ Carboxymethyl Cellulose: fiber used as viscosity modifier, emulsifier, ensures flavor dispersion, improves texture & overall quality¹⁶³
 - ✓ Xanthan Gum: natural polysaccharide used as thickener & stabilizer¹⁶⁴⁻¹⁶⁶

Data & Referenced in [WheySmooth](#) section of PDSRG



Q: Why artificial sweeteners? *Not included in All Natural WheySmooth, Unflavored & BestPlantProtein*

A: Better and healthier than sugar and FDA Approved (Ref. Sweetener docs [here.](#))

- ✓ Better taste = continued use to improve fitness results
- ✓ Higher nutrition per calorie/sweetness to support desired body comp
 - Sucralose tested best of sweeteners & sucrose in weight management [Ref](#)
- ✓ Support blood sugar
- ✓ Decrease risk of adverse reactions common with “natural” sweeteners (honey, stevia, lactose, fruit sugar residues, etc.)^{27,28}

The FDA established an acceptable daily intake (ADI) for sucralose of 5 milligrams per kilogram (Europe is 7 and Canada 11mg/kg) of body weight (mg/kg) per day*. **The ADI represents an amount 100 times less than the quantity of sucralose found to be safe in research studies. For a person weighing 150 pounds (68 kg), US ADI equates to 340 mg of sucralose—the amount found in nine cans of diet soda or more than 28 individual packets of sucralose—consumed, on average, every day over a lifetime.*

FYI: Because of its safety, EFSA decided to expand the sweetener’s use in foods for special medical purposes for children.

COMMON POWDER FAQs



Soy listed in powders is Soy Lecithin

Q: I notice soy [lecithin] in AminoBoostXXL and protein powders say “contains soy”

- A: There is no soy protein in AminoBoostXXL or any of our protein powders. Only soy lecithin in minute amounts used as an emulsifier (enhances mixing properties including supporting ingredient uniformity), like most powders of any kind sold everywhere. It is not allergenic to the majority of people with soy allergies because **it’s not from soy protein, it’s from the fat.**^{43,44} (from FAQ on the website)

More info:

- Soy lecithin is an FDA approved food additive for proper emulsification used in a variety of mixes. Soy lecithin is used in most mixes of any kind in minute amounts as you can tell from its appearance in the “other ingredients” listings or no listing other than “contains soy” with no amounts listed. Don’t mix up soy lecithin with soy protein – there is no connection, soy lecithin is a mixing agent not from the protein portion of soy so can’t trigger normal soy allergies. Many foods contain soy lecithin and most good protein powders, and it’s a very safe and effective emulsifier.^{43,44}

5 GOALS OF PROTEIN MIXES

BEYOND A LOW-CALORIE PROTEIN SOURCE



Formulations of Protein mixes (protein, carbohydrates & fats) support one or more of the following goals:

1. Meal Replacement as needed for weight loss and/or weight maintenance
2. Meal or daily supplement for weight gain
3. Pre & post workout formula to enhance exercise induced results especially within so called metabolic windows
4. Daily protein supplement to help meet the current increased protein recommendations to support:
 - ✓ Prolonged MPS, overall health, weight control & slow natural aging
5. Convenient delivery system of important nutrients including for kids
 - a) Healthy starting mix to make it your way (e.g. fruits, vegetables, milk, etc.)



INDIVIDUAL PRODUCTS GOALS, USER & USAGE



FIRST STRING – ATHLETES WITH PRIMARY GOAL OF SIZE & PERFORMANCE



**Meets NCAA Bylaw 16.5.2.2
for college athletes**

*~60% carbs, 30% protein
and 10% fat (2.2:1 carbs:protein)*

Ingredient	Amount Per Serving	% Daily Value*
Calories	295	
Calories from Fat	25	
Total Fat	3 g	4.5%
-Saturated Fat	1 g	5%
-Trans Fat	0 g	**
Cholesterol	60 mg	20%
Sodium	225 mg	9.5%
Total Carbohydrates	46 g	15.5%
Dietary Fiber	2.5 g	10%
Sugars	2 g	**
Protein	21 g	42%
Vitamin A (as Beta Carotene)	250 IU	5%
Vitamin C (as Ascorbic Acid)	3 mg	5%
Vitamin D (as Cholecalciferol)	20 IU	5%
Vitamin E (as d-Alpha Tocopheryl Succinate)	1.5 IU	5%
Thiamin (as Thiamine Hydrochloride)	0.075 mg	5%
Riboflavin	0.085 mg	5%
Niacin (as Niacinamide)	1 mg	5%
Vitamin B6 (as Pyridoxine HCL)	0.1 mg	5%
Vitamin B12 (as Cyanocobalamin)	0.3 mcg	5%
Biotin	15 mcg	5%
Pantothenic Acid (as d-Calcium Pantothenate)	0.5 mg	5%
Calcium (from Milk Proteins and Lactate Gluconate)	150 mg	15%
Iron (as Ferrous Sulfate)	2.25 mg	12.5%
Iodine (as Potassium Iodide)	7.5 mcg	5%
Magnesium (as Magnesium Phosphate)	20 mg	5%
Zinc (as Zinc Sulfate)	0.75 mg	5%
Copper (as Copper Gluconate)	0.1 mg	5%
Aminogen® (13 Units)	125 mg	**

*Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

**Daily Values not established

Ingredients: Maltodextrin, Protein Blend (Whey Protein Concentrate, Whey Protein Isolate, Micellar Casein, Calcium Caseinate, Aminogen®), Dutch Processed Cocoa, Fat Blend (High Oleic Sunflower oil, Medium Chain Triglyceride oil, Safflower oil), Natural and Artificial flavors, Carboxymethylcellulose gum, Vitamin and Mineral blend (Calcium Lactate, Gluconate, Magnesium Phosphate, Ascorbic Acid, Vitamin E Succinate, Niacinamide, Ferrous Sulfate, Zinc Sulfate, Pantothenic acid, Beta Carotene, Pyridoxine HCL, Copper Gluconate, Riboflavin, Thiamin HCL, Biotin, Potassium Iodide, Cyanocobalamin, Vitamin D (Cholecalciferol), Salt, Sucralose, Acesulfame Potassium, Xanthan gum.



**3rd Party tested:
NSF Certified
for Sport (NSFCs)**



2-scoops: 46 g carbs (maltodextrin); 21 g pro (whey); 3 g fat (MCT & Plant); 150 mg Calcium; 295 calories



Your Fitness. Connected.

dotFIT™

FIRST STRING – ATHLETES WITH PRIMARY GOAL OF SIZE & PERFORMANCE



- FS ingredients and native profile of ~60% carbs, 30% protein & 10% fat, are in accordance with current scientific evidence and recommendations that support maximizing muscle protein synthesis (MPS) and performance for the majority of athletes* of all ages and especially those with the primary goal of increasing size, strength and speed
 - ✓ Further defined as purely anaerobic (e.g. off-season bodybuilders, power lifters, sprinters, etc.), intermittent (most team sports – i.e. 1-3hrs of combined intermittent aerobic and anaerobic activity such as football, soccer, basketball, baseball, rugby, hockey) and short-medium endurance athletes where CHO/glycogen the primary fuel source
- Targeted to all athletes but especially to the growing youth, college and professional athletes since it is NCAA approved (protein content) and NSF Certified for Sport (NSFCS)
 - ✓ As a supplement, FirstString can help maximize a child's athletic development including overall growth potential, activity preparation and recovery.
 - ✓ **A healthy and important addition to the diet of youth athletes as it supplies valuable dairy proteins and calcium, i.e. great tasting “delivery system” for often missed but sorely needed development nutrition**

*Not engaged in prolonged caloric restriction (otherwise use WS and/or AminoBoost) – or Ultra endurance, which requires greater carbohydrates



FIRST STRING – ATHLETES WITH PRIMARY GOAL OF SIZE & PERFORMANCE



Typical Use



- As a pre & post-workout supplement, each training day consume 30-40 minutes pre & post-workout (protein & glycogen need):
 - ✓ Pre: 100-150lbs 1.5 scoops; 151-200 lbs 2 scoops; 201-250 lbs 2.5 scoops; over 250 lbs use 3
 - ✓ Post: Immediately post activity, repeat same dose unless also using AminoBoost (see muscle stacking) at which time you would consume FS 30minutes following the immediate AminoBoost post exercise dose



- As a meal replacement or weight gain supplement use as needed throughout the day to meet individual protein, carb, calorie and nutrient timing and amount goals
- Anyone wanting a great tasting, convenient meal replacement and/or additional protein source



WHEY SMOOTH –HIGH PROTEIN LOW CALORIE PROTEIN SOURCE ANY GOAL



*~20% carbs, 65% protein
and 15% fat (.3:1
carbs:protein)*

Nutrition Facts		
Serving Size: 1 Scoop (40g)		
Servings Per Container: approximately 28.5 servings		
Amount Per Serving		
Calories 160	Calories from Fat 25	
		% Daily Value*
Total Fat	2.5g	4%
Saturated Fat	1g	5%
Trans Fat	0g	
Cholesterol	75mg	25%
Sodium	125mg	5%
Total Carbohydrate	8g	3%
Dietary Fiber	1g	4%
Sugars	2g	
Protein	25g	
Vitamin A	0%	Vitamin C 0%
Calcium	15%	Iron 8%
*Percent Daily Values are based on a 2,000 calorie diet. ** % Daily Value not established.		
	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g
Calories per gram:	Fat 9 • Carbohydrate 4 • Protein 4	
Ingredients: Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Egg white Protein, Whey Protein Isolate, Micellar Casein), Cocoa Powder, Maltodextrin, High Oleic Sunflower Oil, Carboxymethyl Cellulose, Natural & Artificial Flavors, Xanthan Gum, Salt, Sucralose, Acesulfame Potassium.		



**3rd Party tested:
NSF Certified
for Sport (NSFCS)**



1-scoop: 25 g protein (whey); 8 g carbs (maltodextrin); 2.5 g fat (MCT & Plant); 150 mg calcium; 160 calories

WHEY SMOOTH –HIGH PROTEIN LOW CALORIE PROTEIN SOURCE ANY GOAL



WheySmooth (WS) native form is structured to deliver the highest quality protein as needed while simultaneously minimizing calories for athletic training and body composition goals

➤ Performance and body composition

- ✓ Fast acting, low calorie & highly anabolic pre/post workout supplement to maximize MPS during restricted calorie dieting leading to desired fat/weight loss necessary for any athlete including physique competitors, fighters/wrestlers, weight lifters, etc.

➤ Aging

- ✓ Older athletes seeking physical improvements as the body becomes more resistant to anabolic effects of food & exercise (lower CHO protein addition)

➤ Weight/fat loss

- ✓ Used as a primary protein but flexible source during a meal replacement weight loss program to establish the best possible outcome

➤ Flexible low-calorie protein source

- ✓ Add to anything to adjust the total meal (or daily) protein and other nutrient content as desired and remain within a specific calorie allotment



WHEY SMOOTH –HIGH PROTEIN LOW CALORIE PROTEIN SOURCE ANY GOAL



Typical Use



- As a pre & post-workout supplement, each training day consume 30-40 minutes pre & post-workout (Protein = ~Body Weight X .14):

- ✓ Pre: 100-200 lbs - 1 scoop; 201-250 lbs - 1.5 scoops; >251 lbs - 1.75 scoops
- ✓ Post: Immediately post activity, repeat same dose unless also using AminoBoost (see muscle stacking) at which time you would consume WS 30 minutes following the immediate AminoBoost post exercise dose



- As a meal replacement for fat/weight loss

- ✓ Supply 2 small meals within any calorie restricted meal plan of 4-5 meals to allow freedom of choice from traditional foods for the remaining allotted foods/calories



- Anyone wanting a great tasting, convenient flexible/adjustable protein source (mix other ingredients as desired) to achieve current protein recommendations



**ALL-NATURAL WHEY SMOOTH - HIGH PROTEIN
LOW CALORIE PROTEIN SOURCE -ANY GOAL**



Same Goal & Use - Different Customer



*~20% carbs, 65% protein
and 15% fat (.3:1
carbs:protein)*

SUPPLEMENT FACTS			
Serving Size: 1 1/2 Scoops (Approx. 35.3 g)			
Servings Per Container: 26			
	Amount Per Serving	% Daily Value*	
Calories	140		
Calories from Fat	15		
Total Fat	1.5 g	2%	
Saturated Fat	1g	5%	
Cholesterol	65 mg	22%	
Sodium	65 mg	3%	
Potassium	250 mg	7%	
Total Carbohydrate	6 g	2%	
Sugars	2 g	**	
Protein	25 g	50%	
Vitamin A	<2%	• Vitamin C	0%
Calcium	15%	• Iron	<2%
Vitamin D	0%	• Thiamin	0%
Riboflavin	0%	• Vitamin B-6	0%
Vitamin B-12	0%	• Pantothenic acid	0%
Phosphorus	<2%	• Magnesium	6%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g
Calories per gram:	Fat 9 • Carbohydrate 4 • Protein 4	

** Daily Value not established



3rd Party tests:
Covance Labs, LA Analytical
& Chemical Solutions

1.5 scoop: 25 g protein (whey); 6 g carbs (fruit extract/flavors); 1.5 g fat (dairy); 150 mg calcium; 140 calories



ALL-NATURAL WHEY SMOOTH - HIGH PROTEIN
LOW CALORIE PROTEIN SOURCE -ANY GOAL



All Natural WheySmooth (NWS) Facts

- Virtually the same native macronutrient profile as WheySmooth
 - ✓ NWS 25 g protein, 6 g carbs, 1.5 g fat = .24:1 carb:protein ratio; WS .3:1 carb:protein ratio
- Ion-exchanged whey protein concentrate & isolate from Fonterra, a New Zealand based co-op of over 11,000 dairy farmers
- Guaranteed free of rBGH (recombinant bovine growth hormone)
 - ✓ Since there's no test, protein must be sourced from a country such as New Zealand, where it is illegal to use
- Contains NO Genetically Modified Organisms (non-GMO)
- No preservatives, artificial colors, flavors, sweeteners, corn, wheat or yeast
- All-natural flavoring includes Sweta® brand stevia (no licorice aftertaste) and luo han guo fruit extract
- Gluten free (as all dotFIT pills and powders)



**ALL-NATURAL WHEY SMOOTH - HIGH PROTEIN
LOW CALORIE PROTEIN SOURCE -ANY GOAL**



Typical Use - Same as WheySmooth

- As a pre & post-workout supplement, each training day consume 30-40 minutes pre & post-workout (Protein = ~Body Weight X .14):
 - ✓ Pre: 100-200 lbs 1 scoop; 201-250 lbs 1.5 scoops; >251 lbs - 1.75 scoops
 - ✓ Post: Immediately post activity, repeat same dose unless also using AminoBoost (see muscle stacking) at which time you would consume NWS 30 minutes following the immediate AminoBoost post exercise dose
- As a meal replacement for fat/weight loss
 - ✓ Supply 2 small meals within any calorie restricted meal plan of 4-5 meals to allow freedom of choice from traditional foods for the remaining allotted foods/calories
- Anyone wanting a great tasting, convenient flexible/adjustable protein source (mix other ingredients as desired) to achieve current protein recommendations



**BEST PLANT PROTEIN - HIGH PROTEIN
LOW CALORIE PROTEIN SOURCE -ANY GOAL**



Same WS & NWS Goal & Use-Different Customer



*~20% carbs, 65% protein
and 15% fat (.3:1
Carb:Protein)*

SUPPLEMENT FACTS		
Serving Size: 1 Scoop (34 g)		
Servings Per Container: 30		
	Amount Per Serving	% Daily Value*
Calories	130	
Calories from Fat	20	
Total Fat	3 g	5%
Saturated Fat	0.5 g	3%
Sodium	270 mg	11%
Potassium	160 mg	5%
Total Carbohydrate	7 g	2%
Dietary Fiber	1 g	<1%
Sugars	<1 g	**
Protein	21 g	42%
Calcium	65 mg	6%
Iron	7 mg	38%
Magnesium	40 mg	10%
Multi Source Plant Protein Blend: (Pea protein isolate, Cranberry seed, Chia seed, Sacha Inchi seed)	23,855 mg	**
Branch Chain Amino Acids: (L-Leucine, L-Isoleucine and Valine)	6,225 mg	**
Glutamine	3,475 mg	**
Enzyme Blend: (Alpha-galactosidase and Bromelain)	110 mg	**

* Percent Daily Values are based on a 2,000 calorie diet.
** Daily Value not established.

Other Ingredients: Inulin, natural cocoa, natural chocolate, stevia, xanthan gum, natural flavor, glycine and silica.



3rd Party tests:
Covance Labs, LA Analytical
& Chemical Solutions

1-scoop: 21 g protein (pea isolate/seed mix); 7 g carbs (fruit extract/flavors); 3 g fat (plant); 65 mg Calcium; 130 calories



BEST PLANT PROTEIN - HIGH PROTEIN LOW CALORIE PROTEIN SOURCE FOR ANY GOAL



Vegetarians/Vegans & Those with Animal Protein Allergies

Pea Protein Support:

12 weeks of supplementation with 25 g 2Xs daily (1-AM, 1-Post WO) with pea & whey protein, both groups promoted a greater increase in muscle and strength compared to placebo.

Conclusion: "Since no difference was obtained between the two protein groups, vegetable pea proteins could be used as an alternative to Whey-based dietary products".¹

BPP is AA fortified to match whey protein profile



Protein blend:

- Pea isolate, Cranberry, Chia, Sacha Inchi Seed
- Fortified with glutamine and enzyme blend

¹Babault et al. Journal of the International Society of Sports Nutrition (2015)



**BEST PLANT PROTEIN - HIGH PROTEIN
LOW CALORIE PROTEIN SOURCE -ANY GOAL**



Typical Use - Same as Whey Smooth & All Natural Whey Smooth



- As a pre & post-workout supplement, each training day consume 30-40 minutes pre & post-workout (Protein = ~Body Weight X .14):

- ✓ Pre: 100-200 lbs 1 scoop; 201-250 lbs 1.5 scoops; >251 lbs- 1.75 scoops
- ✓ Post: Immediately post activity, repeat same dose unless also using AminoBoost (see muscle stacking) at which time you would consume BPP 30 minutes following the immediate AminoBoost post exercise dose



- As a meal replacement for fat/weight loss

- ✓ Supply 2 small meals within any calorie restricted meal plan of 4-5 meals to allow freedom of choice from traditional foods for the remaining allotted foods/calories



- Anyone wanting a great tasting, convenient flexible/adjustable protein source (mix other ingredients as desired) to achieve current protein recommendations



PRE/POST WORKOUT FORMULA & MR- ALL 5 GOALS BY CHOICE (NATIVE FORM/TASTE)



~55% carbs, 31% protein
and 14% fat (1.7:1 Carb:Protein)

Nutrition Facts		
Serving Size: 2 Scoops (65 g)		
Servings Per Container: 20		
Calories 250		Calories from Fat 25
	Amount Per Serving	% Daily Value
Total Fat	3 g	5%
Saturated Fat	1 g	5%
Trans Fat	0 g	0%
Cholesterol	55 mg	18%
Sodium	170 mg	7%
Total Carbohydrates	35 g	12%
Dietary Fiber	2g	8%
Sugars	3 g	**
Protein	20 g	40%
Vitamin A (as beta-carotene)	500 IU	10%
Vitamin C (as ascorbic acid)	6 mg	10%
Vitamin D (as cholecalciferol)	40 IU	10%
Vitamin E (as succinate)	3 IU	10%
Thiamine (as thiamin hydrochloride)	.15 mg	10%
Riboflavin	.17 mg	10%
Niacin (as niacinamide)	2 mg	10%
Vitamin B6 (as pyridoxine hydrochloride)	.2 mg	10%
Vitamin B12 (as cyanocobalamin)	.6 mcg	10%
Biotin	30 mcg	10%
Pantothenic acid (as d-calcium pantothenate)	1 mg	10%
Calcium (as calcium lactate gluconate)	203 mg	20%
Iron (as ferrous sulfate)	4 mg	22%
Iodine (as potassium iodide)	15 mcg	10%
Magnesium (as oxide)	40 mg	10%
Zinc (as zinc sulfate)	1.5 mg	10%
Copper (as copper gluconate)	0.2 mg	10%

*Percent Daily Values are based on a 2,000 calorie diet.
** % Daily Value not established.

Other Ingredients: Maltodextrin, Protein Blend (Whey Protein Concentrate, Whey Protein Isolate, Micellar Casein, Calcium Caseinate), Cocoa Powder, Fat Blend (High Oleic Sunflower Oil, Medium Chain Triglycerides, Safflower Oil), Carboxymethylcellulose Gum, Natural And Artificial Flavors, Vitamin And Mineral Blend (Calcium Lactate Gluconate, Magnesium Oxide, Ascorbic Acid, Ferrous Sulfate, Zinc Sulfate, Biotin, Beta Carotene, Vitamin E Succinate, Niacinamide, Copper Gluconate, Pantothenic Acid, Vitamin D [Cholecalciferol], Pyridoxine HCL, Riboflavin, Thiamin HCL, Cyanocobalamin, Potassium Iodide), Salt, Sucralose, Acesulfame Potassium, Xanthan Gum.



3rd Party tests:
Health Canada

2-scoops: 35 g carbs (maltodextrin); 20 g protein (whey); 3 g fat (MCT & Plant); 150 mg Calcium; 250 calories



PRE/POST WORKOUT FORMULA & MEAL REPLACEMENT ALL 5 GOALS BY CHOICE (NATIVE FORM/TASTE)



Pre/Post Workout Formula & Meal Replacement (PPMR) ingredients and native profile of approximately 55% carbs, 31% protein and 14% fat and ingredients allow it to be used across multiple goals*



- Use based on preference since PPMR in its native form can work for all stated goals albeit without being necessarily specific as:
 - ✓ FirstString in delivering the higher carbohydrate needs for performance & very active athletes (carbs can be added to the PPMR mix as desired)
 - ✓ LeanMR, which incorporates a whey isolate to eliminate cholesterol and specialized slow releasing carbs/fiber blend for weight control
 - ✓ WheySmooth being a low calorie high protein alternative for any goal when lowering body fat is also a primary focus
- So: based on individual preference including taste, calorie & carbohydrate needs, PPMR can be used as a MR in weight control, pre/post workout, daily protein &/or weight gain supplement and can be altered as desired by adding other protein, carbohydrate and or dietary fat sources





Typical Use

- As a pre- and post-workout supplement for performance goals, each training day (dose ranges based on size) consume 30-40 minutes pre-workout (Protein = ~Body Weight X .14):
 - ✓ 100-150 lbs use 1.5 scoops; 151-200 lbs use 2 scoops; 201-250lbs use 2.5; > 250 lbs use 3
 - ✓ Immediately following training, repeat the same dose unless also using AminoBoost (see muscle stacking) at which time you consume PPMR 30minutes following the immediate AminoBoost post exercise dose
- As a meal replacement for weight/fat loss, use PPMR to supply two small meals within any calorie restricted meal plan of 4-5 meals
- As a weight gain supplement use as needed throughout the day to meet individual protein, carbohydrate, calorie & nutrient timing & amount goals
- Anyone wanting a great tasting, convenient meal replacement and/or additional protein source



LEAN MR - WEIGHT CONTROL

A BETTER MEAL REPLACEMENT



~50% carbs, 42% protein
and 8% fat (1.1:1 Carb:Protein)

Supplement Facts		
Serving Size: 2 scoops (50g)		
Serving Per Container: 20		
	Amount Per Serving	% DV
Calories	190	
Calories from Fat	15	
Total Fat	2 g	3%
Saturated Fat	0.5 g	3%
Trans Fat	0 g	**
Cholesterol	10 mg	3%
Total Carbohydrate	24 g	8%
Dietary Fiber	7 g	28%
Sugars	0 g	**
Protein	21 g	40%
Calcium	115 mg	12%
Iron	2 mg	11%
Sodium	180 mg	8%
Sustained Release Carbohydrates Blend	19.5 g	**
Rice Oligodextrins, Digestion Resistant Maltodextrin (Fibersol-2), Isomaltulose, Glucomannan		
Lean Fats Blend	2.5 g	**
Flaxseed Powder, High Oleic Sunflower Oil, Conjugated Linoleic Acid		

* Percent Daily Value based on a 2,000 Calorie Diet
** Daily Value Not Established



3rd Party tests:
Integrity Labs-
In-house

2-scoops: 21 g protein (whey isolate); 24 g carbohydrates (sustained); 1.5 g Fat (CLA & Plant); 7 g fiber; 115mg Calcium; 190 calories



BACKGROUND OF MEAL REPLACEMENTS

THE PERILS OF WEIGHT LOSS



➤ **Dieting is more often fruitless and damaging⁶**

- ✓ Loss of LBM ($\geq 25\%$), micronutrient deficiencies, innate metabolism adjustments, stress, frustration, weight regain⁷⁻¹¹

➤ **The body mounts its evolutionary defenses¹³⁻¹⁷**

- ✓ Energy efficiency (burn less)
 - Weight/LBM loss, movement efficiency/fitness, decreased energy levels, thyroid
- ✓ Increases appetite/cravings
 - Leptin, ghrelin, etc.

➤ **Environmental landmines – driving people back to old habits^{10,18}**

- ✓ Easy access to palatable foods, advertising, time constraints, vocation, social calendar, exercise alone won't work¹⁹⁻²¹
 - Exercise is powerless due to amount needed^{7,14-16}

**DiETING HAS BECOME A NECESSARY EVIL FOR THE MAJORITY OF THE POPULATION
HENCE THE BIRTH OF MODERN-DAY PROTEIN-BASED MEAL REPLACEMENTS (MRs)¹⁰⁸⁻¹²¹**

➤ **More successful than any known treatment –drug or otherwise^{17,19,116}**



Protein intakes of 25-50% during weight loss are most successful (at least short term)²⁰

Mechanisms of Action

- Greater satiety – less hungry^{21,22} (dose dependent up to 81% of calories)²⁸
 - ✓ AAs modulate opioid receptors and direct vagal feedback to suppress hunger;^{21,29} CCK release to slow gastric emptying;³¹ increase thermogenesis;³² enhanced glucose homeostasis through alterations in gluconeogenesis^{33,34}
- Increase in daily energy expenditure (EE) - i.e. calorie burn
 - ✓ Diet induced thermogenesis (DIT) is highest from protein
 - Protein = 15-30%; Carbohydrate = 5-10%; Fat = 0-3%³⁵
 - ~1500 calorie diet: 30-36% Protein vs 11-15% yields ~213 calories/day increase in calorie burn^{37,38}
 - Extra O₂ needed to metabolize protein leads to greater satiety^{32,39}

Data & Ref from: [LeanMR \(meal replacement\)](#) section of PDSRG)




Mechanisms of Action continued....

- Increase in fat oxidation
 - ✓ Higher protein shifts energy usage to fat stores⁴⁰
- Preserves LBM regardless of weight loss method^{42,43}
 - ✓ 2Xs RDA vs RDA reduced LBM loss 300% (3 vs 9.5 lb in 20 week diet)⁴¹
 - ✓ Maintain physical performance & EE^{5,23,24}, reduces risk of injury^{5,43}
 - ✓ Note: skeletal muscle burns 6 calories/lb/day at rest; fat burns 2.2 calories/lb/day⁴⁵

Whey Protein Tested Best in All Mechanisms

- Satiety,^{21,25,47} MPS/LBM preservation^{26,46-49}, fat oxidation & body composition^{21,26,47,50}
- Probably due to AA composition/higher leucine and rapid absorption rate^{26,49,51}

A stethoscope is draped over a stack of books. The background is a warm, golden-brown color with a slight gradient. The text is centered and written in a clean, white, sans-serif font.

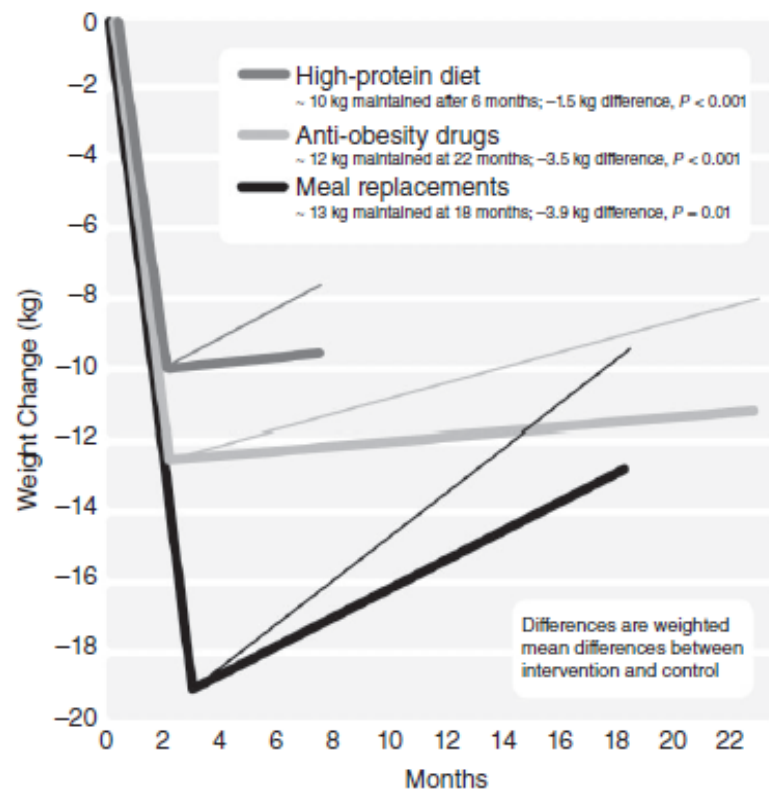
MEAL REPLACEMENTS
TRUMP ALL WEIGHT LOSS
TREATMENTS INCLUDING
PHARMACEUTICALS
AND DIET ALONE



MEAL REPLACEMENTS (MR) - BEST WEIGHT LOSS AND MAINTENANCE SOLUTION



Meal Replacements versus Rx Diet Drugs



2Xs >Weight Loss & Maintenance

- MRs with diet vs diet alone
- MRs with diet vs diet plus anti-obesity drugs (2013)

Figure 1 Bodyweight change during the very low-calorie diet or low-calorie diet period followed by the weight loss maintenance period. The thin lines represent the control subjects in each category while the thick lines represent the active intervention. (Adapted from Johansson et al. 2013a)

MEAL REPLACEMENT STUDIES: MRs vs DRUGS vs SURGERY



MRs Yield Better Overall/Healthy Results with No Side Effects*

Approach	Category	Effectiveness for obesity treatment—long term (>1 year)	Side and adverse effects
Pharmacological	Prescription drug	5% total body weight (Khera 2016)	Significant and serious, with some drugs having received FDA approval, then subsequently withdrawn from the market
Bariatric surgery	Medical device	30% of total body weight in the morbidly obese (Chow 2016)	High risks associated with surgery and postsurgery complications, including nutrient inadequacy or deficiency
Meal replacements	Conventional food and medical food	7–8% total body weight (Heymsfield 2003)	Only nonserious (nuisance) effects reported

Table 1. Relative comparison between pharmacological, surgical and meal replacement approaches to obesity treatment and prevention.

*Role of Meal Replacements on Weight Management, Health and Nutrition <http://dx.doi.org/10.5772/66331> -2017

LEAN MR - WEIGHT CONTROL

A BETTER MEAL REPLACEMENT



Summary of Unique/Key Points (updated with beta-glucan fiber^{Ref})

- *The specific macronutrient ingredients and ratios were selected in accordance with best potential weight control outcomes shown in clinical trials such as but not limited to:*
 - ✓ *Protein type (whey isolate) and amount (~42%)*
 - ✓ *Carbohydrate source (low GI sustained release) and amounts (~50%); high fiber (7g)*
 - ✓ *Dietary fat sources (unsaturated) and amounts (~8%, which allows to add daily fats as necessary).*
- *As a highly palatable addition to the daily diet, these ingredients & ratios along with usage recommendations would give the user best chances of improved satiety, preservation of LBM & energy expenditure while ameliorating the common discomforts of dieting when compared to other MRs formulas, restricted calorie diets alone or diet & drug therapies*

Addresses (Mechanisms of Action):

- **Underreporting: portion control & calorie counts**
- **Satiety: meal frequency, fiber, pro ratio/type, low GI carbs**
- **LBM preservation: protein ratio/type**
- **Energy expenditure & levels (calorie burn): meal frequency, protein ratio/type, LBM preservation**



- **21 g WHEY ISOLATE**
- **24 g SUSTAINED RELEASE CARBS**
- **NO SUGAR**
- **7 g FIBER**
- **2 g HEALTHY FATS**
- **115 mg CALCIUM**

LEAN MR-WEIGHT CONTROL

A BETTER MEAL REPLACEMENT



Typical Use

Weight loss phase:

- Except in the early stage of diets where MRs may be used extensively in daily meal planning (often physician monitored sole source or predominant food source), **MRs are generally used to replace two meals a day and allow freedom of choice from traditional foods for the remaining allotted foods/calories. Always include an MVM**
- **Recommend:** MRs supply 2 small meals within any calorie restricted meal plan of 4-5 meals since it's been shown that frequent small meals are better for weight loss than fewer larger ones especially as it relates to satiety, preservation of LBM and energy levels

Maintenance phase

- Consume 4-5 small meals daily that include **2 MRs for convenience and help ensure overall diet quality while reducing food costs**



Supply 2 small meals per day followed by 1-2. Always Include an MVM



3rd Party Tested Protein Mixes Summary



FirstString Primary goal: Performance, Size and/or Speed

Profile of ~60% CHO, 30% protein and 10% fat (2.2:1 CHO:P) is in accordance with current scientific evidence and recommendations that supports maximizing muscle protein synthesis (MPS) & training induced performance Outcomes for the majority of athletes including team sports requiring aerobic and anaerobic activities for 1-3hrs

2-scoops: 46gm CHO (maltodextrin); 21gm Pro (whey); 3gm Fat (MCT & Plant); 150mg Calcium; 295cal



WheySmooth (WS) Primary goal: High Protein Low Calorie Protein Source for Any Goal

Profile of ~20% CHO, 65% protein, 15% fat (.3:1 CHO:P) make it an ideal protein source for:

- **Weight/fat conscious exercisers/athletes** to use to maximize MPS including as a pre/post workout formula
- **Meal Replacement/supp for weight control** integrated daily meal plan
- **Aging** since WS is a convenient & superior protein source for the stimulation of MPS, it could act as a positive influence on the regulation of muscle mass across the lifespan

1-scoop: 25g protein (whey); 8g CHO (maltodextrin); 2.5g Fat (MCT & Plant); 150mg Calcium; 160cal



All Natural WheySmooth Primary goal: Same as Above to Satisfy Different Customer's Preference

Profile of Profile of ~20% CHO, 65% protein, 15% fat (.3:1 CHO:P)

Grass fed, non-GMO, rBGH & gluten free, no preservatives, flavors, colors or sweeteners

1.5scoop: 25g protein (whey); 6g CHO (fruit extract/flavors); 1.5g Fat (dairy); 150mg Calcium; 140cal



Best Plant Protein Primary goal: Same as WS Above to Satisfy Different Customer's Preference

Profile of Profile of ~20% CHO, 65% protein, 15% fat (.3:1 CHO:P) and **100% Vegan/Vegetarian approved**

No-dairy or soy, hypoallergenic, non-GMO& gluten free, no preservatives, flavors, colors or sweeteners

1-scoop: 21g protein (pea isolate/seed mix); 7g CHO (fruit extract/flavors); 3g Fat (plant); 65mg Calcium; 130cal

- **All Mixes can be altered as desired by adding other protein, carbohydrate and or dietary fat sources**
- **Mixes may be added to other foods/drinks including baking**
- **All Mixes are Gluten Free & 3rd Party Tested**

3rd Party Tested Protein Mixes Summary



Primary Goal: Weight Control

Profile of ~50% CHO, 42% protein and 8% fat (1.1:1 CHO:P), with 7gms fiber is in accordance with current scientific evidence and recommendations that supports maximizing weight control outcomes including satiety, energy expenditure, LBM and maintenance

2-scoops: 21g protein (whey isolate); 24g CHO (sustained); 1.5g Fat (CLS & Plant); 7g Fiber; 115mg Calcium; 190cal



Primary Goal: All 4 Protein Mix Supplement goals based on taste or desired native form

The Profile of ~55% CHO, 31% protein & 14% fat (1.7:1 CHO:P) gives PPMR it's goal diversity

Based on individual preference including taste, calorie & CHO needs, PPMR can be used as:

1. MR in as needed for weight loss and/or maintenance
2. Meal or daily supplement for weight gain
3. Pre/post workout formula to enhance exercise induced results especially within “Metabolic Windows”
4. Daily protein supplement to help meet the current increased protein recommendations to support:
 - ✓ Prolonged MPS, overall health, weight control & slow natural aging
5. Delivery system mix for desired nutrients

2-scoops: 35gm CHO (maltodextrin); 20gm Pro (whey); 3gm Fat (MCT & Plant); 150mg Calcium; 250cal



Primary goal: Maximizing MPS for any User: 1) within the Lowest Calories

2) As an Addition to Muscle Supplement Stacking Program

•Proper integration can maximize long-term muscle gains through creating & supporting a constant anabolic environment including staying off inevitable age related muscle loss

1-scoop: 12g EEA, 6000mg BCAA, 4000mg Leucine (require >25g of whey protein to attain)

•All Mixes can be altered as desired by adding other protein, carbohydrate and or dietary fat sources

•Mixes may be added to other foods/drinks including baking

•All Mixes are Gluten Free & 3rd Party Tested

WHY dotFIT POWDERS/DIFFERENCE



dotFIT 3rd Party Tested Powders are Part of the Practitioner's Product Line

- **Great taste – consistently wins the taste test**
- **dotFIT products are Practitioner's Product only for athletes, exercisers and their families**
- **3rd party tested for ingredients and claims – NO PROTEIN SPIKING* (see below)**
 - ✓ Including additional NSF Certified for Sport on relevant products
- **Though dotFIT is competitively priced per gram, any noted higher cost is due to other manufactures eliminating the practitioner and going direct to mass distribution where they compete on price thus compromising the products such as the use of “protein spiking”:**
 - ✓ *The practice called “protein-spiking” is when manufacturers add cheaper non-protein ingredients, such as amino acids, to increase the nitrogen content, which then makes it appear as if the product contains more protein than it actually has. Class action suits have been filed against many top brands
- **Mass market powders don't come with the gym, professional staff, proper usage instructions and integration or fitness professional - and we don't trust them**
- **Synergistic with all dotFIT products – no ingredient “spiking or dusting” so no potential nutrient overages**
- **LeanMR and BestPlantProtein are uncontested formulas**



MERGER OF HEALTH-SPAN/PLAY-SPAN & LIFETIME WEIGHT MANAGEMENT



The perfect long term health and weight loss/maintenance program might be*:

- Daily Multivitamin & Mineral
- LeanMR (or other dotFIT favorite) to replace 2 of at least 4 daily meals
- AminoBoostXXL: pre/during/post workout to maximize daily synthesis
 - ✓ Low calorie, nitrogen/sulfur & high MPS formula to enhance LBM gains and long-term preservation

As needed:

- SuperCalcium+
- SuperOmega-3 Fish Oils



Supplement Facts	
Serving Size: 1 scoop (17.5 g)	
Servings Per Container: 37	
Amount Per Serving	
Calories	10
Total Carbohydrate	2 g
Sodium (as sodium chloride)	87 mg
Amino Boost XXL Proprietary Blend:	12 g
L-Leucine	4000 mg
L-Phenylalanine	1670.5 mg
L-Lysine HCl	1669.5 mg
L-Threonine	1300 mg
L-Valine	1100 mg
L-Histidine	900 mg
L-Isoleucine	900 mg
DL-Methionine	360 mg

* Including savings in food budget

Protein Stacking with AminoBoostXXL for Serious Athletes/Exercisers

Sport, Health, Activity Recovery & Performance (Level 2) Program

Daily:

- [Active Multivitamin & Mineral pg8](#)
 - Take 2 daily, one with AM meal and one with PM meal
- [SuperiorAntioxidant](#)
 - Take 1 daily anytime with a meal

Daily as needed:

- [FirstString](#) or [WheySmooth](#) (depending on allotted daily calories for body composition goal)
 - Use as directed to make sure you get ~1gm of protein per pound of LBM (or weight if not overweight) daily from all sources including foods divided 5 times daily
 - Can be used as a supplement to a meal or by itself (or mixed with desired supporting contents) to shore up total daily protein needs
- [SuperCalcium](#)
 - Use if you do not meet the daily needs of calcium (~1000-1200 mgs) from food/shake intake
 - Females take 1 or 2 daily with meals; if you need to take 2, take one with AM meal and the 2nd with PM meal; Males take 1 only if necessary
- [SuperOmega-3 Fish Oils](#)
 - Take 2 daily with meal if not consuming 2-4 ~~svgs/wk~~ of fatty fish

Workout days

- [AminoBoostXXL \(AB\)](#)
 - Take 1.5-scoop ~5-10min before and may continue to drink during activity/workout
 - Take 1 scoop immediately following workout/activity
- [FirstString](#) or [WheySmooth](#) (depending on allotted daily calories for body composition goal*)
 - Take 2- scoops 30-40min before workout & repeat same dose ~30min after AB dose

***May substitute favorite dotFIT Nutrition High Protein Bar based on venue convenience**

Meal Timings

- As possible eat every 4-hours
- Large pre-training/event meal 2-3Hr before training
- Large post meal ~30-60min after last post workout supplement

Early morning training

- Eat a large pre-training type meal the night before
- Consume only the pre-workout snack/shake & AB before training (as shown above) & follow workout day supplement schedule above

Tournament play (multiple games)

- <1.5Hr break: bars and hydration/electrolyte recovery drink
- 1.5-2.5Hr: small pre-training-type meal
- >2.5Hr: normal pre-training meal

Fluid Recommendations*

- 16 oz 2Hr before activity (extra 8-16 oz 1hr before on hot days)
- 4-8 oz every 20 minutes during activity
- 20 oz for every pound of weight loss post-activity

*Use electrolyte formula (e.g. Gatorade) and water as directed



WHAT'S COMING THIS YEAR!!!!



Your Fitness. Connected.

dotFIT™

Unflavored Proteins – All Soon

performance dotFIT

UNFLAVORED WHEY SMOOTH™



+



UNFLAVORED PRE/POST WORKOUT FORMULA AND MEAL REPLACEMENT™



+

More delicious flavors coming soon...

||

**“Have it
your
Whey”™**



dotFIT
GROW STRONG.

First Two Unflavored Powders

performance dotFIT

PRE/POST WORKOUT FORMULA AND MEAL REPLACEMENT™ UNFLAVORED

MAXIMIZE ENERGY†
FOUR-STAGE PROTEIN COMPLEX

ACCELERATE RECOVERY†
4200MG BCAAs

ULTIMATE MEAL REPLACEMENT!
DELICIOUS & SATISFYING

“Have it your way”
No Artificial Sweeteners, Flavors or Colors

One serving contains
200 mg Calcium &
170 mg Potassium

PROTEIN POWDER FLAVOR PACKETS
Also available at:
www.dotFIT.com/flavors

UNFLAVORED
DIETARY SUPPLEMENT
NET WT. 2.69 lbs (1219g)

Nutrition Facts
20 servings per container
Serving size **2 Scoops (61g)**

Amount per serving		% Daily Value*
Calories	240	
Total Fat 3 g		4%
Saturated Fat 1 g		5%
Trans Fat 0g		**
Cholesterol 45 mg		15%
Total Carbohydrate 32 g		12%
Dietary Fiber 0 g		0%
Total Sugars 4 g		
Protein 20 g		
Sodium 190mg		8%
Vitamin D 0 mcg		0%
Calcium 200 mg		15%
Iron 0 mg		0%
Potassium 170 mg		4%

*Daily Value not established.

Other Ingredients: Maltodextrin, Protein Blend [Whey Protein Concentrate, Instantized Whey Isolate, Instant Calcium Caseinate, Instant Micellar Casein], Sunflower Creamer, Cellulose Gum, Natural Bitter Blocker Flavor, Xanthan Gum, MCT Creamer, Safflower Oil.

Allergen Warning: This product was produced in a facility that may also process ingredients containing milk, eggs, fish, shellfish, tree nuts, peanuts, wheat, and soybeans.

Contains: Milk and Soy (from soy lecithin)

NOTE: Pregnant or lactating women, diabetics, hypoglycemics, and people with known medical conditions should consult with a physician prior to taking supplements.

- No artificial sweeteners, flavors or colors
- 200 mg of calcium
- 224 mg potassium

performance dotFIT

WHEY SMOOTH™ UNFLAVORED

MAXIMIZE ENERGY†
25G MULTI-PROTEIN COMPLEX

ACCELERATE RECOVERY†
OVER 5000 MG BCAAs

FASTER PROTEIN ABSORPTION! TO FUEL THE MUSCLES

“Have it your whey”™
No Artificial Sweeteners, Flavors or Colors

One serving contains
200 mg Calcium &
224 mg Potassium

PROTEIN POWDER FLAVOR PACKETS
Also available at:
www.dotFIT.com/flavors

UNFLAVORED
DIETARY SUPPLEMENT
NET WT. 2.57 lbs (1167g)

Nutrition Facts
30 servings per container
Serving size **1 Scoop (38g)**

Amount per serving		% Daily Value*
Calories	150	
Total Fat 3 g		4%
Saturated Fat 1g		5%
Trans Fat 0g		**
Cholesterol 60 mg		20%
Total Carbohydrate 6 g		2%
Dietary Fiber 0 g		0%
Total Sugars 2 g		
Protein 25 g		
Sodium 170 mg		7%
Vitamin D 0 mcg		0%
Calcium 200 mg		15%
Iron 0 mg		0%
Potassium 224 mg		5%

*Daily Value not established.

Other Ingredients: Protein Blend [Whey Protein Concentrate, Instant Calcium Caseinate, Egg White Protein, Instant Micellar Casein, Instant Whey Isolate], Maltodextrin, Sunflower Oil, Cellulose Gum, Natural Bitter Blocker Flavor, Xanthan Gum.

Allergen Warning: This product was produced in a facility that may also process ingredients containing milk, eggs, fish, shellfish, tree nuts, peanuts, wheat, and soybeans.

Contains: Milk, Egg, and Soy (from soy lecithin)

NOTE: Pregnant or lactating women, diabetics, hypoglycemics, and people with known medical conditions should consult with a physician prior to taking supplements.

Same numbers except more calcium and potassium (with clean callouts)

Unlimited Flavors Based on What's Hot

Available NOW - 5 Flavor Packets: (10/box)

- **Peanut Butter**
- **Orange Cream**
- **Strawberry**
- **Birthday Cake**
- **Cookie Dough**
- **Variety pack 10/2ea**



Next 5 Flavor Packets:

- **Chocolate Mint**
- **Raspberry**
- **Mocha**
- **Butterscotch**
- **Cinnamon Bun**

10- Variety pack (1-each)

Next Up

DigestiveEnzymes - April 1

Unflavored Proteins

- Pre/Post – Available NOW
- WheySmooth – June 1 - NSF

Vegan AminoBoostXXL (Tropical Colada) – Mid June

Vegan Protein dotStick (Chocolate Chip)– Mid June

Workout Extreme – NSF Certified for Sport

NSF Calcium in Process – Probably shipping June 1

Bars (all this year)

- Cookies & Crème
- Birthday Cake dotStick
- Peanut Butter Wafer
- Maple Wafer

A stethoscope is positioned over a stack of several books. The background features a smooth gradient from teal on the left to orange on the right. The word "APPENDIX" is centered in white, bold, uppercase letters.

APPENDIX

The Business and Your Confidence

You're a dotFIT Practitioner & Empowered to Deliver as This is Now Part of Your Scope of Practice – A True Dietary Supplement Recommendation

R&D, Sport & Fitness Programming Company
Licensed for dotFIT Certified Practitioners



Your game changer that elevates you from outlets/Google/others & legitimizes the recommendation