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:

➢ Goal for **everyone** is to keep muscle protein synthesis (MPS) ≥ 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**
Normal Muscle Protein Synthesis (MPS) and Muscle Protein Breakdown (MPB) process:\textsuperscript{13}

MPS remains Negative\textsuperscript{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 \textasciitilde{}30yr\textsuperscript{12,13}
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

Closing of Metabolic Window

Exaggerated MPS response if & when exercise & AA converge i.e. the so-called metabolic window (MW)\textsuperscript{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\textsuperscript{30,33,37}
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

D: Caloric restriction and/or ageing in which higher protein can minimize
Exercise-induced SM fiber damage

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

Full repair with greater AA deposition than previous

Amino acids + vitamins & minerals facilitating SM fiber repair

Hypertrophy occurs when

Muscle Synthesis > Muscle Breakdown

Final Goal
How & How Much - Lifetime Solution: 

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

If exercising use 25-35 g (depending on age) fast acting protein 30-40 min before & repeat immediately following
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\(^13,14,71\) and a final dose before bedtime\(^71\).

✓ 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\(^139,141-144\).
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.\textsuperscript{150}

✓ The bottom line is that chronic protein intake 2-4 times the RDA appears safe for healthy individuals (including bone\textsuperscript{152,153} and renal\textsuperscript{7,151} long-term health\textsuperscript{4,6,127}) as long as protein is not replacing other necessary nutritious foods\textsuperscript{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 properties.\(^{17}\)

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”

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

All data from Devries et al. 2015
Protein Market Explosion is Not Going Away
Driven by New Data & Aging Population

The good, the bad and why we should own it
Global consumer sport nutrition sales in 2014, 2016, 2018, and 2020, by product type (in billion U.S. dollars)

The Good
Global Sports Nutrition Including Protein Powder Market Size

https://www.statista.com/topics/4232/protein-market/
Market size of supplement protein powders in the United States from 2014 to 2025 (in million U.S. dollars)*

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

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.

HOW dotFIT WORKS FOR YOU

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 company would stoop so low.

On looking at the label,

24 protein

However, the results of a recent study showed that the actual ingredients are

2.5g protein

UNDER FORMULATED WHEY PROTEIN
MASS MARKET SUPPLEMENTS

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 Daily Meal compared that the proteins comprised of the supplements such as Cellucor, Optimum Nutrition, and others commonly had...
## Mass Market Supplements

<table>
<thead>
<tr>
<th>Product</th>
<th>Label Claim of Protein in Grams</th>
<th>Protein Test Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>BioHealth Precision Blend - 2lb Caramel Cookie Swirl</td>
<td>32g</td>
<td>17.1</td>
</tr>
<tr>
<td>BioHealth Precision Blend - 2lb Milk Chocolate</td>
<td>32g</td>
<td>24.7</td>
</tr>
<tr>
<td>BioHealth Precision Blend - 2lb Milk Chocolate</td>
<td>32g</td>
<td>24.5</td>
</tr>
<tr>
<td>BioHealth Precision Blend - 2lb White Chocolate Raspberry</td>
<td>38g</td>
<td>2.79</td>
</tr>
<tr>
<td>BioHealth Precision Iso - 2lb Chocolate</td>
<td>27g</td>
<td>17.2</td>
</tr>
<tr>
<td>BioHealth Precision Iso - 2lb Cookies and Cream</td>
<td>27g</td>
<td>21.1</td>
</tr>
<tr>
<td>BioHealth Precision Iso - 2lb Cookies and Cream</td>
<td>27g</td>
<td>21.1</td>
</tr>
<tr>
<td>Core Formulations Core 8 - 2lbs Caramel Cookie Dough</td>
<td>31g</td>
<td>27.1</td>
</tr>
<tr>
<td>Core Formulations Core 8 - 2lbs Caramel Cookie Dough</td>
<td>31g</td>
<td>20.4</td>
</tr>
<tr>
<td>Core Formulations Core 8 - 5lbs Chocolate Brownie</td>
<td>30g</td>
<td>21.0</td>
</tr>
<tr>
<td>Core Formulations Core 8 - 5lbs Vanilla bean</td>
<td>31g</td>
<td>22.9</td>
</tr>
<tr>
<td>Core Formulations Isocore - 2lbs Cookies and Cream</td>
<td>30g</td>
<td>23.9</td>
</tr>
<tr>
<td>Core Formulations Isocore - 2lbs Cookies and Cream</td>
<td>30g</td>
<td>23.9</td>
</tr>
<tr>
<td>Core Formulations Isocore - 2lbs Cookies and Cream</td>
<td>30g</td>
<td>24.2</td>
</tr>
<tr>
<td>Rogue Nutrition - Rogue Whey - 2lb Chocolate Milk</td>
<td>28g</td>
<td>19.7</td>
</tr>
<tr>
<td>Rogue Nutrition - Rogue Whey - 2lb Chocolate Milk</td>
<td>28g</td>
<td>19.7</td>
</tr>
</tbody>
</table>

Several protein manufacturers occur when a protein powder supplement is that it registers.

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
- **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: 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
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 its 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
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
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)\textsuperscript{156,157}

- Strategic functional properties for enhancing food products including safety, stability, \textit{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\textsuperscript{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.)\textsuperscript{156,160-162*}
  - Carboxymethyl Cellulose: fiber used as viscosity modifier, emulsifier, ensures flavor dispersion, improves texture & overall quality\textsuperscript{163}
  - Xanthan Gum: natural polysaccharide used as thickener & stabilizer\textsuperscript{164-166}

Data & Referenced in \textit{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](http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1831-4732)).

- 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](http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1831-4732)
- 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.
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
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
Meets NCAA Bylaw 16.5.2.2 for college athletes

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

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

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serving Size: 1 Scoop (40g)</td>
</tr>
<tr>
<td>Servings Per Container: approximately 28.5 servings</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>Calories from Fat %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories 160</td>
<td>% Daily Value*</td>
</tr>
<tr>
<td>Total Fat 2.5g</td>
<td>4%</td>
</tr>
<tr>
<td>Saturated Fat 1g</td>
<td>6%</td>
</tr>
<tr>
<td>Trans Fat 0g</td>
<td>0%</td>
</tr>
<tr>
<td>Cholesterol 75mg</td>
<td>2%</td>
</tr>
<tr>
<td>Sodium 125mg</td>
<td>5%</td>
</tr>
<tr>
<td>Total Carbohydrate 8g</td>
<td>3%</td>
</tr>
<tr>
<td>Dietary Fiber 1g</td>
<td>4%</td>
</tr>
<tr>
<td>Sugars 2g</td>
<td>1%</td>
</tr>
<tr>
<td>Protein 25g</td>
<td>4%</td>
</tr>
</tbody>
</table>

| Vitamin A 0%       | Vitamin C 0%        |
| Calcium 15%        | Iron 0%             |

| Total Fat          | 2.5g                |
| Saturated Fat      | 1g                   |
| Cholesterol        | 75mg                 |
| Sodium             | 125mg                |
| Total Carbohydrate | 8g                   |
| Dietary Fiber      | 1g                   |
| Sugars             | 2g                   |
| Protein            | 25g                  |

| Ingredients: Protein Blend (Whey Protein Concentrate, Calcium Caseinate, Egg White Protein, Whey Protein Isolate, Micellar Casein), Cocoa Powder, Maltodextrin, High Oleic Sunflower Oil, Carbohydrate, Cellulose, Natural & Artificial Flavors, Xanthan Gum, Salt, Sucrose, Acesulfame Potassium. |

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

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

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

3rd Party tests: Covance Labs, LA Analytical & Chemical Solutions
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)
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
~20% carbs, 65% protein and 15% fat (.3:1 Carb:Protein)

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

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

Best Plant Protein - High Protein
Low Calorie Protein Source - Any Goal

Same WS & NWS Goal & Use-Different Customer
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”.

BPP is AA fortified to match whey protein profile

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

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)

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

3rd Party tests: Health Canada
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 30 minutes 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

PRE/POST WORKOUT FORMULA & MEAL REPLACEMENT
ALL 5 GOALS BY CHOICE (NATIVE FORM/TASTE)
LEAN MR - WEIGHT CONTROL
A BETTER MEAL REPLACEMENT

<table>
<thead>
<tr>
<th>Supplement Facts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Serving Size:</strong> 2 scoops (50g)</td>
</tr>
<tr>
<td><strong>Per Container:</strong> 20</td>
</tr>
</tbody>
</table>

- **Calories**: 190
- **Protein**: 21g (whey isolate) | 40%
- **Carbohydrates**: 24g (sustained) | 50%
- **Fat**: 2g (CLA & Plant) | 8%
- **Fiber**: 7g |
- **Calcium**: 115mg |
- **Iron**: 2mg |
- **Sodium**: 180mg |

**Sustained Release Carbohydrates Blend**: 19.5g
- Rice Oligosaccharides, Digestion Resistant Maltodextrin (Fibersol-2), Isomaltooligosaccharide, Glucosamine
- Flaxseed Powder, High Oleic Sunflower Oil, Conjugated Linoleic Acid

**% Daily Value based on a 2,000 calorie diet**

- **Carbohydrates**: 24g (50%)
- **Protein**: 21g (40%)
- **Fat**: 2g (8%)

**3rd Party tests**: Integrity Labs-In-house

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

2-scoops: 21 g protein (whey isolate); 24 g carbohydrates (sustained); 1.5 g Fat (CLA & Plant); 7 g fiber; 115mg Calcium; 190 calories
Dieting is more often fruitless and damaging\(^6\)
- Loss of LBM (≥25%), micronutrient deficiencies, innate metabolism adjustments, stress, frustration, weight regain\(^7-11\)

The body mounts its evolutionary defenses\(^{13-17}\)
- 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 work\(^{19-21}\)
  - 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)\textsuperscript{20}

**Mechanisms of Action**

- Greater satiety – less hungry\textsuperscript{21,22} (dose dependent up to 81% of calories)\textsuperscript{28}
  - AAs modulate opioid receptors and direct vagal feedback to suppress hunger;\textsuperscript{21,29} CCK release to slow gastric emptying;\textsuperscript{31} increase thermogenesis;\textsuperscript{32} enhanced glucose homeostasis through alterations in gluconeogenesis\textsuperscript{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%\textsuperscript{35}
    - ~1500 calorie diet: 30-36% Protein vs 11-15% yields ~213 calories/day increase in calorie burn\textsuperscript{37,38}
    - Extra O\textsubscript{2} needed to metabolize protein leads to greater satiety\textsuperscript{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 stores\(^\text{40}\)

- Preserves LBM regardless of weight loss method\(^\text{42,43}\)
  - 2Xs RDA vs RDA reduced LBM loss 300% (3 vs 9.5 lb in 20 week diet)\(^\text{41}\)
  - Maintain physical performance & EE\(^\text{5,23,24}\), reduces risk of injury\(^\text{5,43}\)
  - Note: skeletal muscle burns 6 calories/lb/day at rest; fat burns 2.2 calories/lb/day \(^\text{45}\)

Whey Protein Tested Best in All Mechanisms

- Satiety\(^\text{21,25,47}\), MPS/LBM preservation\(^\text{26,46-49}\), fat oxidation & body composition\(^\text{21,26,47,50}\)
- Probably due to AA composition/higher leucine and rapid absorption rate\(^\text{26,49,51}\)
MEAL REPLACEMENTS
TRUMP ALL WEIGHT LOSS TREATMENTS INCLUDING PHARMACEUTICALS AND DIET ALONE
Meal Replacements versus Rx Diet Drugs

2x > 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**

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

*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](http://dx.doi.org/10.5772/66331) -2017*
Summary of Unique/Key Points (updated with beta-glucan fiber

➢ 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
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

1-3 scoops: 46g CHO (maltodextrin); 21g Pro (whey); 3g 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 ~20% CHO, 65% protein, 15% fat (.3:1 CHO:P)
Grass fed, non-GMO, rBGH & gluten free, no preservatives, flavors, colors or sweeteners
1.5 scoops: 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 ~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
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 staving 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
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
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

* 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 pill**
  - 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 directed to make sure you get ~2gm 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 P), take one with AM meal and the 2nd with PM meal; Males take only if necessary
- **SuperOmega-3 Fish Oils**
  - Take 2 daily with meal if not consuming 2-4 sugg/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 dotIT 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!!!!
Unflavored Proteins – All Soon
First Two Unflavored Powders

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

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

<table>
<thead>
<tr>
<th>Next Up</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DigestiveEnzymes</strong></td>
</tr>
<tr>
<td><strong>Unflavored Proteins</strong></td>
</tr>
<tr>
<td>- Pre/Post – Available NOW</td>
</tr>
<tr>
<td>- WheySmooth – June 1 - NSF</td>
</tr>
<tr>
<td><strong>Vegan AminoBoostXXL</strong> (Tropical Colada) – Mid June</td>
</tr>
<tr>
<td><strong>Vegan Protein dotStick</strong> (Chocolate Chip) – Mid June</td>
</tr>
<tr>
<td><strong>Workout Extreme</strong></td>
</tr>
<tr>
<td><strong>NSF Calcium</strong></td>
</tr>
<tr>
<td><strong>Bars</strong></td>
</tr>
<tr>
<td>- Cookies &amp; Crème</td>
</tr>
<tr>
<td>- Birthday Cake dotStick</td>
</tr>
<tr>
<td>- Peanut Butter Wafer</td>
</tr>
<tr>
<td>- Maple Wafer</td>
</tr>
</tbody>
</table>
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

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