

# dotFIT - Trusted by Professionals

## R&D for Nutrition Programs & Products

- Over 1,700 sport and fitness facilities
- Certified ~75,000 fitness professionals and counting
- Trusted & Used by MILLIONS of Households
- Largest provider of 3<sup>rd</sup> party tested nutrition programs and products in the sport and fitness channels including collegiate and professional sports



UFC GYM

UFC FIT



Healthtrax  
FIT FAMILIES FOR LIFE



Commission on Dietetic Registration  
the credentialing agency for the Academy of Nutrition and Dietetics



Nutrition powered – ecosystem - 40yrs of delivering safe & effective nutrition programs and products



**dotFIT**  
GROW STRONG.™

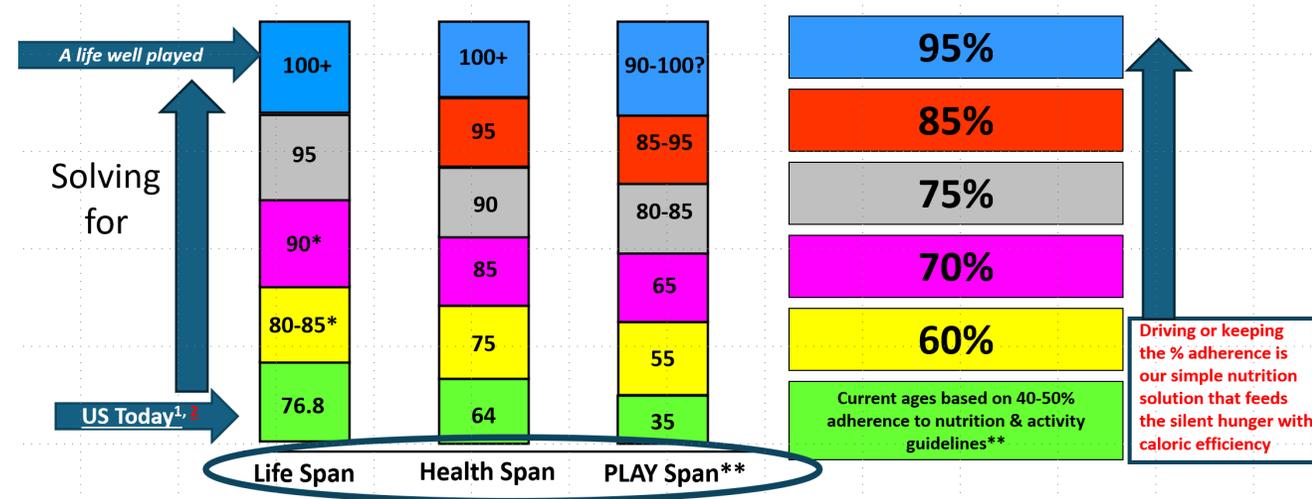
Supporting Over 250 College & Pro Sport Teams

**dotFIT Custom Group Previous Supplements of the Month -all available in your dotFIT U-TUBE Channel**

**Note: all products have extended video education found in your trainer console and dotFIT U-TUBE**

- Feb 18 (2022), Intro, history, why nutrition, dF diff, play-span (Baseline supp)
- Mar 18 – All Proteins, Protein Intro, Updated Stats FAQs & Summaries
- April 8 – AminoFormula - Perf Cat 2, Updated Practitioner Notes/FAQs,
- May 6 – Fat loss intro review, ea. product sum w script & pack script
- June 3 – Essentials (MVM [Ca, V-D], SO-3, Protein) in Play-span
- July 8 – JointFlexPlus with Collagen intro & Photo-aging/skin Note
- Aug 5 – All Nutrition Bars, FAQs, Updated
- Sept 2 – Family Essential Packs (MVM, SO3, Ca, Protein)
- Oct 14 – UltraProbiotic Full; Scripts/collaterals, FAQs
- Nov 4 – MR Powders & Bars, Save Calories for The Holiday – LeanMR
- Dec 9 – Immune Bundles, Presentations, Collaterals & Holiday displays
- Jan 6 – (2023)Popular Diets and New Year Resolution Bundles
- Feb 3 – Popular Gym-Goer Products for The New Year with all collaterals
- Mar 3 – Playspan®, Self-Care & Future of Fitness
- Oct 6 –Alln1 SuperBlend™ Launch:
- Nov 10 – Holiday/New Year weight solution & Nutrition Hack with SB with protein
- Dec 8 – Optimizing BodyComp Part 1 - Weight Loss vs. Fat Loss, Beyond Calorie
- Jan 5 – Optimizing body comp Part 2 – Maximizing Gainz, Minimizing Bodyfat
- Feb 2 (2024) – Part 3 Opt Body Comp, Recap 1&2, monitoring, myths & Contest Prep
- April 19 – dotFIT difference review and product price comparisons
- May 24 – Weight loss drugs (GLP-1RAs,) nutrition companion and more
- Sept 20 – Creatine Beyond Muscle, Brain/Mental/Health, Aging & Females
- Nov8 – SuperOmega-3 with Play-span Finish –Updated
- Feb 20 – ExtremeCreatineXXXL+, Updated with the premium vasodilator Careflow™
- Mar 21 – Sleep Aid - Complete

Support Recordings containing the full science of all products is in your trainer console under “dotFIT Tools” then “Supplement Education”



**3-cornerstones of a long healthy active life are 1) meeting nutrient recommendations, which drives; 2) regular activity, which establishes and maintains; 3) healthy body composition -in that order**

**Part 1 – Establishing the 1<sup>st</sup> Cornerstone so the other 2 can happen**

The essentials. Minimum protocol necessary to build a resilient infrastructure/organism

**Feb 19 – The Road to Health, Performance & Staying Young on Your Terms-Part 1**

# The Road to Health, Performance & Staying Young on *Your Terms*

Undisputed cornerstones of a long healthy active life are **1) meeting nutrient recommendations**, which drives; **2) regular activity**, which establishes and maintains; **3) healthy body composition** -**in that order**

- Establishing the 1<sup>st</sup> Cornerstone so the other 2 can happen – on your terms
  - *Creating and protecting a healthy youthful structure – metabolism reset to defend against the “aging storm”*
  - **Part 1 – The essentials. Minimum protocol necessary to build a resilient infrastructure/organism**
  - Part II optimum protocols –next level performance for each decade of life
  - Part III highly publicized anti-aging supplements/therapies, HRT, Peptides incl. GLP-1s
    - Reality check and your role

# Staying Young on *Your Terms*, **Part I**

Your Nutrition is your Fountain of Youth

Simple Solution for Those Seeking to Feel, Look, Move, Think, Perform, Play & Live Better  
Longer – i.e., getting your Playspan® to equal your lifespan

Undisputed cornerstones of a long healthy active life are **1) meeting nutrient recommendations, which drives;** 2) regular activity, which establishes and maintains; 3) healthy body composition **-in that order**

# Feeding your infrastructure so your Playspan<sup>®</sup> = Lifespan

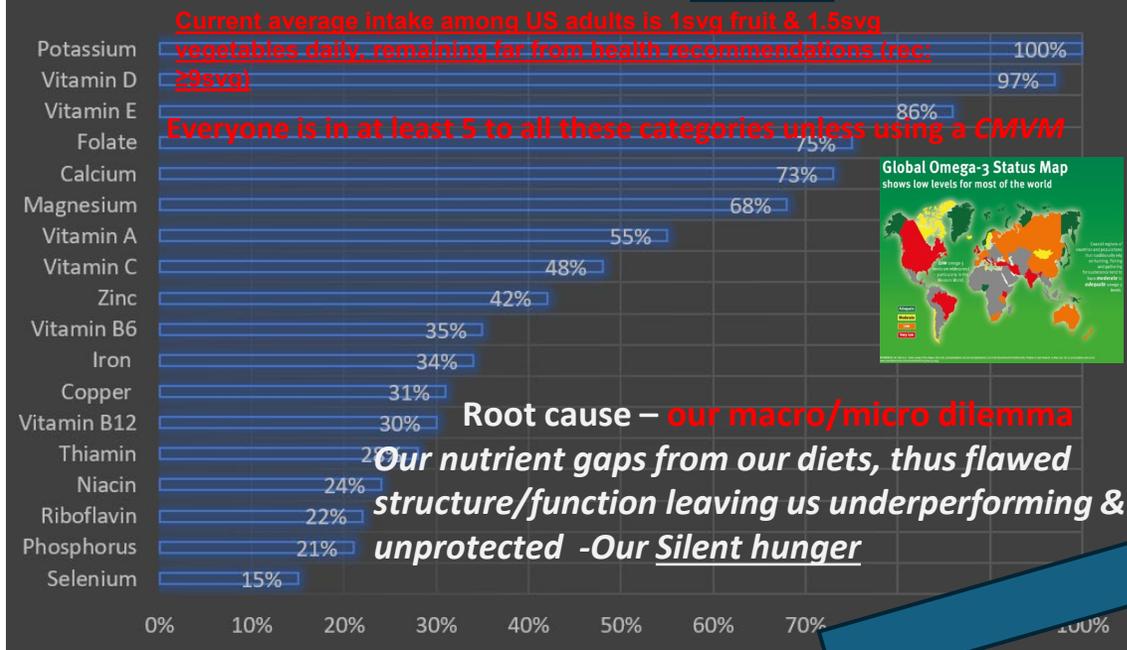
*“an ounce of prevention is worth a pound of cure”*



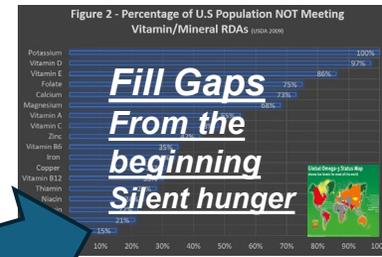
***And Living Life on Your Terms***



**Figure 2 - Percentage of U.S Population NOT Meeting Vitamin/Mineral RDAs**



**Root cause – our macro/micro dilemma**  
 Our nutrient gaps from our diets, thus flawed structure/function leaving us underperforming & unprotected -Our Silent hunger



Current lifespan, Health-span and Playspan® in the US is unquestionably linked to the % of adherence to nutrition and activity guidelines\* starting with nutrition because activity is caused by the nutrition that builds & rebuilds your foundation daily (daily recovery). Poor nutrition (nutrient gaps/silent hunger) = poor activity = poor body composition – the vicious cycle that leads to inactivity and a lifetime of medications

# Solving For The root cause

Our under-nutrition leads to this outcome  
 US Today<sup>1,2</sup>



Americans have the shortest health & lifespans among peer nations, and highest healthcare costs per person with 66% of all adults (75% >50y, 87% >65y) using prescription medication regularly – AKA the Big-Pharma trap (~half of US kids now have a chronic health condition)

Silent hunger is the difference between our nutrient intakes and nutrient recommendations, and not felt in the stomach, but expressed through daily under-performance and early and often breakdown/disorders

# The 3-Undisputed cornerstones of a long healthy active life – all starts with #1



- 1 -Meet nutrition recommendations (healthy diet?)
  - ✓ Diet with supplements to fill gaps – caloric efficiency so 2 & 3 can happen
    - There is no life without nutrition, and b/c nutrition made us, it becomes the root cause for most everything good or bad that happens within our bodies -
  
- 2 –Staying active (tells the nutrition where to go); **the minimum:**
  - ✓ 2-3days/week of strength training – Muscle/CV/Brain health
  - ✓ **Eventual target of 7-10K/d steps**; some brisk – CV/Muscle/Brain health
  
- 3 -Healthy body composition/desired look
  - ✓ Sum of 1 & 2 and adjust based on weekly measurements

[Adherence to 5 factors](#) (never smoking, a healthy weight, regular physical activity, a healthy diet, and moderate alcohol consumption) could prolong life expectancy (if you make it to 50) by 14.0 and 12.2 years for US female and male

**Building a human with a Playspan® to last a lifespan**  
**A metabolism reset and continuity** – to maintain youth and activity

# Meeting your Nutrition Targets so that you want to & can stay active

- Food on your terms – within your desired lifestyle - enjoyable but sensible
  - Stop the internet searches and friendly **unqualified advice** incl from pseudo experts
- Dietary support to get all you need but in the right amounts – easiest part
  - Unfollow “nutrition influencers” – they will just confuse you with their noise

# Meeting your Nutrition Recommendations/Targets

## Food plan (**macronutrients**)

**while food supplies your macronutrients and calories, a good plan may supply only 60-80% of the micronutrients (MNs) the body can use for short *and* long-term health**

### **Ideal simple food (macros –P, F, C) planning formula**

- Average daily calories based on body composition/weight goal
- Protein first -1gm/LB/LBM (or weight; vegans need more) of lean **quality** proteins split into daily meals including first thing in the AM
  - Don't count fortified junk
- Carbohydrates - mostly fruits, vegetables with some whole grains (shoot for 25-35gm/d fiber –work up to it)
- Fats from seafood & other lean proteins, nuts, olive oils or other natural unsaturated fats
- Adjustments\* based on goal tied to weekly bodyfat/weight measurements (do not lower protein intake)
  - **Adjust diet and/or activity so bodyfat/weight is **on average** directionally correct; blow it 1 day, make it up.**

**Summary (dotFIT program):** hit protein requirement including breaking overnight fast with a protein meal ASAP after waking; remainder of calories from preferred good carbs and fats ; add a protein/fruit/veggie smoothies as needed to hit numbers.

**Not so ideal** but ok, because “1 good turn generally leads to another”

- Meet the above protein requirement, then eat the best you can – figure it out; adjust based on mirror, pants/belt or scale
- Find any diet that helps you control calories to meet your body comp goal – then supplement as necessary

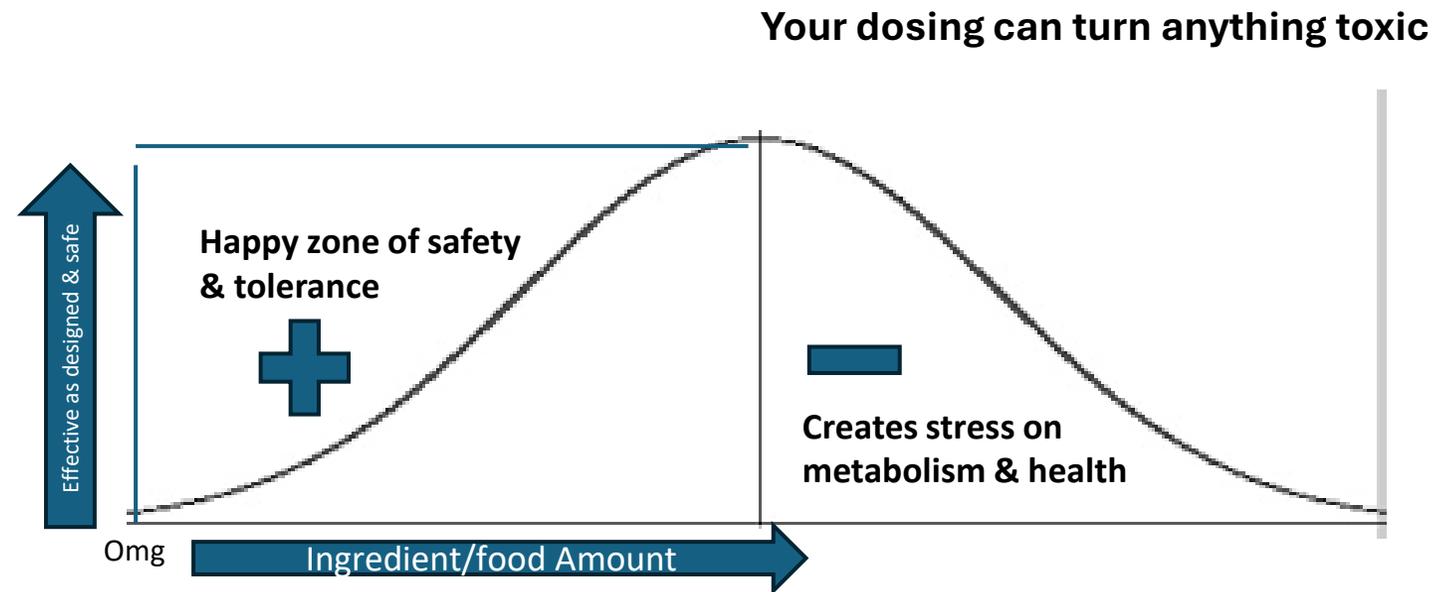
# Diet notes to keep you focused on what matters –think moderation

- Consume whole foods as much as possible (foods close to natural state).
- Limit UPF\* but **don't over analyze it** (typically energy-dense/low nutrient/fiber, high-fat, salt & sugar, tasty, cheaper, convenient foods with longer shelf-life). **Food goes hand in hand with the lifestyle of the person that consumes it**
  - Regular consumption can cause overeating, which leads to not wanting to move
- If you are rich, buy organic for environmental reasons, not health
- Don't be afraid of moderate intake of **artificial sweeteners**, flavors, **seed oils** and other internet conspiracies unless that's all you eat, your overweight and unhealthy and no plans to fix it
  - – i.e., when necessary, use low calorie sauces/dressings/drinks/snacks to keep calories down. Note: “natural” is not always better (Allergen Warnings: Milk, Eggs, fish, shellfish, tree nuts, peanuts, wheat, soybeans, sesame – can cause from rashes, weight gain to sickness, death)
- If you blow it, fix it – it's easy
- Don't add salt unless you must
- You can consume alcohol, coffee/tea (at worst, **2drinks/wk may shorten life by 3-6d; 35/wk may shorten life 2yr-but..**)
- Ignore the California Prop 65 unless you never want to eat again - it is the epitome of fear mongering
  - Almost all foods contain amounts higher than allowed lead/metals (.5mcg/svg) including 1svg natural spinach (10Xs higher), 1-cup of coffee, etc., because its 10-50 times lower than other global (e.g., FDA [2.2mcg/d children;12.5 adults], NSF, WHO, etc.) limits for lead (5-30mcg). Almost all plant foods would be prohibited.

\*diets high in ultra-processed foods ( **60% of the daily calories** consumed in the US)—from sweetened breakfast cereals and flavored potato chips to reconstituted meat products, instant soups, and ready-made meals—are associated with a range of adverse health outcomes, including obesity, cardiovascular disease, type 2 diabetes, and mental health disorders such as **depression**.

# Diet notes to keep you focused on what matters –think moderation

## The Principle of Moderation



Every approved food ingredient (or food/nutrient) follows the bell curve

Every ingredient follows the bell curve, where there is little problem or effect. A certain amount balances the good and too much creates stress on metabolism and health. “Principle of Moderation” - Happy zone of safety and tolerance

# Dietary Support

## Picking Up Where Food Leaves Off to Fortify the Metabolism\*

Filling nutrient gaps caused by diet, environment, aging and lifestyle  
to **improve and strengthen your cellular health**

The “**why**” and the “**how**” so that our Playspan® equals our lifespan

And yes, you can off-set certain lifestyle factors

\*The whole sum of reactions that occur throughout the body within each cell providing its energy and tissue growth and repair. VMs and other MNs are responsible for all these metabolic processes.

*your performance is the sum of your cell's performance*

# Dietary Support

## What we are solving for

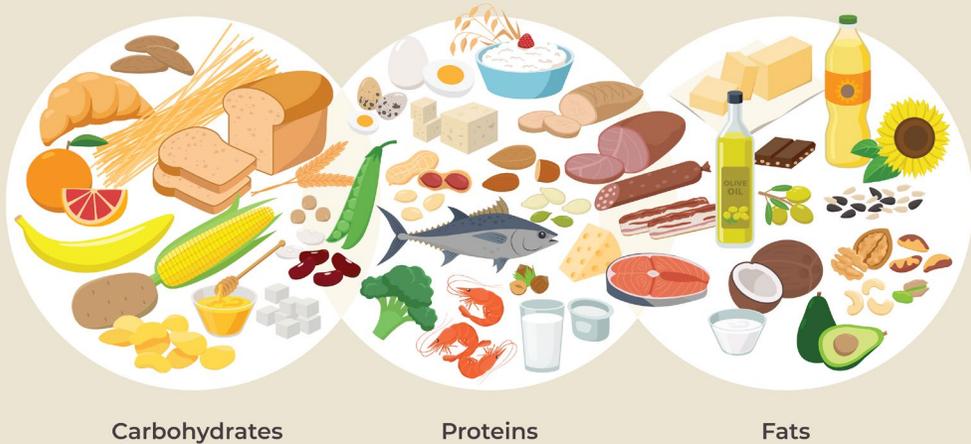
Fill all nutrition gaps within the calories that allow your desired body composition so you can live, look, think, move & play better longer - AKA: a Playspan® equal to a lifespan, because the 3 undisputed cornerstones to a long active life are driven by #1, **meeting nutrient recommendations** so 2 & 3 (2 staying active; 3 a healthy weight/body composition) can happen

*Nutrition establishes the basis for all things  
good & bad in the body*

**Poor nutrition is the root cause to poor  
aging, and your aging starts in the womb**

# Macros are our source of calories & contain our MNs

## MACRONUTRIENTS



Nutrient	Primary Roles	Best Sources
Vitamin A	Vision, immune health, skin	Carrots, sweet potatoes, spinach
Vitamin C	Collagen production, antioxidant, immune	Citrus fruits, bell peppers, strawberries
Vitamin D	Bone health, immune regulation	Sunlight, salmon, fortified milk
Vitamin E	Antioxidant, cell protection	Almonds, sunflower seeds, spinach
Vitamin K	Blood clotting, bone metabolism	Kale, broccoli, Brussels sprouts
B1 (Thiamine)	Energy metabolism, nerve function	Whole grains, pork, beans
B2 (Riboflavin)	Energy production, skin health	Dairy, eggs, leafy greens
B3 (Niacin)	Energy, DNA repair	Chicken, tuna, peanuts
B6 (Pyridoxine)	Protein metabolism, brain health	Bananas, potatoes, chicken
B12 (Cobalamin)	Nerve health, red blood cells	Meat, fish, fortified cereals
Folate	DNA synthesis, pregnancy health	Leafy greens, beans, citrus
Calcium	Muscle contraction, Bones, teeth	Dairy, leafy greens, fortified drinks
Iron	Oxygen transport, energy	Red meat, spinach, lentils
Magnesium	Muscle/nerve function, energy	Nuts, seeds, whole grains
Zinc	Immune function, wound healing	Meat, shellfish, pumpkin seeds
Potassium	Fluid balance, muscle function	Bananas, potatoes, beans
Sodium	Fluid balance, nerve signals	Salt, seaweed, beets
Iodine	Thyroid hormone production	Iodized salt, seafood, dairy
Selenium	Antioxidant, thyroid function	Brazil nuts, fish, eggs

## Micronutrients\* (MN) are the actuators/tools of all human metabolism

- “Good diet” may supply 60-80% of needs
- Gap is your “*silent hunger*” you can’t hear till you break

**Filling gaps**  
*The Why*

Silent hunger is the difference between our nutrient intakes and nutrient recommendations, and not felt in the stomach, but expressed through daily under-performance and early and often breakdown/disorders

# Consequences of ignoring your *silent hunger* is early aging & frequent breakdown

When MNs are shorted as from food alone, something needed for long term health will be sacrificed for short term survival needs



## Filling gaps The Why

Available MNs will be used for daily survival functions, depriving the body of their ability to support its long-term health functions

Triage effect: the limited availability of MN from food alone will be routed to their essential roles in daily survival (e.g., heart beating, blood formation, **DNA repair, ATP production, etc.**)-- leaving the MNs other roles related to longevity (e.g., long-term health of CV, brain, bone, muscle, skin, etc.) compromised leading to the diseases of aging (inflammation, calcification, osteoporosis, dementia, etc.)

Your silent hunger – “note from body”

Hey - your bones, brain, CV, etc., systems are not going to make the full trip, because your shortage of VMs/MNs only allows me to keep you breathing – for now. Feed me my MNs before something breaks. *So, I have enough to go around to support long-term health*

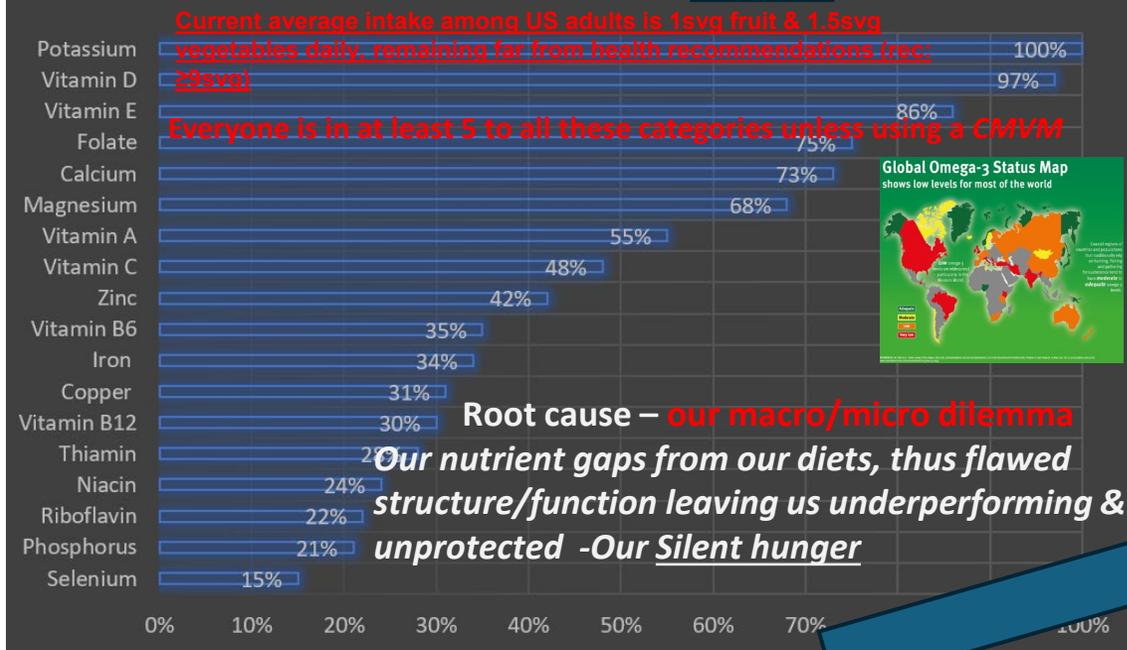
### Your micronutrients underpin the hallmarks of aging (Carlos Lopez-Otin)

**Low MN intake = accelerated aging through evolutionary triage – i.e., long term health will be sacrificed for daily survival needs**

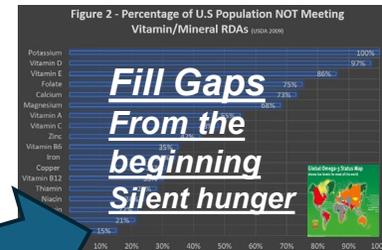
*Suboptimal nutrition accelerates aging by dysregulating key metabolic and cellular processes that underlie the nine hallmarks of aging*

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**Root cause – our macro/micro dilemma**  
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DIET	How it Works	Nutrients at Risk for Insufficiency	Supplements to Fill Gaps
<b>PALEO</b>	No dairy, grains and grain products, legumes, processed foods, alcohol	Calcium Magnesium Vitamin D Fiber B vitamins	<ul style="list-style-type: none"> <li>Multivitamin &amp; Mineral</li> <li>Calcium with Magnesium</li> <li>Vitamin D3</li> </ul>
<b>KETO</b>	5-10% Carbs (50 g/d max) 10-20% Protein 70-80% Fat	B vitamins Magnesium Fiber Vitamin E & C Zinc Iron	<ul style="list-style-type: none"> <li>Multivitamin &amp; Mineral</li> <li>Calcium with Magnesium</li> <li>Probiotic</li> <li>Essential Amino Acids</li> </ul>
<b>VEGAN</b>	No animal meats or products (eggs, milk, cheese, yogurt)	Vitamin D Calcium Protein Zinc Omega-3 Fats B12 Iron Iodine	<ul style="list-style-type: none"> <li>Vegan MV</li> <li>Calcium with Magnesium</li> <li>Plant Protein</li> <li>Essential Amino Acids</li> <li>Vitamin D2</li> <li>Omega-3 Fats</li> </ul>
<b>GLUTEN FREE</b>	Avoid all forms of wheat and wheat products. Rye, barley, bulger, some condiments, sauces and dressings	B Vitamins Vitamin D Iron Fiber Zinc Magnesium Calcium Phosphorus	<ul style="list-style-type: none"> <li>Multivitamin &amp; Mineral</li> <li>Calcium with Magnesium</li> <li>Vitamin D3</li> <li>Probiotic</li> </ul>
<b>INTERMITTENT FASTING</b>	No food restrictions – no eating allowed for a specific time period Ex: 16:8 - fast for 16 hours and eat during an 8 hour window	Commonly under-consumed nutrients: Potassium, choline, magnesium Vitamins A, D, E, C Calcium, potassium, fiber Iron (for certain age/gender groups)	<ul style="list-style-type: none"> <li>Multivitamin &amp; Mineral</li> <li>Omega-3 Fish Oils (as needed)</li> <li>Calcium with Magnesium (as needed)</li> <li>Essential Amino Acids</li> <li>Protein</li> <li>Vitamin D3 (as needed)</li> </ul>
<b>IF IT FITS YOUR MACROS (IIFYM)</b>	Varies based on individual needs, goals, preferences and training status	Commonly under-consumed nutrients: Potassium, choline, magnesium Vitamins A, D, E, C Calcium, potassium, fiber Iron (for certain age/gender groups)	<ul style="list-style-type: none"> <li>Multivitamin &amp; Mineral</li> <li>Omega-3 Fish Oils (as needed)</li> <li>Calcium with Magnesium (as needed)</li> <li>Vitamin D3 (as needed)</li> </ul>
<b>Carnivore</b>	Animal meats & fats only unless modified	Vitamins A*, C, D*, E, K, Folate, magnesium, potassium, manganese, calcium, fiber, copper*, iodine, omega-3, carotenoids, flavonoids, etc. *unless regular liver/organ intake (or modified diet)	Basically, everything long-term health related <u>except</u> most B vitamins, Omega-6 FAs, protein, zinc, selenium and iron unless modified

*There is a simple solution for all diets*



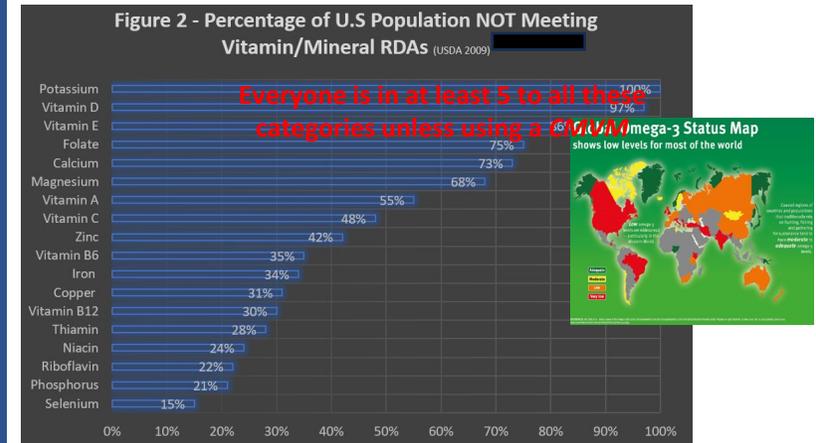
# Problem getting worse

Expanding choices- and *all* diets exacerbate normal nutrition gaps.

[More Diets & Missing Micronutrients, esp., low carb diets](#)

*AND – we obviously won't solve it with food alone*

It's a fool's errand, 1,2,3 and getting worse (minimum of 10 essential nutrients dangerously under-consumed in US-2025)



Everyone is in at least 5 to all these categories unless using a 60/40/10



Current average intake among US adults is 1svg fruit & 1.5svg vegetables daily, remaining far from health recommendations (rec: ≥9svg)

Root cause – our macro/micro dilemma  
Our nutrient gaps from our diets, thus flawed structure/function leaving us underperforming & unprotected  
Our Silent hunger

**Filling gaps**  
**The Why**

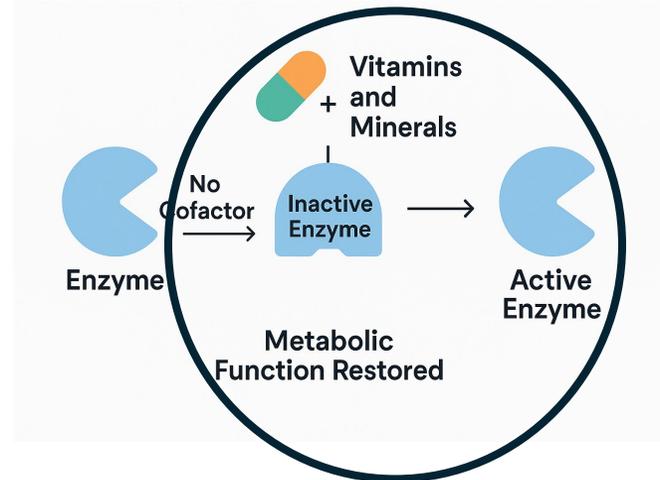
# Feeding your infrastructure so your Playspan<sup>®</sup> = Lifespan

Essential nutrition in proper amounts brings your dormant enzymes/cells to life optimizing your metabolism's potential

*“an ounce of prevention is worth a pound of cure”*



Typical diet alone **leaves us**  
**underperforming and unprotected**



Enzymes are like factory machines — always there, but they need specific tools/sparkplugs (VMs/MNs) to do their jobs. Without the tools, the machines sit idle but don't vanish right away, but factory production slows dramatically. When you give them the tools again, production ramps back up.



Typical diet with complete MN saturation optimizes an individual's daily/cellular performance & protection

**\*OUR DAILY PERFORMANCE IS THE SUM OF ALL OUR CELL'S PERFORMANCE, WHICH ARE POWERED BY OUR MICRONUTRIENTS (E.G., VITAMINS, MINERALS, ETC.)**

\***Enzymes** are structures involved in nearly all metabolic processes as they are in virtually all our trillions of cells (>1K/cell). Specifically, they speed up the chemical reactions that happen throughout the body and therefore effect the performance in virtually every bodily function. Vitamins/minerals are the nutrient “spark plugs” that power the enzymes, thus proper levels make enzymes more active and respective cells operating at full potential

# Youth Preserving Nutrition Bundles

## Problem (solving for)

- Under-nutrition in too many calories – the root cause to unhealthy & early aging
  - Aging starts in the womb

## Solution

- Establishing the 1<sup>st</sup> Cornerstone so the other 2 can happen – on your terms
  - Creating and protecting a healthy youthful structure – metabolism reset to defend against the “aging storm”
  - **Part 1 - minimum protocol necessary to build a resilient infrastructure/organism**
  - Part II optimum protocols
  - Part III highly publicized anti-aging supplements/therapies, HRT, Peptides incl. GLP-1s
    - Reality check and your role

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# Feeding your infrastructure so your Playspan<sup>®</sup> = Lifespan

*“an ounce of prevention is worth a pound of cure”*



***And Living Life on Your Terms***



# Playspan® Nutrition to Stay Active Throughout the Lifespan

*Feed your muscles, skin, brain, and other important tissues, while starving bodyfat by incorporating targeted nutrients with little to no calories.*

**Filling gaps**  
**The How**

# What is it The **baseline** micronutrient solution strong and lasting infrastructure

Hit your macro protein number (1gm/LB/LBM/D)  
economically, conveniently & calorically efficiently



As needed to hit 1200mg/d

As needed to hit >30ng/ml

## Solving for achieving

The undisputed cornerstones of a long healthy active/playful life: 1) **meeting nutrient recommendations**, which drives; 2) regular activity, which establishes and maintains; 3) healthy body composition - ideally in that order (***we immediately can get 2 out of 3 done***)

# THE HOW TO MEET NUTRIENT RECOMMENDATIONS WITHIN CALORIC EFFICIENCY TO **KEEP THEM ACTIVE**

Start here: eating the best you can, add nutrient augmentation (*feeding silent hunger*), based on known shortages, with little to no calories to drive activity, good eating/moving behaviors & subsequent healthy body composition

*daily performance & protection*



## Complete Multivitamin (incl. high C&D) & mineral-womb to tomb <sup>MVM</sup>

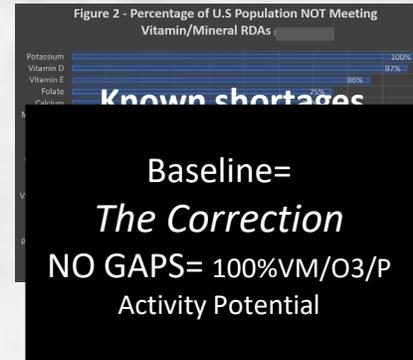
To supply ~20 known potential under-consumed VMs in a food correction dose to work synergistically with foods filling unavoidable/unpredictable gaps, **carrying on from the prenatal to maximize all VMs dependent activities** in all stages of life. **Not optional because VMs in food are invisible** and all need to work synergistically in recommended amounts with your best possible diet b/c VM are the actuators of all human metabolism and need proper daily replacement.

## 1000-1200mgs/day calcium<sub>Ca</sub> (read all food/shake labels)

- Diet first and supplements as needed to grow & maintain bone/muscle strength & health

## 5-600mgs/day of omega 3 (EPA & DHA 3:2)<sub>O-3</sub> – **Look at your plate**

- ✓ Fatty fish ~4svgs/week or add supplement to create overall health, maintenance & protection by keeping all cells strong, and communicating while **managing inflammation**. Supports CV health, **brain and nervous system creation & function**, eye health, immunity, **inflammation resolution**, joint comfort, mood management, and exercise recovery



## Protein 1gm/LB LBM divided 4-5Xs/day<sup>Pro</sup>

Add a convenient cost savings, low calorie & fast acting high protein source – especially for maximizing exercise recovery

- ✓ Help guarantee your 1gm/lb/d to maximize exercise recovery and staving off the inevitable
  - ✓ **Cost and convenience can guarantee you hit your daily number, including getting more protein in less calories**
- ✓ If exercising, use ~25-35gm (depending on age/size) fast acting protein 30-40min before & repeat immediately following (**food is comparably impractical**)

The Result of our simple nutrition solution is a resilient structure so that our Playspan® can Equal the Lifespan  
 Thru **caloric efficiency**, meeting 100% of our nutrient needs will drive activity & desired body composition

Day 1 we hit healthy longevity cornerstones 1 & 2, which creates 3

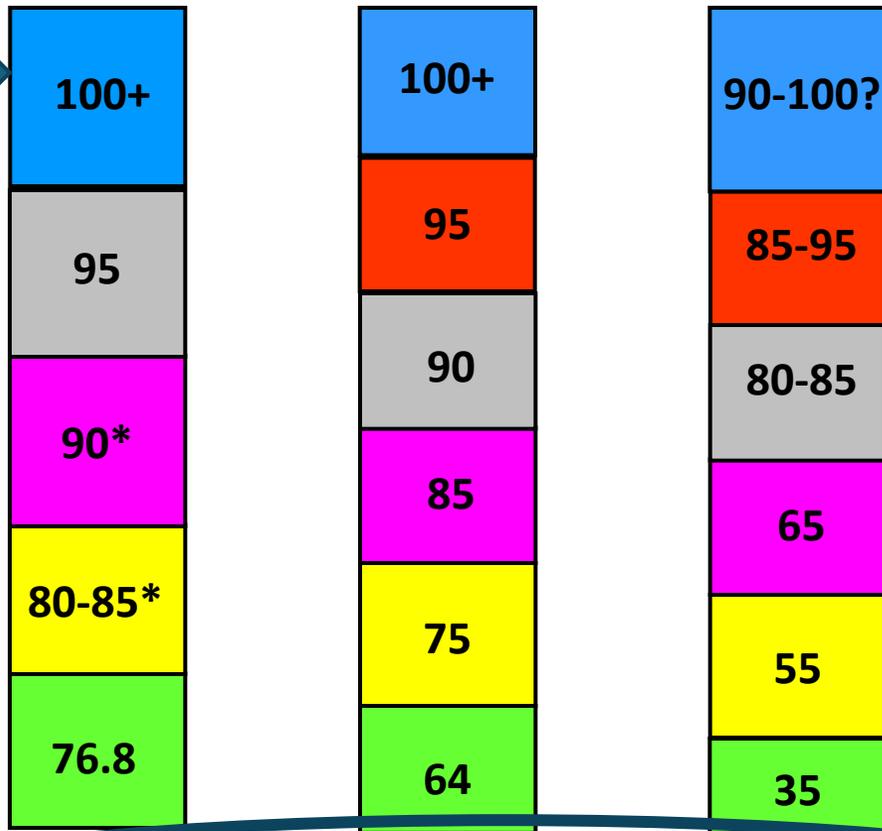
A life well played



Solved

Earlier you start meeting nutrient rec., the truer the numbers

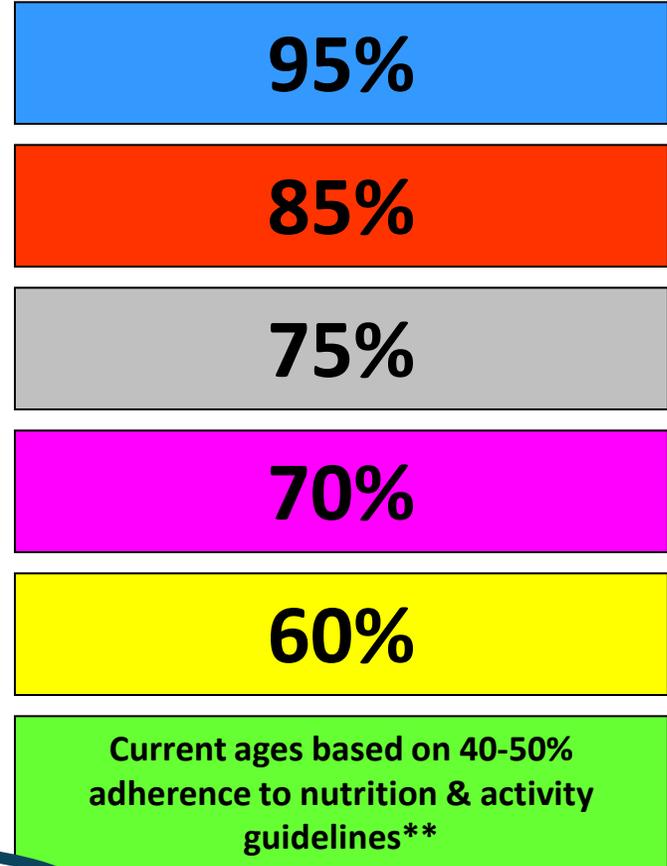
US Today<sup>1, 2</sup>



Life Span

Health Span

PLAY Span\*\*



Driving or keeping the % adherence is our simple nutrition solution that feeds the silent hunger with caloric efficiency

With the minimum

Modern humans have the potential to live longer/better starting with simply meeting nutrition recommendations including feeding the silent hunger

Proof: Three-quarters of the \$4.1 trillion in health care costs – which is predominantly sick care – are due to chronic disease. Most of these chronic diseases can be prevented or even reversed by changing diet and lifestyle – Data from CDC

# The Result & Long-term Global Goal

Accomplishing the undisputed cornerstones of a long healthy active life are **1) meeting nutrient recommendations**, which drives; **2) regular activity**, which establishes and maintains; **3) healthy body composition -in that order**



*A life well played – on your terms*

Achieving fitness goals, lifelong Independence and helping to avoid Big-Pharma



# Future = Fitness as the Primary Preventative Side of Health Care Through Self-Care

## Imagine: A World of Healthcare vs Sick/Disease Care

*The current environment and distrust in Big Pharma/CDC is accelerating the desire for self-care*

### “Health Cabinet”

*To help avoid the medicine cabinet*

- Nutrient recommendations met daily
  - CMVM, omegas, protein
- Pre/post activity energy/recovery formula – “protein”

*Added as necessary (e.g., age, goals, diet, etc.)*

- *Joint/skin support*
- *Extra brain health*
- Probiotics

### Protection

*“an ounce of prevention is worth a pound of cure”*

**You can pay very little now,**

*It's better & easier to stop something from happening in the first place than to repair the damage after it has happened*



# VS

### Medicine Cabinet

- Cholesterol lowering drugs
- Depression/anxiety (psychotropics)
- Sleep aids
- Thyroid
- Blood Pressure lowering
- Glucose/diabetes control
- Blood thinners
- Antibiotics & GI drugs
- Bone support drugs
- Ineffective dementia meds

**Before Drugs**  
*With side effects*



**or a whole lot later – and more than just money**

# Healthcare or Sick/Disease Care



You can work with my staff now (self-care experts)

**Protection**

*“an ounce of prevention is worth a pound of cure”*

Or their staff later

**Before Drugs (with side effects) approach**

# **Top 10 Trainer/Practitioner Takeaways from Part I of The Road to Health, Performance & Staying Young on *Your Terms* – Youth Preserving Nutrition for Staying Young and Playing Young -setting the foundation for Part II & III:**

## **1. Nutrition is the Root Cause and the First Cornerstone**

Meeting nutrient recommendations is the #1 driver of health. Without this foundation, activity and body composition goals cannot be sustained. Nutrition powers all metabolism, cell performance, and long-term resilience.

## **2. Silent Hunger is Widespread and Dangerous**

“Silent hunger” = nutrient gaps that don’t show up as stomach hunger but manifest as daily underperformance, breakdown, or disease. Typical diets provide only 60–80% of micronutrient needs, accelerating aging through “evolutionary triage” (sacrificing long-term health to maintain short-term survival).

## **3. The Three Undisputed Cornerstones of Healthy Longevity**

Meeting nutrient recommendations

Staying physically active (strength + cardio)

Maintaining healthy body composition

**Order matters:** nutrition drives activity, which drives body composition

## **4. U.S. Outcomes Show the Cost of Poor Nutrition**

Americans have the shortest health- and lifespans of peer nations despite the highest healthcare costs. Chronic disease and prescription drug use dominate by middle age, a direct result of undernutrition and poor lifestyle habits.

## **Top 10 Trainer/Practitioner Takeaways from Part I of The Road to Health, Performance & Staying Young on *Your Terms* – *Youth Preserving Nutrition for Staying Young and Playing Young* -setting the foundation for Part II & III:**

### **5. Food Alone is Not Enough**

Even with a good diet, micronutrient shortfalls are inevitable. Relying on food alone is unrealistic and proven ineffective in Western societies. Along with the 20 known potentially under-consumed nutrients, at least 10 of these essential nutrients are dangerously under-consumed in the U.S. today.

### **6. Complete Multivitamin-Mineral Supplementation is Non-Negotiable**

A correction-level complete multivitamin/mineral (CMVM) fills unavoidable gaps. This is the “baseline” solution for fortifying metabolism, protecting against early breakdown, and ensuring Playspan<sup>®</sup> (years of activity) approaches lifespan.

### **7. Protein is Priority #1 in Macro Planning**

At least **1g per lb of lean body mass/day**, divided over 4–5 meals. Protein fuels muscle, bone, and recovery while helping control body composition. Plant-based eaters often need more due to amino acid limitations.

### **8. Omega-3s, Calcium, and extra Vitamin D are Critical Baseline Additions**

**Omega-3s:** 500–600mg/day EPA+DHA (or ~4 servings fatty fish/week).

**Calcium:** ~1000–1200mg/day from diet + supplements as needed.

**Vitamin D:** Ensure serum 25(OH)D >30ng/mL, ideally 40–70ng/mL in athletes.

These nutrients are repeatedly deficient and essential for lifelong resilience.

# Top 10 Trainer/Practitioner Takeaways from Part I of The Road to Health, Performance & Staying Young on *Your Terms* – Youth Preserving Nutrition for Staying Young and Playing Young -setting the foundation for Part II & III:

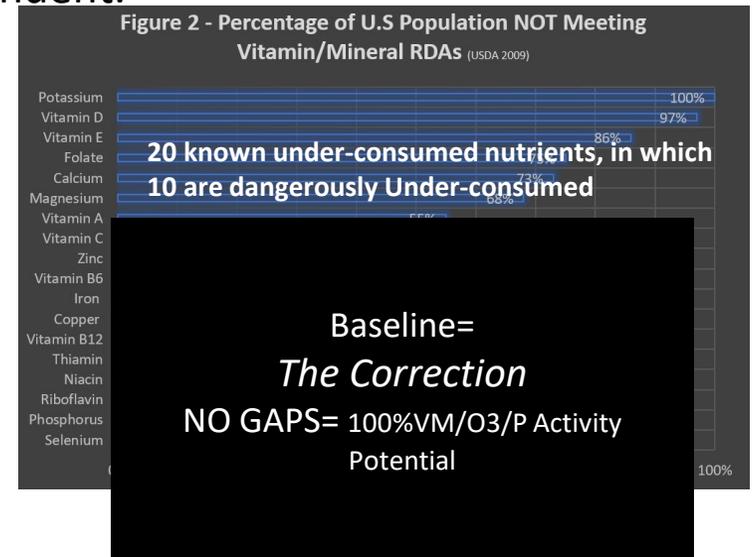
## 9. Moderation Over Fear

Moderation is the guiding principle. Ultra-processed foods, excess alcohol, and overconsumption of any ingredient stress metabolism—but moderate use of artificial sweeteners, seed oils, or convenience foods is **acceptable if overall nutrient needs and body composition are met.**

## 10. Playspan® vs. Lifespan – The Core Message

Current average U.S. Playspan® (youthful desired activity years) is only ~35, health span 64 and lifespan only ~77. The baseline nutrition protocol described here can dramatically extend your Playspan® and health span, closing the gap between how long people *can actually live*, and how long they can stay active and independent.

- ✓ **Complete Multivitamin (incl. high C&D) & mineral-womb to tomb<sup>MVM</sup>**  
To supply ~20 known potential under-consumed VMs in a food correction dose to work synergistically with foods filling unavoidable/unpredictable gaps, carrying on from the prenatal to maximize all VMs dependent activities in all stages of life. **Not optional because VMs in food are invisible** and all need to work synergistically in recommended amounts with *your* best possible diet b/c VM are the actuators of all human metabolism and need proper daily replacement.
- ✓ **1000-1200mgs/day calcium<sup>Ca</sup> (read all food/shake labels)**
  - Diet first and supplements as needed to grow & maintain bone/muscle strength & health
- ✓ **5-600mgs/day of omega 3 (EPA & DHA 3:2)<sup>O3</sup> –Look at your plate**
  - ✓ Fatty fish ~4svgs/week or add supplement to support overall health creation, maintenance & protection to keep all cells strong, and communicating while managing inflammation to support immunity and CV health
- ✓ **Protein 1gm/LB LBM divided 4-5Xs/day<sup>Pro</sup>**
  - ✓ Add a convenient cost savings, low calorie & fast acting high protein source – especially for maximizing exercise recovery
  - ✓ Help guarantee your 1gm/lb/d to maximize exercise recovery and staving off the inevitable
    - ✓ **Cost and convenience can guarantee you hit your daily number, including getting more protein in less calories**
  - ✓ If exercising, use ~25-35gm (depending on age/size) fast acting protein 30-40min before & repeat immediately following (food is comparably impractical)



## How This Sets Up Part II & III

**Part II** builds from this baseline with targeted protocols (antioxidants, probiotics, creatine, amino support, etc.) to *enhance performance decade by decade.*

**Part III** will guide practitioners on how and when to consider advanced or controversial therapies (purported “anti-aging” supplements, HRT, peptides, GLP-1s), but only after foundational nutrition is maximized.

# 1-pager: Top 10 Practitioner Takeaways – Part I

Foundation principles for staying young and playing young. These core takeaways establish the baseline protocol (Part I) that leads into Part II (targeted youth-preserving nutrition) and Part III (vetting advanced therapies).

- 1 Nutrition is the Root Cause and the First Cornerstone – all health starts with meeting nutrient recommendations.
- 2 Silent Hunger is Widespread and Dangerous – nutrient gaps lead to underperformance, breakdown, and early aging.
- 3 The Three Undisputed Cornerstones – 1) nutrition, 2) activity, 3) body composition – in that order.
- 4 U.S. Outcomes Show the Cost – shortest lifespans, highest healthcare costs, rampant chronic disease from poor nutrition.
- 5 Food Alone is Not Enough – modern diets cannot meet micronutrient needs, supplementation is required.
- 6 Complete Multivitamin-Mineral Supplementation is Non-Negotiable – fills unavoidable nutrient gaps for resilience.
- 7 Priority #1 macro is protein – 1g per lb lean body mass/day, divided over meals, especially important for muscle and recovery.
- 8 Omega-3s, Calcium, and Vitamin D are Critical – consistently deficient nutrients essential for lifelong strength and health.
- 9 Moderation Over Fear – avoid extremes, balance is key; moderation beats restriction or [chasing internet fads](#).
- 10 Playspan® vs. Lifespan – extend active years by closing the gap with baseline nutrition and lifestyle practices.

**Key Point:** *Baseline nutrition is the foundation - i.e., the start of building your “health cabinet vs a medicine cabinet. Part II builds on this with advanced protocols, and Part III guides when and how to safely consider anti-aging therapies.*

**At the end of the day, what we are providing is a complete lifetime experience – far beyond exercise**

# Part I products with taglines – always add: “3<sup>rd</sup> Party tested, pro-grade & not found in stores



**Curb hunger. Fuel energy. Protect lean mass.**  
**LeanMeal™ makes hitting your goals simple—every day.**



**Highest quality, lactose free, great tasting certified all-natural whey protein (grass-fed hormone-free cows, etc.), NSF-CS**



**Highest quality, lactose free, great tasting whey protein, NSF-CS, fortified with calcium & potassium**

**Not available in stores and comes with your favorite gym & fitness professional!**



**Superfood for Super Humans**  
**Delivers 100% of daily vitamin & mineral needs, clinically effective omega-3s, antioxidants, probiotics, prebiotics, enzymes, adaptogens, 6gms fiber and 2 servings of veggies — in one easy, great-tasting drink – NSF-CS**



**For active people that want to remain active**  
**Only MVM designed by leading sports nutrition experts to match real-world diets and active lifestyles.**  
**NSF-CS, precisely dosed & formulated to keep you strong, healthy and ready for anything.**



**Over 90% of people don't get enough omega-3s.**  
**Pure, proven, & powerful, SuperOmega-3 fills the gap—supporting your heart, brain, joints, and immune system strength for life. NSF-CS**



**D-3, the sunlight your body needs every day—even when the sun isn't shining. Stronger bones, sharper mind, stronger body—one small step for lifelong health.” NSF-CS**

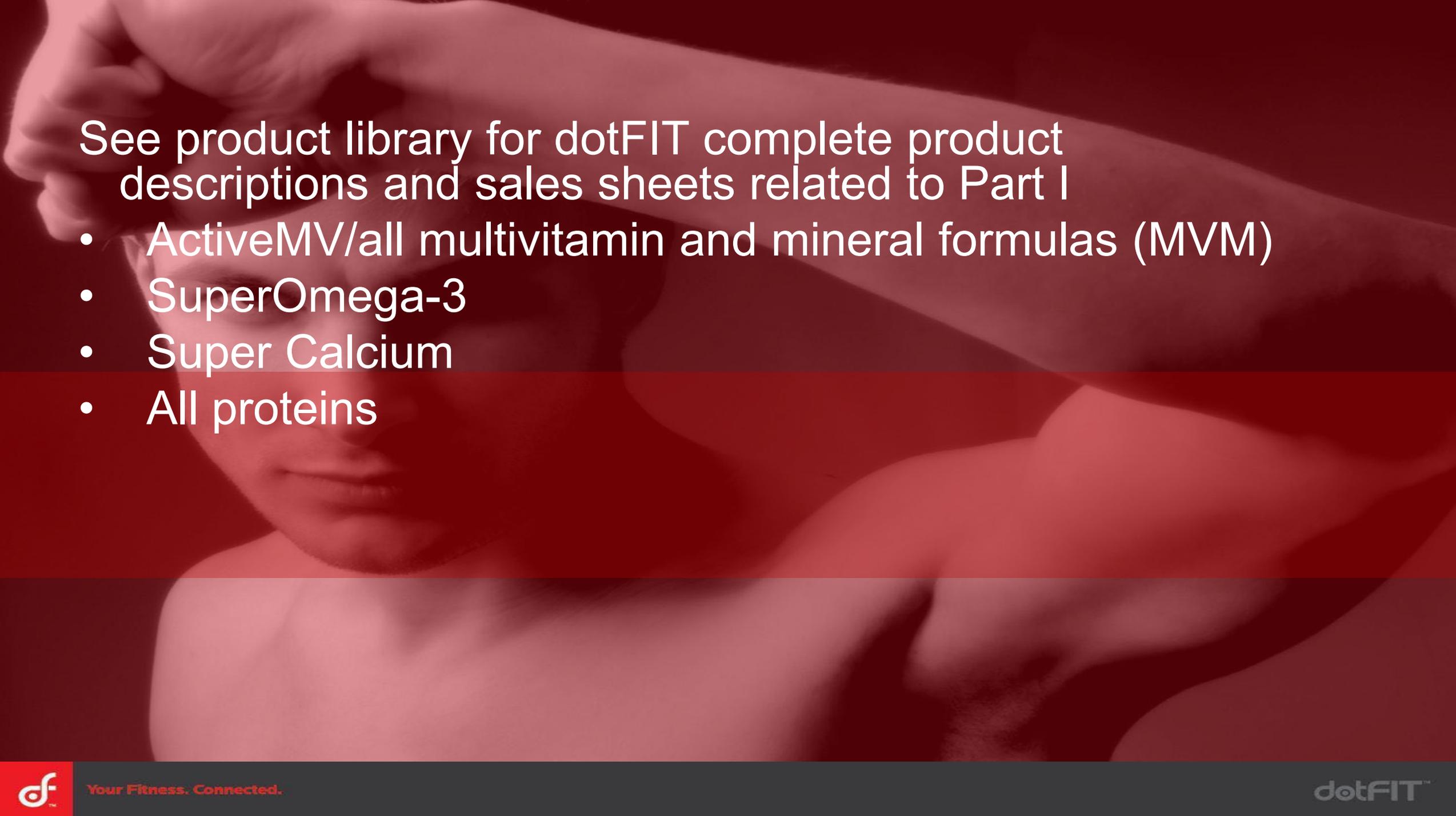


*Precision calcium with the cofactors that put it in your bones—not where it doesn't belong*



**dotFIT Difference:**

**Credibility & Heritage That Matter**  
**40yrs delivering safe & effective nutrition programs and products**  
**Practitioner only; not in stores; Certified Trainer delivered programs not products; science built; 3<sup>rd</sup> party tested**



See product library for dotFIT complete product descriptions and sales sheets related to Part I

- ActiveMV/all multivitamin and mineral formulas (MVM)
- SuperOmega-3
- Super Calcium
- All proteins



# THANK YOU

## MAKE SURE TO TUNE IN PARTS II & III

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  - **Reality check and your role**

**- AND TO THE SuppBeast**

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What's next & When? (Part III)

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# Dietary Supplements – The dotFIT Difference

## Why dotFIT — Formulating, Testing, Recommending & Heritage

*40yrs of delivering safe & effective nutrition programs and products*

### dotFIT - Trusted by Professionals

*R&D for Nutrition Programs & Products*

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- NO7Rage3
- WorkoutExtreme
- MuscleDefender
- WheySmooth
- FirstString
- Pre&PostWorkoutShake
- BestPlantProtein
- Electrolytes

Never be wrong – if we make it, it works as claimed



# 10 most important “dotFIT difference” points for trainers and clients

- 1. Practitioner-only, not in stores.** dotFIT products are designed to be professionally delivered and integrated into holistic fitness programming—vs. mass-channel, price-driven products.
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**SEE SEPARATE DECK**



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Nutrition powered – ecosystem -  
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nutrition programs and products

## The dotFIT Difference

Why your supplements should be professional-grade

### ✓ At-a-glance (client-friendly)

Trainer-delivered. Science-built. Third-party tested. dotFIT supplements are made for professional use and integrated into your nutrition + training plan—so you get exactly what your body needs, nothing it doesn't.

## Client/Staff 1-Pager In club and email campaigns

### 10 Ten reasons to choose dotFIT

1. **Practitioner-only, not in stores** — recommendations from your coach, tailored to your plan.
2. **NSF Certified for Sport® (select formulas)** — independent screening for purity, potency and banned substances.
3. **Science before marketing** — ingredient forms and doses mapped to clinical research, not trends.
4. **Program-integrated** — built to work with your meals, labs, and training phases.
5. **Right dose, right form** — evidence-based amounts to fill real nutrient gaps safely.
6. **Quality you can verify** — third-party testing backs what's on the label.
7. **No gimmicks** — no "protein spiking," pixie-dusting, or label games.
8. **Consistent, lot to lot** — professional manufacturing standards and documented specs.
9. **Trusted by pros** — chosen by coaches, athletic programs, and fitness facilities for reliability.
10. **Clear documentation** — practitioner guides show *why* each ingredient is there and how to use it.

### vs Why switch from mass-market supplements?

- **Price-driven shortcuts** (under-dosed, cheaper forms) ≠ results.
- **Inconsistent quality** across online marketplaces can mean mislabeled or under-potent products.
- **One-size-fits-all** retail formulas ignore your training, labs, meds, and goals.  
dotFIT fixes this with professional sourcing, dosing, and testing—delivered by your coach inside a complete plan.

### ↑ TOP What this means for you

- **Better outcomes:** targeted nutrients support health, recovery, and performance.
- **Less guesswork:** your stack is selected, timed, and adjusted by a pro.
- **Confidence & safety:** third-party testing and NSF Certified for Sport® where it matters.
- **Simplicity:** fewer, right-sized products that actually move the needle.

# All dotFIT MVM – One for all life phases/genders & all goals

Let's take your results beyond diet (**and support a less than perfect diet**) & exercise alone! VMs are the spark plugs in all your body's cells. If you want them all firing at full capacity, you need to pickup where the diet leaves off, without adding calories, to support desired body composition



One for all life phases/genders

No gaps. No guesswork. One daily habit for lifelong movement



## Active PDSRG

VMs are actuators of all human metabolism

Because all human systems (e.g., cardio, energy, muscular, brain/CNS, immune, skeletal, stress, appetite, etc.) are V&M dependent we need to make sure these systems are operating at 100% without adding calories! Compared to 60-85% from diet alone

### THE IGNITORS

Keep all cylinders firing by supplying ALL the sparkplugs to your trillions of body's cells to make everything you consume and do work better

Contains the 20 known potential under-consumed VMs .Not optional because VM are invisible in foods and need to work synergistically with your best possible diet to fill unavoidable gaps to maximize VM activities at all stages of life.

Our MVMs are a 4in1 complete MVM (**high C&D**) built specifically for athletes and exercisers, which is why they are the most recommended/used MVM in high school, college, pro and Olympic sports – and why we use it for our families and clients – not available in stores

*These are different – they are for you & your long-term goals*

**\*OUR DAILY PERFORMANCE IS THE SUM OF ALL OUR CELL'S PERFORMANCE, WHICH ARE POWERED BY OUR MICRONUTRIENTS (E.G., VITAMINS, MINERALS, ETC.)**

***Grow and Stay Strong within your Ideal Body***

## dotFIT Active Multivitamin & Mineral Formula (ActiveMV) Summary

### What is the product

The **dotFIT ActiveMV** is a complete multivitamin and mineral (MVM) formula specifically designed to close the nutrient gaps that persist even in balanced Western diets. It supplies 20 essential vitamins and minerals in optimal, evidence-based amounts that complement the nutrients typically obtained from food to consistently meet—but never exceed—established Dietary Reference Intakes (RDA/AI) while staying below safe upper limits. Its **formulation provides calculated micronutrient support for active teens, adults, and athletes.**

### What it does

ActiveMV ensures that daily vitamin and mineral needs are fully met to support growth, development, immune function, energy metabolism, recovery and long-term health. **For active individuals it delivers slightly higher amounts of key nutrients—such as vitamins A, C, E, D3, select B vitamins, magnesium and iron—to help counter exercise-related oxidative stress and support muscle repair and immune defense without blunting training adaptations.** By filling nutrient gaps that food alone cannot consistently meet, it helps maintain energy, resilience, and the capacity to train or compete at a high level. **Daily usage makes everything you do and consume work better.**

# dotFIT Active Multivitamin & Mineral Formula (ActiveMV) Summary

## Who would use it

- Youth ages **12–17** transitioning from child to adolescence/adult micronutrient needs.
- **Active males 18–50** and female athletes or highly active women 18–65 who need extra micronutrient support for training and recovery.
- Any adult following popular or calorie-restricted diets (vegan, intermittent fasting, ketogenic, weight-class sports) that often leave significant micronutrient gaps.
- Individuals who want lifelong, science-based micronutrient support to preserve health, performance and functional independence that is **continually updated as science progresses**.

## How to use it

- **Ages 12–17:** take **1 tablet daily** with the first meal.
- **Males 18–50** and **female athletes 18–65** training intensely: take **2 tablets daily**— 1 with AM meal; 1 with PM meal.
- **Females 18–50** with typical activity should transition to the dotFIT Women’s formula.
- Over age 50: switch to Over50MV unless performing intense competitive training

*Choose **dotFIT ActiveMV** to guarantee that no matter how clean or complete your diet seems, you consistently meet optimal micronutrient targets proven to sustain health, energy and performance. This is the only multivitamin program designed by leading sports nutrition experts to match real-world diets and active lifestyles—third-party tested/NSF-CS, continually updated with the latest science, precisely dosed, and formulated to keep you strong, healthy and ready for anything*

# Trainer Script – dotFIT ActiveMV Multivitamin & Mineral Formula (Approx. 45–60 seconds)

## Opening Hook

“When it comes to protecting your health and performance, a multivitamin is only as good as its science—and not all multis are created equal.”

## Key Message

“The **dotFIT ActiveMV** is a **practitioner-only, NSF Certified for Sport®** multivitamin and mineral formula—designed specifically for active people and athletes. **Unlike store-shelf brands**, it’s professionally delivered as part of your total fitness and nutrition plan. That means every nutrient dose is evidence-based to *fill the real gaps left by food alone* and keep you well within the safe and recommended range—never too much, never too little. And continually updated with the latest science.”

## Why Switch from What You’re Using Now

“Typical over-the-counter multis are generic. They often miss key nutrients like choline and vitamin K2, or they rely on cheaper, less bioavailable forms and not enough antioxidant protection (A,C,E, etc.,) necessary for active individuals.”

(Optional) ActiveMV provides:

- **Dual vitamin K (K1 & K2)** for bone and cardiovascular support; **Two forms of vitamin B12** for superior nervous-system and brain delivery.
- **Higher A,C & E** for just the right antioxidant protection for active individuals
- **Optimized vitamin D3** levels proven to aid recovery and immune defense.
- **NSF Certified for Sport®**—so every batch is tested for purity and banned substances.

## Call to Action

“If you’re serious about health, energy and peak performance, there’s no reason to settle for a mass-market multi. ActiveMV is built for people who train and live hard and wish to keep it that way—and it’s integrated into your individualized dotFIT program, so you always know exactly what your body is getting.”

## Close

(Start or) “Make the switch today—**dotFIT ActiveMV** is the professional-grade, science-backed nutrient insurance that keeps you strong, healthy and performing at your best—every day, for life.”

## **Tight, high-impact options; choose depending on tone and use (staff script, slide headline, or handout)**

### **Option 1 – Trainer-friendly, motivating**

*“Your workouts don’t build you—your nutrition does. A daily complete multivitamin fills the silent gaps food can’t, powering every cell so you can stay strong, active, and independent for life.”*

### **Option 2 – Science-anchored, lifecycle framing**

*“From prenatal development to lifelong performance, micronutrients determine how well the human body is built and maintained. A daily complete MVM corrects silent nutrient gaps so your Playspan® can match your lifespan.”*

### **Option 3 – Very concise, tagline-style**

*“Feed the cells that power your life. Fill the gaps daily so you can move, recover, and play—longer.”*

## **Client-Facing Call to Action**

### **Why a Daily Multivitamin Is Non-Optional**

*“Every workout, every step, and every recovery depends on nutrients your food alone can’t reliably provide. A daily complete multivitamin fills those silent gaps so you can stay active, strong, and independent for life.”*

- *“No gaps. No guesswork. One daily habit for lifelong movement.”*

## **Trainer-Facing Call to Action**

### **Why Daily MVM Is a Foundational Requirement**

*“Training tells the body where to adapt, but micronutrition determines whether adaptation is even possible. A daily complete MVM corrects inevitable diet gaps so performance, recovery, and long-term resilience can actually occur.”*

- *“No micronutrients/vitamins & minerals = no adaptation; insufficient vitamins and mineral = insufficient adaptation*



# THIS IS NOT A STORE-BOUGHT MULTIVITAMIN

It's what lifelong exercisers use  
to stay active—for life.

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**Training breaks you down.  
This makes rebuilding possible.**

You don't get stronger from workouts.  
You get stronger from recovery.  
And recovery only works if your body  
has the raw materials to rebuild.

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**Most People Train.  
Few Supply the Materials.**

That's why progress stalls.  
That's why joints ache.  
That's why "aging" feels sudden.

**THIS DAILY  
HABIT  
SUPPORTS  
EVERY  
WORKOUT  
YOU'LL  
EVER DO.**



## **WHY THIS FORMULA IS DIFFERENT?**

- Built for active bodies
- Supports today's training & future aging
- Balanced—no megadoses, no gaps
- Works with food & other supplements
- Frequently updated as science evolves
- This isn't generic, it's purpose-built

## **WHY YOU WON'T FIND IT IN STORES**

- Retail multivitamins are made for mass appeal
- Practitioner-distributed
- No watered-down formulas to cut costs
- Formulated by experts who understand the demands of an active body

## **THE RULE**

**Take it daily. Keep taking it.**

This isn't a "now" supplement. It's a forever foundation.

Your training tells your body where to adapt.

This makes adaptation possible.

Consistency matters more than intensity.

# Alln1 SuperBlend™ - just read the label

**Corrects food intake to meet expert recommended levels of nutrition - -Plus**



## Alln1 SuperBlend™ PDSRG

- One delicious drink mix that tested better than all competitors for taste and formulation.
  - Clinically documented safe and effective dosages
- A full day's worth of vitamins, minerals, antioxidants and more.
- 2 full servings of vegetables and 6 grams of fiber.
- Supports gut health.
- Powerful anti-inflammatory nutrients.
- Battles stress, anxiety, fatigue and improves sleep quality to enhance overall wellbeing
- Neuroprotection (brain health) and reduced impact of aging including supporting eye/visual performance and skin
- More greens, fiber, vitamin D, pre & probiotics, omega-3s, turmeric, and mushroom blend than the competition.  
i.e., clinically safe and effective dosages

***Plus - it checks every box!***

- All natural and made in USA
- Plant based
- Dairy and lactose free
- Gluten/wheat free
- No GMOs
- No added sugars
- No artificial sweeteners, flavors, or colors
- No corn, eggs, or peanuts
- 3<sup>rd</sup> party tested & NSF Certified for Sport
- Diet friendly: Vegan, Vegetarian, Keto, Paleo, Low carb, Gluten Free

## **A Superfood for SuperHumans**

***Solving for your silent hunger***

Silent hunger is the difference between our nutrient intakes and nutrient recommendations, and not felt in the stomach, but expressed through daily under-performance and early and often breakdown/disorders

# Alln1 SuperBlend™ Product Summary

## What Is the Product

The **dotFIT Alln1 SuperBlend™** is a comprehensive, science-backed “superfood for superhumans” designed to **fill daily nutrient gaps left by modern diets**, without adding extra calories. It combines a **full day’s worth of essential vitamins and minerals** (including higher clinical doses of C & D), **6g of fiber, 2 full servings of vegetables**, clinically effective levels of plant **omega-3s**, probiotics, prebiotics, **digestive enzymes**, and a potent blend of **ashwagandha, turmeric, and functional mushrooms**. This all-in-one drink mix is **NSF Certified for Sport**, third-party tested, and formulated to support total body metabolism, recovery, and resilience. It replaces the need for multiple separate supplements, delivering **clinically documented, transparent dosages** in a single daily solution

## What It Does

Alln1 SuperBlend™ targets the root cause of underperformance and early aging—**silent hunger**—the nutrient shortfalls not felt in the stomach but expressed through fatigue, weaker immunity, cognitive decline, poor recovery, weight gain, and early aging/illnesses onset. By meeting 100% of daily nutrient recommendations **calorically efficiently**, it activates dormant enzyme systems, fuels all metabolic pathways, supports gut health, and provides anti-inflammatory, adaptogenic, and neuroprotective benefits. This helps users **feel, look, move, play, and live better longer**, while reducing reliance on medications and “sick-care.” Day one, it checks off two of the three undisputed cornerstones of healthy longevity: **meeting nutrient recommendations** and **driving activity**, setting the stage for better **body composition and Playspan® longevity**.

# Alln1 SuperBlend™ Product Summary

## Who Would Use It

Alln1 SuperBlend™ is designed for **everyone 12 years and older**, making it ideal for:

- **General population** seeking convenient, complete daily nutrition.
- **Fitness clients** needing baseline supplementation to support training and recovery.
- **Individuals on GLP-1 weight-loss drugs** (e.g., Wegovy®, Ozempic®) who need to protect lean mass and fill micronutrient gaps.
- **People with pill aversions** or those overwhelmed by multiple supplements.
- **Skeptics of “green powders”** looking for evidence-based, fully disclosed formulations.
- **Busy professionals, families, and athletes** who want a simple “one and done” daily solution to optimize performance and long-term health

## How to Use It

The ideal adult dosage is **1 scoop in the AM and 1 scoop in the PM**, mixed with 12 oz of water or any preferred fluid. It can be added to smoothies, yogurt, oatmeal, or—most commonly—**combined with dotFIT Vanilla WheySmooth® or BestPlantProtein™** for a high-protein, nutrient-dense shake. This combo provides 25–35 g of protein per serving plus full micronutrient support, making it perfect pre- or post-workout. Recipes and variations are available at [alln1superblend.com/recipes](https://alln1superblend.com/recipes). Within 30–90 days, users can expect **measurable improvements in daily performance and structural resilience** as their cells adapt to optimal nutrition

# Alln1 SuperBlend™ in Playspan® Bundle Summary

## Paragraph with Playspan® Bundle Positioning

**Alln1 SuperBlend™ is the simple, economical daily nutrition solution that leaves no one behind.** One delicious drink delivers everything your body needs to activate its full potential, support gut, brain, immune and metabolic health, and keep you playing strong throughout life. For a **complete Playspan® foundation**, pair Alln1 SuperBlend™ with:

- **dotFIT Protein** (WheySmooth®, All Natural WheySmooth®, or BestPlantProtein™) — to guarantee 1 g protein per lb LBM/day for performance and recovery.
- **SuperOmega-3** — if consuming <8–16 oz of fatty fish weekly, for cardiovascular, brain, and inflammation resolution support.
- **SuperCalcium** — as needed to reach 1000–1200 mg/day for bone and muscle integrity.
- Together, these products create a **baseline Playspan® Nutrition Bundle** designed to help your Playspan® equal your lifespan.

## 30 Second Trainer Script

“When it comes to staying strong, active, and aging well, most people miss the mark on nutrition—even when they think they’re eating healthy. Alln1 SuperBlend™ is your simple, one-stop daily nutrition solution. It fills every critical nutrient gap without adding calories, supporting your energy, recovery, immune system, gut, brain, and more—all with clinically effective, fully disclosed ingredients. Just one scoop in the morning and one at night, or mixed with your protein shake, gives you what most people spend hundreds of dollars piecing together. Add in your dotFIT protein and omega-3s, and you’ve got the complete baseline Playspan® program to keep you looking, feeling, and performing your best for life.”



# Top 10 Reasons to Use dotFIT Alln1 SuperBlend™

## *A Superfood for Super Humans*

- 1. 🧠 Complete Daily Nutrition in One Scoop**
  - Delivers 100% of daily vitamin & mineral needs, clinically effective omega-3s, antioxidants, probiotics, prebiotics, enzymes, adaptogens, and 2 servings of veggies — in one easy, great-tasting drink.
- 2. 📊 Clinically Documented, Transparent Dosing**
  - Every ingredient is fully disclosed with published, evidence-based dosages — unlike many competitors that hide under-dosed “proprietary blends.”
- 3. 🌿 Replaces \$271+ Worth of Separate Supplements**
  - One monthly supply combines ActiveMV, Superior Antioxidant, Omega-3, probiotics, enzymes, curcumin, adaptogens, and greens — all in clinically effective amounts, for just \$99 or \$89.95 with “subscribe and save”.
- 4. 💪 Drives Real Metabolic & Performance Benefits**
  - Meets 100% of nutrient recommendations to activate dormant enzyme systems, supporting energy, recovery, gut health, brain function, immunity, and lean body preservation — without adding calories.
- 5. ⚖️ Perfect for Weight Management & GLP-1 Users**
  - Helps preserve lean mass and prevent nutrient depletion during weight loss, intermittent fasting, or GLP-1 drug therapy (e.g., Ozempic®, Wegovy®), making it the **official nutrition companion** for these protocols.



# Top 10 Reasons to Use dotFIT Alln1 SuperBlend™

## 6. 🌍 **Designed for Everyone, Every Diet**

– NSF Certified for Sport, third-party tested, plant-based, dairy-free, gluten-free, non-GMO, with no added sugars or artificial sweeteners — compatible with Vegan, Keto, Paleo, Low Carb, and traditional diets.

## 7. 🚀 **Superior to “Green Powders” & Mass Market Blends**

– Competitors like AG1 don’t disclose ingredient dosages and use window-dressing levels that can’t deliver clinical efficacy. Alln1 SuperBlend™ outperforms in transparency, formulation, taste, and value.

## 8. 🧬 **Multi-System Support — Beyond Basic Nutrition**

– Targets gut microbiome, inflammation control, neuroprotection, stress adaptation, and visual performance — supporting healthy aging and daily vitality in ways standard multivitamins or greens cannot.

## 9. 🥤 **Convenient, Delicious & Versatile**

– Mixes easily with water, protein shakes, smoothies, yogurt, or oatmeal. One or two scoops per day fits seamlessly into any routine, making compliance effortless.

## 10. 🏆 **Built for Real People — Trusted by Pros**

– Used by over 250 collegiate and professional sports teams and 50,000+ fitness professionals. This is a **professional-grade formula**, not a retail gimmick, designed to help everyone’s **Playspan® equal their Lifespan.**

# Top 10 Reasons to Use dotFIT Alln1 SuperBlend™

## A Superfood for SuperHumans

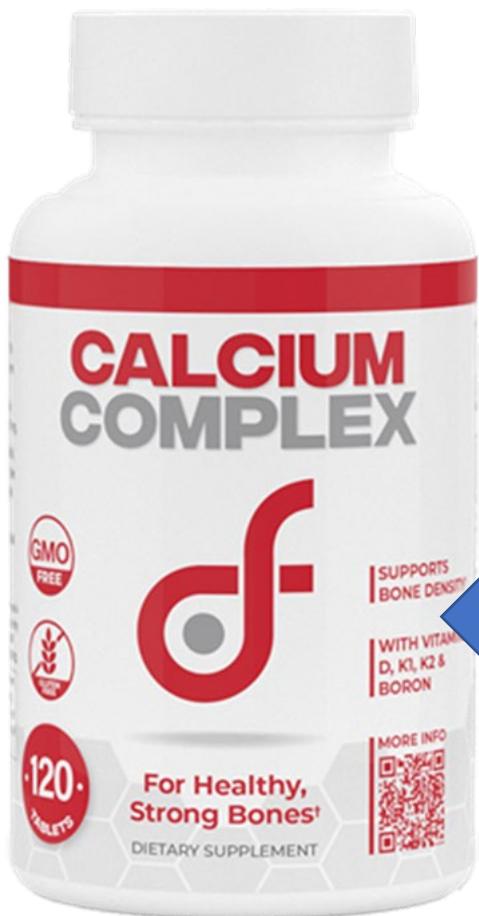
- Complete Daily Nutrition in One Scoop – Delivers 100% of daily vitamin & mineral needs, clinically effective omega-3s, antioxidants, probiotics, prebiotics, enzymes, adaptogens, and 2 servings of veggies — in one easy, great-tasting drink.
- Clinically Documented, Transparent Dosing – Every ingredient is fully disclosed with published, evidence-based dosages — unlike many competitors that hide under-dosed “proprietary blends.”
- Replaces \$271+ Worth of Separate Supplements – One monthly supply combines ActiveMV, Superior Antioxidant, Omega-3, probiotics, enzymes, curcumin, adaptogens, and greens — all in clinically effective amounts, for just \$89.95.
- Drives Real Metabolic & Performance Benefits – Meets 100% of nutrient recommendations to activate dormant enzyme systems, supporting energy, recovery, gut health, brain function, immunity, and lean body preservation — without adding calories.
- Perfect for Weight Management & GLP-1 Users – Helps preserve lean mass and prevent nutrient depletion during weight loss, intermittent fasting, or GLP-1 drug therapy (e.g., Ozempic®, Wegovy®), making it the official nutrition companion for these protocols.
- Designed for Everyone, Every Diet – NSF Certified for Sport, third-party tested, plant-based, dairy-free, gluten-free, non-GMO, with no added sugars or artificial sweeteners — compatible with Vegan, Keto, Paleo, Low Carb, and traditional diets.
- Superior to “Green Powders” & Mass Market Blends – Competitors like AG1 don’t disclose ingredient dosages and use window-dressing levels that can’t deliver clinical efficacy. Alln1 SuperBlend™ outperforms in transparency, formulation, taste, and value.
- Multi-System Support — Beyond Basic Nutrition – Targets gut microbiome, inflammation control, neuroprotection, stress adaptation, and visual performance — supporting healthy aging and daily vitality in ways standard multivitamins or greens cannot.
- Convenient, Delicious & Versatile – Mixes easily with water, protein shakes, smoothies, yogurt, or oatmeal. One or two scoops per day fits seamlessly into any routine, making compliance effortless.
- ♂ Built for Real People — Trusted by Pros – Used by over 250 collegiate and professional sports teams and 50,000+ fitness professionals. This is a professional-grade formula, not a retail gimmick, designed to help everyone’s Playspan® equal their Lifespan.



# Designed to be Complementary to MVM & Food – and NSF-CS

Calcium supplementation is not warranted when a person's diet contains enough calcium (1,000-1,300 mg/day), which has been made easier to identify with new labeling laws

## ADDED IF NEEDED BASED ON WHAT YOU CAN SEE



### The How

How many dairy servings or calcium fortified food/drinks do you consume? (1cup milk=300mg; 1.5oz cheese=300; 1svg [WheySmooth=352mgs](#)). < 1, take 2; 1.5-2.5 take 1 (**preferably do the label math**)

As needed to support bone & muscle strength to remain active. Special formula complements the diet and any dotFIT MVM to achieve recommended levels of calcium, vitamin D, magnesium, boron and both forms of Vitamin K, which are all critical nutrients in maintaining bone health

Children who avoided milk & did not use calcium-rich food substitutes, had low dietary calcium intakes and low bone mineral density leading to 3-4 times more fractures before puberty. Multiple study conclusions: Young children avoiding milk are prone to fracture. (Mindful most milk is fortified with Vit D)

## ***SuperCalcium Product Summary***

***Super Calcium: Precision calcium with the cofactors that put it in your bones—not where it doesn't belong***

### **What is the product**

**dotFIT Super Calcium** is a targeted, food-correction calcium supplement designed to be added *only when dietary calcium intake falls short*. Unlike most calcium products, it delivers calcium **with all required cofactors**—vitamin D, magnesium, vitamin K1, vitamin K2, and boron—so calcium can be properly absorbed, directed into bone, and safely utilized. The formula is intentionally calcium-exclusive (separate from dotFIT MVMs) to prevent excess intake and allow precise personalization based on diet.

### **What does it do**

Super Calcium helps users reach the **1,000–1,200 mg/day calcium recommendation** to support lifelong bone strength, muscle contraction, nerve signaling, and structural resilience. By including vitamins D, K1, K2, magnesium, and boron, the formula enhances calcium uptake into bone, minimizes resorption, and helps prevent inappropriate soft-tissue deposition. This supports stronger bones early in life and slows age-related bone loss—key to maintaining strength, balance, and independence as we age.

### **Who would use it**

Super Calcium is ideal for **anyone not consistently consuming 3+ servings of calcium-rich or fortified foods daily (~75% of US population)** including many adults, athletes, aging individuals, and those avoiding dairy. It is especially relevant for women (higher lifetime osteoporosis risk), older adults, and physically active individuals who depend on strong skeletal structure to keep training and performing. It is **not automatically for everyone**—it is used only when food intake does not meet needs, reinforcing dotFIT's precision-nutrition approach.

## ***SuperCalcium Product Summary Cont.....***

***Super Calcium: Precision calcium with the cofactors that put it in your bones—not where it doesn't belong***

### **How to use it**

Use Super Calcium **only as needed** to complement dietary calcium intake.

**If <1 serving/day of calcium-rich foods:** take **2 tablets daily** with meals

**If ~1.5–2.5 servings/day:** take **1 tablet daily** with a meal

Split doses across meals if taking two tablets.

The formula is fully synergistic with dotFIT multivitamins and can also function safely as a standalone calcium solution due to its complete cofactor profile

### **Trainer compelling script (short paragraph)**

“Most people think bone loss starts when you're old—but the truth is, it starts when calcium intake is low *today*. Your body will always keep blood calcium stable, even if it has to pull it from your bones. Super Calcium isn't about ‘taking more pills’—it's about correcting a common nutrition gap with the *right form* of calcium, plus the nutrients that tell your body exactly where that calcium should go. That's how you stay strong, active, and independent long-term.”

# Vitamin D supplementation is a lifelong preventative measure – not a treatment - and the earlier you maintain proper levels, the better the health outcomes at each life-phase



Everyone during high health risk periods (e.g., flu/viral season/exposure, intense prolonged training, etc.) add 1-2 capsules to your daily MVM supplement intake. Athletes add 1–2 year-round.  
**Achieve 30-70ng/ml: (25(OH)D) test**

Beyond supporting calcium utilization & bone health, Vit-D is now known to be critical to mounting a proper immune response, and also active throughout the entire body, making achieving proper levels a personal goal for everyone to support overall health and performance, including athletic performance, at all life stages. **Virtually no one gets adequate Vitamin D without supplementing**



Experts/doctors recommend achieving levels set by the Task Force for the Clinical Guidelines Subcommittee of the Endocrine Society (ES) Measured by Vitamin D, (specifically 25(OH)D) serum concentrations of at least 30-40ng/ml. These levels may not be possible without single high-dose vitamin D supplementation – i.e., beyond what's achievable from healthy sun exposure and/or daily MVM, even if said formula contains Vit-D3 in amounts higher than the current RDAs of 600-800 IUs

[Notable Developments for Vitamin D Amid the COVID-19 Pandemic: A Narrative Review \(2021\)](#)

# Vitamin D3 Summary

## What is the Product

This product is a professional-grade Vitamin D3 (cholecalciferol) supplement designed to safely and effectively raise and maintain optimal serum 25-hydroxyvitamin D [25(OH)D] levels. Unlike Vitamin D2, Vitamin D3 is more potent, has a longer half-life, and is better at sustaining healthy blood concentrations. It is intended to augment the vitamin D obtained from food, fortified sources, multivitamins, and sunlight exposure, ensuring users consistently achieve levels that promote not only bone health but also overall vitality, performance, and longevity.

## What Does It Do

Vitamin D3 plays a vital role in calcium absorption and bone health, but its benefits extend far beyond the skeleton. Adequate vitamin D levels are linked to reduced risk of fractures, falls, cardiovascular events, diabetes, cognitive decline, respiratory infections, and even improved muscle strength and athletic performance. Maintaining serum 25(OH)D concentrations above 30 ng/mL (75 nmol/L)—and ideally in the 30–70 ng/mL range—is associated with lower all-cause mortality and enhanced physical function. In athletes and active individuals, Vitamin D may aid recovery, increase muscle force, and optimize immune defense.

# Vitamin D3 Summary

## Who Would Use It

This product is appropriate for nearly everyone, given that vitamin D insufficiency and deficiency are widespread due to limited sun exposure, indoor lifestyles, darker skin pigmentation, aging, and modern diets low in fatty fish or fortified foods. Populations who benefit most include:

- **Older adults** at risk of bone loss, fractures, and falls.
- **Athletes** seeking improved performance, recovery, and reduced injury risk.
- **Individuals with limited sun exposure** or those living in northern climates.
- **Overweight or obese individuals**, who often show lower vitamin D status.
- **Anyone aiming to support long-term health and reduce risk to early aging**

# Vitamin D3 Summary

## How to Use It

Daily dosing of Vitamin D3 is recommended over large intermittent doses to maintain steady blood levels. While the RDA is 600–800 IU/day, research consistently shows many people require **1,000–2,000 IU/day or more** to achieve optimal levels. In some cases—particularly for athletes, obese individuals, or those with low baseline levels—higher dosing (up to 4,000 IU/day) may be required. A simple blood test (serum 25(OH)D) can guide dosing adjustments. Supplementation should be paired with complete MVM (with Vit K1&2) and adequate calcium intake (1200mg/d).

## Quick Product Description

*“Vitamin D3 is more than a bone vitamin—it’s a total health hormone. By keeping blood levels in the optimal range, you can reduce disease risk, strengthen bones and muscles, enhance immunity, and improve performance. Safe, effective, and essential for nearly everyone, daily Vitamin D3 supplementation ensures you don’t leave your health—or your playspan—up to chance.”*

# Vitamin D3 – The Total Health Hormone

*(More than a vitamin – it's essential for bone, muscle, brain, immunity, and heart health.)*

## Why It Matters

- Over **95% of people** don't get enough Vitamin D from food or sun.
- Deficiency is linked to **weaker bones, poor immunity, fatigue, and higher risk of poor health and mortality**
- Optimal Vitamin D levels = **better Playspan® & lifespan.**

## Top Benefits

-  **Bones** – Improves calcium absorption, prevents fractures & osteoporosis.
-  **Muscles** – Boosts strength, recovery, and athletic performance.
-  **Brain** – Supports memory, mood, and long-term cognitive health.
-  **Immunity** – Lowers risk of infections, helps control inflammation.
-  **Heart & Metabolism** – Linked to lower risk of diabetes, cardiovascular events, and better blood pressure.

# Vitamin D3 – The Total Health Hormone

*(More than a vitamin – it’s essential for bone, muscle, brain, immunity, and heart health.)*

## Who Needs It

- ✓ Adults and seniors (fall & fracture prevention)
- ✓ Athletes (strength, recovery, injury prevention)
- ✓ Indoor workers, northern climates, or darker skin tones (less sun exposure)
- ✓ Anyone wanting **long-term health & performance**

## How to Use It

- **Daily is best:** 1,000–2,000 IU Vitamin D3 (cholecalciferol).
- Higher needs: athletes, overweight individuals, or low baseline levels may require up to **4,000 IU/day**.
- Take with food for best absorption.
- Pair with MVM (with Vit K1&2); and **~1,200 mg calcium/day** for optimal bone health.

## Quick Trainer Script (20 seconds)

*"Vitamin D is not just a vitamin, it's a total health hormone. Almost no one gets enough from food or sun, but the right daily dose can strengthen your bones, boost your muscles, protect your heart and brain, and keep your immune system sharp. It's one of the simplest, most effective supplements you can take to stay strong, healthy, and active for life."*

## Quick Pitch

*"Vitamin D3 is the sunlight your body needs every day—even when the sun isn't shining. Stronger bones, sharper mind, stronger body—one small step for lifelong health."*

# AS NEEDED BASED ON FATTY FISH INTAKE

Consume fatty fish  $\geq 2$ Xs/week or add supplement - **>90% of Americans fall short**

Supplies EPA and DHA, low in diets, **in the corrective amounts** necessary to complement food intake to reach tissue levels consistent with those found in persons shown to have better health outcomes at all life-stages.\* NSF-CS

**Especially important in youth and to older exercisers & joints**

5-600mgs/day of omega 3 (EPA & DHA 3:2)<sup>0-3</sup> minimum health requirement

Take 1-2 daily with meal if not consuming 8-16oz/wk fatty fish (take 1 if >8oz/wk but <16; 2 if  $\leq 8$ oz); not necessary if consuming  $\geq 16$ oz/wk unless for athletic recovery purposes

## The How

### SuperOmega-3 PDSRG

To assure the structural, functional and **related behavioral benefits of proper Omega-3 intake** throughout infancy, youth and adolescence and translates to adulthood

Keep all cells strong and communicating by giving your cells the healthy fatty acids most diets do not supply but are needed to recover and properly rebuild daily. This ideal EPA/DHA complex supplies these critical molecules needed in the development/maintenance, structure and function of the cardiovascular, brain, immune and vision systems.

**Critical for proper immune response and CV health (pro-resolving properties – promotes resolution of the inflammation\*)**

Shown to uniquely improve exercise performance and recovery – a primary recommendation for athletes

**Up to 4-daily to achieve  $\geq 8\%$  on O3-Index for added athletic recovery**

\*The omega -3 index is the percentage of EPA and DHA in total erythrocytes fatty acids, which describes an individual's status of EPA+DHA. Proposed health zones are: high risk <4%; intermediate risk 4-8%; and low risk >8%.<sup>28</sup>

\*Resolvins are said to be active metabolites of  $\omega$ -3 PUFA, and are responsible for facilitating the resolving phase of acute inflammation

At the height of the inflammatory response, pro-resolving lipid mediators are produced, and promote resolution of the inflammation.



## ***SuperOmega-3 Product Summary***

***“Pure, proven, & powerful—daily protection for your heart, brain, joints, immune system and lifelong independence.”***

### **What is the product?**

SuperOmega-3 is dotFIT’s high-quality fish oil supplement, made from wild-caught Alaskan Pollock and certified sustainable by the Marine Stewardship Council. It delivers clinically effective levels of EPA and DHA—the omega-3 fats most lacking in modern diets—in a clean, pure, and third-party/NSF-CS tested formula that avoids common problems like fishy aftertaste or contaminants

### **What does it do?**

EPA and DHA are critical to keeping cells strong and communicating. They support cardiovascular health, brain and nervous system function, eye health, immunity, inflammation resolution, joint comfort, and even exercise recovery. With >90% of Americans falling below the healthy Omega-3 Index, supplementation helps correct these gaps and provides lifelong structural protection

### **Who would use it?**

This product is for nearly everyone not eating 2–4 servings of fatty fish weekly. That includes athletes looking for faster recovery and protection from repetitive injury, adults managing cardiovascular or cognitive health, youth supporting learning and development, and older adults wanting to stay active and independent. Vegans or those with fish allergies may use algae-based alternatives, but for most, SuperOmega-3 is the simplest lifelong solution

### ***SuperOmega-3 Product Summary***

“Over 90% of people don’t get enough omega-3s. **SuperOmega-3 fills the gap—supporting your heart, brain, joints, and immune system strength for life.** It’s daily protection so your Playspan® can match your lifespan.”

#### **How to use it?**

Take 1–2 soft gels daily with a meal, depending on how much fish you consume. If you eat more than one serving of fatty fish per week but less than three, take one softgel. If you eat one serving or less, take two. Higher intakes (up to 3–6 grams daily) may be recommended for athletes under professional guidance to enhance performance and recovery

#### **Trainer:**

“Most people don’t get enough omega-3s, and the result is weaker hearts, joints, and brains over time. SuperOmega-3 fills that gap with pure, clean, sustainable fish oil—helping you stay sharp, strong, and active for life. Think of it as daily protection so your Playspan® can match your lifespan.”

## Summary and Unique Features of SuperOmega-3

*“SuperOmega-3: pure, proven, & powerful—daily protection for your heart, brain, joints, and lifelong independence.”*

-  **Wild-caught Alaskan Pollock** oil from the pure waters of the Bering Sea – clean, fresh, and sustainable
-  **Certified by Marine Stewardship Council (MSC)**; first omega-3 to achieve this sustainability distinction
-  **Third-party tested & NSF Certified for Sport** – trusted for purity, potency, and free of banned substances
-  **Lowest industry limits for oxidation and contaminants** – mercury-free and no PCBs
-  **Corrects “silent hunger”** – fills omega-3 gap that over 90% of U.S. face, ensuring resilience at every life stage
-  **Clinically correct dosage recommendations and ratios** – >500 mg/day of EPA & DHA in a 3:2 ratio to match proven research and adjust dosing based on fish intake to support: Heart & Circulation; Brain & Cognition; Eyes; Joints, Muscles & Recovery
-  **Proven benefits for athletes** – shown to enhance recovery, performance, lean mass, and cognitive reaction times
-  **Lifelong protection** – supports prenatal brain/eye development, children’s cognitive function, adult heart health, and aging joints
-  **No fish burps** – superior refining process yields the “fresher oil” with better stability and taste
- **Trainer & Athlete Exclusivity:** *Not available in stores—professionally delivered and used by trainers, ensuring guidance, compliance, and proper usage for maximum results.*
-  **More cost-effective** than competing practitioner products, delivering superior quality at nearly half the price

# Playspan® Bundle Presentation

Not available in stores and comes with your favorite gym & fitness professional!



Full SRP \$99 for  
1-2M Supply



SRP SB with protein \$149.95  
and \$166.90 with protein  
and SuperOmega-3

# 1-pager: Top 10 Practitioner Takeaways for Playspan® to last a Lifespan

*Foundation principles for staying young and playing young – **the essentials (Playspan® Bundle)***

- 1 Nutrition is the Root Cause and the First Cornerstone – all health starts with meeting nutrient recommendations.
- 2 Silent Hunger is Widespread and Dangerous – nutrient gaps lead to underperformance, breakdown, and early aging.
- 3 The Three Undisputed Cornerstones – 1) nutrition, 2) activity, 3) body composition – in that order.
- 4 U.S. Outcomes Show the Cost – shortest lifespans, highest healthcare costs, rampant chronic illnesses from poor nutrition.
- 5 Food Alone is Not Enough – modern diets cannot meet micronutrient needs, supplementation is required.
- 6 Complete Multivitamin-Mineral Supplementation is Non-Negotiable – fills unavoidable nutrient gaps for resilience.
- 7 Priority #1 macro is protein – 1g per lb lean body mass/day, divided over meals, especially important for muscle and recovery.
- 8 Omega-3s, Calcium, and Vitamin D are Critical – consistently deficient nutrients essential for lifelong strength and health.
- 9 Moderation Over Fear – avoid extremes, balance is key; moderation beats restriction or [chasing internet fads](#).
- 10 Playspan® vs. Lifespan – extend active years by closing the gap starting with baseline nutrition that leads to healthy lifestyle practices.

***Key Point: Baseline nutrition is the foundation that drives all future advanced protocols that can improve lifelong performance – i.e., the start of building your “health cabinet vs a medicine cabinet  
At the end of the day, what we are providing is a complete lifetime experience – far beyond exercise***

# Email campaign version

## Top 10 Trainer/Practitioner Takeaways from Playspan® to last a Lifespan

*Youth Preserving Nutrition for Staying Young and Playing Young*

### 1. Nutrition is the Root Cause and the First Cornerstone

Meeting nutrient recommendations is the #1 driver of health. Without this foundation, activity and body composition goals cannot be sustained. Nutrition powers all metabolism, cell performance, and long-term resilience.

### 2. Silent Hunger is Widespread and Dangerous

“Silent hunger” = nutrient gaps that don’t show up as stomach hunger but manifest as daily underperformance, breakdown, or disease. Typical diets provide only 60–80% of micronutrient needs, accelerating aging through “evolutionary triage” (sacrificing long-term health to maintain short-term survival).

### 3. The Three Undisputed Cornerstones of Healthy Longevity

Meeting nutrient recommendations

Staying physically active (strength + cardio)

Maintaining healthy body composition

**Order matters:** nutrition drives activity, which drives body composition

### 4. U.S. Outcomes Show the Cost of Poor Nutrition

Americans have the shortest health- and lifespans of peer nations despite the highest healthcare costs. Chronic disease and prescription drug use dominate by middle age, a direct result of undernutrition and poor lifestyle habits.

# Email campaign version

## Top 10 Trainer/Practitioner Takeaways from Playspan® to last a Lifespan *Youth Preserving Nutrition for Staying Young and Playing Young*

### 5. Food Alone is Not Enough

Even with a good diet, micronutrient shortfalls are inevitable. Relying on food alone is unrealistic and proven ineffective in Western societies. At least 10 essential nutrients are dangerously under-consumed in the U.S. today.

### 6. Complete Multivitamin-Mineral Supplementation is Non-Negotiable

A correction-level complete multivitamin/mineral (CMVM) fills unavoidable gaps. This is the “baseline” solution for fortifying metabolism, protecting against early breakdown, and ensuring Playspan® (years of activity) approaches lifespan.



### 7. Protein is Priority #1 in Macro Planning

At least **1g per lb of lean body mass/day**, divided over 4–5 meals. Protein fuels muscle, bone, and recovery while helping control body composition. Plant-based eaters often need more due to amino acid limitations.

### 8. Omega-3s, Calcium, and extra Vitamin D are Critical Baseline Additions

**Omega-3s:** 500–600mg/day EPA+DHA (or ~4 servings fatty fish/week).

**Calcium:** ~1000–1200mg/day from diet + supplements as needed.

**Vitamin D:** Ensure serum 25(OH)D >30ng/mL, ideally 40–70ng/mL in athletes.

These nutrients are repeatedly deficient and essential for lifelong resilience.



# Email campaign version

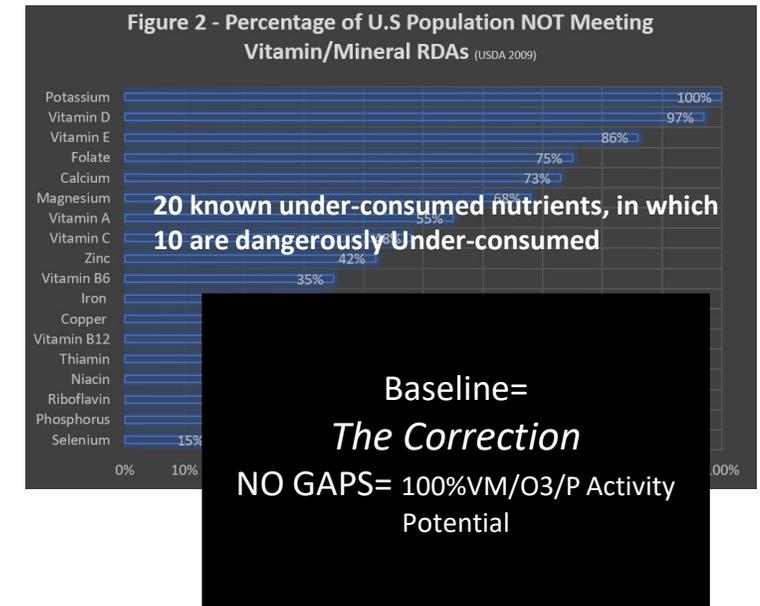
## Top 10 Trainer/Practitioner Takeaways from Playspan® to last a Lifespan *Youth Preserving Nutrition for Staying Young and Playing Young*

### 9. Moderation Over Fear

Moderation is the guiding principle. Ultra-processed foods, excess alcohol, and overconsumption of any ingredient stress metabolism—but moderate use of sweeteners, seed oils, or convenience foods is acceptable if overall nutrient needs and body composition are met.

Current average U.S. Playspan® (youthful desired activity years) is only ~35, health span 64 and lifespan only ~77. The baseline nutrition protocol described here can dramatically extend your Playspan® and health span, closing the gap between how long people *can actually live*, and how long they can stay active and independent.

- ✓ **Complete Multivitamin (incl. high C&D) & mineral-womb to tomb<sup>MVM</sup>**  
To supply ~20 known potential under-consumed VMs in a food correction dose to work synergistically with foods filling unavoidable/unpredictable gaps, **carrying on from the prenatal to maximize all VMs dependent activities** in all stages of life. **Not optional because VMs in food are invisible** and all need to work synergistically in recommended amounts with your best possible diet b/c VM are the actuators of all human metabolism and need proper daily replacement.
- ✓ **1000-1200mgs/day calcium<sup>Ca</sup> (read all food/shake labels)**
  - Diet first and supplements as needed to grow & maintain bone/muscle strength & health
- ✓ **5-600mgs/day of omega 3 (EPA & DHA 3:2)<sup>O3</sup> –Look at your plate**
  - ✓ Fatty fish ~4svgs/week or add supplement to support overall health creation, maintenance & protection to keep all cells strong, and communicating while managing inflammation to support immunity and CV health
- ✓ **Protein 1gm/LB LBM divided 4-5Xs/day<sup>Pro</sup>**  
Add a convenient cost savings, low calorie & fast acting high protein source – especially for maximizing exercise recovery
  - ✓ Help guarantee your 1gm/lb/d to maximize exercise recovery and staving off the inevitable
  - ✓ **Cost and convenience can guarantee you hit your daily number, including getting more protein in less calories**
  - ✓ If exercising, use ~25-35gm (depending on age/size) fast acting protein 30-40min before & repeat immediately following (**food is comparably impractical**)



# LeanMeal Product Summary (PDSRG)

## What is the Product

**LeanMeal™** is a scientifically formulated, nutrient-dense fitness food designed to function as a high-quality meal replacement shake. Each 170-calorie serving contains **21 g of whey isolate protein, 23 g of a sustained-release low-glycemic carbohydrate blend, 7 g of functional fibers** (including Fibersol-2® and glucomannan), and **1.5 g of healthy fats**. Its macronutrient profile—approximately **42 % protein, 50 % carbohydrate, and 8 % fat**—is strategically balanced to support portion control, satiety, lean body mass preservation, and daily energy levels during weight reduction and maintenance phases. It is formulated in NSF-certified facilities to meet the highest standards of quality, taste, and safety

## What it Does

LeanMeal is designed to address the physiological and behavioral barriers to effective weight and bodyfat control. Its **high whey protein isolate** content enhances satiety, increases the thermic effect of food, and protects lean body mass during calorie restriction. The **low-glycemic, sustained-release carbohydrate and patented fiber blend** provides steady energy, improves fullness, supports digestive health, and helps stabilize appetite and blood glucose. By delivering **precise calorie control, high nutrient density, and meal structure**, LeanMR helps users curb hunger, maintain metabolic rate, and make sustainable progress—often outperforming traditional diet methods or mass-market shakes in both weight loss and long-term maintenance

# LeanMeal Product Summary (PDSRG)

## Who Would Use It

LeanMeal is ideal for:

- **Anyone pursuing healthy weight or body fat reduction**, from general exercisers to athletes needing to make a weight class.
- **Busy individuals** seeking a convenient, portable, nutrient-dense option to replace or complement meals without derailing calorie targets.
- **People aiming to preserve or build lean body mass** during dieting phases or aging.
- **Trainers and health professionals** looking to offer a structured, evidence-based tool to help clients control portions, improve diet quality, and sustain energy.

It is appropriate for daily use across a broad population when integrated into a balanced meal plan

## How to Use It

For weight reduction, LeanMR is typically used to replace **two smaller meals or snacks per day** within a calorie-restricted plan of 4–5 meals/snacks daily. This helps increase meal frequency, manage hunger, and preserve lean mass. During maintenance, 1–2 servings per day may be used for convenience, diet quality, or to help offset higher-calorie traditional meals. Users can blend LeanMR with water or add fruits, vegetables, or healthy fats to customize macronutrient intake based on their daily calorie goals

# LeanMeal Product Summary (PDSRG)

## What is LeanMeal™?

LeanMeal™ is a scientifically formulated, nutrient-dense fitness food designed as a high-quality meal replacement. Each 170-calorie serving provides 21 g of whey isolate protein, 23 g of low-glycemic carbohydrates, 7 g of patented fibers, and 1.5 g of healthy fats for complete, calorie-controlled nutrition.

## What it Does

LeanMeal™ helps curb hunger, stabilize appetite, and preserve lean body mass while supporting energy levels during weight reduction and maintenance. Its high whey protein content boosts satiety and thermogenesis, while the specialized fiber and carbohydrate blend provides lasting energy and digestive health support.

## Who Uses It

Ideal for anyone seeking healthy weight or body fat reduction, athletes needing to make weight, busy individuals wanting portable nutrition, and anyone looking to maintain lean mass while managing calories. Trainers use LeanMeal™ to give clients structure, convenience, and measurable results.

## How to Use

For weight reduction, replace two smaller meals or snacks per day as part of a structured 4–5 meal plan. For maintenance, use 1–2 shakes daily for convenience and diet quality. Blend with water or customize with fruits, vegetables, or healthy fats to fit daily calorie goals.

**Curb hunger. Fuel energy. Protect lean mass.**

**LeanMeal™ makes hitting your goals simple—every day.**



# dotFIT Protein Powders vs. Mass Market

- High quality whey protein blend – concentrate, isolate, casein
- Independently tested for quality – what’s on the label is in the bottle & NSF-CS
- Lactose free
- Different formulas based on goal, usage or dietary preference
- Fortified with calcium & potassium
- Best Plant Protein – added essential amino acids to match whey protein amino acid profile
- Great tasting + easy mixing + good for baking
- Helps save on cost of food – groceries, take out and fast food
- **Less expensive than any 3<sup>rd</sup> party tested comparable protein**

## Cost for High Quality Protein (using full retail price)

### WheySmooth-PDSRG



\$2.21/serving

### FirstString-PDSRG



\$2.85/serving



\$2.30/serving

### BestPlantProtein -PDSRG



\$2.00/serving

### LeanMeal -PDSRG



\$2.85/serving



\$2.50/serving

# GOALS OF PROTEIN MIXES

## BEYOND A LOW-CALORIE PROTEIN SOURCE



Mixes are flexible, convenient/portable & **economical** in meeting protein needs

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

1. Meal Replacement as needed for weight loss and/or weight maintenance
2. Meal or daily supplement for muscle/weight gain
3. Pre & post workout formula to enhance exercise induced results including preparation for the next bout (refueling)
4. Daily protein supplement to economically 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 – e.g., smoothies
  - a) Healthy starting mix to make it your way (e.g. fruits, vegetables, milk, etc.)
6. Fortifying baked goods (e.g. pancakes, cookies, bread, muffins, etc.)

•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

Recipes

-All Mixes are Lactose & Gluten Free & 3<sup>rd</sup> Party Tested



# Top 10 Reasons to Choose dotFIT Protein Powders

- 1. 3rd-Party Tested & NSF Certified for Sport** – Every batch is independently tested to ensure label accuracy, purity, and absence of banned substances, eliminating the risk of “protein spiking”, contamination or excessive levels of heavy metals such as lead.
- 2. Guaranteed Label Accuracy** – What’s on the label is actually in the tub, unlike many mass-market brands that have faced lawsuits for under-delivering protein and mislabeling ingredients.
- 3. Formulas for Every Goal & Lifestyle** – Multiple blends designed for weight control, performance, muscle gain, plant-based diets, and all-natural preferences, with targeted macronutrient ratios.
- 4. Premium Protein Sources** – Uses optimal blends of ultra-filtered whey concentrate, isolate, casein, egg white, or plant proteins to deliver the highest biological value and complete amino acid profiles (including fortified EAAs in plant formulas to match whey).
- 5. Lactose-Free & Allergen-Friendly** – All mixes are lactose, gluten and soy protein free-free.
- 6. Fortified with Calcium & Potassium** – supporting bone health, muscle function, and recovery beyond just protein content.
- 7. Superior Taste & Mixability** – Consistently wins taste tests, with smooth texture and versatility for shakes, smoothies, or baking.
- 8. No Artificial, When Preferred – All-Natural line** contains no artificial colors, flavors, sweeteners, preservatives, GMO ingredients, or rBGH; grass-fed options available.
- 9. Professional Integration & Support – Backed and delivered by professionals as needed**, the dotFIT Practitioner Product Line comes meaningful guidance, usage plans, and recipes are available—something mass retail can’t offer.
- 10. Cost Savings on Food** – Designed or can be used as true meal replacements when needed, lowering grocery bills while delivering high-quality nutrition at a lower price and calories per gram than other foods or 3rd-party tested supplement brands

**Less expensive than any 3<sup>rd</sup> party tested comparable protein**

*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*

# Unique Features & Price Advantage

- **Complete Amino Acid Profiles** – All formulas (even plant-based) are matched to whey protein’s amino acid profile for maximum muscle protein synthesis and recovery benefits.
- **Goal-Specific Macronutrient Ratios** – Ranges from low-calorie high-protein blends for weight loss to carb-protein balanced mixes for athletic performance.
- **Fortified & Functional** – Calcium and potassium fortification supports skeletal and muscular health; certain blends include fiber, sustained-release carbs, or specialized nutrients for appetite control and energy.
- **Meal Replacement Flexibility** – Can be used as part of a structured meal plan, integrated with whole foods, or added to recipes for versatile nutrition delivery.
- **Lower Price per Serving** – Even at full SRP, most dotFIT proteins cost ~**\$2.00 (LeanMeal–\$2.85) per serving**, beating comparable 3rd-party tested competitors.
- **Grocery Bill Reduction** – Meal replacement integration (2 shakes/day) can replace 180 meals over 12 weeks, saving ~\$75–\$100+ compared to normal grocery spend.
- **No Risk of “Protein Spiking”** – Eliminates the industry practice of adding cheap nitrogen sources to fake protein content, ensuring full potency and safety.