

**SPORTS NUTRITION IS CONSIDERED THE  
NEW HEALTHY AGING**

***BECAUSE***

**EVERY DAY OF LIFE IS AS  
GOOD AS YOUR RECOVERY  
FROM THE LAST**

IMPROVES EXERCISE INDUCED RESULTS & THE QUALITY OF LIFE

**PLAY-SPAN VS. LIFESPAN**



IMPROVES EXERCISE INDUCED RESULTS & THE QUALITY OF LIFE

# PLAY-SPAN VS. LIFESPAN

- **LIFESPAN**

How long you live

- **HEALTH-SPAN**

How long you're healthy: functional & disease-free period of life

- **PLAY-SPAN**

How long you're physically/mentally able to do the activities that are important to you





LIFESTYLE/ACTIVITY  
SETS A STAGE

BUT ONLY  
NUTRITION MAKES  
THE MOVIE



BAD NUTRITION –  
BAD MOVIE

(2/3 OF CHRONIC DISEASE IS  
PREVENTABLE)





# RATIONALE FOR LIFE LONG COMPLETE MULTIVITAMIN & MINERAL SUPPLEMENTATION

TO GROW STRONGER THAN OTHERWISE BY DELIVERING THE INDISPENSABLE STRUCTURAL  
COMPONENTS AND ACTIVATORS OF HUMAN METABOLISM IN THE KNOWN PROPER  
AMOUNTS

# We live too long to shortchange construction

- Nutrients: indispensable compounds in foods:
  - Essential to life and health
  - Providing energy
  - Building blocks for repair and growth
  - Substances that regulate all processes/metabolism
    - **4-Macros:** Carbohydrates (CHO), Lipids (fats), Proteins, Water
    - **32-Micros:** Vitamins, Minerals (VM)
- From day 1, every part of the body's construction (**growth, development and maintenance**) is VM dependent using all 32-known **essential** VM symbiotically
  - Required cofactors for human body metabolism to be carried out keeping our trillions of cells reproducing
  - Symbiotic, lifelong components of structural & functional integrity, each with multiple destinations and supporting roles
- You can't live without all (32) present and you live weaker when VM are regularly below RDA – often a progression too slow to notice but delivering insidious daily outcomes
  - Low: adapt to protect short-term needs (evolutionary allocation to survive and reproduce) compromising long-term health
  - RDA: enough to also support all destinations **prolonging** structure/function and health potential – i.e. healthier life-stages/aging

**RDA:** The dietary intake level that is sufficient to meet the nutrient requirement of **nearly all healthy** individuals in a particular life stage

**We live too long to shortchange construction**

**Therefore**

You are what you eat & become what you missed

***When you shortchange construction, the structure is weaker  
and fails earlier***

***A weaker than otherwise human structure opens the door to  
risk of sickness and early aging***

# ***The Building Materials***

***Of all the human essential nutrition, VM are the most difficult to attain in proper amounts (RDAs)***

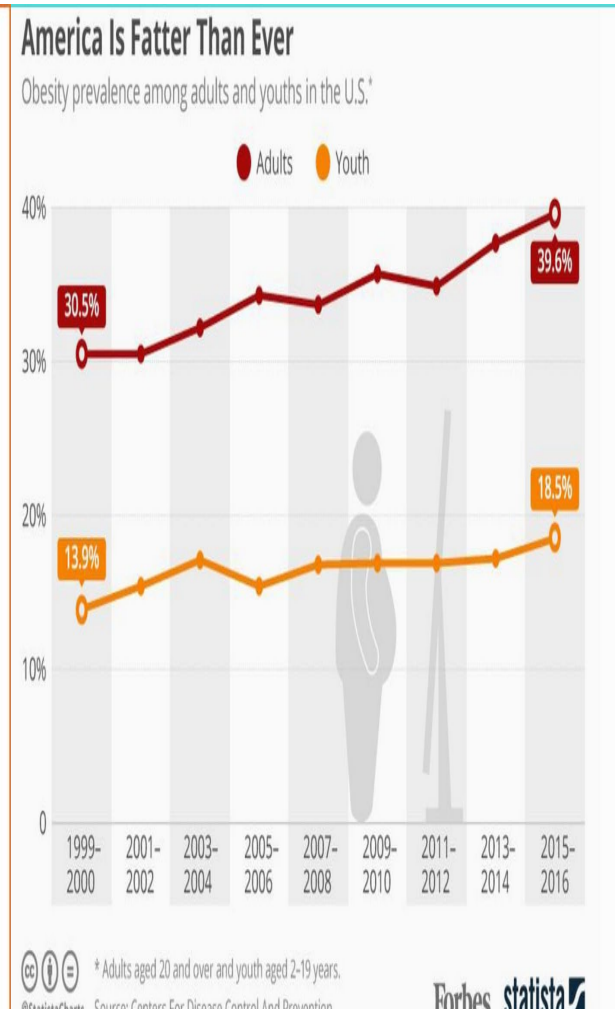
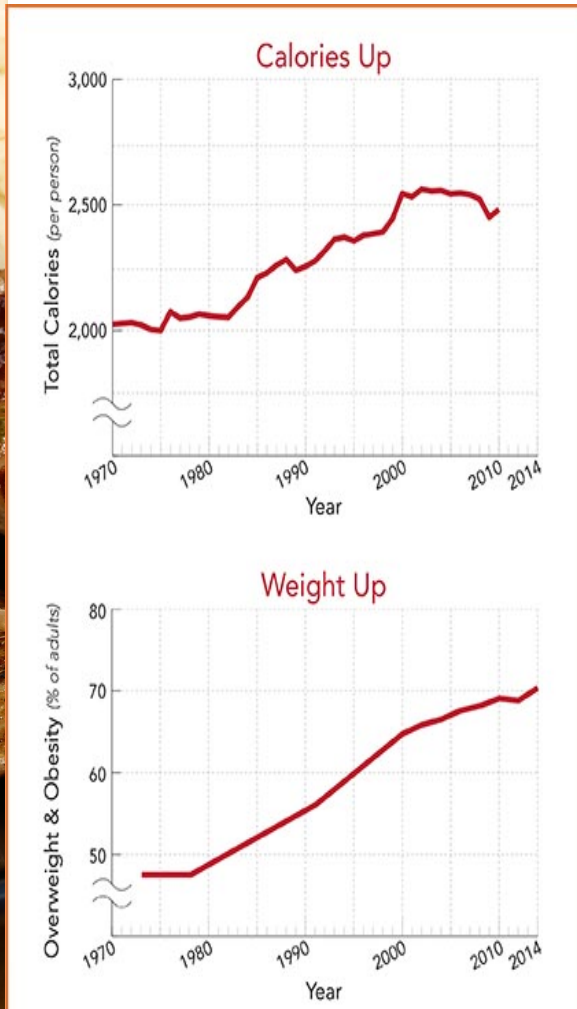
***Especially within calories that maintain a healthy weight within the trappings of developed western societies***



# Quick Test

1: Find the 4- Essential Macros and ~Amounts  
 Amounts are Validated in More Ways Than 1

2. **Find/name the 32 Essential Micros - and ~Amounts**





## Results From Food Alone

Everyone has Gaps

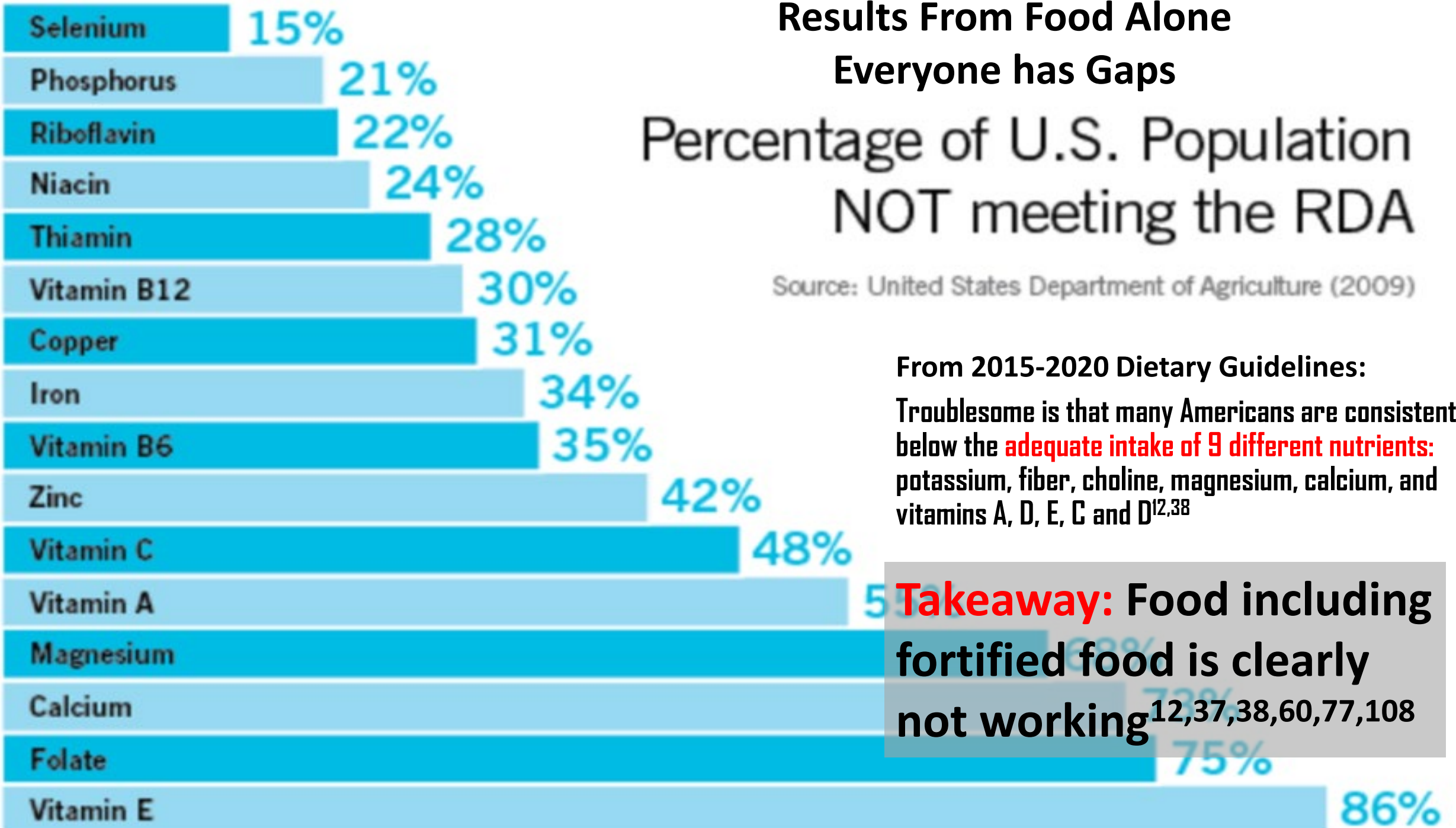
# Percentage of U.S. Population NOT meeting the RDA

Source: United States Department of Agriculture (2009)

From 2015-2020 Dietary Guidelines:

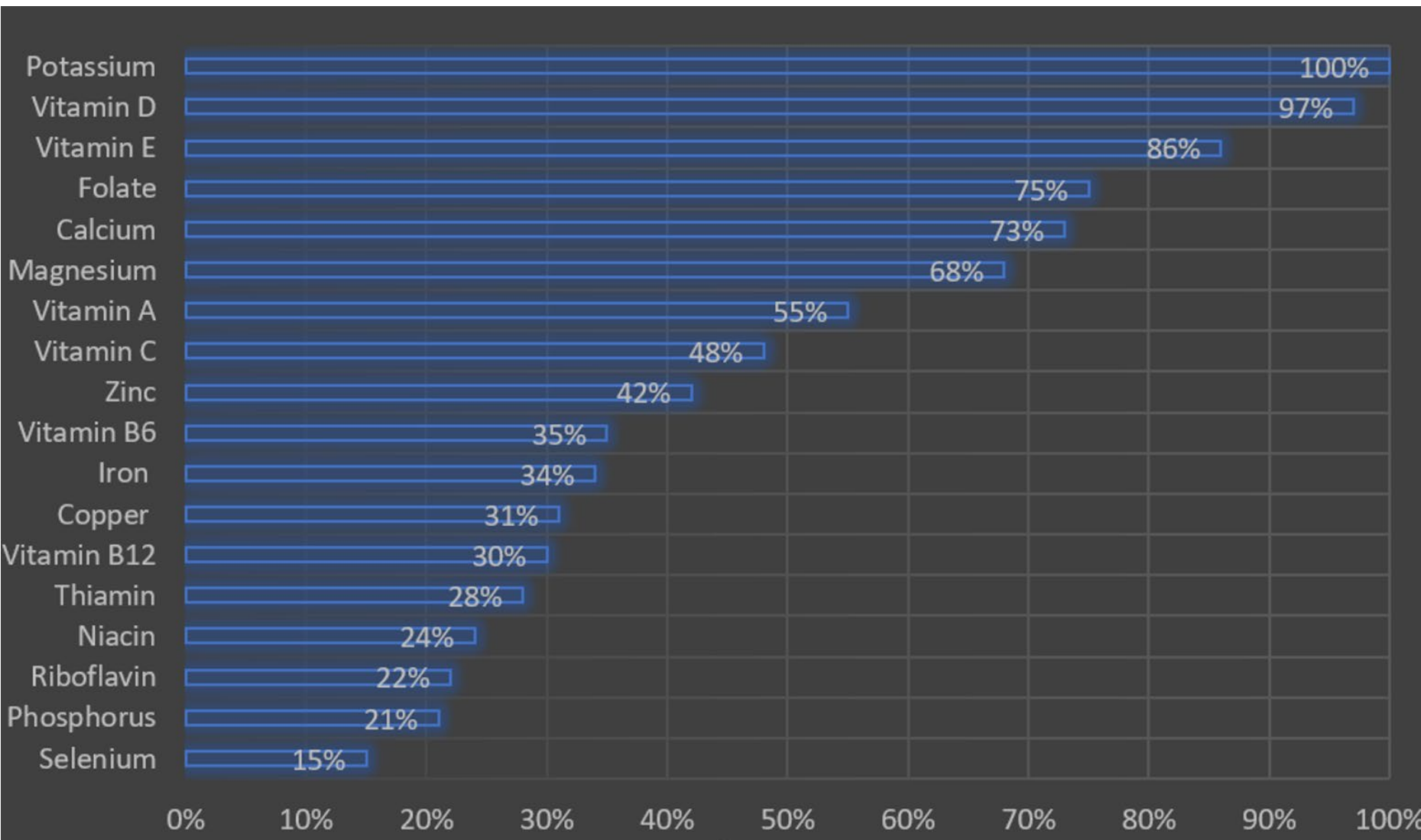
Troublesome is that many Americans are consistently below the **adequate intake of 9 different nutrients:** potassium, fiber, choline, magnesium, calcium, and vitamins A, D, E, C and D<sup>12,38</sup>

**Takeaway:** Food including fortified food is clearly not working<sup>12,37,38,60,77,108</sup>



# Getting worse: UPDATED 2015-2020 DGA Report Because:

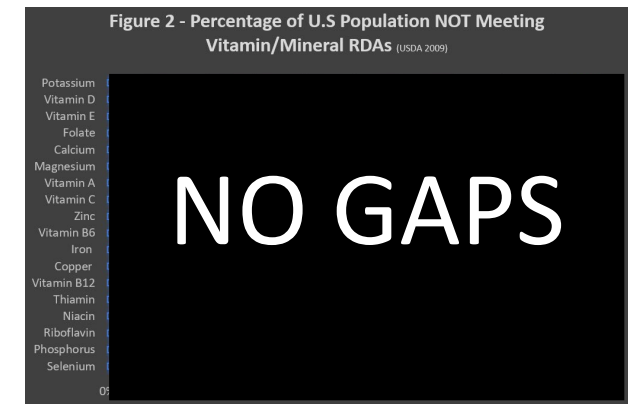
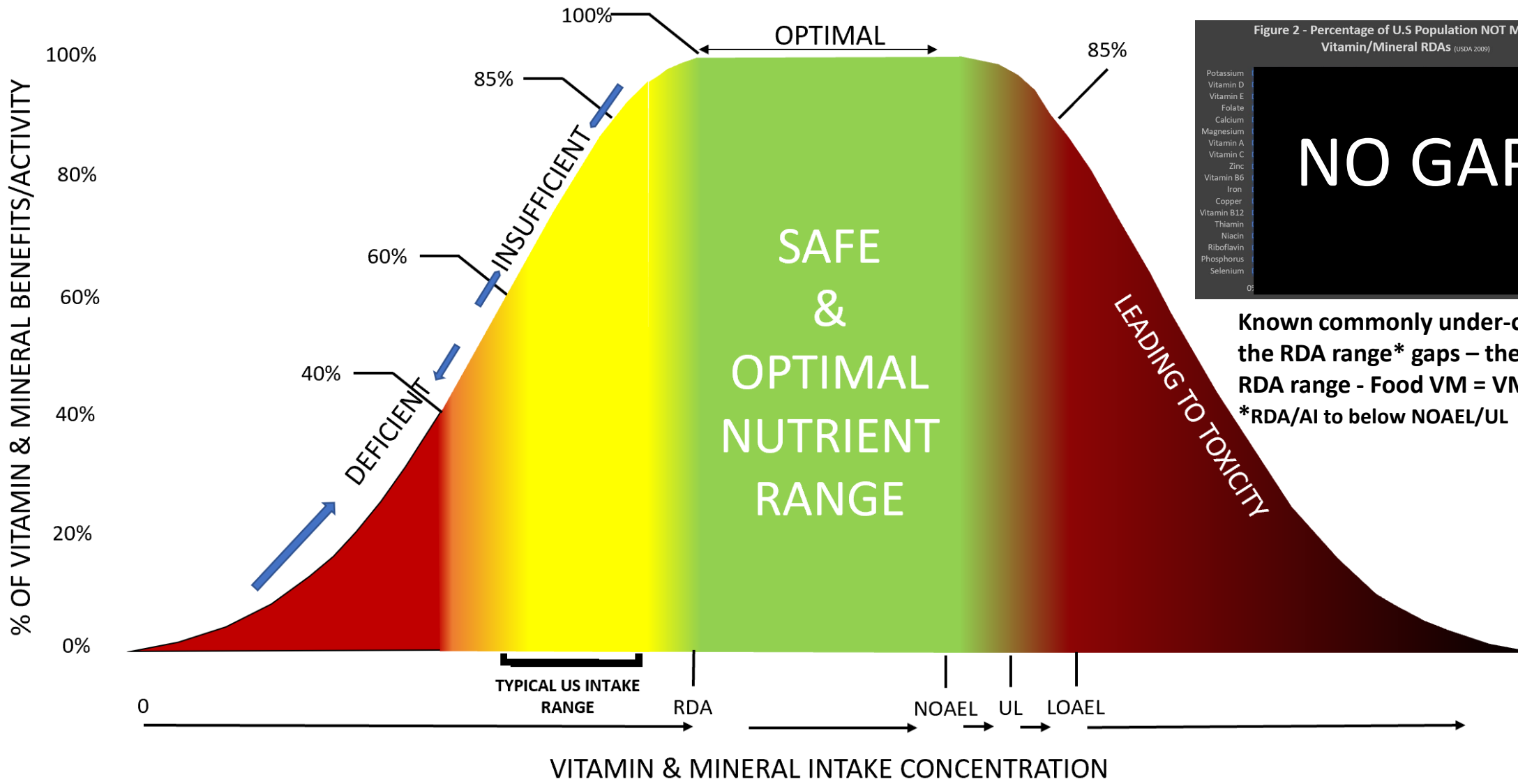
**Fad Diets (Keto, Gluten, Vegan/Non-Dairy, etc.) & Dieting**<sup>12,38,61,63,74,75,77,108</sup>



Telling people that *humans* can get all the VMs they need from food alone if they eat properly is a fool's errand, particularly in western societies and validated by the fact it hasn't worked

VMs from food is what the body gets - **GAP** - VM RDAs is what it can use to maximize long-term health

No one knows if they're near a deficiency and most are in or have been in an **insufficiency**  
 Undetectable starting point with an insidious progression that physically manifests as sickness later in life or early aging



Known commonly under-consumed VM are the RDA range\* gaps – therefore:  
**RDA range - Food VM = VMS to SONAR**  
 \*RDA/AI to below NOEL/UL

VMs from food is what the body gets - **GAP** - VM RDAs is what it can use to maximize long-term health

# Building the Perfect MVM – i.e. Why They Want Yours

## 1-Active MV

Serving Size: 1 Tablet		Servings Per Container: 60	
Amount Per Serving	Amount Per Serving	%DV*	
Vitamin A (as Beta Carotene and Palmitate)	4,500 IU	90%	
Vitamin C (as Ascorbic Acid and Calcium Ascorbate)	450 mg	750%	
Vitamin D-3 (as Cholecalciferol)	600 IU	150%	
Vitamin E (as D-Alpha Tocopheryl Succinate)	150 IU	500%	
Vitamin K (as Phytonadione K1 and Menaquinone K2)	50 mcg	63%	
Vitamin B1 (as Thiamine Mononitrate)	5 mg	333%	
Vitamin B2 (as Riboflavin-5 Phosphate)	2.5 mg	147%	
Vitamin B3 (as Nicotinamide)	15 mg	75%	
Vitamin B6 (as Pyridoxal 5-phosphate)	3 mg	150%	

Micronutrient	Mean Daily Intake (Food +Fortification) <sup>9</sup>	RDAs #AIs	ULs	LOAEL (L) NOAEL (N)	Mean Food-RDA Gap	Mean Food-UL Gap	Supplement Low-High range <sup>1</sup>	%<RDA %<AI <sup>#</sup> %<EAR <sup>+</sup>
Preformed Vitamin A (PVA) <sup>2</sup> 1 IU retinol = 0.3 µg Retinol activity equivalent (RAE) 1µg=3.33 IU	621µg RAE	700-900µg RAE	3000µg	L-14,000 µg N-3,000µg	200µgRAE	2,350µg	500-1000µg PVA*	55 %<RDA *43 %<AI <sup>#</sup>
*β-carotene a Vitamin A substitute/ad	<2mg (4.5-6 mg =900 µg Retinol)	1IU from food=.05µg Retinol; 2IU supps=.15µg	N/A	N/A	N/A	N/A	1500IU-2500IUs	N/A
Vitamin D 1µg=40IU	4.9µg	15-20µg	100µg	N-250µg <sup>4</sup>	10-15µg	90µg	20-40µg	97 %<RDA *94 %<AI <sup>#</sup>
Vitamin E (α-tocopherol)	7.4mg	15mg	1000mg <sup>5</sup>	L-500mg/kg	7-8mg	990mg	10-250mg	86 %<RDA *86 %<AI <sup>#</sup>

<sup>1</sup> Low based on most anyone achieving RDAs; highs covering sub-populations variant nutrient metabolism (e.g. bioavailability or functional availability differences, etc. age resistance and/or strong evidence

Micronutrient	Mean Daily Intake (Food +Fortification) <sup>9</sup>	RDAs #AIs	ULs	LOAEL (L) NOAEL (N)	Mean Food-RDA Gap	Mean Food-UL Gap	Supplement Low-High range <sup>1</sup>	%<RDA %<AI <sup>#</sup> %<EAR <sup>+</sup>
Vitamin D 1µg=40IU	4.9µg	15-20µg	100µg	N-250µg <sup>4</sup>	10-15µg	90µg	20-40µg	97 %<RDA *94 %<AI <sup>#</sup>

## Super Calcium Synergistic



Serving Size: 1-2 Tablets		Servings Per Container: 60 to 120		
	Amount 1 tablet	% DV	Amount 2 tablets	% DV
Vitamin D (as Cholecalciferol)	200 IU	50%	400IU	100%
Vitamin K (as phytonadione K1 and menaquinone K2)	30 mcg	38%	60 mcg	75%
Calcium (as carbonate)	500mg	50%	1,000 mg	100%
Magnesium (as oxide and citrate)	125 mg	32%	250 mg	63%
Boron (as Sodium Borate)	1 mg	**	2 mg	**

Biotin								
Folate	542µg	400µg	1000µg <sup>5</sup>	L-5000µg	0	500µg	200-400µg <sup>5</sup> (not incl. pregnancy)	75 %<RDA *9-15 %<AI <sup>#</sup>
Vitamin B12	5.3µg	2.4µg	ND	ND	0	N/A	2-30µg	30 %<RDA *2-4 %<AI <sup>#</sup>
Choline	275-400mg (~315mg)	#425-550mg	3500mg	L-7500mg	100-250mg	3000mg	250-450mg	*92 %<RDA *N/A %<AI <sup>#</sup>
Vitamin C	70-84mg	75-90mg	2000mg	L-3000mg	10-20mg	1900mg	100-1000mg	48 %<RDA *40 %<AI <sup>#</sup>
Calcium	850mg	1000-1200mg	2000-2500mg	L-5000mg	150-350mg	1150mg	0-1000 <sup>7</sup>	73 %<RDA *49 %<AI <sup>#</sup>
Chromium	23-50µg	#25-30µg	ND	ND	5µg	N/A	50-100µg	ND
Copper	1.0-1.6mg	900µg	10mg	N-10mg	0	8.5mg	.5-1gm	31 %<RDA *4.5 %<AI <sup>#</sup>
Fluoride	N/D	#3-4mg	10mg	N-10mg	N/A	N/A	Fortification only	N/A
Iodine	138-353µg	150µg	1100µg	L-1700µg	0-20µg	7-800µg	25-100µg	ND
Iron	10-16mg	8-18mg	45mg	L-70mg	0-8mg	30mg	5-15mg	34 %<RDA *8 %<AI <sup>#</sup>
Magnesium	280mg	320-420mg	350mg <sup>5</sup>	L-360 <sup>5</sup>	5-250mg	N/A <sup>5</sup>	200-300mg	68 %<RDA *52 %<AI <sup>#</sup>
Molybdenum <sup>6</sup>	N/A	45µg	2mg	N-900µg	N/A	N/A	N/A	N/A
Manganese <sup>6</sup>	1.8-2.3mg	#1.8-2.3mg	11mg	N-11mg	0	0	N/A	N/A
Phosphorus	1350mg	700mg	3-4gm	N-10.2gm	0	8gm	0-200mg	21 %<RDA *21 %<AI <sup>#</sup>

Note: >17yrs, size & activity only significant consideration

# SUMMARY/CONCLUSION

Nutrition Creates the Human Structural & Functional (including health) Potential

*You are what you eat and become what you missed*

*Of all the human essential nutrition, VM are the most difficult to attain in proper amounts (RDAs), leaving us vulnerable at any life phase to creating a weaker than otherwise VM-dependent human structure, thus opening the door to much of what's wrong with today's human health and subsequent lifestyles.*

*These RDA amounts were not known or available during periods of significantly shorter lifespans but are now known and necessary to support our current lifespan's potential health.*

*Therefore, our position is that lifelong complete vitamin and mineral supplementation (LCVMS), starting with already medically endorsed prenatal VMS, should remain a primary health risk reduction aid*

- **LCVMS may inspire, through compounding enhanced structural integrity at each life-phase, improved eating and movement behaviors**
- **We conclude through seamless sequenced logic, regardless of diet or activity, that a lifelong properly supplemented (inexpensive [.30-.60c/d] low dose CVMS) human would be structurally superior to the same non-supplemented entity, offering improved health at each life-stage with compounding greater resistance to aging and sickness. And no one would be immune to the benefits.**

**WHY VITAMIN & MINERAL (VM)  
SUPPLEMENTATION SHOULD BECOME A  
LIFELONG POLICY**

*We're Not Alone*

**From the Panel of the 14 International Experts in Nutritional  
Science & Health Care Consensus Report:**

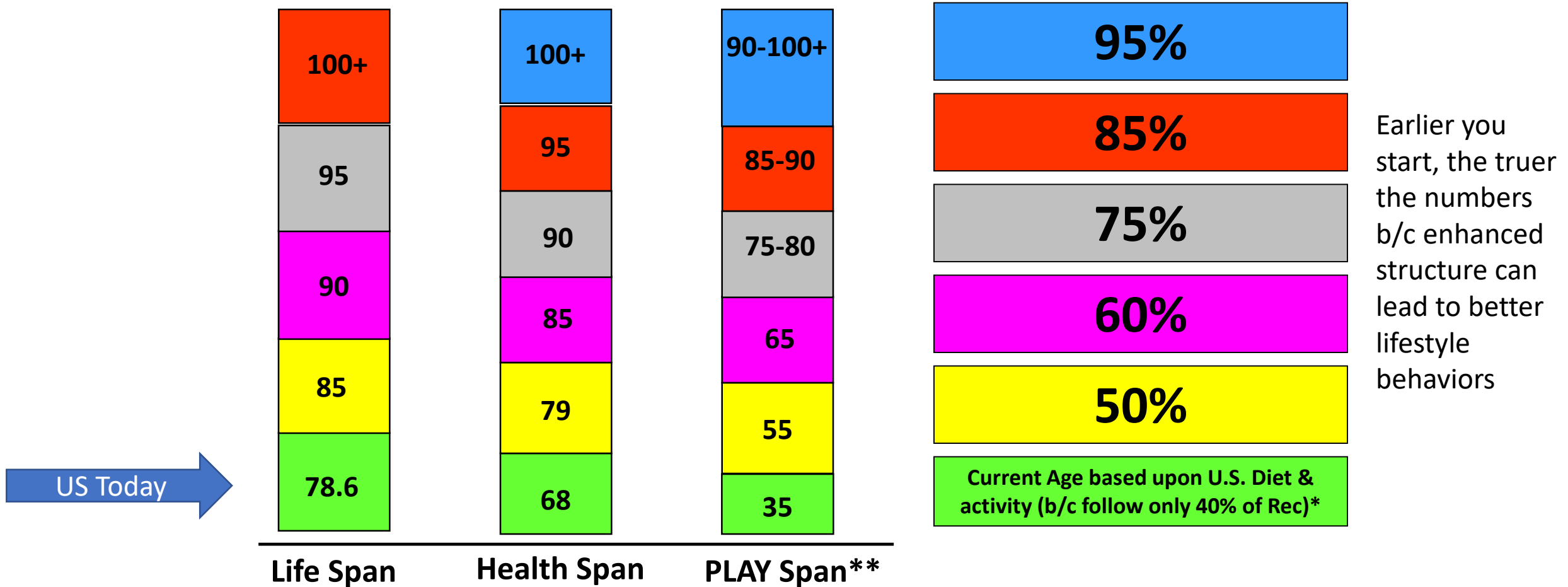
*“Achieving the nutrient RDAs is the goal for long-term health”*

*“Multivitamin and mineral supplements (MVMS) can broadly improve micronutrient intakes when they contain at least the micronutrients that are consumed insufficiently or have limited bioavailability within a specified population”*

**Just Do It**

# GOAL IS TO PLAY TILL THE END

Along with staying active and because we can -Correcting VM levels everyday to the RDA, starting with the prenatal, would support the VM health contribution *potential* in ALL systems enabling a cumulative daily recovery effect, making VMS an integral component in this equation



***Modern humans have the potential to live longer/better***

\*Evaluating adherence to recommended diets in adults: the Alternate Healthy Eating Index: 48.2 (110)

# Total Baseline Nutrient Augmentation Equation To Reaching the Top Rung

## Now you know WHY – World's Most Popular Supplements

- **Complete Multivitamin (incl. high D) & mineral – from womb to tomb** [Ref1](#) [Ref2](#)
  - ✓ ~19-21 VMs From  $\leq$  RDA to  $<$ UL- Synergistically with foods filling unavoidable/unpredictable gaps in all stages of life –**carry on from the prenatal to maximize all VMs dependent activities**
- **1000-1200 mg/day of calcium** [Ref3](#)
  - Diet first and supplements as needed to grow & maintain bone health
- **500-600 mg/day of omega 3 fish oils (EPA & DHA 3:2)** [Ref4](#)
  - ✓ Fatty fish 2-4Xs/week or add supplement to mimic levels of people with less disease risk
- **Protein - 1 g/LB of LBM divided 4-5Xs/day** [Ref5](#)
  - ✓ For recovery+ and staving off the inevitable
  - ✓ If exercising, use ~25-35 g (depending on age) fast acting protein 30-40 min before & repeat immediately following



# dotFIT VMs Life Phase Solution Following the Prenatal & Fortified Infant formula

## Proper age, activity, size and gender dosing

- Ages 2-11 yrs: [KidsMV](#)
- all 12-17 yrs: 1-[ActiveMV](#)
- 18-50 yrs Women: [Women'sMV](#)
- 18-50 yrs: Males 2-[ActiveMV](#)
- 18-65 yrs: Hard training male and female exercisers and athletes 2- [ActiveMV](#)
- 50+ yrs: [Over50MV](#) except athletes using ActiveMV
- 65+ yrs: [Over50MV](#)
- Vegan MV adult alternative: [VeganMV](#)



# dotFIT VMs Life Phase Solution Following the Prenatal & Fortified Infant formula

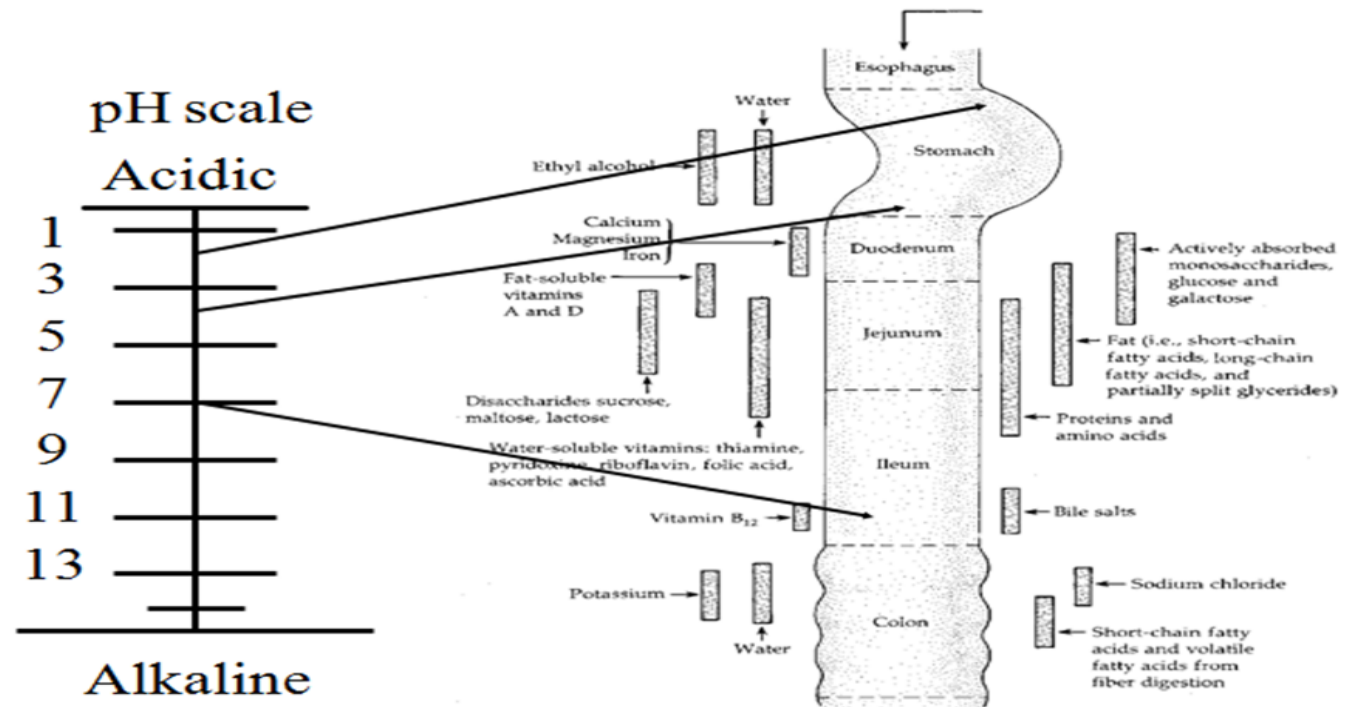
## Unique Features compared to consumer channel VMS

- **Better Complete VM Product b/c**

- RDA/optimal range correction dose for known under-consumed and other potential unseen VM shortages
- Controlled release
- 3<sup>rd</sup> party/NSF tested, €
- Pre-converted VM form

- Multipurpose (at least 3)
- Synergistic with all food
- Simple use (1-2daily)
- Inexpensive (.30-.60c/d)

Areas of release (duodenum-ileum) using hydroxypropylmethylcellulose (HPMC) a form of cellulose, within the coating. <sup>118-123</sup>



At least \$50/m

Vitamins and minerals protected thru stomach with release starting at a pH of ~3-4 and continues thru ~7

# MAKING A PRODUCT CORRECT COSTS MONEY

DOSAGE MATCH TRIALS & 3<sup>RD</sup> PARTY IT TO PROVE IT'S THERE

## MULTIVITAMIN & MINERAL



- dotFIT Active MV 60 tablets, 1-2 tablets/day

- ✓ 30-60 day supply

- ✓ (At least 3in1 formula with multiple bio-available forms & delivery systems)

**\$19.95**

Active \$0.60/srvg @2/d

All other dF **\$0.33@1/d**

Now with Choline



- Platinum ActiveX MV for Men

- ✓ 60 softgels, 2 soft gels/day

- ✓ 30 day supply

**\$37.95**

\$1.27/serving

or

25.99/20day



- OhYeah! Men's Multi

- ✓ 90 capsules, 2 capsules/day

- ✓ 45 day supply

**\$28.85**

\$0.64 per serving

**At least \$50/m to duplicate separately (without controlled release or high Vit- D)**



# SuperOmega-3 Fish Oils

## Available in 60 Count – only \$2 More than 30 count!

- >90% of Americans fall far short of the proposed Omega-3 Index level that demonstrates the lowest disease risk, and therefore should supplement
- Proposed health zones are
  - high risk <4%
  - intermediate risk 4-8%
  - low risk >8%.
- Americans and other Western diet consumers are <3%

**SuperOmega-3™**  
ENTERIC-COATED FISH OIL COMPLEX

**600 MG OF OMEGA-3 FATTY ACIDS**  
**SUPPORTS CARDIOVASCULAR HEALTH†**  
**HELPS MAINTAIN HEALTHY CHOLESTEROL LEVELS†**  
**NO FISHY BURPS OR AFTERTASTE**

**NSF**  
Certified for Sport™  
www.nsf.org

DIETARY SUPPLEMENT  
**30**  
SOFTGELS

health dotFIT  
Your Phosphorus. Controlled.

Manufactured exclusively for dotFIT, LLC,  
Westlake Village, CA 91362 U.S.A.,  
1.877-dotFIT (877.436.8348) • www.dotFIT.com

**dotFIT**  
Your Phosphorus. Controlled.

**Supplement Facts**  
Serving Size: 1 Softgel  
Servings Per Container: 30

Amount Per Serving	% Daily Value*
Calories	15
Calories from Fat	10
Total Fat	1.5 g 2%
Polyunsaturated Fat	1 g **
Cholesterol	15 mg 5%*
<b>Fish Oil</b>	<b>1200 mg **</b>
EPA (Eicosapentaenoic acid) (360 mg)	
DHA (Docosahexaenoic acid) (240 mg)	
Other Omega-3 Fatty Acids††	

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

**Other Ingredients:** Gelatin, Vegetable Glycerin, Contains <2% of: Enteric Coating (Sodium Alginate and Stearic Acid), Ethylcellulose, Food Glaze, Mixed Natural Tocopherols, Polysorbate 80. Contains fish (anchovy, mackerel, sardine) ingredients. Contains No: Dairy, Crustacean shellfish, Tree nuts, Peanuts, Soy or Gluten, No Sugar, Salt, Starch, Yeast, Artificial flavors, Coloring or Preservatives added.

†† As Ethyl Esters

Laboratory tested to meet strict quality control standards for potency, purity and disintegration. Purified to eliminate mercury.

**DIRECTIONS:** As a dietary supplement, take 1 softgel daily with a meal.

## SUPEROMEGA-3 FISH OILS

- **Unique Features**
  - Starts from wild-caught Alaskan Pollock oil from the cold, pure waters of Alaska's Bering Sea and produced by AlaskOmega®.
    - Their superior manufacturing process produces the market leading “fresher oil,” which translates into better product stability, longer shelf life, and optimal sensory characteristics – i.e. no fish burps
    - has among the industry's lowest product specification limits for oil oxidation and environmental contaminants
    - Certified Sustainable and Traceable by the Marine Stewardship Council (MSC), the first omega-3 concentrate to achieve this distinction
  - Delivers the two desired long chain omega-3 fatty acids EPA and DHA in the recommended amounts of >500 mg/d with a 3:2 ratio of EPA to DHA
  - Mercury-free and contains no PCBs (Polychlorinated biphenyls)
  - Formula considers use of other dotFIT products to help the user maintain a safe and optimal range of total nutrient intake
  - Manufactured in a regularly inspected NSF certified facility, in compliance with Good Manufacturing Practices (GMPs) exclusively for dotFIT
  - NSF Certified for Sport

Alaska pollock  
*Gadus chalcogrammus*

# MAKING A PRODUCT CORRECT COSTS MONEY

DOSAGE MATCH TRIALS & 3<sup>RD</sup> PARTY IT TO PROVE IT'S THERE

## OMEGA 3 FISH OILS



- dotFIT Super Omega 3 Fish Oils
  - 30 softgels, 1 per day
  - 30-day supply
  - **No: fish burps, Mercury, PCBs, Oxidation**

Current  
**\$12.95**  
\$0.43/serving  
New  
**\$0.24/serving**



- Klean Omega
  - 60 softgels, 1 per day
  - 60-day supply

**\$32.50**  
\$0.54/serving



- Nutrilite® Ocean Essentials®  
Balanced Health Omega (Amway)
  - 90 softgels, 3 per day
  - 30-day supply

**\$29.10**  
\$0.97/serving



NSF Certified for Sport



Your Fitness. Connected.

dotFIT™



YOUR PROTEIN MIXES

3<sup>RD</sup> PARTY TESTED



# 3rd Party Tested Protein Mixes - Summary

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

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

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

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

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

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

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

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

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

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





# 3rd Party Tested Protein Mixes Summary



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

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

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



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

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

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

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

# 3<sup>rd</sup> Party Tested Protein Mixes Summary



## Lean MR: Primary Goal - Weight Control

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

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

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

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

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



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

# Unflavored Proteins

**performance dotFIT**

**UNFLAVORED WHEY SMOOTH™**



**+**



**UNFLAVORED PRE/POST WORKOUT FORMULA AND MEAL REPLACEMENT™**



**+**

*More delicious flavors coming soon...*

**==**

**“Have it  
your  
Whey”™**



**dotFIT**  
GROW STRONG.

# First Two Unflavored Powders

**performance dotFIT**

**PRE/POST WORKOUT FORMULA AND MEAL REPLACEMENT™ UNFLAVORED**

**MAXIMIZE ENERGY†**  
FOUR-STAGE PROTEIN COMPLEX

**ACCELERATE RECOVERY†**  
4200MG BCAAs

**ULTIMATE MEAL REPLACEMENT†**  
DELICIOUS & SATISFYING

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

One serving contains  
200 mg Calcium &  
170 mg Potassium

PROTEIN POWDER  
FLAVOR PACKETS  
Also available at:  
[www.dotFIT.com/flavors](http://www.dotFIT.com/flavors)

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

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

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

\*Daily Value not established.

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

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

**Contains:** Milk and Soy (from soy lecithin)

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

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

**performance dotFIT**

**WHEY SMOOTH™ UNFLAVORED**

**MAXIMIZE ENERGY†**  
25G MULTI-PROTEIN COMPLEX

**ACCELERATE RECOVERY†**  
OVER 5000 MG BCAAs

**FASTER PROTEIN ABSORPTION†**  
TO FUEL THE MUSCLES

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

One serving contains  
200 mg Calcium &  
224 mg Potassium

PROTEIN POWDER  
FLAVOR PACKETS  
Also available at:  
[www.dotFIT.com/flavors](http://www.dotFIT.com/flavors)

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

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

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

\*Daily Value not established.

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

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

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

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

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

# Unlimited Flavors Based on What's Hot

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

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



## Next 5 Flavor Packets:

- **Chocolate Mint**
  - **Raspberry**
  - **Butterscotch**
  - **Blueberry Muffin**
  - **Peach**
- 10- Variety pack (1-each)

## **dotFIT 3<sup>rd</sup> Party Tested Powders are Part of the Practitioner's Product Line**

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



**SPORTS NUTRITION IS THE NEW HEALTHY AGING**  
**GROW & STAY STRONG, FASTER TO THE GOAL, & FULL RECOVERY TO PLAY LONGER**

**THE NEXT LEVEL – BEYOND VITAMINS,  
MINERAL & PROTEIN**

**BUILDING ON THE MINIMUM TO ENHANCE PERFORMANCE (QUALITY OF LIFE) IN EACH DECADE**  
**THINGS NATURALLY FOUND IN THE BODY THAT WE EVENTUALLY FAIL TO ACQUIRE OR MANUFACTURE ENOUGH**

**SUPERIOR ANTIOXIDANT**

**ULTRA PROBIOTIC**

**JOINT FLEX PLUS**

**BRAIN HEALTH**

# Health, Longevity & Training Supplement Program

## Daily:

- **Target Daily Multivitamin & Mineral (Women's, Active or Over 50)**
  - Take as directed with meal
- **SuperiorAntioxidant**
  - Take 1 daily anytime with a meal
- **UltraProbiotic**
  - Take one daily with a meal
- **Advanced Brain Health (may divide evenly or all at once anytime with or without meals)**
  - 45-55yrs take 4; 56-65yrs 8; over 65yrs 12

## As needed:

- **dotFIT Protein Mix based on calorie allotment and preference**
  - Use as directed to make sure you get ~1gm of protein per pound of LBM (or weight if not overweight) daily from all sources divided 4-5 times daily
  - Can be used as a supplement to a meal or by itself (or mixed with desired supporting contents) to shore up total daily protein needs
- **Super Calcium**
  - Use if you do not meet the daily needs of calcium (~1000-1200 mgs) from food intake
    - Females take 1 or 2 daily with meals; if you need to take 2, take one with AM meal and the 2<sup>nd</sup> with PM meal; Males take 1 only if necessary
- **Super Omega 3**
  - Take 1 daily with meal if not consuming 2-4 svgs/wk of fatty fish
- **Joint Flexibility Plus™ (Biocell Collagen II)**
  - Injury or age related joint discomfort take 1-2 in AM & 1-2 in PM

## Workout days

- **AminoBoostXXL**
  - Take 1-scoop ~10min before and may continue to drink during first 20min of workout
  - Take 1 scoop immediately following workout



# MERGER OF HEALTH-SPAN & LIFETIME WEIGHT MANAGEMENT (AND B/C LEAN MR IS NOT A PRE/POST)

- The perfect **inexpensive\*** long-term health and weight loss/maintenance program might be:
- MVM
- LeanMR (or other dF favorite) for MR (2 of at least 4 daily meals) & age/activity elevated protein requirements as necessary
- [AminoBoostXXL](#): pre/during/post workout to maximize daily synthesis
  - Low calorie, nitrogen/sulfur & high muscle protein synthesis formula to enhance LBM gains and long-term preservation

- As needed
- SuperCalcium
- SuperOmega



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

**\*Including Food Budget Savings**

# THE KING!!

NOW  
Vegan, Natural & NSF



AminoBoostXXL: Primary goal - maximizing MPS for any user:

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



**1-scoop: 12 g EAA, 6000 mg BCAA, 4000 mg Leucine (requires >35g of whey protein to attain)**

**Proper integration can maximize long-term muscle gains through creating and supporting a more anabolic environment including staving off inevitable age-related muscle loss for anyone - even non-exercisers**

# Essential Amino Acids (EAA) including BCAA

**Goal: Stimulate MPS independently (or incrementally) from/to other mechanisms – i.e. additive to intact protein with extreme low calories– 8-EAA can proportionally hit the bullseye on each target**

- EAA directly increase SM Ras-related GTP Binding B (RAGB) mRNA (ex: 60% over normal protein feedings<sup>40</sup>)
  - RAGB signals interact with mTORC1 in an AA-sensitive manner and are necessary for the activation of the mTORC1 pathway by AA<sup>40</sup>

The 8 EAA responsible for MPS can hit the rate limiting aspect of each MPS mechanism (e.g. mTOR, RAGB, etc.) and targets of inhibition of MPB (e.g. AMPK, autophagy, etc.)<sup>28,43,48,49,50</sup>

More and faster to muscles<sup>10,28,41,42,81,93,100</sup>

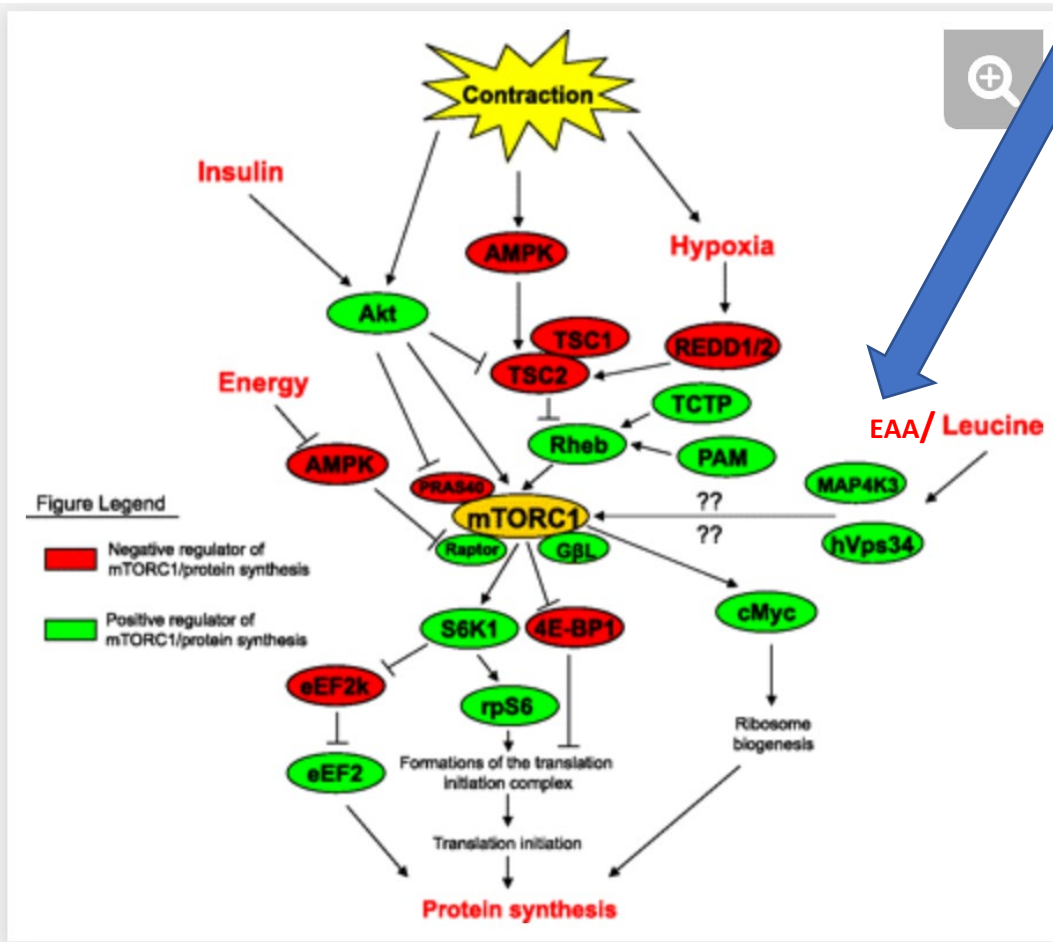
- Less splanchnic extraction (more available for MPS)
- Less competition for transporters
- Greater activation of transporters
- Ideal environment of hyperaminoacidemia –continuous MPS signal

Increases production of leptin by adipocytes -contributes to appetite regulation

**Amounts in an effective 12 gm serving**<sup>9,28,37,48,49,58</sup>

L-Leucine	4000 mg
L-Phenylalanine	1670.5mg
L-Lysine HCl	1669.5 mg
L-Threonine	1300 mg
L-Valine	1100 mg
L-Histidine	900 mg
L-Isoleucine	900mg
DL-Methionine	360mg

Mammalian target of rapamycin complex 1



# AMINOBOOSTXXL USE AND DOSING

## Dosing

- ≤150lbs: 12g 10min before workout & may continue to consume throughout; repeat dose immediately after
- >150lbs add ~5% (0.6g) for each 10lb body Wt.
  - Example 200lbs: add 3g (15g per dose); 250lb 18g
- **Maximizing MPS\***
- If calories permit, use your pre-workout complete protein formula ~40min before WO; AB 10min before & during and repeat immediately after WO; post workout complete protein 30-40 minutes *after* AB post workout dose
- Repeat AB dose before bedtime to potentially maximize results
- **Non-exerciser >30yrs & Age Dosing**
- 15 g per dose (~1.25 scoop) and take three times daily between meals with one dose before bedtime
- Aging (> 50 years old) may increase dosage needs 20% for each decade (ex: at age 60 years dosage may be 18 g) based on the body's resistance to the anabolic effects of amino acids and related protein synthesis mechanisms in advancing years

## Beneficiaries and Typical Use

- Athletes for continuous physical progress- breaking or avoiding plateaus – i.e. stacking\*
- Low calorie, high anabolic pre & post workout supplement to maximize MPS during prolonged energy restriction (physique competitors, fighters/wrestlers, weightlifters, etc.)
- Older athletes seeking physical improvements as the body becomes more resistant to anabolic effects of food and exercise
- Multiple daily training sessions or tournament play before and after each event
- All non-exercisers over 30 years of age to help stave off age-related loss of muscle
- Low calorie, low nitrogen and low sulfur producing protein supplement as needed, especially in ageing

# Protein Stacking with AminoBoostXXL for Serious Athletes/Exercisers

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

### Daily:

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

### Daily as needed:

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

### Workout days

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

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

### Meal Timings

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

### Early morning training

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

### Tournament play (multiple games)

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

### Fluid Recommendations\*

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

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



Nutrition creates health, not medicine, thus:  
Health is the domain of nutrition (and activity)

- Self-health care is the future – and we're it to help people *keep doing what they love* -
  - Gym Vs. Hospital
  - Supplements Vs. Drugs (pill box for VMs or Meds?)

**Fitness is the Primary Preventative side of Health Care**

**Fitness = healthcare vs disease care**

“Our job is to keep your health while you have it”

# Healthcare or Disease Care



You can work with my staff now



Or their staff later

# Play-Span Versus Lifespan



How do you want to start your day?



# Play-Span Versus Lifespan



How do you want to end your day?

**Supplements act Synergistically with Diet & Activity to Achieve Desired Nutrient Levels Throughout Every Life-Phase  
No one, no matter the lifestyle (e.g. diet, exercise, etc.), would be immune to benefits**

**World saved if this is in every  
Household – grow strong to  
Stay strong**



**Now the body remains tapped  
into its full potential for  
Growth, Development &  
Maintenance enabling your  
ability to “Play till the End”**

# Your Turn

