

All Marketing Resources

dotFIT Difference Posters (NEW to circulate/post or print any size)

The dotFIT Difference

Efficacy
Dosages and
Forms match
3rd Party
Clinical Trials

Truth in Labeling
Legal facts based
upon Efficacy and 3rd
Party Testing

Purity & Potency
Tested from start to
finish

Safety
Shown in trials and
history, screening
and ingredient
synergy

Nutrient Delivery
Right place, right
time

Personalized Solutions
Unique to your body and
goal

Trusted by Professionals
R&D for Nutrition Programs & Products
Largest provider of 3rd party tested nutrition programs & products in the
sport & fitness channels including collegiate & pro sports

dotFIT
GROW STRONG.

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dotFIT
GROW STRONG.

Add your logo here

JOINT FLEX PLUS



Supporting Document: [JointFlexPlus](#)

Current Best Solution
Including clinical trails

Compound makeup,
synergy & size allows passage
to target tissues & positively
influence physiology

dotFIT PURE PROMISE™

dotFIT uses only quality ingredients that undergo rigorous testing, supported by scientific fact, not marketing hype. Through our exclusive delivery systems, our products provide your body with the right nutrients at the right time for maximum benefit. For more information, visit www.dotFIT.com

BioCell Collagen® is a multi-patented ingredient that provides a naturally occurring bioavailable matrix of hydrolyzed collagen type II, chondroitin sulfate, and hyaluronic acid. BioCell Collagen is supported by scientific evidence to support joint and skin health. BioCell Collagen has been clinically shown to help improve joint comfort and mobility.†

The ingredients in **JointFlexPlus™** have been shown to support cartilage and joint and skin health. Additionally, the specific ingredients in this formula have been shown to be well absorbed, tolerated and safe. Proper use of this product may enhance healthy cartilage function.†

Use with a dotFIT® recommended multivitamin and mineral formula to help achieve daily health and well-being.†

Tested and Certified by NSF
***NSF Certified for Sport®. The NSF Certified for Sport Program allows product manufacturers to ensure that their products are free of banned substances. Each product that bears the NSF Certified for Sport logo has been tested for banned substances, label claims, and contaminants, and has gone through a formulation and label review, production (GMP) certification, and supplier inspection, as well as ongoing monitoring in line with substance prohibited lists. For more info go to www.nsf.org/NSFCertified

JointFlexPlus™
WITH BIOCELL COLLAGEN® & HYALURONIC ACID

SUPPORTS JOINT COMFORT & MOBILITY†
SUPPORTS SKIN HEALTH†
RELIEVES SORE JOINTS†

MADE WITH:
BioCell Collagen

NSF CERTIFIED SPORT

Manufactured exclusively for dotFIT, LLC
Westlake Village, CA 91361 U.S.A.
1.877-dotFIT (877.436.8348) • www.dotFIT.com

dotFIT
Your Fitness. Connected.

SUGGESTED USE: As a dietary supplement, take two (2) capsules daily, preferably one (1) in the morning & one (1) at night before a meal. For optimal results take two (2) capsules in the morning and two (2) at night before a meal or as directed by your health-care professional.

Supplement Facts

	Amount Per Serving	% DV
Serving Size: 2 Capsules		
Servings Per Container: 30		
BioCell Collagen® (Proprietary chicken sternal cartilage extract)	1,000 mg *	
Hydrolyzed Collagen Type II	600 mg *	
Chondroitin Sulfate	200 mg *	
Hyaluronic Acid (HA)	100 mg *	

*% Daily Value (DV) not established.

Other Ingredients: Gelatin, Cellulose, Magnesium Stearate.

Contains No: Shellfish (crustacean), Fish, Dairy, Tree nuts, Peanuts, Soy or Gluten, No Salt, Artificial colors, Flavoring, Sulphites, MSG (monosodium glutamate) or Preservatives added. Free of Titanium dioxide.

MADE WITH: BioCell Collagen® is a registered trademark of BioCell Technology LLC, Irvine, California USA (Protected by Patents)

WARNING: Do not use this product if you are pregnant, nursing, or contemplating pregnancy. Consult your physician if you are taking any over-the-counter or prescription medications. Do not use if safety seal under cap is broken or missing. Store in a cool, dry place, **KEEP OUT OF REACH OF CHILDREN.**

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

BioCell Collagen®

- Type II Collagen
- Hydrolyzed
- Chondroitin Sulfate
- Hyaluronic Acid

Supports Joint Activity Recovery & Discomfort & Skin Protection/Health



Your Fitness. Connected.

dotFIT™

LIVE, LOOK & MOVE BETTER LONGER

Keep new skin and joint building blocks flowing daily



A must for anyone trying to maintain or help restore their youthful skin appearance including reducing lines, wrinkles and improving skin hydration and circulation (**beauty from within**)

Perfect collagen, hyaluronic acid & chondroitin supplement to complement your MVM to help restore and protect your skin and joints. Helps with minor joint discomfort and supports improved mobility.

Supports active athletes' joint recovery to help protect against common injuries

SUMMARY INCLUDING UNIQUE COMPOSITION



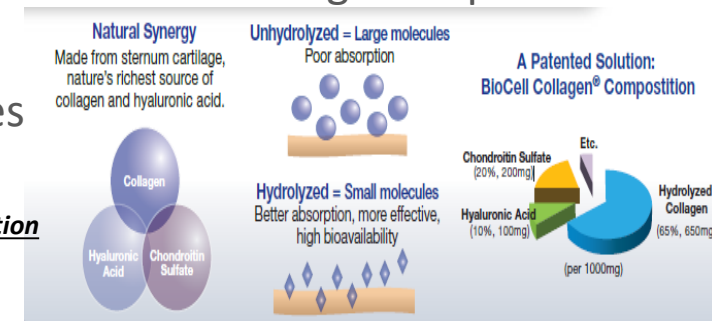
The Active Component With Efficacy –solving the dilemma of transport and action at the targets

Micronized (low molecular weight) collagen peptides and glycosaminoglycan (GAGs) derived from cartilage extracellular matrix (ECM)* that include a naturally occurring matrix** of collagen type-II peptides, hyaluronic acid (HA), and chondroitin sulfate (CS) (i.e., from a single naturally occurring source, rather than unnatural percentages/ratios from single sources), allows the bio-active ingredient passage to, and activity in, target tissues.

This patented cartilage extract, arriving at target tissue sites would offer support for:

- Maintenance of overall health of joints/connective tissues including during exercise and aging
- Joint discomfort
- Athletes/exerciser in joint activity recovery including musculoskeletal tissue and/or ECM remodeling in response to repeated, intense resistance exercise, including enhancing cartilage synthesis
- Dermal connective tissue, offering skin protection, health and anti-aging properties

Mimics Human Composition



***Extracellular matrix (ECM):** The non-cellular component in all tissues and organs providing essential physical scaffolding for the cellular constituents and initiates biochemical and biomechanical signals that are required for tissue morphogenesis, differentiation and homeostasis

**Efficacy of other products with individual components (singularly sourced) may be hindered by size and unnatural synergy. The unique natural complex present in hydrolyzed chicken sternal cartilage may have a synergistic effect in natural levels

JOINT FLEX PLUS (BioCELL COLLAGEN[BCC])



Goal

- Supply a collagen supporting supplement, composed of naturally occurring hydrolyzed collagen type II peptides, chondroitin sulfate and hyaluronic acid, not available from diet, and clinically established to support the health of collagenous tissues (tendon, ligament, cartilage, skin and bone), especially joint and skin.
- **Joints:** improve the ratio of cartilage degradation and synthesis to **favor synthesis**, provide lubrication and connective tissue building blocks to help enhance or maintain **healthy joint tissue and function**.
 - ✓ Support exercise or injury recovery and restore the natural age-related losses that can otherwise lead to compromised mobility/joint pain.
 - ✓ Help recovery from activities that severely challenge connective tissues (e.g., jumping, fast direction changes, etc.) & attenuate performance decrements possibly reducing risk of injuries.
- **Skin:** Help to maintain the integrity of the extracellular matrix in the dermis below the skin, crucial for **youthful skin appearance**

Mirroring the molecular composition of human cartilage

Why it works

The unique molecular nature of BioCell Collagen®

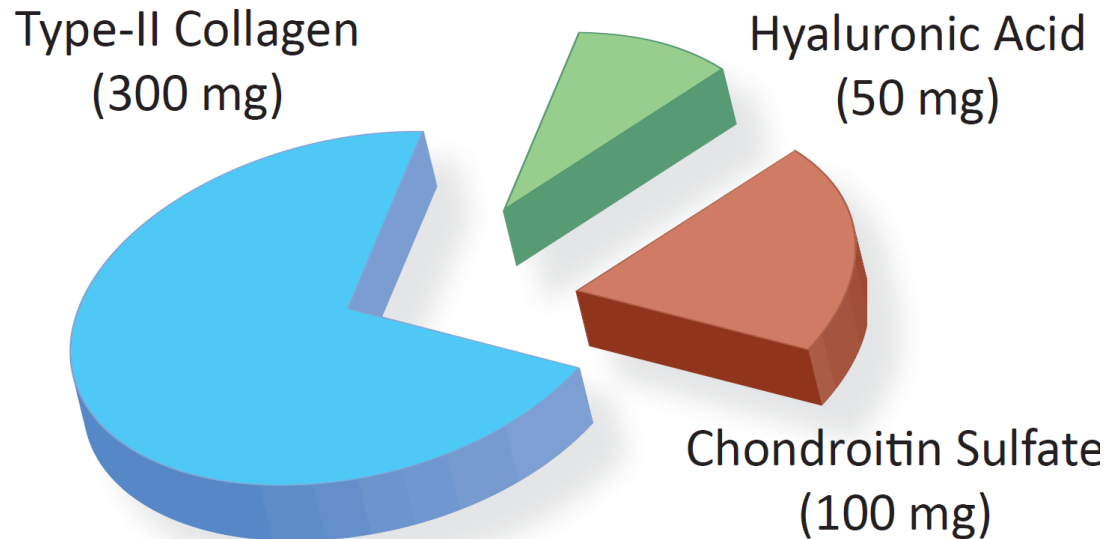
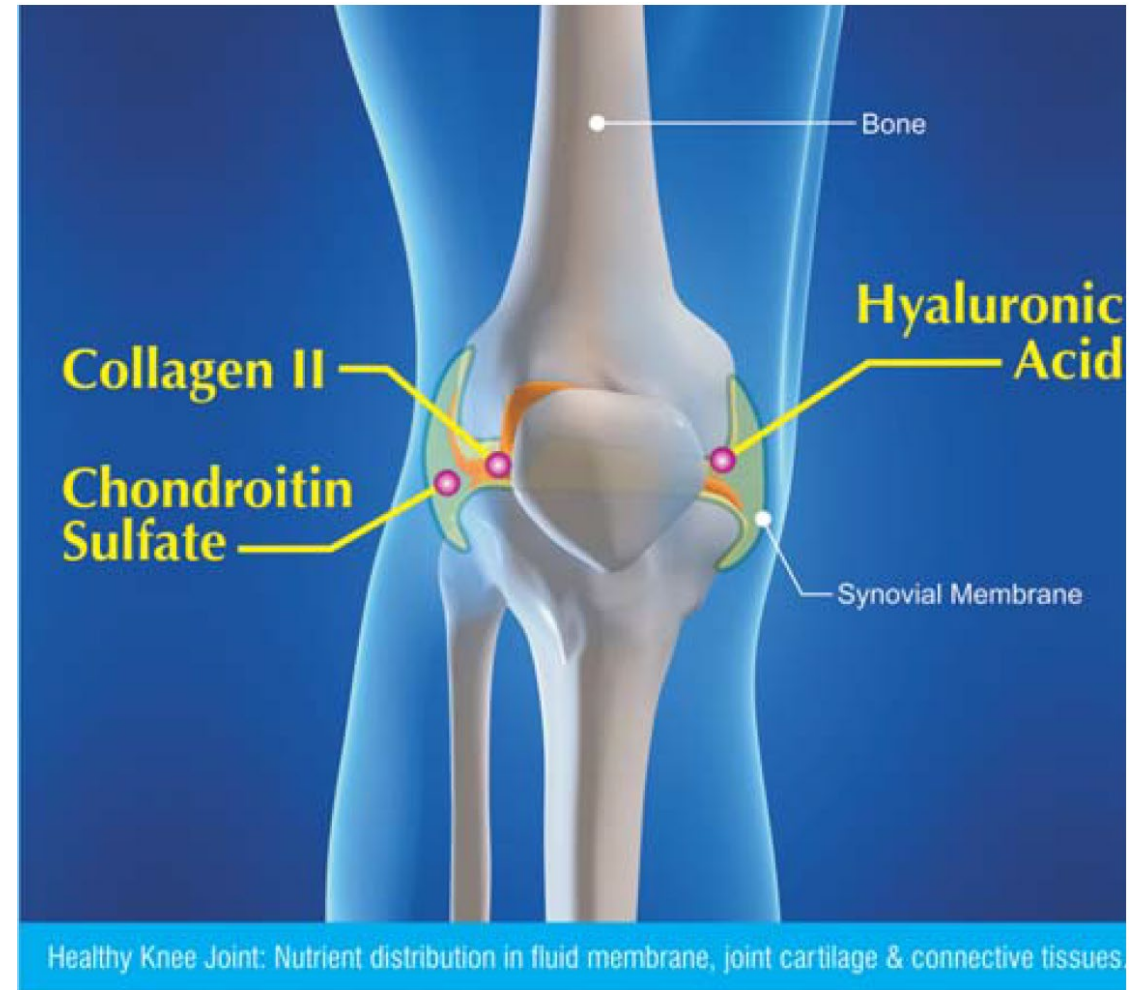


Figure 1. Patented molecular composition (500 mg).

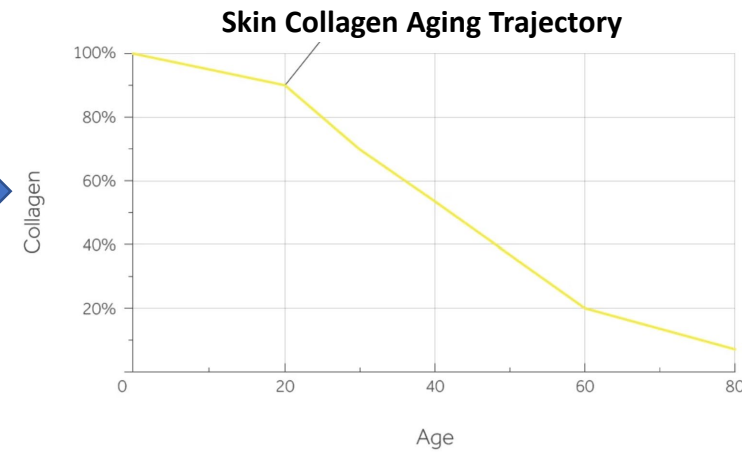
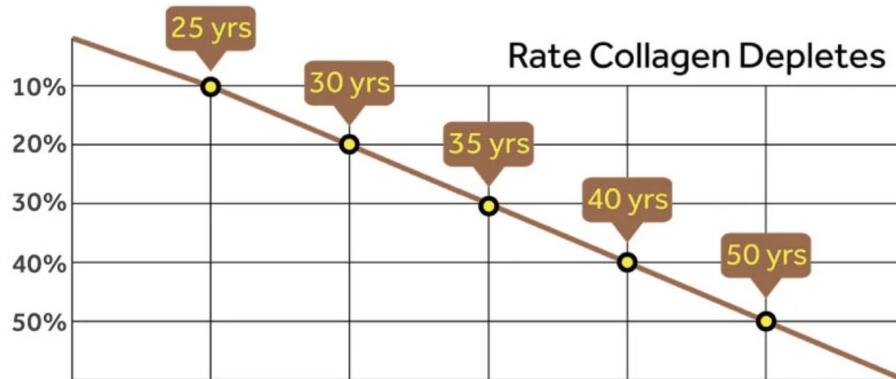


SKIN HEALTH



Goal

- Boost age related diminishing collagen & hyaluronic acid to maintain skin tone by **avoiding dermal layer collapse and help off-set photoaging**



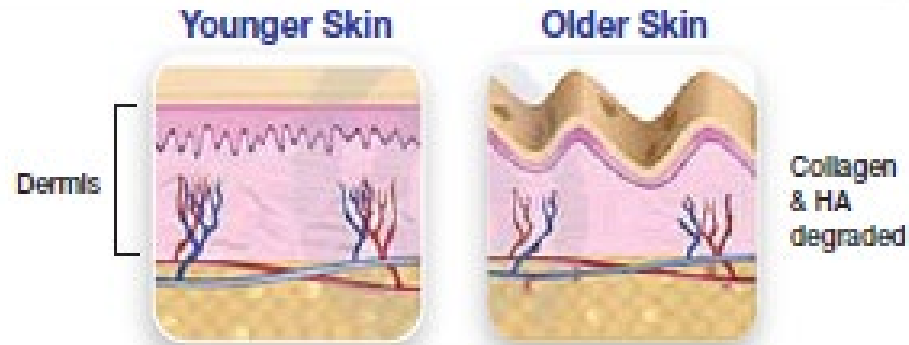
Rationale

- By increasing the available pool of these building molecules throughout the body, it may also help to maintain the integrity of the extracellular matrix in the dermis below the skin, which is crucial for youthful skin

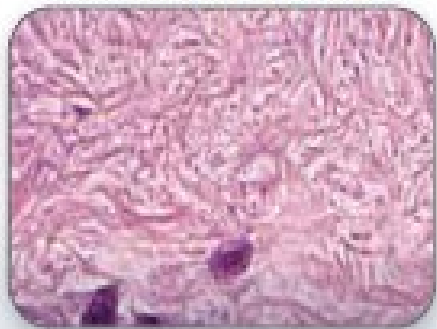
JOINT FLEX PLUS – BIOCELL COLLAGEN II - SKIN



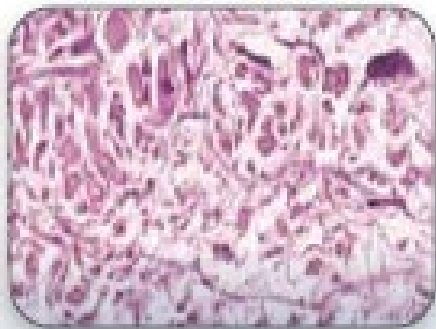
1. Loss of Collagen leads to collapse of dermal layer



Young Dermis:
Intact collagen & HA network



Aged Dermis:
Degraded collagen & HA



Wrinkled & dehydrated

2. Loss of HA and Collagen leads to skin dryness and wrinkle formation

Related to skin dryness and scaling, as in plum vs prune.



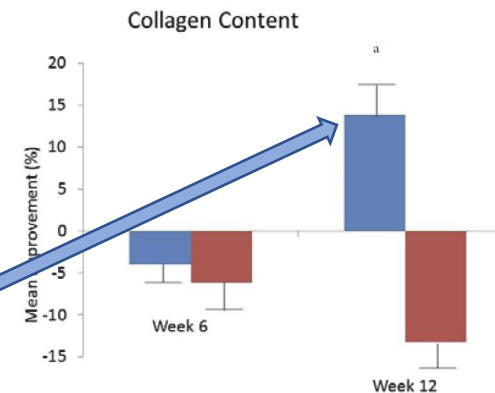
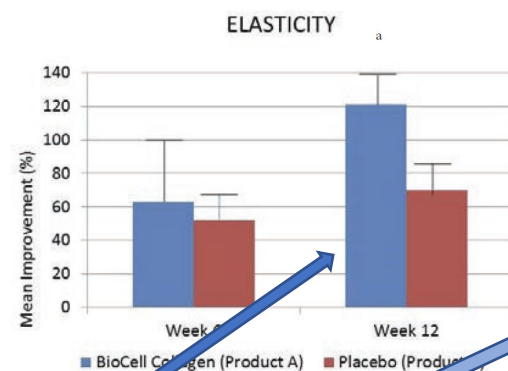
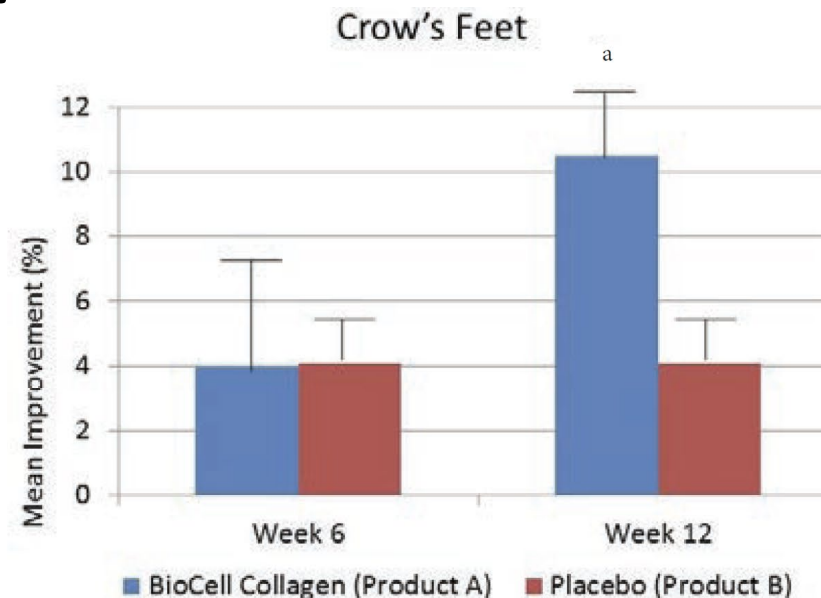
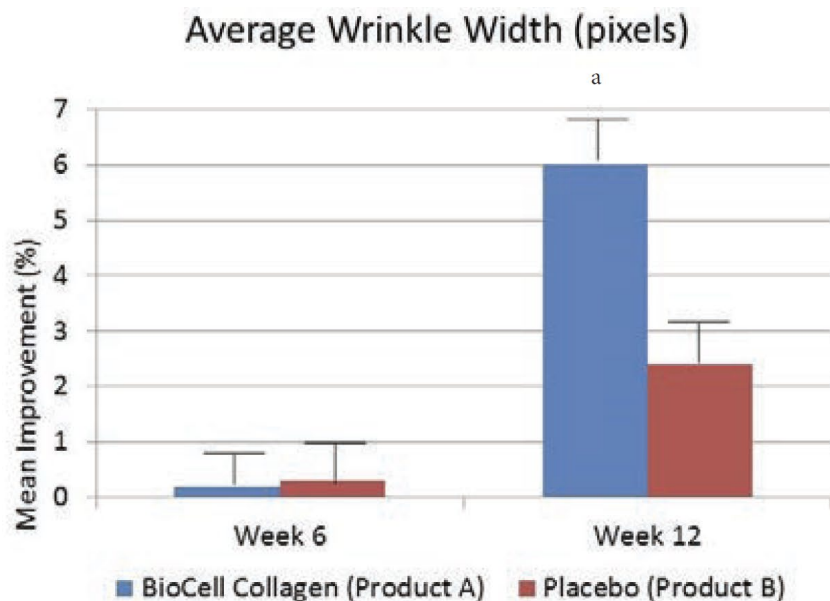
JOINT FLEX PLUS –BIOCELL COLLAGEN II – SKIN -1ST STUDY



Results

1. Reduction of wrinkles and fine lines.
2. Improvement of skin texture by increasing hydration and reducing skin scaling.
3. Maintenance of the integrity and healthy level of HA. HA plays an essential role in skin hydration by retaining water in the dermis.
4. Increase in collagen content.
5. Enhancement of blood microcirculation in the face. Improved blood microcirculation effectively nourishes the cells with oxygen and nutrients while removing wastes from the tissue.

Current Study



^a compared to placebo

^a $P < .05$ compared to placebo

12 weeks of daily supplementation with the intervention reduced visible and measurable, **age-dependent signs on the face, including elasticity, crow's feet lines and depth of wrinkles**. 86.2% of women in BCC group showed **improvement in collagen levels at 12 weeks** compared to baseline, while only 7.3% in the placebo group [REF](#)

JOINT FLEX PLUS –BIOCELL COLLAGEN II



Summary of Unique/Key Points (difference)

Adults with joint discomfort or “overuse” and/or to support skin health/appearance

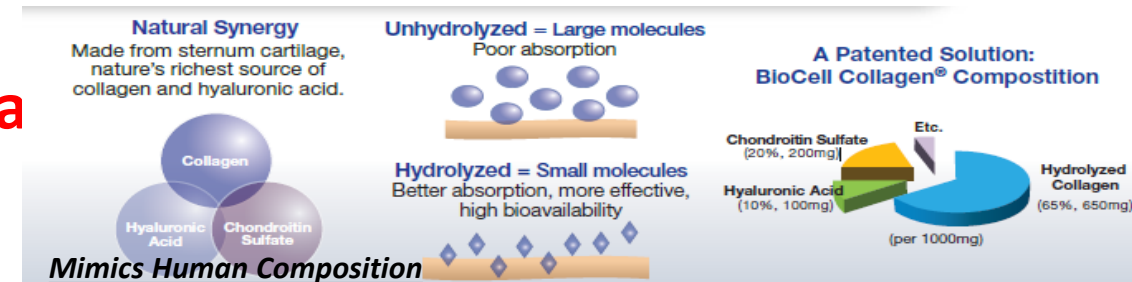
Generally older adults or competitive athletes take 2-4 daily



- **Joint:** patented formula & well tested
 - ✓ Type II collagen, hyaluronic acid & chondroitin sulfate provide building blocks and improved joint fluid viscosity to help maintain cartilage
- **Skin:** Studies demonstrate ingestion of BioCell Collagen II **enhanced blood microcirculation and reduced facial aging signs**
 - ✓ Reduced wrinkles, improved skin tone, improved hydration, smoother & more supple skin
- **Athletes/exercisers:** collagenous/connective tissue recovery*
- Patented process **delivers natural ingredient synergy/ratio mimicking human molecular composition & reduces molecules size for proper absorption and action at target tissues**

2 in 1 product: may be best non-medica

* <https://www.ncbi.nlm.nih.gov/pubmed/26770145>



JOINT FLEX PLUS –BIOCELL COLLAGEN II



Typical use:

- Individuals concerned with **joint and cartilage health** to improve mobility, joint comfort, knee-joint strength and specifically designed for overuse or age-related joint discomfort & **support skin health**
- **Recovery from specific activities that severely challenge connective tissues** (e.g., jumping, fast direction changes, etc.) and attenuate performance decrements possibly reducing risk of injuries [Ref](#)
- Take 1 capsule in the morning and 1 capsule at night. For optimal results, take 2 capsules in the morning and 2 capsules at night or as directed by your health care professional

PRACTITIONER NOTES, FAQS & PRESENTATIONS (INCLUDING PHOTOAGING/SKIN PROTECTION)

USE FOR ANY OR ALL THESE PURPOSES

- EXPERT PRODUCT SCRIPTS AND PRESENTATIONS (BEST PRACTICES)
- STAFF TRAINING MATERIALS
- CONSUMER HANDOUTS
- DIGITALLY SHARE ANYWHERE INCLUDING YOUR SOCIAL MEDIA

SKIN HEALTH – CONTROLLING PHOTOAGING – BEAUTY FROM WITHIN



1. Avoid direct sunlight as much as possible, use sunscreen
2. Protect skin damage from the inside out* by consuming a healthy diet, stay active and maintain healthy weight
3. **Proper dietary support** to bridge the food gap, between levels of VMs and other bio-actives* delivered in foods and the proper recommended amounts, to allow the body to **upregulate all systems including the body's largest organ – the skin, to help preserve youthful skin and minimize aging and environmental insult damage**
 - Complete MVM (**dF MVMs**): supply all collagen synthesis co-factors to maximize available COL synthesis
 - *Carotenoids (lycopene, lutein, zeaxanthin and astaxanthin): **naturally found in skin/eyes to protect humans from harmful effects of ultraviolet radiation. Protective effects include direct light-absorbing and antioxidant properties**, and regulation of ultraviolet light induced gene expression, mitigating environmental insults to human skin, including photo-aging
 - **SuperiorAntioxidant**
 - 1gm/protein/lb/LBM/daily to supply all **necessary AAs** for all goals and body systems (**dF Proteins**)
 - Type II collagen and collagen fragments (as **found in JFS**) have been **micronized to enable passage through the intestines** and act as a signal to stimulate fibroblast cells in the dermal layer of the skin to increase overall extracellular matrix components/formation. By doing so, **BioCell Collagen can influence the skin's collagen metabolism from inside, resulting in fewer wrinkles, improved skin elasticity and texture**
 - Triggers natural synthesis and delivers building blocks, rather than supplying the constituent AAs that are probably already in the body

**oral supplementation with collagen peptides have shown greater effects on skin compared to topical products, or what is often referred to as “beauty from within,” especially when combined with certain vitamins, minerals and other non-vitamin/mineral antioxidants such as carotenoids^{[117-133](#)}*

Complete Health/Longevity, Including Joint and Skin (beauty from within), Dietary Support Program

Links will take you to a brief product description including video

Daily:

- [dotFIT Multivitamin & Mineral](#) for your age and gender. If 50yrs or older use [Over50](#) unless noted below; if female under 50 use [Women's](#); Males and very active females (competitive training protocols) under 50 use 2-[Active](#), with both genders continuing use till 65yrs if still training competitively at which time every person will use Over50; children under 12yr use [Kids](#); children 12-17yr use 1-Active).
 - Take as directed with meals
- [SuperiorAntioxidant](#)
- Take 2 daily anytime with a meal
- [UltraProbiotic](#)
 - Take one daily with a meal

Supplements to complement any diet, based on budget, to support joint and skin health

- **Minimum: MVM and JointFlexPlus**
- **First add: SuperiorAntioxidant**
- **Next add: UltraProbiotic**
- **No financial limitations = complete health and longevity program**

Daily as needed:

- [Favorite dotFIT protein mix](#)
 - 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 3-5 times daily
 - **If exercising, use as directed to get ~25-35gm/protein 30-40min before workout & repeat dose immediately post workout (see below)**
 - 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](#) (read all food and shake labels)
 - Use if you do not meet the daily needs of calcium (~1000-1200 mgs) from food/shake intake
 - Females take 1 or 2 daily with meals; if you need to take 2, take one with AM meal and the 2nd with PM meal; Males take 1 only if necessary
- [SuperOmega-3](#)
 - Take 1-2 daily with meal if not consuming 8-16oz/wk fatty fish (take 1 if >8oz/wk but <16; 2 if ≤8oz); not necessary if consuming ≥16oz/wk unless for athletic recovery purposes
- [JointFlexPlus](#) (Biocell Collagen II)
 - Joint & Skin health protection and Injury or age-related joint discomfort take 1-2 in AM & 1-2 in PM

Workout days

- [dotFIT Protein of choice*](#). Use as directed to get:
 - 25-35gm/protein 30-40min before workout & repeat same dose immediately following exercise

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

***Advanced Brain Health (may divide evenly or all at once anytime with or without meals)**

- 45-55yrs take 4; 56+ take 8

JFP - SCRIPT



Headlines:

- 1) *Perfect collagen supplement to complement your MVM to help restore and protect your skin and joints*
- 2) *Supplies a synergistic blend, not available from diets, of the natural components of skin and joint tissues, (collagen, chondroitin sulfate and hyaluronic acid), that normally decline starting in our 20s*

One-liners depending on the person's goal:

- Helps with minor joint discomfort and supports improved mobility
- A must for anyone trying to maintain or help restore their youthful skin appearance including reducing lines, wrinkles and improving skin hydration and circulation
- Helps active athletes' joints recovery faster to help protect against common injuries

This 2 in 1 product may be your best non-medical solution for Joint & Skin health



LIVE, LOOK & MOVE BETTER LONGER

Keep new skin and joint building blocks flowing daily



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Supports active athletes' joint recovery to help protect against common injuries

JFP – SCRIPT



From other experts discussing with someone why they would use it

Brian

- Pretend you are the tin man and the joint flex is the oil to grease up all your creaky joints
- Helps keep the collagen fibers intact and promotes fluidity in the joints
- Plus, as a bonus it is great for the hair, skin and nails![ref](#)

Eve

- It's for the tin man who needs oil to help grease up those aging joints
- It will help repair and lubricate the joints while reducing the inflammation, and a huge perk is that it's also great for your hair skin and nails!

Kat

- Good alternative for pain relief, and safer than NSAIDS
- Biocell Collagen II has been shown to improve fine lines and wrinkles
- May help with preventing joint wear and tear

JFP – SCRIPT



Marketing Department

PROM approach for trainer quick pitches/conversations

Same content from experts organized differently. Starts with the common problem they might experience and gets the prospect to lean in and listen.

- Problem – You know how sometimes your joints hurt but you don't want to take a lot of medication to relieve the pain?
- Relate – I had the same problem especially after hard workouts.
- Observed – I discovered dotFIT JointFlexPlus and now I have more mobility and less pain. A bonus I didn't expect is my skin looks healthier due to the Biocell Collagen.
- Mission – If you'd like to improve your skin health and decrease joint discomfort, you should give dotFIT JFP a try.



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