

Who We Are & Industry Vision



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A SPORT & FITNESS COALITION FORMED TO:

- Design a holistic platform that allows anyone to experience the benefits of a “true health club” – nutrition, exercise & education
 - ✓ Deliver personalized evidence-based fitness solutions
 - ✓ Available for all ages and goals
 - ✓ Consistent education/credentialing & coaching to connect everyone to an application such as Share Care
 - ✓ Education + direct application = results & revenue



Science. Academia. Research. Results.



THE SCIENCE & RESEARCH TEAM

INSTITUTIONAL RELATIONSHIPS AND ADVISORY RESOURCES

UNIVERSITY OF NORTH CAROLINA
ARIZONA SCHOOL OF HEALTH SCIENCES
UNIVERSITY OF HAWAII
UNIVERSITY OF BERKELEY

NUTRITION, DIETETICS AND WEIGHT CONTROL

JILL FAIRWEATHER, MS, RD
GAY RILEY, MS, RD, CCN
ALAN TITCHENAL, PHD
KAT BAREFIELD, MS, RD, NASM-CPT & PES, ACSM-HFS

EXERCISE SCIENCE, PHYSICAL THERAPY AND PERFORMANCE ENHANCEMENT

RICHARD STEWART, MS, NASM-CPT, PES
NATIONAL ACADEMY OF SPORTS MEDICINE

NUTRITION AND EXERCISE INSTRUCTORS

SCOTT PULLEN MS, CES, PES
NATIONAL ACADEMY OF SPORTS MEDICINE STAFF

CHIROPRACTIC HEALTH AND WELLNESS

ERIC PLASKER, DC

MEDICAL SCIENCE, PHARMACEUTICALS AND DIETARY SUPPLEMENTS

JIM STARR-KALAFAT
TIMOTHY ZIEGENFUSS, PHD, CSCS, EPC
MICHAEL OVIEDO, MS, NASM-PES, CSCS
DR. STEVEN SHASSBERGER, DO
ROBINSON PHARMA, INC. – PHARMACEUTICALLY &
DRUG-LICENSED FACILITY, INCLUDING SCIENTIFIC
ADVISORY BOARD

NATIONAL ACADEMY OF SPORTS MEDICINE

DR. MICHEAL A. CLARK, DPT, MS, PT, PES
DR. DARIN PADUA, PHD, ATC
DR. KEVIN GUSKIEWICZ, PHD, ATC
DR. STEVE MARSHALL, PHD



ONE VISION: ACCESSIBLE, PERSONALIZED FITNESS FOR EVERY HOUSEHOLD



- Health club as the local fitness resource
 - ✓ All services available in some form – live or virtual
 - ✓ Extend reach and retain customers
 - ✓ Weight loss/nutrition is 6 times bigger than the health club business and a natural business/revenue extension
- 3-dimensional fit-pros as health care champions

Why Nutrition in a Gym?





FROM GYMS TO HEALTH CLUBS

**NUTRITION & WEIGHT CONTROL ARE
NATURAL EXTENSIONS OF OUR BUSINESS**



Your Fitness. Connected.

dotFIT™

WHY NUTRITION IN OUR GYMS: THERE ARE 24 HOURS IN A DAY



- 90% of members & prospective members desire weight/fat reduction
- Nutrition plans allow exercise to work as desired – i.e. diet is 100% responsible for exercise-induced body composition gains, this can be the difference between staying or leaving
- Exercise alone is not a weight/fat loss solution



#1 Health Problem & #1 Goal is Weight/Fat Loss

➤ Latest exercise and weight study – JAMA March 2010

- ✓ 34,000 participants and 13 years later*
- ✓ Average weight GAIN of 6lbs
 - ✓ 13.3% of those who gained slightly less but still GAINED, performed 60m/d, 420m/wk of exercise & were normal weight at the start
- ✓ Conclusion from study
 - ✓ Exercise alone is not a weight/fat loss program for anyone
 - ✓ If you're NOT overweight, you need FAR greater activity than current guidelines (>150min/wk) to prevent weight gain
 - ✓ If overweight, it's too late to reverse it with exercise alone



- Earlier studies documented the same
 - ✓ Controls and the exercise-only participants have almost same outcome (loss: 0-2LBS in 6 months)
 - ✓ Diet alone groups lost 19.8LBS in 6 months
 - ✓ Diet & Exercise lost 22LBS in 6 months
- Bottom line: **unless you can do an hour a day and you are NOT overweight or desire to lose fat, you will need food planning (calorie restriction). If you ARE overweight or want to lose fat, you HAVE to food plan.**



WEIGHT CONTROL 101



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WT CTRL 101: PROPER FITNESS EDUCATION

CLEARING THE “DIET CLUTTER” CAUSED BY SCIENCE AND MEDIA



Being overweight is NOT due to*

- Age
- Slow metabolism
- Low Thyroid
- Menopause
- Under eating
- Parents (genetics or learned)
- Number of fat cells you're born with
- Not training in target heart rate
- High Fructose Corn Syrup (HFCS)
- As an infant not breast fed
- Medication
- Hormones
- Sugar
- Trans fat
- Saturated fat
- Carbohydrates
- Eating past 7:00PM
- Having a baby
- Eating “wrong” glycemic foods
- Fast food industry
- Gut bacteria

If you are overweight it IS because

You have consistently eaten more calories than you burn and not made calorie in & out adjustments based on weight or body changes

Successful Maintainers – 5%

Life changing event led to success not how they did it

Validating that current methods are useless against the environment

Definitive Studies Make Headlines:

It's Calories NOT Diet – PERIOD!

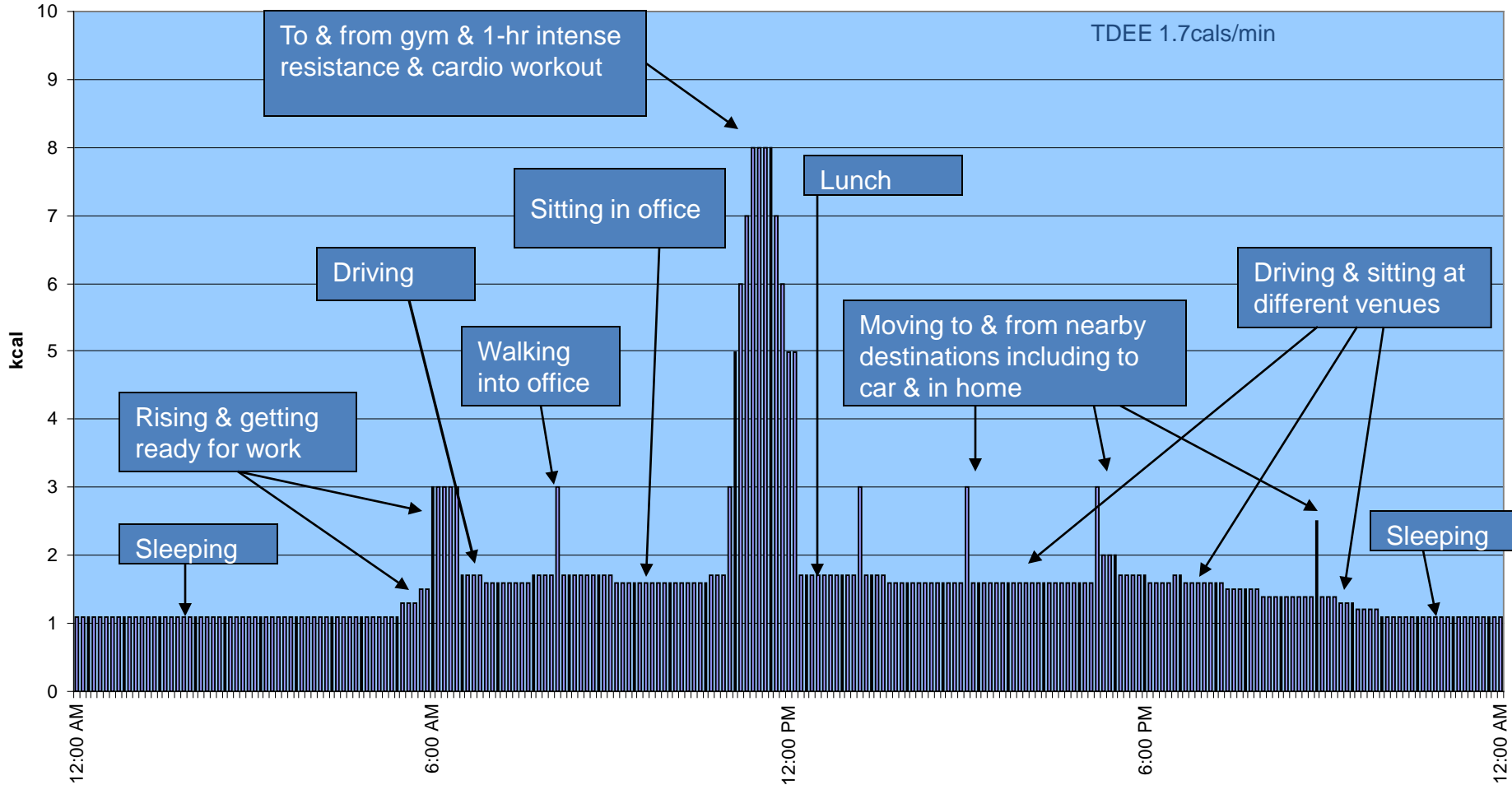
**Some of these factors may add to difficulty in controlling appetite within movement range*

EDU Proof: Subject 1

Total Daily Energy Expenditure (TDEE): 2,500



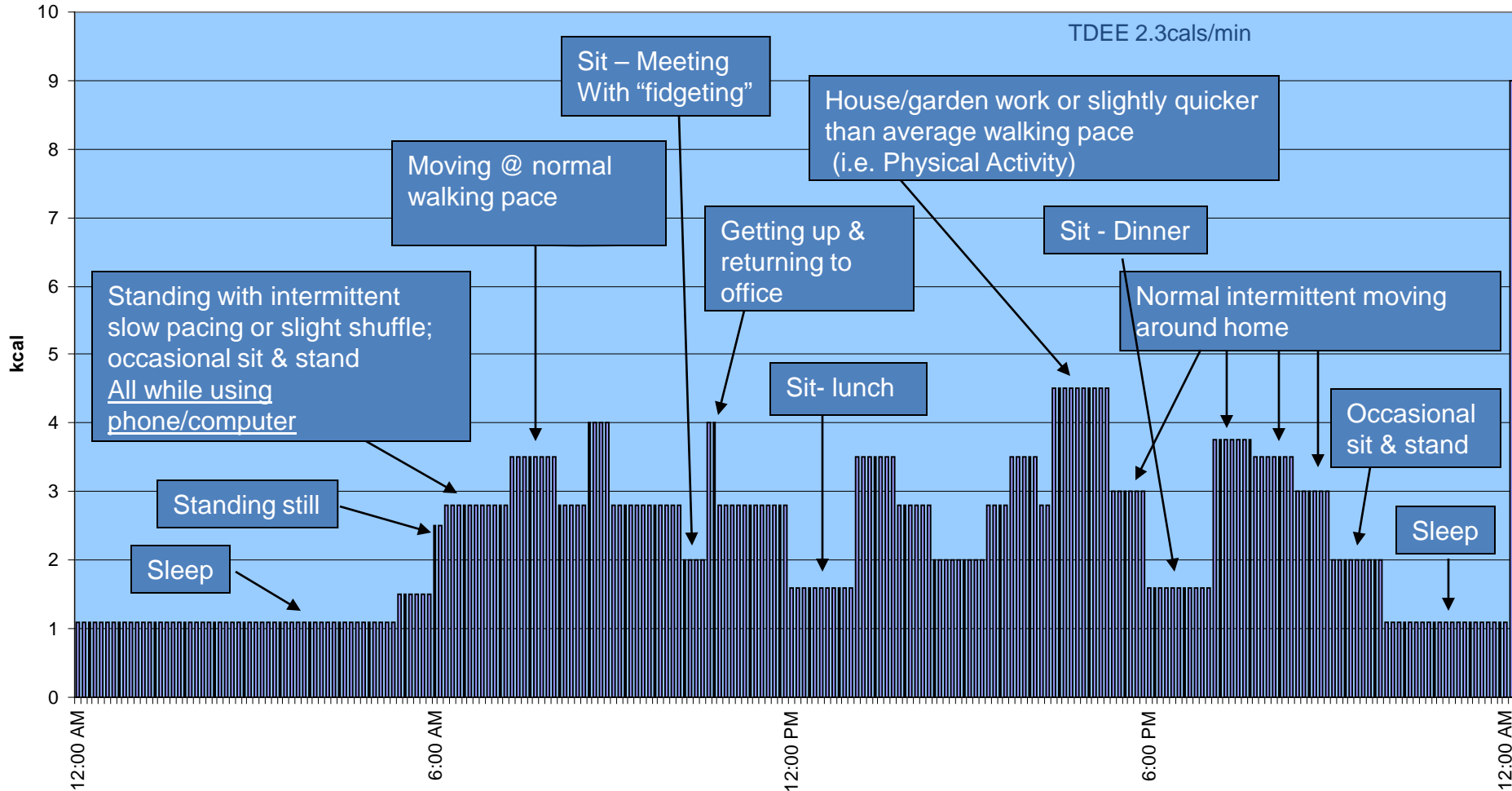
Resting metabolic rate: 1.4 cal/min; sleeping metabolic rate: 1.1 cal/min; TDEE: 1.7 cal/min
180 lbs. Exercises, struggles to control weight, believes s/he has a slow metabolism. Moves only when necessary during most awake hours while performing office work and other common daily activities.



EDU Proof: Subject 2: Total Daily Energy Expenditure (TDEE): 3,282



Resting metabolic rate: 1.4 cal/min; sleeping metabolic rate: 1.1 cal/min; TDEE: 2.3 cal/min
180 lbs. "NON-exercising" lean person, never has weight problems and believes s/he has a fast metabolism.
Moves/stands whenever possible during most awake hours for normal daily activities, including office work.



WT CTRL 101: FACTS ON WEIGHT/FAT CONTROL

Problem: biology & environment clash

Solution: cognitive control

- Total calories are determined by personal statistics & the body composition goal, which is often time bound or dictated by the demands of the sport or desired appearance. The ratio & makeup within those calories can be manipulated to improve performance and outcomes.
- One single fact determines the rate of weight/fat lost: the average daily calorie deficit, which is the difference between how much energy is expended and the amount supplied – (and you can't spot reduce). The dieter should proceed at a pace that does not compromise health or performance gains.
- Exercise design is for all body structural enhancements: functionality/ performance, longevity, aesthetics, etc.; increasing daily energy expenditure and maintaining desired weight.

**Weight/Fat Control Doesn't Happen By Accident Anymore
You Have Pay Attention - i.e. Cognitive Control**

AN OPERATIONALLY SIMPLE PROGRAM FOR ALL GOALS



Just 7 minutes to everything you need to reach your goal.

**LOSE
WEIGHT**

Get lean, lose body fat, or tone up. →



**BUILD
MUSCLE**

Gain weight or muscle. →



**IMPROVE
HEALTH**

No change in weight. →



**IMPROVE
ATHLETIC PERFORMANCE**

Lose weight or body fat. →

Gain weight or muscle. →

No change in weight. →



COMPLETE, INTEGRATED, *EVIDENCE-BASED* FITNESS PLATFORM LIVES IN YOUR BRAND & CONNECTS YOU 24/7



PROGRAM AMENITIES INCLUDING COGNITIVE CONTROL FEATURERS

- ✓ Complete Online Fitness Resource: “Virtual Gym”
 - ✓ Client/Coach Centric – you see what they see
- ✓ Complete Fitness & Nutrition Programming for **all ages (8+) & goals**; exceeds all regulations
 - ✓ Weight Control (loss & gain)
 - ✓ Sport performance w/wo weight control
 - ✓ Health & Longevity
- ✓ Lifestyle Personalized Meal Plans
- ✓ Online Food Logging System
- ✓ Over 50,000 food database (CalorieKing)
- ✓ Complete Calorie Management System (Calorie Surplus/Deficit)
- ✓ Continuous Feedback Based on Measurements to Stay on Goal (Users Reach Goal or Know Why They Didn’t)
- ✓ Reporting & Record Keeping
- ✓ Body Sensing Device connection
 - ✓ Calories burned, steps, physical activity, sleep efficiency, etc.
- ✓ “Endless” Cardio (incl. walking) & Resistance Programs by NASM & ACSM
- ✓ Supplement Rec. Based on Goals & Med Screening
- ✓ Nutrition/supplement training videos
- ✓ Home Delivery – 20% discount
- ✓ Coaching Network
- ✓ Knowledge Builders of All Related Fitness Aspects
 - ✓ Fitness Vault Library sectioned by goal
 - ✓ Hundreds of Articles and Tips
 - ✓ Product Reviews
 - ✓ Simulated & Real Life Exercise Videos
- ✓ All education/certification online



KNOW YOUR CALORIES: THE DASHBOARD ALWAYS TELLS YOU WHERE YOU ARE & WHAT TO DO, EVERY HOUR & DAY



Welcome Kat Barefield My Account Logout View Cart

- MY DASHBOARD
- ACTIVITY TRACKER
- MY NUTRITION
- MY SUPPLEMENTS
- MY EXERCISE
- Fitness Vault
- dotFIT STORE

Select Date:

CALORIES CONSUMED

DAILY TARGET	1389
LEFT TO EAT	789
CONSUMED	600



CALORIES BURNED

1722	DAILY TARGET
690	LEFT TO BURN
1032	BURNED

LOG FOOD
Last log: 11.02.09 | 3:45 pm

SYNC EXERSPY
Last sync: 11.02.09 | 3:45 pm

COACH'S CORNER

DAILY GOAL | 0.1 lb(s) lbs
 333 Calorie Deficit

Current Daily Progress:

Based on the logged food, your current calorie deficit is **432**.
Based on your expected burn, if this is your last meal of the day you will lose **0.32 lb(s)**.

Feedback

According to your weight/measurement change since the beginning of this program, you gained 5 lb(s) of weight. therefore you

- MY PROGRESS
- PROGRESS CHART
- MEASUREMENT LOG
- PROGRESS CHECK
- CREATE A NEW PROGRAM



FROM THE BEGINNING, TO EACH MEASUREMENT
& FROM LAST MEASURE TO NOW - YOU ALWAYS KNOW

MY PROGRESS

PROGRESS CHART

MEASUREMENT LOG

PROGRESS CHECK

CREATE A NEW PROGRAM

GOAL: Lose Weight

Start date: 2/9/2010

End date: 3/9/2010

4 Weeks

Start weight: 131 lbs

Goal weight: 128 lbs

Lose 3 lbs

HERE IS WHERE YOU ARE:

-1.1 lbs of weight

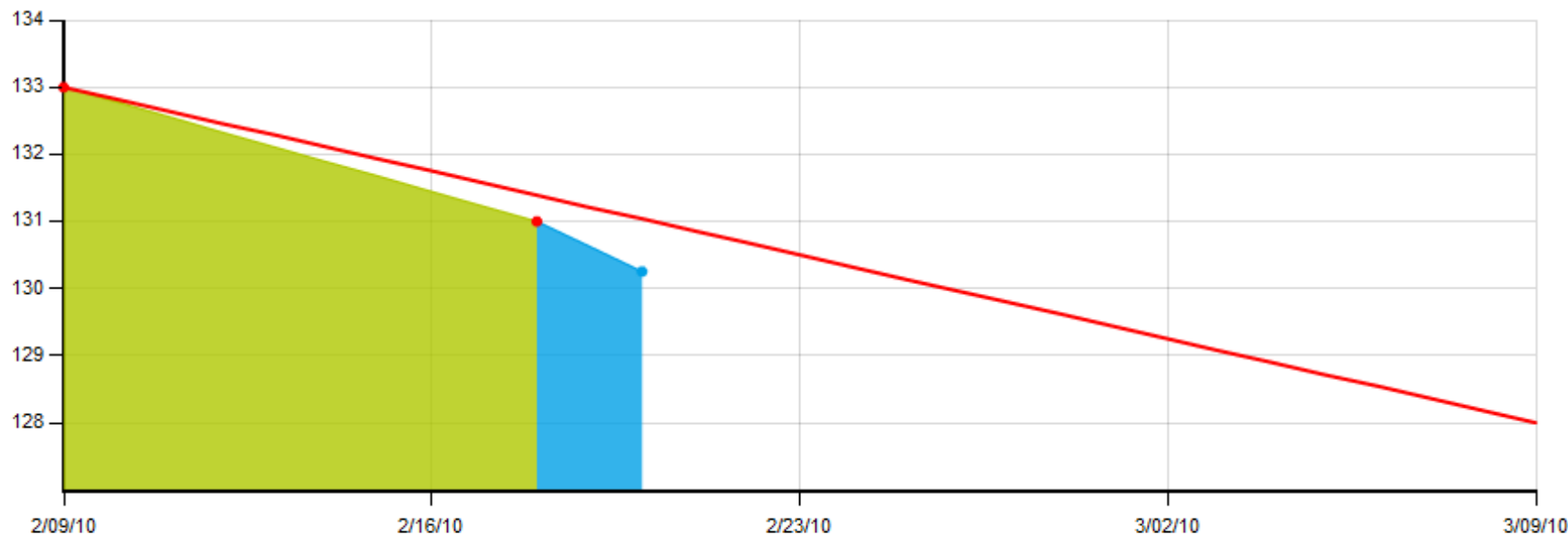
1017 calories logged per day on avg.

WHERE YOU SHOULD BE:

-0.5 lbs of weight

1240 calorie intake target per day on avg.

chart by amCharts.com



Measured

Estimated based on Food logging

Your Goal

BRINGING THE PROGRAM TO LIFE EXERSPY DATA



My Activity Tracker

exerspy Data

exerspy Targets & Settings

Step Tracker

exerspy Data

exerspy™
CONNECT. DETECT. SUCCEED.

Connect exerspy

Click here to upload data from your exerspy.

Select data range

Start Date: 2/26/2010

End Date: 2/26/2010

Edit Off-body Data

My Calories Burned

Target
2943 Calories

Actual
3375 Calories

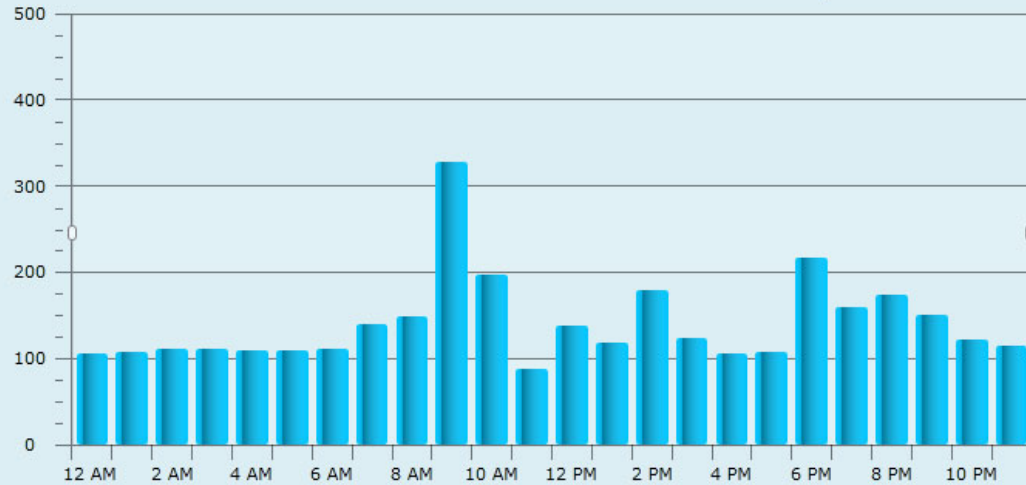
Calories Burned Per Hour

From: 2/26/10 12:00 AM

To: 2/27/10 12:00 AM

Calories: 3375.3

Avg Mets: 3.57



Physical Activity

Target
0:30 (HRS:MINS)

Actual
1:17 (HRS:MINS)

Sleep Time

Target
8:00 (HRS:MINS)

Actual
7:54 (HRS:MINS)

Number of Steps

Target
10000 Steps

Actual
8508 Steps

All exerspy data is displayed within your Activity Tracker. Click each button to see the details.



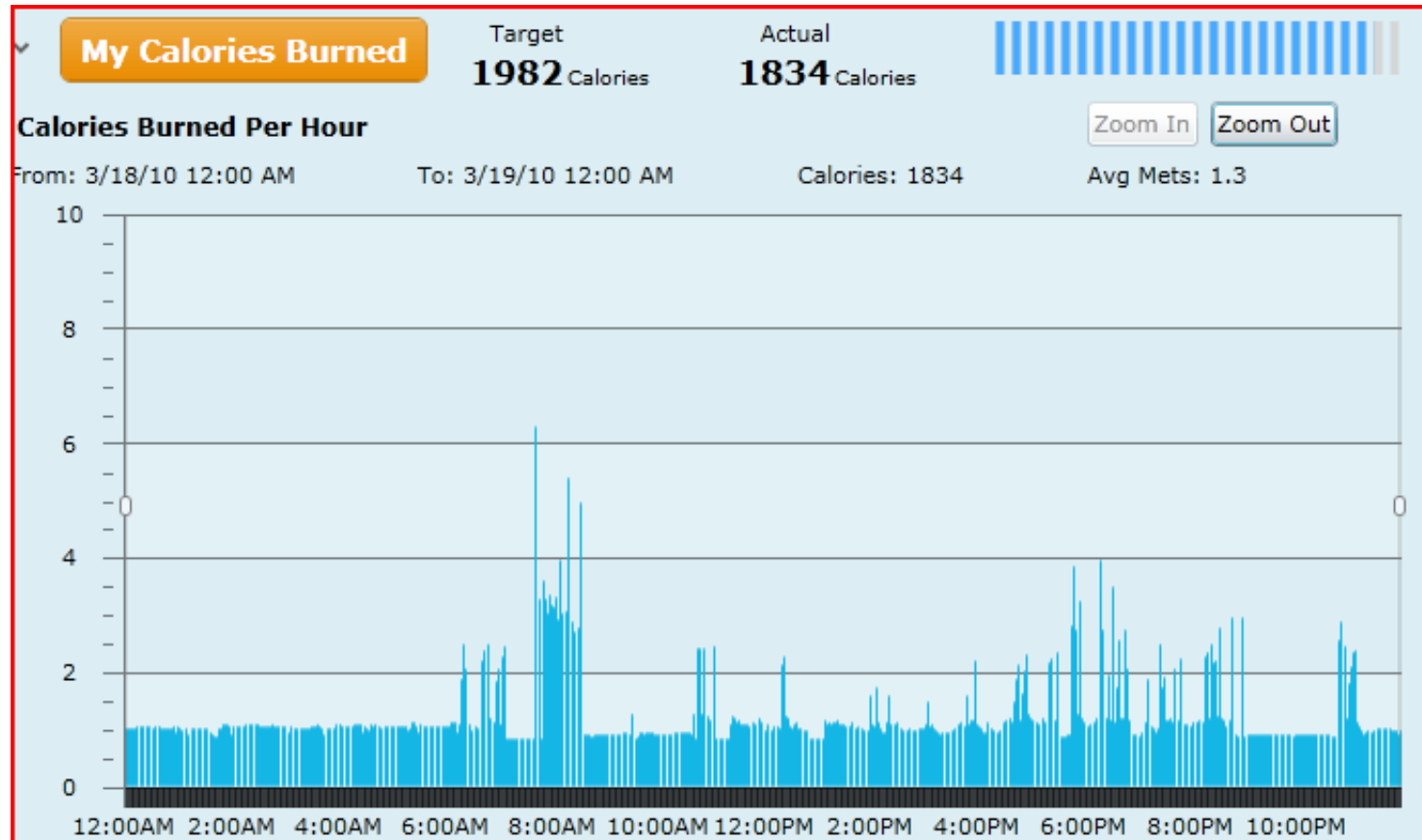
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SEEING IS BELIEVING AND MOTIVATING
SIMPLE ADJUSTMENTS, NOT A LIFESTYLE CHANGE



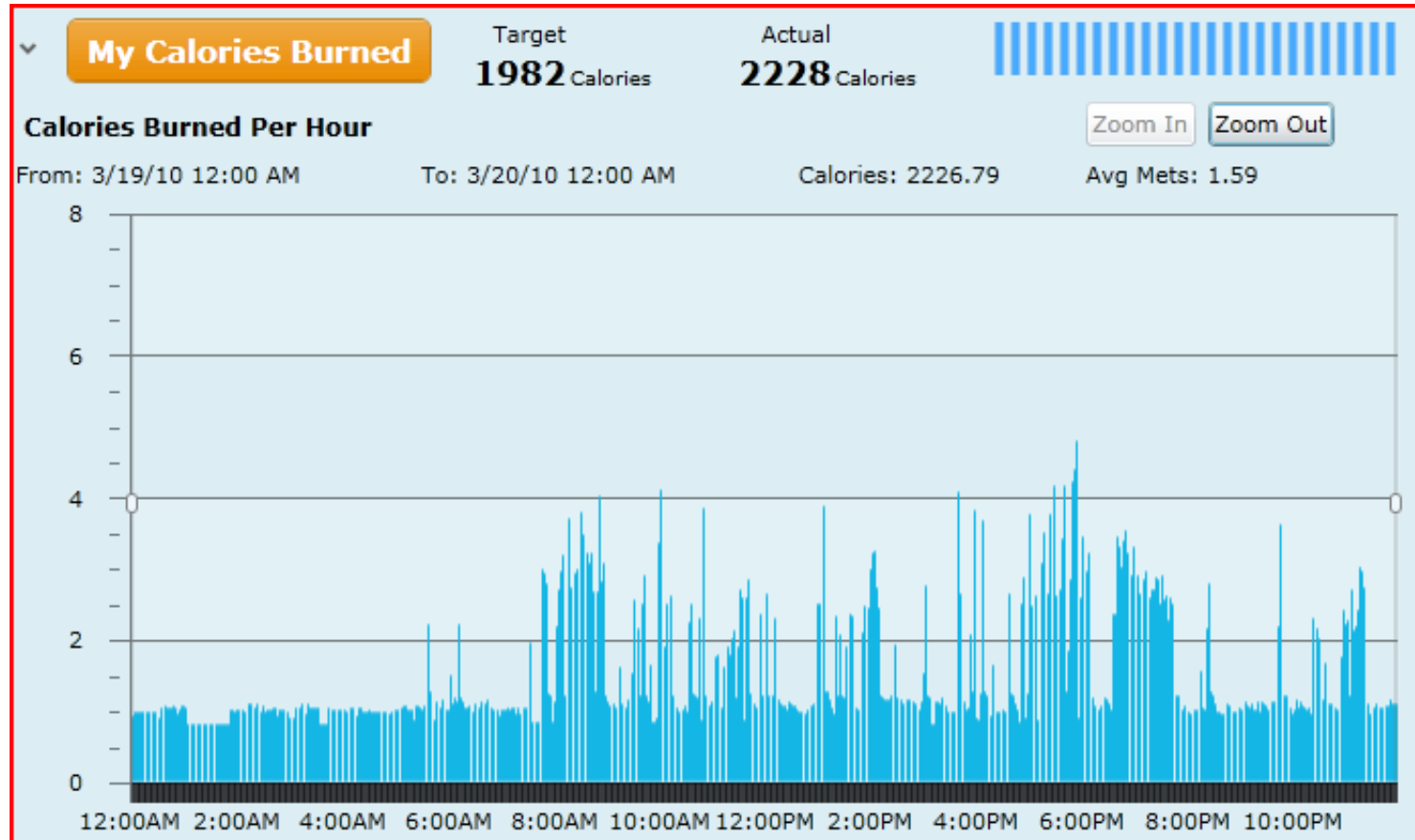
MOSTLY SEDENTARY DAY-1834 CALORIES BURNED



SEEING IS BELIEVING AND MOTIVATING
SIMPLE ADJUSTMENTS, NOT A LIFESTYLE CHANGE



MOSTLY STANDING/PACING DAY-394 MORE BURNED



DIETARY SUPPLEMENTS – THE DIFFERENCE YOU WANT AND NEED

- If we make it, it works & we can prove it because we have to
- To compete on price, you have to compromise something important



WHY SUPPLEMENT



- All top nutrition scientists supplement with the goal of improving or maintaining health because modern humans have the potential to live longer
 - ✓ But strongly disagree with commercial practices
- All top athletes supplement with the goal of improving performance and competitive lifespan because it can make the difference
 - ✓ But unknowingly use & mix inappropriately

PROFESSIONAL & CONSUMER CONFIDENCE BREEDS LOYALTY



Solving the 4 unknowns that cause confusion and mistrust

1. Efficacy -- dosages & forms match clinical trials
2. Safety -- shown in trials and history, screening & ingredient synergy
3. Purity – tested from start to finish
4. Truth in labeling – legal facts based on #1

All in support of the 2- goals when compared to a non-supplemented state

1. Preserving Health
 - Health care: assisting in maintaining a longer, more productive life
 - Your health care recommendation so you don't have a disease care prescription
2. Sports and Fitness
 - Safely hasten & enhance performance and fitness/weight control outcomes

4 PRODUCT CATEGORIES UNIQUE FORMULATIONS



SPECIFIC RECOMMENDATIONS BASED ON INDIVIDUAL GOALS.

weight loss dotFIT

Cutting edge formulas proven to safely increase weight loss by decreasing calorie absorption and increasing calories burned.



performance dotFIT

Formulas containing high-end ingredients enhance athletic performance and strength gains or improve recovery from intense workouts. Includes delicious powdered drink mixes.



health dotFIT

Multivitamin formulas for active lifestyles and general health supplements like Omega-3s, antioxidants, calcium with vitamin D and more.



nutrition dotFIT

The name says it all: nutritious choices for snacking on the go, before and after workouts or athletic events, or for precise portion control during weight loss. These products taste so good you won't believe they're actually good for you.



Available in your virtual store 24/7.





- Present the product that can accelerate and enhance the goal and make it compelling
- dotFIT products are for athletes and exercisers only, which is why we sell them in our facilities