



dotFIT – The Difference You Want & Need

Solving the 5 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 & Potency** – tested from start to finish
- 4. Nutrient Delivery** – right place, right time
- 5. Truth in labeling** – legal facts based on #1





dotFIT – Solving the 5 Unknowns

Efficacy

- The products will work as claimed
- We must match the ingredients, their forms and amounts, and dosing instructions shown to be effective in clinical trials using 3rd Party studies

If we make it, it works.





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Safety

- The products are safe as recommended
 1. History of ingredient safety and shown safe in clinical trials
 2. Nutrient synergy with diet and other products to assure no nutrient overages or adverse events
 - Medical screening
 - Only those that achieve Safe and Optimal Nutrient Range

***Following instructions guarantees
safe & ideal intake.***



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Purity & Potency

- Purity: Free of contaminants or impurities
- Potency: Ingredient amounts are exactly as on label
 1. Manufactured in pharmaceutically-licensed FDA-regulated and NSF certified facilities following cGMPs
 2. Multiple 3rd party tests from raw material to finished product

***What's on the label is tested to match
what's in the container.***



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Nutrient Delivery

- Ingredients hit their targets
- Delivery goal determines use and dosing of tablets, capsules or powders including co-factors
 1. Controlled-Release (fast to slow)
 2. Proper forms based on clinical research

***The right nutrients,
at the right place, at the right time.***





dotFIT – Solving the 5 Unknowns

Truth in Labeling

- Full disclosure
- Legal accurate product claims and potential precautions
- The Supplement Reference Guide (SRG)
 - Professional peer review-style document available to everyone
 - www.dotFIT.com/SRG (Over 1,360 references)

Ask and you shall receive.



The Evidence-Based Moat

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- Professionals should only sell professional products by a professional method
- “dotFIT products are for athletes, exercisers and their families, which is why we offer them in our facilities.”
 - *If we make it, it works and we can prove it because we are required to, while no one else is*
 - *To compete on price, you have to compromise something important**
 - *You hired me to get you to your goal as quickly and as safely as possible. As long as you are working with me, I want you to follow my professional recommendations. You can always go back to what you were doing previously -- after you achieve your goal. (Although you won't want to)*

No competition & keystone pricing since it's a professional product that works - *thus not sold in mass retail

