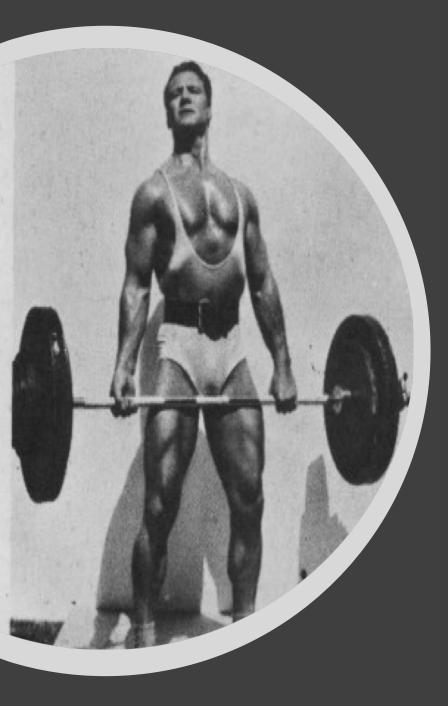
History of Nutrition in "Gyms"

• dotFIT Difference

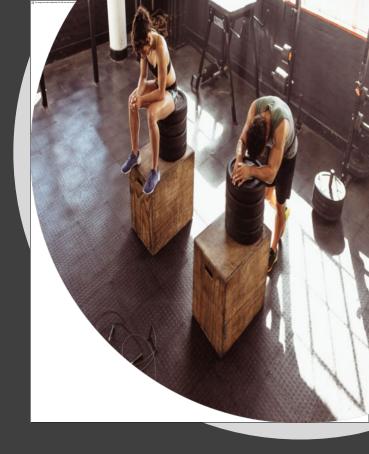
• Future of Fitness Playspan[®] vs Lifespan









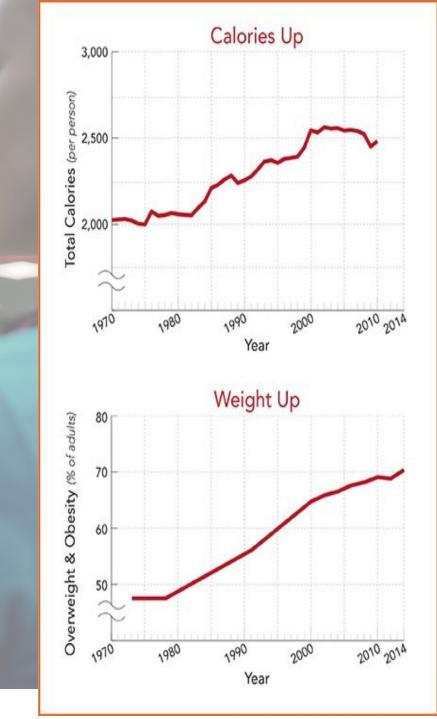


What Gyms Historically Sell

We Opened Our Doors to Let the World in Just as it Was Getting FAT

- **US/Western Nations**
 - 70% (90) overweight; 37% obese
 - >2 of 3 adults are overweight
 - By 2048 virtually everyone
- 70m Adults dieting at any time Membership expanded but...
 - New gym members had different fitness goals
 - 70% weight/fat loss
 - Horrific attrition rates without nutrition
 - 20% performance/muscle
 - 10% (100%) health

NHANES data: AUGUST 1, 2018 · BY NAH EDITORIAL STAFF. Nutrition Action



NOW What Gyms Left to the Member... Led to Attrition & Notorious Failure Rates

No Instant Gratification Exercise is WAY TOO SLOW

Little did we know, we had the wrong solution What Doesn't Work **Exercise alone** 34,000 exercisers - followed for 13 years (Defined as 5 days a week for 60 minutes = 300 minutes/week) Verage weight GAIN 6 Pounds Performed (420 Minutes/Week) Gained SLIGHTLY less... but STILL gaine 1,000 participants

What Also Doesn't Work Diet alone

80-90% gain it back Creates a weaker structure

Dietary Supplements alone*

Most yield clinically insignificant results compared to controls *Protein-based Meal Replacements are food products and proven effective alone

If you are trying to change your body composition, and not seeing a change every week - you are doing something wrong

What Does Work

All of it, if you do it right -We have a tight window to get them hooked on fitness

Individualize Diet -with flexibility

- matching the goal, including timeframe, to calorie needs

Exercise

- health and body composition including maintenance

Evidence-based supplements

ease/speed the journey (immediately more energy, faster results, support LBM)
nutrients with little/no calories to feed muscle and starve bodyfat
Adding up to our goal of a quicker addiction to fitness - thus us

The Business and Consumer Confidence

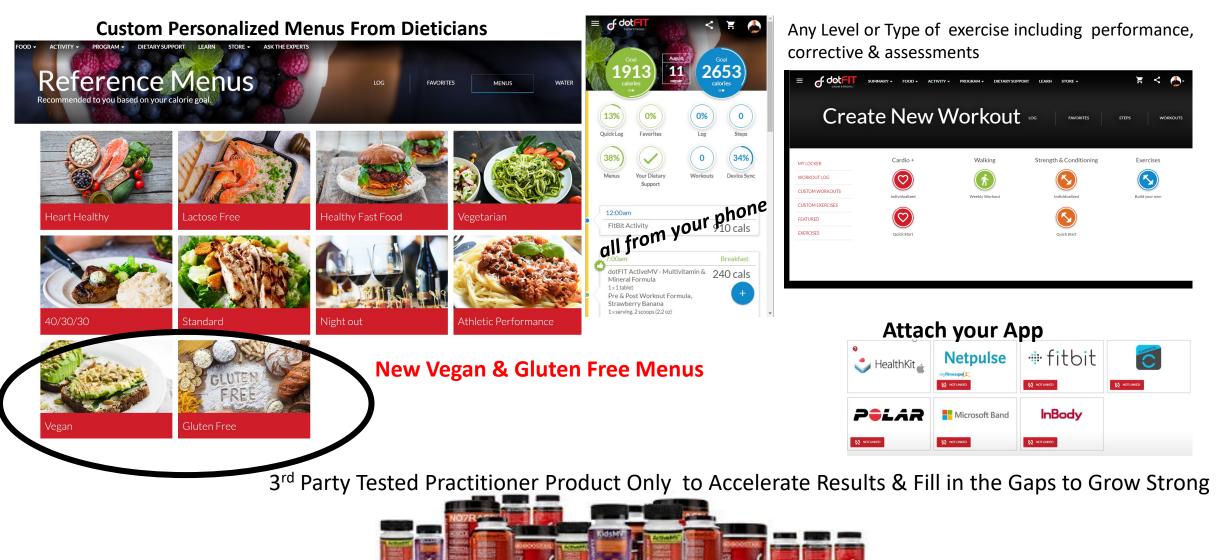
dotFIT Practitioners Educated to Deliver, as Part of Their Scope of Practice – A Simple Nutrition solution Matched to a Users Fitness Goal Including a True Dietary Supplement Recommendation





Ever-Evolving 1-stop shop for any goal, from any device – client & Fit-pro centric

The Solution - The Integrated Play

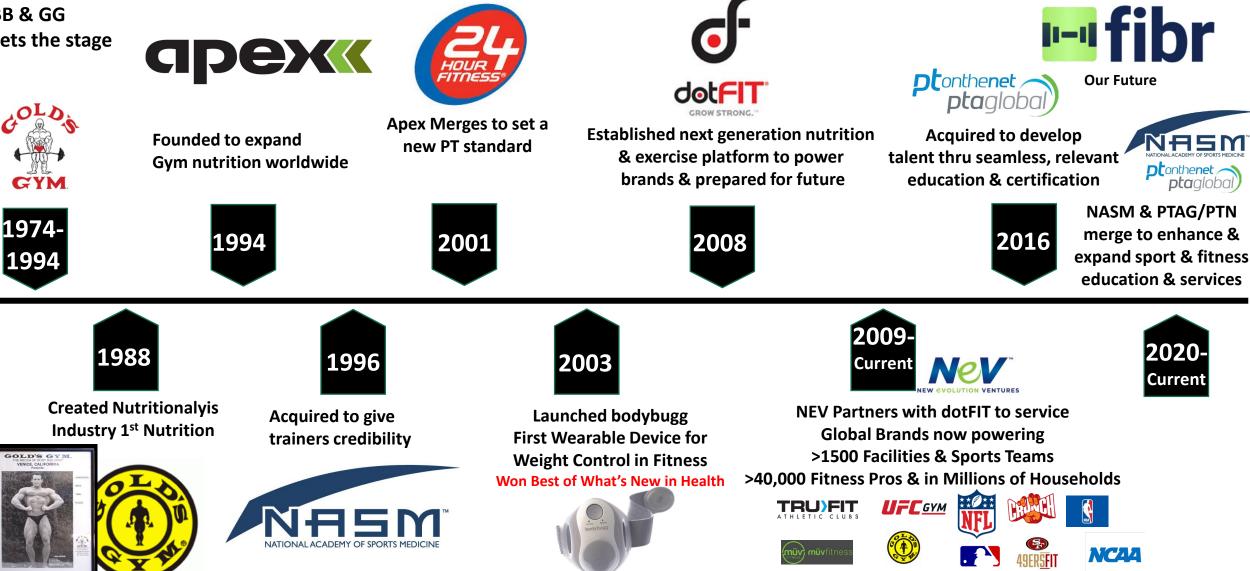


Adding Nutrition to our DNA, We Broke Tradition to Power an Empire

"Built to Expand" An Ecosystem to Support the Future education, application & integrity

Nutrition Powered - Ecosystem EVOLUTION OF A FITNESS EMPIRE

BB & GG Sets the stage



dotFIT - Trusted by Professionals

R&D for Nutrition Programs & Products

- Over 1,500 sport and fitness facilities
- Over 40,000 fitness professionals
- Trusted & Used by MILLIONS of Households
- Largest provider of 3rd party tested nutrition programs and products in the sport and fitness channels including collegiate and professional sports









dot

DIETARY SUPPLEMENTS & FOOD PRODUCTS dotFIT DIFFERENCE

Knowing that 80% of Americans (85% of gym members) use dietary supplements with the Average spend of <u>\$96.50</u> per trip or, \$500yr – somewhere else WE NEEDED TO SAVE OUR MEMBERS FROM THEMSELVES & PRICE SHOPPING – BECAUSE THEY WILL GET WHAT YOU PAY FOR



84% of gym goers spend \$50-60/m in the wrong places unsuspecting buyers purchase on price and get what they pay for

AND - BECAUSE AT THE END OF DAY, PEOPLE HAVE LITTLE CLUE WHAT THEY ARE LOOKING FOR (PROPER DOSAGE AND FORMS) LET ALONE WHAT THEY ARE REALLY GETTING

Therefore, they should only be getting recommendations from a professional that is certified – that's you

Consumers Unknowingly Buy Ineffective & Harmful Products

- Food & Drug Administration (FDA) inspected 598 supplement manufacturing facilities in Fiscal Year 2019
 - Over 50% issued violations of current [^]
 - Most common issue was related to qu

- FDA maintains a <u>database</u> of 965+ dieta including:
 - Steroids, prescription medications and

Why Many Scientist/Health Pros Discourage Use (commercial practices) but Use Themselves



UNDER-FORMULATED (REF²) (REF^{2B})

- Products include: One-A-Day, Centrum, (<u>Ref1a</u>) Optimum, MP (<u>Ref2a</u>)
- Class action suit for most protein brands <u>Ref³</u>







*NBTY: The Company offers over 22,000 products, including Nature's Bounty[®], Vitamin World[®], Puritan's Pride[®], Holland & Barrett[®], Rexall[®], Sundown[®], MET-Rx[®], Worldwide Sport Nutrition[®], American Health[®], GNC (UK)[®], DeTuinen[®], LeNaturiste[™], SISU[®], Solgar[®], Good 'n' Natural[®], Home Health[™], Julian Graves, Ester-C[®] and Natural Wealth brands

Consumer Channels - Including International Mass Market Brands Caught "Protein Spiking*"

http://www.forbes.com/sites/alexmorrell/2015/03/12/lawsuits-say-protein-powders-lack-protein-ripping-off-athletes/#6b7d0e2d1039

UNDER FORMULATED WHEY PROTEIN

- Whey's demand increased prices from <\$2/kilo to \$12!</p>
 - Exposes the truth thus the bad guys and class action lawsuits flying
- NBTY (distributes over 22,000 mass market products) sued over pumping up protein claims for whey products
 - Claim: 24g protein, 2g carbs 1g fat; Actual: 2.4g protein, 25g of carbs, 1g fat
- Others such as MusclePharm's
 - Protein claim: 40 g <u>Actual 19 g</u>

Quality Control of Protein Supplements: A Review – July 2021 ISSN

*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 were filed against many top brands

CSN 100% Pro Whey Standard

Recently, CSN 100% Pro Whey Standard became the latest whey protein supplement to be caught out.

These guys were trying to pass off a sub-par carb-loaded shake as a low carb whey protein shake designed to get people lean.

I know

It beggars belief that a company would think they could do this, but it

On looking at the label, this looks like it fits the bill:

66 24 protein, 2g carbohydrates and 1g fat. Nice.

However, the results of an independent study on the vanilla ice cream that the actual ingredients inside the tub are nothing like what's writter

66 2.5g protein, 25g carbohydrates and 1g fat. Not s



CSN 100% Pro Whey Standard

Nutrition Facts

Serving Size 1 scoop (32g) Amount Per Serving Calories 115 Calories from Fat 10 % Daily Values* Total Fat 1g Saturated Fat 0g Polyunsaturated Fat 0g Monounsaturated Fat 0g Trans Fat 0g Cholesterol 30mg Sodium 35mg Total Carbohydrate 2g Dietary Fiber 0g

Vitamin C -

Iron

Sugars 1g Protein 24g

Vitamin A -

Calcium

2%

0%

10%

1%

1%

0%

WHAT IT CLAIMS:

Calories	Fat	Carbs	Protein
115	1g	2g	24g
here are 115 c	alories in a 1	scoop serving	- CON 100%

WHAT IT ACTUALLY CONTAINS:

Nutrition summary: Fat Protein Calories Carbs 115 2.5g 1a 25g There are 115 calories in Pro Whey Standard Calorie breakdown: 8% fat, 7% carbs, 85% protein. BASED ON TESTING AT POPE TESTING LABORATORIES, INC.

UNDER FORMULATED WHEY PROTEIN

G

Muscle Milk, Syntha 6, Isoflex, Cellucor, and Optimum Nutrition's Proteins Tested for BCAA Content: ALL FAIL

UNDER FORMULATED WHEY PROTEIN

A group from The Stockton College of New Jersey tested six (very) popular protein supplements for their actual Branched Chain Amino Acid Content and compared that with the BCAA claims made on the package. The group was comprised of the GNC house brand, Muscle Milk, BSN's Syntha 6, Isoflex, Cellucor, Optimum Nutrition's Gold Standard Whey (which I usually recommended until now), and their Hydrowhey (another product I commonly had recommended until seeing these tests).

PRODUCT	ACTUAL MGS	CLAIMED MGS
Muscle Milk	1330 -5300	6630
GNC	2173 -12966	15,139
Syntha 6	399	*
Isoflex	4083 -1995	6078
Cellucor	2034 -3466	5500
ON Gold	2904 -2596	5500
ON Hydrowhey	2806 -5994	8,800

PRECISION	Product	LABEL CLAIM OF PROTEIN IN GRAMS	PROTEIN TEST RESULTS	
	Biohealth Precision Blend - 2lb Caramel Cookie Swirl	32g	17.1	
Starting out cannot reach	Biohealth Precision Blend - 2lb Milk Chocolate	32g	24.7	
Contraction of Contra	Biohealth Precision Blend -2lb Milk Chocolate	32g	24.5	
	Biohealth Precision Blend - 2lb White Chocolate Respberry	38g		
	Biohealth Precision Iso - 2lb Chocolate	27g	2.79	alse advertising practices
	Biohealth Precision Iso - 2lb Chocolate	27g	17.2	alse advertising practices
	Biohealth Precision Iso - 2lb Cookies and Cream	27g	21.1	
	Biohealth Precision Iso - 2lb Cookies and Cream	27g	3.36	
	Core Formulations Core 8 - 2 lbs Caramel Cookie Dough	31g	27.1	
	Core Formulations Core 8 - 2lbs Caramel Cookie Dough	31g	20.4	
soc	Core Formulations Core 8 - 5 lbs Chocolate Brownie	30	21	
1410 B	Core Formulations Core 8 - 5 lbs Vanilla bean	31g	22.9	
	Core Formulations Isocore - 21b Cookies and Cream	30	23.9	
	Core Formulations Isocore - 2lb Cookies and Cream	30g	23.9	
Several protein manufacture	Core Formulations Isocore - 2lb Cookies and Cream	30g	24.2	
occurs when a protein power	Rogue Nutrition - Rogue Whey - 2lb Chocolate Milk	28g		
supplement so that it register	Rogue Nutrition- Rogue Whey - 2lb Chocolate Mirk	28g	19.7	

Ins

to \$59.99 for a 2 lb. container of protein powder and \$89.99 to \$109.99 for a 5 lb. container.

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03-Feb-2017 USA Today Last updated on 03-Feb-2017 at 17:54 GMT

NFL bans players from GNC

Two substances on banned list

According to USA Today, which first broke the story, a memo from the NFL and the players union listed GNC is listed as a "prohibited company". The article said the memo warned players not to endorse or have a business relationship with GNC because it has been "associated with the production, manufacture or distribution of NFL banned substances".

August 11 2022 Nutra-ingredients

Majority of immune supplements with >4star ratings bought on Amazon found to have labels that don't match contents and most all had no peer review science to support claims

The 12 latest companies (2022) violating FDA rules by using illegal potentially dangerous substances:

- **Advanced Nutritional Supplements, LLC**
- **Exclusive Nutrition Products, LLC (Black Dragon Labs)**
- Assault Labs
- IronMag Labs
- Killer Labz (Performax Labs Inc)
- **Complete Nutrition LLC**
- Max Muscle
- New York Nutrition Company (American Metabolix)
- Nutritional Sales and Customer Service LLC
- **Steel Supplements, Inc**
- Elite Supplement Center & Elite Training Center LLC

Practitioner Channel

Practitioner Product Status by Rules

- 1. Efficacy dosages & forms match clinical trials
- 2. Safety shown in trials and history, screening & ingredient synergy
- Purity & Potency tested from start to finish
- Nutrient Delivery right place, right time
- 5. **Truth in labeling** legal facts based on #1 & prove it with 3rd party testing
- 6. **Practitioner delivered** legitimizes the recommendation

Remove the doubt with the Practitioner resource

Click here Sports (3:23)

Takeaway

You need both: 1) documentation that doses/forms match positive clinical trials found in THE PRACTITIONER DIETARY SUPPLEMENT REFERENCE GUIDE (PDSRG) i.e., submitted documentation AND 2) 3rd party testing to make sure its in the product at that dosage (REF)

dotFIT Difference Videos – click the links



DOTFIT DIFFERENCE -SPORTS (3:23) SHORT DOTFIT DIFFERENCE - ALL CONSUMERS (3:00)

LONG DOTFIT DIFFERENCE – ALL CONSUMERS (6MIN)

THE FUTURE OF FITNESS IS WHAT YOU WANT IT TO BE

PLAY-SPAN vs LIFESPAN

WITH A SIMPLE NUTRITION SOLUTION ADDED TO OUR DISCIPLINE (EXERCISE), WE HAVE THE POWER TO GET PEOPLE'S PLAY-SPAN TO EQUAL THEIR LIFESPAN

OUR FITNESS = YOUR HEALTHCARE VS SICK-CARE "Our job is to protect your health while you have it"

We can serve as the primary self-care lifetime resource to help people stay active and avoid the Big-Pharma trap

Playspan[®], Lifespan, Big-Pharma & Self-Care *Everyday of life is only as good as your recovery from the last*

• Big-Pharma

The US <u>Pharmaceutical Industry is the largest in the world</u>, including revenue generation, making it the largest maker, advertiser and market for prescription drugs. Further, Big-Pharma and related medical services is the most <u>profitable industry in the US</u>. Therefore, there is no incentive for Big-Pharma to want a healthy population. It's easy to argue that it is prescription drugs (PD) that <u>allow poor lifestyle/eating behaviors</u>

• Lifespan

 How long you live (Americans have the shortest lifespans among peer nations, and highest healthcare costs per person with <u>66% of all adults (75% >50y, 87% >65y)</u> using prescription medication regularly)

<u>Health-span</u>

- How long you're healthy (US has the shortest): functional & disease-free period of life (relatively independent)
- Play-span
 - How long you're physically/mentally able do the activities important to you
- <u>Self-care</u>
 - Decision-making process that empowers individuals/families to look after their own health efficiently and conveniently, in collaboration with health/fitness professionals as needed. The goal is to stay structurally and functionally active to help avoid the current broken healthcare (sick-care) system that includes Big-Pharma.

Playspan® Nutrition to Stay Active Throughout the Lifespan

Solving For

building a resilient, stronger lasting structure to grow strong & stay strong to avoid early, and too often, human structural and functional breakdowns/disorders throughout life

Science Backdrop

Everyday our bodies are replacing, rebuilding, or maintaining our trillions of cells using the components within the foods we consume. Getting daily proper amounts of all these components including our vitamins, minerals, omegas, and other cellular actuators and building blocks, through our vast array of food choices that would support the optimal daily rebuilding and recovery of all our tissues is an impossible feat, and leads to the otherwise avoidable early breakdown of humans.

Therefore, the goal is to fill these well-established diet nutrient gaps, that otherwise weaken our structure and functional potential, with the identified missing nutrition (daily rebuilding materials) known to be in short supply or unattainable without adding unwanted calories – i.e., dietary support with isolated needed nutrients. Through this simple act, we reach the established recommended levels of the nutrition necessary support optimum daily health and activity recovery, giving us the potential to remain active throughout life and avoid the Big-Pharm trap. Because remember, your next day of life and activity, is only as good as your recovery from your last.

Our trillions of cells need a full dose of "*their daily food*" to rebuild, replace & perform optimally OUR DAILY PERFORMANCE IS THE SUM OF ALL OUR CELL'S PERFORMANCE

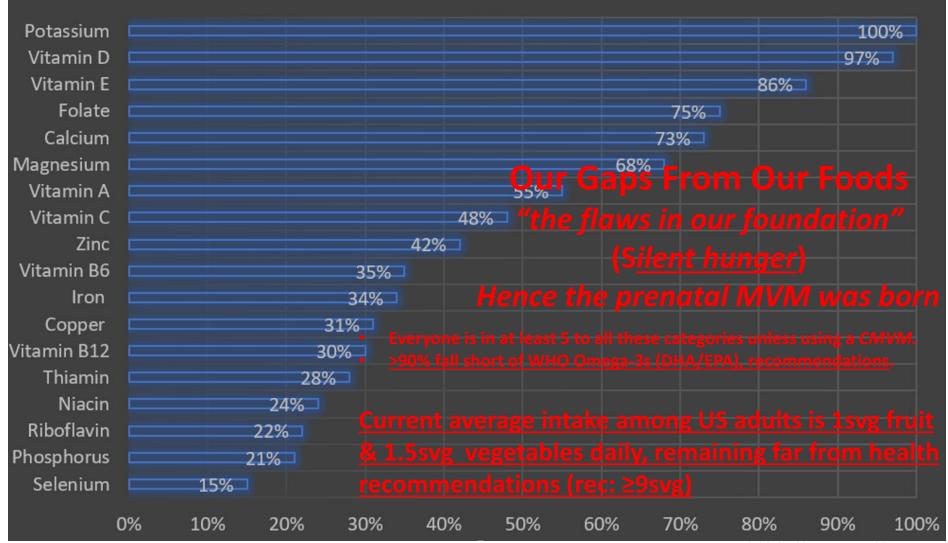
How do you plan on "saving the world through fitness?"

PROBLEM – we break too early, then rely on meds

Common and unavoidable nutrient shortages are mostly "silent" but are depriving the body of its full structural and functional potential perpetuating inactivity, leading to a weaker body and mind throughout life... thus an earlier onset of illnesses and/or aging, i.e., early avoidable breakdown and a life dependent on prescription drugs and a broken healthcare system – AKA sick-care.

WE ARE WHAT WE EAT, MEANING WE BECOME WHAT WE MISSED

VMs, O3s, etc., are indispensable components of life and health, as all systems are dependent on their activity. Get less than the body can use (established recommendations such as RDAs, etc.), get less structural and functional potential b/c the body cannot make them. Therefore, you are a lesser human than your potential and more susceptible to common avoidable disorders throughout life.



Primary Known Under-Consumed Essential Nutrition (our building materials) also incl. Fiber and

Omega-3s, also critical in development & maintenance

 >90% fall short of WHO Omega-3s, recommendations



Red & Orange=high health risk

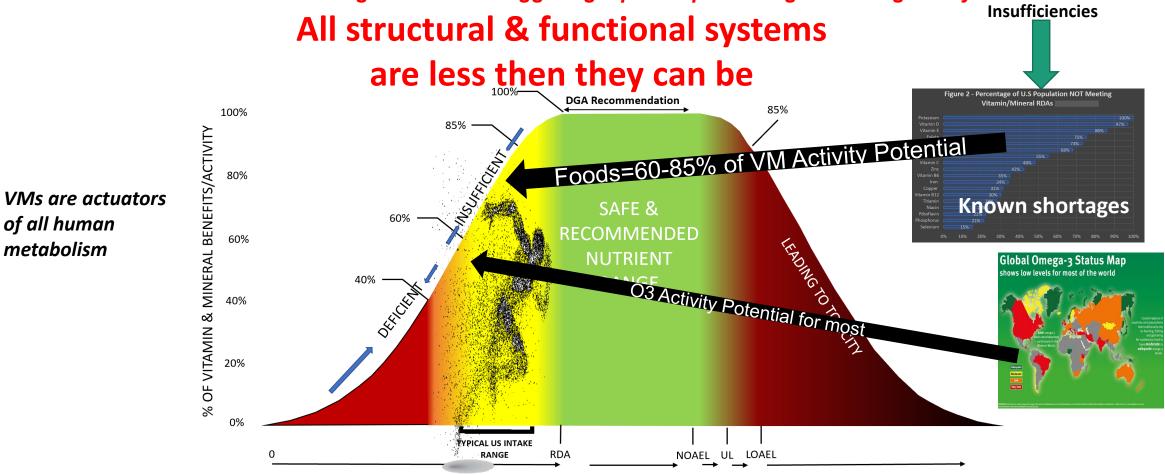
Percentage of the population (2020) below the RDAs for individual VMs^{12,38,61,63,74,75,77,108}

VMs are actuators of all human metabolism

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

This is Where you lived without knowing the future - b/c...

<u>Insufficiencies</u> are "silent", thus have an undetectable starting point that begins an insidious progression that physically manifests as illnesses/injury/wt. gain/<u>stress</u> later in life/career or early aging disorders – as the body naturally triages to favor short term survival over long-term health triggering a prescription drug remaining lifestyle



VITAMIN & MINERAL INTAKE CONCENTRATION

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

Exacerbating the nutrient gap problems today are human choices

More Diets & Missing Micronutrients

	\frown			
	Diet	Summary/Macronutrient Breakdown	Shorted/Missing Nutrients	Recommended Supplements
/	Paleo	NO dairy, grains and grain products, legumes, processed foods, alcohol	Calcium Magnesium Vitamin D Fiber B vitamins	Multivitamin & Mineral Calcium with Magnesium Vitamin D3
	Keto	5-10% Carbs (50 g/d max) 10-20% Protein 70-80% Fat	B vitamins Vitamin E & C Magnesium Zinc Fiber Iron	Multivitamin & Mineral Calcium with Magnesium Probiotic E sential Amino Acids
	Vegan	No animal meats or products (eggs, mi k, cheese, yogurt)	Vitamin D Omega-3 Fats Calcium B12 Protein Iron Zinc Iodine	Vegan MV Calcium with Magnesium Plant Protein
	Gluten Free	All forms of wheat and wheat product: Rye, barley, bulger, some condiments, sauces and dressings	B vitamins Zinc Vitamin D Magnesium Iron Calcium Fiber Phosphorus	Multivitamin & Mineral Calcium with Magnesium V tamin D3 Probiotic
	Intermittent Fasting	No food restrictions – no eating for a specific time period	Commonly under-consumed nutrients: Potassium, choline, magnesium Vitamins A, D, E, C Calcium, potassium, fiber Iron (for certain age/gender groups)	Aultivitamin & Mineral Omega-3 Fish Oils (as needed) Calcium (as needed) Essential Amino Acids Protein
	f It Fits Your Macros (JFYM)	Varies based on individual needs, goals, preferences and training status	Commonly under-consumed nutrients (same as above)	Multivitamin & Mineral Omega-3 Fish Oils (as needed) Calcium (as needed)

AND

Telling people that *humans* (too many choices) can get all the VMs they need from food alone if they eat properly in an acceptable number of calories, is a fool's errand,1,2,3 particularly in western societies and validated by the fact it hasn't worked^{12,38,61,63,74,75,77,108}

Reider, Carroll A et al. "Inadequacy of Immune Health Nutrients: Intakes in US Adults, the 2005-2016 NHANES." Nutrients vol. 12,6 1735. 10 Jun. 2020, doi:10.3390/nu12061735

How do you plan on "saving the world through fitness?"

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Common and unavoidable nutrient shortages are mostly "silent" but are depriving the body of its full structural and functional potential perpetuating inactivity, leading to a weaker body and mind throughout life... thus an earlier onset of illnesses and/or aging – early avoidable breakdown and a life dependent on prescription drugs and a broken healthcare system – AKA sick-care

WE ARE WHAT WE EAT, MEANING WE BECOME WHAT WE MISSED

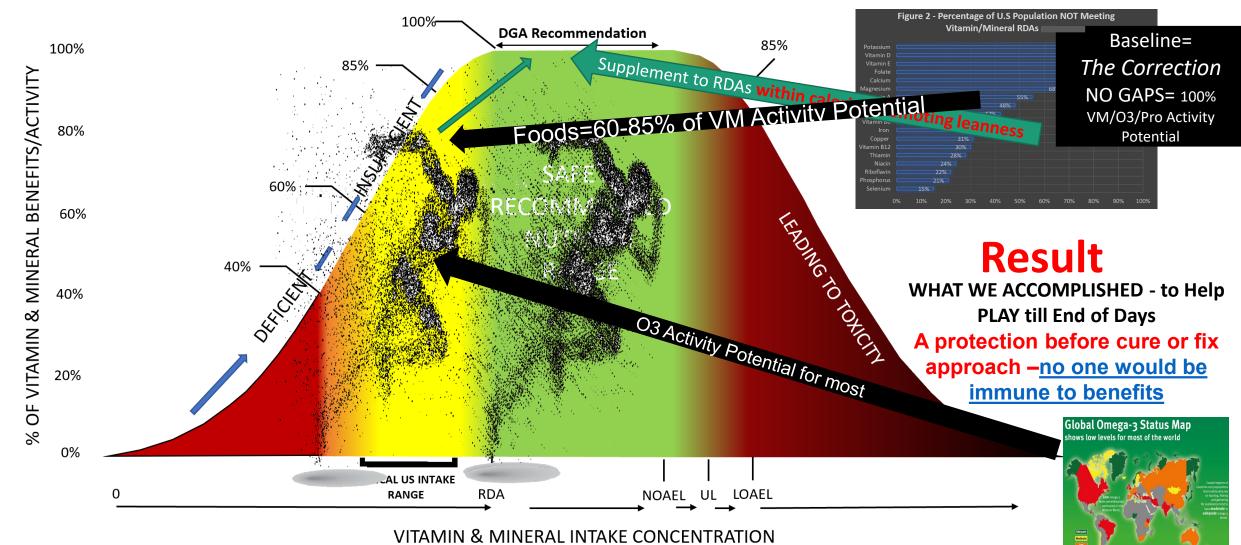
SOLUTION – daily flow of the body's building materials to support the desire & ability to remain active –forcing a paradigm shift in establishing & maintaining health

Maintaining nutrient recommendations with caloric efficiency can cause activity and subsequent fitness, making us better in every phase and aspect of life through compounding positive health outcomes, thus the potential for individual independence, which in turn would make the world a better place for everyone. And it needs to be personalized to fit you – or you won't do it – SO you can carry on

The new mentality: Simple intuitive *Fitness* will be viewed as a person's primary self-care solution, to avoid as much as possible, our current broken healthcare model – AKA sick-care

Grow Strong & Stay Strong

GOAL=Correct food nutrient content to acheive recommendations/RDAs/WHO Maximize nutrient (e.g., VM, O3, protein etc.,) activities without adding calories to achieve nutrient dense calorie efficiency FEEDING THE SILENT HUNGER BEFORE WE BREAK



EX: The Function of Lifelong Inexpensive Low Dose MVM (~20 potential known under-consumed VMs) is to Offer the Potential for all VM Dependent Systems to Operate at Full Capacity in the Creation & Maintenance of Human Structure, Function, Health & Recovery

THE HOW TO MEET NUTRIENT RECOMMENDATIONS WITHIN CALORIC EFFICIENCY

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

By upregulating to what the body <u>CAN</u> use we create the foundation for our Playspan[®] to equal our lifespan protection before cure approach to remain self-sufficient

Complete Multivitamin (incl. high C&D) & mineral-womb to tomb

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 <u>your</u> best possible diet b/c VM are the actuators of all human metabolism and need proper daily replacement.

1000-1200mgs/day calcium^{Ca} (read all food/shake labels)

Diet first and supplements as needed to grow & maintain bone health

Fatty fish ~4svgs/week or add supplement to support overall health creation, maintenance & protection

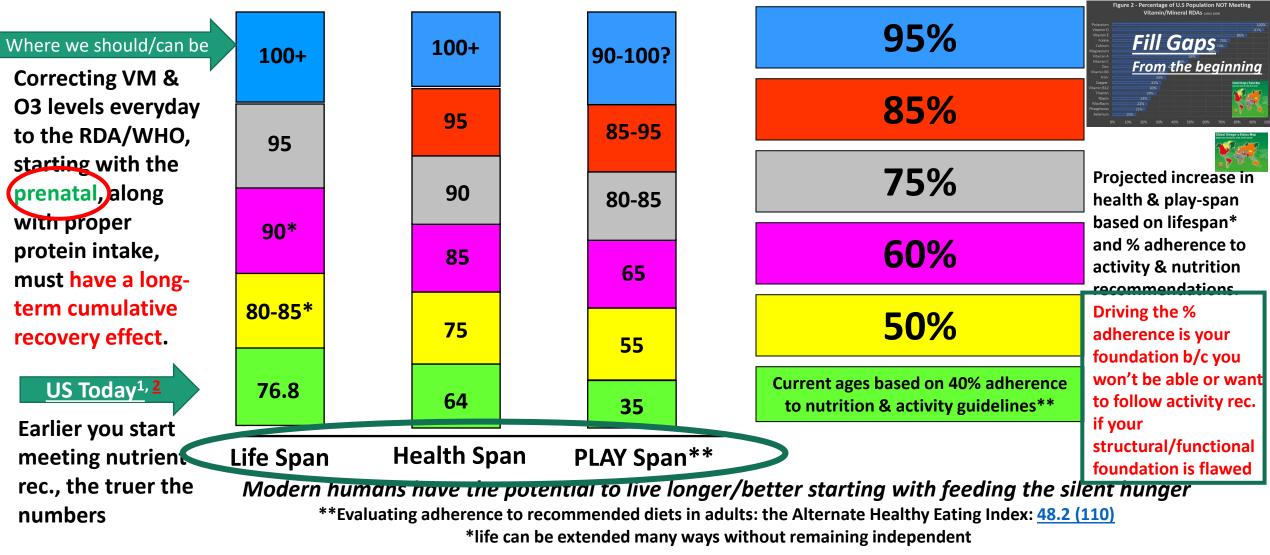
Protein 1gm/LB LBM divided 4-5Xs/day^{Pro}

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

- For maximizing exercise recovery and staving off the inevitable
- If exercising, use ~25-35gm (depending on age/size) fast acting protein 30-40min before & repeat immediately following (food is comparably insufficient in this window)

Final Note: VM RDA intake for life should help retard normal aging leading to a longer health-span. After all, if VMs are actuators of all human metabolism and create and maintain the human structure, why wouldn't a daily recommended load preserve us better than lesser amounts? Certainly, all mammals eventually die but there is something interesting in what the evolutionary theorist George Williams wrote: *"It is remarkable that after a seemingly miraculous feat of morphogenesis, a complex metazoan should be unable to perform the much simpler task of merely maintaining what is already formed."* Maybe by maintaining VM RDA intake levels throughout life, the organism may slow its inevitable deterioration of functional characteristics, giving it a better chance of at least remaining functional until the end. *Williams, G.C. (1957). "Pleiotropy, natural selection, and the evolution of senescence". Evolution. 11 (4): 102/2/000000*

Baseline= The Correction NO GAPS= 100%VM/O3/P Activity Potential **The Result:** OUR PLAYSPAN[®] Chart: where we are today & where we can be starting by meeting nutrient recommendations. Therefore, EAT THE BEST YOU CAN, MEETING RECOMMENDATIONS WITH CALORIC EFFICIENCY (*feeding silent hunger*) TO KEEP MOVING & A HEALTHY WEIGHT B/C: 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 weight -in that order



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

Self-Care – We Have the Credentials

The emerging attitude shift is rooted in the fact that nutrition creates the human, thus health, not medicine Health is the domain of nutrition (and activity)

New awareness in dangers of pre-existing conditions along with the growing distrust in Big Pharma, is driving the desire for self- care

• Self-healthcare is the future – and we're it, to help people keep doing what they love

You/Gym or you/favorite activity Vs. regular visits to doctor/hospital

Supplements Vs. Drugs (pill box for VMs or Meds?)

Fitness is the Primary Preventative side of Health Care Through Self-care "Our job is to keep your health while you have it"

Paradigm shift

Protection before Cure Approach

"an ounce of prevention is worth a pound of cure" It's better and easier to stop something bad from happening in the first place, than to repair the damage after it has happened

FINAL TAKEAWAY TO KEEP PEOPLE ACTIVE AND WITH US

Meet nutrient recommendations to fully recover daily **before** they **"break", and the rest can happen** since 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 weight -in that order

Because

Meeting *essential* <u>nutrient</u>* recommendations ASAP with caloric efficiency will <u>drive better eating and movement</u> <u>behaviors</u>, as opposed to Big Pharma allowing bad behaviors. And everyone can do it, and more, through an inexpensive self-care practitioner (us), so that each person can manage their health and create a Playspan[®] that has the potential to equal their lifespan.

*a substance an organism (e.g., human being) cannot live without as it essential for energy, growth & life

Therefore,

As fitness professionals, if we complete the health equation by adding a simple nutrition solution that conveniently helps everyone meet their nutrient recommendations (feeding their "silent hunger") to optimize their structure and functional potential, we can be the Self-Care resource for our communities. Since, by **fulfilling nutrient requirements, beyond building a stronger foundation/structure, we also increase daily energy, which drives continued activity that can now lead to a healthy body composition/weight, and most importantly an addiction to fitness.** Moreover, our simple activity and recovery **program would function as a "vaccine" to common avoidable disorders and build a greater resistance to aging, acting as a health/Playspan® extension to help avoid the Big-Pharma trap – i.e., "saving the world through fitness".** *Meal Spruce*

Healthcare or Sick/Disease Care

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



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

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,



Medicine Cabinet

- Cholesterol lowering drugs
- Depression/anxiety (psychotropics)
- Sleep aids
- Thyroid

- Before Drugs With side effects
- Blood Pressure lowering
- Glucose/diabetes control
- Blood thinners
- Antibiotics & GI drugs
- Bone support drugs
- Ineffective dementia meds

or a whole lot later – and more than just money

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

"Built to Expand" and make a difference

As opposed to selling exercise or being solely an exercise instructor, sharing a simple nutrition solution for our captive audiences, unlocks unlimited growth & career opportunities while positively impacting the overall health of the communities we serve An Ecosystem to Support the Future

PRESENTING Playspan® (BASELINE) TO EVERY MEMBER –

THE SIMPLE ECONOMICAL PROGRAM THAT LEAVES NO MEMBER BEHIND – GIVES THE POTENTIAL FOR EVERYONE'S Playspan[®] TO EQUAL THEIR LIFESPAN BY GROWING & STAYING STRONG

Let's take your results well beyond diet (and support a less than perfect diet) & exercise alone! This package will maximize daily recovery and exercise induced results, so you feel & perform better daily & see significant desired body changes weekly. We will be feeding your muscles, skin, brain, and other important tissues, while starving bodyfat by incorporating targeted nutrients with little to no calories.

Take charge of your health & fitness results with your individualized Playspan[®] Lifetime Package

Nutrient dense within caloric efficiency to help you stay healthy and forever young so that your Playspan[®] can equal your lifespan



All life phases/genders

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 by the way, this is why we use it for our families and clients – not available in stores

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

SuperOmega-3

600 MG OF

UPPORTS



VMs are actuators of all human metabolism

ALL NATURAL

Ultra Filtered

Gluten Free

ENERG

ACCELERATE

RECOVERY

OVER 5000 MG BCAAs

FASTER PROTEIN ABSORPTION TO FUEL THE MUSCLES

VANILL/

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 Keep all cylinders firing by supplying ALL the sparkplugs to your body's cells.

If needed (>90% fall short)

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

100s of <u>healthy recipes – Smoothies & Baking</u>

Delicious high protein lactose-free drink mixes to directly feed your muscles, speed recovery & control appetite to accelerate goals, mindful, your next workout is only as good as your recovery from the last. We have the best 3rd party tested protein sources that fit any lifestyle –not available in stores

Choices for all ages, lifestyles & diet preferences *with Cost savings on essential groceries:* 12wks 2 healthy meals/d \$363-SRP (20%=\$288): 180meals

Promotional Materials

Sales & Marketing Assets (collaterals) for Your Supplements of the Month

Click the links into your dotFIT Marketing Console embedded in the next 2-slides, then click the products you are highlighting for all related promotional materials including supporting video assets











All Marketing Resources

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



The dotFIT Difference



Add your logo here

TRAINING & MARKETING LIBRARY 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 AND MEMBERS
MINDFUL WE HAVE THESE MATERIALS FOR ALL PRODUCTS

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. Not available in stores



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





LACTOSE-FREE & FORTIFIED WITH CALCIUM & POTASSIUM

HIGH ANABOLIC LOW-CALORIE ALL-NATURAL FORMULA FOR ALL GOALS FOR THE VEGETARIAN/VEGAN

All-Natural Protein for Vegetarians/Vegans & Those with Animal **Protein Allergies.** No gas or bloating as is common with other plant protein powders (special enzyme package)

BEST PLAN		SUPPLEMENT Serving Size: 1 Scoop (About 34 g) Servings Per Container: 30	FACTS	TYPICAL AMINO ACID PROFILE
VEGETARIAN PR	OTEIN SHAKE		Amount % Daily Per Serving Value	Amino Acid Per Serving
GLUTEN FREE O DAIRY NO SOY ON SOY	21g Protein per serving <1g Sugar per serving 8g BCAAs & Clubarning per serving	Calories Total Fat Sodium Total Carbohydrate Dietary Fiker Total Sugars Protein Calcium Calcium Iron Potassium	Per Serving Value 140 3.a 4%* 0.5.g 38.* 38.* 280 mg 12%. 7.9 3%* <1.g 4%* <1.g 4%* <1.g 4%* 21.3 32%* 20 mg 2%, 5.0 mg 2%, 5.0 mg 2%, 5.0 mg 1%	Alanine
		Multi Source Plant Protein Blend: Pea protein isolate, Cranberry seed, <u>Chia seed</u> , Sacha Inchis seed Branch Chain Amino Acids: <u>L-Leucine, L-Isoleucine and Valine</u> <u>Glutamine</u> Enzyme Blend: Alpha-galactosidase and Bromelain * Percent Dzily Values are based on a 2,000 calorie diet. ** Daily Value not established.	23 g ** 4.5 g ** 3.5 g ** 110 mg **	Lysine
· NON-GMO	Per serving	Iron Potassium Multi Source Plant Protein Blend: Pea protein isolate, Cranberry seed, <u>Chia seed, Sacha Inchi seed</u> Branch Chain Amino Acids: <u>L-Leucine, L-Isoleucine and Valine</u> <u>Glutamine</u> Enzyme Blend: Alpha-galactosidase and Bromelain * Percent DailyValues are based on a 2,000 calorie diet.	5 mg 28% 50 mg 1% 23 g ** 4.5 g ** 3.5 g ** 110 mg **	Isoleucine Leucine Methionine Pherylalanine Proline Serine Threonine Tryptophan Tyrosine

Highest biological (BV) plant protein to feed your muscles and support the environment. Hypoallergenic, gluten free, contains no dairy or soy and is non-GMO

Many Delicious Healthy Recipes

SF

NOLLEY

BIGGER STRONGER FASTER – Pick your Goal

Whey/high protein lactose-free mix with proper carbs to recover and build more

32 servings per container Serving size 2 Scoops (77g)					
Amount per serving Calories	2	280			
		% D	aily Value*		
Total Fat 3g			4%		
Saturated Fat 1g			5%		
Trans Fat 0g			*		
Cholesterol 45mg			15%		
Total Carbohydrate 45g	1		16%		
Dietary Fiber 0g			0%		
Total Sugars 3g					
Protein 21g			42%		
Sodium 230mg			10%		
Vitamin D	0	mcg	0%		
Calcium	200	mg	15%		
Iron	0	mg	0%		
Potassium	200	ma	4%		

Delicious ideal active youth nutrition to maximize growth & development to make them better on the field and in the classroom

muscle faster and perform better

NSF-CS – use what the athletes use

Many Healthy Delicious Recipes

~60% carbs, 30% protein, 10% fat= current science recommendation that supports maximizing muscle protein synthesis, glycogen & performance for athletes of all ages. *Especially those with the primary goal of increasing size, strength & speed*

Any Goal

Many Healthy Delicious Recipes

Same lactose-free whey protein with medium carbs already in the mix. A popular gym product with a starting formula more versatile and ideal for adult recreational exercisers for recovery and weight control to support any goal including a perfect meal substitute

BSORPTION

BOTH FORTIFIED WITH CALCIUM & POTASSIUM



BEST HIGH WHEY PROTEIN AND FIBER MEAL SUBSTITUTE/REPLACEMENT AVAILABLE TO CURB HUNGER, CONTROL CALORIES, FEED MUSCLES AND STARVE BODYFAT SO YOU CAN ACHIEVE AND MAINTAIN YOUR DESIRED BODY COMPOSITION. FORTIFIED WITH CALCIUM & POTASSIUM

Sustain release/digestive resistant carbs to deliver longer lasting energy and curb carb cravings

Best tasting & effective whey high protein & fiber, low calorie meal replacement available -all my clients that use it love it!

Many Healthy Recipes



One Serving (2 Scoops):

- 170-180 Calories
- 21g Whey Protein Isolate
- 21-23g Sustained Release Carbs
 - Digestion resistant maltodextrin (Fibersol-2)
- No Sugar
- 7 g Fiber Including Beta-glucan
- 2.5 g Healthy Fats
- 235 mg Calcium
- 271 mg Potassium

High in specialized fiber, incl. 3gms beta-glucan to help stay satisfied to ease the weight/bodyfat loss journey

Meal replacements/substitutes are the #1 weight control solution

FAMILY ESSENTIAL/Playspan® PACKS – ALL PACKS WOULD ADD SUPER OMEGA AS DESCRIBED

AS NEEDED BASED ON WHAT YOU CAN SEE 90% of Americans fall short

Consume fatty fish ≥2Xs/week or add supplement 5-600mgs/day of omega 3 (EPA & DHA 3:2)⁰⁻³ 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 ≤8oz); not necessary if consuming ≥16oz/wk unless for athletic recovery purposes 0-4daily to achieve ≥8% on O3-Index for added athletic recovery

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

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







A simple inexpensive addition to our training/coaching that gives the potential to change a person's life Feeding muscle and starving bodyfat to be achieve fitness & remain active

Individualized based on age, gender, lifestyle & diet preference

Playspan® Questionnaire

Playspan® Family Health & Fitness Packs Achieving and Maintaining a Fit, and Active Lifestyle







SuperOmega \leq 8oz); not necessary if consuming \geq 16oz/wk unless for athletic recovery purpOses 0-4 daily to achieve \geq 8% on O3-Index for added athletic recovery

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

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

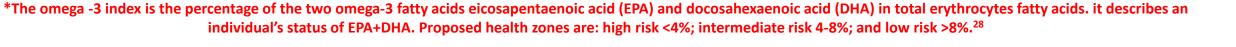
Supplies EPA and DHA, low in diets, *in the corrective amounts* necessary to complement food intake to reach tissue levels consistent with those found in persons shown to have better health outcomes at all life-stages.* NSF-CS

AS NEEDED BASED ON WHAT YOU CAN SEE

90% of Americans fall short

Consume fatty fish ≥2Xs/week or add supplement 5-600mgs/day of omega 3 (EPA & DHA 3:2)⁰⁻³ 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



60

DIETARY

60

DIETARY SUPPORT TO MAXIMIZE YOUR CHILD'S STRUCTURAL AND FUNCTIONAL GROWTH & DEVELOPMENT THE BUILDING BLOCKS NECESSARY TO BUILD A LASTING STRONG FOUNDATION



LIVE, LOOK & PLAY BETTER LONGER

Take your results well beyond diet & exercise alone! Essential support to any diet to help you achieve goals faster and maintain them longer

18-50y, 1tab

Women'sMV

25 mca (1000 IU)

ITAMIN D

WOMEN'S Playspan® PACK

VMs are actuators of all human metabolism

Supports the female's common dietary shortfalls and special needs, by supplying proper amounts of 20VMs, with special attention to the female's unique requirement of iron, vitamins A, C, and E, folate, biotin, choline, magnesium, and Vitamin K1&2



18-65y Very Active, 2tabs Females

WHEYSMOOT

OCOLATE

Female V&M support (incl. high Vit-C&D) for all systems especially energy, stress and appetite control, daily recovery including skin, hair and nails – not available in stores



100s of <u>healthy recipes</u>

Protein mix to help economically meet the active female's protein requirements (1gm/lb/LBM/d) to stay lean & active. More nutrition in less calories helps control appetite, while supporting muscle recovery & definition

Choices for all ages, lifestyles & diet preferences

Delicious high protein lactose-free drink mixes We have the best 3rd party tested protein sources that fit any lifestyle or diet preference –not available in stores, and saves on monthly food cost

THE ESSENTIALS TO MAKE SURE YOU LEAVE NO RESULTS IN THE GYM FEEL BETTER DAILY AND SEE DESIRED CHANGES WEEKLY!



THE ESSENTIALS TO FEEL AND STAY YOUNGER AND ACTIVE LONGER THE OLDER WE GET, THE MORE HELP WE NEED TO STAY ACTIVE!

OW WITH CHOLINE

SUPPORTS

BONE HEALTH

NCREASES VITALITY

DELAYED RELEASE

OVER50 Playspan® PACK

As needed



Specific to perosns over 50yr, the only 4in1 complete MVM (high C&D) built specifically for those athletes and exercisers that want to remain active. Most recommended/used MVM in the sport/fitness channels - must for our families and clients of this age group to help keep them young! – Not available in stores

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



50-65y <u>Very</u> active persons remain on ActiveMV 2tabs

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% throughout a lifetime without adding calories! Compared to 60-85% from diet alone

VMs are actuators of all human metabolism

100s of <u>healthy recipes</u>

Delicious high protein lactose-free drink mixes to directly feed your muscles, speed recovery & control appetite to accelerate goals, mindful, your next workout is only as good as your recovery from the last. The older we get, the more protein we need to stay active, build or maintain muscle

Choices for all ages, lifestyles & diet preferences

Delicious high protein lactose-free drink mixes We have the best 3rd party tested protein sources that fit any lifestyle or diet preference –not available in stores, and saves on monthly food cost



THE ESSENTIALS TO MAKE SURE YOU LEAVE NO RESULTS IN THE GYM FEEL BETTER DAILY AND SEE DESIRED CHANGES WEEKLY!

VEGAN Playspan[®] **PACK** Vegan 3 in1 complete MVM (high C&D) built specifically for athletes and exercisers, which is why they are the most recommended/used Vegan MVM in VeganMV high school, college, pro and Olympic sports - and by the way, this is why all ORMULATED FOR my vegan clients & families use this MVM - not available in stores 2000 IU/50 MCG OF VITAMIN D These are different – they are for you & your long-term goals COMPLEX Many healthy recipes Delicious vegan high protein drink mix to directly feed your muscles, speed recovery & control appetite to DigestiveEnzymes accelerate goals, mindful, your next workout is only as OPTIMIZES NUTRIENT AVAILABILITY good as your recovery from the last. not available in SUPPORTS HEALTHY **QUITENFREE** stores & reduces the grocery bills DIGESTION NODARY 1050 ELPS BREAKDOWN OF LACTOSE Highest possible biological value, all natural environmentally **HPOALLERCEN**(**PROVIDES SUPPORT** friendly plant protein. Hypoallergenic, gluten free, contains NON-CHO GAINST DIGESTIVE UPSE no dairy or soy and is non-GMO CHOCOL Cost savings on essential groceries 12 weeks 2 healthy meals/d \$363-SRP (20%=\$288): 180meals

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

VMs are actuators of all human metabolism

*Non-animal derived V&Ms are often less bioavailable. Plant food sources bring phytates & oxalates that bind or block minerals, reducing absorption

Helps release the trapped nutrients and may help manage minor digestive problems like gut discomfort, bloating, gas, lactose intolerance, etc.,

Grow and Stay Strong within your Ideal Body using all natural ingredients from non-animal environmentally friendly sources