

- History of Nutrition in “Gyms”



- dotFIT Difference



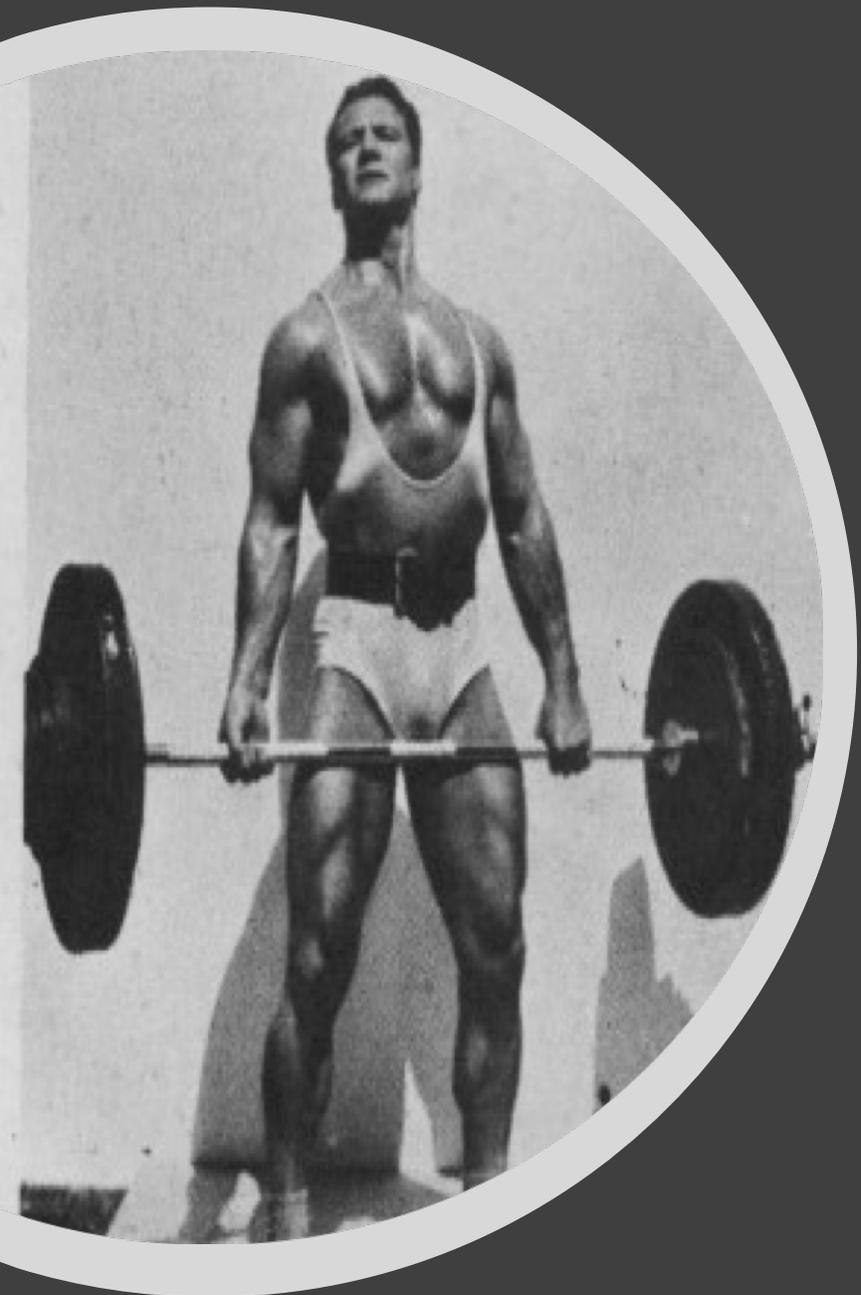
- Future of Fitness

*Playspan<sup>®</sup> vs Lifespan*



You &



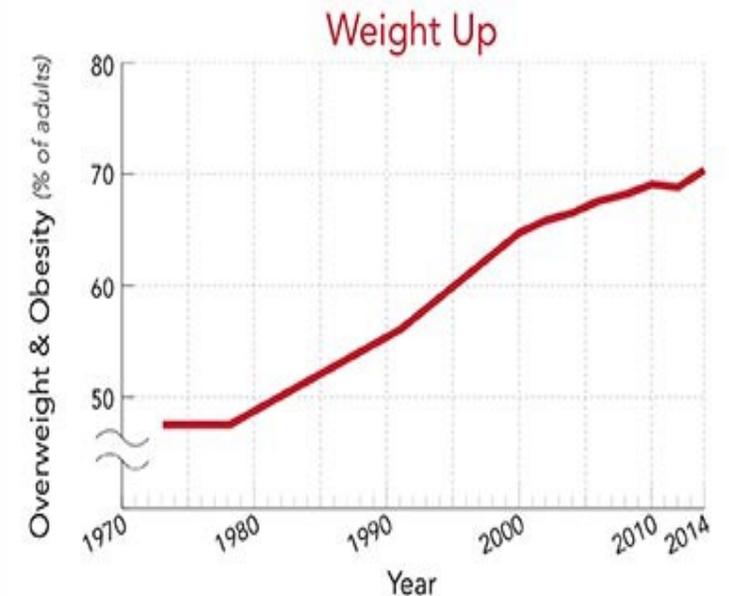


What Gyms Historically Sell

# 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)



**Average weight GAIN = 6 pounds**

Other weight loss studies show diet with exercise produces 7xs the weight loss vs diet alone

 = 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**

# What Does Work

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

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**

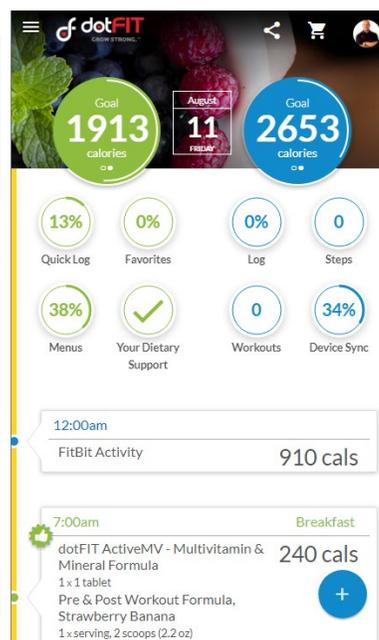
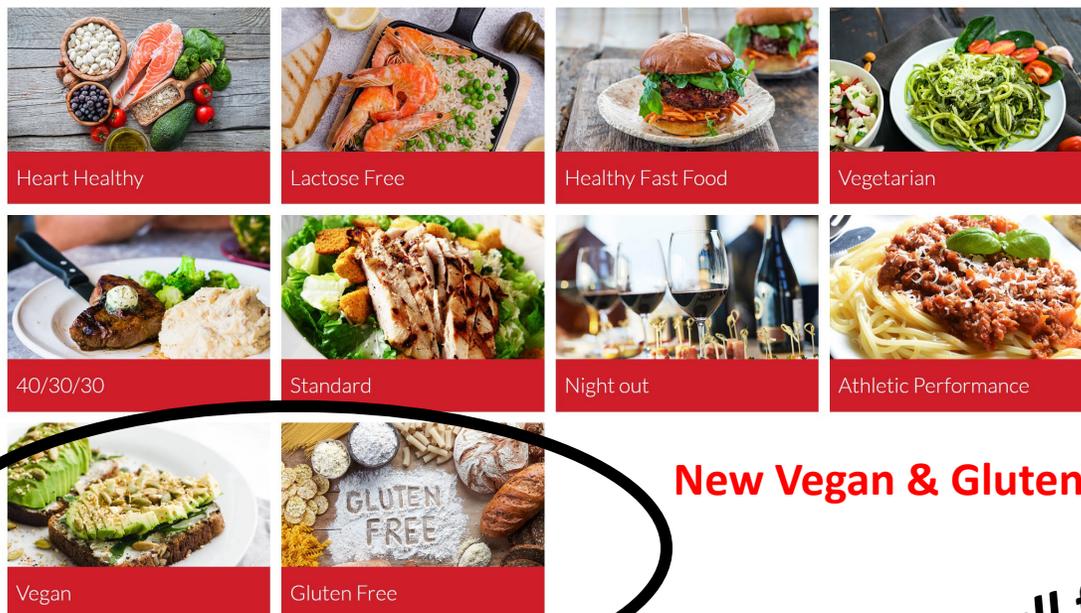
R&D, Sport & Fitness Programming Company  
Licensed for dotFIT Certified Practitioners



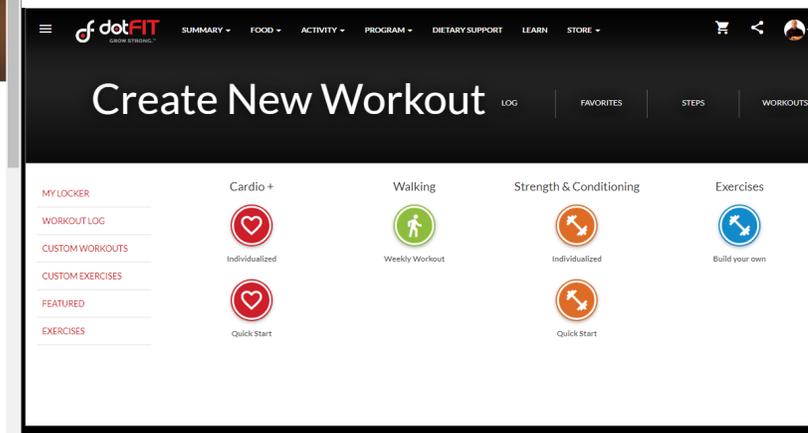
**Ever-Evolving** 1-stop shop for any goal, from **any device** – client & Fit-pro centric

## The Solution - The Integrated Play

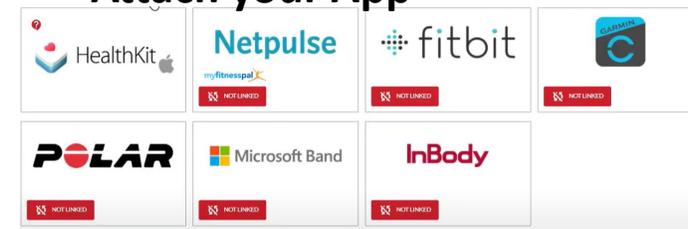
### Custom Personalized Menus From Dietitians



Any Level or Type of exercise including performance, corrective & assessments



### Attach your App



**New Vegan & Gluten Free Menus**

*all from your phone*

3<sup>rd</sup> Party Tested Practitioner Product Only to Accelerate Results & Fill in the Gaps to Grow Strong





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

## **“Built to Expand”**

**An Ecosystem to Support the Future  
*education, application & integrity***

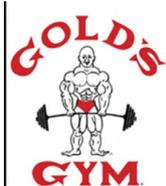
# Nutrition Powered - Ecosystem

## EVOLUTION OF A FITNESS EMPIRE

BB & GG  
Sets the stage



Our Future



Founded to expand  
Gym nutrition worldwide

Apex Merges to set a  
new PT standard

Established next generation nutrition  
& exercise platform to power  
brands & prepared for future

Acquired to develop  
talent thru seamless, relevant  
education & certification



1974-  
1994

1994

2001

2008

2016

NASM & PTAG/PTN  
merge to enhance &  
expand sport & fitness  
education & services

1988

Created Nutritionalyis  
Industry 1<sup>st</sup> Nutrition

1996

Acquired to give  
trainers credibility

2003

Launched bodybugg  
First Wearable Device for  
Weight Control in Fitness

Won Best of What's New in Health



2009-  
Current



NEV Partners with dotFIT to service  
Global Brands now powering  
>1500 Facilities & Sports Teams

>40,000 Fitness Pros & in Millions of Households

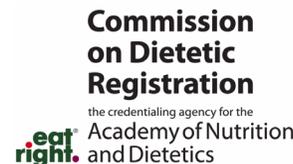
2020-  
Current



# dotFIT - Trusted by Professionals

*R&D for Nutrition Programs & Products*

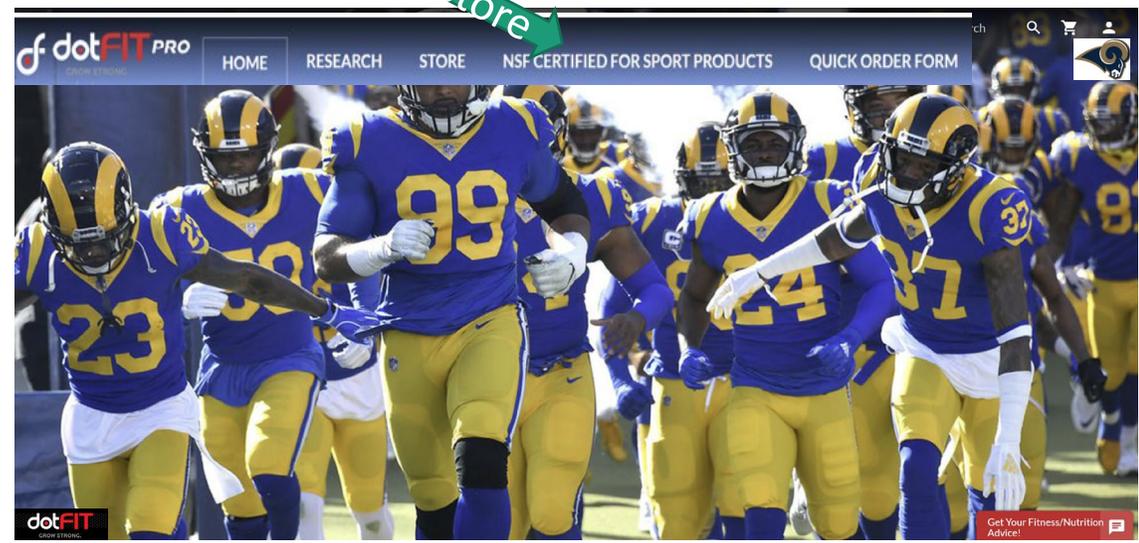
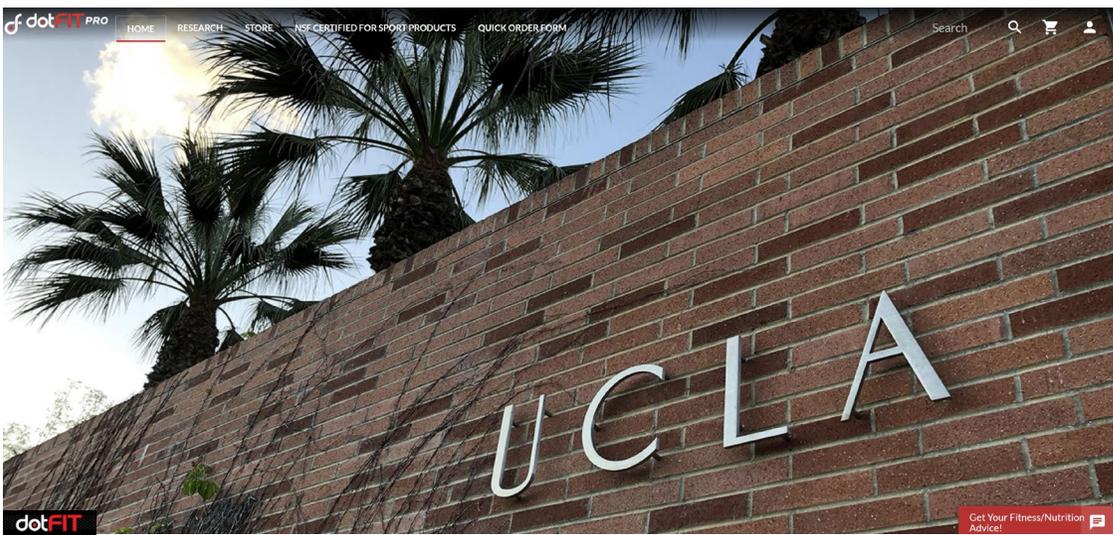
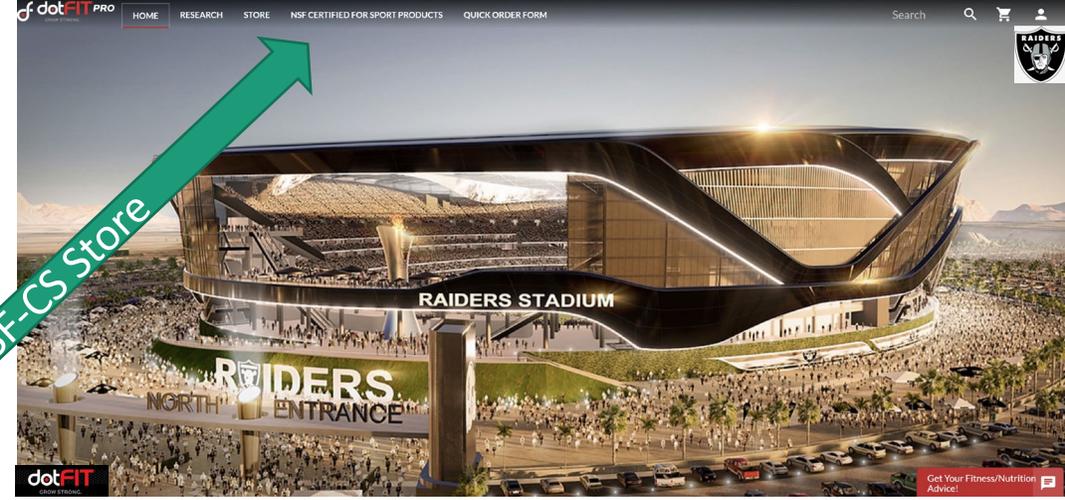
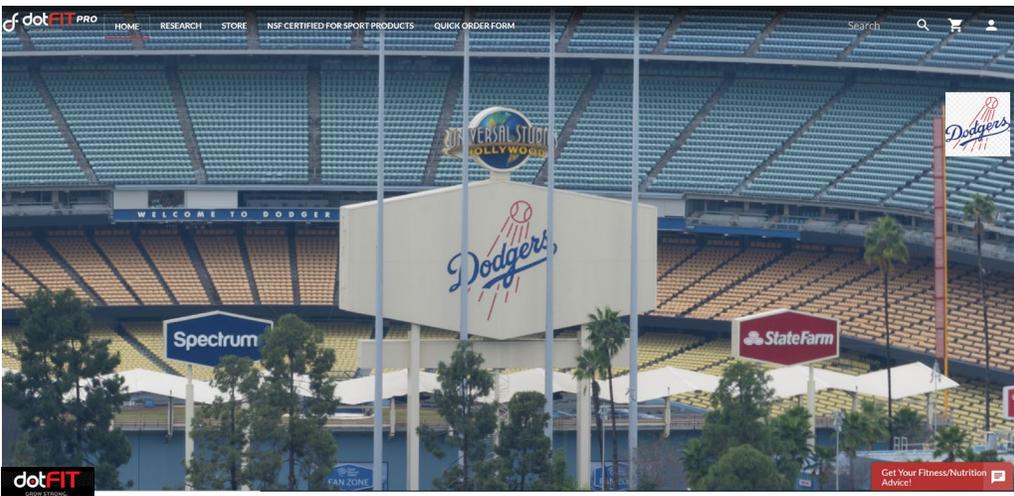
- Over 1,500 sport and fitness facilities
- Over 40,000 fitness professionals
- Trusted & Used by MILLIONS of Households
- Largest provider of 3<sup>rd</sup> party tested nutrition programs and products in the sport and fitness channels including collegiate and professional sports





**dotFIT**  
GROW STRONG.™

Supporting Over 200 College & Pro Sport Teams



# DIETARY SUPPLEMENTS & FOOD PRODUCTS

## dotFIT DIFFERENCE

*Knowing that 80% of Americans (85% of gym members) use dietary supplements with the Average spend of **\$96.50** per trip or, \$500yr – somewhere else*

*WE NEEDED TO SAVE OUR MEMBERS FROM THEMSELVES & PRICE SHOPPING – BECAUSE THEY WILL GET WHAT YOU 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*



**85% of gym-goers spend an average of \$50-60/m in the wrong places**  
*Unsuspecting Buyers purchase based on price and get what they pay for*

*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 [database](#) of 965+ diets including:**
  - Steroids, prescription medications and

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



# Consumer Channels - Including International

## UNDER-FORMULATED ([REF<sup>2</sup>](#)) ([REF<sup>2B</sup>](#))

- Products include: One-A-Day, Centrum, ([Ref<sup>1a</sup>](#)) Optimum, MP ([Ref<sup>2a</sup>](#))
- Class action suit for most protein brands [Ref<sup>3</sup>](#)



\*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>

- **Whey's demand *increased* prices from <\$2/kilo to \$12!**
  - 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 – Actual 19 g

[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

# HOW dotFIT WORKS FOR YOU Consumer Channels - Including International

## 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:

“ 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 written

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



## UNDER FORMULATED WHEY PROTEIN

### 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	2%
Saturated Fat 0g	0%
Polyunsaturated Fat 0g	
Monounsaturated Fat 0g	
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 35mg	1%
Total Carbohydrate 2g	1%
Dietary Fiber 0g	0%
Sugars 1g	
Protein 24g	
Vitamin A -	• Vitamin C -
Calcium -	• Iron -

\* Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

#### WHAT IT CLAIMS:

##### Nutrition summary:

Calories	Fat	Carbs	Protein
115	1g	2g	24g

There are 115 calories in a 1 scoop serving of CSN 100% Pro Whey Standard.

Calorie breakdown: 8% fat, 7% carbs, 85% protein.

#### WHAT IT ACTUALLY CONTAINS:

##### Nutrition summary:

Calories	Fat	Carbs	Protein
115	1g	25g	2.5g

There are 115 calories in a 1 scoop serving of CSN 100% Pro Whey Standard.

Calorie breakdown: 8% fat, 7% carbs, 85% protein.

- BASED ON TESTING AT POPE TESTING LABORATORIES, INC.



## 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

# Consumer Channels - Including International



Several protein manufacturers occur when a protein powder supplement so that it registers

Product	LABEL CLAIM OF PROTEIN IN GRAMS	PROTEIN TEST RESULTS
Biohealth Precision Blend - 2lb Caramel Cookie Swirl	32g	17.1
Biohealth Precision Blend - 2lb Milk Chocolate	32g	24.7
Biohealth Precision Blend - 2lb Milk Chocolate	32g	24.5
Biohealth Precision Blend - 2lb White Chocolate Raspberry	38g	
Biohealth Precision Iso - 2lb Chocolate	27g	2.79
Biohealth Precision Iso - 2lb Chocolate	27g	17.2
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
Core Formulations Core 8 - 5 lbs Chocolate Brownie	30	21
Core Formulations Core 8 - 5 lbs Vanilla bean	31g	22.9
Core Formulations Isocore - 2lb Cookies and Cream	30	23.9
Core Formulations Isocore - 2lb Cookies and Cream	30g	23.9
Core Formulations Isocore - 2lb Cookies and Cream	30g	24.2
Rogue Nutrition - Rogue Whey - 2lb Chocolate Milk	28g	
Rogue Nutrition- Rogue Whey - 2lb Chocolate Milk	28g	19.7

also advertising practices

The prices for Core Formulations, BioHealth, and Rogue Nutrition protein powders range from \$49.99 to \$59.99 for a 2 lb. container of protein powder and \$89.99 to \$109.99 for a 5 lb. container.

# Consumer Channels - Including International

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
3. **Purity & Potency** – tested from start to finish
4. **Nutrient Delivery** – right place, right time
5. **Truth in labeling** – legal facts based on #1 & prove it with 3<sup>rd</sup> 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”***

### ***Retention***

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

# Playspan<sup>®</sup>, Lifespan, Big-Pharma & Self-Care/Us

*Everyday of life is only as good as your recovery from the last*

- Big-Pharma

- The US **Pharmaceutical Industry is the largest in the world**, including revenue generation, making it the largest maker, advertiser and market for prescription drugs. Big-Pharma and related medical services is the most **profitable industry in the US**. 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 allow poor lifestyle/eating behaviors

- Lifespan

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

- Health-span

- How long you're somewhat healthy (US has the shortest): functional & disease-free period of life (**relatively independent but likely medicated**)

- Play-span

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

- Nutrient

- A substance an organism (e.g., human being) cannot live without as it essential for energy, growth & life (must have an exogenous supply). Lesser daily amounts than the body can use to grow, develop and maintain, creates a lesser human structure
  - The human diet requires both macro-nutrients, which are the main source of calories, and micro-nutrients (≈40 essential minerals, vitamins, and other biochemicals), which are required for virtually all metabolic and developmental processes.

- Self-care

- 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.*

How do *we* plan on “saving the world through fitness?”  
*getting people’s Playspan® to equal their lifespan*

## **PROBLEM – we break too early, then rely on meds**

Common and unavoidable nutrient<sup>1</sup> shortages are mostly “silent<sup>2</sup>” but are depriving the body of its full structural and functional potential, **creating an underperforming and unprotected organism perpetuating** inactivity and leading to a weaker body and mind throughout life... thus an earlier onset of illnesses and/or aging, i.e., an “open door” to early *otherwise* 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***

<sup>1</sup>When there are less than the known best-recommended amounts of nutrients, such as VMs entering our bodies, they will be routed to the areas that are needed to keep us alive and reproduce such as energy production, blood formation, muscle contraction etc., at the expense of other areas of metabolism whose lack of proper nutrition has long term consequences such as the age-related diseases like cancer, cardiovascular, osteoarthritis, osteoporosis, dementia, etc.

<sup>2</sup> \*Silent hunger is the difference between our nutrient intake from the foods we choose to consume and nutrient recommendations necessary for short and long-term health. This silent hunger is not felt in our stomachs like food/calorie deprivation, rather, these nutrient gaps are expressed through our daily under-performance and early otherwise mostly avoidable breakdowns including frequent illness, fractures, CV events, cognitive decline, stress, depression, weight gain, etc.

To get your Playspan® equal to your lifespan (active & independent)

***We must solve For***

***building a resilient\*, stronger lasting structure to grow & stay strong to avoid common breakdowns***

***\*a system's capacity to resist, recover, grow, or adapt in response to a challenge or stressor***

The human diet requires both macro-nutrients, which are the main source of calories, and micronutrients (~40 essential minerals, vitamins, and other biochemicals), which are required for virtually all metabolic and developmental processes.

Our trillions of cells need a full dose of "*their daily food*" (micronutrients) to rebuild, replace & perform optimally (defined as our daily nutrient recommendations that no one achieves from food alone within acceptable calories)

# To get your Playspan® equal to your lifespan (active & independent)

## *We must solve For*

*building a resilient\*, stronger lasting structure to grow & stay strong to avoid common breakdowns*

*\*a system's capacity to resist, recover, grow, or adapt in response to a challenge or stressor*

### **Science Backdrop (why we require daily amounts of micronutrients)**

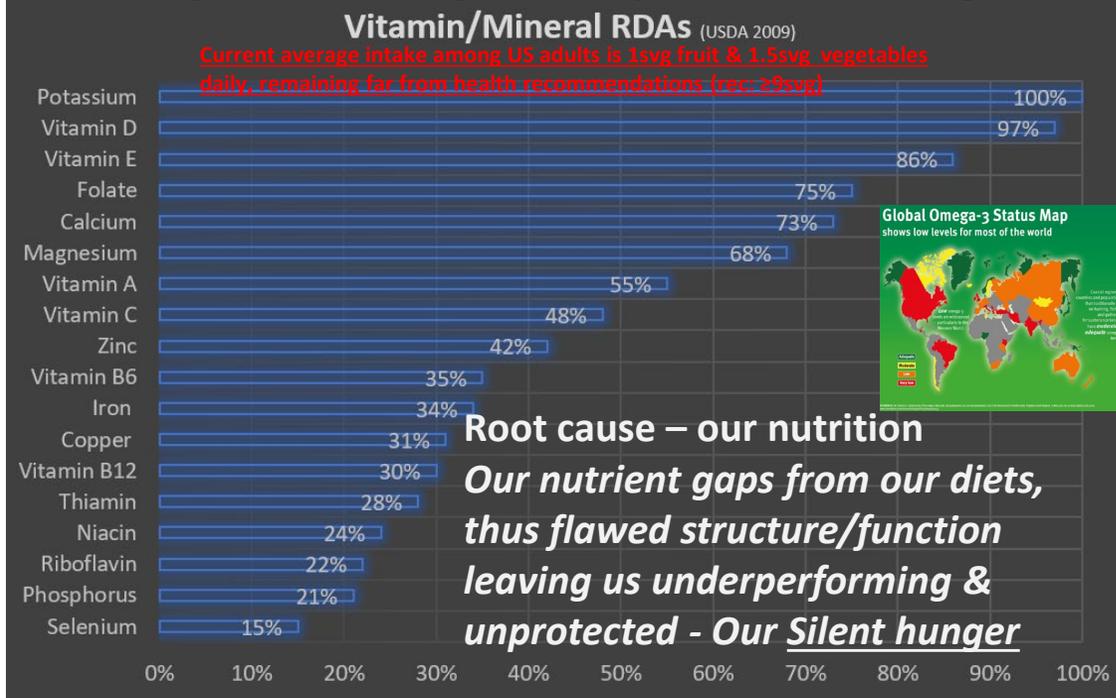
Everyday our bodies are replacing, rebuilding, or maintaining our trillions of cells using the components within the foods we consume (micronutrients). Getting daily proper amounts of all these components including our vitamins, minerals, omegas, and other cellular actuators and building blocks, through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

**\*OUR DAILY PERFORMANCE IS THE SUM OF ALL OUR CELL'S PERFORMANCE, WHICH ARE POWERED BY OUR MICRONUTRIENTS (E.G., VITAMINS, MINERALS, ETC.)**

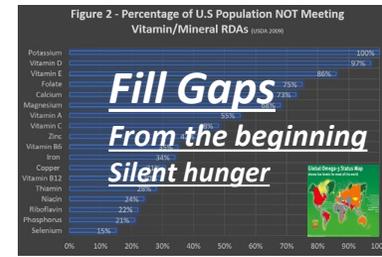
Therefore, the goal is to fill these well-established diet nutrient gaps, that otherwise weaken our structure and functional potential, with the identified missing nutrition (daily rebuilding materials) known to be in short supply or unattainable without adding unwanted calories – i.e., dietary support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

**Our trillions of cells need a full dose of "their daily food" (micronutrients) to rebuild, replace & perform optimally (defined as our daily nutrient recommendations that no one achieves from food alone within acceptable calories)**

Figure 2 - Percentage of U.S Population NOT Meeting



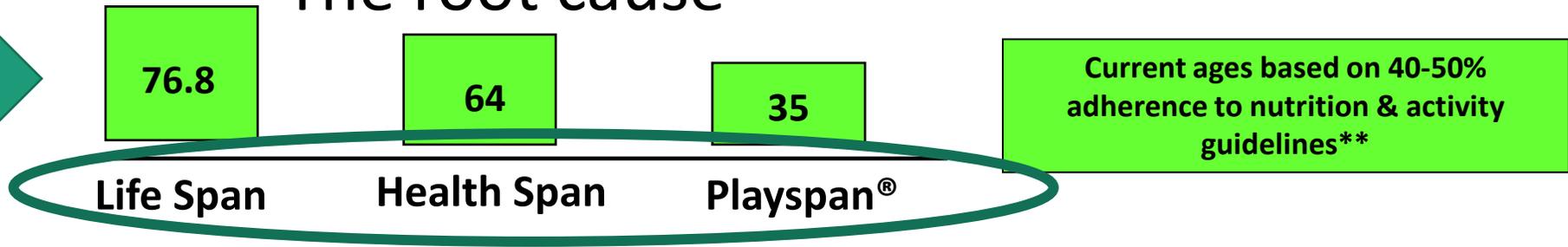
**Root cause – our nutrition**  
*Our nutrient gaps from our diets, thus flawed structure/function leaving us underperforming & unprotected - Our Silent hunger*



# Solve For The root cause

Our under-nutrition leads to this outcome

US Today<sup>1, 2</sup> →



Americans have the shortest health & lifespans among peer nations, and highest healthcare costs per person with 66% of all adults (75% >50y, 87% >65y) using prescription medication regularly – AKA the Big-Pharma trap

Silent hunger is the difference between our nutrient intakes and nutrient recommendations, and not felt in the stomach, but expressed through daily under-performance and early and often breakdown/disorders

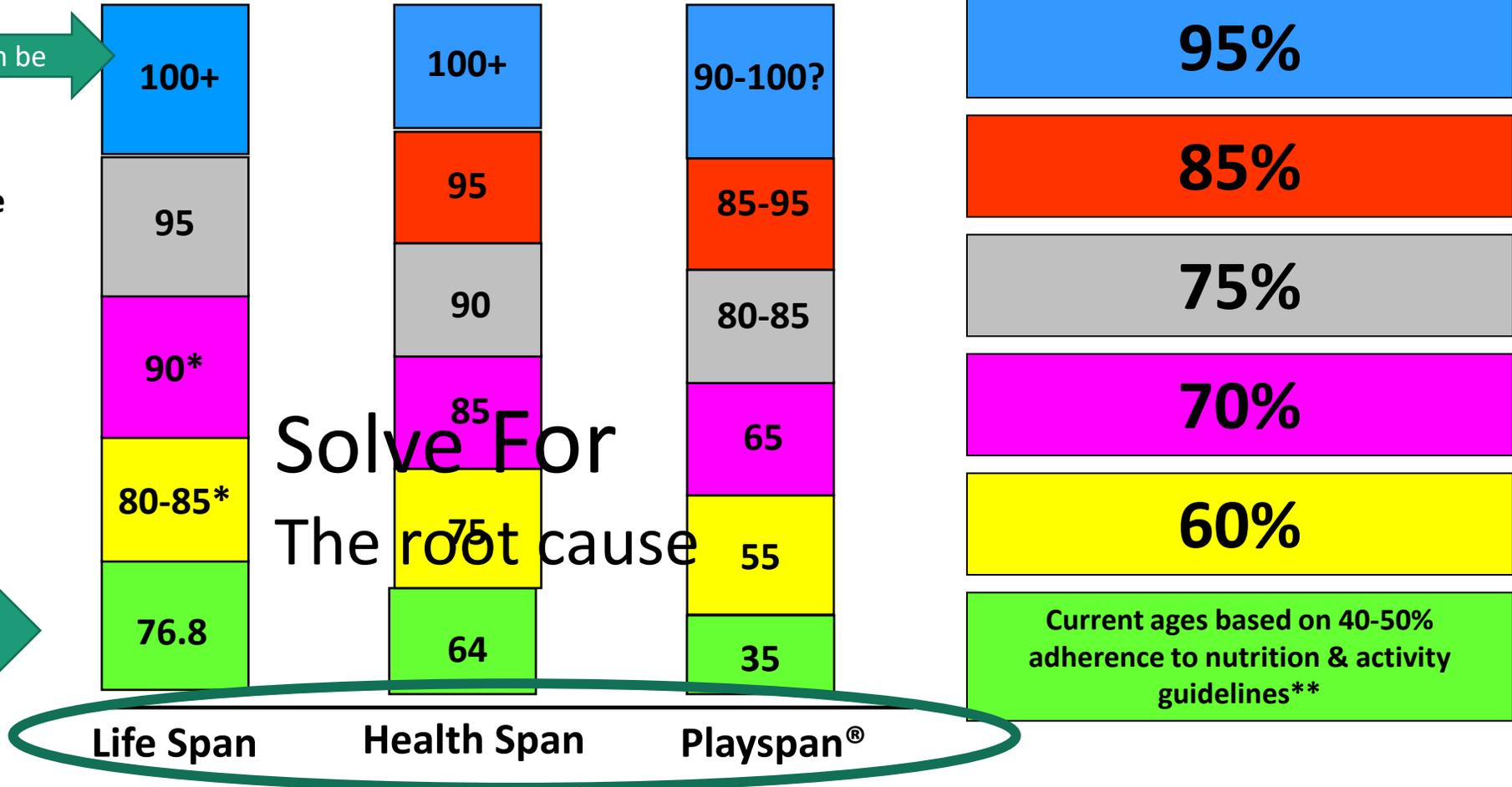
**Current lifespan, Health-span and Playspan® in the US** is unquestionably linked to the % of adherence to nutrition and activity guidelines\* starting with nutrition because activity is caused by the nutrition that builds & rebuilds your foundation daily (daily recovery). Poor nutrition (nutrient gaps/silent hunger) = poor activity = poor body composition –the vicious cycle that leads to inactivity and a lifetime of medications

Where we should/can be

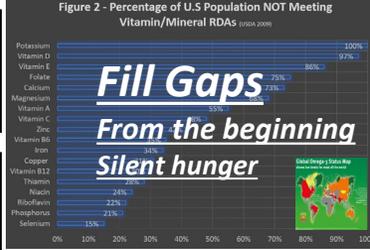
Earlier you start meeting nutrient rec., the truer the numbers

Our under-nutrition leads to this outcome

US Today<sup>1, 2</sup>



Solve For  
The root cause



**Modern humans have the potential to play & live longer starting with feeding the silent hunger before you break to deliver daily performance and lifelong protection**

Silent hunger is the difference between our nutrient intakes and nutrient recommendations, and not felt in the stomach, but expressed through daily under-performance and early and often breakdown/disorders

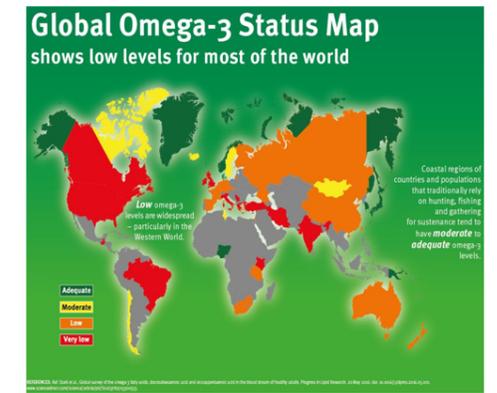
VMs, O3s, etc., are indispensable **components** of life and health, as all systems are dependent on their activity. Get less than the body can use (established recommendations such as RDAs, etc.), get less structural and functional potential b/c **the body cannot make them**. Therefore, you are a lesser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

that re

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

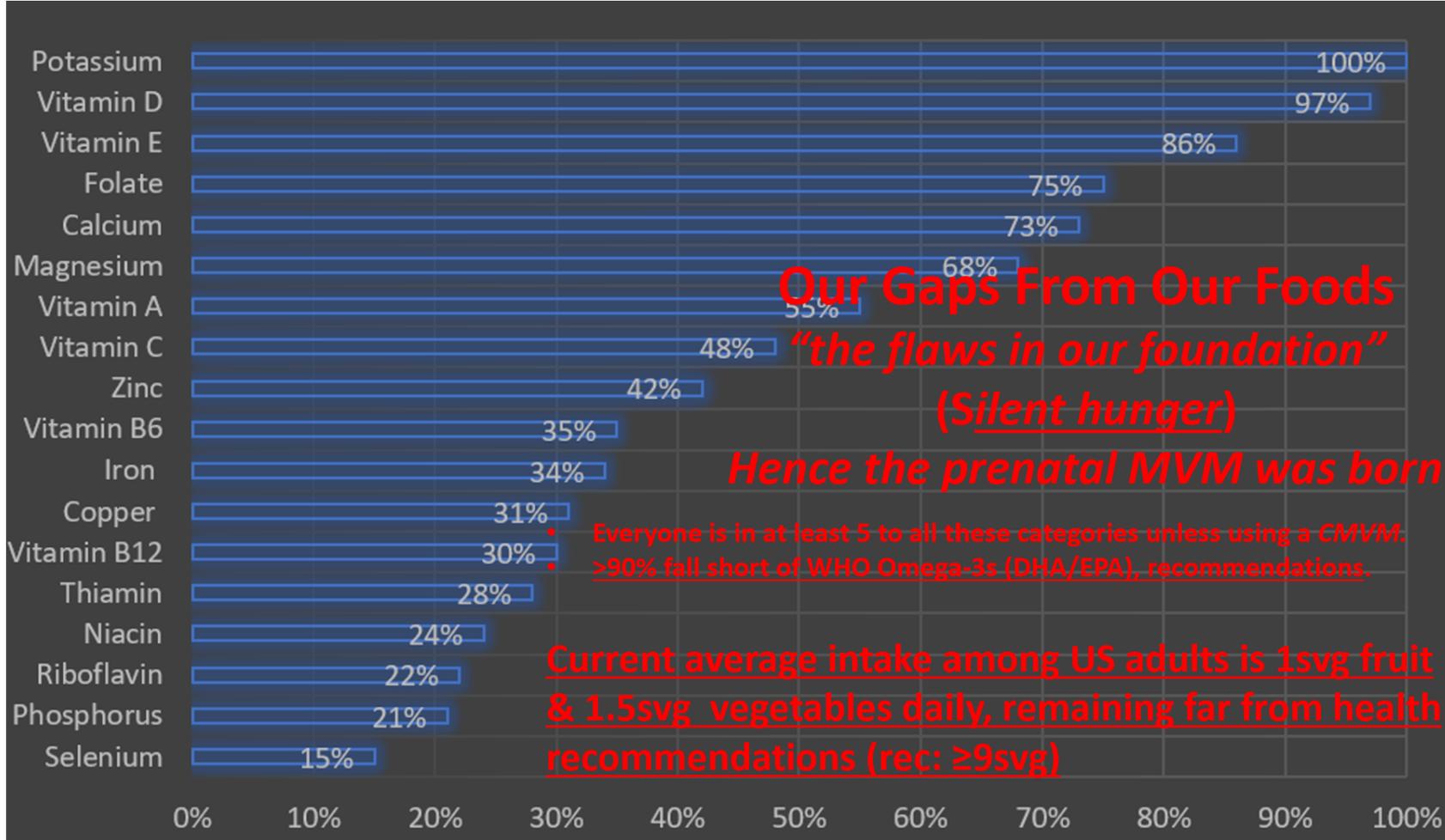
**Omega-3s, also critical in development & maintenance**

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



**Red & Orange=high health risk**

er-  
ng  
in  
ance  
tions  
risk



**Our Gaps From Our Foods**  
**"the flaws in our foundation"**  
**(Silent hunger)**

**Hence the prenatal MVM was born**

**Everyone is in at least 5 to all these categories unless using a CMVM. >90% fall short of WHO Omega-3s (DHA/EPA), recommendations.**

**Current average intake among US adults is 1svg fruit & 1.5svg vegetables daily, remaining far from health recommendations (rec: ≥9svg)**

**Percentage of the population (2020) below the RDAs for individual VMs<sup>12,38,61,63,74,75,77,108</sup>**

**VMs are actuators of all human metabolism**

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

**\*Mindful RDAs designed to eliminate deficiencies - not meant to be optimal**

Everyo  
nutritic

This ever

• Flaw  
we c  
mus

• Early

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# Our Silent Hunger – our nutrient gaps

*that result in a lesser daily life (underperforming) and early & often breakdowns (unprotected)*

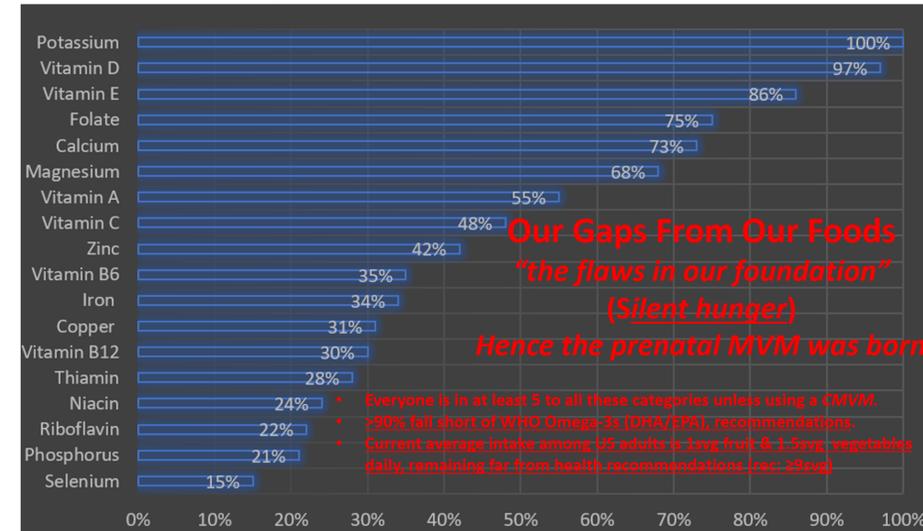
## Everyone falls short of important daily nutrition

This eventually leads to:

- Flawed daily recovery and downward spiral of less activity - ***we are what we eat, therefore become what we missed then must succumb to Big-Pharma***
- Early breakdown includes:
  - Illnesses
  - Injuries
  - Weight gain
  - Stress
  - Premature aging
  - Lifetime of medications – The Big-Pharma trap

Our known under-consumed daily rebuilding materials (cellular foods) that leaves us underperforming and unprotected

VMs, O3s, etc., are indispensable **components** of life and health, as all systems are VM dependent. Get less than the body can use (RDAs), get less structural and functional potential b/c **the body cannot make them**



**Our Gaps From Our Foods**  
**"the flaws in our foundation"**  
**(Silent hunger)**

**Hence the prenatal MVM was born**

Percentage of the population (2020) below the RDAs for individual VMs<sup>12,38,61,63,74,75,77,108</sup>

**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

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

# Exacerbating the nutrient gap problems today are human choices

## More Diets & Missing Micronutrients

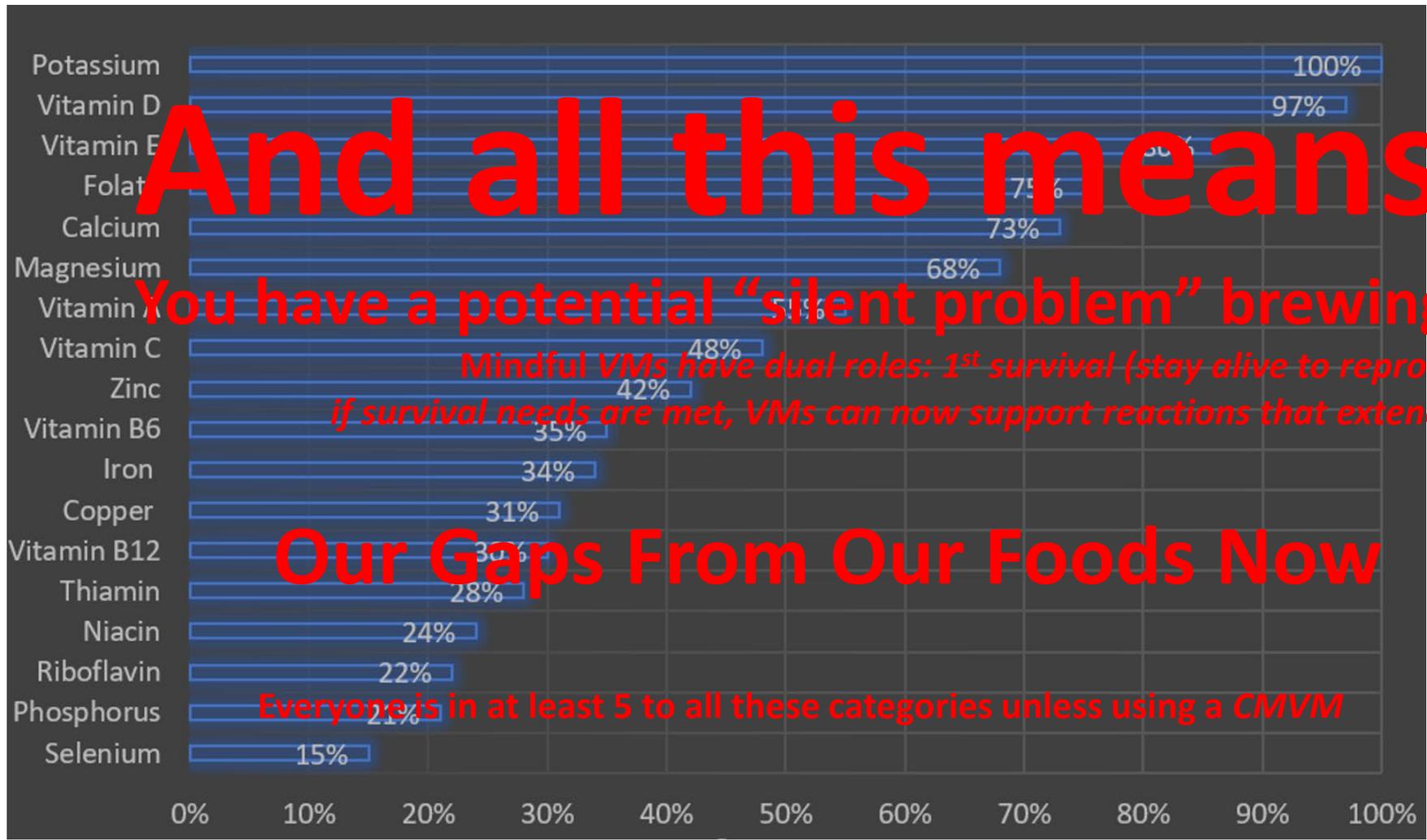
DIET	How it Works	Nutrients at Risk for Insufficiency		Supplements to Fill Gaps
<b>PALEO</b>	No dairy, grains and grain products, legumes, processed foods, alcohol	Calcium Vitamin D B vitamins	Magnesium Fiber	<ul style="list-style-type: none"> <li>Multivitamin &amp; Mineral</li> <li>Calcium with Magnesium</li> <li>Vitamin D3</li> </ul>
<b>KETO</b>	5-10% Carbs (50g/d max) 10-20% Protein 70-80% Fat	B vitamins Magnesium Fiber	Vitamin E & C Zinc Iron	<ul style="list-style-type: none"> <li>Multivitamin &amp; Mineral</li> <li>Calcium with Magnesium</li> <li>Probiotic</li> <li>Essential Amino Acids</li> </ul>
<b>VEGAN</b>	No animal meats or products (eggs, milk, cheese, yogurt)	Vitamin D Calcium Protein Zinc	Omega-3 Fats B12 Iron Iodine	<ul style="list-style-type: none"> <li>Vegan MV</li> <li>Calcium with Magnesium</li> <li>Plant Protein</li> <li>Essential Amino Acids</li> <li>Vitamin D2</li> <li>Omega-3 Fats</li> </ul>
<b>GLUTEN FREE</b>	Avoid all forms of wheat and wheat products. Rye, barley, buger, some condiments, sauces and dressings	B Vitamins Vitamin D Iron Fiber	Zinc Magnesium Calcium Phosphorus	<ul style="list-style-type: none"> <li>Multivitamin &amp; Mineral</li> <li>Calcium with Magnesium</li> <li>Vitamin D3</li> <li>Probiotic</li> </ul>
<b>INTERMITTENT FASTING</b>	No food restrictions – no eating allowed for a specific time period Ex: 16:8 - fast for 16 hours and eat during an 8 hour window	Commonly under-consumed nutrients: Potassium, choline, magnesium Vitamins A, D, E, C Calcium, potassium, fiber Iron (for certain age/gender groups)		<ul style="list-style-type: none"> <li>Multivitamin &amp; Mineral</li> <li>Omega-3 Fish Oils (as needed)</li> <li>Calcium with Magnesium (as needed)</li> <li>Essential Amino Acids</li> <li>Protein</li> <li>Vitamin D3 (as needed)</li> </ul>
<b>IF IT FITS YOUR MACROS (IIFYM)</b>	Varies based on individual needs, goals, preferences and training status	Commonly under-consumed nutrients: Potassium, choline, magnesium Vitamins A, D, E, C Calcium, potassium, fiber Iron (for certain age/gender groups)		<ul style="list-style-type: none"> <li>Multivitamin &amp; Mineral</li> <li>Omega-3 Fish Oils (as needed)</li> <li>Calcium (as needed)</li> <li>Vitamin D3 (as needed)</li> </ul>

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 and getting worse <sup>12,38,61,63,74,75,77,108</sup>

# Primary Known Under-Consumed Essential Nutrition that leaves us underperforming and unprotected

VMs have dual roles: 1<sup>st</sup> survival (stay alive to reproduce); if survival needs are met, VMs can now support reactions that extend a healthy life



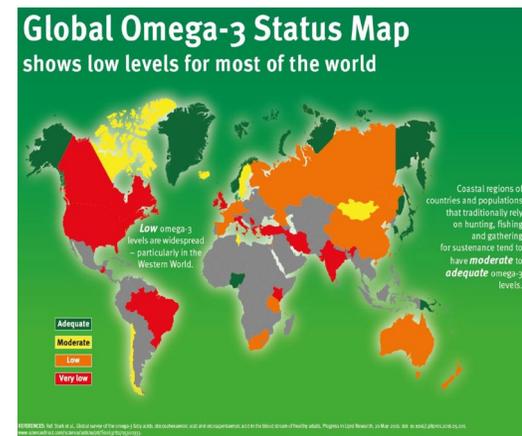
# And all this means – is...

## You have a potential “silent problem” brewing

*Mindful VMs have dual roles: 1<sup>st</sup> survival (stay alive to reproduce); if survival needs are met, VMs can now support reactions that extend a healthy life*

# Our Gaps From Our Foods Now

Everyone is in at least 5 to all these categories unless using a CMVM



Red & Orange = high health risk

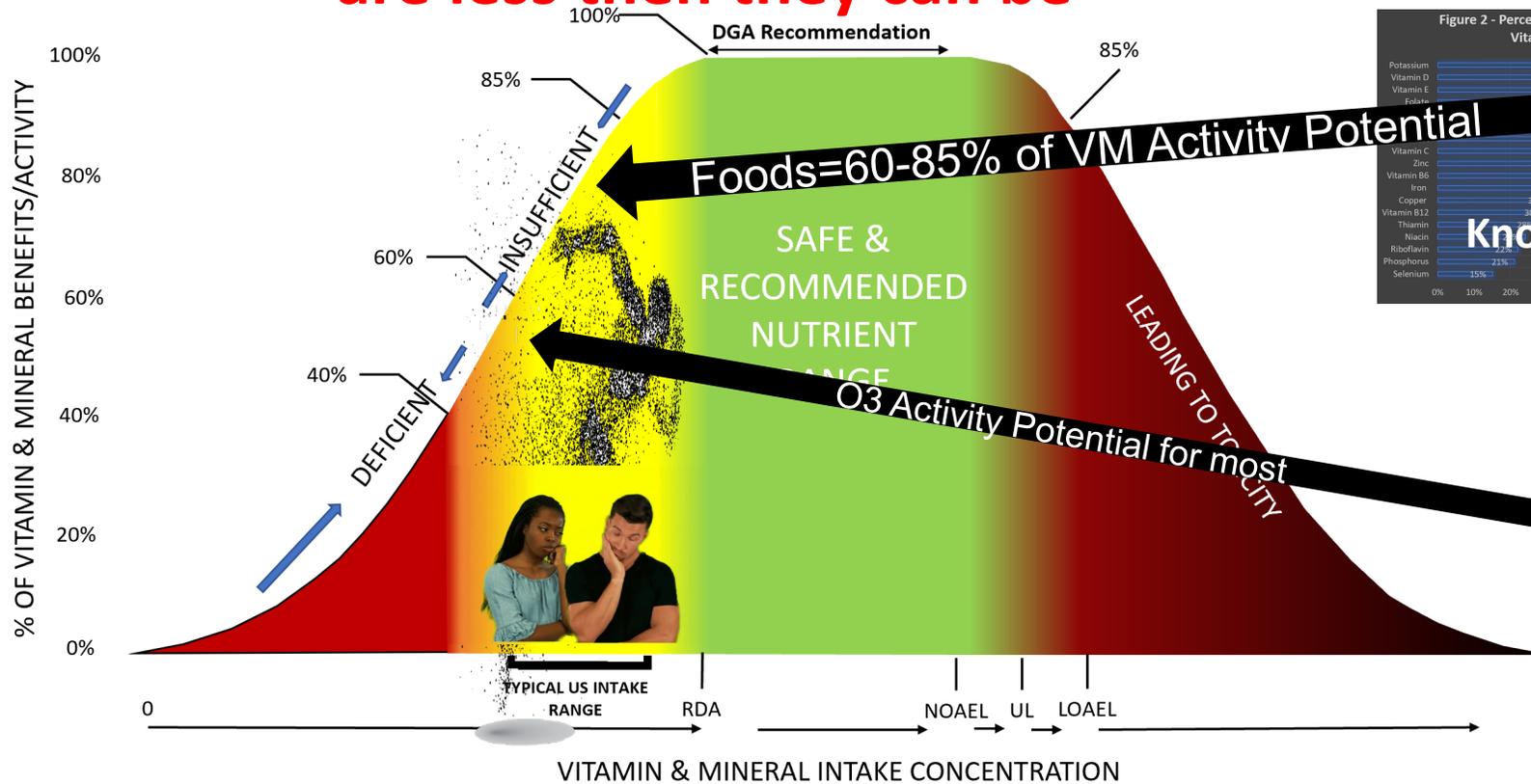
### Percentage of the population below the RDAs for individual VMs<sup>12,38,61,63,74,75,77,108</sup>

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

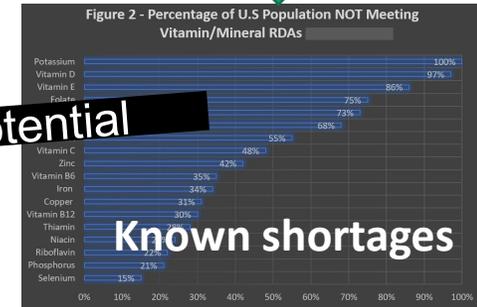
# This is Where you lived without knowing the future - b/c...

**Insufficiencies** are “silent”, thus have an undetectable starting point that begins an insidious progression that physically manifests as illnesses/injury/wt. gain/stress 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

**All structural & functional systems are less then they can be**



Insufficiencies



**VMs/nutrients are actuators of all human metabolism And power all our cell's enzymes\***  
Each VM functions synergistically in multiple areas, thus prioritized when shorted compromising respective structure/function

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**

\***Enzymes** are structures involved in nearly all metabolic processes as they are in virtually all our trillions of cells. Specifically, they speed up the chemical reactions that happen throughout the body and therefore effect the performance in virtually every bodily function. Vitamins/minerals are the nutrient “spark plugs” that power the enzymes, thus proper levels make enzymes more active and respective cells operating at full potential. **HUMAN PERFORMANCE IS THE IS THE SUM OF ALL OUR CELL'S PERFORMANCE**

# How do we plan on “saving the world through fitness?”

**PROBLEM** – *we break too early, then rely on meds*

Common and unavoidable nutrient<sup>1</sup> shortages are mostly “silent<sup>2</sup>” but are depriving the body of its full structural and functional potential, **creating an underperforming and unprotected organism perpetuating** inactivity and leading to a weaker body and mind throughout life... thus an earlier onset of illnesses and/or aging, i.e., an “open door” to early *otherwise* 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***

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 - ideally in that order (*we immediately can get 2 out of 3 done*)



# How do we plan on “saving the world through fitness?”

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 - ideally in that order (*we immediately can get 2 out of 3 done*)

## Our Advantage (we are in the perfect position):

*The “activity” part of the equation has begun (they are here) – now we must keep them here.*

**SOLUTION** – *daily flow of the body’s building/rebuilding materials to support the desire & ability to remain active – a true protection/prevention before fix or cure approach*

**Maintaining nutrient recommendations with caloric efficiency (*feeding the silent hunger*) 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 we can personalize it, so they do it!***

*“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 to avoid as much as possible, our current broken healthcare model – AKA sick-care. After all, nutrition creates the human thus health, not medicine

## Grow Strong & Stay Strong

# THE HOW TO MEET NUTRIENT RECOMMENDATIONS WITHIN CALORIC EFFICIENCY TO KEEP THEM ACTIVE

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 CAN use we create the foundation for our Playspan® to equal our lifespan

*daily performance & protection*

## Complete Multivitamin (incl. high C&D) & mineral-womb to tomb [MVM](#)

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 your 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

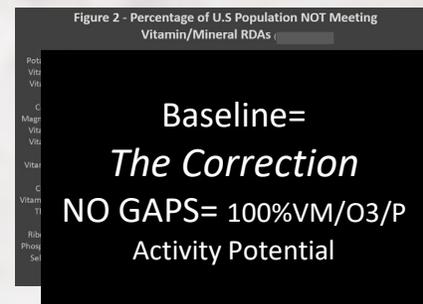
### ✓ 5-600mgs/day of omega 3 (EPA & DHA 3:2) [O-3](#) – **Look at your plate**

- ✓ 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): 398-411. doi:10.2307/2406060. JSTOR 2406060

# Timing to success

## 30-90days to fully Upgrade Your Current Structure & Function to go from current status to vibrant

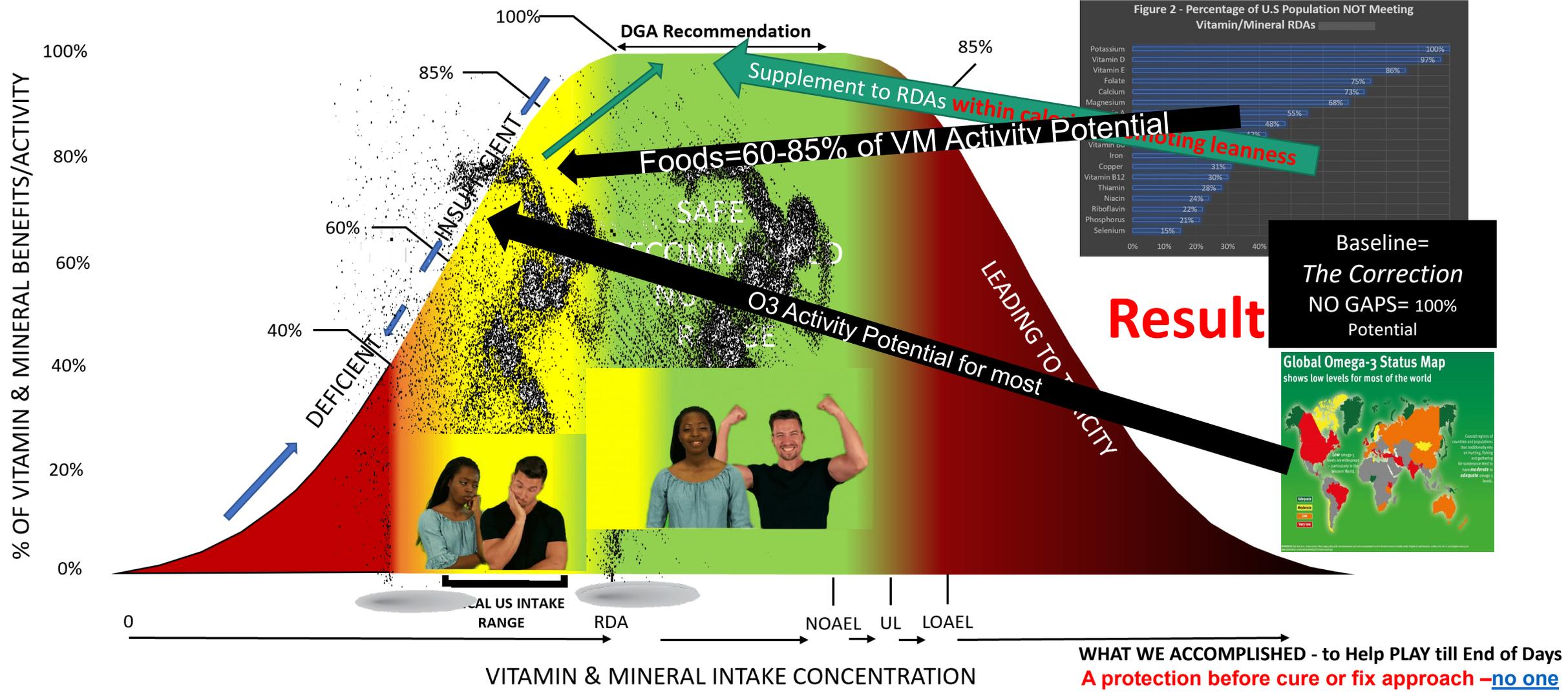
Analogous to reconstructing a building with more materials to make it stronger: upon correcting these insufficiencies, it may take the body weeks to months to optimize your systems as it begins to build and increase the activity of the vitamin, mineral, omegas, etc., dependent systems with the now greater availability of active daily cellular activators/rebuilding materials.

- As the body begins to adapt/incorporate the added nutrition, such as activating/reactivating dormant enzymes\*/proteins subsequently improving all your cellular activities, your daily performance gradually improves
- Depending on your degree of insufficiencies, within 1-4 months your body will be bathed in proper nutrition and structurally and functionally be *better* than the best it can be and the potential for a Playspan® to last a lifespan – and help avoid the dreaded Big-Pharma trap

# Result: Corrected food nutrient content to achieve recommendations/RDAs/WHO

Fill all nutrient gaps to maximize their indispensable activities without adding calories to achieve nutrient dense calorie efficiency

## FEEDING THE SILENT HUNGER BEFORE WE BREAK – BUILDS A RESILIENT HUMAN STRUCTURE



WHAT WE ACCOMPLISHED - to Help PLAY till End of Days  
 A protection before cure or fix approach no one would be immune to benefits

Offers the Potential for all respective dependent systems to operate at full capacity in the creation & maintenance of human structure, function, health & recovery  
**daily performance and protection – keeping them active (retention)**

## Timing to success

30-90days to fully Upgrade Your Current Structure & Function to go from current status to vibrant

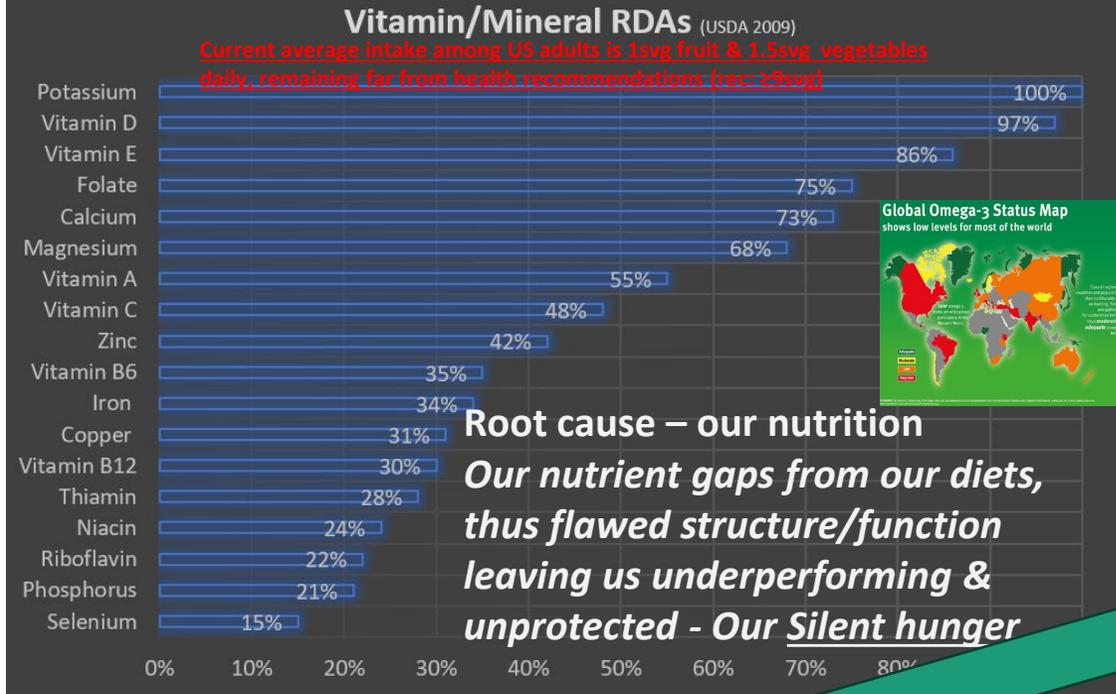
# Experts all Agree

**A panel of 14 international experts in nutritional science and health care determined and published in their consensus panel report regarding multivitamin mineral supplements (MVMS):**

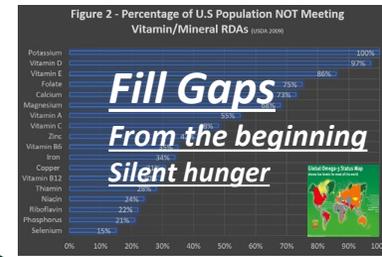
- MVMS can broadly improve micronutrient intakes when they contain at least those that are consumed insufficiently or have limited bioavailability within a population
- MVMS may be individualized according to age, sex, life cycle and/or other selected characteristics (**activity level**)\*
- Adequate intakes are necessary for normal biological functioning required for good health; in some instances, **higher than recommended micronutrient intakes have the potential to provide additional health benefits (e.g., C, D & E)\***
- Meeting daily intakes established by DRIs should be an explicit public health goal for individuals and populations
- Use of MVM supplementation is one approach to ensure that adequate micronutrient needs are met in support of biological functions necessary to establish and maintain health.
  - *Claiming supplementing valuable micro-nutrients is not necessary or useless, may yet prove to be the worst long-term health advice ever given. Moreover, it is factually irresponsible.*

**\*Mindful RDAs are designed to eliminate deficiencies – not meant to be optimal**

Figure 2 - Percentage of U.S Population NOT Meeting



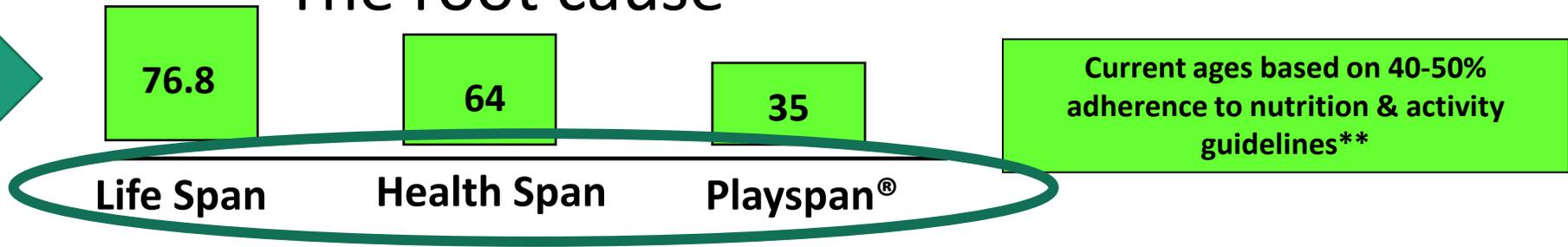
Root cause – our nutrition  
 Our nutrient gaps from our diets,  
 thus flawed structure/function  
 leaving us underperforming &  
 unprotected - Our Silent hunger



# Solving For The root cause

Our under-nutrition leads to this outcome

US Today<sup>1, 2</sup>



Americans have the shortest health & lifespans among peer nations, and highest healthcare costs per person with 66% of all adults (75% >50y, 87% >65y) using prescription medication regularly – AKA the Big-Pharma trap

Silent hunger is the difference between our nutrient intakes and nutrient recommendations, and not felt in the stomach, but expressed through daily under-performance and early and often breakdown/disorders

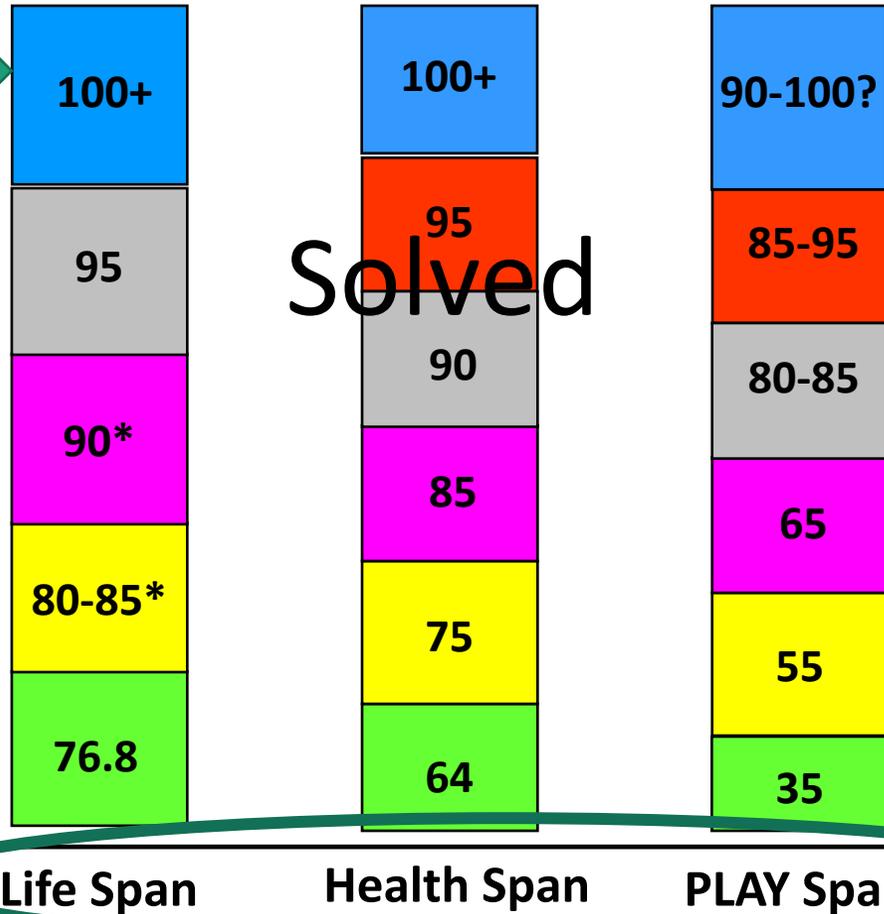
# The Result of our simple nutrition solution is a resilient structure so that our Playspan® can Equal the Lifespan

*a life well played*

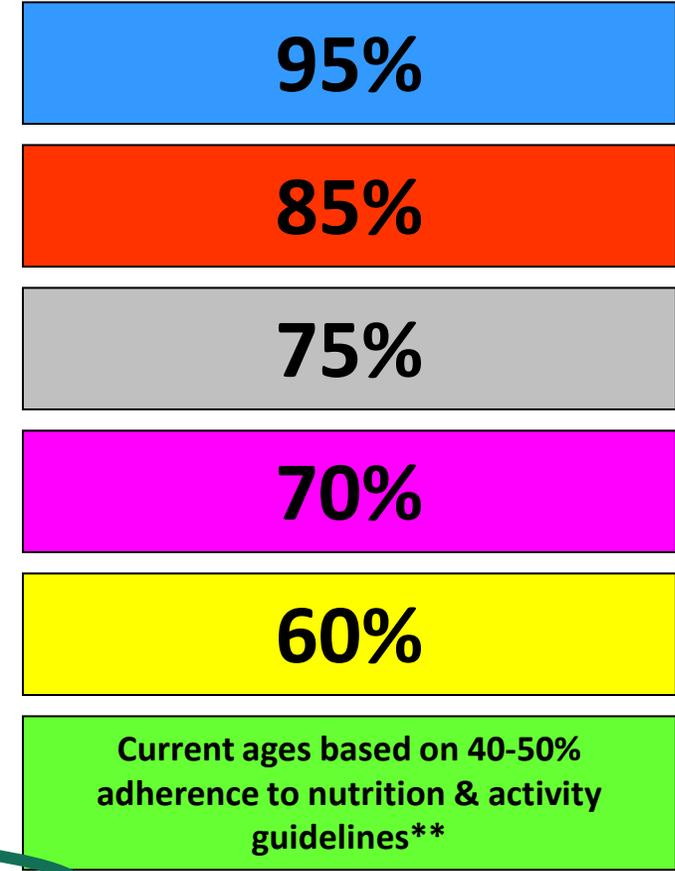
delivering daily performance & lifelong protection (resilience) to keep playing and accomplish desired fitness goals

Where we should/can be Efficiently Correcting nutrient levels everyday to expert recommendations starting with the **prenatal**, must have a long-term cumulative recovery effect.

Earlier you start meeting nutrient rec., the truer the numbers **US Today<sup>1, 2</sup>**



**Solved**



Projected increase in health & play-span based on lifespan\* and % adherence to nutrition & activity recommendations.

Driving or keeping the % adherence is our simple nutrition solution that feeds the silent hunger with caloric efficiency

**Life Span      Health Span      PLAY Span\*\***

*Modern humans have the potential to live longer/better starting with feeding the silent hunger*

*\*life can be extended many ways without remaining independent*

**Proof:** 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 and Us*

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

**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)**

- Self-healthcare is happening – with a simple nutrition prescription it becomes our domain because people would rather:
  - Go to Gym/favorite activity and see you Vs. regular visits to doctor/hospital
  - Use health supporting supplements Vs. lifetime of Drugs (pill box for VMs or Meds?)

**Our Fitness is the Primary Preventative side of Health Care Through Self-care**

**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**

**Fitness = healthcare vs disease/sick care**

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

# 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,**

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



**VS**

### Medicine Cabinet

- Cholesterol lowering drugs
- Depression/anxiety (psychotropics)
- Sleep aids
- Thyroid
- Blood Pressure lowering
- Glucose/diabetes control
- Blood thinners
- Antibiotics & GI drugs
- Bone support drugs
- Ineffective dementia meds

**Before Drugs**  
*With side effects*



**or a whole lot later – and more than just money**

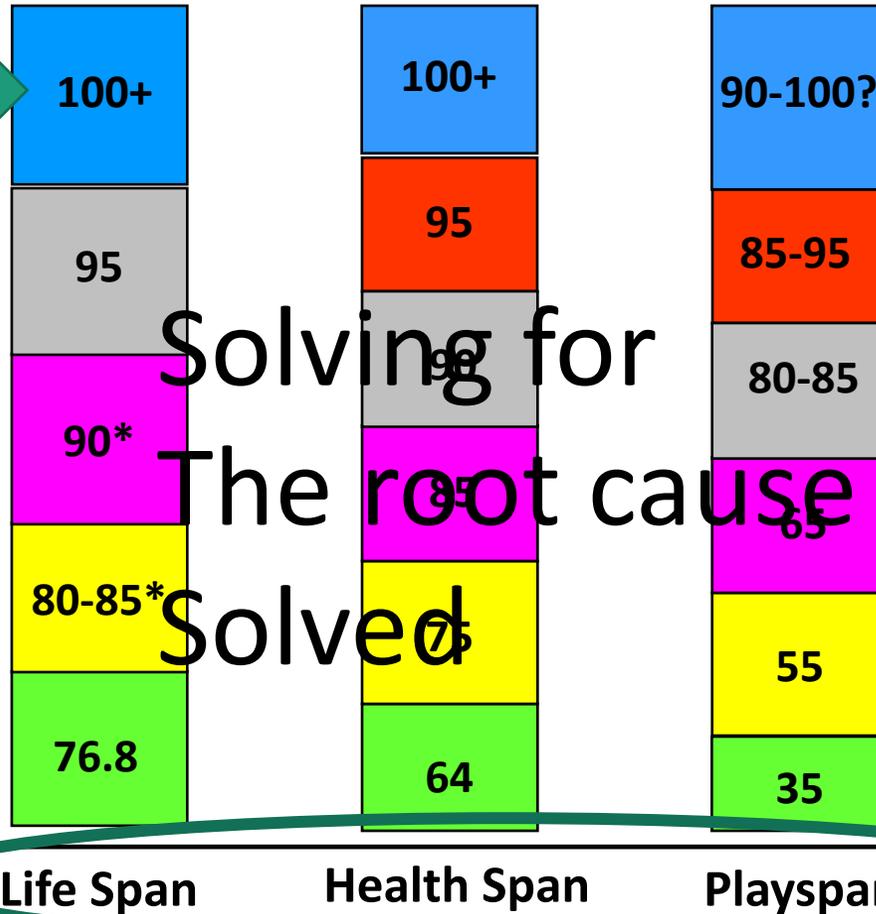
# Playspan<sup>®</sup> to Equal the Lifespan

*a life well played*

And - Ashwagandha, Turmeric (curcumin) & Mushroom blend to battle stress, anxiety, fatigue and improves sleep quality to enhance overall wellbeing

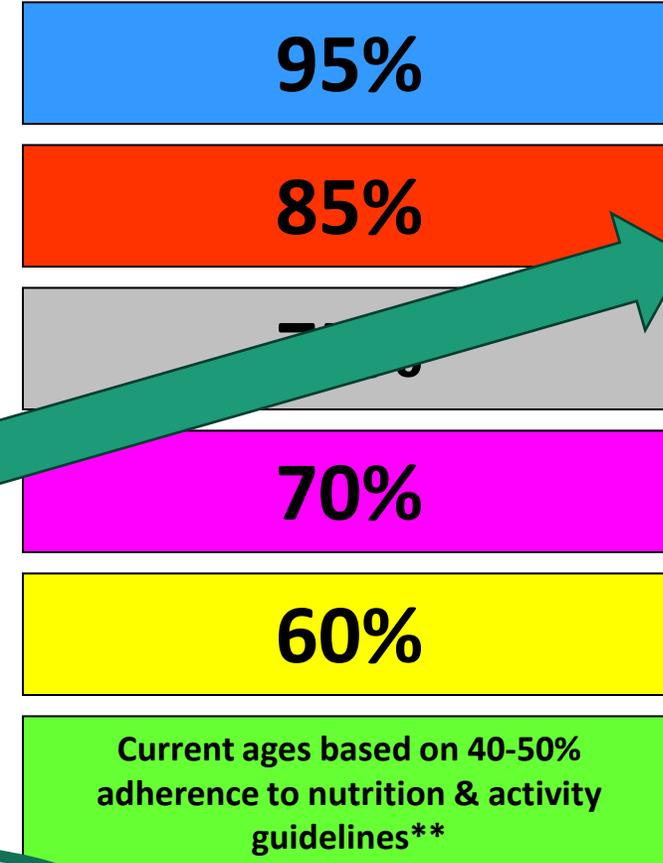
Where we should/can be

Earlier you start meeting nutrient rec., the truer the numbers



Solving for  
The root cause  
Solved

US Today<sup>1, 2</sup>



Driving or keeping the % adherence is our simple nutrition Solution that feeds the silent hunger with caloric efficiency

delivering daily performance & lifelong protection (resilience) to keep playing and accomplish desired fitness goals

# Future = Fitness as the Primary Preventative Side of Health Care Through Self-Care

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*The current environment and distrust in Big Pharma/CDC is accelerating the desire for self-care*

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*To help avoid the medicine cabinet*

- Nutrient recommendations met daily
  - CMVM, phytochemicals/antioxidants, omegas, fiber, pro & prebiotics, adaptogen herbs
- Pre/post activity energy/recovery formula – “protein”

*As needed based on needs/age*

- Joint/skin support
- Extra brain nutrition

### Protection

*“an ounce of prevention is worth a pound of cure”*



# VS

### Medicine Cabinet

- Cholesterol lowering drugs
- Depression/anxiety (psychotropics)
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**Before Drugs**

**With side effects**



**You can pay very little now,**

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

**or a whole lot later – and more than just money**

# FINAL TAKEAWAY TO KEEP PEOPLE ACTIVE AND WITH US

*Meet nutrient recommendations delivered here 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* [nutrient](#)\* recommendations ASAP with caloric efficiency will allow and [drive better eating and movement behaviors](#), as opposed to Big Pharma perpetuating bad behaviors. And everyone can do it, and more, through an inexpensive self-care practitioner (us) with our simple nutrition solution, 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 (must have an exogenous supply)*

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 more than an exercise instructor for our clients/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”.***

*Neal Spruce*

*“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.”*

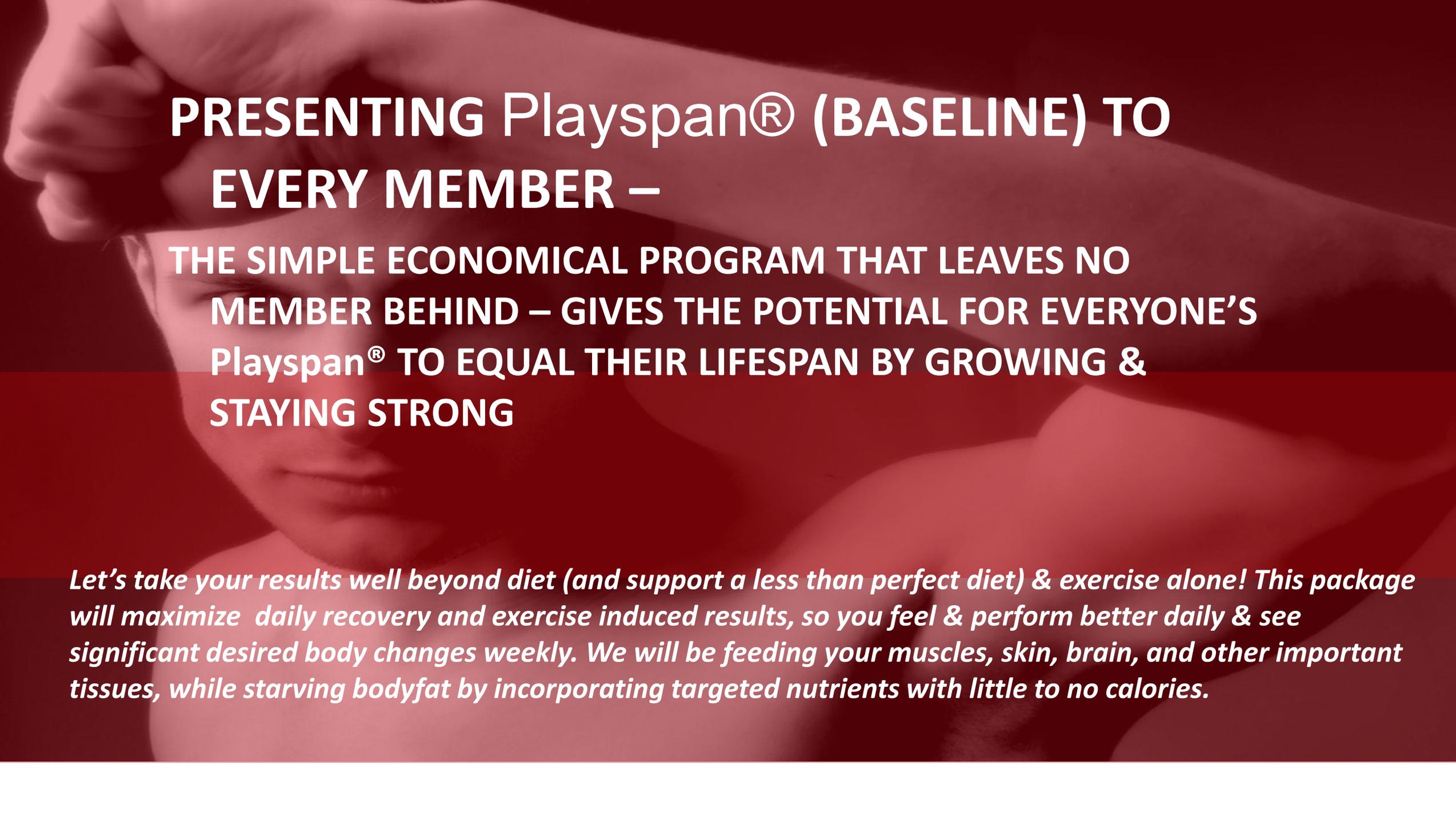


**“Built to Expand”**  
*and make a difference*

**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**

**THANK YOU!**



**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*



**VMs are actuators of all human metabolism**

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 healthy recipes – Smoothies & Baking

**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 3<sup>rd</sup> 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*



**Grow and Stay Strong within your Ideal Body**

# Baseline: Health/Recovery/Performance – Playspan<sup>®</sup> (keep doing the activities you love)



## Baseline Dietary Support for all Sport & Fitness Goals

SRP \$98.95

(Click on product links for a brief product description including short 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). All vegans use [VeganMV](#)
  1. Take as directed with meals

### Daily as needed:

- [WheySmooth](#)\* or other 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
- [Super Omega 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

### Workout days

- [WheySmooth](#)\* or other favorite [dotFIT protein mix](#)
  - Use as directed to get ~25-35gm/protein 30-40min before workout & repeat dose immediately post workout

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 composition -in that order**

# Playspan® Nutrition to Perform Better & Stay Active Throughout the Lifespan

*a life well played*

Choices for all ages, lifestyles & diet preferences.

Less than \$2/meal



Delicious high protein lactose-free 3<sup>rd</sup> party tested drink mixes to directly feed your muscles, speed recovery & control appetite to accelerate goals and stay active

100s of healthy recipes – Smoothies & Baking



6gms of fiber & 2 full servings of vegies



All in SuperBlend

ORANGE BURST

SUPERFOOD FOR A SUPER YOU

DIETARY SUPPLEMENT | NET WT. 142.24g (5oz)

Keep all cells strong and communicating by supplying the healthy fatty acids most diets do not supply but are needed to recover, develop, and properly rebuild daily & support immunity

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

In dotFIT Clubs

Solving for deeper member penetration with the same message – and deliver more!

And - Ashwagandha, Turmeric (curcumin) & Mushroom blend to battle stress, anxiety, fatigue and improves sleep quality to enhance overall wellbeing

VMs are actuators of all human metabolism and the spark plugs in your cells so 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



# Baseline Dietary Support - Plus

## Playspan® Nutrition with Alln1 SuperBlend™ (SB)



And - Ashwagandha, Turmeric (curcumin) & **Mushroom blend** to battle stress, anxiety, fatigue and improves sleep quality to enhance overall wellbeing. Plus, 6gms of fiber & 2 full servings of veggies

**SRP SB with protein \$149.95  
\$166.90 w SuperO3**

### Daily

- **Alln1 SuperBlend™ (contains ActiveMV, SAO, DE, UPB – PLUS)**
  - **Take as directed:** (1<sup>st</sup> 2-weeks ½ serving daily; 3<sup>rd</sup> week full serving daily; may take all at once or ½ in AM and ½ in PM; visit [recipe section](#) to incorporate as desired into daily lifestyle\*

### Daily as needed:

- **Favorite dotFIT protein mix (WheySmooth, All Natural WheySmooth and the all vegan BestPlantProtein are most popular and cover all diet types – all are lactose free)<sup>1</sup>**
  - 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
- **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
- **Super Calcium** (read all food labels for calcium content including dotFIT protein shakes)\*
  - Use if you do not meet the daily needs of calcium (~1000-1200 mgs) from food/shake intake



### Workout days

- **dotFIT Protein of choice<sup>1</sup>. Use as directed to get:**
  - 25-35gm/protein 30-40min before workout & repeat same dose immediately following exercise

<sup>1</sup>May substitute favorite dotFIT Nutrition High Protein Bar based on venue convenience

**\*Most popular way of consuming SB daily is mixing it with water and 25gms of vanilla WheySmooth**

### *Nutrition facts based on 1scoop of WS and 1scoop of Alln1 SuperBlend™*

- 25gms protein, 16.5gm CHO, 4gms fat, 352mg calcium, 208mg potassium, 195cals
- Full days' recommendation for: V & M, antioxidants, probiotics, prebiotics, Ashwagandha, turmeric & mushroom blend, along with 6gms of fiber and 2 full servings of vegetables
- As desired, add any fruit for the perfect one and done health habit

# A PERFECT NUTRITION HACK TO

## FEEL, LOOK, MOVE, PLAY AND LIVE BETTER LONGER

Your Complete 3<sup>rd</sup> party NSF-CS health Bundle

**AND A WHOLE LOT MORE!**

SRP: \$149.94/m vs. \$331.23/m when purchased individually

And - Ashwagandha, Turmeric (curcumin) & Mushroom blend to battle stress, anxiety, fatigue and improves sleep quality to enhance overall wellbeing



Highest quality protein in an ideal, lactose-free blend containing whey concentrate, isolate, casein & egg white. NSF-CS  
Convenient & economical way to increase protein intake for any goal and great for baking! Our families/clients love it!

Easy mixing with any fluids, fruits, etc., and great tasting with your Alln1 SuperBlend™ Visit the extended recipe section

OR



- One delicious drink mix that tested better than all competitors for taste and formulation.
  - Clinically documented safe and effective dosages
- A full day's worth of vitamins, minerals, antioxidants and more.
- 2 full servings of vegetables and 6 grams of fiber.
- **Supports gut and immune health**
- Powerful anti-inflammatory nutrients.
- Battles stress, anxiety, fatigue and improves sleep quality to enhance overall wellbeing
- Neuroprotection (brain health) and reduced impact of aging including supporting eye/visual performance and skin
- More greens, fiber, vitamin D, pre & probiotics, omega-3s, turmeric, and mushroom blend than the competition.
  - i.e., clinically safe and effective dosages



All-Natural Superfood for SuperHumans



Keeping it All-Natural or Vegan

# A PERFECT NUTRITION HACK – ESPECIALLY FOR BODYFAT/ WEIGHT LOSS, ESPECIALLY DURING INTERMITTENT FASTING & WT. LOSS DRUG THERAPY – E. G., GLP-1 RAs (OZEMPIC, WEGOVY, ETC.)

Another complete health & weight control bundle option

## AND A WHOLE LOT MORE!

SRP: only \$149.94/m vs. \$331.23/m when purchased individually

Highest quality protein in an ideal, lactose-free blend containing whey isolate. Convenient & economical way to increase protein intake for any goal and great for baking! Best tasting protein & fiber mix, low calorie meal replacement available -all my clients that use it love it, because **also reduces necessary grocery costs.**

Easy mixing with any fluids, fruits, etc., and great tasting with your Alln1 SuperBlend™ Visit the extended recipe section

And - Ashwagandha, Turmeric (curcumin) & Mushroom blend to battle stress, anxiety, fatigue and improves sleep quality to enhance overall wellbeing

6gms of fiber & 2 full servings of veggies

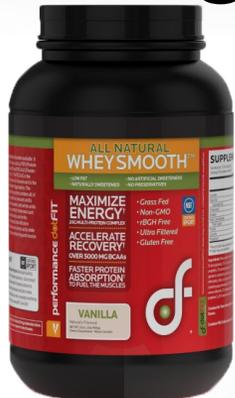
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## All-Natural Superfood for SuperHumans



# OR



Keeping it All-Natural or Vegan

**TAKE YOUR RESULTS FAR BEYOND DIET & EXERCISE ALONE!**

**MAXIMIZE DAILY RECOVERY AND EXERCISE INDUCED RESULTS -GET PAID OVERTIME FOR YOUR WORKOUT!**

**FEEL & PERFORM BETTER DAILY & SEE SIGNIFICANT DESIRED BODY COMPOSITION CHANGES WEEKLY BY FEEDING YOUR MUSCLES AND STARVING BODYFAT!**

# **BODYFAT REDUCTION SUCCESS PACKAGES**



**Level-1 Package: Go fast**  
**Results paid in full**

**Level-2: Go Faster**  
**Results Paid Overtime**

**Level-3: Fastest**  
**Results Paid Double Time**

**TAKE YOUR RESULTS FAR BEYOND DIET & EXERCISE ALONE!**

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# BODYFAT REDUCTION SUCCESS PACKAGES WITH ALLN1 SUPERBLEND

And - Ashwagandha, Turmeric (curcumin)  
& Mushroom blend to battle stress,  
anxiety, fatigue and improves sleep quality  
to enhance overall wellbeing



**Level-1 Package: Go fast  
Results paid in full**

**Level-2: Go Faster  
Results Paid Overtime**

**Level-3: Fastest  
Results Paid Double Time**

**LET'S TAKE YOUR RESULTS WELL BEYOND DIET & EXERCISE ALONE! WE WILL DIRECTLY FEED YOUR MUSCLES THEIR BUILDING BLOCKS, SO THEY GROW BIGGER FASTER WITHOUT ADDING BODYFAT AND OPTIMIZE DAILY ENERGY LEVELS, PERFORMANCE AND WORKOUT INTENSITY - GET BIGGER, STRONGER & FASTER - AND KEEP GOING**

## **PERFORMANCE & MUSCLE BUILDING SUCCESS PACKAGES**



**Level 1- Build Fast  
Results Paid in Full**



**Level-2 Build Faster  
Results Paid Overtime**



**Competitor Level (3)- Build Fastest  
Results Paid Double Time**

**LET'S TAKE YOUR RESULTS WELL BEYOND DIET & EXERCISE ALONE! WE WILL DIRECTLY FEED YOUR MUSCLES THEIR BUILDING BLOCKS, SO THEY GROW BIGGER FASTER WITHOUT ADDING BODYFAT AND OPTIMIZE DAILY ENERGY LEVELS, PERFORMANCE AND WORKOUT INTENSITY - GET BIGGER, STRONGER & FASTER - AND KEEP GOING**

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**And - Ashwagandha, Turmeric (curcumin) & Mushroom blend to battle stress, anxiety, fatigue and improves sleep quality to enhance overall wellbeing**

**6gms of fiber & 2 full servings of vegies**

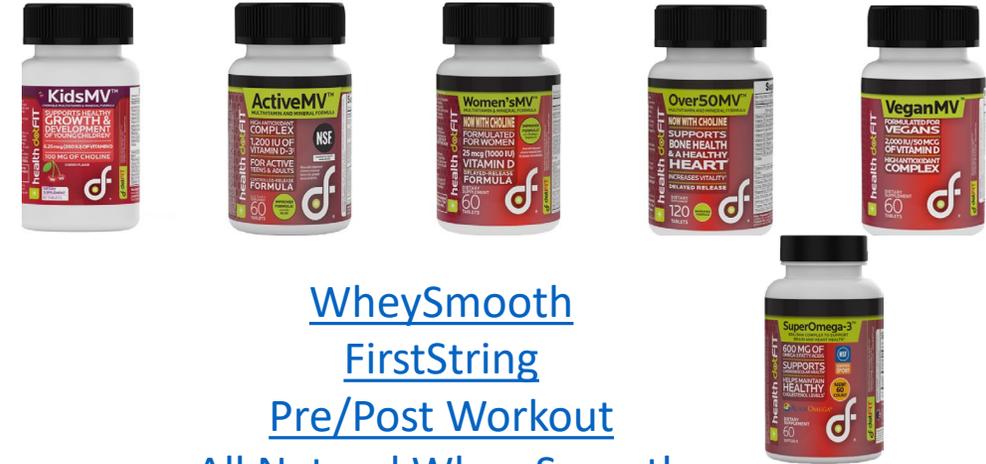
**Level 1- Build Fast  
Results Paid in Full**

**Level-2 Build Faster  
Results Paid Overtime**

**Competitor Level (3)- Build Fastest  
Results Paid Double Time**

**&/OR**

# Promotional Materials



[WheySmooth](#)  
[FirstString](#)  
[Pre/Post Workout](#)  
[All Natural Whey Smooth](#)  
[Best Plant Protein](#)  
[LeanMR](#)

**THE PERFECT NUTRITION HACK**

**WHEYSMOOTH™**  
MAXIMIZE ENERGY™  
ACCELERATE RECOVERY™  
VANILLA

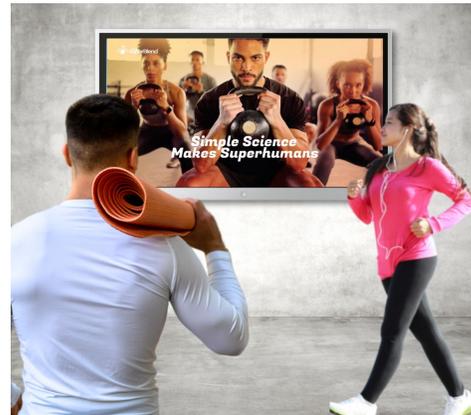
**All SuperBlend™**  
ORANGE BUZZ™  
SUPERFOOD FOR A SUPER YOU™

**dotFIT**  
GROW STRONG.

A day's worth of vitamins, minerals, antioxidants, and more all in one drink mix.

**Adult SuperBlend supports:**

- Immune Health
- Healthy Aging
- Healthy Skin
- Healthy Gut
- Healthy Heart
- Healthy Hair
- Healthy Eyes
- Healthy Bones
- Healthy Blood
- Healthy Brain
- Healthy Digestion
- Healthy Energy
- Healthy Sleep
- Healthy Mood
- Healthy Relationships
- Healthy Stress Management
- Healthy Weight Management
- Healthy Longevity



Website Banner Ads

**Longevity Just Got Easier**  
Simplify Your Nutrition with the Perfect Combination of Vitamins, Minerals, Greens, and Veggies

**Essential Nutrition Drink It Up**  
Prepare to supercharge your routine to the next level!

**Superfood for a Super You**  
Get the clean nutrition your body requires in a single drink.

**Essential Nutrition Drink It Up**  
Prepare to supercharge your routine to the next level!

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



# 4 Pillar Posters

[Display in your club for branding and education](#)

## Preserving & Building Muscle Tissue

dotFIT

**1 NUTRITION**  
You can't out-exercise this. Fuel your transformation with foods you actually enjoy.

**2 EXERCISE AND MOVEMENT**  
Customized workouts stimulate progress and keep your body changing.

**3 SUPPLEMENTATION**  
Customized workouts stimulate progress and keep your body changing.

**4 COACHING & ACCOUNTABILITY**  
Regular feedback makes all the difference. Our Coaches will get you there.

Nutrition is 100% responsible for exercise-induced results. If you don't eat, bad things happen. If you eat the wrong things, nothing happens. There is a right way if you're exercising, you're an athlete, and your body needs to be fueled properly during the other 23 hours a day to maximize results.

Exercise is the body's stimulus for change. Whether you choose strength training, endurance training or a combination of both, there are four variables that will ensure that your body is given the appropriate stimulus for change.

Exercise increases the body's nutrient needs, but it's difficult to meet those needs without gaining weight. Safe and effective supplementation can satisfy your nutrient needs without adding calories, improve your workouts, speed recovery and avoid plateaus.

The right coach can help you get consistent results week after week. Learn how to fit all 4 pillars of a safe, effective program into your lifestyle, how to stay motivated and how to avoid plateaus.

1 Min. Promotional Videos

[Download and display on your club TVs](#)

Infographics | Logo | Social Media  
One-Pager Flyers | 4 Pillar Posters

# 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.

### The dotFIT Difference

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