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















































































































































































dotFIT Custom Group Previous Supplements of the Month -all available in *your* dotFIT U-TUBE Channel

- Feb 18 (2022), Intro to dotFIT, history, why nutrition, dF diff, future, play-span (Baseline supplementation)
- Mar 18 All Proteins, Protein Intro, Updated Stats, Scripts, Promotional Materials, FAQs & Summaries
- April 8 AminoFormula Perf Cat 2, Updated Practitioner Notes/FAQs, Scripts, Collaterals
- May 6 Fat loss intro review, ea. product sum w script & pack script, marketing collaterals

Support Recordings containing the full science of all products is in your trainer console under "dotFIT Tools" then "Supplement Education"







June 3 — Essentials THE ESSENTIALS TO FIT ANY DIET PREFERENCE OR LIFESTYLE (MVM [Ca, V-D], SO-3, Protein) in Play-span



The Essentials to Make Sure You Leave No Results in the Gym - Baseline

Let's take your results well beyond diet & exercise alone! All our programs include the necessary dietary complement to support any diet and <u>all sport & fitness</u>

<u>Goals</u> by helping you achieve them easier, faster, healthier & stay there longer so you can continue to do the things you love



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



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

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

All lifestyles & diet preferences

Cost savings on essential groceries

12 weeks 2 healthy meals/d \$363-SRP (20%=\$288): 180meals





Grow and Stay Strong within your Ideal Body

The Essentials to Make Sure You Leave No Results in the Gym - Cont.....

AS NEEDED BASED ON WHAT YOU CAN SEE



Use if you do not meet the daily needs of calcium (~1000-1200 mgs) from food/shake intake

As needed to support bone & muscle strength to remain active. Special formula complements the diet and any dotFIT MVM to achieve recommended levels of calcium, vitamin D, magnesium, boron and both forms of Vitamin K, which are all critical nutrients in maintaining bone health

Take 1-2 daily if not consuming 8-16oz/wk fatty fish (1 if >8oz/wk but <16; 2 if ≤8oz)

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



Grow and Stay Strong within your Ideal Body

ESSENTIAL DIETARY SUPPORT



Before Anything: Baseline supplementation as needed for recovery & health

- **➢** Complete Multivitamin (incl. high C&D) & mineral MVM Non-Negotiable b/c VMs in food are invisible
 - ✓ (~20) Synergistically with the best possible diet to fill unavoidable gaps to maximize VM activities at all stages of life
 - ✓ 1000-1200mgs/day calcium^{Ca} (**read labels**)
 - Diet first and supplements as needed to grow & maintain musculoskeletal health
 - ✓ Extra Separate Vit-D beyond the MVM is often necessary to reach beneficial levels (30-60ng/ml)
- > 5-600mgs/day of omega 3 (EPA & DHA 3:2)^{O-3} (look at plate) minimum health requirement
 - ✓ Like VMs, O-3s are critical molecules in the development/maintenance, structure and function of the CV, brain, immune and vision systems
 - Fatty fish 4Xs/week or add supplement: 0-4daily to achieve ≥8% on O3I for added athletic recovery
- Protein 1gm/LB LBM divided 4-5Xs/day
 - ✓ For recovery+ and staving off the inevitable
 - ✓ If exercising, use ~25-35gm (depending on age) fast acting protein 30-40min before & repeat immediately following

*The omega -3 index is the percentage of the two omega-3 fatty acids eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) in total erythrocytes fatty acids. it describes an individual's status of EPA+DHA. Proposed health zones are: high risk <4%; intermediate risk 4-8%; and low risk >8%.²⁸





ESSENTIAL DIETARY SUPPORT

- ➤ Complete Multivitamin (incl. high C&D) & mineral Non-Negotiable b/c VMs in food are mostly invisible
 - ✓ (~20) Synergistically with <u>your</u> best possible diet to fill unavoidable gaps to maximize VM activities at all stages of life
 - √ 1000-1200mgs/day calcium^{Ca} (read labels)
 - Diet first and supplements as needed to grow & maintain musculoskeletal health
 - ✓ Extra Vit-D beyond the MVM is often necessary to reach beneficial levels (30-60ng/ml) (don't count on sun or foods)



RATIONALE FOR LIFE LONG COMPLETE MULTIVITAMIN & MINERAL SUPPLEMENTATION

(INCLUDING CALCIUM & VIT-D)

TO GROW STRONGER THAN OTHERWISE BY DELIVERING THE INDISPENSABLE STRUCTURAL COMPONENTS AND ACTIVATORS OF HUMAN METABOLISM IN THE KNOWN PROPER AMOUNTS TO SUPPORT SHORT & LONG TERM HEALTH





Multivitamin & Mineral Summary

V&Ms are indispensable components of life and health. Get less than the body can use, get less structural and functional potential

- Life does not start or continue without all working synergistically & it "sputters" when you don't' get enough (RDAs)
- Every human system (e.g. cardio, muscular, brain/CNS, immune, skeletal, etc.) is V&M dependent
- Science established V&M RDAs as amounts needed to optimize structural and functional health outcomes at all life-phases
- No one gets the RDAs from food alone
- Less than RDAs creates lesser structural and functional potential –thus the potential for an insidious manifestation to early breakdown
- The perfect complete MVM fills the known food gaps (incl. relatively high C&D) in an RDA correction dose

Therefore

The Function of Lifelong Inexpensive Low Dose COMPLETE MVM (~20VMs) 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

RDA: The dietary intake level that is sufficient to meet the nutrient requirement of *nearly* all healthy individuals in a particular life stage

We live too long to shortchange construction

We are what we eat & become what we missed

The Building Materials

Of all the human essential nutrition (e.g., Protein, fats, H₂O etc.,)

VM are the most difficult to attain in proper amounts (RDAs)

Especially within calories that maintain a healthy weight and in the trappings of developed western societies



Quick Test

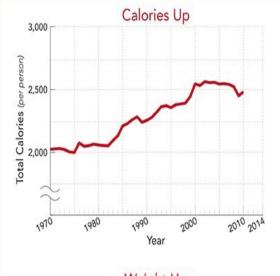
1: Find the 4- Essential Macros -and ~Amounts
Amounts are Validated in More Ways Than 1

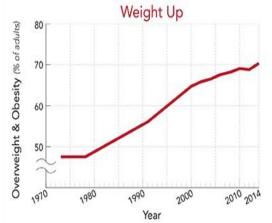
2. Find/name the 32 Essential Micros (including Vit-D) -

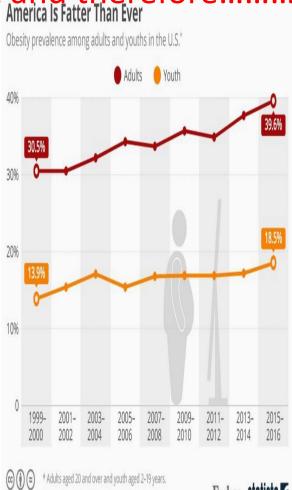
and ~Amounts You can't and therefore..

Colorios Up.

Colorios Up.



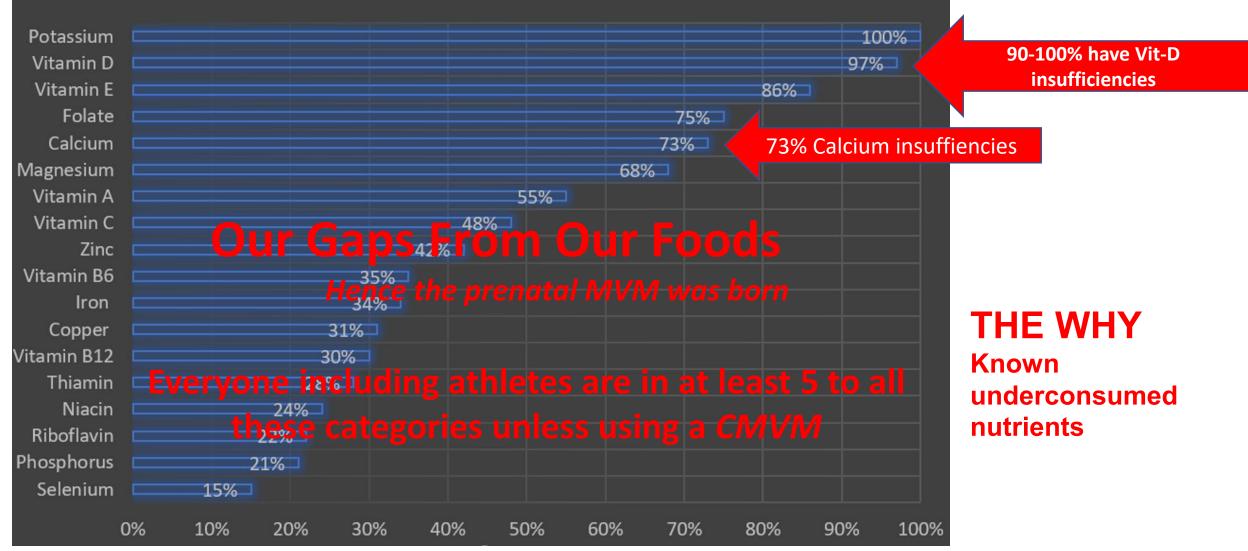




@StatistaCharts Source: Centers For Disease Control And Prevention

Forbes statista

The Why to MVM Supplement & Where you Start -Everyone has Gaps Vitamin and Mineral Shortages from Food Alone



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

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



Importance of Meeting Calcium & Vit-D Requirements While Young

The Stronger you Build it, the Longer it Last

The significant departure in adulthood from the use of dairy products (especially fortified cow's milk) and the warnings on sun exposure have significantly reduced the ability of the U.S. population to acquire adequate levels of calcium and vitamin D through diet alone. ^{2,21,32-39}

Bone Biology

BONE IS MADE OF

Type 1 Collagen

that constitutes the interior scaffolding of bone

Calcium and Phosphorus Crystals

that add strength to bone

Bone Cells

that are responsible for bone (re) modeling

BONE MASS OVER A LIFETIME

Bones grow throughout childhood, adolescence, and well into adulthood. Around age 34, there is an inevitable loss of bone mass with age, accelerated with menopause in women.

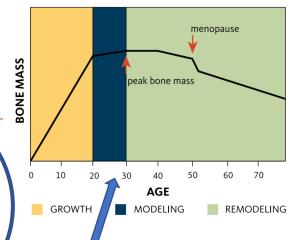
Modeling

During childhood and adolescence, bones grow in size and shape.

Remodeling

During adulthood, new bone replaces brittle bone, cracks, and deformities.

GENERAL PATTERN OF BONE DEVELOPMENT OVER TIME



Window Closes

Age	Male Female		Pregnant	Lactating
0–6 months*	200 mg	200 mg		
7–12 months*	260 mg	260 mg		
1-3 years	700 mg	700 mg		
4-8 years	1,000 mg	1,000 mg		
9-13 years	1,300 mg	1,300 mg		
14–18 years	1,300 mg	1,300 mg	1,300 mg	1,300 mg
19–50 years	1,000 mg	1,000 mg	1,000 mg	1,000 mg
51–70 years	1,000 mg	1,200 mg		
71+ years	1,200 mg	1,200 mg		

* Adequate Intake (AI)





Youth 2svg 400mg Ca

The inevitable decline of bone mass increases the risk of fractures.²⁹ Osteoporosis affects millions of people worldwide, predominantly postmenopausal women. In the United States, low bone mass is a threat for more than 53 million people.^{30,31} The significant departure in adulthood from the use of dairy products (especially fortified cow's milk) and the warnings on sun exposure have significantly reduced the ability of the U.S. population to acquire adequate levels of calcium and vitamin D through diet alone.^{2,21,32-39}

VITAMIN D IN SPORTS (& LIFE)







Meta-analysis on vitamin D's impact on musculoskeletal health and peak athletic performance in athletes: Ref1

- > 1)Same deficiency and insufficiency rate in athletes as the general population
 - ✓ 5% of college athletes met the US Recommended Dietary Allowance (RDA), which yields less than recommended athletic Vitamin D levels
- ≥ 2) Serum level ≥ 30 ng/ml provides sufficient mineralization of non-mineralized bone matrix thus important to skeletal health
 - ✓ Vitamin D increases activity of IGF-1 through induction of its receptor expression -crucial effect on bone formation
- > 3) levels >40 ng/ml offered a protective effect on the development of stress fractures;
 - ✓ 20 ng/mL associated with double risk of tibial & fibular stress fractures in female naval cadets compared to >40ng/mL



- > 4) ≥ 30 ng/ml positively correlated with an accelerated regeneration of muscular force
- > 5) Researchers agreed levels >50ng/ml may be required for athletes to achieve maximal physical performance

Latest 2020/21 Sports/Athlete Review: Ref2

"The importance of maintaining adequate levels of vitamin D and to the possible positive influence supplementation has on immune and musculoskeletal functions in athletes, benefiting their performance and preventing future injuries"

Compilation of all studies –same conclusion

Mindful that Vitamin—D does not work in a vacuum! And new recommendations are virtually unachievable without supplementation

"Vitamin D in athletes: focus on physical performance and musculoskeletal injuries"





Exacerbating the nutrient gap problems today are expanding human choices

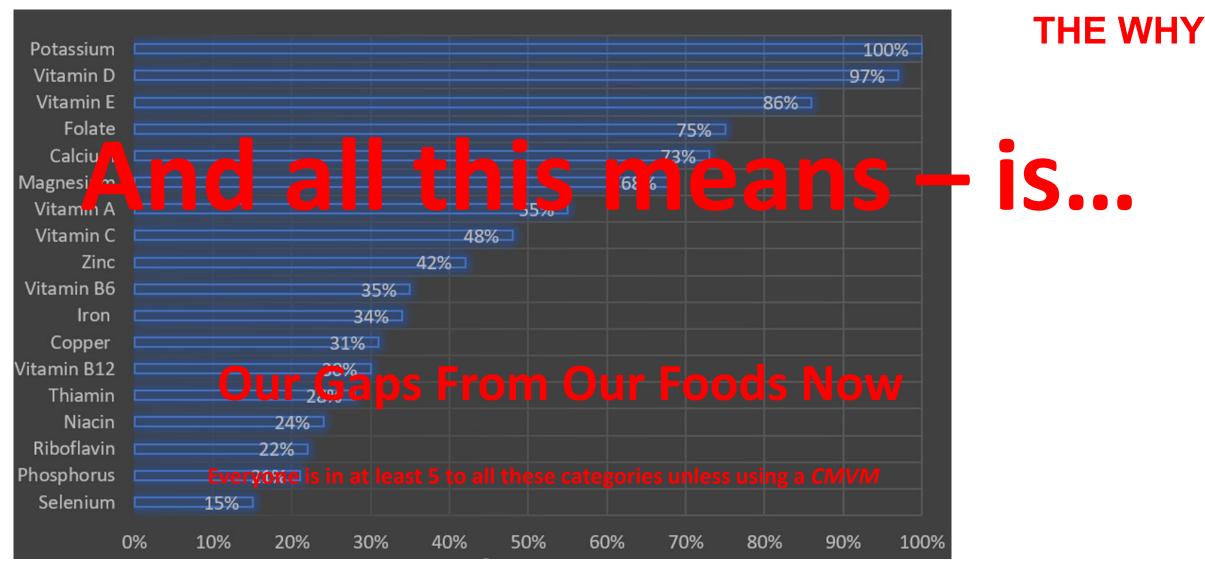
THE WHY
Now More
Than Ever!

More Diets & Missing Micronutrients

	Diet	Summary/Macronutrient Breakdown	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 Trobiotic Essential Amino Acids
	Vegan	No animal meats or products (eggs, m lk, cheese, yogurt)	Vitamin D Omega-3 Fats Calcium B12 Protein Iron Zinc Iodine	V gan MV Calcium with Magnesium Plant Protein
	Gluten Free	All forms of wheat and wheat products. 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 Frobiotic
	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)	Multivitamin & Mineral Omega-3 Fish Oils (as needed) Calcium (as needed) Essential Amino Acids Protein
	If It Fits Your Macros (IFYM)	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, particularly in western societies and validated by the fact it hasn't worked 12,38,61,63,74,75,77,108

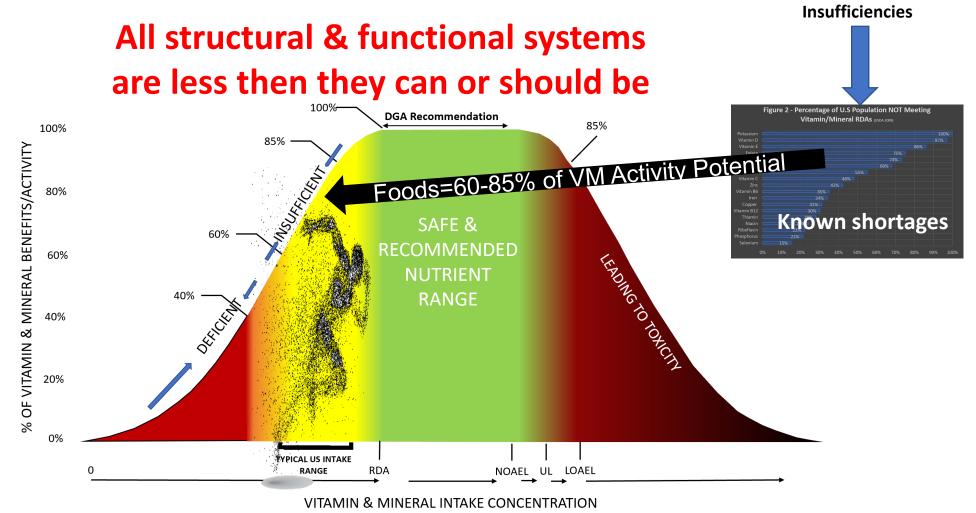


Percentage of the population below the RDAs for individual VMs^{12,38,61,63,74,75,77,108}

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

THE WHY: This is where you lived without knowing the future - b/c...

Insufficiencies have an undetectable starting point that begins an insidious progression that physically manifests as sickness, injury, wt. gain & stress often throughout life, thus restricting activities, shortening independence and causing early aging



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

The How: Building the Perfect MVM & Synergy Potential – i.e., Practitioner Product vs Mass Channels Final Complete Food-Correction Formula ISVNERSY Do not cross the line when taken together (EX: 1-Active) LOAEL (L) Mean Mean Food-NOAEL (N) Low-High %<AI# **Supplement Facts** Food-UL Gap ortification) #Als RDA Gap %<EAR range¹ Serving Size: 1 Table 621µg RAE 700-900μg RAE 3000µg 200μgRAE 2,350µg 55 L-14,000 µg 500-1000μg Servings Per Container: 60 A (PVA)2 1 IU retinol N -3,000µg Cherting Perking = 0.3 µg Retinol activity equivalent Vitamin A (as beta carotene and (RAE) 1µg=3.33 IU 133% 444% *B-carotene as 1IU fro N/A N/A N/A 1500IU-N/A 15 mcg (600 IU) 75% Vitamin A .5-6 mg =900 2500IUs3 101 mg (150 IU) substitute/ad ug Retinol) 50 mcg 100µg 10-15μg Vitamin D 4.9µg 90µg 1μg=40IU 5 ma 417% 000mg 10-250m Vitamin E 7.4mg 5mg 7-8mg 990mg Riboflavin (as riboflavin-5-phosphate sodium) 2.5 mg 192% (α-tocopherol mg/kg Niacin (as niacinamide 15 ma 94% 1 IU=.67mg 176% Vitamin B6 (as pyridoxal-5-phosphate monohydrate) tocopherol 170 mcg DFE 43% (100 mcg folic acid) ULs LOAEL (L) Mean Mean Food-Supplement %<RDA Vitamin B12 (as cyanocobalamin 625% 15 mca and methylcobalamin) 150 mcg 500% NOAEL (N) %<AI# RD/s Biotin Food-UL Gap Low-High Choline (from choline bitartrate 100 mg 18% 28% 9 Iron (from ferrous fumarate) 5 mg range¹ %<EAR⁺ #AIs RDA Gap Magnesium (from magnesium oxide and 100 mg L-500ps With known food VM Contribution OOUg / 15-20 μg magnesium citrate) N-250μg⁴ 10-15µg 20-40ug 97 68% Selenium (from L-selenomethionine) 64% 35 mcg +94 56% Copper (from copper gluconate) 0.5 mg Chromium (from chromium picolinate) 50 mcg 542µg 400µ Figure 2 - Percentage of U.S Population NOT Meeting The Synergy Vitamin B12 5.3µg 2.4µg Vitamin/Mineral RDAs (USDA 20 Choline 275-400mg #425-550mg (~315mg) Vitamin C 70-84mg 75-90mg **Super Calcium** Calcium 850mg 1000-1200 **Nutrient of Concern** SUPPORTS BONE DENSITY **Synergistic** 23-50µg #25-30µg 5μg 1.0-1.6mg 10mg N-10mg 0 Copper 900µg 8.5mg .5-1gm Vitamin C Serving Size: 1-2 Tablets 10mg Fluoride N/D #3-4mg N-10mg N/A Fortification Servings Per Container: 60 to 120 Start with known Iodine 138-353µg L-1700µg 7-800µg 25-100μg ND 150µg 1100µg 0-20µg 10-16mg 8-18mg 45mg L-70mg 0-8mg 30mg 5-15mg Amount Amount

Thiamin

Niacin

Riboflavii

N/A

N/A

21

shortages

Synergistic or Standalone Safety & Efficacy

350mg⁵

2mg

11mg

N-900µg

N-11mg

N-10.2gm

5-250mg

N/A

0

N/A⁵

N/A

200-300mg

N/A

N/A

0-200mg

% DV 2 tablets % DV

400 IU

60 mcg

1.000 ma

250 mg

2 mg

100%

75%

100%

63%

**

200 IU

125 mg

1 mg

30 mcg 389

500 mg 50%

32%

itamin D (as Cholecalciferol)

(as carbonate)

Magnesium (as oxide and citrate)

Boron (as Sodium Borate)

Calcium

(as phytonadione K

and menaguinone K2)

Magnesium

Molybdenum⁶

Manganese⁶

Phosphorus

280mg

N/A

1.8-2.3mg

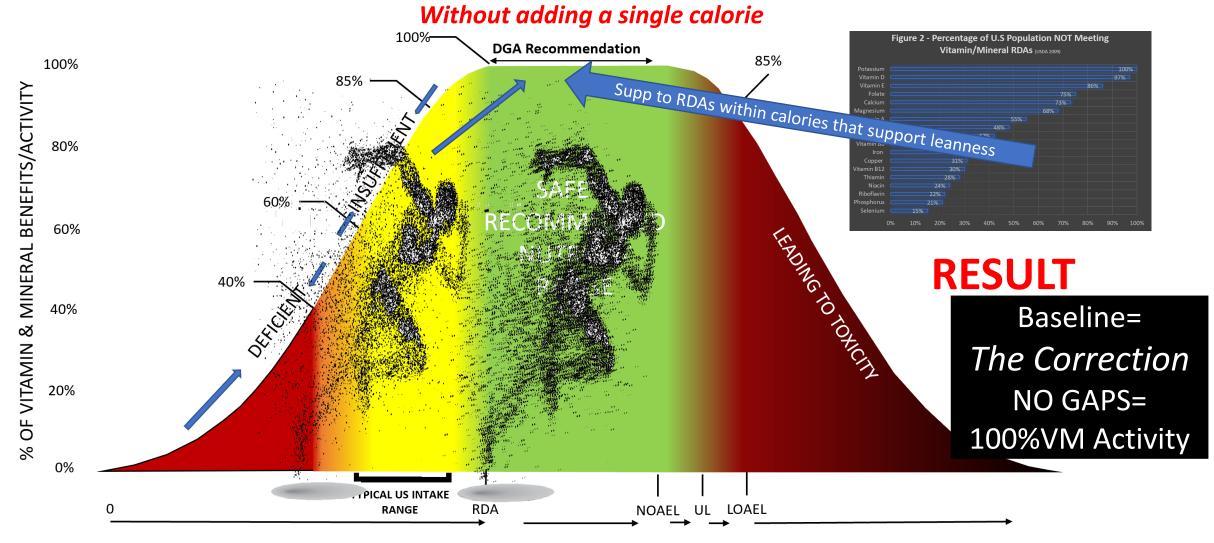
1350mg

320-420

45µg

#1.8-2.3mg

GOAL=CORRECT FOOD VM CONTENT TO ACHIEVE RDAs



VITAMIN & MINERAL INTAKE CONCENTRATION

The Function of Lifelong Inexpensive Low Dose COMPLETE MVM (~20VMs) 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

dotFIT VMS Life Phase Solution Following the Prenatal & Fortified Infant formula

Proper age, activity, size and gender dosing

- Ages 2-11yrs: (2-4y take 1; 5-11y take 2) <u>KidsMV</u>
- All 12-17yrs: 1-<u>ActiveMV</u>
- 18-50yrs Women: 1-Women'sMV
- 18-50yrs: Males 2-ActiveMV
- 18-65yrs: Hard training male and female Athletes 2- <u>ActiveMV</u>
- 50+yrs: 2-Over50MV except athletes using ActiveMV
- 65yrs+: 2-<u>Over50MV</u>
- Vegan MV adult alternative: 1-VeganMV











All complete "4in1" formulas: at least \$50/m to duplicate separately



Unique Features compared to consumer channel VMS

- Better Complete VM Product b/c
 - RDA/optimal range correction dose for known under-consumed and other potential unseen VM shortages
 - Controlled release
 - 3rd party/NSF tested, etc.
 - Pre-converted VM forms (bio/func
- Multipurpose (at least 4in1–CMVM)
- Synergistic with all food and supplen
- Simple use (1-2daily)
- Inexpensive .33c/d SRP (Active@2/d



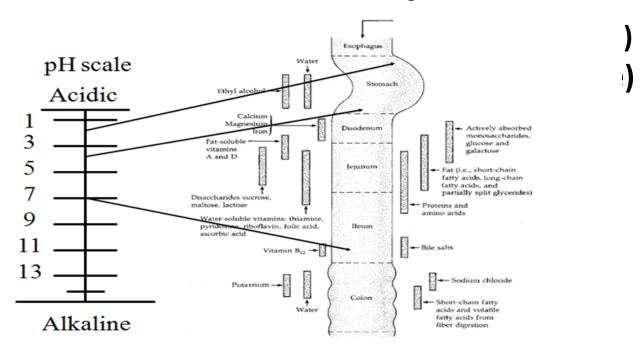








Areas of release (duodenum-ileum) using hydroxypropylmethylcellulose (HPMC) a form of cellulose, within the coating. 118-123



Vitamins and minerals protected thru stomach with release staring at a pH of ~3-4 and continues thru ~7

At least \$50/m to duplicate the 4in1 formula separately at correct doses, at the cheapest internet prices – i.e., you have to build it with multiple products and no 3rd party testing

of dotFIT Multivitamin Guide

Kid's Complete
Formula for Healthy
Development: with
Vitamin D + Choline

Active Formula: High Antioxidant Complex + B Vitamins + High Vitamin D3 Formula for Women of Reproductive Age: Higher Folic Acid + High Vitamin D3 Formula for Adults 50 and older: No Iron, Higher B6, B12 + High Vitamin D3 Vegan Formula: Non-Animal Sources of Ingredients Typically Low: B6, B12, Iron, D2



2-4 yrs – take one; 5-11 take two



12-17 yrs - take one 18-65 yrs - take two. For all males and very active females



18-50 yrs - take one. For low to moderately active females



>50 yrs - take two 65+ yrs - athletes and intense exercisers switch from ActiveMV



Vegans and vegetarians – take one

Both are Designed to be Complementary to MVM & Food – and NSF-CS





How many dairy servings or calcium fortified foods do you consume? (1cup milk=300mg; 1.5oz cheese=300).< 1, take 2; 1.5-2.5 take 1 (preferably do the label math)

As needed to support bone & muscle strength to remain active. Special formula complements the diet and any dotFIT MVM to achieve recommended levels of calcium, vitamin D, magnesium, boron and both forms of Vitamin K, which are all critical nutrients in maintaining bone health

Vit-D is now known to be critical to mounting a proper immune response, and also active throughout the entire body, making achieving proper levels a personal goal for everyone to support overall health and performance, including athletic performance, at all life stages.

Virtually no one gets adequate Vitamin D without supplementing



Everyone during high health risk periods (e.g., flu/viral season/exposure, intense prolonged training, etc.) add 1-2 capsules to your daily MVM supplement intake. Athletes add 1–2 year-round.

Achieve 30-60ng/ml: (25(OH)D) test

 Why vitamin & mineral (VM) supplementation should become a lifelong policy

We're Not Alone

From the Panel of the 14 International Experts in Nutritional Science & Health Care Consensus Report:

"Achieving the nutrient RDAs is the goal for long-term health"

"Multivitamin and mineral supplements (MVMS) can broadly improve micronutrient intakes when they contain at least the micronutrients that are consumed insufficiently or have limited bioavailability within a specified population"

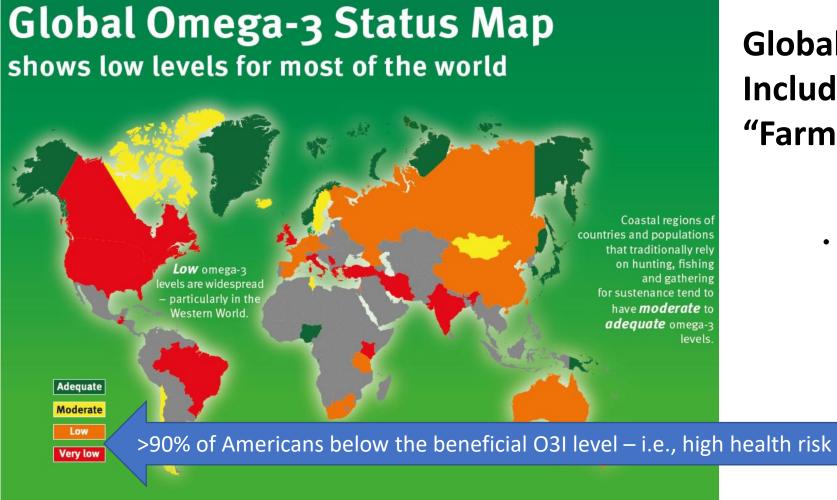
Just Do It

ESSENTIAL DIETARY SUPPORT



- Complete Multivitamin (incl. high C&D) & mineral Non-Negotiable b/c VMs in food are invisible
 - (~20) Synergistically with <u>your</u> best possible diet to fill unavoidable gaps to maximize VM activities at all stages of life
 - **1000-1200**mgs/day calcium[⊆] (read food and shake labels)
 - Diet first and supplements as needed to grow & maintain musculoskeletal health
 - Extra Vit-D beyond the MVM is often necessary to reach beneficial levels (30-60ng/ml) (don't count on sun or foods)
- > 5-600mgs/day of omega 3 (EPA & DHA 3:2)⁰⁻³ (look at plate) minimum health requirement
 - ✓ Like VMs, O-3s are critical molecules in the development/maintenance, structure and function of the CV, brain, immune and vision systems
 THE WHY
 - Fatty fish 4Xs/week or add supplement: 0-4daily to achieve ≥8% on O3I for added athletic recovery

Review of 298 studies shows regions with problematically low EPA/DHA blood levels⁶⁹



Global Nutrition Problem Including Sustainable "Farming" of Omega-3s

- Proposed health zones are
 - high risk <4%
 - intermediate risk 4-8%
 - low risk >8%.

THE WHY

Red & **Orange** <4 O3I.

Take 0-4/d to achieve >8% based on fish consumption or goal

Beyond minimum health requirement for athletes

Recent developments in supplementation (3-6gm/d) include enhanced exercise performance & recovery (improved oxygen use by heart/muscles & muscle recovery), 230-260 body composition (>lean mass; <fat mass 252,253,264-266) outcomes; 230-260

High-dose omega-3 supplements may give American Football athletes protection from repetitive head injury as well as conferring cardiovascular benefits Ref

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 ≥4Xs/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 \leq 8oz); not necessary if consuming \geq 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



ESSENTIAL DIETARY SUPPORT









Complete Multivitamin (incl. high C&D) & mineral Non-Negotiable b/c VMs in food are invisible



(~20) Synergistically with your best possible diet to fill unavoidable gaps to maximize VM activities at all stages of life 1000-1200mgs/day calcium^{Ca} (read labels)



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

Extra Vit-D beyond the MVM is often necessary to reach beneficial levels (30-60ng/ml) (don't count on sun or foods)



5-600mgs/day of omega 3 (EPA & DHA 3:2)⁰⁻³ (look at plate) minimum health requirement

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 - Fatty fish 4Xs/week or add supplement: 0-4daily to achieve ≥8% on O3I* for added athletic recovery

> Protein 1gm/LB LBM divided 4-5Xs/day Pro



- ✓ For recovery+ and staving off the inevitable
- ✓ If exercising, use ~25-35gm (depending on age) fast acting protein 30-40min before & repeat immediately following

*The omega -3 index is the percentage of the two omega-3 fatty acids eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) in total erythrocytes fatty acids. it describes an individual's status of EPA+DHA. Proposed health zones are: high risk <4%; intermediate risk 4-8%; and low risk >8%.²⁸





Protein - More Than Just Muscle

- What: 20 proteogenic L-amino acids are the building blocks for protein synthesis, all vital to life and health (9 EAA, 11NEAA [5-6 Cond. EAA]). Once ingested act as signals, contribute energy and reformed into the thousands of specific human body proteins
 - In SM, all 20 are needed to complete the structure; but only 8 are involved in triggering MPS



- How much: 1gm/LB of body weight (or LBM) Divided 4-6Xs/d incl pre/post workout
 - More if prolonged and aggressive weight/fat loss
 - Muscle full effect: ~.2g/lb/LBM (175LBM=35g) (.18/lb/BM) Ref
- Best: Highest scoring human protein source: Whey
 - Per gram of protein: highest EAAs incl leucine and health supporting bio-actives
 - Comparatively superior at supporting exercise/performance & body composition outcomes (MPS, fat loss, etc.)

THE WHY

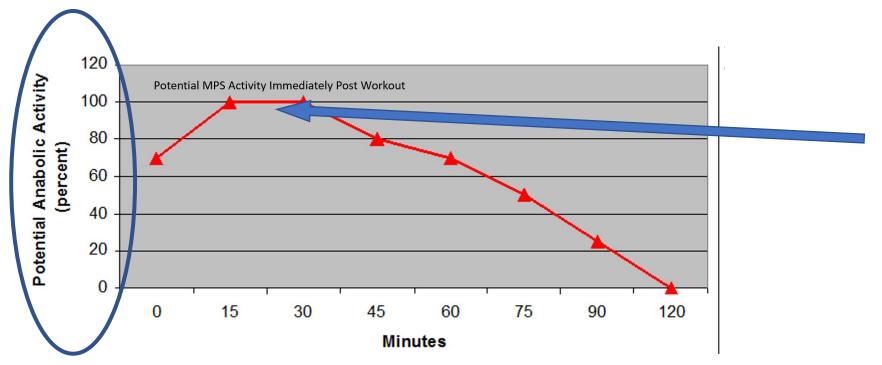
Protein mixes can help control body composition goals while economically satisfying an individual's protein needs

My go-to for presenting fast digesting protein powder

Just the facts please & lead by example

Timing around exercise because it economically solves multiple needs

- Overall feeling better about working out tangible daily
- Helps Meet 1gm/LB/LBM requirement by getting 25g pre & 25g post for ~\$3-4 total. Economical & faster than fast food!
- Solid science shows a faster recovery, accelerated results compounds overtime anti-aging
 - Whole food cannot accommodate the moment



There is an exaggerated MPS response if & when exercise & AA converge -i.e., the so-called exercise-induced "Anabolic Window

Incremental gains overtime & cuts down on more expensive proteins while adding to overall health & recovery

3rd party tested dotFIT proteins

One for every diet preference and Lifestyle

All with the perfect amino acid (AA) profile and calcium & potassium fortified

Same base high protein formula different customer

- WheySmooth
- All-Natural WheySmooth
- BestPlantProtein

Specialized starting (pre-made) whey protein mixes

- Lean MR bodyfat/weight loss
- First string -size and performance
- Pre/Post Workout & MR -any goal



All dF powders AA profiles are, or match whey, since that's what makes the protein superior







ESSENTIAL DIETARY SUPPORT









Complete Multivitamin (incl. high C&D) & mineral Non-Negotiable b/c VMs in food are invisible



(~20) Synergistically with <u>your</u> best possible diet to fill unavoidable gaps to maximize VM activities at all stages of life 1000-1200mgs/day calcium^{Ca} (read labels)



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

Extra Vit-D beyond the MVM is often necessary to reach beneficial levels (30-60ng/ml) (don't count on sun or foods)



5-600mgs/day of omega 3 (EPA & DHA 3:2)⁰⁻³ (look at plate) minimum health requirement

- ✓ Like VMs, O-3s are critical molecules in the development/maintenance, structure and function of the CV, brain, immune and vision systems
 - Fatty fish 4Xs/week or add supplement: 0-4daily to achieve ≥8% on O3I* for added athletic recovery



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

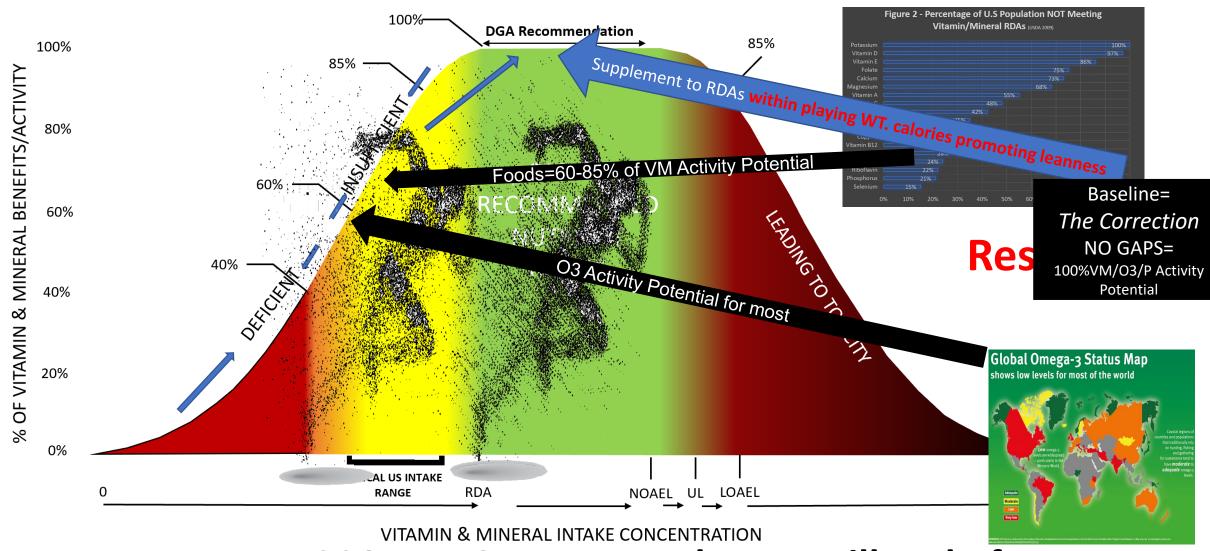
- ✓ For recovery+ and staving off the inevitable
- ✓ If exercising, use ~25-35gm (depending on age) fast acting protein 30-40min before & repeat immediately following

*The omega -3 index is the percentage of the two omega-3 fatty acids eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) in total erythrocytes fatty acids. it describes an individual's status of EPA+DHA. Proposed health zones are: high risk <4%; intermediate risk 4-8%; and low risk >8%.²⁸





BASELINE GOAL=NUTRITIONALLY COMPLETE DAILY RECOVERY **SUMMARY**



WHAT WE ACCOMPLISHED - to Help PLAY till End of Days

A protection before cure or fix approach -no one would be immune to benefits



CORRECTING FOOD NUTRIENT CONTENT TO ACHIEVE ADEQUATE PROTEIN & RDAs

A simple inexpensive addition that gives the potential to change a person's life

3 Actions that we can make happen – in our control

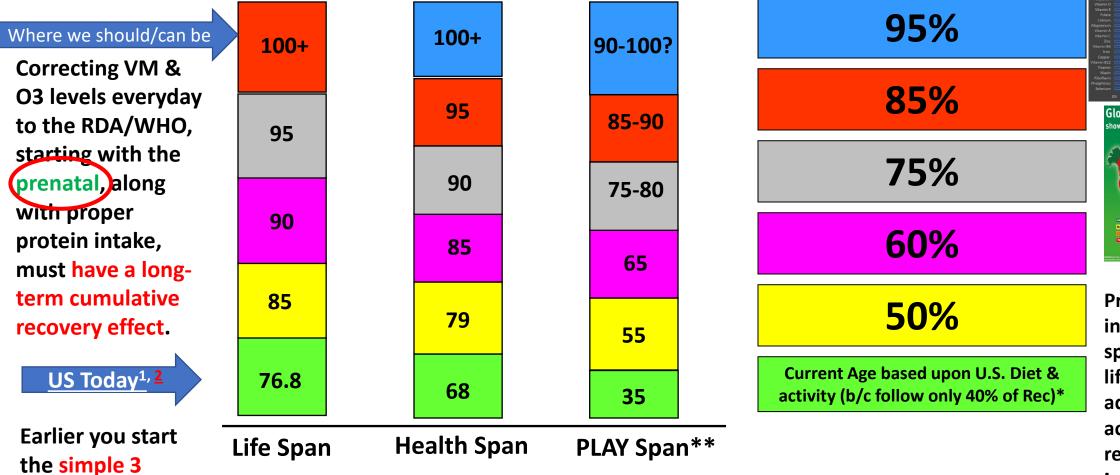
1) Staying Active (they are here/gym now), 2) Adding our Baseline Supplementation (dietary support) to Fill the Known Gaps in any Acceptable Calorie Diet, will help lead to 3) Maintaining a Healthy Body Weight (minimum calories with maximum nutrition = energy/leanness):

Creates the Structural & Functional Potential for Our Play-span to Equal our Lifespan

PREVENTION BEFORE CURE APPROACH: GOAL IS TO PLAY TILL THE END

Three-quarters of the \$2.8 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 (REF) (REF1) (REF2)

KEEP MOVING & A HEALTHY WEIGHT; EAT BEST YOU CAN & FILL GAPS/TOP OFF YOUR NUTRITION



From the beginning

Fragility of the second of the world

Global Omega-3 Status Map
shows low levels for most of the world

Fill Gaps

Projected increase in health & playspan based on lifespan and % adherence to activity & nutrition recommendations incl. RDAs

Modern humans have the potential to live longer/better

actions, the truer

the numbers

*Evaluating adherence to recommended diets in adults: the Alternate Healthy Eating Index: 48.2 (110)

"Our genes are a predisposition but our genes are not our fate." -Ornish



Future = Fitness as the Primary Preventative Side of Health Care Imagine: A World of Healthcare vs Sick/Disease Care

There is growing distrust in Big Pharma/CDC and new awareness for self-healthcare

"Health Cabinet"

To help avoid the medicine cabinet

- Goal basic exercise and eating plan on your terms
- CMVM with high Vit C&D
- Pre/post activity energy/recovery formula – "protein"

As needed based on diet

- *Omega -3*
- Calcium

Prevention before

Medicine Cabinet

- Cholesterol lowering drugs
- Depression
- Sleep aids
- Thy oid

Drugs

With side effects

- Prood Pressure lowering
- Glucose/diabetes control
- Blood thinners
- Bone support drugs



You can pay very little now,

or a whole lot later - and more than just money

Baseline – Health/Recovery/Performance - Play-Span (keep doing the activities you love)

Baseline Dietary Support for all Sport & Fitness Goals

(Click on product links for a brief product description including short video)

Daily:

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

Daily as needed:

- WheySmooth* or other favorite dotFIT protein mix
 - Use as directed to make sure you get ~1gm/protein/pound of LBM (or weight if not overweight) daily from all sources 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)
 - o 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
- <u>Super Calcium</u> (read all food labels for calcium content including dotFIT protein shakes)
 - O Use if you do not meet the daily needs of calcium (~1000-1200 mgs) from food/shake intake
 - Females take 1 or 2 daily with meals; if you need to take 2, take one with AM meal and the 2nd with PM meal; Males take 1 only if necessary
- <u>Vit-D</u> beyond the MVM is often necessary to reach beneficial levels (30-60ng/ml)
- 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

 RASELINE is the ante to play for everyonal complete Recovery for Long term Sains, Including Reducing Sick Days & Injury Retains

Workout days

BASELINE is the ante to play – for everyone! Complete Recovery for Long-term Gains, Including Reducing Sick Days & Injury Potential Make all Fitness Goals Easier/Lasting & Stay Active – *An Economical Lifetime Solution –pays for itself!*

- WheySmooth* or other favorite aotem mix
 - Use as directed to get ~25-35gm/protein 30-40min before workout & repeat dose immediately post workout

A simple inexpensive addition to our training/coaching that gives the potential to change a person's life b/c Health is the domain of nutrition

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

MINDFUL WE HAVE THESE MATERIALS FOR ALL PRODUCTS





PRESENTING PLAY-SPAN (BASELINE TO SUPPORT ALL GOALS) TO EVERY MEMBER

THE SIMPLE ECONOMICAL PROGRAM THAT
LEAVES NO MEMBER BEHIND AND GIVES THE
POTENTIAL TO CHANGE A PERSON'S LIFE



No Results Left in the Gym

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.

All my programs include the necessary dietary complement to support <u>all sport & fitness Goals</u> by helping you achieve them easier, faster, healthier & stay there longer so you can continue to do the things you love

Performance, Bodyfat Reduction & Maintenance, Wellness, Muscle Gain & Function or any combination

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



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



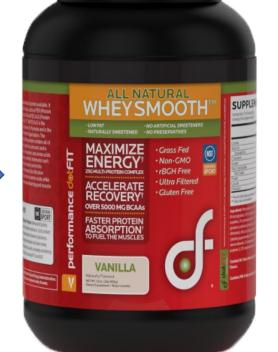
All life phases/genders

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

All lifestyles & diet preferences

Cost savings on essential groceries
12 weeks 2 healthy meals/d \$363-SRP (20%=\$288): 180meals





Grow and Stay Strong within your Ideal Body

ESSENTIALS AS NEEDED BASED ON WHAT YOU CAN SEE



Everyone during high health risk periods (e.g., flu/viral season/exposure, intense prolonged training, etc.) add 1-2 capsules to your daily MVM supplement intake. Athletes add 1-2 year-round. Achieve 30-60ng/ml: (25(OH)D) test



As needed to support bone & muscle strength to remain active. Special formula complements the diet and any dotFIT MVM to achieve recommended levels of calcium, vitamin D, magnesium, boron and both forms of Vitamin K, which are all critical nutrients in maintaining bone health

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



Grow and Stay Strong within your Ideal Body

All Summary - The Essentials to Make Sure You Leave No Results in the Gym

Let's take your results well beyond diet & exercise alone! All our programs include the necessary dietary complement to support any diet and <u>all sport & fitness</u>

<u>Goals</u> by helping you achieve them easier, faster, healthier & stay there longer so you can continue to do the things you love









All life phases/genders

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All lifestyles & diet preferences

Cost savings on essential groceries
12 weeks 2 healthy meals/d \$363-SRP (20%=\$288): 180meals





Grow and Stay Strong within your Ideal Body

WEIGHT LOSS MVM SCRIPTS







Headline:

We will be feeding muscle while starving fat by incorporating nutrients with little to no calories & protect LBM

- Optimize all VM activities to help maximize all fat loss mechanisms including burn more fat, have less cravings, support immunity & reduce stress; MVM Users facts vs non-users:
 - Leaner, burn more calories from fat, increased energy levels and total calories burned, reduced diet stress, and improved appetite control
- Supply the micronutrients from a *complete* MVM to fill unavoidable gaps when losing weight
- **S**upply the micronutrients from a *complete* MVM to fill unavoidable gaps when losing weight
- Caloric Deficit not Nutrient Deficit —so let's get the nutrients without Calories
- I want you to think about your body like a house. The house wants a makeover. New painting on the walls, furniture, etc. But what's underneath the house? The foundation. I want to help you get your aesthetic results, but I also want to help you strengthen the foundation in order to maximize your recovery from workout to workout. Your next workout is only going to be as good as how well you recovered from the last.

MVM MUSCLE GAIN PRESENTATION





Headline:

Exercise only breaks down muscle – nutrition repairs and builds it – so we will accelerate building muscle while starving body fat by incorporating extra muscle building nutrients with little to no calories

- Optimize all VM activities to help maximize all muscle building mechanisms, energy, burn more fat, support immunity, reduce stress and speed recovery
- Feed the Muscle Starve the Fat
- Ensure micronutrients are where they need to be, when they need to be, for maximum absorption to accurately feed muscle
- ➤ Because all human systems (e.g., cardio, energy, muscular, brain/CNS, immune, skeletal, etc.) including muscle gain mechanisms 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

MVM WELLNESS SCRIPT







Headlines:

- 1) Micronutrient insufficiencies exist in virtually all diets and are exacerbated by the environment, lack of fruits and vegetables, and current diet plans (human choices are widening).
- 2) Fill nutrition gaps to support your ability to continue do the things you love getting your Play-span to equal your lifespan within calories that promote leanness.
- Optimize all VM activities so that every body system operates at full capacity to support all aspects of human health including immunity, enhancing daily recovery, reducing stress, controlling appetite
- Taking your MVM is like getting 5G on your cell phone. Have you ever gone to a neighborhood with no service? I want you to have 5G so your apps are working effectively, quickly and efficiently just like what is happening internally in your body when you take your multivitamin and mineral
- Well rounded optimal supply of micronutrients to support all systems including a healthy immune system
- Get optimal amounts of the nutrients your body needs to support stress reduction and daily recovery, including maintaining a strong immune system
 - ✓ A daily multivitamin and mineral is nutritional insurance to fill the gaps in your diet



Vitamin D supplementation is a lifelong preventative measure – not a treatment - and the earlier you maintain proper levels, the better the health outcomes at each life-phase



Everyone during high health risk periods (e.g., flu/viral season/exposure, intense prolonged training, etc.) add 1-2 capsules to your daily MVM supplement intake. Athletes add 1-2 year-round.

Achieve 30-60ng/ml: (25(OH)D) test

Vit-D is now known to be critical to mounting a proper immune response, and also active throughout the entire body, making achieving proper levels a personal goal for everyone to support overall health and performance, including athletic performance, at all life stages.

Virtually no one gets adequate Vitamin D without supplementing



VITAMIN D EXPERT CONVERSATIONS







- Helps to keep your energy up! Great for testosterone in men. We are far from the equator that virtually all Americans need additional vitamin D (particularly because the sun is the major source)
- Huge immune benefits to enhance our ability to play defense against foreign attacks on our body.
- Great for skin and calcium absorption as well!
- Essential for those who don't get at least 20-30 minutes of direct full sunlight daily
- Most Americans fall well short
- > Optimal levels support the immune system, bone and muscle health, gut health, mood and more.
- Most of us are Vitamin D deficient, especially during the winter since the sun is a great source for Vitamin D. I want you to get Vitamin D since there are many benefits for your overall health.
 - ✓ Vitamin D sales spiked 400% just during the pandemic. Why? Because it is incredible for your immune health. And now we're all aware of just how important it is to do everything in our power to have a strong immune system

Designed to be Complementary to MVM & Food – and NSF-CS

Calcium supplementation is not warranted when a person's diet contains enough calcium (1,000-1,300 mg/day), which has been made easier to identify with new labeling laws

ADDED IF NEEDED BASED ON WHAT YOU CAN SEE



How many dairy servings or calcium fortified foods do you consume? (1cup milk=300mg; 1.5oz cheese=300).< 1, take 2; 1.5-2.5 take 1 (preferably do the label math)

As needed to support bone & muscle strength to remain active. Special formula complements the diet and any dotFIT MVM to achieve recommended levels of calcium, vitamin D, magnesium, boron and both forms of Vitamin K, which are all critical nutrients in maintaining bone health

EXPERT CALCIUM PRESENTATIONS



From other experts discussing with someone why they would use it

- > 50-75% of Americans are calcium insufficient/deficient, and most calcium supplements are ineficient because they are a different form and don't carry the proper carriers needed for calcium utilization
- ✓ Calcium is needs the presence of vitamin k1 & k2 as well as boron to get in the bone/cells
- ✓ Keep the bank account of calcium (bones) plentiful so it can keep the power on (contraction of the heart)
- For those who don't consume 3+ servings of dairy or calcium rich foods
- Protects against osteoporosis
- Highly absorbable form of calcium carbonate to be taken with meals
- NSF-Certified for Sport

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 ≥4Xs/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 \leq 8oz); not necessary if consuming \geq 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



SUPER OMEGA-3 EXPERT SCRIPTS



- Critical for inflammation and muscle recovery if not eating at least 8 ounces of fatty fish weekly
- **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**
- EPA/DHA complex supplying these critical molecules needed in the development/maintenance, structure and function of the cardiovascular, brain, immune and vision systems
- If you are not eating fatty fish 3 or more times a week, then we need to have you start taking Omega-3's. It will support your brain, eyes, nervous and immune system and the best part...no fishy burps.



HIGHEST QUALITY PROTEIN WITHIN VERY LOW CALORIES, 3RD PARTY TESTED, NSF-CS SO IT WORKS FOR ALL GOALS.

Delicious high protein 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



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 love it!

WHEYSMOOTH

CHOCOLATE

All-Natural version of the same whey product/formula, goals and outcomes Certified hormone/rBGH free and non-GMO, organic grass-fed cows and gluten free. No preservatives, artificial colors, flavors, sweeteners, corn, wheat or yeast and NSF-CS



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)





SUPPLEMENT FACTS

Serving Size: 1 Scoop (About 34 g) Servings Per Container: 30

	Amount Per Serving	% Daily Value
Calories	140	
Total Fat	3 q	4%*
Saturated Fat	0.5 g	3%*
Sodium	280 mg	12%
Total Carbohydrate	7 g	3%*
Dietary Fiber	<1 g	4%*
Total Sugars	<1 g	**
Protein	21 g	32%*
Calcium	20 mg	2%
Iron	5 mg	28%
Potassium	50 mg	1%
Multi Source Plant Protein Blend: Pea protein isolate, Cranberry seed, Chia seed. Sacha Inchi seed	23 g	**
Branch Chain Amino Acids: L-Leucine, L-Isoleucine and Valine	4.5 g	**
Glutamine	3.5 g	**
Enzyme Blend: Alpha-galactosidase and Bromelain	110 mg	**
Percent Daily Values are based on a 2,000 calorie diet. ** Daily Value not established.		

TYPICAL AMINO ACID PROFILE

Amino Acid Per Serving

Alanine840 mg
Arginine1,680 mg
Aspartic Acid 210 mg
Cysteine/Cystine 210 mg
Glutamic Acid3,313 mg
Glycine959 mg
Histidine420 mg
Isoleucine1,458 mg
Leucine2,088 mg
Lysine1,470 mg
Methionine 210 mg
Phenylalanine1,050 mg
Proline840 mg
Serine1,050 mg
Threonine840 mg
Tryptophan 210 mg
Tyrosine840 mg
Valine1,458 mg

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

BIGGER STRONGER FASTER – Pick your Goal

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

NSF-CS – use what the athletes use

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



~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

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

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!



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

Meal replacements/substitutes are the #1 weight control solution





DOTFIT VEGAN BASELINE



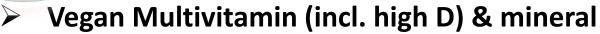




VeganMV Vecans Southans Contract

Baseline supplementation as needed for recovery & health

Optional: DigestiveEnzymes



- ✓ (~20) Synergistically with the best possible diet to fill unavoidable gaps to maximize VM activities at all stages of life
- √ 1000-1200mgs/day calcium (read labels)
 - Diet first & if needed vegan friendly supplement to grow & maintain bone health
- Vegan Omega 3 with high DHA (1–2 g of microalgae oil, or 2–4 capsules to achieve ~500-1000mg/d of DHA) minimum health requirement (2-3Xs for athletic recovery)
 - ✓ Like VMs, O-3s are critical molecules in the development/maintenance, structure and function of the CV, brain, immune and vision systems
- Protein 1gm/LB LBM divided 4-5Xs/day
 - ✓ For recovery+ and staving off the inevitable
 - ✓ If exercising, use ~25-35gm (depending on age) fast acting protein 30-40min before & repeat immediately following





COST COMPARISONS -WE ARE FAR LESS EXPENSIVE B/C WE DON'T MARKET, WE FORMULATE



Act<u>i</u>ve\$0.60/srvg@2/0





MAKING A PRODUCT CORRECT COST MONEY

DOSAGE MATCH TRIALS & 3RD PARTY IT TO PROVE IT'S THER



dotFIT Active MV 0 tall sets, a tallets, lay

(At least 4 in 1 formula with multiple bioavailable forms & delivery systems



Pritinum Activex MV for Men 60 softgels, 2 softgels/day

✓ 30 day supply



OhYeah! Men's Multi

√ 90 capsules, 2 capsules/day

✓ 45 day supply

\$37.95 \$1.27/serving or 25.99/20day

\$28.85 \$0.64 per serving

These are <u>without</u> controlled release, high Vit-C&D or choline)

Kid's MVM

Gummies Don't Work

Refunds issued: Kids' vitamins aren't as healthy as advertised



•Manufacturer NBTY & 2 of its subsidiaries, Rexall Sundown & NatureSmart, claimed in advertising & packaging that the vitamins contained a dose of DHA that would satisfy 100% of a child's daily requirement and help vision & brain development

•The amount of DHA in Disney and Marvel Complete Tablets equaled only **one-thousandth of what the marketers claimed** per serving for children age 4 & older. For smaller children, the discrepancy was even more significant.

Only five-10-thousandths of what the company claimed was in Disney and Marvel Complete tablets for children ages 2 -4.

MAKING A PRODUCT CORRECTLY COSTS MONEY

Dosage Match Trials & 3rd Party Test To Prove It's There



OMEGA-3 FISH OILS – NSF Certified Product Comparison



• dotFIT Super Omega 3 Fish Oils

• 60 softgels, 1 per day

• 60-day supply

• No: fish burps, Mercury, PCBs, Oxidation





• Klean Omega

• 60 softgels, 1 per day

• 60-day supply

\$32.50 \$0.54/serving



 Nutrilite® Ocean Essentials® Balanced Health Omega (Amway)

• 90 softgels, 3 per day

• 30-day supply

\$29.10 \$0.97/serving

OMEGA-3 FISH OIL MASS MARKET COMPARISON WITH dotFIT









Underformulated Product Is Cheaper

\$7.99 FOR 100 SOFTGELS



Optimum:

Fish Oil Softgels

Omega-3's! Natural Overall Health Support for a Healthy Heart and Joints!*

Supported Goal: Health & Wellness

Can't work at this dosage. Ratio is—not given, meaning it's incorrect and no dosage can hit it

		П
100 Softgels		
Serving Size 1 Sofgel Servings Per Container 100		Ш
Amount Per Serving	% Daily Value	Ш
Calories	10	Ш
Calories From Fat	10	Ш
Total Fat	1 g 2%*	Ш
Cholesterol	5 mg 2%	Ш
Vitamin E (As Mixed	1 IU 3%	Ш
Tocopherols)		Ш
ish Oil	1000 mg(1 g)	ì
PA (Eicosapentaenoic		Ш
Acid)		Ш
DHA (Docosahexaenoic Acid)		Ш
Total Omega-3 Fatty	300 mg **	
Abib	oco mg	H
4 Daniel Dalle Value on house		

Serving Size: 1 Softgel Servings Per Container: 30

Calories 13 Fat Cal, 12

, at earl in			
Amount Per Serving	% Daily \	% Daily Value*	
Total Fat	1.3 g	2%	
Saturated Fat	0 . 1 g	<1%	
Trans Fat	0 g	**	
Polyunsaturated Fat	1 . 1 g	**	
Monounsaturated Fat	0.2 g	**	
Cholesterol	1 mg	<1%	
Vitamin E (D-Alpha Tocopheryl)	2 J U	7%	
Total Omega-3 Polyunsaturates	600 mg	**	
EPA (Eicosapentaenoic acid)	7 360 mg	**	
DHA (Docosahexaenoic acid)	240 mg	**	



dotFIT Practitioner Product

Proper Dosage + Ratios + 3rd
 Party Tested

\$14.95 FOR 60 SOFTGELS

STUDIES CONCLUDE RATIO & AMOUNTS



WHY dotFIT POWDERS/DIFFERENCE SUMMARY SENTENCES FOR OVERCOMING OBJECTIONS





dotFIT 3rd Party Tested Powders are Part of the Practitioner's Product Line

- Great taste consistently wins the taste test
- dotFIT products are Practitioner's Product for athletes, exercisers and their families (fortified with calcium & potassium)
 - ✓ Formulas for "every body", diet preference & lifestyle not found in stores!
- > 3rd party tested for ingredients and claims NO PROTEIN SPIKING* (see below)
 - ✓ Including additional NSF Certified for Sport on relevant products
- dotFIT is competitively priced per gram, any noted higher cost is due to any testing & other manufactures eliminating the practitioner and going direct to mass distribution where the control on price thus compromising the products such as the use of "protein spiking":

*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 have been filed against many top brands



WHY dotFIT POWDERS/DIFFERENCE







dotFIT 3rd Party Tested Powders are Part of the Practitioner's Product Line

- Great taste consistently wins the taste test
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- dotFIT is competitively priced per gram, any noted higher cost is due to 3rd party testing & other manufactures eliminating the practitioner and going direct to mass distribution where they compete on price thus compromising the products such as the use of "protein spiking":
 - *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 actual. Class action suits have been filed against many top brands
- Mass market powders don't come with the gym, professional staff, proper usage instructions and integration or fitness professional and we don't trust them
- > Synergistic with all dotFIT products no ingredient "spiking or dusting" so no potential nutrient overages
- LeanMR and BestPlantProtein are uncontested formulas
- Protein mix co-factors make it perfect for baking/cooking (e.g., pancakes, cookies, bread, muffins, etc.)
- Fortified with calcium & potassium



Promotional Materials for your Supplements of the Month

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

MVMs, all or any proteins, SuperOmega-3, SuperCalcium, Vit-D,







THE ESSENTIALS TO FIT ANY DIET PREFERENCE OR LIFESTYLE



1 Pagers

Print and display consumer friendly guide



QRG

Learn product science, benefits & unique features on one page

Infographics

Print or share on social to <u>educate</u>





WHAT IS IT?

WHO IS IT FOR?

- · Women between ages 18 and 50 who are moderately active
- Women who are









Store

Description &

Video

Watch & share with members

Get Girl Power, and Keep It.

Now Includes Choline

Nomen's MV" formula was designed with the specific needs of females mind by including 1,000 IUs of Vitamin D, and slightly higher levels of nesium, iron and folic acid. Also included are the a

- take 1 tablet daily with a main meal. Consume w



dotFIT SuperOmega-3

hat makes this product unique

+ Digital Marketing Resources

Infographics Social Media Logo

One-Pager Flyers 4 Pillar Posters



All Marketing Resources

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



