All Marketing Resources

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



The dotFIT Difference



Add your logo here

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







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

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 all sport & fitness Goals by helping you achieve them easier, faster, healthier & stay there longer so you can continue to do the things you love



VANILLA

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

KidsMV

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

SuperOmega-3

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

SuperCalcium+

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

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



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







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



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

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

 Properties

 Analysis

 Analysis

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

*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

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 ≤8oz); not necessary if consuming ≥16oz/wk unless for athletic recovery purposes O-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



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

FIRST STRING





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 contract on price thus compromising the products such as the use of "protein spiking":

*The practice called "protein-spiking" is when manuficturers 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



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 - *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



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).
 - $\circ \quad \ \ {\rm Take \ as \ directed \ with \ meals}$

Daily as needed:

- <u>WheySmooth</u>* or other favorite <u>dotFIT protein mix</u>
 - 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)
 - 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 (read all food labels for calcium content including dotFIT protein shakes)</u>
 - 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
- Vit-D 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
 BASELINE is the ante to play for everyone! Complete Recovery for Long-term Gains, Including Reducing Sick Days & Injury Potential

Workout days

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

- <u>WheySmooth</u>* or other favorite <u>actent protein mix</u>
 - 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

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 all sport & fitness Goals 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

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 immune, skeletal, stress, appetite, etc.) are V&M dependent we need

ESSENTIALS AS NEEDED BASED ON WHAT YOU CAN SEE



SuperOmega-3

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

ActiveMV

HIGH ANTIOXIDANT COMPLEX HIGH IN VITAMIN D-3

FOR ACTIVE

FORMULA



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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

Vitamin D-3

RECOVER

VANILL

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uperCalcium

SUPPORTS STEOPOROSIS DEFENSE

UPPORTS

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 supplys these critical molecules needed in the development/maintenance, structure and function of the cardiovascular, brain, immune and vision systems

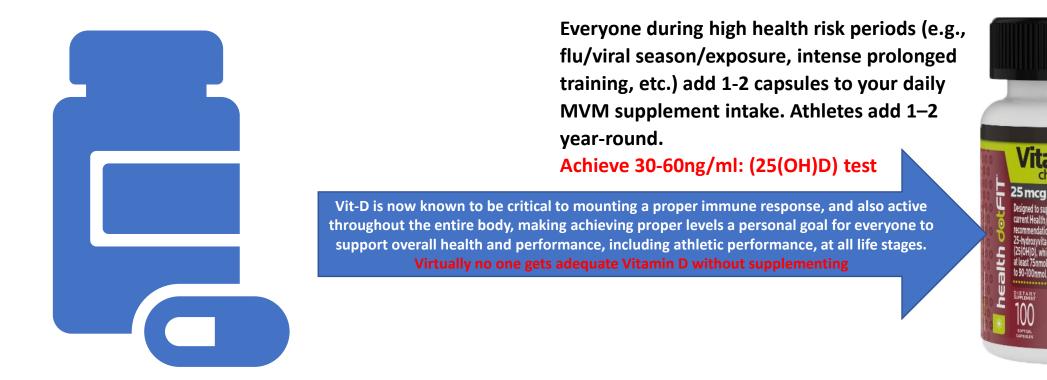
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Vitamin D supplementation is a lifelong preventative measure – not a treatment - and the earlier you maintain proper levels, the better the health outcomes at each life-phase



Notable Developments for Vitamin D Amid the COVID-19 Pandemic: A Narrative Review (2021)

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

60 DIETARY 60 DIETARY 10 DIETARY

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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 \geq8% 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



EXPERT SCRIPTS & PRINTOUTS FOR DOTFIT 3RD PARTY TESTED PROTEIN MIXES – ALL LACTOSE FREE



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!

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

RECOVERY

ABSORPTION TO FUEL THE MUSCLE

VANILLA

WHEYSMOOTH

ENERGY[†] SCMULTHROTEN COMPLEX ACCELERATE RECOVERY[†] OVER 5000 MG BCAAS FASTER PROTEIN ABSORPTION[†] TOFUEL THE MUSCLES

CHOCOLATE DIETARY SUPPLEMENT

FORTIFIED WITH CALCIUM & POTASSIUM

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

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

BEST PLAN		SUPPLEMENT Serving Size 1 Scoop (About 34 g) Servings Per Container: 30	FACTS	TYPICAL AMINO ACID PROFILE
VEGETARIAN PI			Amount % Daily Per Serving Value	Amino Acid Per Serving
	21g Protein per serving	Calories Total Fat Saturated Fat	140 3 g 4%* 0.5 g 3%*	Alanine
	<1g Sugar Revised States	Sodium Total Carbohydrate Dietary Fiber Total Sugars	280 mg 12% 7 g 3%* <1 g 4%* <1 g **	Aspartic Acid
	8g BCAAs & Glutamine perserving	Protein Calcium Iron	21 g 32%* 20 mg 2% 5 mg 28%	Glycine959 mg Histidine420 mg Isoleucine1458 mg
· NON-GMO	A AMELIUC	Potassium Multi Source Plant Protein Blend: Pea protein isolate, Cranberry seed,	50 mg 1% 23 g **	Leucine2,088 mg Lysine1470 mg Methionine
		Chia seed, Sacha Inchi seed Branch Chain Amino Acids: L-Leucine, L-Isoleucine and Valine Glutamine	4.5g ** 3.5g **	Phenylalanine1,050 mg Proline840 mg
ш С		Enzyme Blend: Alpha-galactosidase and Bromelain	110 mg **	Serine1,050 mg Threonine
		 Percent Daily Values are based on a 2,000 calorie diet. ** Daily Value not established. 		Tyrosine
Naturally Flavored		Other Ingredients: Inulin, Natural Flavors, Cocoa Powder, S Silica, Glycine, Xanthan Gum.	Stevia Leaf Extract (Reb A),	

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

SF

NOLLEY

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



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