All Marketing Resources

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





Add your logo here

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





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

SuperOmega-3TM

EPA/DHA COMPLEX TO SUPPORT
BRAIN AND HEART HEALTH

OMEGA-3 FATTY ACIDS

CARDIOWASCULAR HEALTH

HELPS MAINTAIN
HEALTHY
GHOLESTEROL LEVELS'

OHOLESTEROL LEVELS'

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



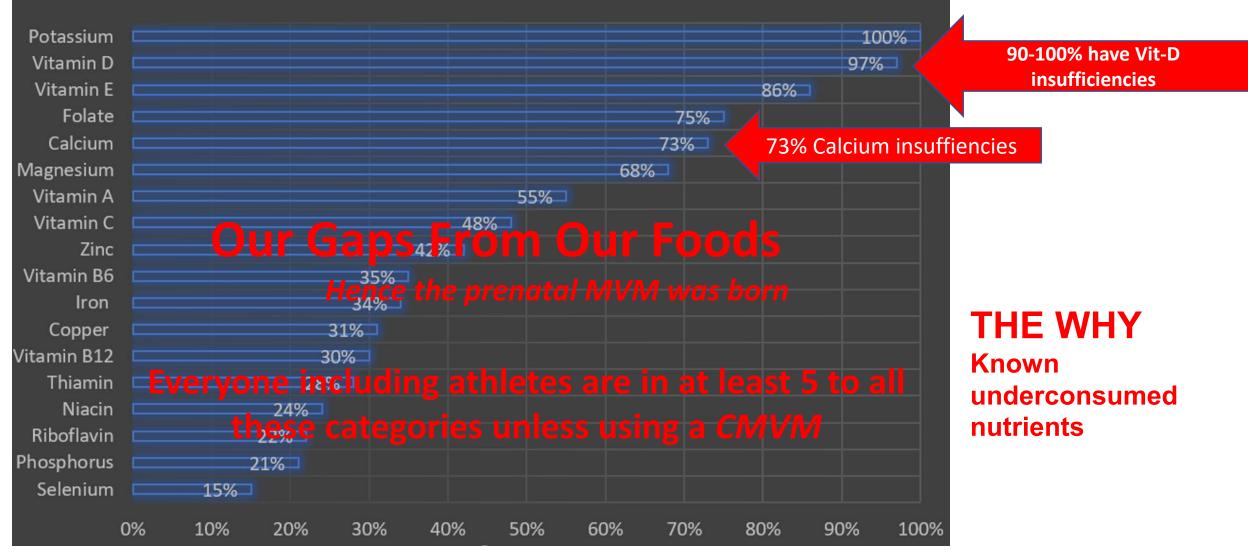


ESSENTIAL DIETARY SUPPORT

- ➤ 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)



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

Exacerbating the nutrient gap problems today are expanding human choices

THE WHY
Now More
Than Ever!

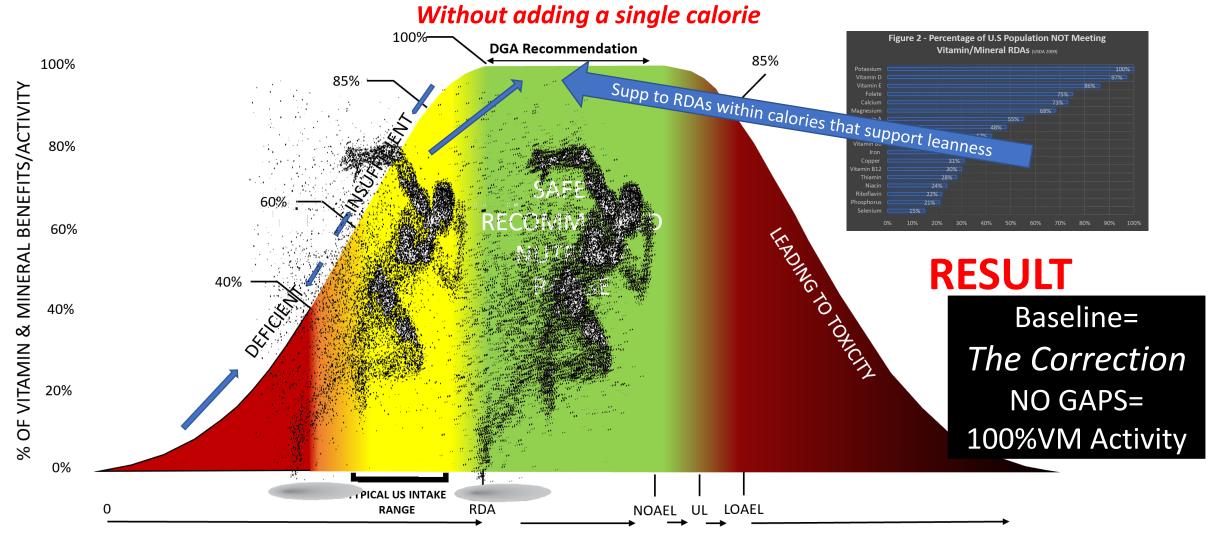
More Diets 8	& Missing	Micronutrients
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	Diet	Summary/Macronutrient Breakdown	Missing Nutrients	Recommended Supplements
	Paleo	NO dairy, grains and grain products, legumes, processed foods, alcohol	Calcium Magnesium Vitamin D Fiber B vitamins	Multivitamin & 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 Probiotic
	Intermittent Fasting	No food restrictions – no eating for a specific time period	Commonly under-consumed nutrients: Potassium, choline, magnesium Vitamins A, D, E, C Calcium, potassium, fiber Iron (for certain age/gender groups)	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

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- ActiveMV
- 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



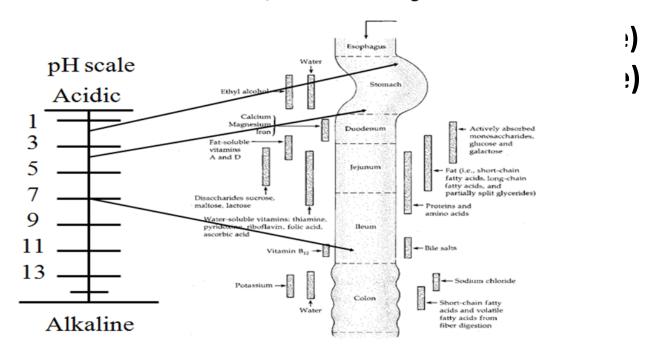








Areas of release (duodenum-ileum) using hydroxypropylmethylcellulose (HPMC) a form of cellulose, within the coating. 118-123



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.

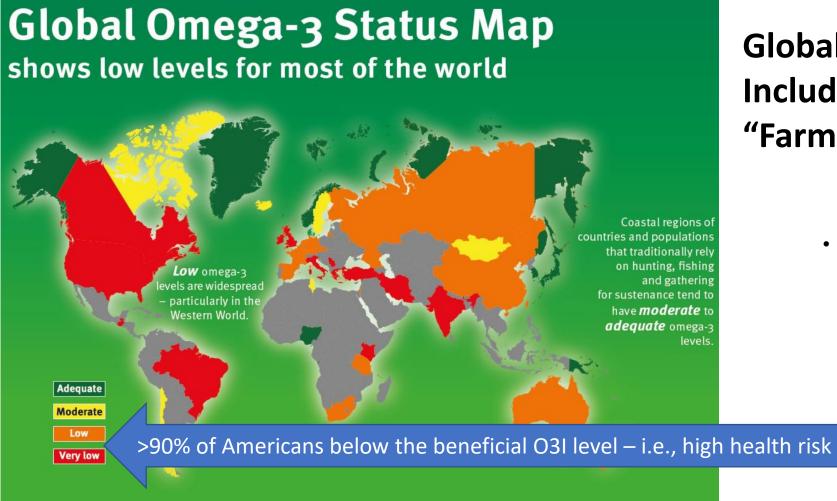
Virtually no one gets adequate Vitamin D without supplementing



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

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



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

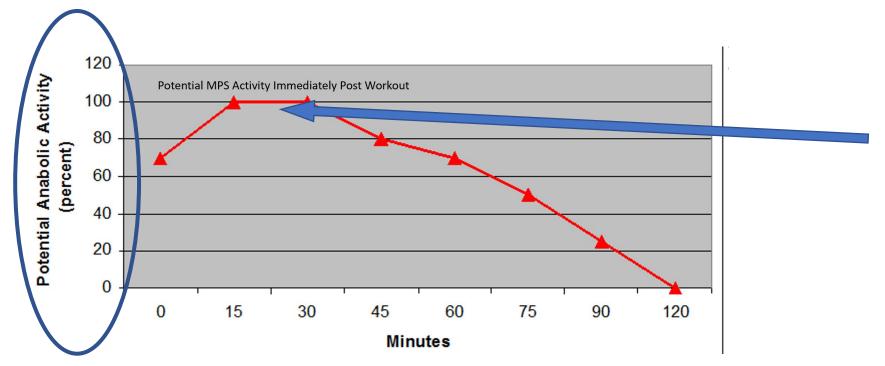
Protein mixes can help control body composition goals while economically satisfying an individual's protein needs

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

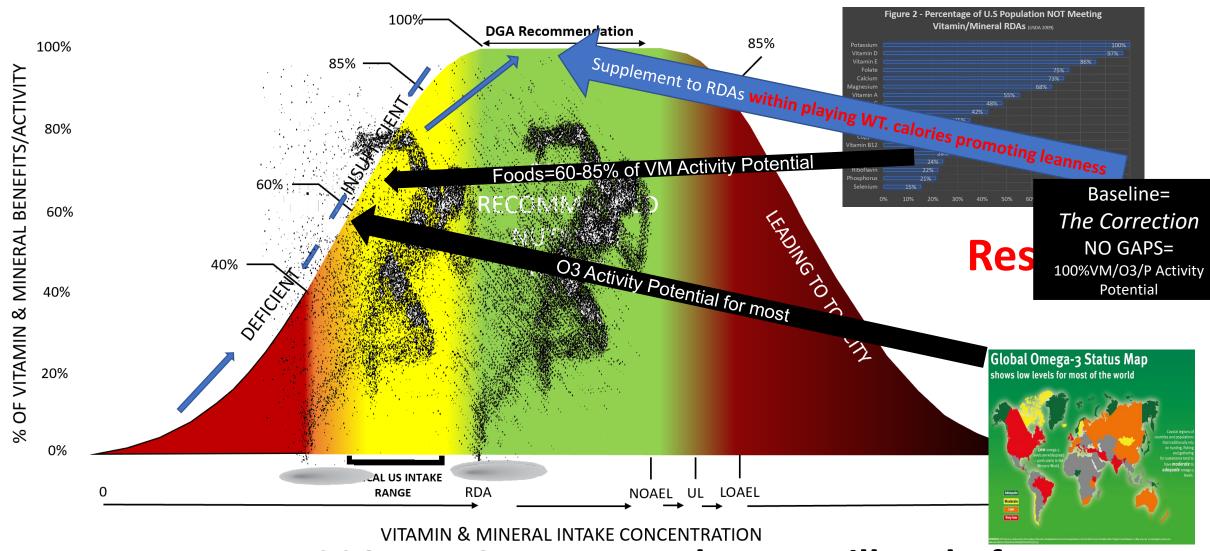
- ✓ For recovery+ and staving off the inevitable
- ✓ If exercising, use ~25-35gm (depending on age) fast acting protein 30-40min before & repeat immediately following

*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

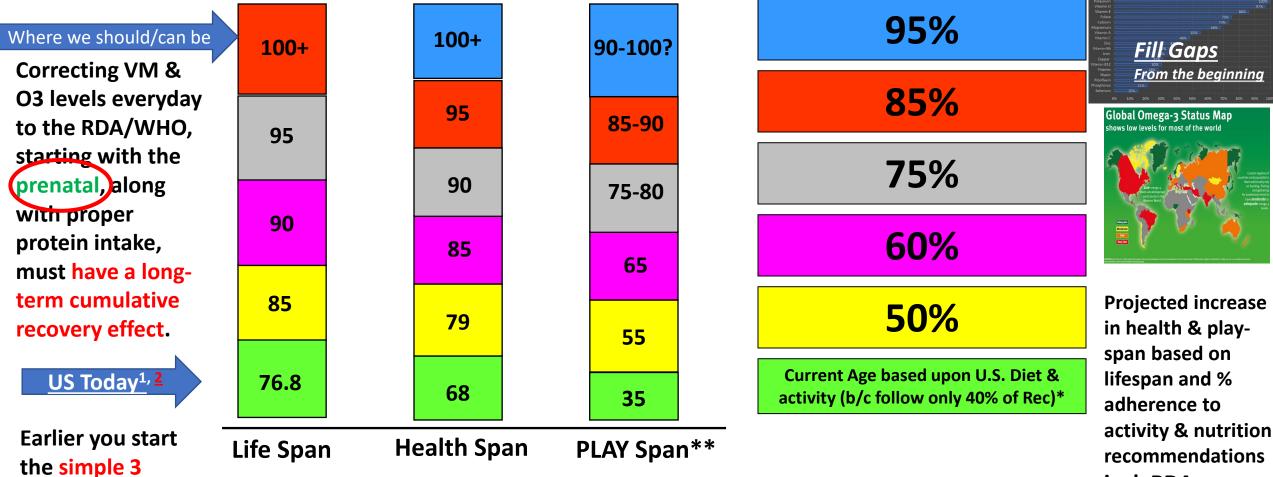
1) Staying Active (they are here/gym now), 2) Adding our Baseline Supplementation (dietary support) to Fill the Known Gaps in any Acceptable Calorie Diet, will help lead to 3) Maintaining a Healthy Body Weight (minimum calories with maximum nutrition = energy/leanness):

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



Global Omega-3 Status Map **Projected increase** in health & play-

incl. RDAs

Fill Gaps

From the beginning

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



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

 BASELINE is the appear to play for everyonal complete Recovery for Long term Soins. Including Reducing Sick Days & Injury Retarts

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 uotern protein 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





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





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



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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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





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!

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 a	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

Alanine	840 mg
Arginine	1,680 mg
Aspartic Acid	210 mg
Cysteine/Cystine	210 mg
Glutamic Acid	3,313 mg
Glycine	959 mg
Histidine	420 mg
Isoleucine	1,458 mg
Leucine	2,088 mg
Lysine	1,470 mg
Methionine	210 mg
Phenylalanine	1,050 mg
Proline	840 mg
Serine	1,050 mg
Threonine	840 mg
Tryptophan	210 mg
Tyrosine	840 mg
Valine	

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



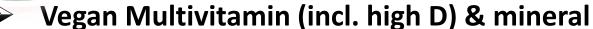






Baseline supplementation as needed for recovery & health

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**















(At least 4 in 1 formula with multiple bio-

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



60 softgels, 2 softgels/day

30 day supply

\$37.95 **\$1.27/serving**

or

25.99/20day



OhYeah! Men's Multi

90 capsules, 2 capsules/day

45 day supply

\$28.85 \$0.64 per serving

These are without 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



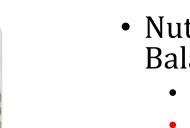


• Klean Omega

• 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

100 Softgels Serving Size 1 Softgel Servings Per Container 100	
Amount Per Serving	% Daily Value
Calories	10
Calories From Fat	10
Total Fat	1 g 2%*
Cholesterol	5 mg 2%
Vitamin E (As Mixed	1 IU 3%
Tocopherols)	
rish Oil	1000 mg(1 g)
SPA (Eicosapentaenoic	**
Acid)	
DHA (Docosahexaenoic	
Acid)	
Total Omega-3 Fatty	300 mg **
Alene	
4 Second Self-Makes on board	and a contract of the

Serving Size: 1 Softgel Servings Per Container: 30 Calories 13

Calories 13 Fat Cal, 12

T de Card 12			
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 profust 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

