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

UFC GYM
UFC FIT
NASM APPROVED PROVIDER
STRONGER
CRUNCH FITNESS
REGYMEN FITNESS
COWBOYS FIT
49ERSFIT
FIT FACTORY
FITNESS WORLD
BROWNSFIT
CHIEFS FIT
CRUNCH FITNESS
REDLINE ATHLETICS
müv FITNESS
TEXAS FAMILY FITNESS
FIT REPUBLIC
AFAA Athletics and Fitness Association of America Approved Provider
TEXANSFIT
GOLD'S GYM
FITNESS PREMIER
Healthtrax FIT FAMILIES FOR LIFE
FITNESS CONNECTION
ptonthenet ptaglobal
Commission on Dietetic Registration
the credentialing agency for the Academy of Nutrition and Dietetics
eat right.
TRUFIT ATHLETIC CLUBS
SPORTS ACADEMY


dotFIT
GROW STRONG.
Supporting Over 200 College & Pro Sport Teams

dotFIT Customized Group
Previous Supplements of the Month

- **Feb 18 (2022), Intro to dotFIT, history, why nutrition, dF diff, future, play-span**

Mar 18 – All Proteins, Protein Intro, Updated Stats, Scripts, Promotional Materials, FAQs & Summaries

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.)

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

dotFIT®
GROW STRONG.™

Protein Market Explosion is Not Going Away Driven by New Data That Protein Supports Weight Control, Aging Population & Self-healthcare

Protein Powder (PP) Market to hit $30.5 billion by 2027 (8%CAGR)*

Economical solution to meet daily protein needs – people have realized it saves them $s!

The good, the bad, the ugly of mass retail ---

and why we should & can own "Protein"

*Global Market Insights, Inc.

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:

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

Daily as needed:

- WheySmooth* or other favorite dotFIT protein mix
  - Use as directed to make sure you get ~1gm of protein per pound of LBM (or weight if not overweight) daily from all sources including foods divided 3-5 times daily
    - **If exercising, use as directed to get ~25-35gm/protein 30-40min before workout & repeat dose immediately post workout (see below)**
  - Can be used as a supplement to a meal or by itself (or mixed with desired supporting contents) to shore up total daily protein needs
- Super Calcium (read all food labels for calcium content including dotFIT protein shakes)
  - Use if you do not meet the daily needs of calcium (~1000-1200 mg) from food/drinks intake
    - Females take 1 or 2 c
- 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 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!***

Workout days

- WheySmooth* or other favorite dotFIT protein mix

Use as directed to get ~25-35gm/protein 30-40min before workout & repeat dose immediately post workout

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

THE BAD – CHEATERS!

AND WHY WE SHOULD OWN THE PROTEIN MARKET

Mass Market Brands Caught "Protein Spiking*"

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

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

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

*The practice called "protein-spiking" is when manufacturers add cheaper non-protein ingredients, such as amino acids, to increase the nitrogen content, which then makes it appear as if the product contains more protein than it actually has. Class action suits were filed against many top brands

MASS MARKET SUPPLEMENTS – THE BAD

CSN 100% Pro Whey Standard

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

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

I know.

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

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

> *24 protein, 2g carbohydrates and 1g fat. Nice.*

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

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

UNDER FORMULATED WHEY PROTEIN

CSN
100% Pro Whey Standard

Nutrition Facts

Serving Size 1 scoop (32g)

Amount Per Serving	
Calories 115	Calories from Fat 10
	% Daily Values*
Total Fat 1g	2%
Saturated Fat 0g	0%
Polyunsaturated Fat 0g	
Monounsaturated Fat 0g	
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 35mg	1%
Total Carbohydrate 2g	1%
Dietary Fiber 0g	0%
Sugars 1g	
Protein 24g	

Vitamin A - • Vitamin C -
Calcium - • Iron -

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

WHAT IT CLAIMS:

Nutrition summary:

Calories	Fat	Carbs	Protein
115	1g	2g	24g

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

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

WHAT IT ACTUALLY CONTAINS:

Nutrition summary:

Calories	Fat	Carbs	Protein
115	1g	25g	2.5g

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

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

- BASED ON TESTING AT POPE TESTING LABORATORIES, INC.

MASS MARKET SUPPLEMENTS- THE UGLY

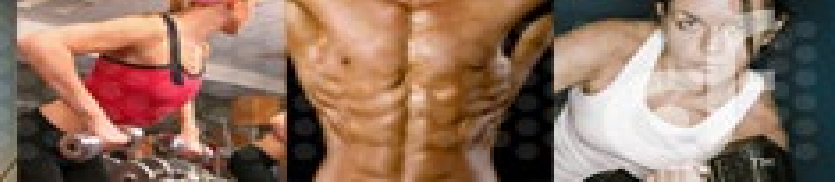
Muscle Milk, Syntha 6, Isoflex, Cellucor, and Optimum Nutrition's Proteins Tested for BCAA Content: ALL FAIL

UNDER FORMULATED WHEY PROTEIN

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

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

MASS MARKET SUPPLEMENTS THE UGLY



Cheaters!

Product	LABEL CLAIM OF PROTEIN IN GRAMS	PROTEIN TEST RESULTS
[illegible] Precision Blend - 2lb Caramel Cookie Swirl	32g	17.1
[illegible]Precision Blend - 2lb Milk Chocolate	32g	24.7
[illegible] Precision Blend -2lb Milk Chocolate	32g	24.5
Biohealth Precision Blend - 2lb White Chocolate [illegible]espberry	38g	
Biohealth Precision Iso - 2lb Chocolate	27g	2.79
Biohealth Precision Iso - 2lb Chocolate	27g	17.2
Biohealth Precision Iso - 2lb Cookies and Cream	27g	21.1
Biohealth Precision Iso - 2lb Cookies and Cream	27g	3.36
Core Formulations Core 8 - 2 lbs Caramel Cookie Dough	31g	27.1
Core Formulations Core 8 - 2lbs Caramel Cookie Dough	31g	20.4
Core Formulations Core 8 - 5 lbs Chocolate Brownie	30	21
Core Formulations Core 8 - 5 lbs Vanilla bean	31g	22.9
Core Formulations Isocore - 2lb Cookies and Cream	30	23.9
Core Formulations Isocore - 2lb Cookies and Cream	30g	23.9
Core Formulations Isocore - 2lb Cookies and Cream	30g	24.2
Rogue Nutrition - Rogue Whey - 2lb Chocolate Milk	28g	
Rogue Nutrition- Rogue Whey - 2lb Chocolate Milk	28g	19.7

Several protein manufacture[illegible] occurs when a protein pow[illegible] supplement so that it regist[illegible]

[illegible]alse advertising practices

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

3RD PARTY TESTED DOTFIT PROTEINS –THE GOOD

ALL WITH THE PERFECT AMINO ACID (AA) PROFILE AND CALCIUM & POTASSIUM FORTIFIED

SAME BASE HIGH PROTEIN FORMULA DIFFERENT CUSTOMER – MAKE IT YOUR WAY

- **WHEY SMOOTH**
- **ALL-NATURAL WHEY SMOOTH**
- **BEST PLANT PROTEIN**

SPECIALIZED *STARTING* (PRE-MADE) WHEY PROTEIN MIXES

- **LEAN MR - WEIGHT LOSS**
  - **Meal Replacement/Substitute**
- **FIRST STRING -SIZE AND PERFORMANCE**
- **PRE/POST WORKOUT & MR -ANY GOAL**

PROTEIN 101 -- REVIEW

DAILY PROTEIN REQUIREMENTS REVIEW

One-size can fit all healthy persons of all ages

Healthy persons to increase/maintain muscle; stave off inevitable loss to aging to prolong health and independence

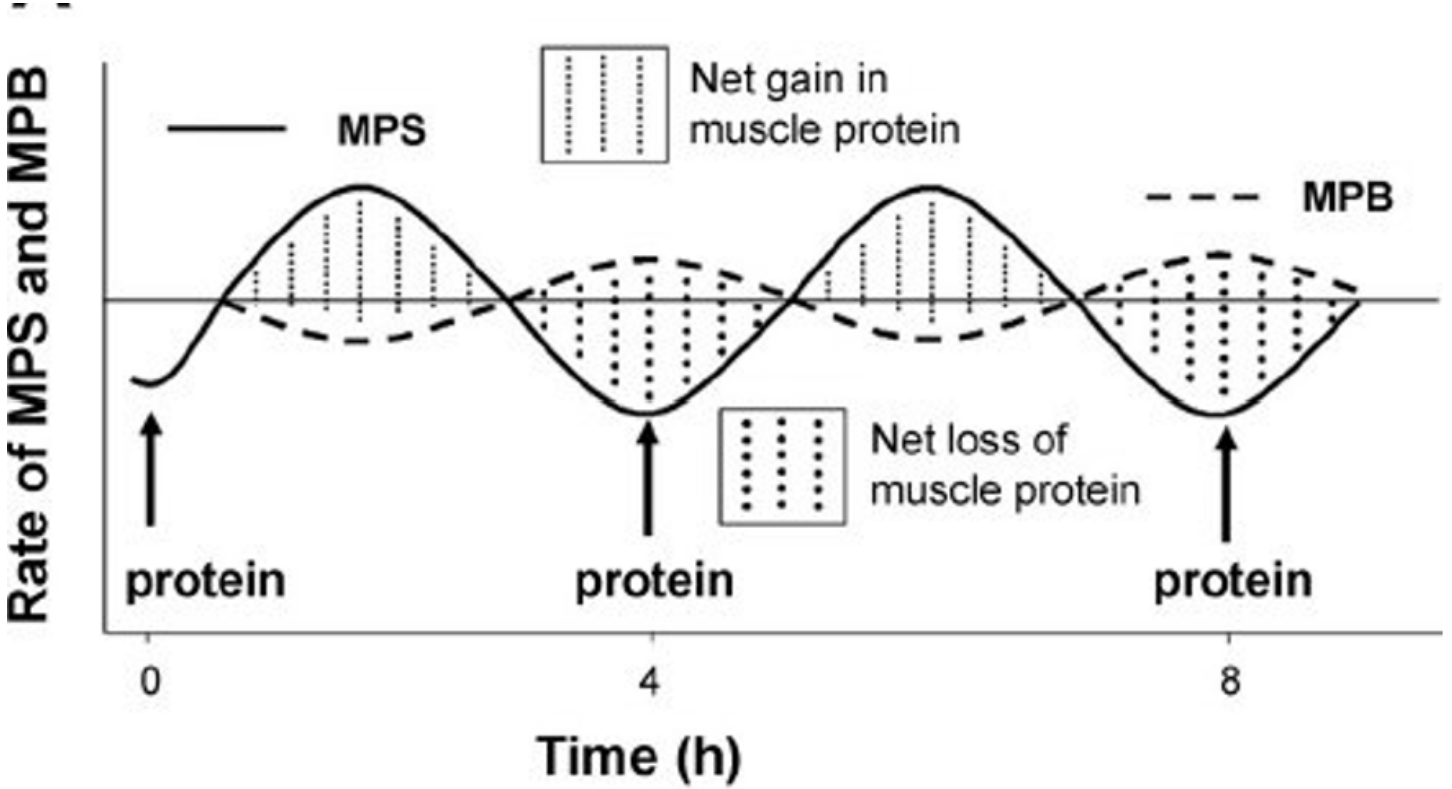
- **1gm per pound LBM*** **distributed throughout daily meals (~4-6 including the Pre/Post activity) is a safe and effective daily protein intake that can support MPS for all age groups to:**
  - ✓ Optimize growth and development
  - ✓ Maximize exercise induced muscle gains and performance
  - ✓ Reduce LBM losses during calorie restriction (contributes to satiety)*
  - ✓ Overcome age related anabolic resistance extending ability to maintain a positive MPS balance; subsequently staving off the inevitable aging loss of muscle to help remain active and independent throughout a lifetime
- **Muscle full effect: ~.2g/lb/LBM (175LBM=35g)** (.18/lb/BM) Ref

***May be increased during prolonged aggressive calorie restriction for weight/fat loss; regular consumption 2-4times the RDA shown safe indefinitely in healthy persons**

WHY FREQUENT FEEDINGS

Normal Muscle Protein Synthesis (MPS) and Muscle Protein Breakdown (MPB) process:[13]

MP ***balance*** remains Negative[13,52,53] until protein ingested



Note: Cost of MPS & MPB (protein turnover):

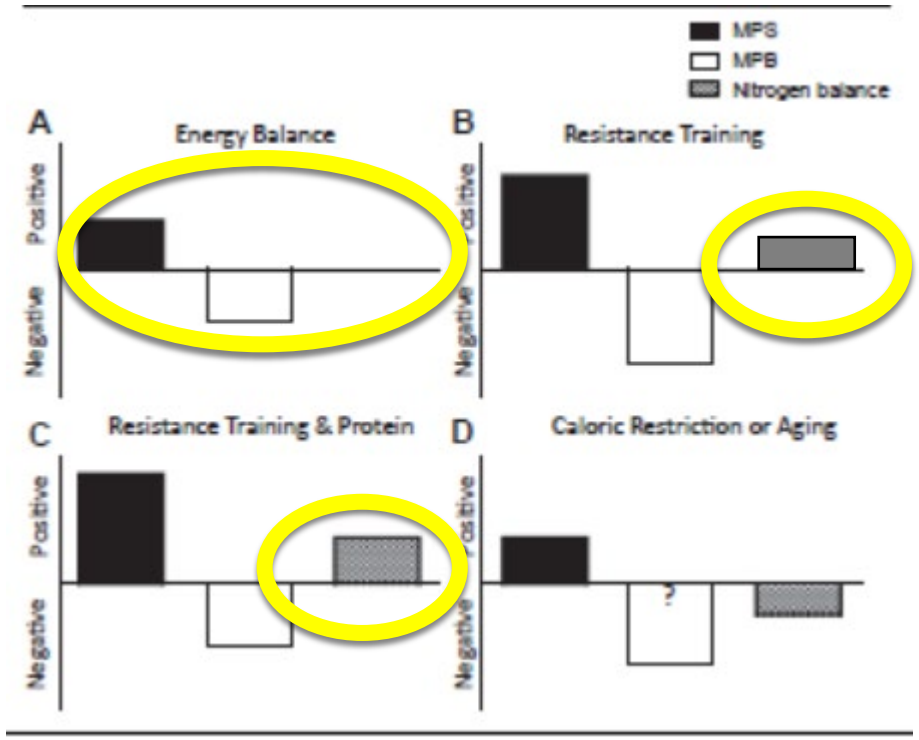
- 1.04 Kcal/g
- 1-2% of all protein replaced daily

How muscle mass is maintained post puberty in healthy normal fed humans up to ~30yr[12,13]

MPS>MPB up till slightly past puberty depending on activity

Why Pre/Post Exercise

Exercise and Protein[13,14]



A: From previous slide: MPS=MPB

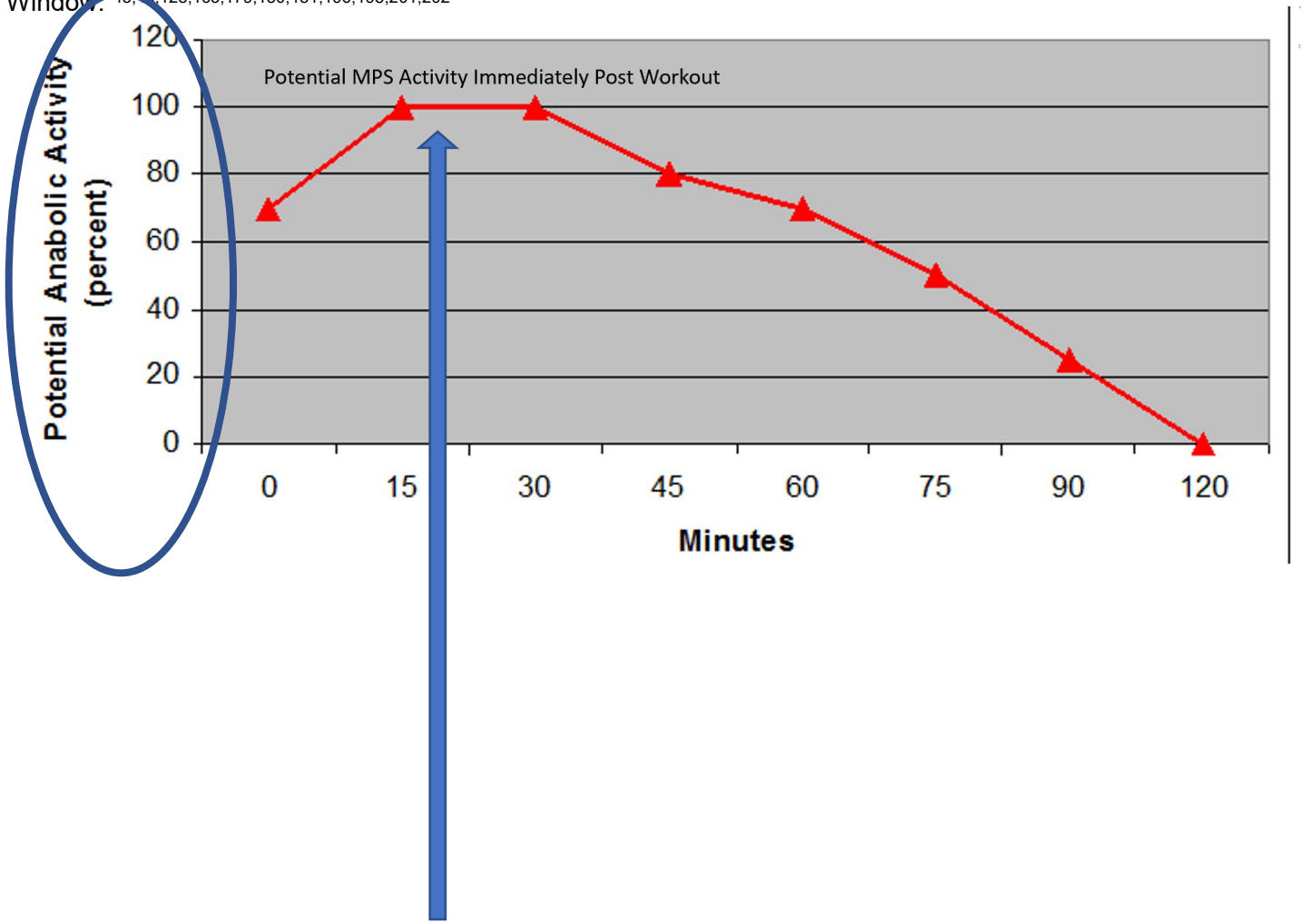
B: Addition of exercise with normal diet but w/o Pre/Post Exercise protein
MPS≥MPB up to a point (**see Met Window)**
(Potential unfulfilled with little/no make-up)

C: **Timing:** addition to normal diet of Pre/Post protein – lessening MPB/greater, longer favoring of MPS

Adapted from Devries,[40] Philips,[45] and Pasiakos[46]
A: No net increase (nitrogen balance) in skeletal muscle (SM) as in young healthy (~20-30yr) non-exercising adults, MPS=MPB;
B: Addition of exercise and normal diet with adequate protein but without immediate pre/post AA feeding, MPS≥MPB up to point;
C: Pre/post AA feedings (Anabolic Windows) in addition to normal diet and exercise may produce greater daily MPS signaling and activity (including through less MPB), which may be incremental to normal feedings
D: Caloric restriction and/or aging lead to MPB>MPS, in which increased protein intakes and exercise can minimize or reverse up to a point based on deficit, age and/or training experience

Adapted from Ivy et al. Closing of the Proposed Exercise-Induced "Anabolic Window"[198]

There is an exaggerated MPS response if & when exercise & AA converge -i.e., the so-called exercise-induced "Anabolic Window".[45,46,128,165,179,180,181,196,198,201,202]

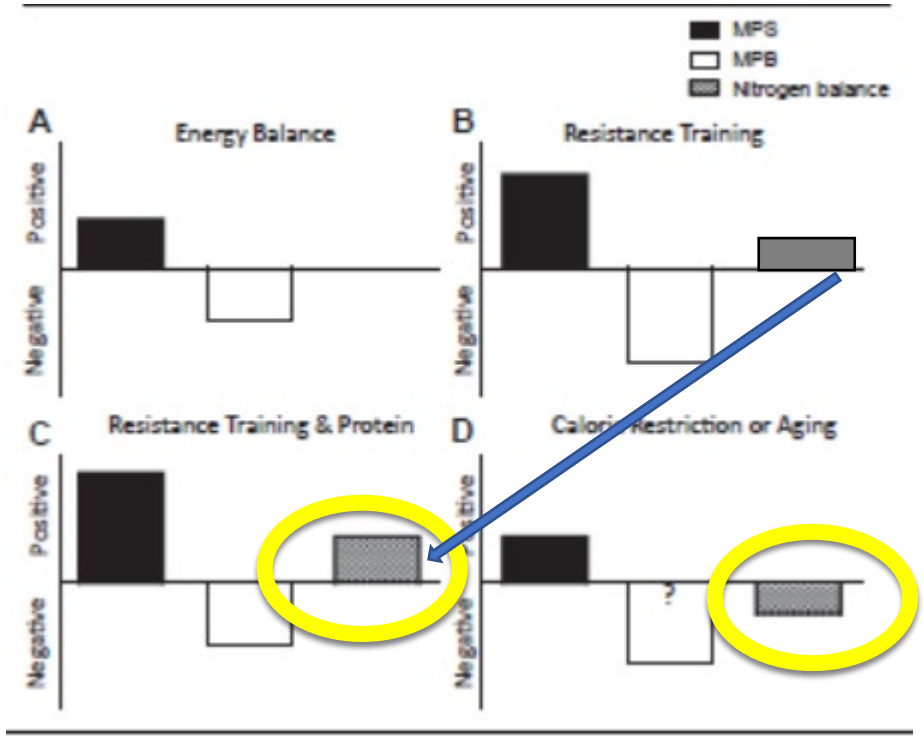


Exaggerated Glycogen Replenishment & MPS Response

MPS and glycogen synthesis potential (channel activation, nutrient sensitivity, etc.) reach their highest respective points almost immediately post exercise, returning to baseline within 2-3hours, leading athletes to attempt to capture the peak activity by supplying quick acting protein/EAA & CHO to speed and improve recovery leveraging this exaggerated MPS & glycogen restoration response when exercise & nutrition converge -i.e., the so-called "Anabolic Window" – that may be incremental overtime

Why, How & How Much (Why Pre/Post Exercise)

Exercise and Protein[13,14]



A: From previous slide: MPS=MPB

B: Addition of exercise with normal diet but w/o Pre/Post Exercise protein
MPS≥MPB up to a point (**see Met Window)**
(Potential unfulfilled with little/no make-up)

C: Addition to normal diet of Pre/Post protein –greater, longer favoring of MPS
Difference btw B & C

D: Caloric restriction and/or aging in which increased protein intakes and exercise can minimize or reverse up to a point based on deficit, age and/or training experience

ADVANTAGE WHEY

Best Overall Scoring Protein for Human Structure & Function – Hence Popularity

BV 104; 100% Protein Digestibility Corrected Amino Acid Score (PDCAAS)

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

- **Higher leucine and other essential amino acid (EAA) amounts per gram of protein**
- **Digestibility, absorption, and amino acid retention (muscle deposition) score compared to other popular protein sources, validates whey's benefits and therefore, when protein supplementation is needed, whey protein is a first choice when diet restrictions do not impede the selection.**

- First String, Pre/Post & WheySmooth(WS) use the same whey protein raw material – (different CHO & fat content)
- All-Natural WheySmooth (NWS): same whey raw material composition/macronutrient ***profile*** (as WS) but from certified "naturally fed cows"
- BestPlantProtein: same macronutrient profile as WS & NWS but from fortified pea-protein to match whey AA profile
- LeanMR (Whey Isolate) same AA profile but all other whey constituents removed

*Bio-active health, immune and growth factor components including the minerals calcium, sodium, phosphorus, and potassium; proteins including alpha-lactalbumin, beta-lactoglobulin, lactoferrin, serum albumin, lysozyme; immunoglobulins A, G, and M; and cysteine, all which may have positive impacts on human health

STRATEGIC PROTEIN & CARBOHYDRATE BLEND USED *IN WHEY SMOOTH*, FIRST STRING, PRE/POST WORKOUT

Protein Blend*

- An ion-exchange instantized protein blend containing 90% **whey concentrate*** (ultra-filtration [UF]) with 5% **whey isolate** (cold filtered) for immediate release and 5% **casein** for extended release & easy mixing along with co-factors that give the product its desirable taste, texture and stability with negligible lactose (1.4 g/serving)*, gas or bloating as is common with other protein powders[8,17,20,24,25,133-136]

*As a reference, 1 cup of milk or yogurt has 12 and 9 grams of lactose, respectively

Protein in LeanMR is 100% whey isolate

Carbohydrates**

- **Maltodextrins** for rapid gastric emptying (absorption) for metabolic windows (MW) & pre workout availability; desirable food manufacturing qualities including flavor profile integration[16,154,155]

Amounts differ based on product's native form (what's in the container) primary goal **(i.e., Pro/CHO/Cal ratio)

Data & references from WheySmooth section of PDSRG

*Bio-active health, immune and growth factor components including the minerals calcium, sodium, phosphorus, and potassium; proteins including alpha-lactalbumin, beta-lactoglobulin, lactoferrin, serum albumin, lysozyme; immunoglobulins A, G, and M; and cysteine, all which may have positive impacts on human health

GOALS OF PROTEIN MIXES

BEYOND A LOW-CALORIE PROTEIN SOURCE

Mixes are flexible, convenient/portable & *economical* in meeting protein needs

Formulations of Protein mixes (protein, carbohydrates & fats) support one or more of the following goals (Recipes):

1. Meal Replacement as needed for weight loss and/or weight maintenance
2. Meal or daily supplement for muscle/weight gain
3. Pre & post workout formula to enhance exercise induced results especially within so called metabolic windows
4. Daily protein supplement to economically help meet the current increased protein recommendations to support:
   - ✓ Prolonged MPS, overall health, weight control & slow natural aging
5. Convenient delivery system of important nutrients including for kids
   a) Healthy starting mix to make it your way (e.g. fruits, vegetables, milk, etc.)
6. Fortifying baked goods (e.g. pancakes, cookies, bread, muffins, etc.)

- **All Mixes can be altered as desired by adding other protein, carbohydrate and or dietary fat sources**
- **Mixes may be added to other foods/drinks including baking**

Recipes

- **All Mixes are Gluten Free & 3rd Party Tested**

HIGH PROTEIN PER CALORIE MIXES –FLEXIBILITY

- WHEY SMOOTH
- ALL-NATURAL WHEY SMOOTH
- BEST PLANT PROTEIN

AA profiles including essential amino acids are all matching
Same basic macronutrient profile (P/CHO/F/Cals)

Therefore, same goals & recommendations - different customers

WHEY SMOOTH (WS) – HIGH PROTEIN LOW CALORIE PROTEIN SOURCE ANY GOAL

For Goal Flexibility

3rd Party tested:
NSF Certified
for Sport (NSFCS)

1-scoop: 25g protein (whey); 6-7g carbs (maltodextrin); 2.5 g fat (MCT & Plant); 200mg calcium; 224mg potassium; 160 calories

WHEY SMOOTH –HIGH PROTEIN LOW CALORIE PROTEIN SOURCE ANY GOAL

Native form is structured to be flexible to goal by starting with highest quality protein in low calories, with co-factors to improve proteins function & taste

- **Performance and body composition**
  - ✓ Fast acting, low calorie & highly anabolic pre/post workout supplement to maximize MPS during restricted calorie dieting leading to desired fat/weight loss necessary for any athlete including physique competitors, fighters/wrestlers, weightlifters, etc.
- **Aging**
  - ✓ Older athletes seeking physical improvements as the body becomes more resistant to anabolic effects of food & exercise (lower CHO protein addition)
- **Weight/fat loss**
  - ✓ Used as a primary protein but flexible source during a meal replacement weight loss program to establish the best possible outcome
- **Flexible low-calorie protein source**
  - ✓ Add to anything to adjust the total meal (or daily) protein and other nutrient content as desired and remain within a specific calorie allotment
- **Baking**

WHEY SMOOTH –HIGH PROTEIN LOW CALORIE PROTEIN SOURCE ANY GOAL

Typical Use

- As a pre & post-workout supplement, each training day consume 30-40 minutes pre & post-workout (Protein =~Body Weight X .14/.18 [.2xLBM]):
  - ✓ Pre: 100-200 lbs - 1 scoop; 201-250 lbs - 1.5 scoops; >251 lbs - 1.75 scoops
  - ✓ Post: Immediately post activity, repeat same dose unless also using AminoXXXL (see muscle stacking) at which time you would consume WS 30 minutes following the immediate AminoBoost post exercise dose

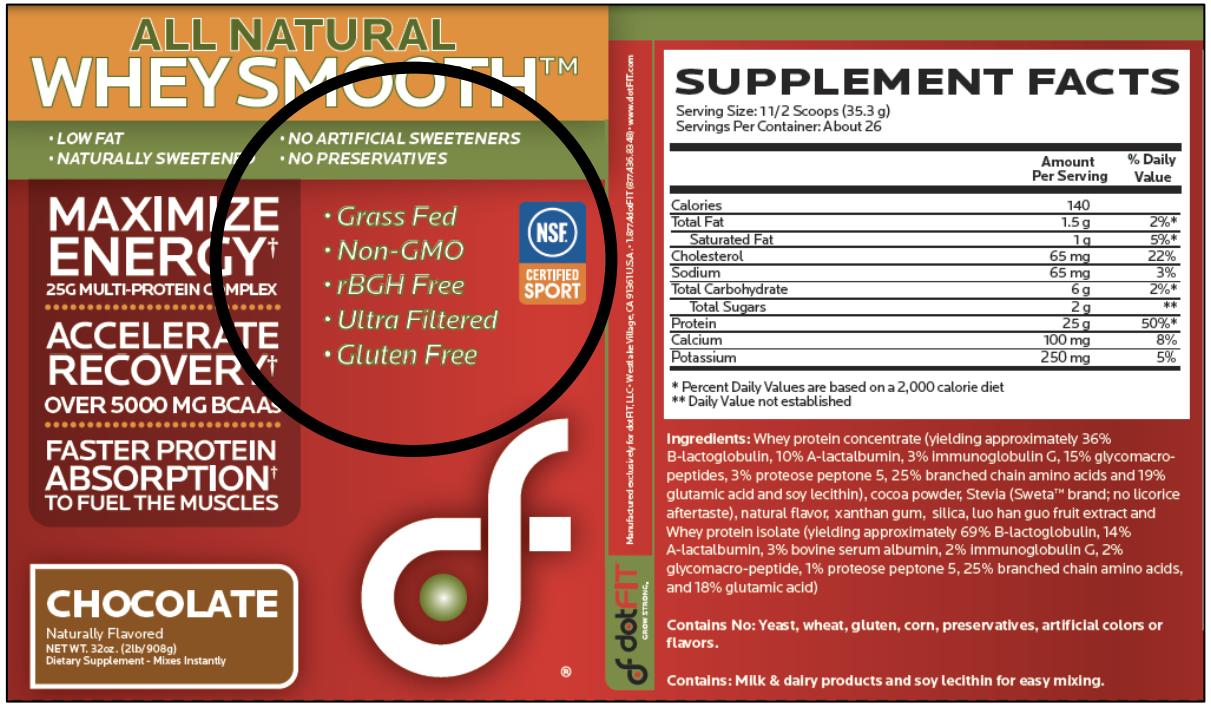
- As a *flexible* meal replacement for fat/weight loss
  - ✓ Supply 2 small meals within any calorie restricted meal plan of 4-5 meals to allow freedom of choice from traditional foods for the remaining allotted foods/calories

- Anyone wanting a great tasting, convenient flexible/adjustable protein source (mix other ingredients as desired) to achieve current protein recommendations
- Baking

ALL-NATURAL WHEY SMOOTH - HIGH PROTEIN
LOW CALORIE PROTEIN SOURCE -ANY GOAL

Same Profile, Goal & Use – Different Customer

For goal flexibility



3rd Party Tested:

- Covance Labs
- LA Analytical
- Chemical Solutions
- NSF-CS

1.5 scoop: 25g protein (whey); 6 g carbs (fruit extract/flavors); 1.5g fat (dairy); 100 mg calcium; 250mg potassium; 140 calories

All Natural WheySmooth (NWS) Facts

- Virtually the same native macronutrient profile as WheySmooth
  - ✓ NWS 25 g protein, 6 g carbs, 1.5 g fat = .24:1 carb:protein ratio; WS .3:1 carb:protein ratio
- Ion-exchanged whey protein concentrate & isolate from Fonterra, a New Zealand based co-op of over 11,000 dairy farmers
- Guaranteed free of rBGH (recombinant bovine growth hormone)
  - ✓ Since there's no test, protein must be sourced from a country such as New Zealand, where it is illegal to use
- Contains NO Genetically Modified Organisms (non-GMO)
- No preservatives, artificial colors, flavors, sweeteners, corn, wheat or yeast
- All-natural flavoring includes Sweta® brand stevia (no licorice aftertaste) and luo han guo fruit extract
- Gluten free (as all dotFIT pills and powders)
- NSF-CS
- Manufacturer does NOT process ingredients containing milk, eggs, fish, shellfish, tree nuts, thus no allergen warnings

ALL-NATURAL WHEY SMOOTH - HIGH PROTEIN
LOW CALORIE PROTEIN SOURCE -ANY GOAL

Typical Use - Same as WheySmooth Copy and paste

- As a pre & post-workout supplement, each training day consume 30-40 minutes pre & post-workout (Protein =~Body Weight X .14/.18):
  - ✓ Pre: 100-200 lbs 1 scoop; 201-250 lbs 1.5 scoops; >251 lbs - 1.75 scoops
  - ✓ Post: Immediately post activity, repeat same dose unless also using AminoXXXL (see muscle stacking) at which time you would consume NWS 30 minutes following the immediate AminoBoost post exercise dose

- As a meal replacement for fat/weight loss
  - ✓ Supply 2 small meals within any calorie restricted meal plan of 4-5 meals to allow freedom of choice from traditional foods for the remaining allotted foods/calories

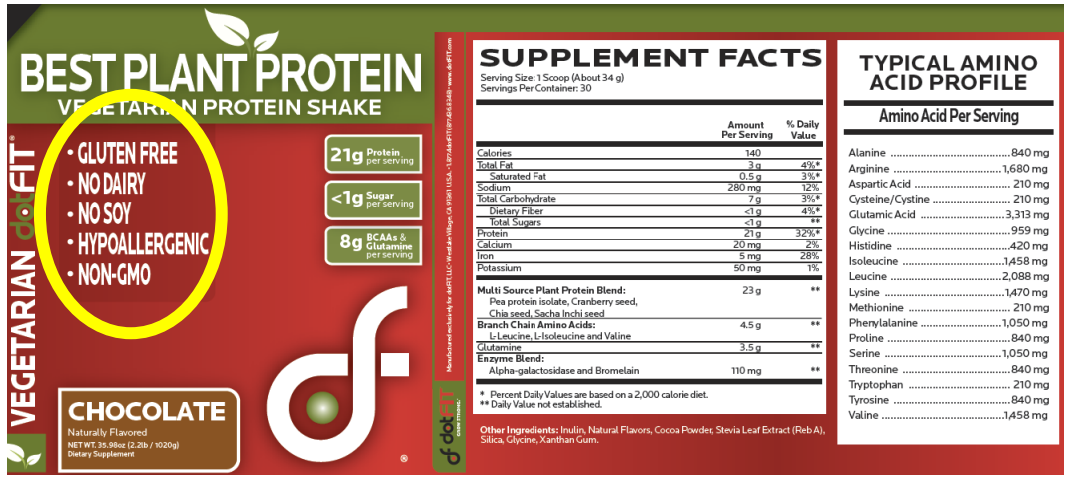
- Anyone wanting a great tasting, convenient flexible/adjustable protein source (mix other ingredients as desired) to achieve current protein recommendations

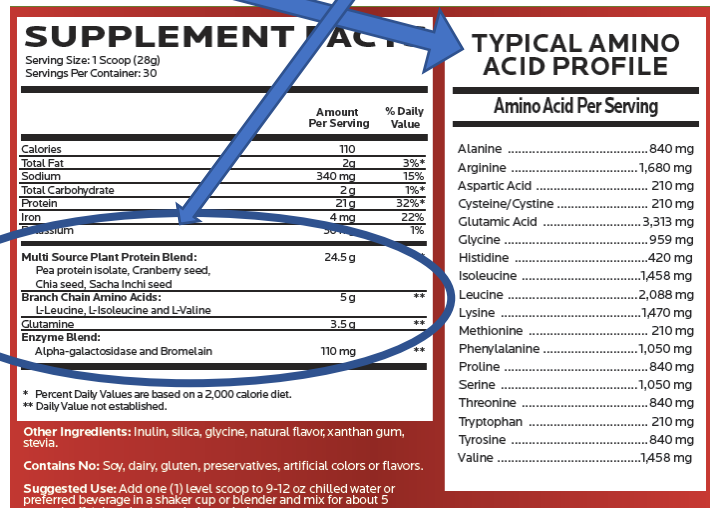
HIGH PROTEIN LOW CALORIE PROTEIN SOURCE – ANY GOAL

All-Natural Protein for Vegetarians/Vegans & Those with Animal Protein Allergies

Fortified to Meet ~Whey Protein Profile With all-Natural & Vegan Ingredients

For goal flexibility





Protein blend:

- Pea isolate, Cranberry, Chia, Sacha Inchi Seed
- **Fortified with BCAA, glutamine and enzyme blend to match the whey AA profile**

3rd Party tests:
Covance Labs, LA Analytical & Chemical Solutions

Same WS & NWS Goal & Use-Different Customer

Manufacturer does NOT process ingredients containing milk, eggs, fish, shellfish, tree nuts, thus no allergen warnings

1-scoop: 21g protein (pea isolate/seed mix); 2-7g carbs (fruit extract/flavors), <1g sugar; 2-3g fat (plant); 65 mg Calcium; 110-140 calories

BEST PLANT PROTEIN - HIGH PROTEIN
LOW CALORIE PROTEIN SOURCE -ANY GOAL

Typical Use - Same as Whey Smooth & All-Natural Whey Smooth

Copy and paste

- As a pre & post-workout supplement, each training day consume 30-40 minutes pre & post-workout (Protein =~Body Weight X .14/.18):
  - ✓ Pre: 100-200 lbs 1 scoop; 201-250 lbs 1.5 scoops; >251 lbs- 1.75 scoops
  - ✓ Post: Immediately post activity, repeat same dose unless also using AminoXXXL (see muscle stacking) at which time you would consume BPP 30 minutes following the immediate AminoBoost post exercise dose

- As a meal replacement for fat/weight loss
  - ✓ Supply 2 small meals within any calorie restricted meal plan of 4-5 meals to allow freedom of choice from traditional foods for the remaining allotted foods/calories

- Anyone wanting a great tasting, convenient flexible/adjustable protein source (mix other ingredients as desired) to achieve current protein recommendations

SPECIALIZED *STARTING* (PRE-MADE) WHEY PROTEIN MIXES

- LEAN MR - WEIGHT LOSS
  - **Meal Replacement/Substitute**
- FIRST STRING -SIZE AND PERFORMANCE
  - **Same protein blend as Whey Smooth –2:1 CHO/P**
- PRE/POST WORKOUT & MR -ANY GOAL
  - **Same protein blend as Whey Smooth -1.7/1 CHO/P**

LEANMR-WEIGHT CONTROL

A BETTER MEAL REPLACEMENT




Updated with Beta Glucan &
235mg Calcium & 271mg Potassium

Support Document
LeanMR (meal replacement)

dotFIT™ PURE PROMISE™

dotFIT uses only quality ingredients that undergo rigorous testing, supported by scientific fact, not marketing hype. Through our exclusive delivery systems, our products provide your body with the right nutrients at the right time for maximum benefit. For more information, visit www.dotFIT.com

LeanMR™ is a perfectly portioned healthy meal replacement designed to be integrated into your daily meal planning. LeanMR may help you reduce your daily calorie intake, satisfy your appetite, and reach and maintain your weight and health goals.†

Each convenient and great tasting serving of LeanMR fuels your body with the optimal blend of high quality Whey Protein Isolate and sustained-release carbohydrates so you experience immediate and long-lasting energy levels.†

This unique energy blend contains Palatinose™ (Isomaltulose), a new low glycemic carbohydrate providing longer lasting energy in the form of glucose.†

Digestion Resistant Maltodextrin (Fibersol®-2 , Beta Glucan and Glucomannan) are natural soluble fibers that have scientifically proven to promote healthy digestion, maintain normal blood sugar levels and help you feel fuller longer, which will positively impact your health, weight control and appetite. Fiber helps you curb your hunger and control your daily calorie intake.†

Use LeanMR to control your daily calorie intake, as a snack between meals... or just as a delicious guilt-free dessert to help you achieve your weight loss goals.†

ONE SERVING OF LEAN MR FEATURES:
- 20g high quality whey protein isolate and 4285 mg of anti-catabolic BCAAs†
- Sustained-release, energy-fueling carbohydrates†
- Contains scientifically proven Beta Glucan and Fibersol®-2†
- Helps maintain lean muscle and promotes a healthy metabolism†
- Satisfies your appetite and helps you feel fuller longer†
- Zero sugars, super low in fats and aspartame free†

weight loss dotFIT™

LEAN MR™
BALANCED NUTRITION SHAKE

SUPPORTS WEIGHT LOSS†
HELPS CONTROL HUNGER†
LONG-LASTING ENERGY†
WITH SUSTAINED-RELEASE CARBS
ONLY 170 CALORIES PER SERVING
DELICIOUS AND FILLING

Now with **Beta Glucan!**
One serving contains
235 mg Calcium &
271 mg Potassium

IMPROVED FORMULA!
IMPROVED TASTE!

VANILLA
MIXES INSTANTLY + TASTES GREAT
NATURALLY AND ARTIFICIALLY FLAVORED
NET WT. 2.29 lbs (1040 g)

Manufactured exclusively for dotFIT LLC • Westlake Village, CA • 1.877.dotFIT (877.368.3248) • www.dotFIT.com

Supplement Facts
Serving Size: 2 scoops (52g)
Serving Per Container: 20

	Amount Per Serving	%DV*
Calories	170	
Total Fat	2 g	3%
Saturated Fat	0 g	0%
Total Carbohydrate	21 g	8%
Dietary Fiber	7 g	25%
Sugars	0 g	*
Calcium	235 mg	20%
Sodium	160 mg	7%
Potassium	271 mg	6%
Rice Oligodextrins, Digest… Resistant Maltodextrin (Fibersol & Beta Glucan), I…maltulose, Glucomannan		*
Lean Fats Blend Flaxseed Powder, High Ole… Sunflower Oil, Conjugated Linoleic Acid	2.5 g	*

* Daily Value Not Establishe…

DIRECTIONS:
Add two (2) scoops (52 g) of powder to at least one cup of more (8-12 oz.) of cold water or liquid of your choice as a meal replacement (increase or decrease that amount of liquid to achieve desired consistency). Shake, stir or blend until dissolved. Add crushed ice and/or your favorite fruit (count your calories) for a thicker, tastier shake.

Meal replacements such as the LeanMR™ have demonstrated positive results in weight control studies when used to replace one or two meals a day, allowing freedom of choice for the remaining allotted calories.†

To maintain freshness, store in a cool, dry place out of direct sunlight. Filled by weight not volume. Contents may settle during shipping and handling.

WARNING: It is not recommended that more than one-third of your total calories be substituted in the form of meal replacement drinks unless medically supervised. Consult your physician before starting any diet. Do not use if safety seal under cap is broken or missing. Store in a cool dry place. **KEEP OUT OF REACH OF CHILDREN 13 AND UNDER.**

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Other Ingredients: Natural & Artifi…l Flavors, Sucralose, Acesulfame Potassium, xanthan gum

Allergen Warning: This product w… produced in a facility that may also process ingredient containing milk, egg, fish, shellfish, tree nuts, peanuts, w…eat, and soybeans.

Contains: Milk, Soy

Contains No: Fish, Crustacean shell…h, Tree nuts, Peanuts, or Gluten. No Starch, Artificial coloring or Preservatives added.

NOTE: Pregnant or lactating women, …iabetics, hypoglycemics, and people with known medical conditions should consult with a physician prior to takin… supplements.

3rd Party tests:
Capstone Labs-
In-house

~45% CHO (7gm fiber)
~45% protein
***and 8% fat (~1*:1 CHO:P)**

MVM Synergistic

2-scoops: 21g protein (whey isolate); 24g CHO (sustained); 1.5g Fat (CLA & Plant); 7g Fiber;235mg Calcium; 180cal

Lean MR - weight control - a Better Meal Replacement & Substitute

Summary of Unique/Key Points (updated with beta-glucan soluble fiber[Ref,Ref2])

- ***The specific macronutrient ingredients and ratios were selected in accordance with best potential weight control outcomes shown in clinical trials such as but not limited to:***
  - ✓ ***Protein type (whey isolate) and amount (~46%)***
  - ✓ ***Carbohydrate source (low GI sustained release & partially digestion resistant) and amounts (~46%); high fiber (7g) 0 sugars***
  - ✓ ***Dietary fat sources (unsaturated) and amounts (~8%, which allows to add daily fats as necessary).***
- ***As a highly palatable addition to the daily diet, these ingredients & ratios along with usage recommendations would give the user best chances of improved satiety, preservation of LBM & energy expenditure while ameliorating the common discomforts of dieting when compared to other MRs formulas, restricted calorie diets alone or diet & drug therapies***

Addresses (Mechanisms of Action):

- **Underreporting: portion control & calorie counts**
- **Satiety: meal frequency, fiber, pro ratio/type, low GI and digestion resistant carbs**
- **LBM preservation: protein ratio/type**
- **Energy expenditure & levels (calorie burn): meal frequency, protein ratio/type, LBM preservation**

One Serving (2 Scoops):

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

MEAL REPLACEMENT STUDIES
MRs vs DRUGS vs HIGH PROTEIN DIET

MRs better than low calorie diet (LCD) alone or drugs + LCD[17,19]

Weight Loss & Maintenance Results of VLCD & LCD calorie diets using:

- High protein diet
- Anti-obesity drugs
- MRs

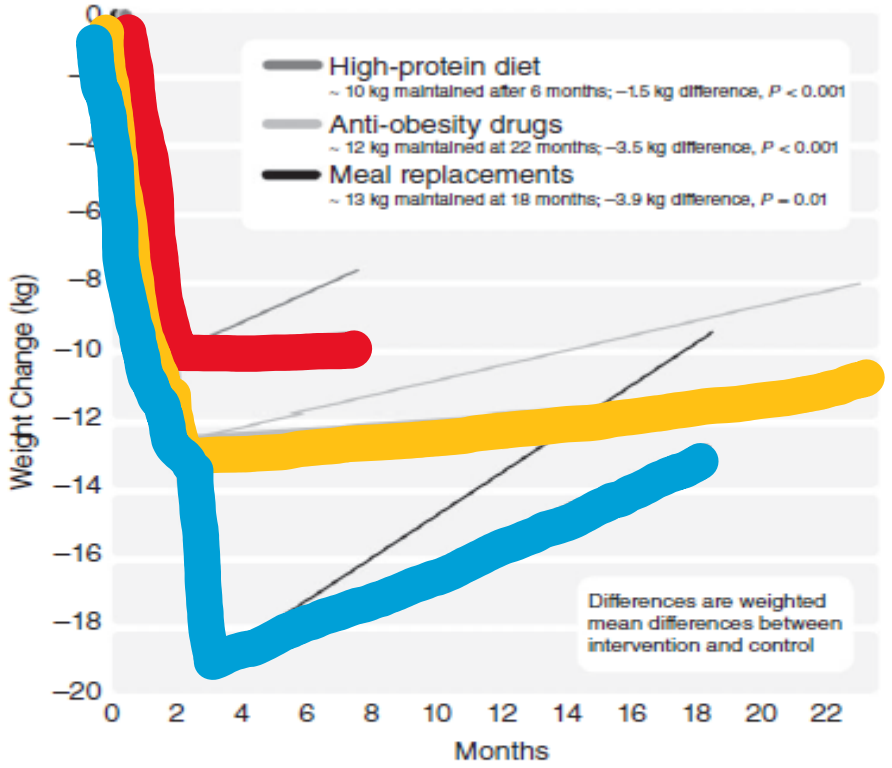


Figure 1 Bodyweight change during the very low-calorie diet or low-calorie diet period followed by the weight loss maintenance period. The thin lines represent the control subjects in each category while the thick lines represent the active intervention. (Adapted from Johansson *et al.* 2013a)

2Xs >Weight Loss & Maintenance

- MRs with diet vs diet alone
- MRs with diet vs diet plus anti-obesity drugs (2013)

MERGER OF HEALTH-SPAN & LIFETIME WEIGHT MANAGEMENT (AND B/C LEAN MR IS NOT A PRE/POST)

An ideal long-term health and weight loss/maintenance program:

- MVM 
- LeanMR (or other dF favorite) for MR (2 of at least 4 daily meals)
- AminoXXXL: pre/during/post workout to maximize daily synthesis
  - ✓ Low calorie, nitrogen/sulfur & high muscle protein synthesis formula to enhance LBM gains and long-term preservation

As needed

- SuperCalcium (check food labels)
- SuperOmega (look at plate)

Supplement Facts
Serving Size: 1 scoop (17.5 g)
Servings Per Container: 37

	Amount Per Serving
Calories	10
Total Carbohydrate	2 g
Sodium (as sodium chloride)	87 mg
Amino Boost XXL Proprietary Blend:	12 g
L-Leucine	4000 mg
L-Phenylalanine	1670.5mg
L-Lysine HCl	1669.5 mg
L-Threonine	1300 mg
L-Valine	1100 mg
L-Histidine	900 mg
L-Isoleucine	900mg
DL-Methionine	360mg

12 weeks 2meals/d $463-SRP (20%=$371): 180meals

https://www.dotfit.com/MRweightlossplans

LEANMR MEAL REPLACEMENT WEIGHT LOSS PLANS

https://www.dotfit.com/MRweightlossplans

- **Baseline Plan with Sample Menus**
- Added Recovery Plan with Sample Menus
- https://www.dotfit.com/category-cid-1868.html -LeanMR Recipes

Menus with LeanMR Integration

Meal Replacement/Substitute Integration

Weight Loss Phase:

Meal Replacements (MRs) generally supply two small meals a day and allow freedom of choice from traditional foods for the remaining allotted foods/calories. Therefore, use as two small meals within any calorie restricted meal plan of 4-5 meals since frequent meals are often better for bodyfat/weight reduction than fewer larger ones especially as it relates to satiety, preservation of lean body mass (LBM) and energy levels. **LeanMR recipes are available here**

Maintenance Phase

Continue to consume 4-5 small meals daily within caloric allotment that includes 2 MRs for convenience and to help ensure overall diet quality while reducing food costs. **A wide variety of healthy recipes including meal replacement recipes are available here**

1500 cals -2shakes

2000 cals-2shakes

dotFIT GROW STRONG.

Meal Replacement Weight Loss Plan – Baseline + Added Recovery

nple Menus with Meal Replacements

lories + 2 Lean MR Shakes

≤190lbs

1500 Calories with 2 Lean MR Shakes				
Breakfast	**Pro (g)**	**Carb (g)**	**Fat (g)**	**Calories**
dotFIT Recipe - High Protein Vanilla Frappe:				
16 oz Water & Ice as desired				
2 scoops Vanilla LeanMR	20	23	2	180
1 scoop Vanilla WheySmooth	25	7	2	150
1 packet Starbucks VIA Instant Coffee				
1 each dotFIT Active Multivitamin	-	-	-	-
Total:	**45**	**30**	**4**	**330**
Lunch	**Pro (g)**	**Carb (g)**	**Fat (g)**	**Calories**
Turkey & Avocado Wrap with Side Salad:				
4 oz Turkey Breast Meat	19	5	2	118
1 Whole Wheat Tortilla, medium	4	22	3	130
1 oz Avocado	1	2	4	45
1 tbsp Shredded Parmesan Cheese	2	-	1	22
2 cups Romaine Lettuce	1	3	-	16
1 oz Tomato Slices	1	4	-	17
1 oz Cucumber Slices	-	1	-	4
1 tbsp Zesty Italian Dressing	-	1	1	12
Total:	**28**	**38**	**11**	**364**
Afternoon Snack	**Pro (g)**	**Carb (g)**	**Fat (g)**	**Calories**
dotFIT Recipe: Berry Bliss LeanMR Shake:				
2 scoops Vanilla LeanMR	20	23	2	180
1/2 cup Strawberries	1	6	-	27
½ cup Blueberries	1	11	-	42
½ cup Raspberries	1	7	-	32
1 cup Almond Milk	1	8	2	60
Total:	**24**	**55**	**4**	**341**
Dinner	**Pro (g)**	**Carb (g)**	**Fat (g)**	**Calories**
4 oz Salmon, Cooked	25	-	14	233
1 cup Brown Rice, Medium Grain Cooked	5	46	2	218
1 cup Green Beans, Boiled	2	10	-	44
Fresh Lemon Wedges as desired	-	-	-	-
1 each dotFIT Active Multivitamin	-	-	-	-
Total:	**32**	**56**	**16**	**495**
Menu Totals	**129**	**179**	**35**	**1530**
Percent of Calories for Menu:	**34%**	**45%**	**21%**	
	38 g Fiber	**741 mg Calcium**	**219 mg Cholesterol**	

>190lbs

dotFIT GROW STRONG.

Meal Replacement Weight Loss Plan – Baseline + Added Recovery

00 Calories + 2 Lean MR Shakes

2000 Calories with 2 Lean MR Shakes				
Breakfast	**Pro (g)**	**Carb (g)**	**Fat (g)**	**Calories**
Oatmeal, Fresh Fruit & Walnuts:				
1/3 cup Steel Cut Oats	6	31	3	170
1 cup Skim Milk	9	12	1	91
½ cup Blueberries	1	11	-	42
2 tbsp Chopped Walnuts	4	2	9	96
½ tsp Ground Cinnamon as desired	-	1	-	3
1 each dotFIT Multivitamin	-	-	-	-
Total:	**21**	**55**	**13**	**402**
Morning Snack	**Pro (g)**	**Carb (g)**	**Fat (g)**	**Calories**
dotFIT Recipe - Chocolate Strawberry Banana Shake:				
2 scoops Chocolate LeanMR	20	24	2	190
1 ¼ Nonfat Milk	11	15	1	113
1 small Banana	1	23	-	89
6 medium Strawberries	-	6	-	23
Total:	**32**	**68**	**3**	**415**
Lunch	**Pro (g)**	**Carb (g)**	**Fat (g)**	**Calories**
Spinach Salad with Chicken & Wheat Roll:				
3 cups Baby Spinach	9	6	-	75
4 oz Roasted Chicken Breast, skinless	35	-	4	186
6 Cherry Tomatoes	-	6	-	30
3 Red Onion Slices	-	2	-	6
2 tbsp Balsamic Vinaigrette Dressing	-	2	10	100
1 (1 oz) Whole Wheat Roll	3	13	1	70
Total:	**47**	**29**	**15**	**467**
Afternoon Snack	**Pro (g)**	**Carb (g)**	**Fat (g)**	**Calories**
dotFIT Recipe: Mocha Madness LeanMR Shake				
2 scoops Chocolate LeanMR	20	24	2	190
1 1/2 cups Nonfat Milk	15	15	0.5	148
1 tbsp Instant Coffee	-	-	-	
Ice as desired				
Total:	**35**	**39**	**2.5**	**338**
Dinner	**Pro (g)**	**Carb (g)**	**Fat (g)**	**Calories**
Steak, Sweet Potato & Veggies				
4 oz Sirloin Steak, Lean, Broiled	35	-	7	207
1 Medium (4 oz) Sweet Potato	2	23	-	100
2 cups Squash & Zucchini, Boiled	2	6	-	25
1 ½ cup Diced Watermelon	1	17	-	68
1 each dotFIT Multivitamin	-	-	-	-
Total:	**40**	**46**	**7**	**400**
Menu Totals	**175**	**237**	**40**	**2022**
Percent of Calories for Menu:	**35%**	**46%**	**19%**	
Other Nutrients	**41 g Fiber**	**1369 mg Calcium**	**190 mg Cholesterol**	

FIRSTSTRING: PRIMARY GOAL - PERFORMANCE, SIZE AND/OR SPEED

SAME WHEY PROTEIN –HIGHER CHO ALREADY IN THE MIX

FIRST STRING – ATHLETES WITH PRIMARY GOAL OF SIZE & PERFORMANCE




Meets NCAA Bylaw 16.5.2.2 for college athletes

~60% carbs, 30% protein and 10% fat

Nutrition Facts

32 servings per container

Serving size 2 Scoops (77g)

Amount per serving

Calories 280

	% Daily Value*
Total Fat 3g	**4%**
Saturated Fat 1g	**5%**
Trans Fat 0g	*
Cholesterol 45mg	**15%**
Total Carbohydrate 45g	**16%**
Dietary Fiber 0g	**0%**
Total Sugars 3g	
Protein 21g	**42%**
Sodium 230mg	**10%**

200mg Calcium & 200mg Potassium

Vitamin D	0	mcg	0%
Calcium	200	mg	15%
Iron	0	mg	0%
Potassium	200	mg	4%

MVM Synergistic

3rd Party tested: NSF Certified for Sport (NSFCS)

2-scoops: 46 g carbs (maltodextrin); 21 g pro (whey); 3 g fat (MCT & Plant); 200 mg Calcium; 280cal

FIRST STRING – ATHLETES WITH PRIMARY GOAL OF SIZE & PERFORMANCE

- FS ingredients and native profile of ~60% carbs, 30% protein & 10% fat, are in accordance with current scientific evidence and recommendations that support maximizing muscle protein synthesis (MPS), glycogen and performance for the majority of athletes* of all ages and especially those with the primary goal of increasing size, strength and speed
  - ✓ Further defined as purely anaerobic (e.g. off-season bodybuilders, power lifters, sprinters, etc.), intermittent (most team sports – i.e. 1-3hrs of combined intermittent aerobic and anaerobic activity such as football, soccer, basketball, baseball, rugby, hockey) and short-medium endurance athletes where CHO/glycogen the primary fuel source
- Targeted to all athletes but especially to the growing youth, college and professional athletes since it is NCAA approved (protein content) and NSF Certified for Sport (NSFCS)
  - ✓ As a supplement, FirstString can help maximize a child's athletic development including overall growth potential, activity preparation and recovery.
  - ✓ **A healthy and important addition to the diet of youth athletes as it supplies valuable dairy proteins and calcium, i.e. great tasting "delivery system" for often missed but sorely needed development nutrition**

*Not engaged in prolonged caloric restriction (otherwise use WS and/or AminoXXXL) – or Ultra endurance, which requires greater carbohydrates

FIRST STRING – ATHLETES WITH PRIMARY GOAL OF SIZE & PERFORMANCE

Typical Use

- As a pre & post-workout supplement (~.2g/lb/LBM), each training day consume 30-40 minutes pre & post-workout (protein & glycogen need):
  - ✓ Pre: 100-150lbs 1.5 scoops; 151-200 lbs 2 scoops; 201-250 lbs 2.5 scoops; over 250 lbs use 3
  - ✓ Post: Immediately post activity, repeat same dose unless also using AminoXXXL (see muscle stacking) at which time you would consume FS 30minutes following the immediate AminoBoost post exercise dose

NSF CERTIFIED SPORT

- As a meal replacement or weight gain supplement use as needed throughout the day to meet individual protein, carb, calorie and nutrient timing and amount goals

- Anyone wanting a great tasting, convenient meal replacement and/or additional protein source

PRE & POST WORKOUT AND MEAL REPLACEMENT FORMULA – ANY GOAL

SAME WHEY PROTEIN – MEDIUM CHO ALREADY IN THE MIX

LITTLE LESS CHO THAN FIRST STRING

PRE/POST WORKOUT FORMULA & MR-
ALL GOALS BY CHOICE (NATIVE FORM/TASTE)

- 200 mg of calcium
- 170 mg potassium

*~55% carbs, 31% protein and 14% fat (*1.7:1 Carb:Protein)

Nutrition Facts

20 servings per container
Serving size 2 Scoops (61g)

Amount per serving
Calories 240

	% Daily Value*
Total Fat 3 g	**4%**
Saturated Fat 1 g	**5%**
Trans Fat 0g	**
Cholesterol 45 mg	**15%**
Total Carbohydrate 32 g	**12%**
Dietary Fiber 0 g	**0%**
Total Sugars 4 g	
Protein 20 g	
Sodium 190mg	**8%**
Vitamin D 0 mcg	0%
Calcium 200 mg	15%
Iron 0 mg	0%
Potassium 170 mg	4%

3rd Party tests:
Health Canada

MVM Synergistic

2-scoops: 32-33g carbs (maltodextrin); 20-21g protein (whey); 2.53g fat (MCT & Plant); 200mg Calcium; 170mg Potassium; 240-250 calories

PRE/POST WORKOUT FORMULA & MEAL REPLACEMENT
ALL GOALS BY CHOICE (NATIVE FORM/TASTE)

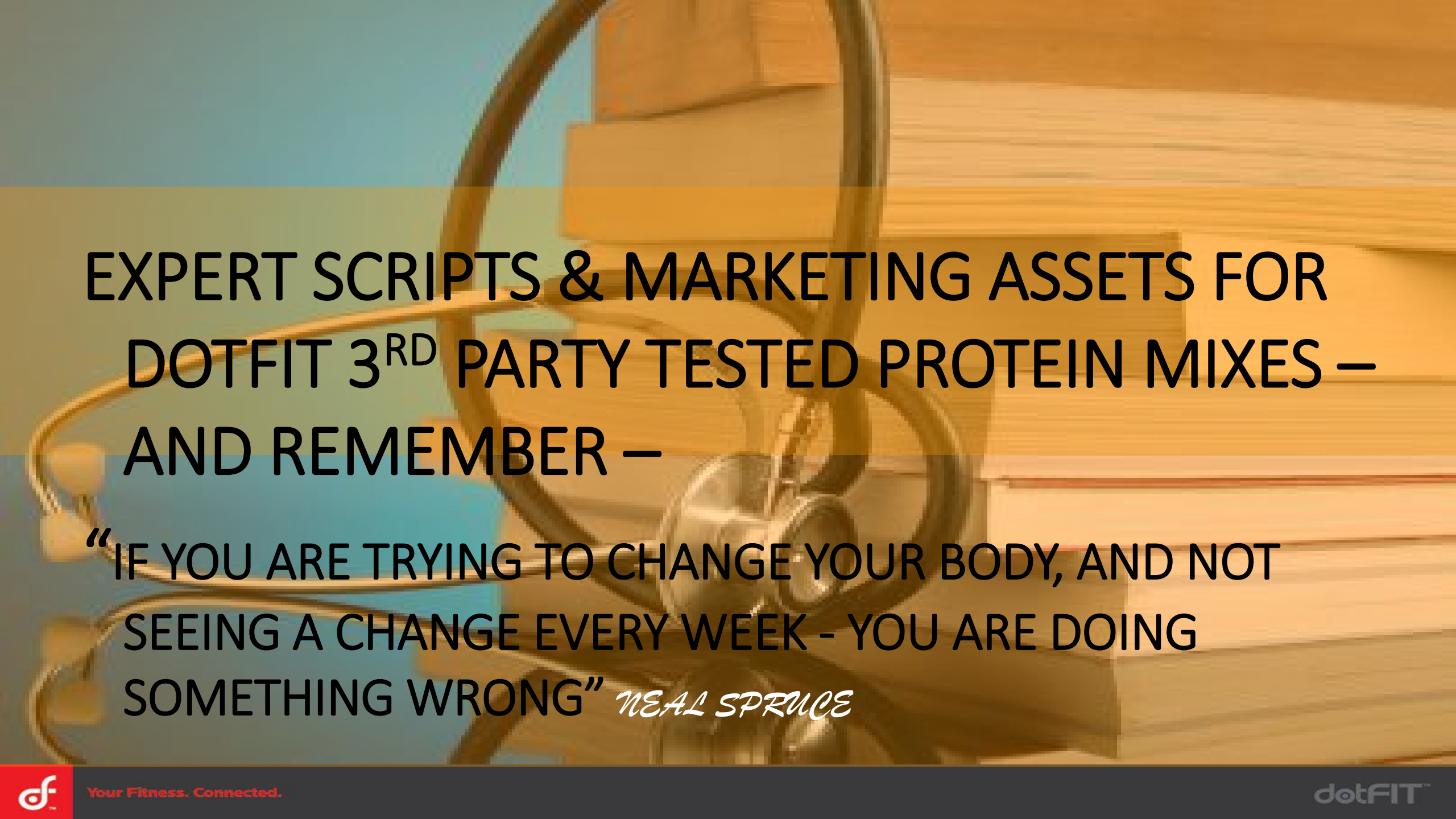
Pre/Post Workout Formula & Meal Replacement (PPMR) ingredients and native profile of approximately 55% carbs, 31% protein and 14% fat and ingredients allow it to be used across multiple goals*

- Use based on preference since PPMR in its native form can work for all stated goals albeit without starting mix less specific as:
  - ✓ FirstString in delivering the higher carbohydrate needs for performance & very active athletes (carbs can be added to the PPMR mix as desired)
  - ✓ LeanMR, which incorporates a whey isolate to eliminate cholesterol and specialized slow releasing carbs/fiber blend for weight control
  - ✓ WheySmooth being a low-calorie high protein alternative for any goal when lowering body fat is also a primary focus

- So: based on individual preference including taste, calorie & carbohydrate needs, PPMR can be used as a MR in weight control, pre/post workout, daily protein &/or weight gain supplement and can be altered as desired by adding other protein, carbohydrate and or dietary fat sources

Typical Use - Same

- As a pre- and post-workout supplement for performance goals, each training day consume 30-40 minutes pre-workout ((~.2g/lb/LBM) or Body Weight X .14/.18):
  - ✓ 100-150 lbs use 1.5 scoops; 151-200 lbs use 2 scoops; 201-250lbs use 2.5; > 250 lbs use 3 (**same as FS**)
  - ✓ Immediately following training, repeat the same dose unless also using AminoXXXL (see muscle stacking) at which time you consume PPMR 30minutes following the immediate AminoBoost post exercise dose
- As a meal replacement for weight/fat loss, use PPMR to supply two small meals within any calorie restricted meal plan of 4-5 meals
- As a weight gain supplement use as needed throughout the day to meet individual protein, carbohydrate, calorie & nutrient timing & amount goals
- Anyone wanting a great tasting, convenient meal replacement and/or additional protein source
- Convenient delivery system of important nutrients often shorted in diet
  - ✓ Healthy starting mix to make it your way (e.g. fruits, vegetables, milk, etc.)
- Fortifying baked goods (e.g., pancakes, cookies, bread, muffins, etc.)



EXPERT SCRIPTS & MARKETING ASSETS FOR DOTFIT 3RD PARTY TESTED PROTEIN MIXES – AND REMEMBER –

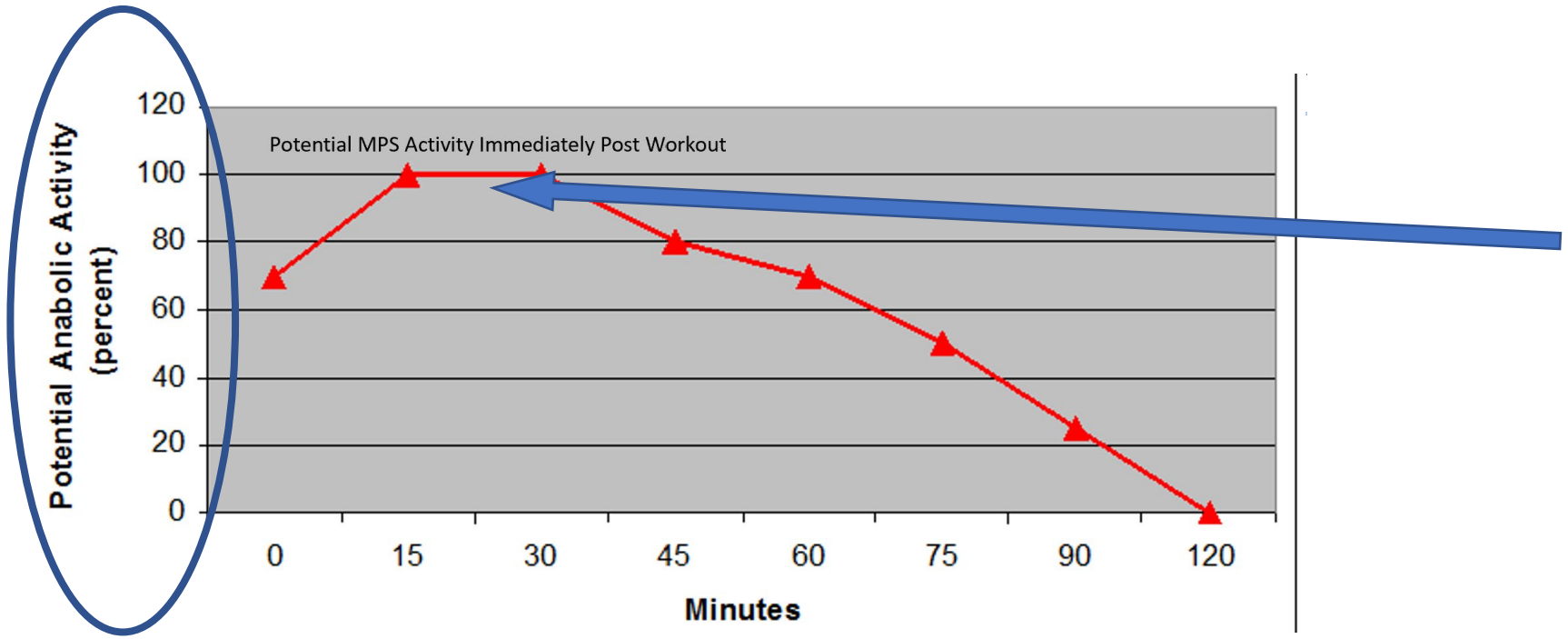
"IF YOU ARE TRYING TO CHANGE YOUR BODY, AND NOT SEEING A CHANGE EVERY WEEK - YOU ARE DOING SOMETHING WRONG" *NEAL SPRUCE*

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 the 1gm/LB/LBM requirement by getting 25g pre & 25g post for ~$3-4 total - economical
- Solid science shows a faster recovery, accelerated results compounds overtime – anti-aging



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

Incremental gains overtime

MPS and glycogen synthesis potential (channel activation, nutrient sensitivity, etc.) reach their highest respective points almost immediately post exercise, returning to baseline within 2-3hours, leading athletes to attempt to capture the peak activity by supplying quick acting protein/EAA & CHO to speed and improve recovery leveraging this exaggerated MPS & glycogen restoration response when exercise & nutrition converge -i.e., the so-called "Anabolic Window" – that may be incremental overtime[45,46,128,165,179,180,181,196,198,201,20]

WHEY SMOOTH (WS) – ALL GOALS

Headline

1) Flexible to your goal by starting with highest quality protein in low calories – make it your "whey"

WheySmooth

- **Highest quality protein within very low calories, 3rd party tested, NSF-CS so it works for all goals. *Then aim the conversation to the goal*: performance, body composition, aging, weight/fat loss, recovery, etc. End with -Best tasting high-protein I've had, lactose free - and my family loves it!**
  - ✓ **My go-to is the pre/post metabolic window – accelerate & additive/prolonged results while economically satisfying protein needs**
- **Great tasting lactose-free flexible low-calorie protein source to meet current protein recommendations and save money**
  - ✓ Add to anything to adjust the total meal (or daily) protein and other nutrient content as desired extra calcium and potassium fortification, and remain within a specific calorie allotment –all while and reducing the grocery bills
    - **12 weeks 2 healthy meals/d $363-SRP (20%=$288): 180meals**
  - ✓ **Baking**

WHEY SMOOTH (WS) – ALL GOALS




Brian:

- Low carbohydrate
- Protein blend is made up of 5 proteins. The egg protein combined with the Isolate have the quickest absorption rate and highest anabolic effect on the muscles. Couple that with the 2 caseinates and the whey concentrate to feed the cell over a long period of time, the cell has what it needs to BUILD.
- Great for quick easy protein source to keep you at 1 gram of protein per LB of Lean body mass

Eve:

- Overcome inevitable loss of muscle due to aging. Everyone is aging. We never get younger.
- You can even cook with this protein powder! Make some protein waffles, muffins, and add it to your oats for extra protein! After all, you need 1G per LB of LBM.
- Let's play longer by doing everything we can to keep the muscle we have.

Kat:

- Convenient way to increase protein intake for any goal
- Highest quality protein in an ideal, lactose-free blend – whey concentrate, casein, egg white, whey isolate
- NSF Certified for Sport – third party tested for purity (no banned substances) and potency

ALL-NATURAL WHEY SMOOTH (ANWS) – ALL GOALS

Headline (same as WS but made for a different diet/lifestyle choice)

1) Flexible to your goal by starting with highest quality protein in low calories – make it your "whey" with all natural ingredients

All-Natural WheySmooth

- **Highest quality *all-natural* protein within very low calories, 3rd party tested, NSF-CS so it works for all goals. *Then aim the conversation to the goal (*performance, body composition, aging, weight/fat loss, recovery, etc.) - or the unique product makeup because it matches their lifestyle/dietary choices**
- 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
- **Great tasting flexible *all-natural* low-calorie protein source to meet current protein recommendations and save money**
  - ✓ Add to anything to adjust the total meal (or daily) protein and other nutrient content as desired extra calcium and potassium fortification, and remain within a specific calorie allotment –all while and reducing the grocery bills
    - **12 weeks 2 healthy meals/d $363-SRP (20%=$288): 180meals**
  - ✓ **Baking**

Manufacturer does NOT process ingredients containing milk, eggs, fish, shellfish, tree nuts, thus no allergen warnings

ALL-NATURAL WHEY SMOOTH (ANWS) – ALL GOALS

Brian

- Protein derived from cattle that are grass fed and free roaming
- Organic source of protein
- Complete amino profile

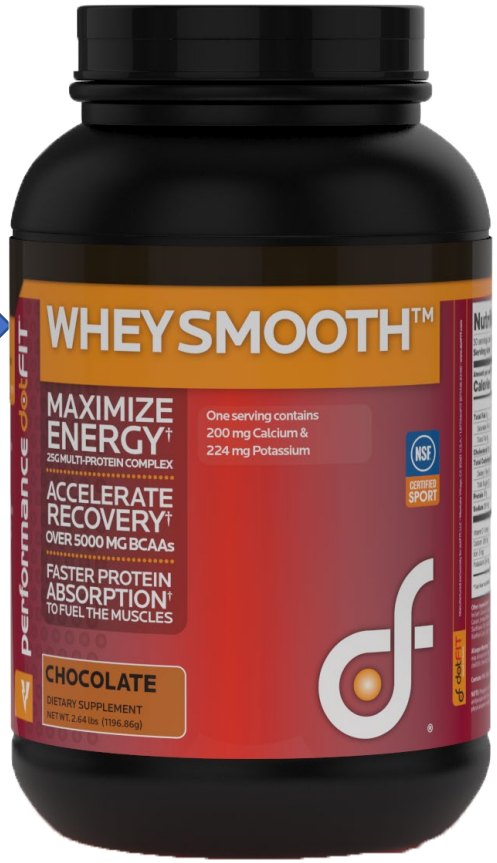
Difference btw ANWS and WS is on the label

Kat:

- Ideal and convenient high quality protein source for any goal
- Same profile as WheySmooth, but different ingredient sources: grass fed, gluten free, no artificial sweeteners
- NSF Certified for Sport – third party tested for purity (no banned substances) and potency

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

FORTIFIED WITH CALCIUM & POTASSIUM

BESTPLANTPROTEIN (BPP) – ALL GOALS



Headlines:

1) High anabolic low-calorie formula for any goal for the vegetarian/vegan
2) All-Natural Protein for Vegetarians/Vegans & Those with Animal Protein Allergies
3) Fortified to Meet Whey Protein Profile With all-Natural & Vegan Ingredients

BestPlantProtein

- 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
- No gas or bloating as is common with other plant protein powders (enzyme package)

12 weeks 2 healthy meals/d $354 SRP (20%=$283): 180meals

Manufacturer does NOT process ingredients containing milk, eggs, fish, shellfish, tree nuts, thus no allergen warnings

BESTPLANTPROTEIN (BPP) – ALL GOALS




Brian:

- Derived from pea protein
- Friendlier to gut, reduce inflammation that may be caused from a dairy protein
- Complete amino profile that comes from our most natural source on earth; PLANTS!
- Protein that is environmentally friendly AND easy on the digestive system.

Difference btw BPP, WS & ANWS is on the label

Eve:

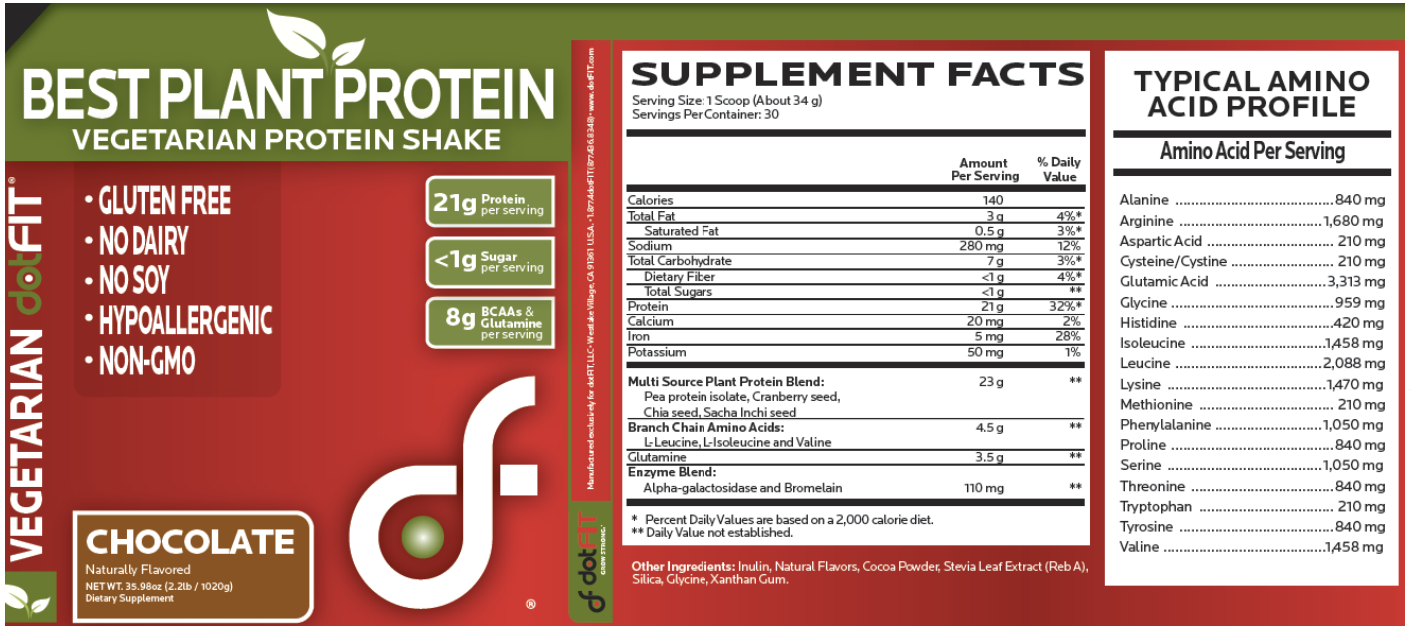
- Best Plant Protein – I say the same thing as I do for Whey but add 'environmentally friendly'
- Best Plant Protein is fortified with essential amino acids from plant sources, so it is just as potent and powerful as whey protein for muscle protein synthesis.

Kat:

- Ideal protein powder for vegans and plant-based diets – no dairy, soy, gluten or artificial sweeteners
- Convenient way to increase protein intake to ideal levels to support any goal at 21 g/serving
- Pea protein, seeds and fortified with BCAAs to match the profile of whey, the highest quality protein source

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)



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

PRE/POST WORKOUT & MEAL REPLACEMENT (PPMR) – ALL GOALS




Headline

1) Same whey protein with medium carbs already in the mix. **The name made it a popular gym product** with a starting formula more versatile and ideal for adult recreational exercisers and weight control
2) Some people may prefer it simply based on taste – works for any goal, **allows multiple call outs and can simplify inventory and conversations☺**

Pre/Post Workout Formula and Meal Replacement

- Flexible to their goal: "we will be starting with highest quality protein with fast acting carbs for a great workout and/or use as an energetic meal replacement - **my clients loves it!" *Then aim the conversation to the goal*: performance, body composition, aging, weight/fat loss, recovery, etc.**
- **"Great tasting high protein mix fortified with calcium and potassium to help meet active person's nutrition recommendations and save money"**
  - ✓ Add it your daily diet and mix as desired and reduce the grocery bills
    - **12 weeks 2 healthy meals/d $441-SRP (20%=$352): 180meals**
  - ✓ **Baking**

PRE/POST WORKOUT & MEAL REPLACEMENT (PPMR) – ALL GOALS

Brian:

- Higher carb ratio to restore muscle glycogen stores post workout
- Fill the energy tank to do the work pre workout
- Only protein we have that has the strawberry flavor!!

Eve:

- It's 1.5:1 ratio of carbs to protein so it's absolutely perfect before and after your workout!

Kat:

- Ideal formula for those who need a convenient energy and protein source before workouts and/or after for muscle repair and recovery
- Carb to protein ratio makes it easy to digest

FIRST STRING -MUSCLE GAIN/PERFORMANCE

Headlines:

1)Exercise only breaks down muscle – nutrition repairs and builds it. So we will accelerate building muscle by incorporating extra muscle building nutrients

2) Let's double your strength and muscle size gains through a multi-pronged approach

FirstString

- Whey/high protein with proper carbs to support energy and hormone levels needed to build more muscle faster

Youth

- Ideal food formula to maximize your child's growth & development and sports performance including calcium and potassium fortification – my kids grew up on it and still love it!

FIRST STRING -MUSCLE GAIN/PERFORMANCE

Brian:

- Dense in carbohydrate to help feed mass
- Maximize hypertrophy
- Great for athletes or high-level exercisers looking to build muscle faster!

Eve:

- Take what the Athletes take…the fuel for your Muscle Growth
- This will maximize Muscle Protein Synthesis, Glycogen, and Performance to help increase Size, Strength, and Speed.

Kat:

- Ideal formula for muscle gain, athletic performance and youth athletes
- Higher calories and carb to protein ratio fuel muscle and help replenish and repair after exercise
- NSF Certified for Sport – third party tested for purity (no banned substances) and potency

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 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

WEIGHT/FAT LOSS/LEAN MR

Script Headlines:

1) *We will be feeding muscle while starving fat by incorporating nutrients with little calories*

2) A complete multi-pronged approach to help turn 12-weeks of work/results into 6 and NOT lose LBM!

LeanMR

- Delicious whey/high protein and fiber to feed your muscles and control appetite
  - ✓ My clients go-to for achieving and maintaining their desired body composition
- Meal Replacement diet integration is the #1weight control solution, and we have the best **meal replacement/substitute program available** with many delicious recipes - ***and*** you will save on groceries!
  - ✓ **12 weeks 2 healthy meals/d $463-SRP (20%=$371): 180meals**

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

WEIGHT LOSS/LEAN MR

Brian:

- Ground up food in a bottle.
- Quick easy meal for a time constricted schedule
- 1:1 ratio of carbs/proteins plus additional Fiber to curb hunger and give you the essentials needed to keep the motor going

Eve

- Food in a Canister
- It's a perfect meal to make you feel satisfied with only 170-180cal and 6-7g of fiber/serving!
- Iced Coffee with 2 Scoops of LeanMR is my Daily Breakfast and/or Afternoon Snack!

Kat:

- Ideal formula to support weight loss
- Convenient way to increase protein and fiber to support muscle and manage hunger
- Research has shown that consuming 1-2 high protein meal replacements in place of normal meals can double weight loss and help maintain the weight off.

Powder Recipes – Many with LeanMR




dotFIT Product Recipes < Recipes

- DotFIT Product Recipes
- Meal Recipes
- User Submitted Recipes

LeanMR Recipes

LeanMR Recipes

Baking Recipes

Drink Recipes With LeanMR

Protein Snack Recipes

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

Summary Dialog

(Packaging all needed for X-weeks is a Commitment to their program)

We want to lose BF only and protect LBM = a stronger structural and functional person with more energy, desirable appearance (not skinny fat), hooked on fitness and rebound resistant

Supplementing properly is your best tool for helping turn "12 weeks of work/results into 6," including better daily & weekly physical outcomes that will motivate continuation, completion and finally the fitness addiction.

(***your body should feel better daily, and see a significant body change weekly***)

Versus

The downside that comes with weight loss attempts that lead to surrendering & a weaker susceptible structure

Thus

FEEDING MUSCLE WHILE STARVING FAT BY INCORPORATING NUTRIENTS WITH LITTLE TO NO CALORIES, CHANGES THE JOURNEY TO A POSITIVE ONE THAT BUILDS ON EACH DAY –SO- INSTEAD OF LESS ENERGY AND LESS MUSCLE, YOU HAVE MORE OF BOTH, WHICH BY ITSELF SPEEDS RESULTS

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" & 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 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 it actually has. Class action suits have been filed against many top brands

Avoid Cheaters

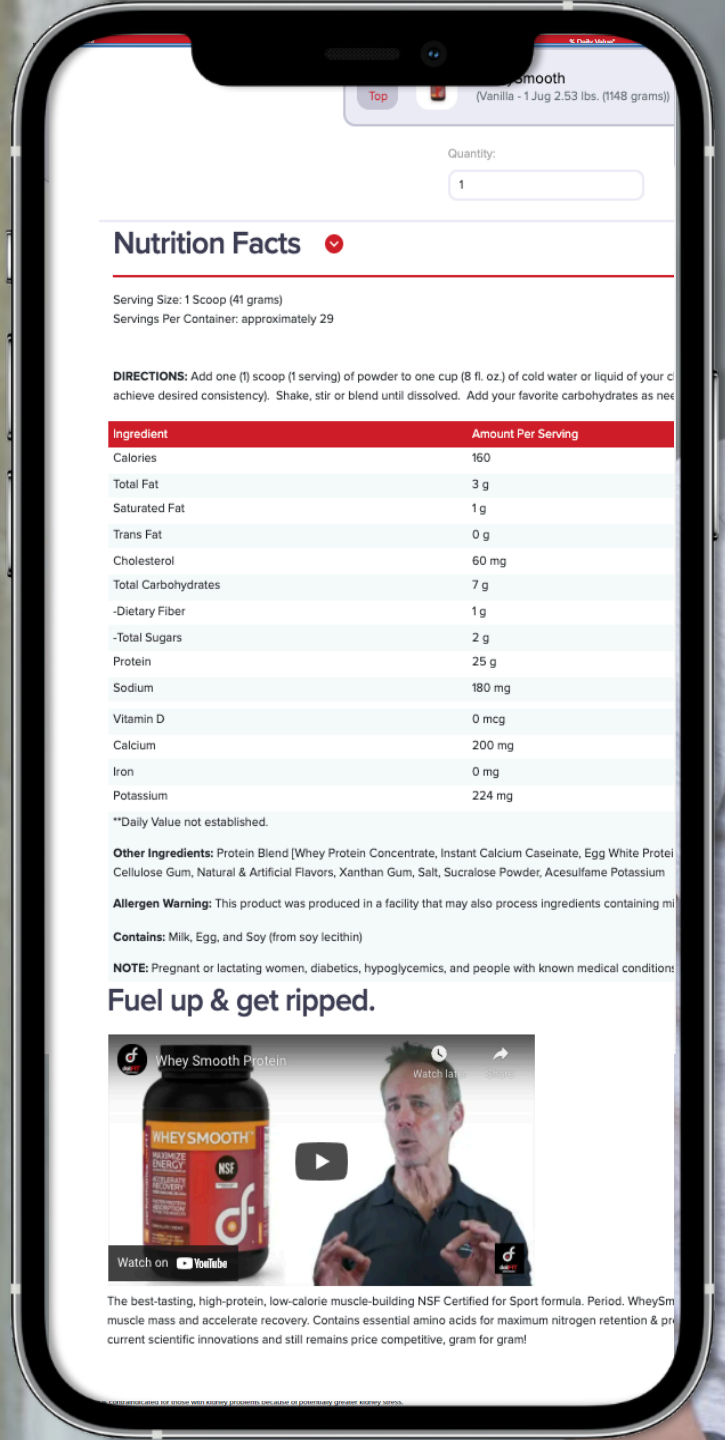
WHY dotFIT POWDERS/DIFFERENCE

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 with formulas for every lifestyle
- 3rd party tested for ingredients and claims – NO PROTEIN SPIKING* (see below)
  - ✓ Formulas for "every body" & lifestyle – not found in stores!
- 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

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



Store Description & Video

Watch & share with members

Links:

WheySmooth

FirstString

Pre/Post Workout

All Natural Whey Smooth

Best Plant Protein

1-Pagers

Print and display consumer friendly guide on each product

dotFIT WheySmooth

NSF CERTIFIED SPORT

Nutrition Facts

Serving Size: 1 Scoop (40g)
Servings Per Container: approximately 28.5 servings

Amount Per Serving		
Calories 160		Calories from Fat 25
		% Daily Value*
Total Fat	2.5g	4%
Saturated Fat	1g	5%
Trans Fat	0g	
Cholesterol	75mg	25%
Sodium	125mg	5%
Total Carbohydrate	8g	3%
Dietary Fiber	1g	4%
Sugars	2g	
Protein	25g	
Vitamin A 0%	•	Vitamin C 0%
Calcium 15%	•	Iron 8%

*Percent Daily Values are based on a 2,000 calorie diet.
** % Daily Value not established.

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g
Calories per gram:	Fat 9 • Carbohydrate 4 • Protein 4	

Who is this for?

- Anyone looking to add a low calorie, high quality protein to their diet for health, performance or body composition change.
- Optimal protein intake is essential for healthy aging, preserving and building muscle tissue, and boosting satiety during weight loss. At least 1 gram of protein per pound of lean body mass is recommended for exercising individuals, and more may be beneficial for individuals restricting calories.

What makes this product unique?

- It contains 160 calories per serving
- There is a 0.3:1 ratio of carbohydrates to protein.
- There are 25 grams of high quality, fast and slow releasing proteins per serving (whey protein concentrate, calcium caseinate, egg white protein, whey protein isolate and micellar casein)

How should I take this?

- Add one (1) scoop to one (1) cup of cold water or liquid or add to foods as desired to meet daily protein targets.

dotFIT
GROW STRONG.

Quick Reference Guide (QRG)

Learn product science, benefits & unique features on one page

All Products

WheySmooth

FirstString

Pre/Post Workout

Best Plant Protein

Infographics

Print or share on social to educate

Links:

All Infographics

WheySmooth

FirstString

Pre/Post Workout

All Natural Whey Smooth

Best Plant Protein

Product Sales & Marketing Assets

Co-branding Marketing & Educational Materials

dotFIT®
GROW STRONG.™

dotFIT
GROW STRONG.™

Product Sales & Marketing Assets

4 Pillar Posters

Display in your club for branding and education

Product Sales & Marketing Assets

Why dotFIT? Flyer

Hand out to members and use as educational resource

Product Sales & Marketing Assets

Product One Pager

Print and display goal specific product bundles

Product Sales & Marketing Assets

Sample opportunities & tables:

Watch for best practices to implement

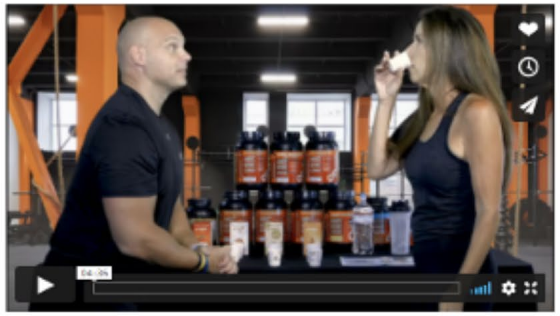
dotFIT Sample Opportunities:

It is highly recommended to periodically set up opportunities for your members/clients to sample various dotFIT products to expose them to the great benefits that they can provide! All of the dotFIT powders easily mix with water and taste great by themselves! If you would like to take it a step further with the different Protein powders (Whey Smooth, All Natural Whey and Best Plant Protein) or Meal Replacements (LeanMR, Pre/Post Workout and First String) and combine with milk and add your favorite fruits or other ingredients, feel free to do so! Note the following tips for a successful dotFIT Sampling Opportunity:

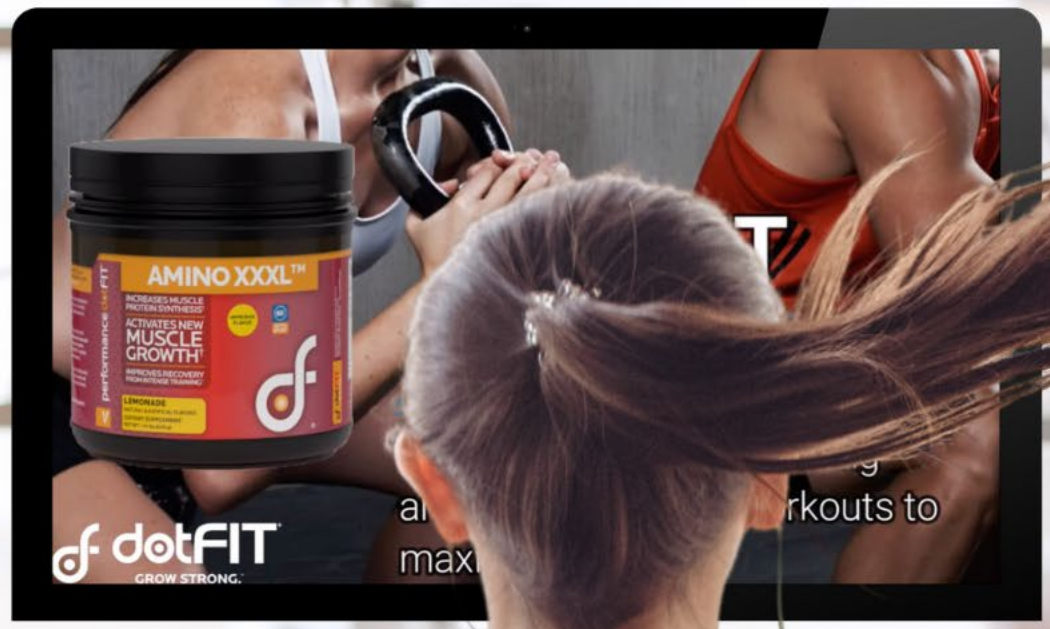
- Call to Action: If possible, create a one-time discount for the product that you are sampling (for example, today only- 20% discount on all AminoXXXL)
- Have the proper people working the area: Make sure to have somebody that is familiar with the products working the area. Stereo-typically, the "new" person works a supplement table and that person may not have the knowledge, the experience or the confidence in presenting the product(s) to your members. Confidence is essential, if the fitness professional makes confident recommendations, the members can "feel" that and it makes all the difference in the world. On that note, having the knowledge does not mean you must recite every reference to every member, there are many times that "less is more" (for example, there are times that AminoXXXL has been referred to as "Gatorade" for your muscles to keep it very simple). Practice your 20 second presentation on why that product can help your member so everybody is on the same page.
- Everybody gets to sample! This means that everybody that you come into contact with gets to try. For new fitness professionals, it may help to stand in front of your table (on the same side as your members) vs. behind the table. Try handing everybody a sample instead of asking them if they would like to try. Many times asking them if they would like to try makes it too simple for them to just say "no" where as when you hand them something, most people's natural reaction is to accept what you are handing them.
- Include the One-Page Handout for that product on your table to hand out to people for more information about the product.

Sample Table #1

Sample Table #2



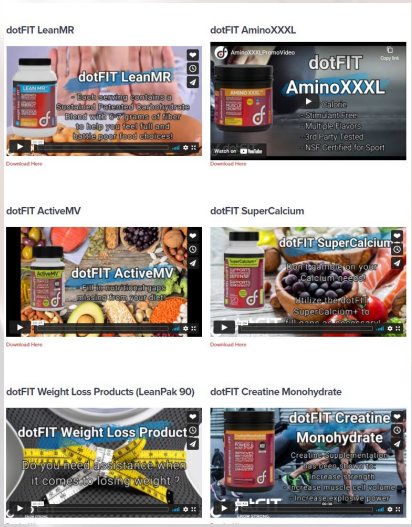
The following are product videos that were created with the Member in mind (versus higher detail for a dotFIT Trainer) and can be downloaded (link below the video) to be played in your facility or posted on social media:



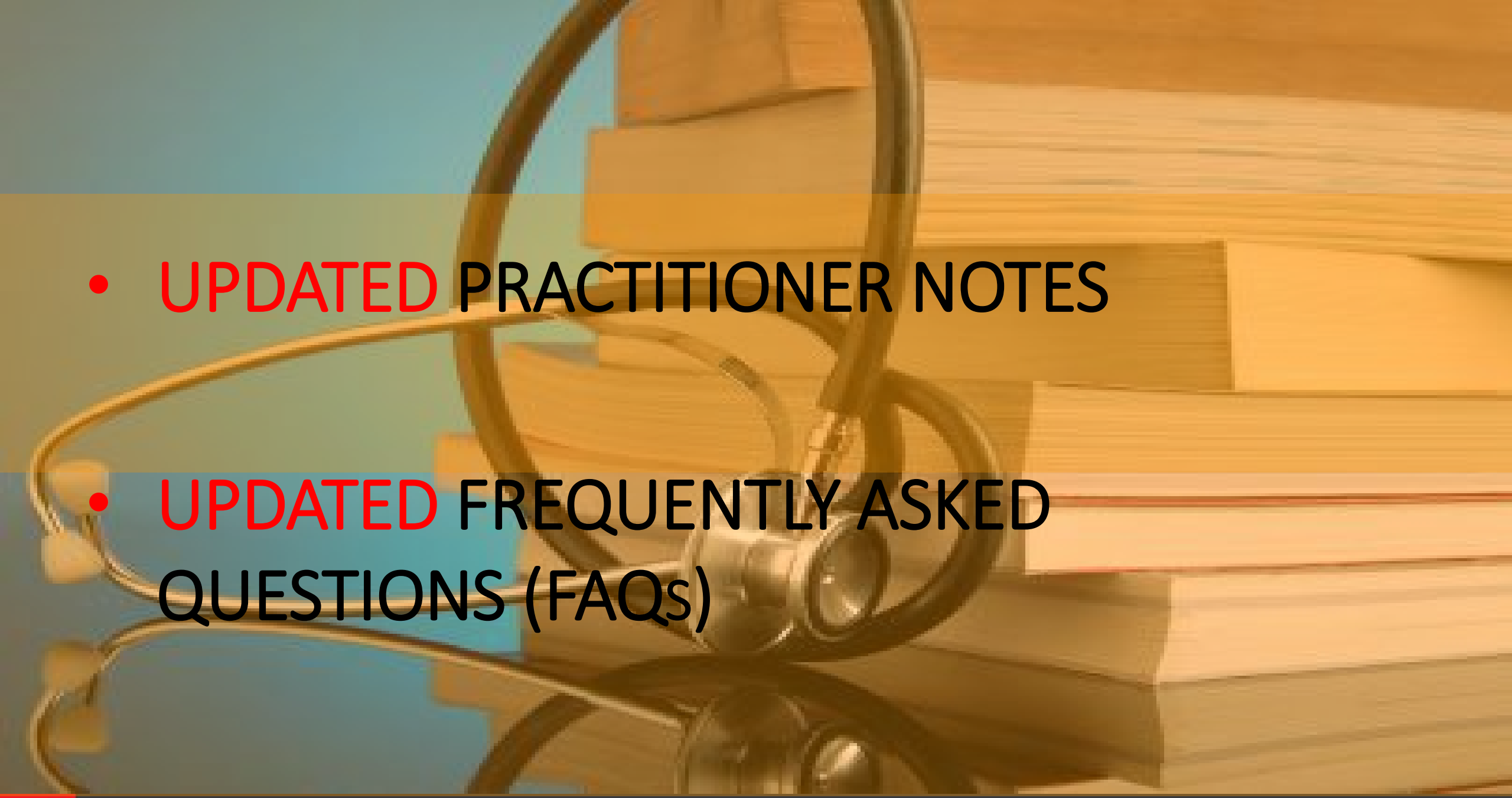
1 Min. Promotional Videos

Download and display on your club TVs

[Product Sales & Marketing Assets]



All short to long education is found here
https://www.dotfit.com/supplement-education



- UPDATED PRACTITIONER NOTES
- UPDATED FREQUENTLY ASKED QUESTIONS (FAQs)

STRATEGIC CO-FACTORS & SWEETENERS

LeanMR, WheySmooth, FirstString, Pre/Post & Meal Replacement Use Co-Factors Including Sweeteners (all FDA approved)[156,157]

- Strategic functional properties for enhancing food products including safety, stability, **uniformity** & cookability, reduced sugars –all in minute, virtually inert amounts
  - ✓ Acesulfame Potassium (Ace-K): 200Xs sweetness with over 90 safety studies; flavor enhancing while heat stable[158,159]
  - ✓ Sucralose: 450-650Xs sweetness with >110 safety studies; taste & time intensity profile closest to sugar with exceptional stability – retains freshness profile under all conditions (heat, cooking, storage, solution, etc.)[156,160-162]*
  - ✓ Carboxymethyl Cellulose: fiber used as viscosity modifier, emulsifier, ensures flavor dispersion, improves texture & overall quality[163]
  - ✓ Xanthan Gum: natural polysaccharide used as thickener & stabilizer[164-166]

Data & references from WheySmooth section of PDSRG

COMMON POWDER FAQs

Q: Why artificial sweeteners? *Not included in All Natural WheySmooth, Unflavored, BestPlantProtein & Vegan AX*

A: Better and healthier than added sugar and FDA Approved (Ref. Sweetener docs here.)[4]

- ✓ Added sugars are a leading cause of disease and why the government warns & sets limits[Ref2]
- ✓ Better taste = continued use to improve fitness results
- ✓ Higher nutrition per calorie/sweetness to support desired body comp
  - Sucralose tested best of sweeteners & sucrose in weight management [Ref]
- ✓ Supports blood sugar (approved for diabetics)
- ✓ Decrease risk of adverse reactions common with "natural" sweeteners (honey, stevia, lactose, fruit sugar residues, etc.)[27,28]
- ✓ Supports weight control vs contributor[2]
- ✓ Approved for children[1]

The FDA established an acceptable daily intake (ADI) for sucralose of 5 milligrams per kilogram (Europe is 7 and Canada 11mg/kg) of body weight (mg/kg) per day)*. **The ADI represents an amount 100 times less than the quantity of sucralose found to be safe in research studies. For a person weighing 150 pounds (68 kg), US ADI equates to 340 mg of sucralose—the amount found in nine cans of diet soda or more than 28 individual packets of sucralose—consumed, on average, every day over a lifetime.*

[1]**Policy Statement FROM THE AMERICAN ACADEMY OF PEDIATRICS. The Use of Nonnutritive Sweeteners in Children. PEDIATRICS Volume 144, number 5, November 2019:e20192765.**

[2]Higgins et al. A randomized controlled trial contrasting the effects of 4 low-calorie sweeteners and sucrose on body weight in adults with overweight or obesity. *Am J Clin Nutr* 2019;109:1288–1301

FYI: B*ecause of its safety, EFSA decided to expand the sweetener's use in foods for special medical purposes for children.*

E 955. EFSA Journal. http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1831-4732

Common Myths – Natural is Better

Myth:

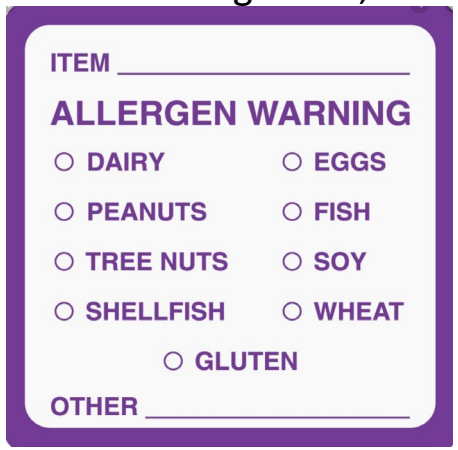
Artificial Sweeteners or non-nutritional sweeteners (NNS) cause cancer or other health problems (Sugar industry-controlled narrative)

Actual:

They don't, but the natural added sweeteners they replace might[1,2,3,4]

Natural doesn't always mean healthy or safe.

Natural food allergies kill, sicken and added natural sugar can cause obesity, tooth decay & diabetes - NNS show none of the above



No Warnings

Natural Ingredients/Foods & Adverse Events range from mild (e.g. hives, itching, etc.) to severe (e.g. ER visit, death –anaphylactic)

[1]Chazelas, et al. Sugary drink consumption and risk of cancer: results from NutriNet-Santé prospective cohort. *BMJ* 2019;365:l2408. http://dx.doi.org/10.1136/bmj.l2408
[2]Charlotte Debras, et al. Total and added sugar intakes, sugar types, and cancer risk: results from the prospective NutriNet-Santé cohort, *The American Journal of Clinical Nutrition*, Volume 112, Issue 5, November 2020, Pages 1267–1279, https://doi.org/10.1093/ajcn/nqaa246
[3]Pacheco, et al. Association between Sugar-Sweetened Beverage Intake and Mortality Risk in Women: The California Teachers Study, Journal of the Academy of Nutrition and Dietetics (2021).
[4]Shangguan et al. Health Impact and Cost-Effectiveness of Achieving the National Salt and Sugar Reduction Initiative Voluntary Sugar Reduction Targets in the United States: A Micro-Simulation Study

Koyratty, et al. Sugar-Sweetened Soda Consumption and Total and Breast Cancer Mortality: The Western New York Exposures and Breast Cancer (WEB) Study. Cancer Epidemiol Biomarkers Prev March 2 2021 **DOI:** 10.1158/1055-9965.EPI-20-1242

Grummon, et al. Sugar-Sweetened Beverage Health Warnings and Purchases: A Randomized Controlled Trial. Am J Prev Med. 2019 Nov;57(5):601-610. doi: 10.1016/j.amepre.2019.06.019. Epub 2019 Oct 2

COMMON POWDER FAQS

Soy listed in powders is Soy Lecithin

Q: I notice soy [lecithin] in AminoXXXL and protein powders say "contains soy"

- A: There is no soy protein in AminoXXXL or any of our protein powders. Only soy lecithin in minute amounts used as an emulsifier (enhances mixing properties including supporting ingredient uniformity), like most powders of any kind sold everywhere. It is not allergenic to the majority of people with soy allergies because **it's not from soy protein, it's from the fat**.[43,44] (from FAQ on the website)

More info:

- Soy lecithin is an FDA approved food additive for proper emulsification used in a variety of mixes. Soy lecithin is used in most mixes of any kind in minute amounts as you can tell from its appearance in the "other ingredients" listings or no listing other than "contains soy" with no amounts listed. Don't mix up soy lecithin with soy protein – there is no connection, soy lecithin is a mixing agent not from the protein portion of soy so can't trigger normal soy allergies. Many foods contain soy lecithin and most good protein powders, and it's a very safe and effective emulsifier.[43,44]


ALL PROTEINS SUMMARIES

3rd Party Tested Protein Mixes - Summary

FirstString: Primary goal - Performance, Size and/or Speed

Profile of ~60% CHO, 30% protein and 10% fat (2.2:1 CHO:P) is in accordance with current scientific evidence and recommendations that support maximizing muscle protein synthesis (MPS) & training induced performance outcomes for most athletes including team sports requiring aerobic and anaerobic activities for 1-3 hours

2-scoops: 46 g of carbs (maltodextrin); 21 g of protein (whey); 3 g of fat (MCT & Plant); 200 mg calcium; 300mg potassium; 280 calories

WheySmooth (WS): High Protein, Low Calorie Protein Source for Any Goal

Profile of ~20% CHO, 65% protein, 15% fat (.3:1 CHO:P) make it an ideal protein source for:

- **Weight/fat conscious exercisers/athletes** to use to maximize MPS including as a pre/post workout formula
- **Meal Replacement/supplement for weight control** integrated into daily meal plan
- **Aging** since WS is a convenient & superior protein source for the stimulation of MPS, it could act as a positive influence on the regulation of muscle mass across the lifespan

1-scoop: 25 g protein (whey); 8 g carbs (maltodextrin); 2.5 g fat (MCT & Plant); 200 mg calcium; 200mg potassium; 160 calories

•All Mixes can be altered as desired by adding other protein, carbohydrate and or dietary fat sources

•Mixes may be added to other foods/drinks including baking

-All Mixes are Gluten Free & 3rd Party Tested

3rd Party Tested Protein Mixes Summary

<u>All Natural WheySmooth</u>: Primary Goal - Same as WheySmooth to Satisfy Different Customer's Preference

- Profile of ~20% carbs, 65% protein, 15% fat (.3:1 CHO:P)
- **Grass fed, non-GMO, rBGH & gluten free, no preservatives, flavors, colors or sweeteners**

1.5 scoop: 25g protein (whey); 6g carbs (fruit extract/flavors); 1.5g fat (dairy); 100mg calcium; 250 Potassium; 120-140 calories

<u>Best Plant Protein:</u> Primary goal - Same as Above to Satisfy Different Customer's Preference

- Profile of ~20% carbs, 65% protein, 15% fat (.3:1 CHO:P)
- 100% Vegan/Vegetarian approved
- **No-dairy or soy, hypoallergenic, non-GMO & gluten free, no preservatives, flavors, colors or sweeteners**

1-scoop: 21 g protein (pea isolate/seed mix); 7 g carbs (fruit extract/flavors); 3 g fat (plant); 65 mg calcium; 130 calories

•All Mixes can be altered as desired by adding other protein, carbohydrate and or dietary fat sources

•Mixes may be added to other foods/drinks including baking

-All Mixes are Gluten Free & 3rd Party Tested

3rd Party Tested Protein Mixes Summary

Lean MR: Primary Goal - Weight Control

- Profile of ~50% carbs, 42% protein and 8% fat (1.1:1 CHO:P), with 7 grams of fiber is in accordance with current scientific evidence and recommendations that supports maximizing weight control outcomes including satiety, energy expenditure, LBM and maintenance

2-scoops: 21 g protein (whey isolate); 21 g carbs (sustained); *no sugar*; 1.5 g fat (CLS & Plant); 7 g fiber; 235 mg Calcium; 271mg Potassium; 170-180 calories

Pre/Post Workout & MR Formula: Works for all previous protein mix goals based on taste or desired native form

- Profile of ***~55% carbs, 31% protein & 14% fat (*1.7:1 CHO:P) gives PPMR it's goal diversity**
- Based on individual preference including taste, calorie & carbohydrate needs, can be used as:
  1. MR in as needed for weight loss and/or maintenance
  2. Meal or daily supplement for weight gain
  3. Pre/post workout formula to enhance exercise induced results especially within "Metabolic Windows"
  4. Daily supplement to help meet increased protein recommendations to support prolonged MPS, overall health, weight control & slow natural aging
  5. Delivery system mix for desired nutrients
  6. Baking/cooking

2-scoops: 35 g carbs (maltodextrin); 20 g protein (whey); 3 g fat (MCT & Plant); 200 mg calcium; 200mg potassium; 240 calories

•All Mixes can be altered as desired by adding other protein, carbohydrate and or dietary fat sources

•Mixes may be added to other foods/drinks including baking

-All Mixes are Gluten Free & 3rd Party Tested

Natural & Unflavored WheySmooth

- **No artificial sweeteners, flavors or colors**
- **200 mg of calcium**
- **224 mg potassium**

Flavor Packs
- Peanut butter
- Birthday cake

Same profile/numbers with all-clean callouts