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

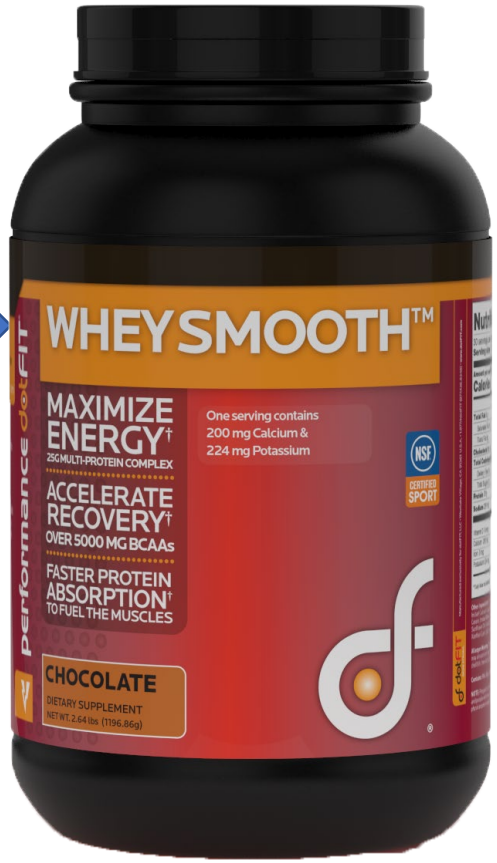
Promotional Materials

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

Also: all dF protein 1-liners for printing, sending, training & consumers

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



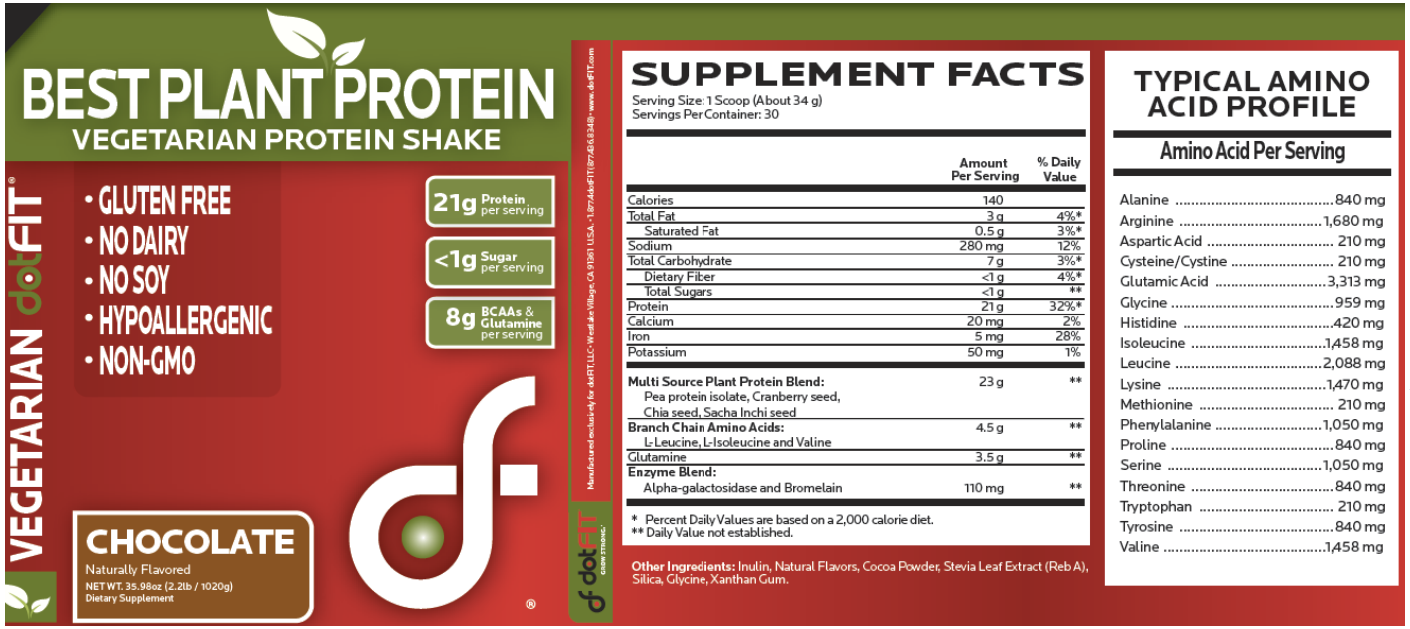
Highest quality protein in an ideal, lactose-free blend containing whey concentrate, isolate, casein & egg white. NSF-CS
Convenient & economical way to increase protein intake for any goal and great for baking! Our families love it!

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

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

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

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

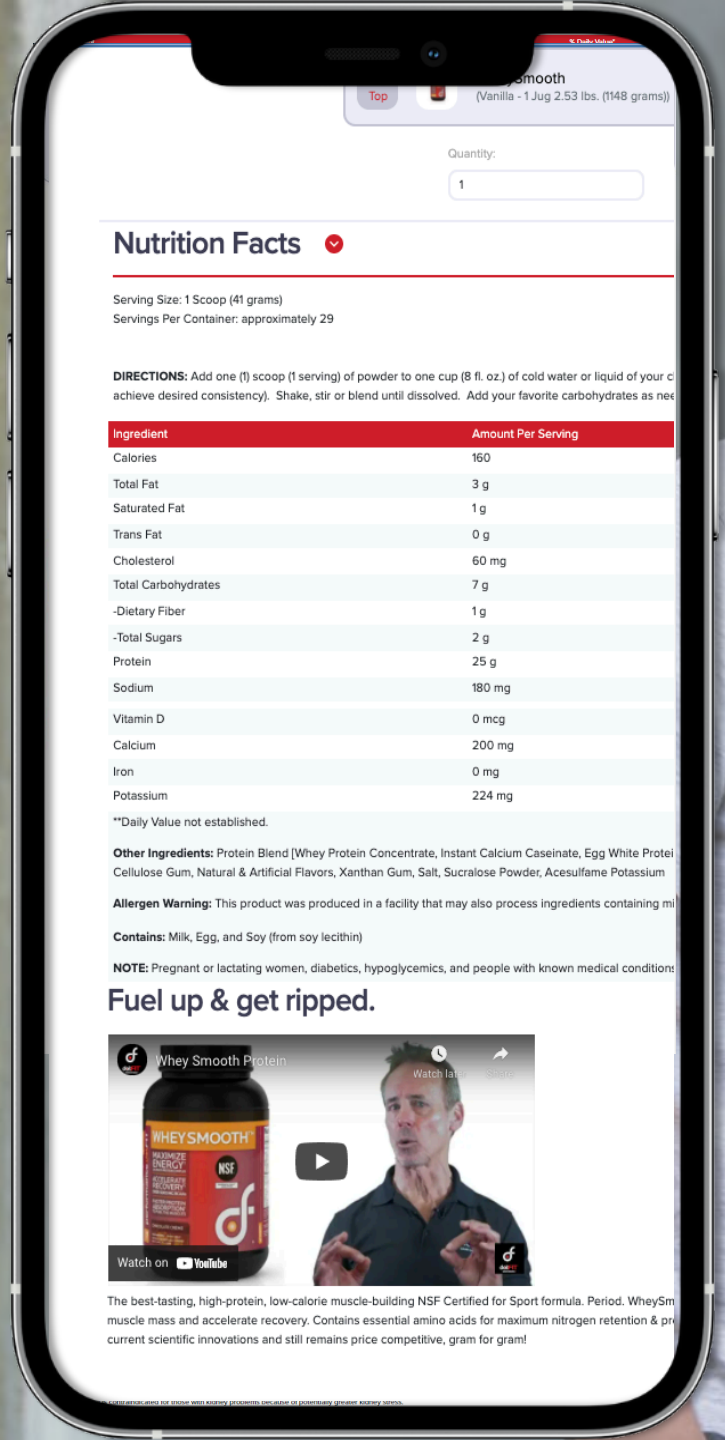
Thus

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

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**



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

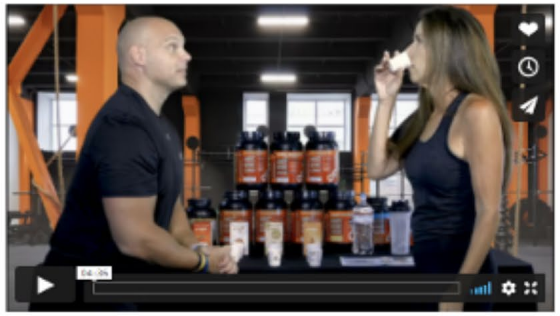
dotFIT Sample Opportunities:

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:

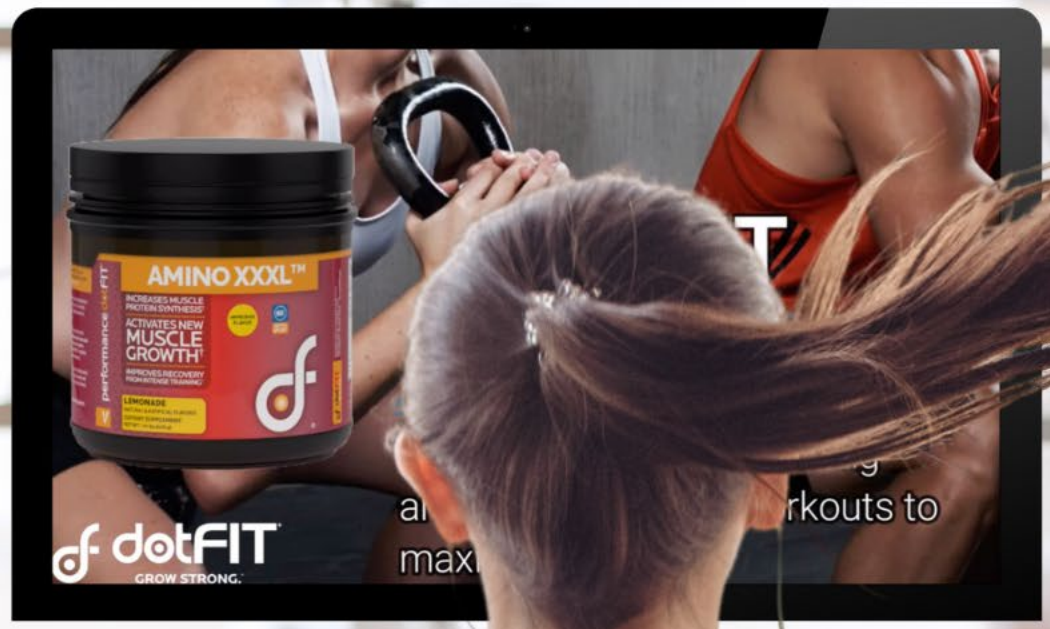
- Call to Action: If possible, create a one-time discount for the product that you are sampling (for example, today only- 20% discount on all AminoXXXL)
- Have the proper people working the area: Make sure to have somebody that is familiar with the products working the area. Stereo-typically, the "new" 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



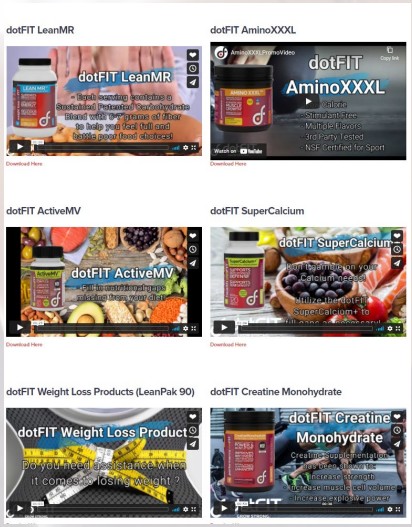
The following are product videos that were created with the Member in mind (versus higher detail for a dotFIT Trainer) and can be downloaded (link below the video) to be played in your facility or posted on social media:



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


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