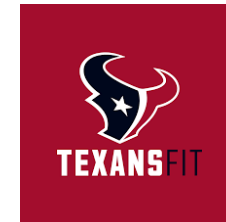


dotFIT - Trusted by Professionals

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



**Commission
on Dietetic
Registration**

the credentialing agency for the
Academy of Nutrition
and Dietetics



dotFIT 3rd Party Tested Protein Mixes for Every Lifestyle and Diet Preference



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



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

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



Your Fitness. Connected.

dotFIT™

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

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

ADVANTAGE WHEY



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

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

- **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.****

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

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





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

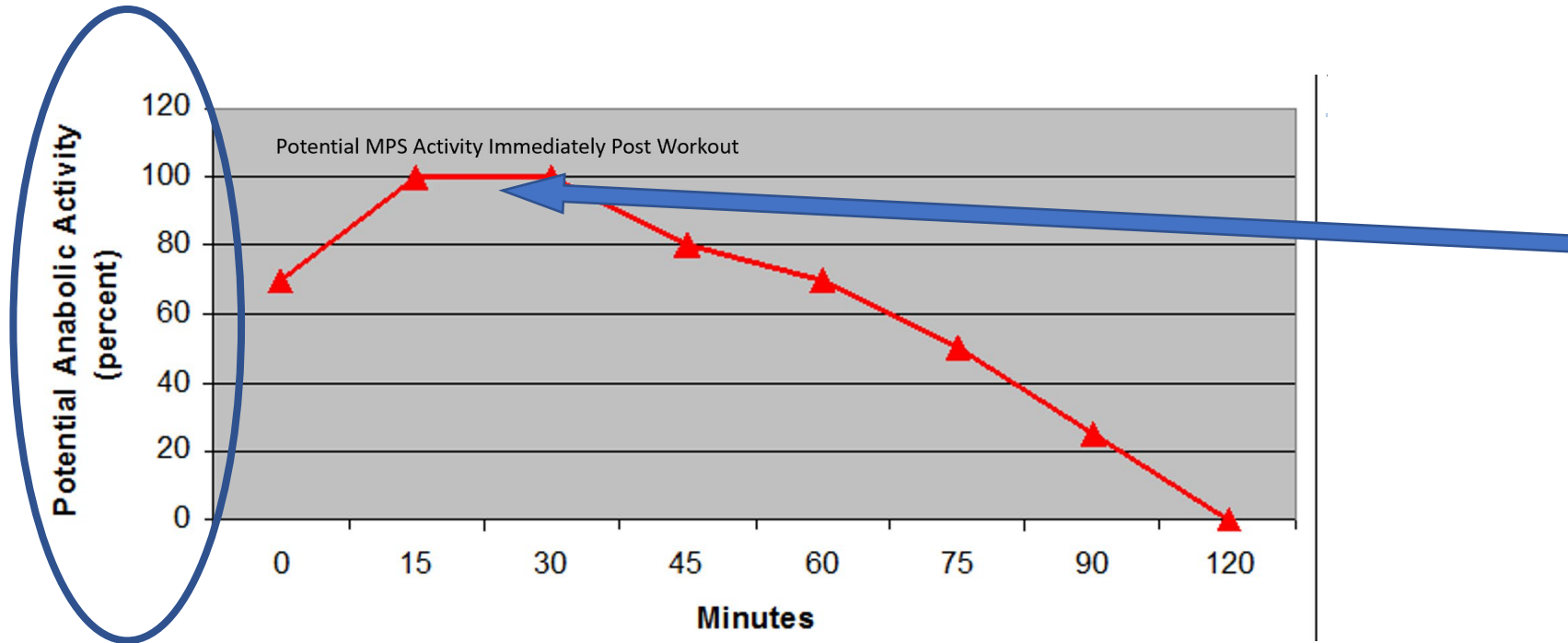
“IF YOU ARE TRYING TO CHANGE YOUR BODY, AND NOT
SEEING A CHANGE EVERY WEEK - YOU ARE DOING
SOMETHING WRONG” *NEAL SPRUCE*

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

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



Your Fitness. Connected.

dotFIT™

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)



BEST PLANT PROTEIN
VEGETARIAN PROTEIN SHAKE

21g Protein
 per serving

<1g Sugar
 per serving

8g BCAAs & Glutamine
 per serving

GLUTEN FREE
NO DAIRY
NO SOY
HYPOALLERGENIC
NON-GMO

CHOCOLATE
 Naturally Flavored
 NET WT. 35.98oz (2.1lb / 1020g)
 Dietary Supplement

Manufactured exclusively for dotFIT LLC, Verde de Villages, CA 91981, USA. • 1-877-464-8711 or 760-634-0610 • www.dotFIT.com

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

	Amount Per Serving	% Daily Value
Calories	140	
Total Fat	3 g	4%*
Saturated Fat	0.5 g	3%*
Sodium	280 mg	12%*
Total Carbohydrate	7 g	3%*
Dietary Fiber	<1 g	4%*
Total Sugars	<1 g	**
Protein	21 g	32%*
Calcium	20 mg	2%*
Iron	5 mg	28%*
Potassium	50 mg	1%*
Multi Source Plant Protein Blend:	23 g	**
Pea protein isolate, Cranberry seed, Chia seed, Sacha Inchi seed		
Branch Chain Amino Acids:	4.5 g	**
L-Leucine, L-Isoleucine and Valine		
Glutamine	3.5 g	**
Enzyme Blend:	110 mg	**
Alpha-galactosidase and Bromelain		

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

Other Ingredients: Inulin, Natural Flavors, Cocoa Powder, Stevia Leaf Extract (Reb A), Silica, Glycine, Xanthan Gum.

TYPICAL AMINO ACID PROFILE
Amino Acid Per Serving

Alanine840 mg
Arginine1,680 mg
Aspartic Acid210 mg
Cysteine/Cystine210 mg
Glutamic Acid3,313 mg
Glycine959 mg
Histidine420 mg
Isoleucine1,458 mg
Leucine2,088 mg
Lysine1,470 mg
Methionine210 mg
Phenylalanine1,050 mg
Proline840 mg
Serine1,050 mg
Threonine840 mg
Tryptophan210 mg
Tyrosine840 mg
Valine1,458 mg

**Highest biological (BV) plant protein to feed your muscles and support the environment.
Hypoallergenic, gluten free, contains no dairy or soy
and is non-GMO**

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 #1 weight 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



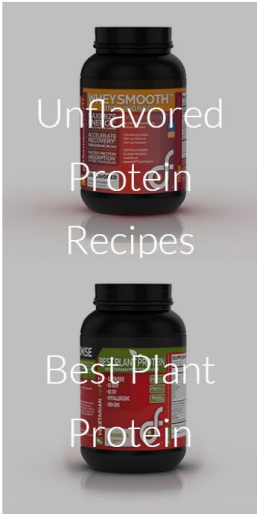
Protein Snack Recipes



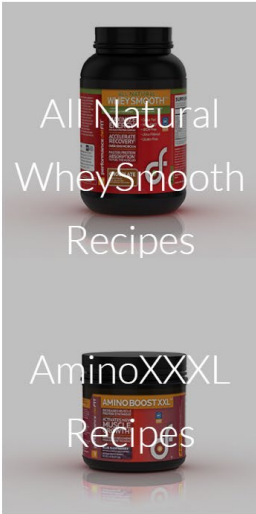
FirstString Recipes



WheySmooth Recipes



Unflavored Protein Recipes



All Natural WheySmooth Recipes



Pre/Post Workout



LeanMR Recipes



Best Plant Protein



AminoXXXL 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**



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



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 quality¹⁶³
 - ✓ Xanthan Gum: natural polysaccharide used as thickener & stabilizer¹⁶⁴⁻¹⁶⁶

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 contributor²
- ✓ **Approved for children¹**

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.*

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

²Higgins 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: *Because 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](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

ITEM _____

ALLERGEN WARNING

☐ DAIRY

☐ EGGS

☐ PEANUTS

☐ FISH

☐ TREE NUTS

☐ SOY

☐ SHELLFISH

☐ WHEAT

☐ GLUTEN

OTHER _____



No Warnings

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

¹Chazelas, 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>

²Charlotte 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>

³Pacheco, 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).

⁴Shangquan 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



All Natural WheySmooth: 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

Best Plant Protein: 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

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WHEYSMOOTH™

UNFLAVORED

MAXIMIZE ENERGY†
25G MULTI-PROTEIN COMPLEX

ACCELERATE RECOVERY†
OVER 5000 MG BCAAs

FASTER PROTEIN ABSORPTION†
TO FUEL THE MUSCLES

UNFLAVORED
DIETARY SUPPLEMENT
NET WT. 2.57 lbs (1167g)

“Have it your whey”™
No Artificial Sweeteners,
Flavors or Colors

One serving contains
200 mg Calcium &
224 mg Potassium

PROTEIN POWDER
FLAVOR PACKETS
Also available at:
www.dotFIT.com/flavors

NSF
CERTIFIED SPORT

Nutrition Facts
30 servings per container
Serving size 1 Scoop (38g)

Amount per serving	% Daily Value*
Calories 150	
Total Fat 3 g	4%
Saturated Fat 1g	5%
Trans Fat 0g	**
Cholesterol 60 mg	20%
Total Carbohydrate 6 g	2%
Dietary Fiber 0 g	0%
Total Sugars 2 g	
Protein 25 g	
Sodium 170 mg	7%
Vitamin D 0 mcg	0%
Calcium 200 mg	15%
Iron 0 mg	0%
Potassium 224 mg	5%

*Daily Value not established.

Other Ingredients: Protein Blend [Whey Protein Concentrate, Instant Calcium Caseinate, Egg White Protein, Instant Micellar Casein, Instant Whey Isolate], Maltodextrin, Sunflower Oil, Cellulose Gum, Natural Bitter Blocker Flavor, Xanthan Gum

Allergen Warning: This product was produced in a facility that may also process ingredients containing milk, eggs, fish, shellfish, tree nuts, peanuts, wheat, and soybeans.

Contains: Milk, Egg, and Soy (from soy lecithin)

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

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