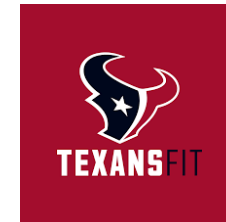


# dotFIT - Trusted by Professionals

*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 3<sup>rd</sup> 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



# Promotional Materials

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



**TAKE YOUR RESULTS FAR BEYOND DIET & EXERCISE ALONE!**  
**MAXIMIZE DAILY RECOVERY AND EXERCISE INDUCED RESULTS –GET PAID OVERTIME FOR YOUR WORKOUT!**

**Build and/or maintain muscle better & longer – beyond protein.** Amino acid blend that takes muscle support, energy levels, and daily recovery to the next level, giving you the ability to control body composition while enhancing recovery, muscle, and performance gains – premier plateau buster! Maximum anabolic effect with lowest calories.



Supply the direct muscle building signals & building blocks in extreme low calories!

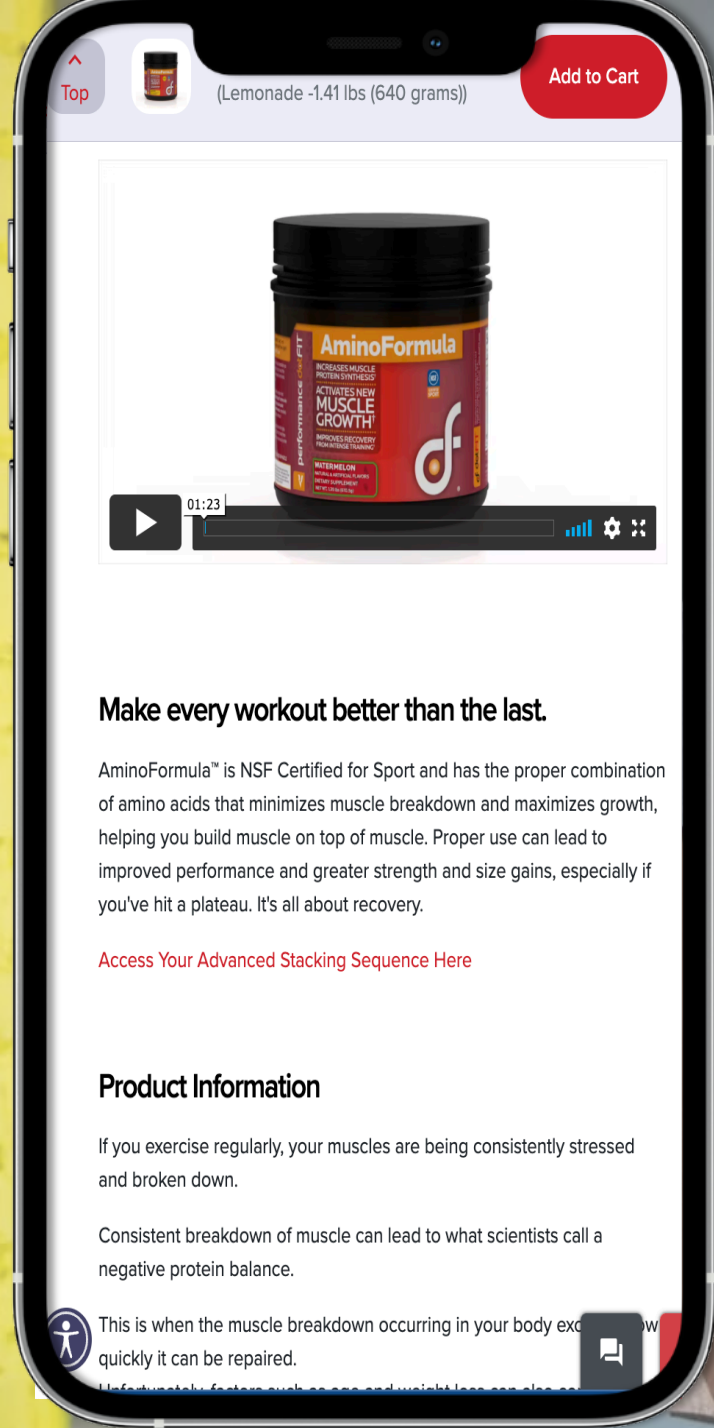
*Results Paid Overtime!*

**NO EXERCISE INDUCED RESULTS LEFT IN THE GYM  
– PROLONG YOUR ACTIVE LIFESTYLE**

**Flavors (in order of sales)**

- Lemonade
- Blue Raspberry
- Watermelon
- Vegan All-Natural Tropical Colada





# Store Description & Video

## Watch & share with members



# 1-Pagers

Print and display  
consumer friendly  
guide on each  
product

dotFIT AminoFormula



## Supplement Facts

Serving Size: 1 Scoop (17.3g)  
Servings Per Container: 37

	Amount Per Serving	% Daily Value
Calories	5	
Total Carbohydrate	2g	<1%*
Sodium (as Sodium Chloride)	90 mg	4%
Amino XXXL Complex	11.9g	**
L-Leucine	4g	**
L-Phenylalanine	1.63 g	**
L-Lysine HCl	1.63 g	**
L-Threonine	1.3 g	**
L-Isole	11.8	**
L-Histidine Base	900 mg	**
L-Isoleucine	900 mg	**
L-Methionine	360 mg	**

\* Percent Daily Value Based on a 2,000 Calorie Diet  
\*\* Daily Value Not Established

### Who is this for?

- Anyone looking for maximum recovery and growth from their training program, or help offset age related muscle loss. The essential amino acids in this formula, including the branched-chain (BCAAs), have been shown to increase muscle protein synthesis, activate new muscle growth and improve recovery from intense training.

### What makes this product unique?

- It contains the eight (8) essential amino acids required for triggering muscle protein synthesis.
- Consuming these essential amino acids around workouts triggers muscle repair and stimulates protein synthesis, supporting new muscle growth, less soreness and better recovery. Better recovery helps maintain high quality training sessions.
- Four (4) grams of leucine is included, which is key for muscle protein synthesis.
- NSF Certified for Sport - independently tested for purity, potency and banned substances

### How should I take this?

#### Exercisers

- ≤150 lbs: Use 1 scoop, 10 minutes before workout and may continue to consume throughout workout; repeat dose immediately after
- >150 lbs: Use 1.5 scoops, 10 minutes before workout and may continue to consume throughout workout; repeat dose immediately after.

#### Non-Exercisers >30 years of age

- Use ~1.25 scoops, three times daily, between meals with one of the doses before bedtime.
- Aging (>50 years old) may increase dosage needs 20% for each decade (i.e. at age 60, dosage may be 1.5 scoops).

#### Athletes Maximizing MPS (protein stacking)

- Consume pre-workout complete formula ~40 min. before workout; 1 dose AminoFormula 10 min. before/during workout and repeat dose immediately after workout; take post workout complete protein 30-40 min. **after** AminoFormula post workout dose.
- Repeat AminoFormula dose before bedtime.

dotFIT  
GROW STRONG.





## AminoFormula

### Purpose & Rationale

The purpose of this product is to supply the proper combination of specific essential amino acids that has been shown in clinical trials to speed recovery from continuous training bouts and enhance exercise induced muscle protein synthesis (MPS) through specific pathways within a palatable, fast acting and low-calorie delivery system. Through reduced recovery times and enhanced MPS, AminoFormula (AB) may help exercisers and athletes avoid "overtraining and overreaching" syndromes or training plateaus. For the non-exercising adult population, AB may serve as a supplement to improve the otherwise declining normal net muscle protein balance that leads to the inevitable loss of muscle while aging. Proper use of AB delivers isolated essential amino acids (EAA) including high doses of leucine in appropriate amounts and ratios at precise times in relation to exercise to reduce normal muscle breakdown and stimulate synthesis. Because of its very low-calorie contents and ability to preserve lean body mass (LBM) during calorie restriction, it can serve as the essential pre- and post-exercise recovery and additive MPS stimulator supplement for athletes and exercisers involved in sports that require extremely low body fat and/or prolonged dieting to make weight classes. AB's convenience and high palatability make it ideal for non-exercising adults to help offset age-related muscle loss (e.g. sarcopenia, which begins in the fourth decade) with a relatively low nitrogen load (compared to whole proteins), which may be especially important in the later stages of aging when

### Quick Reference Guide

This information is educational and does not constitute a medical recommendation. This information is not intended to replace the advice of a physician. Please consult your physician for more information.

- Ideal for recovery during multiple daily training sessions or tournament play.
- Can be used with N07Rage™ and ExtremeCrestineXXXL™ as part of the dotFIT "Super Stack," providing enhanced progressive exercise-induced results.
- All non-exercisers more than 30 years of age.

### Unique Features

- Uses a leucine-enriched EAA blend that has been shown to increase muscle protein synthesis significantly in clinical trials with both adult athletes and non-athletes.
- The proprietary EAA composition supplies the anabolic agents of protein, in proportion to the demand, that are directly responsible for triggering muscle protein synthesis (MPS) in an isolated, low calorie, powdered form allowing timely, rapid, and fairly unobstructed transport to skeletal muscles to help maximize MPS.
- High anabolic formula delivered in a palatable, low-calorie, relatively low-nitrogen drink.
- Can be used with N07Rage® and CrestineXXXL as part of the dotFIT "Super Stack," providing enhanced progressive exercise-induced results.
- NSF Certified for Sport for verification of purity, potency and absence of contaminants.

### Contraindications

Not to be used by those with kidney disease, liver disease and phenylketonuria because it contains phenylalanine. Also contraindicated for pregnant or lactating females because it has not been tested in these groups and because protein can be obtained in the diet for fetal growth or lactation needs.

# Quick reference Guide (QRG)

## Learn product science, benefits & unique features on one page



# Infographics

Print or share on  
social to educate

All Infographics

AminoFormula

<https://www.dotfit.com/aminoformula-lemonade>

## AminoFormula



### WHAT IS IT?

- Low calorie blend of essential amino acids, dietary support formula designed to speed recovery from intense exercise and stimulate muscle protein synthesis

### WHO IS IT FOR?

- Exercisers and athletes seeking a recovery aid to help reduce muscle soreness and support continuous physical and performance progress
- Older adults looking to offset age-related muscle loss
- Those reducing calories during weight loss to help preserve lean body mass



### WHAT ARE THE BENEFITS?

- Increases muscle protein synthesis
- Activates new muscle growth
- Improves recovery from intense training



### WHAT MAKES THIS PRODUCT UNIQUE?

- **NSF Certified for Sport** – Independently tested for purity and potency
- The blend of essential amino acids has been shown to significantly increase muscle protein synthesis in clinical trials in athletes and non-athletes
- High leucine content (4 g/scoop) and low in calories




#### ESSENTIAL AMINO ACIDS

- L-LEUCINE
- L-PHENYLALANINE
- L-LYSINE
- L-THREONINE
- L-VALINE
- L-HISTIDINE BASE
- L-ISOLEUCINE
- L-METHIONINE




<https://www.dotfit.com/aminoformula-lemonade>



<https://www.dotfit.com/aminoformula-lemonade>

## AminoFormula




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### WHAT ARE THE BENEFITS?

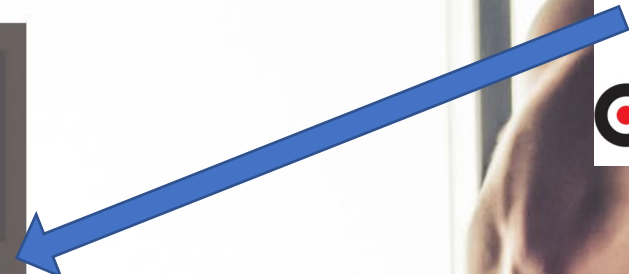
- Increases muscle protein synthesis
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# Product Sales & Marketing Assets

## Co-branding Marketing & Educational Materials





## 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

### WHY dotFIT®?

**Efficacy**  
Dosages and Forms match 3rd Party Clinical Trials

**Safety**  
Shown in trials and history, screening and ingredient synergy

**Purity & Potency**  
Tested from start to finish

**Nutrient Delivery**  
Right place, right time

**Truth in Labeling**  
Legal facts based upon Efficacy and 3rd Party Testing

**Personalized to YOU**  
Attain the complete fitness solution based upon your body, goals  
and medical history to create the "greenhouse effect"





# Product Sales & Marketing Assets

## Product One Pager

Print and display goal specific product bundles

FIELD HOUSE





# 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

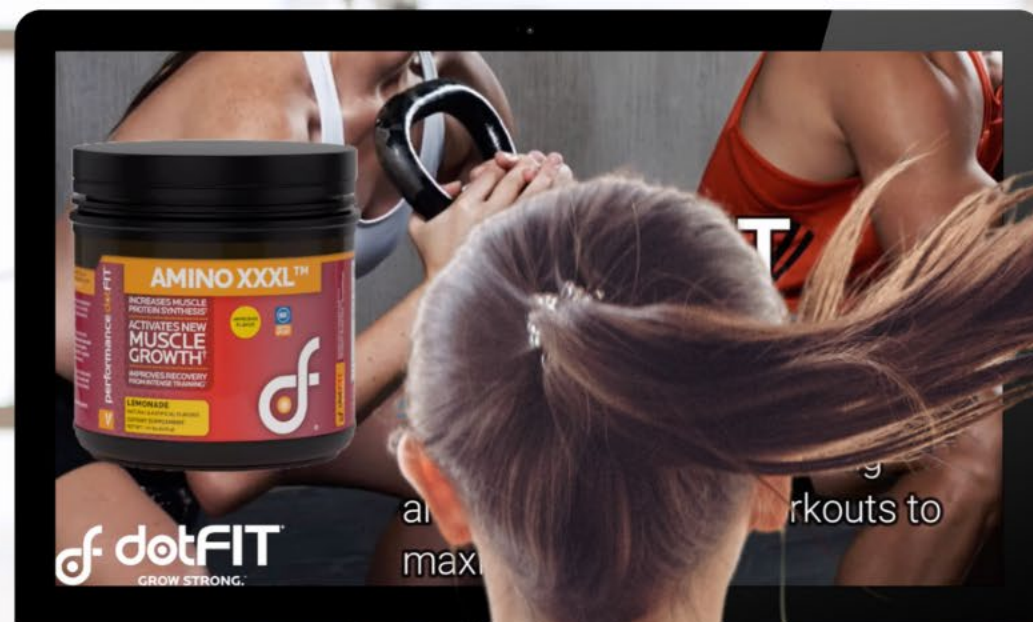
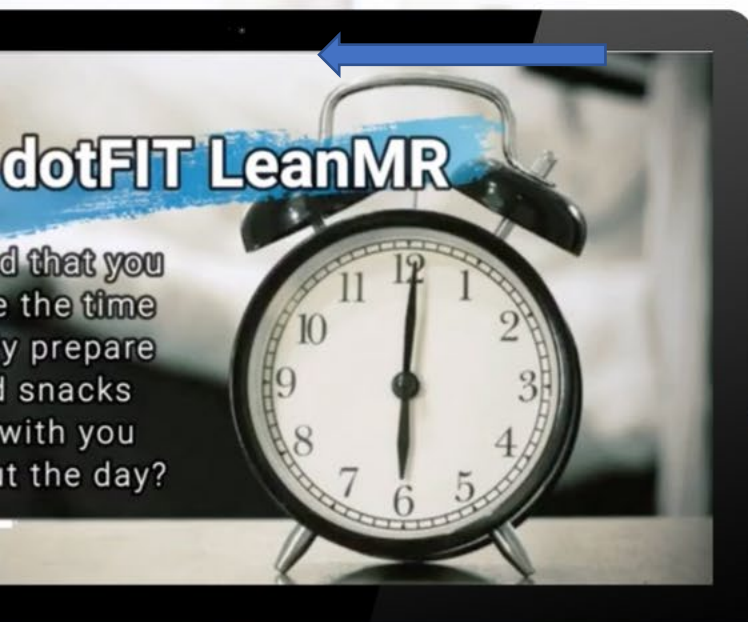


### Sample Table #2



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:

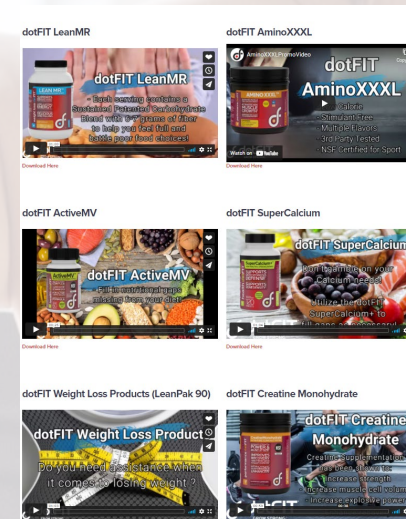




# 1 Min. Promotional Videos

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>