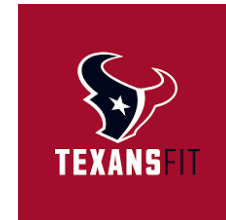
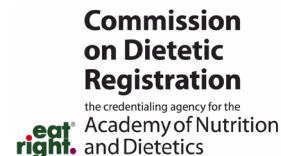


dotFIT - Trusted by Professionals

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



dotFIT Custom Group Previous Supplements of the Month

-all available in your dotFIT U-TUBE Channel

- Feb 18 (2022), Intro to dotFIT, history, why nutrition, dF diff, future, play-span (Baseline supplementation)
- Mar 18 – All Proteins, Protein Intro, Updated Stats, Scripts, Promotional Materials, FAQs & Summaries
- April 8 – AminoFormula - Perf Cat 2, Updated Practitioner Notes/FAQs, Scripts, Collaterals

May 6 – Fat loss intro review, ea. product sum w script & pack script, marketing collaterals

Support Recordings containing the full science of all products is in your trainer console under [“dotFIT Tools”](#) then [“Supplement Education”](#)



Helps mobilizing liver (belly) fat to improve sugar
& overall fat metabolism & support fullness



Decrease carb calorie absorption to feel satisfied
sooner and longer (eat more but get less calories)



Plateau Buster! Controlled Stimulant
Formula to Increase Metabolism & Daily
Activities & Support Appetite



All 3 supplements with complete weight/fat
loss kit including goal setting & adjustments,
menus, food and progress log, calorie burn
calculator and daily tracker



**SAFE AND EFFECTIVE BODYFAT
REDUCTION TOOLS INCLUDING 3
POWERFUL NATURAL AIDS THAT WORK
TO ACCELERATE RESULTS, HELP YOU
FEEL BETTER DAILY, AND SEE A
SIGNIFICANT CHANGE WEEKLY -ANY
OF WHICH YOU CAN DISCONTINUE WHEN
THE GOAL IS ACHIEVED**

POSITION ON WEIGHT/FAT LOSS

INTRODUCTION TO WEIGHT/FAT LOSS PRODUCTS



Support Document

Introduction

- Dieting to lose weight without financial motivation is challenging for most everyone and generally ends with **much of the weight regained within the first year**¹⁻⁵
- For weight/body fat reduction, dotFIT recommends **exercise/voluntary movement and calorie-controlled meal planning based on a safe desired rate of loss**¹⁰
- **Avoid loss of lean body mass and fill nutrient gaps - exacerbated by the restricted food intake** required to produce a calorie deficit for weight/fat loss - by using appropriate supplementation including at a **minimum, adequate protein and a complete multivitamin and mineral formula (MVM)**^{4,10,24-31}
- Appropriate Supplementation has been shown to:
 - ✓ **Fill gaps, preserve LBM, lessen/ease the workload to avoid plateaus and/or surrendering, increase daily energy & total energy expenditure (TEE) and manage appetite.**^{4,10,24-31}
(Also references from *V&M Supp for Wt. Loss article*)^{22-32,36}

Quick Background to Client Conversations – i. e.,

Importance of dietary support during weight/bodyfat loss that helps setup and position your fat loss acceleration supplement presentations & discussions

Opening question

Do you want to lose only bodyfat or do you want to lose weight – i.e., bodyfat with muscle/lean body mass (LBM)?

WEIGHT/FAT LOSS DIETARY SUPPLEMENT SUPPORT

TO FEED MUSCLE AND STARVE BODYFAT

Job 1 Supporting Structural & Functional Integrity (Review- baseline)

- Individualized MVM
- Protein 1gm/LB/LBM/D

Job 2 Making the Journey Easier & Faster

- **Weight Loss & Liver Support** - [WeightLoss&LiverSupport](#)
- **CarbRepel** - [CarbRepel](#)
- **NEW ThermAccel!!!** – [ThermAccel](#)
- **Lean Pack 90**

A man's face and arm are visible in the background, overlaid with a semi-transparent red filter. The man is looking directly at the camera with a serious expression. His right arm is raised, with his hand near his head.

DIETARY SUPPORT – WHY WE SUPPLEMENT SUMMARY

To lose only bodyfat while simultaneously
maintaining/building muscle

Should you Supplement?

Weight Loss?

Weight loss – Your Choice
If You Pick No - Beware

(Subtracting nutrients with the calories)

Upside

- Numbers on the scale go down faster (total **weight** loss) at the start of dieting because of additional loss of LBM (25-50%+)

Downside

- Early plateaus forcing continuous calorie reductions
- Greater loss of appetite control -accelerated cravings
- Exacerbated micronutrient shortages compromising structural and functional integrity-including bone/organ loss
- Less energy as muscle/organs shrink leading to decreasing daily/spontaneous activities
- **Greater chance of rebounding** because low calorie intake is generally unsustainable – weight regain comes quick on less calories than ever¹
- Body composition compromised both structurally and visually -often referred to as “**skinny fat**” (no tone)

VS

Fat Loss?

Fat loss – No Choice - Yes

Upside (Adding nutrients with little/no calories)

- Preservation of LBM (muscle/bone/organs) avoids common weight loss plateaus and subsequent calorie reductions
- Supports appetite, diet stress
- Supports simultaneously gaining LBM & increasing TEE
- Maintain/improve health (micronutrient status. i.e. VM activities)
- Maintain/improve functional and structural integrity
- Body composition healthy and generally visually desirable (tone)
- Reduces rebound potential

Downside

- Body weight initially declines slower than with no supplementation

¹Jake Turicchi et al. Associations between the proportion of fat-free mass loss during weight loss, changes in appetite, and subsequent weight change: results from a randomized 2-stage dietary intervention trial. Am J Clin Nutr 2020;00:1–9

No Diet Support

120 -30 LBs Fat
-20 LBs LBM

Conventional Diets:
90% Chance of Rebound



170

Goal: Lose 50LBS



With Diet Support

129 -46 LBs Fat
+5 LBs LBM

YOU/dotFIT :
Hooked on Fitness



No Dietary Support

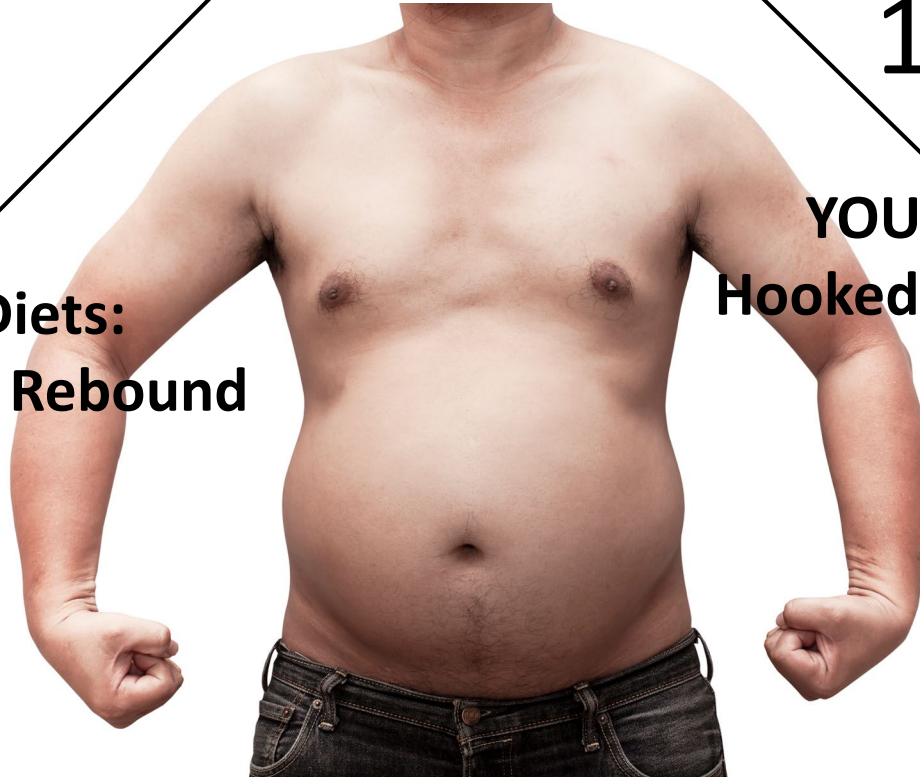
160 -25 LBs Fat
-15 LBs LBM



Conventional Diets:
90% Chance of Rebound

200

Goal: Lose 40LBs



With Dietary Support

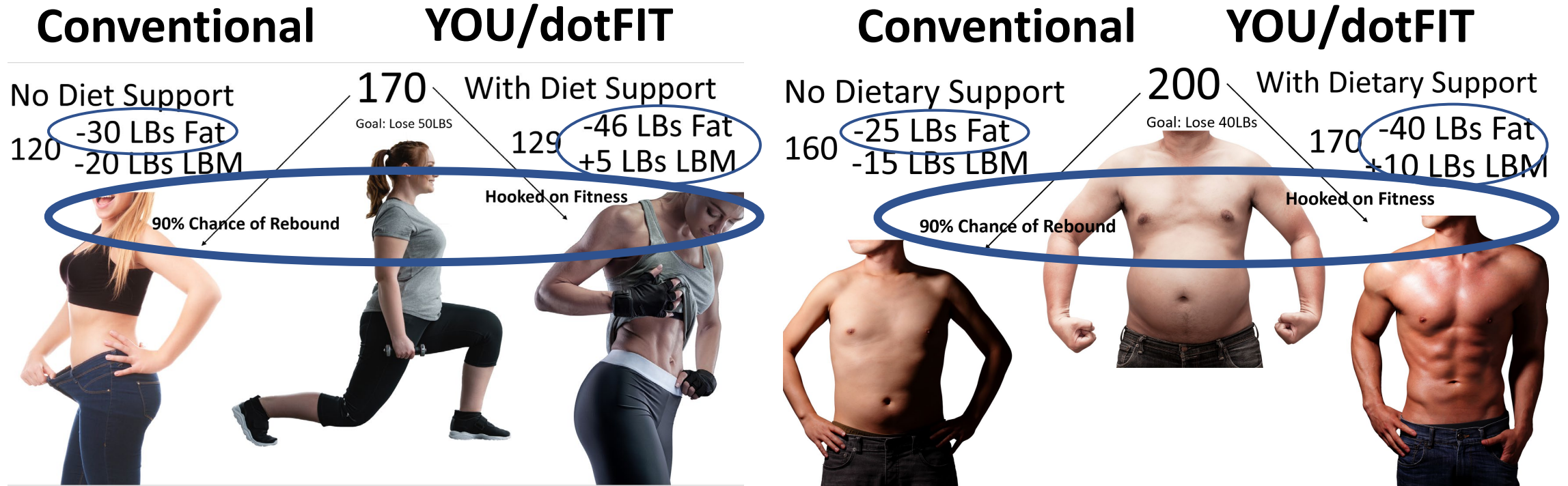
170 -40 LBs Fat
+10 LBs LBM

YOU/dotFIT :
Hooked on Fitness



Summary – OUR Fat Loss vs Conventional Weight Loss

Stronger vs Weaker Structure & Function, & Rebound Resistant



Controlling body composition as desired

While creating healthier, stronger & high performing structure

Long-term Desired Results with COMPLETE Nutrition

Feeding muscle, starving fat by incorporating nutrients with little to no calories

MINIMUM PLAY FOR YOUR-TYPE BODYFAT REDUCTION

**JOB #1 DURING WEIGHT/FAT LOSS IS TO PRESERVE/IMPROVE
STRUCTURAL & FUNCTIONAL INTEGRITY – LEAN BODY MASS
MUSCLES, ORGANS, BONES, ETC.**

- EXERCISE (YOU ARE HERE)
- CALORICALLY CORRECT DIET FOR SAFE WEIGHT/FAT LOSS
- COMPLETE MULTIVITAMIN AND MINERAL FORMULA (MVM)
- ADEQUATE PROTEIN



Two Essential Items (Also Baseline Supps for all Goals)

1. Individualized Complete MVM (not negotiable) – fill gaps

➤ Kid’s, Active, Women’s, Vegan or Over 50

2. Protein fortified diet

MVM Because every human system (e.g., cardio, energy, muscular, brain/CNS, immune, skeletal, etc.) is V&M dependent thus weight/fat loss results

Diet	Summary/Macronutrient Breakdown	Missing Nutrients		Recommended Supplements
Paleo	NO dairy, grains and grain products, legumes, processed foods, alcohol	Calcium Vitamin D B vitamins	Magnesium Fiber	Multivitamin & Mineral Calcium with Magnesium Vitamin D3
Keto	5-10% Carbs (50 g/d max) 10-20% Protein 70-80% Fat	B vitamins Magnesium Fiber	Vitamin E & C Zinc Iron	Multivitamin & Mineral Calcium with Magnesium Probiotic Essential Amino Acids
Vegan	No animal meats or products (eggs, milk, cheese, yogurt)	Vitamin D Calcium Protein Zinc	Omega-3 Fats B12 Iron Iodine	Vegan MV Calcium with Magnesium Plant Protein
Gluten Free	All forms of wheat and wheat products, Rye, barley, bulger, some condiments, sauces and dressings	B vitamins Vitamin D Iron Fiber	Zinc Magnesium Calcium Phosphorus	Multivitamin & Mineral Calcium with Magnesium Vitamin D3 Probiotic
Intermittent Fasting	No food restrictions – no eating for a specific time period	Commonly under-consumed nutrients: Potassium, choline, magnesium Vitamins A, D, E, C Calcium, potassium, fiber Iron (for certain age/gender groups)		Multivitamin & Mineral Omega-3 Fish Oils (as needed) Calcium (as needed) Essential Amino Acids Protein
If It Fits Your Macros (IIFYM)	Varies based on individual needs, goals, preferences and training status	Commonly under-consumed nutrients (same as above)		Multivitamin & Mineral Omega-3 Fish Oils (as needed) Calcium (as needed)

Worse now because more diets/choices & missing micronutrients – forcing a bigger need for supplementation

Reider, Carroll A et al. “Inadequacy of Immune Health Nutrients: Intakes in US Adults, the 2005-2016 NHANES.” *Nutrients* vol. 1:

MVM - Not negotiable

Micronutrient insufficiencies exist in virtually all western diets and are exacerbated by energy restriction designed to achieve weight loss to desired levels: **Maximize VM activities to help maximize fat loss mechanisms including appetite**

Summary: MVM contribution to faster, easier, healthier & efficient fat/weight loss^{ref}

Purpose –max all VM activities

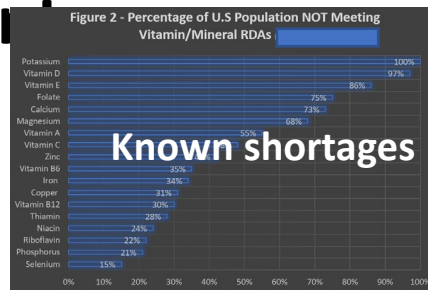
- **Structural integrity**

- Muscles/organs, bones, etc.

- **Appetite support**

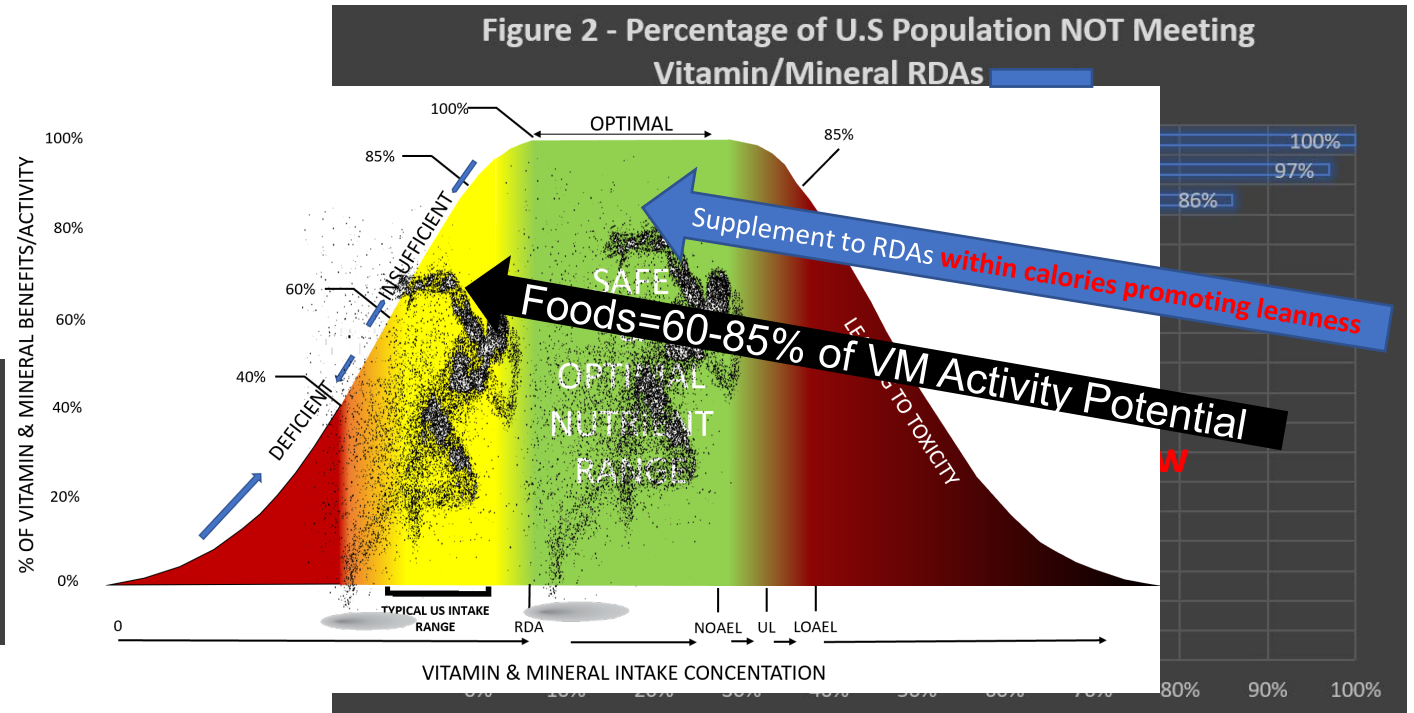
- **Stress management**

- **Immune system**



- **MVM Users facts vs non-users**

- **Leaner, better energy substrate utilization (burn calories from fat), increased energy expenditure/energy levels, and improved appetite control**



The Function of Lifelong Inexpensive Low Dose COMPLETE MVM (~20VMs) is to Offer the Potential for all VM Dependent Systems to Operate at Full Capacity in the Creation & Maintenance of Human Structure, Function, Health & Recovery

MVM Presentation for Bodyfat Reduction

VMs are the spark plugs in all your body's cells. If you want them all firing at full capacity, you need to pickup where the diet leaves off

Optimize all VM activities to help maximize energy & all fat loss mechanisms including burn more fat, less cravings, support immunity & reduce stress **without adding calories**



Because all human systems (e.g., cardio, energy, muscular, brain/CNS, immune, skeletal, stress, appetite, etc.) are V&M **dependent we need to make sure these systems are operating at 100% without adding calories! Compared to 60-85% from diet alone**

Only 4in1 complete MVM (high C&D) built specifically for athletes and exercisers & why it is NSF-CS and the most recommended/used MVM in high school, college, pro and Olympic sports – therefore, we use it for our families and clients – **not available in stores**

All life phases/genders



DONE –Job 1 –improved structure and functional performance during bodyfat reduction (baseline supp)

- now, how fast do you want to go?

Two Essential Items (Also Baseline Supps for all Goals)

1. ✓ Individualized Complete MVM (not negotiable) – fill gaps

✓ Kid's, Active, Women's, Vegan or Over 50

2. ✓ Protein (Diet & Protein Rich Meal Replacement) –achieve **1gm/LB/LBM/D**

✓ Deliver 100% of proteins potential in protecting LBM, appetite, TEE, etc.

✓ **LeanMR**, WheySmooth, Natural Whey, BestPlantProtein, P/P MR & Workout

Supporting total calories burned, LBM, energy, appetite control & structural/functional integrity during bodyfat loss

***Every human system (e.g., cardio, energy, muscular, brain/CNS, immune, skeletal, etc.) is V&M dependent thus weight/fat loss results**

JOB 2 – MAKE IT HAPPEN AS EASY AND FAST AS
HEALTHILY POSSIBLE – **INSTANT GRATIFICATION**
LEADS TO A QUICKER ADDICTION TO FITNESS

**TEMPORARY ADDITIONAL SUPPLEMENTS FOR GETTING OVER
THE DIET HUMP, TIME CONSTRAINTS, OR MULTIPLE FAILURES
WITH EXPERT SCRIPTS TO IMPLEMENT**

EASE AND SPEED THE JOURNEY



How fast do you want to go? How difficult do you want the journey?

The goal of these supplements is to allow you to go as fast and healthy as possible, and make the journey pleasant – and therefore, can be discontinued when goal is achieved, or lifestyle conforms

- **Weight Loss & Liver Support**
- **CarbRepel**
- **ThermAccel**
- **Lean Pak 90**

Support Recordings containing the full science of all 3 products is in your trainer console under “[dotFIT Tools](#)” then “[Supplement Education](#)”

Mindful that the work it takes to get to the goal is not what it takes to maintain it – i.e., calories eventually will go up and workload can be reduced

WEIGHT LOSS & LIVER SUPPORT

NON-STIMULANT FAT LOSS AID



Appetite & Liver Function Support
1st 30day product in 90-day Pack

Support Document
[WeightLoss&LiverSupport](#)

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

Excess body fat and diets high in calories and fat can compromise liver function. This potentially leads to multiple obesity-related conditions such as insulin resistance, fatigue and an unhealthy, fatty liver.

WeightLoss & LiverSupport™ is developed to help you break that cycle. Delivering a natural blend of ingredients that support the removal of fat from the liver, promote healthy liver function and combat the oxidative stress brought on by accumulating fat in the liver. Irvingia Gabonensis (African Mango) used in Weight Loss & Liver Support™ is a powerful ingredient that has been added to support weight loss.

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SKU T100

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WeightLoss & LiverSupport™
NATURAL FAT FIGHTER

SUPPORTS WEIGHT LOSS †
SUPPORTS APPETITE CONTROL †
PROMOTES HEALTHY LIVER FUNCTION †
SUPPORTS HEALTHY FAT UTILIZATION †

Now with:
African Mango
(Irvingia Gabonensis)

EGCG
IMPROVED FORMULA

Manufactured exclusively for dotFIT, LLC,
Westlake Village, CA 91362 U.S.A.
1-877-460-0511 (877-460-5111) • www.dotFIT.com

dotFIT
Pure Promise Collection

DIETARY SUPPLEMENT
90
TABLETS

Formerly FatRelease™

Supplement Facts

Serving Size: 1 Tablet
Servings Per Container: 90

	Amount Per Serving	% DV
Green Tea (Camellia Sinensis) Leaf Extract (Standardized to 98% Polyphenols (196 mg), 80% Catechins (160 mg), 45% EGCG (90 mg), 2% Caffeine (naturally occurring 4 mg))	200 mg	*
Choline (as Choline Bitartrate)	133 mg	*
N-Acetyl Cysteine	60 mg	*
Milk Thistle (Silybum Marianum L.) Seed Extract (Standardized to 80% Silymarin)	166 mg	*
Irvingia Gabonensis Seed Extract	150 mg	*

*Daily Value not established

Other Ingredients: Cellulose, cellulose gum, stearic acid, silica, dicalcium phosphate, hydroxypropyl methyl cellulose, magnesium stearate, food glaze and titanium dioxide. Contains No wheat, salt, dairy, wheat, gluten, corn, preservatives or artificial colors.

WARNING: Not intended for individuals under the age of 18. Do not use this product if you are pregnant, nursing, or taking any medications. Consult your physician if you are taking any over-the-counter or prescription medications. Seek the advice of a health-care professional before beginning any supplement or exercise program. Do not use if safety seal under cap is broken or missing.

Store at 15-30°C (59-86°F). Protect from heat, light and moisture.

(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.)

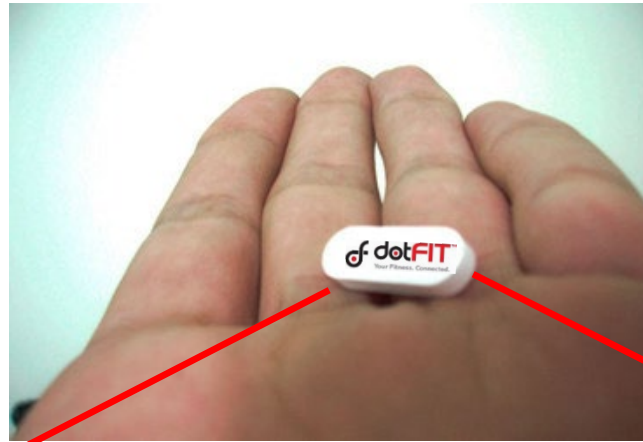


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WEIGHT LOSS & LIVER SUPPORT

NON-STIMULANT FAT LOSS AID -BACKGROUND



Enhance Liver Function:

Choline: Lipotropic shown to increase the removal of fat from the liver.¹⁴⁻²⁷

Milk Thistle: Enhances the liver by improving circulation, maintaining integrity of liver cell membranes while increasing liver's regenerative ability & formation of new cells.²⁸⁻³⁹

N-Acetyl Cysteine: Acts as an antioxidant to combat oxidative stress (including what is brought on by accumulating fat in the liver).⁴⁰⁻⁴³

EGCG (From Green Tea): liver protection including antioxidant properties^{5,32,44,45,}

Enhance sugar/fat metabolism & appetite control :

EGCG: Increase energy expenditure, fat oxidation & fat cell death (270Mg)⁴⁷⁻⁵⁵

African Mango: positive effects on hormones **adiponectin*** (fatty acid storage/breakdown & glucose metabolism) and leptin (appetite) while inhibiting formation of fat cells^{8,59-62}

*Protein hormone that modulates multiple metabolic processes, including glucose regulation, fatty acid breakdown/oxidation & interacts with leptin (satiety hormone)



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BODYFAT REDUCTION SUPPORT WITH A GREEN TEA EXTRACT & SPECIAL ANTIOXIDANTS THAT WORK TO ACCELERATE RESULTS, CONTROL APPETITE, HELP YOU FEEL BETTER DAILY, AND SEE A SIGNIFICANT CHANGE WEEKLY

Weight Loss & Liver Support - Presentation/Scripts

Headlines (the liver is critical to properly burning fats and carbs)

- **When the body stores fat, so does the liver and that** compromises its overall functioning, especially the body's ability to control proper usage and burning of carbs/sugar and fat

Presentation/Script

- WLLS's natural ingredients (such as green tea extract) target mobilizing liver (belly) fat to improve sugar & overall fat metabolism/burning, & African Mango to support appetite control to make this fitness journey pleasant
 - African Mango is what native people use to curb hunger while hunting food
- Non-stimulant for **appetite & liver (main fat burning organ) function support**
- **You won't need it when we get to, or close to, your goal**

1st 30day product in 90-day Pack because when people are at their heaviest & liver fat is at it's highest



Expert's presentation/scripts- Weight Loss & Liver Support

Weight Loss Liver Support:

Brian:

- Timed released fat burner non stimulated
- Break down stored triglycerides and use them for energy
- Milk thistle supports optimal liver function
- African mango curbs hunger

Kat:

- Stimulant free fat loss aid for those who are very overweight or obese
- Helps a “sluggish” liver use and burn fat more efficiently

Eve:

- The liver is like the drain of sink. If it gets clogged it can't do its job. Weight loss liver support is the natural draino for your liver to help support fat loss.
- African Mango is the best because it helps suppress your hunger which is helpful when you're in a caloric deficit to lose weight. I never want you to feel hungry during this weight loss journey.



CARB REPEL



Decrease Calorie Absorption & Feel Satisfied Sooner and Longer

Inhibit the enzyme that absorbs CHO & lower glycemic index* (sugar spikes)

CarbRepel - 2nd product of 90day Pack



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

We all enjoy eating carbohydrates. Starchy foods such as breads, potatoes, pasta and rice quickly convert to glucose, which is the body's primary source of fuel for everyday energy. Unfortunately for our waistlines, if the excess starchy foods are not used for energy through exercise or physical activity you'll quickly start to pile on unwanted pounds and stubborn fat stores.

Now you can take control with CarbRepel.™ Each serving contains clinically tested Phase 2®, a proprietary standardized white kidney bean extract that works by blocking dietary starch from being absorbed. By working with the body's natural enzymes, Phase 2 blocks the action of the alpha amylase enzyme, which is responsible for breaking down starches into sugars.

CarbRepel is made from safe, yet powerful, natural ingredients including Citrus Pectin from fruits. It's stimulant free so you can use it at any time during the day, helping you control your hunger and feel fuller longer. CarbRepel reduces the absorption of carbohydrates, which promotes weight loss, helping you achieve a firmer, shapelier body.

CarbRepel™
CARBOHYDRATE NEUTRALIZER

SUPPORTS WEIGHT LOSS & APPETITE CONTROL!
FEEL FULLER LONGER†
SUPPORTS CARBOHYDRATE CONTROL†
WITH CLINICALLY TESTED PHASE 2®

DIETARY SUPPLEMENT
120
TABLETS

weight loss dotFIT

dotFIT
Real Food. Real Results.

Manufactured exclusively for dotFIT, LLC,
Westlake Village, CA 91362 U.S.A.
1-877-480-5FIT (674-635348) • www.dotFIT.com

DIRECTIONS: As a dietary supplement, take 2 tablets, twice daily approximately 30 minutes before your 2 largest meals with 8 oz. of water. Use in combination with a sensible diet and exercise program.

Supplement Facts

Serving Size: 2 Tablets
Servings Per Container: 60

Amount Per Serving	% DV
Phase 2 Starch Neutralizer [®] White Kidney Bean Extract (Phaseolus vulgaris)	750mg *
Citrus Pectin	375 mg *
Pomegranate Fruit Extract (Total Polyphenols 110 mg, Ellagic Acid 55 mg)	1325 mg *

*Daily Value not established.

Other Ingredients: Dicalcium phosphate, Cellulose, Cellulose gum, Stearic acid, Magnesium Stearate, Silica and Food Glaze.

Contains No: Dairy, Fish, Crustacean shellfish, Tree nuts, Peanuts, Soy or Gluten. No Sugar, Salt, Starch, Artificial Coloring, Flavoring or Preservatives added.

(The trademark Phase 2 Starch Neutralizer® is being used under license.)

WARNING: Not intended for individuals under the age of 18. Do not use this product if you are pregnant, nursing, or contemplating pregnancy. Consult your physician if you are taking any over-the-counter or prescription medications. Seek the advice of a healthcare professional before beginning any supplement or exercise program. Do not use if safety seal under cap is broken or missing.

Store at 15-30°C (59-86°F). Protect from heat, light and moisture.

(†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.)

*The glycemic index is a number that indicates how rapidly the body digests a particular type of food and converts it into blood sugar (glucose)



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CarbRepel - Background

Phase-2 Clinical Evaluation

Enhanced (**3Xs**) Weight Loss vs Placebo – **same diet**

Better Maintenance in Free Living Conditions – **no diet**

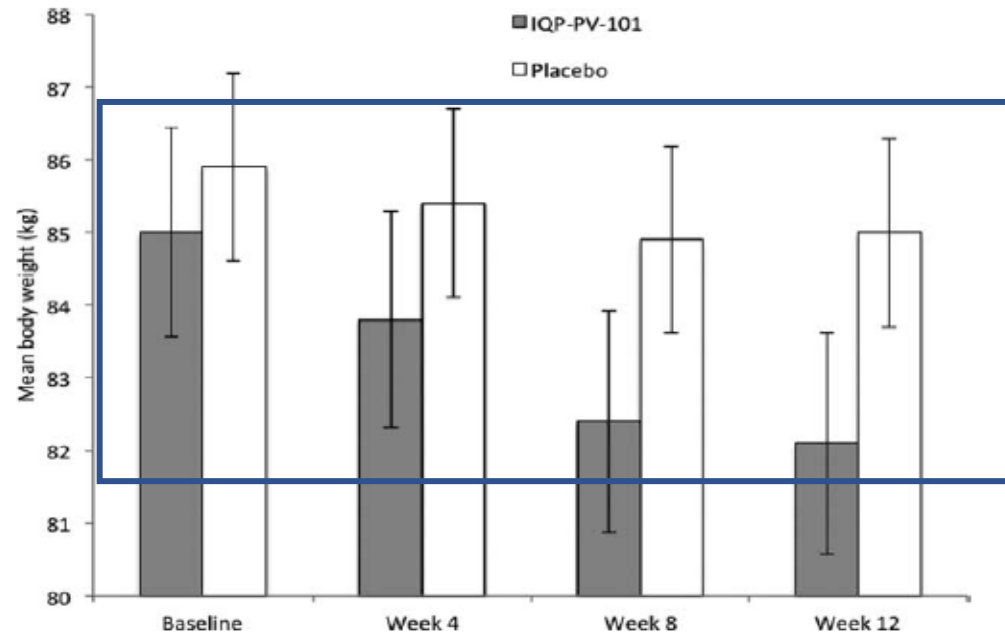


FIGURE 2 Weight reduction from baseline to week 12 for the WL study. Error bars show one standard error of mean.

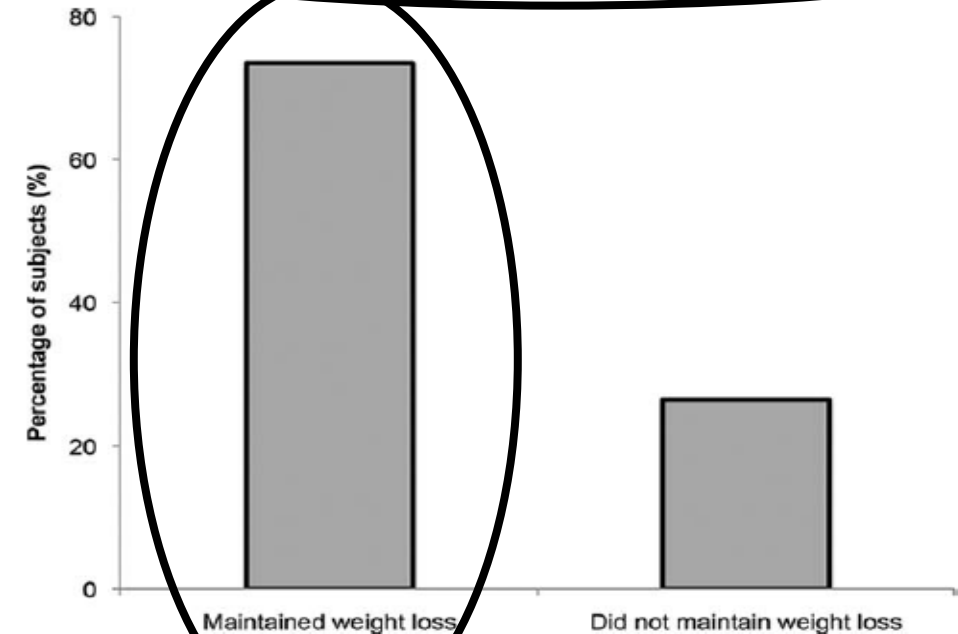


FIGURE 3 Proportion of subjects who maintained and did not maintain weight in the WM study.

RCT on safety and efficacy of PV (Phase 2), on weight management in two phases: **The weight loss (WL) phase (~500 calorie daily deficit) over 12 weeks and the weight maintenance (WM) phase lasted 24 weeks with no diet restrictions, thus mimicked free living.** Dosage = 1,000mg 3Xs daily before meals for both studies. **End of the WL study, PV group lost mean 6.4lbs in BW compared with 2lbs in placebo.**

During the WM phase, 36 of 49 subjects (73.5%) maintained weight, even without dietary restrictions. No adverse events were reported over the **combined period of 36 weeks.** Participants during the WL phase reported no hunger differences during diet compared to normal living. Conclusion: PV/Phase 2 is safe and effective for weight loss and maintenance.

ACCELERATE RESULTS, FEEL BETTER DAILY, AND SEE A SIGNIFICANT CHANGE WEEKLY – EASE & SPEED THE JOURNEY

CarbRepel - Presentation/Scripts

Headlines - Non-stimulant for appetite and calorie management

- Assist weight control by allowing reasonable carbohydrate intake to help satisfy cravings while preventing a portion of it from being absorbed, thus reducing overall calorie intake.

Presentation/script

- Everyone needs some carbs in their diet for real energy, and keep from craving them during weight/fat loss, but we don't need all their calories. That's why we will use CarbRepel before a meal
- CR also can reduce sugar spikes for more controlled energy release and supporting appetite
- **“Cheat-Day Supplement.” Use if carb intake is unnecessarily high** to help keep bodyfat from rising
- **You won't need it when we get to, or close to, your goal**
2nd product of 90day Pack to target a different appetite mechanism as the body adapts



Expert's presentation/scripts- CarbRepel

CarbRepel

Brian:

- Ace in your back pocket
- When we eat, we release amylase to break down and absorb carbohydrate. Carb repel shuts that down up to 25% of intake, so you get fuller faster and don't absorb as much of the carbohydrate calories. White kidney bean extract assists this.
- Ideal for "cheat" meals or for wine drinkers (b/c of CHO they will add) 😊

Kat:

- Stimulant free, natural starch blocker which prevents carbs from being absorbed
- Helps increase a calorie deficit and speed up weight loss
- Take before high carb meals

Eve:

- If carbs are not used as energy, they are stored as fat. CarbRepel helps block about 10-25% of those extra carbs from "wearing" them.



Summary

FEEL & PERFORM BETTER DAILY & SEE SIGNIFICANT DESIRED BODY CHANGES WEEKLY BY FEEDING YOUR MUSCLES AND STARVING BODYFAT!

Add WLLS to support liver health to improve your metabolism & appetite management; CR to also assist in appetite control

LIVER AND WEIGHT CONTROL SUPPORT WITH A GREEN TEA EXTRACT & SPECIAL ANTIOXIDANTS THAT WORK TO ACCELERATE EXERCISE RESULTS & CONTROL APPETITE

Natural ingredients to support overall liver health
Healthy/happy liver = better fat & carb burning, and
accelerated body fat reduction as desired

Helps mobilizing liver (belly) fat to improve sugar &
overall fat metabolism & support fullness

African Mango (*Irvingia Gabonensis*) has been added to help
control appetite to make your fitness journey pleasant



A Natural fiber to help block
unnecessary calories supporting weight
control & blunt sugar spikes

**SIGNIFICANTLY INHIBITS THE
ENZYME THAT ABSORBS CARBS**

Decrease carb calorie absorption to feel satisfied
sooner and longer (eat more but get less calories)



THERMACCEL

BALANCED ENERGY OR BETTER STIMULANT EFFECT



The Closer



ThermAccel

4th Edition

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

ThermAccel delivers a powerful assault on unwanted fat stores with a combination of maximum strength thermogenic agents and a patented, clinically proven complex of plant-based polysaccharides and esterified fatty acids. This natural compound works through unique body fat regulation pathways, to regulate body fat and activate more weight loss. ThermAccel ingredients promotes optimal lean to muscle fat ratio, preserving hard earned muscle and creating awe inspiring muscle definition.

The key ingredients in **ThermAccel** have been shown to inhibit catechol-O-methyl-transferase (COMT) and increase levels of norepinephrine, one of the body's major fat burning hormones, by as much as 40%, igniting a cascade of reactions to aggressively promote fat oxidation and extreme calorie burning.

Each fat seeking ingredient is delivered via a special **ThermAccel** sustained released formula. Each Thermo-tab slowly releases key ingredients for enhanced alertness, intense energy and stimulation, turning your body into a all-day fat burning powerhouse from the very first dose.

† 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.

ThermAccel™
MAXIMUM STRENGTH THERMOGENIC

PROMOTES FAT LOSS[†]
SUPPORTS LEAN MUSCLE TISSUE[†]
SUPPORTS APPETITE CONTROL[†]

Now with: **sinetrol®**

IMPROVED FORMULA

weight loss dotFIT

DIETARY SUPPLEMENT 120

dotFIT

Supplement Facts

Serving Size 2 Tablets
Servings Per Container 60

	Amount Per Serving	% DV
Caralluma Fimbriata Powder	520 mg	*
Sinetrol™ (Mediterranean Citrus Extract)	600 mg	*
L-Theanine	100 mg	*
ThermAccel™ Thermogenic Complex	527 mg	*
[Caffeine Anhydrous (providing 200 mg of caffeine), Green Tea Leaf (providing 270 mg EGCG), Yerba Mate, Guarana Seed Extract and Cayenne Fruit]		

*% Daily Value not established.

Other Ingredients: Calcium Phosphate, Microcrystalline Cellulose, Stearic Acid, Magnesium Stearate, Silicon Dioxide

WARNING: Consult your physician if you are taking any over-the-counter or prescription medications and if you are pregnant, nursing, or contemplating pregnancy. Do not use if safety seal under cap is broken or missing. Store in a dry place. KEEP OUT OF REACH OF CHILDREN UNDER THE AGE OF 12.

Controlled Stimulant Formula to Increase Metabolism & Daily Activities & Support Appetite

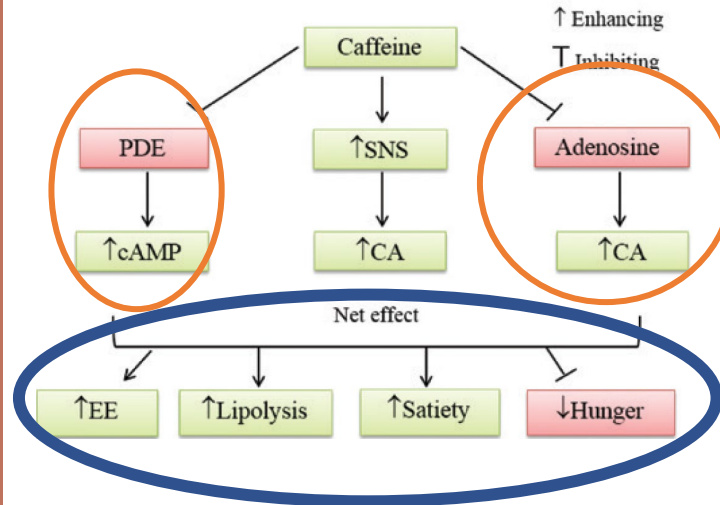


Your Fitness. Connected.

dotFIT™

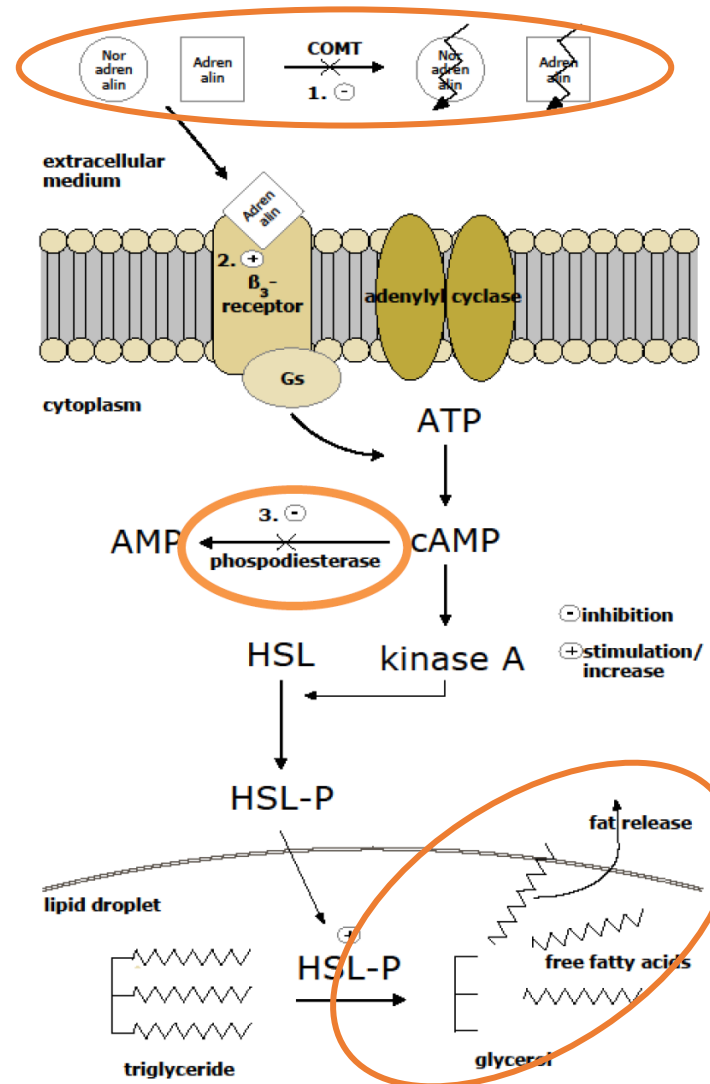
ThermAccel Background: unique, synergistic with additive effects – 4 in 1

Caffeine (Adenosine Block+)

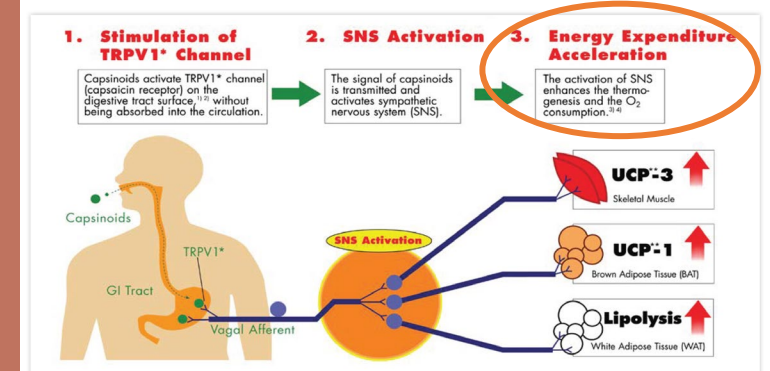


Sinetrol (PDE/COMT)

via unique mechanism

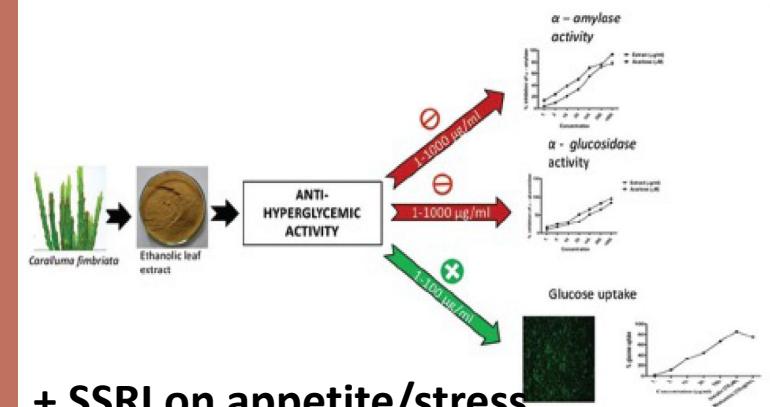


Capsaicin (BAT+)=Chili pepper effect on calorie burn



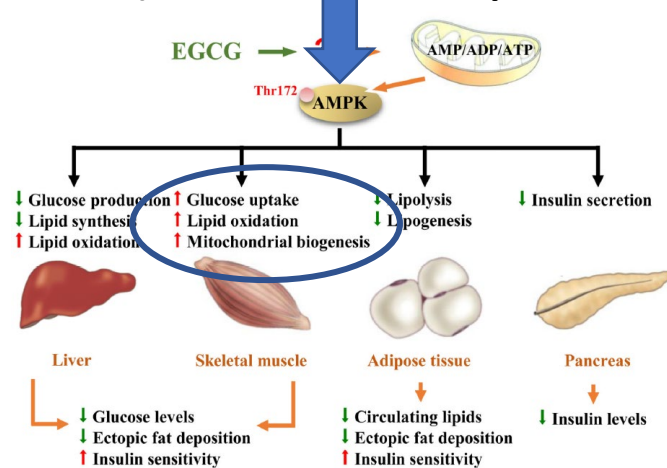
Added Theanine to deliver **anti-stress effects** including balancing caffeine stimulation

Caralluma Fimbriata (Glu manage +)



+ SSRI on appetite/stress
Positive leptin actions

EGCG (Activate AMPK to up the burn)



Plus COMT Inhibition

catechol-O-methyltransferase (enzyme that breaks down hormones caffeine turns on)

ACCELERATE RESULTS, FEEL BETTER DAILY, AND SEE A SIGNIFICANT CHANGE WEEKLY – EASE & SPEED THE JOURNEY

ThermAccel (TA) – Presentation/Scripts

Headlines - Controlled Stimulant Formula to Increase Metabolism & Daily Activities & Support Appetite

- *Combined ingredients can significantly increase metabolic rate and daily activities (total calorie burn) while balancing the stimulatory effects of caffeine related herbs - and suppress appetite through multiple mechanisms (4 in 1 product).*

Presentation/scripts

- This *is* your plateau buster! Keep your metabolism fired up to avoid weight/fat loss plateaus
 - ✓ You can always name the ingredients from the label, if you think they have heard of them
- As your body loses weight, everyone comes to a plateau causing more work and/or less food to continue progress. TA will increase your daily calorie burn without forcing more work and help us keep food intake pleasant while we avoid plateaus*
- **You won't need it when we get to, or close to, your goal**



Ingredient

Caralluma Fimbriata Powder
Sinetrol™ (Mediterranean Citrus Extract)
L-Theanine
ThermAccel™ Thermogenic Complex
[Caffeine Anhydrous (providing 200 mg of caffeine),
Green Tea Leaf (providing 270 mg EGCG),
Yerba Mate, Guarana Seed Extract and Cayenne Fruit]

Last 30day product in 90-day Pack - THE CLOSER!

Expert's presentations/scripts- ThermAccel

ThermAccel

Brian:

- Stimulated fat burner
- Increase core temperature and make the fire burn hotter
- It's like pouring gasoline on a flame, when things get hot they burn quicker

Kat

- The ultimate thermogenic to speed up metabolism, raise energy levels and manage hunger
- For those who can tolerate stimulants but don't want the "crash" feeling
- Can help overcome a plateau

Eve:

- Burn more calories than you would on your own while suppressing your hunger.
- Speed up those results that you are working for.
- Promotes fat loss.



LEAN PAK 90 - - OR WHATEVER



You get:

- Weight Loss & Liver Support
- CarbRepel
- ThermAccel
- Quick Start Card
- MR Wt Loss data
- WT loss planner



Complete planner

- Goal setting
- Goal Adjustments
- Menus
- Progress log
- Food log
- Calorie burn calculator
- Step calculator
- Daily tracker

Use as directed or all together if time is important



LEAN PAK 90 OR WHATEVER DAYS YOU CHOOSE



Original purpose

- Complete program for non-program users
 - ✓ Menus, exercise, supps & self promoting with brand connection
- Rationale for cycling
 - ✓ Marketing: psychological timeline, financially palatable and full commitment
 - ✓ Efficacy: 1) Liver support first when at heaviest; 2) different appetite support/targets to overcome adaptation; 3) most aggressive product (ThermAccel) at final phase as natural plateaus are more common

Current use

- Same as above
- May use as directed or all together
 - ✓ Use each product as needed: TA daily, WLLS daily, CR with higher CHO meals
- Common, easy & complete product to sell at challenges

LEAN PAK – 90 Product Summary 1-liners

Mindful you can **name ingredients from labels & read 1-liners from box**

Weight Loss & Liver Support – non-stimulant with natural ingredients to target mobilizing liver (belly) fat to improve carb/sugar & overall fat metabolism & support appetite control

1st 30day product in 90-day Pack

Carb Repel – Decrease carb calorie absorption to feel satisfied sooner and longer (eat more but gain less). Great to use if carb intake is unnecessarily high to help keep bodyfat from rising (non-stimulant)

2nd product of 90day Pack

ThermAccel – Plateau Buster! Controlled stimulant formula to increase metabolism & daily activities thus calories burned, and help manage appetite

3rd final, and most aggressive formula to finish the job as the body gets leaner - i.e., The Closer

Complete weight/fat loss planner including goal setting & adjustments, menus with meal replacement integration, food and progress log, calorie burn calculator and daily tracker

ACCELERATE RESULTS, FEEL BETTER DAILY, AND SEE A SIGNIFICANT CHANGE WEEKLY – EASE & SPEED THE JOURNEY

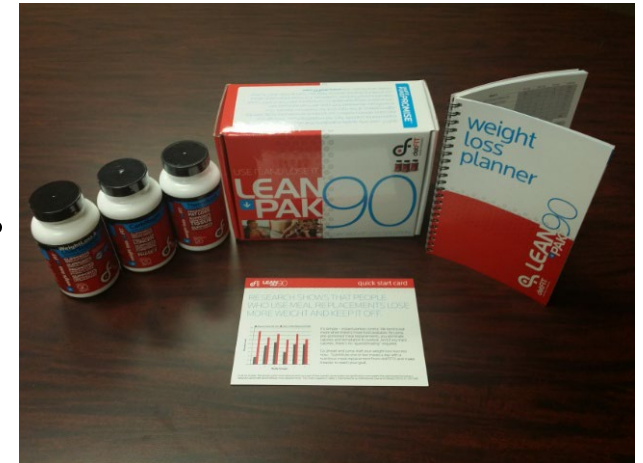
Lean Pack 90 - Presentation

Headlines -

- 1) We will be feeding muscle while starving fat by incorporating nutrients with little to no calories*
- 2) A complete multi-pronged approach to help turn 12-weeks of work/results into 6 and NOT lose LBM! (or 24weeks into 12)*

Scripts/discussion

- ***This properly integrated supplementation (and complete diet kit), accelerates the journey by filling gaps, preserving LBM, lessening/easing the workload to avoid plateaus and/or giving up (like so many people do otherwise).***
- ***These supplements also will increase daily energy & total energy expenditure (calorie burning), help manage appetite, with the bonus of only needing it till we get to, or close to, your final goal!***



You won't need it when we get to, or close to, your goal

Expert's scripts- Lean Pack 90

LeanPak90:

Brian:

- Ultimate 3 in one - go into one-liners on each component

Kat:

- Three products to speed up weight loss and help manage hunger. Take one a month at a time or combine all three

Eve:

- The perfect bundle to help ensure optimal weight loss results. Here is how you are set for success – go into one-liners on each component



Final Takeaways

Use for any or all these purposes

- **PRODUCT SCRIPTS AND PRESENTATIONS**
- **STAFF TRAINING MATERIALS**
- **CONSUMER HANDOUTS**
- **DIGITALLY SHARE ANYWHERE INCLUDING YOUR SOCIAL MEDIA**

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

Plateau Buster! Controlled Stimulant Formula to Increase Metabolism & Daily Activities & Support Appetite

Herb (Caralluma Fimbriata) to control appetite for a pleasant journey to the goal

POWERFUL NATURAL BODYFAT REDUCTION AIDS THAT WORK TO ACCELERATE RESULTS & PROTECT LBM



SAFE & EFFECTIVE BODYFAT REDUCTION TOOLS THAT WORK TO ACCELERATE RESULTS, CONTROL APPETITE, HELP YOU FEEL BETTER DAILY, AND SEE A SIGNIFICANT CHANGE WEEKLY – ANY OF WHICH YOU CAN DISCONTINUE WHEN THE GOAL IS ACHIEVED

Natural ingredients in this 4in1 product keeps your metabolism fired up, appetite under control to burn more bodyfat, not LBM, thru multiple actions to avoid plateaus



Decrease carb calorie absorption to feel satisfied sooner and longer (eat more but get less calories)

POWERFUL NATURAL BODYFAT REDUCTION AIDS THAT WORK TO ACCELERATE RESULTS & PROTECT LBM



Supports overall liver health
healthy/happy liver = better fat & carb burning and
accelerated body fat reduction

Helps mobilizing liver (belly) fat to improve sugar &
overall fat metabolism & support fullness

African Mango (Irvingia Gabonensis) has been added to help
control appetite to ease the weight/bodyfat loss journey

**WLLS: BODYFAT REDUCTION SUPPORT WITH A GREEN
TEA EXTRACT & SPECIAL ANTIOXIDANTS THAT WORK
TO ACCELERATE RESULTS, CONTROL APPETITE, HELP
YOU FEEL BETTER DAILY, AND SEE A SIGNIFICANT
CHANGE WEEKLY**

All in 1 –Plus!

All 3 supplements with complete weight/fat loss kit including goal
setting & adjustments, menus, food and progress log, calorie burn
calculator and daily tracker





Q: A client asked me if she should still take WLLS in the morning if she's not going to eat breakfast. Also, what if you forget to take it 30 minutes before a meal? Can you take it right before or should you wait till later?

A: The bottom line is that the Weight Loss & Liver Support should be consumed 3 times daily and separated as evenly as possible to help maintain the desired levels of ingredients. Taking it before a meal is one way of spreading it out and getting help in appetite support within 30min. But it's not necessary once you start using the product regularly. And yes, have your client take it in the morning even if not consuming breakfast.

Q: Can I take all Lean Pack 90 products daily or individually over the 90days?

A: You can use the products as they are designed for the kit, meaning using the Weight Loss and Liver Support the first 30days; Carb Repel the second 30days and end with ThermAccel for the last 30 days for a total of 90-days. Or you can use them simultaneously if you need extra assistance or have tight timeline to lose weight since they all work by different mechanisms. Simply use each one as directed daily.

FAQS/PRACTITIONER NOTES



Q: A client asked me if she should still take CarbRepel before a meal if not eating carbs at that particular meal. Also, what if you forget to take it 30 minutes before a meal? Can you take it right before or should you wait till later?

A: No, you would not use CR if not consuming carbs, or very little carbs such as only vegetables or a little fruit. Taking CR as it was used in the clinical trials is ideal (~30min before a carb containing meal), but it will still work if you take it at/before, or very close, to the meal.

Q: Do you recommend CR (or WLLS) and ThermAccel used together if I want to boost weight/fat loss?

A: Yes, you can use [CarbRepel](#) with [ThermAccel](#) (TA), or any of the dotFIT weight loss products such as [Weight Loss and Liver Support](#) together, and it is commonly done with people needing extra help, as each product works to support appetite and metabolism through different and unique mechanisms. Simply follow the directions on each product label. The links will take you to a brief product description including short video.

Promotional Materials

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

Click the links into your dotFIT Marketing Console embedded in the next 2-slides, then click the products you are highlighting for all related promotional materials including supporting video assets



1 Pagers

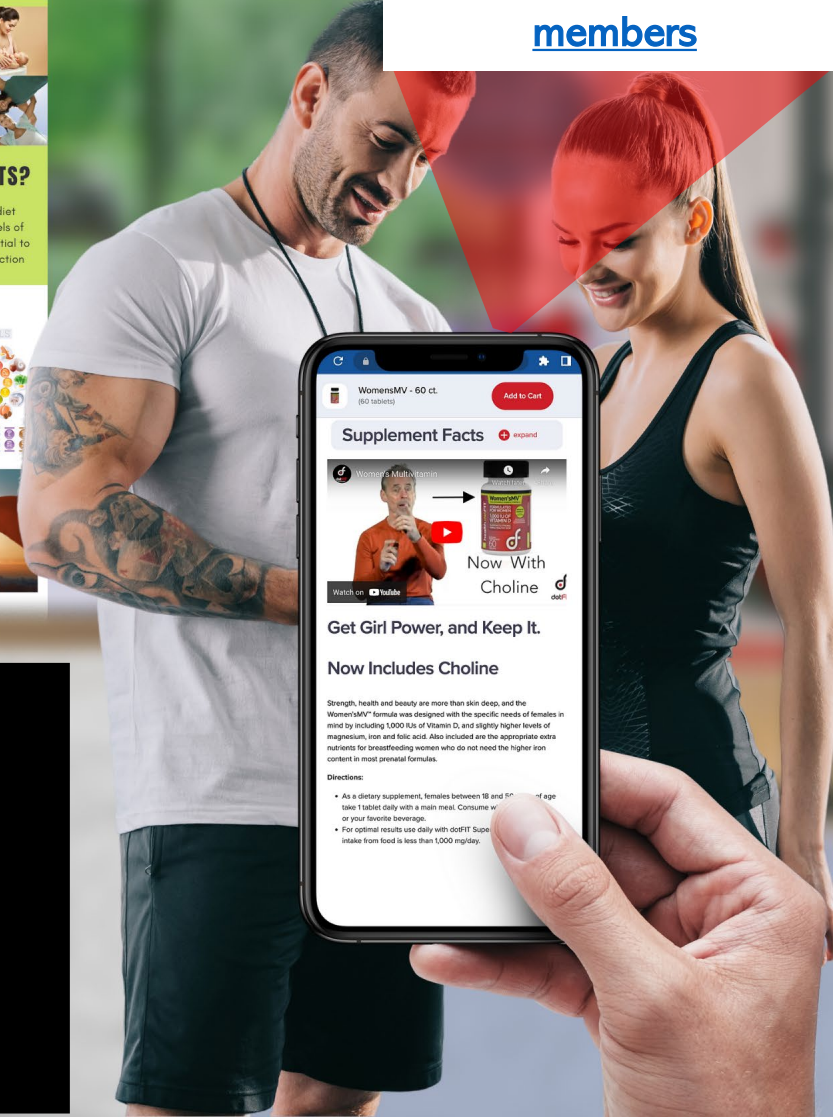
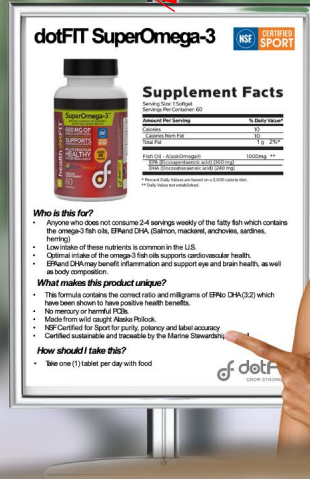
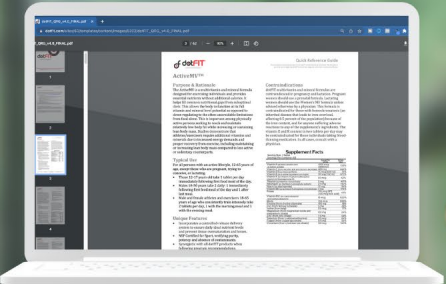
Print and display
consumer friendly
guide

Infographics

Print or
share on social to
educate

Store Description & Video

Watch & share with
members



QRG

Learn product
science, benefits &
unique features on
one page

+ Digital Marketing Resources

Infographics | Logo | Social Media

One-Pager Flyers | 4 Pillar Posters

4 Pillar Posters

[Display in your club for branding and education](#)



Preserving & Building Muscle Tissue

dotFIT

1 Min.
Promotional
Videos

[Download and display on your club TVs](#)

Infographics | Logo | Social Media
One-Pager Flyers | 4 Pillar Posters

All Marketing Resources

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

The dotFIT Difference

Efficacy
Dosages and
Forms match
3rd Party
Clinical Trials

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

Purity & Potency
Tested from start to
finish

Safety
Shown in trials and
history, screening
and ingredient
synergy

Nutrient Delivery
Right place, right
time

Personalized Solutions
Unique to your body and
goal

Trusted by Professionals
R&D for Nutrition Programs & Products
Largest provider of 3rd party tested nutrition programs & products in the
sport & fitness channels including collegiate & pro sports

dotFIT
GROW STRONG.

The dotFIT Difference

Efficacy
Dosages and
Forms match
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Truth in Labeling
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dotFIT
GROW STRONG.

Add your logo here

A stethoscope with a silver chest piece and black tubing is resting on a stack of several books. The books have various colored spines, including shades of orange, yellow, and blue. The background is a soft, out-of-focus blue. The word "APPENDIX" is overlaid in large, white, sans-serif capital letters.

APPENDIX

Takeaways

Part 1- Opening question: Do you want to lose weight (fat and LBM) or bodyfat only?

Why we supplement

With lower calories to promote weight/fat loss, we get lower nutrition and unable to feed LBM

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.

How we supplement

- Feed necessary nutrition with no calories: A daily MVM, which are the nutrients without calories, picks up where food leaves off. Necessary to complement any diet to properly feed your muscles activities, while starving the bodyfat of the calories that would otherwise feed it.
- Feed essential nutrients with relatively little calories: addition of a protein mix to help economically and efficiently hit a daily protein target of 1gm/LB/LBM/d to deliver the actual building blocks of your muscles/LBM from a very low-calorie source to protect (and build) your muscles and energy levels, including one quick shot before and after your workouts

What we accomplished

Superior structural and functional person losing only bodyfat and virtually rebound resistant

Part 2 –opening question: How fast do you want to go? How easy do you want the journey?

- Present one-liner summaries of each product

LEAN PAK – 90 Product Summary

Weight Loss & Liver Support – Non-stimulant for **Appetite & Liver Function Support**

- Natural ingredients target mobilizing liver (belly) fat to improve sugar & overall fat metabolism & support appetite control
- Most important for very overweight or obese people (females >32% body fat and males >22%) to support liver health

1st 30day product in 90-day Pack

Carb Repel – **Decrease Calorie Absorption** & Feel Satisfied Sooner and Longer (*non-stimulant*)

- Allow reasonable CHO intake to support cravings while preventing a portion from being absorbed, reducing calorie intake
- Lower high glycemic foods effects – i.e., blunt sugar spikes
- Support maintenance of desired body composition - **use if CHO intake is unnecessarily high** to help keep fat from rising

2nd product of 90day Pack

ThermAccel - **Controlled Stimulant Formula to Increase Metabolism & Daily Activities & Support Appetite**

Ingredients of ThermAccel can increase metabolic rate and daily activities (total calorie burn) while balancing the stimulatory effects of caffeine, and suppress appetite through unique and multiple mechanisms - i.e., ingredients may have additive effects in mutual and exclusive pathways to address many weight control targets in the body

3rd final, and most aggressive formula to finish the job as the body gets leaner - i.e., The Closer

Complete weight/fat loss planner including: Goal setting & adjustments, menus including meal replacement integration, food and progress log, calorie burn calculator and daily tracker

Properly integrated supplementation accelerates the journey by filling gaps, preserving LBM, lessening/easing the workload to avoid plateaus and/or surrendering, increasing daily energy & total energy expenditure (TEE), helping manage appetite, with the bonus of delivering higher daily nutrition within significant less monthly food costs than food alone

WEIGHT LOSS SCRIPT



Headlines: **full pack**

- 1) *We will be feeding muscle while starving fat by incorporating nutrient-dense foods that are low in calories*
- 2) *A complete multi-pronged approach to help turn 12 weeks of weight loss into a permanent lifestyle change*

- **MVM:** optimize all VM activities to increase metabolism, burn more fat, less craving, and reduce stress
- **LeanMe:** a fiber to feed your muscles and control appetite
- **Thermogen:** a Controlled Stimulant Formula to Increase Metabolism & Daily Activities & Support Appetite to ease and speed the journey

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

