

# 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



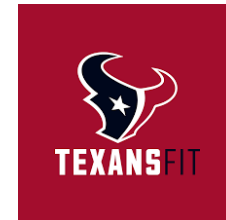
VOLOFIT



FITNESS WORLD



REDLINE ATHLETICS





Supporting Over 200 College & Pro Sport Teams

# 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
  - June 3 – Essentials (MVM [Ca, V-D], SO-3, Protein) in Play-span (*Expanding on Baseline Supplementation*)
  - July 8 – JointFlexPlus with Collagen intro & Photo-aging/skin Note Scripts and Marketing Collaterals
  - July 20 – All Nutrition Bars, FAQs, Updated
- Sept 2 – Family Essential Packs (MVM, SO3, Ca, Protein), Scripts/Marketing**

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



## THE ESSENTIALS TO FIT ANY DIET PREFERENCE OR LIFESTYLE ALL FAMILIES





# ESSENTIAL DIETARY SUPPORT



## Before Anything: Baseline supplementation as needed for recovery & health

- **Complete Multivitamin (incl. high C&D) & mineral<sup>MVM</sup> **Non-Negotiable b/c food VM are invisible but actuators of all human metabolism** (~20 potential known under-consumed) – carry on from the prenatal**
  - ✓ Works synergistically with the best possible diet to fill unavoidable gaps to maximize VM activities at all stages of life
  - ✓ 1000-1200mgs/day calcium<sup>Ca</sup> (**read labels**)
    - Diet first and supplements as needed to grow & maintain musculoskeletal health
  - ✓ Extra Separate Vit-D beyond the MVM is often necessary to **reach beneficial levels (30-60ng/ml)**
- **5-600mgs/day of omega 3 (EPA & DHA 3:2)<sup>O-3</sup> (**look at plate**) minimum health requirement**
  - ✓ Like VMs, O-3s are critical molecules in the development/maintenance, structure and function of the CV, brain, immune and vision systems and commonly under-consumed
    - Fatty fish 4Xs/week or add supplement: 0-4daily to achieve ≥8% on O3I for added athletic recovery
- **Protein 1gm/LB LBM divided 4-5Xs/day<sup>Pro</sup>**  
**Add a convenient cost savings, low calorie & fast acting high protein source – especially for maximizing exercise recovery**
  - ✓ For recovery+ and staving off the inevitable
  - ✓ If exercising, use ~25-35gm (depending on age) **fast acting protein** 30-40min before & repeat immediately following (**food is comparably insufficient**)

\*The omega -3 index is the percentage of the two omega-3 fatty acids eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) in total erythrocytes fatty acids. it describes an individual's status of EPA+DHA. Proposed health zones are: high risk <4%; intermediate risk 4-8%; and low risk >8%.<sup>28</sup>



## The Essentials to Make Sure You Leave No Results in the Gym - **Baseline**

Let's take your results well beyond diet & exercise alone! All our programs include the necessary dietary complement to support any diet and all sport & fitness Goals by helping you achieve them easier, faster, healthier & stay there longer so you can continue to do the things you love



All life phases/genders

Our MVMs are a 4in1 complete MVM (**high C&D**) built specifically for athletes and exercisers, which is why they are the most recommended/used MVM in high school, college, pro and Olympic sports – and by the way, this is why we use it for our families and clients – not available in stores

*These are different – they are for you & your long-term goals*



**VMs are actuators of all human metabolism**

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

100s of healthy recipes – Smoothies & Baking

**Delicious high protein lactose-free 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 3<sup>rd</sup> party tested protein sources that fit any lifestyle –not available in stores

Choices for all ages, lifestyles & diet preferences with *Cost savings on essential groceries*: 12wks 2 healthy meals/d \$363-SRP (20%=\$288): 180meals

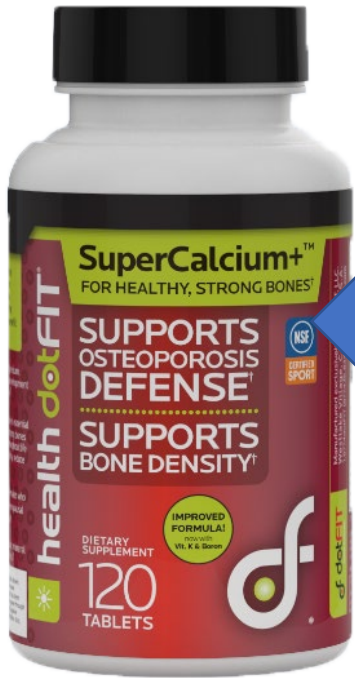


**Grow and Stay Strong within your Ideal Body**

# The Essentials to Make Sure You Leave No Results in the Gym – Cont.....

## **AS NEEDED BASED ON WHAT YOU CAN SEE**

*Both are Designed to be Complementary to MVM & Food – and NSF-CS*



Use if you do not meet the daily needs of calcium (~1000-1200 mgs) from food/shake intake

As needed to support bone & muscle strength to remain active. Special formula complements the diet and any dotFIT MVM to achieve recommended levels of calcium, vitamin D, magnesium, boron and both forms of Vitamin K, which are all critical nutrients in maintaining bone health

Take 1-2 daily if not consuming 8-16oz/wk fatty fish (1 if >8oz/wk but <16; 2 if ≤8oz)

Keep all cells strong and communicating by giving your cells the healthy fatty acids most diets do not supply but are needed to recover and properly rebuild daily. This ideal EPA/DHA complex supplies these critical molecules needed in the development/maintenance, structure and function of the cardiovascular, brain, immune and vision systems



***Grow and Stay Strong within your Ideal Body***

# A simple inexpensive addition to our training/coaching that gives the potential to change a person's life

*Feeding muscle and starving bodyfat to be achieve fitness & remain active*

## Kids Pack

Dietary support to maximize your child's structural & functional growth & development. Contains the building blocks necessary to build a lasting strong foundation.



dotFIT  
GROW STRONG.

## Family Health & Fitness Packs

Achieving and Maintaining a  
Fit, and Active Lifestyle

## Women's Pack

Live, Look & Play Better Longer.  
Take your results well beyond diet & exercise alone!  
Essential support to any diet to help you achieve goals faster & maintain them longer.



dotFIT  
GROW STRONG.

## Men's Pack

Live, Look & Play Better Longer.  
Take your results well beyond diet & exercise alone!  
Essential support to any diet to help you achieve goals faster & maintain them longer.



dotFIT  
GROW STRONG.

## Vegan Pack

Take your results well beyond diet & exercise alone. This environment friendly package will maximize recovery & exercise results, so you feel & perform better daily.



dotFIT  
GROW STRONG.

*Grow and Stay Strong within your Ideal Body*





# THE EVOLVING ACTIVE YOUTH'S GROWTH, DEVELOPMENT & PERFORMANCE ESSENTIAL DIETARY SUPPORT PACKAGE

*FEED GROWTH AND DEVELOPMENT TO GROW & STAY STRONG*



Your Fitness. Connected.

dotFIT™

# YOUTH ESSENTIAL DIETARY SUPPORT SECTION OVERVIEW

- **MVM:** KEEP ALL CYLINDERS FIRING AT FULL CAPACITY DURING THE IMPORTANT GROWTH AND DEVELOPMENT YEARS AS MOST KID'S ARE PICKY EATERS THAT SHORTS THEM OF IMPORTANT NUTRIENTS
- **PROTEIN MIX:** TO SUPPLY THE STRUCTURAL BUILDING BLOCKS, AND USE TO MAKE HEALTHY SMOOTHIES TO ASSURE YOUR GROWING CHILD GETS THE BEST NUTRITION POSSIBLE

## OPTIONAL IF NEEDED

- **ADD OMEGA-3 FATTY ACIDS** IF NOT CONSUMING AT LEAST 2 SERVINGS/WEEK OF FISH TO SUPPORT THE STRUCTURAL, FUNCTIONAL AND RELATED BEHAVIORAL BENEFITS FROM PROPER OMEGA-3 INTAKE SO THAT HEALTH AND DEVELOPMENT BENEFITS CONTINUE THROUGHOUT INFANCY, YOUTH AND ADOLESCENCE THAT TRANSLATES TO ADULthood

## NOTES FOR PARENTS



Dietary support to maximize your child's structural and functional growth and development - carry on from the prenatal

- From the womb thru breastfeeding-prenatal MVM and Omega-3
- Post breastfeeding till teeth (generally age 2) incorporate VM fortified baby formulas/foods
- Ages 2-4yrs take 1 dotFIT COMPLETE Kid's MVM (includes high D, C and now choline) and 1-omega if not feeding your child fish at least 2Xs/wk
- Ages 5-11yrs take 2 Kid's, proper protein amounts and add Omega-3 and calcium only as needed
- Ages 12-17yrs take 1-ActiveMV, proper protein amounts and add Omega-3 and calcium only as needed



# SPECIFIC YOUTH VMS/BASELINE DESIGN CRITERIA



- Young children through adolescent years **notoriously fall short of dietary recommendations**, especially fruits and vegetables, from which a significant amount of nutrients, specifically indispensable VMs, are derived
- Children (and young adults) are heavily **influenced by readily available “tasty foods”**, especially during growth years when there is a lack of knowledge and awareness of the importance of good nutrition practices as it relates to optimal development, health or lack thereof
- **Kid's MVM** supplies the VMs in amounts necessary to **complement the typical child's food intake to reach the established Dietary Guidelines for Americans (DGA) that supports growth, development and good health in children with the dosage altered as needed for the life phases of ages 2-11 years.**
- This formula considers food intake compared to the VM RDAs for proper growth/health and supplies corrective amounts so that combined with diet, and other (if necessary\*) supplement intake, keeps the child within the safe and recommended VM range.

**Get's a kid's V&M intake where it needs to be**

# SPECIFIC YOUTH VMS/BASELINE DESIGN CRITERIA



## Summary of Unique/Key Points (difference)

- Ages 2- 11; 2-4 take 1; 5-11 take 2; 12- 17 take 1 Active
- Only complete MVM for youth<sup>1-45</sup>
  - ✓ Calcium doesn't fit so add if necessary
- Vitamin D meets new progressive standards for development<sup>21,39,40</sup>
- Addition of choline is crucial to supporting brain development\*
- Gummies can't contain all and don't work



**No comparison products because the mass market MVM are in consumer preferred forms, which eliminates and compromises necessary ingredients – i.e., good marketing - bad science**

**We make this for our, yours and all families**

\*The American Medical Association (AMA) supports an increase of choline in all prenatal vitamins to 450 mg/day, according to a resolution passed by delegates at the 2017 AMA Annual Meeting in Chicago



# Kid's MVM

## Gummies Don't Work

Refunds issued: Kids' vitamins aren't as healthy as advertised



- Manufacturer **NBTY & 2 of its subsidiaries, Rexall Sundown & NatureSmart**, claimed in advertising & packaging that the vitamins contained a dose of DHA that would satisfy 100% of a child's daily requirement and help vision & brain development

- The amount of DHA in Disney and Marvel Complete Tablets equaled only **one-thousandth of what the marketers claimed** per serving for children age 4 & older. For smaller children, the discrepancy was even more significant.

**Only five-10-thousandths of what the company claimed** was in Disney and Marvel Complete tablets for children ages 2 -4.



# Notes to Parents (you can use)

## Youth (under 18yrs) Growth, Development, Performance, Recovery & Health Dietary Support Plan

Keep in mind all programs we create not only help prevent injury, speed recovery, improve training/exercise induced results but also contribute to better overall health while maximizing growth and development potential. Proper nutrition makes our children better “on the field” and in the classroom.

The FirstString Protein mix/shake is a 3<sup>rd</sup> party tested (as all our products) food product that we have the youth athletes (any active youth) we work with use for a pre and post activity shake for energy and recovery, and/or weight/muscle gain. Below is more information including incorporating FirstString into daily planning along with a multivitamin and mineral formula (MVM) to also aid recovery and fill important nutrient gaps common to youngsters. (If child has diet restrictions on animal protein, use the [Best Plant Protein – Vegan product](#)).

### More Info

The dotFIT FirstString protein mix and the MVM formula (Kid’s MV ages 5-11yr, then 1-ActiveMV ages 12-17yr) are what we recommend to all growing youngsters that need to increase weight appropriately, maximize growth and development, and/or help recover from physical activity. In the regular program below that we give parents for their kids, you will see that calcium (also see “**Calcium Note**” at bottom of page) and an omega-3 supplement are also listed, but only if needed. Meaning, if your child is not getting ~1200mg of calcium from diet (easily accomplished if having milk or other dairy [or calcium fortified foods] and using our protein powder daily), they would add as necessary. **If not consuming ≥2 servings of fatty fish weekly, take a SuperOmega-3 once daily.**

The significant departure from the use of dairy products (especially fortified cow’s milk) and the warnings on sun exposure have significantly reduced the ability of the U.S. population to acquire adequate levels of calcium and vitamin D through diet alone.<sup>2,21,32-39</sup>

## Importance of Meeting Calcium & Vit-D Requirements While Young

*The Stronger you Build it, the Longer it Last*

### Bone Biology

#### BONE IS MADE OF

##### Type 1 Collagen

that constitutes the interior scaffolding of bone

##### Calcium and Phosphorus Crystals

that add strength to bone

##### Bone Cells

that are responsible for bone (re)modeling

#### BONE MASS OVER A LIFETIME

Bones grow throughout childhood, adolescence, and well into adulthood. Around age 34, there is an inevitable loss of bone mass with age, accelerated with menopause in women.

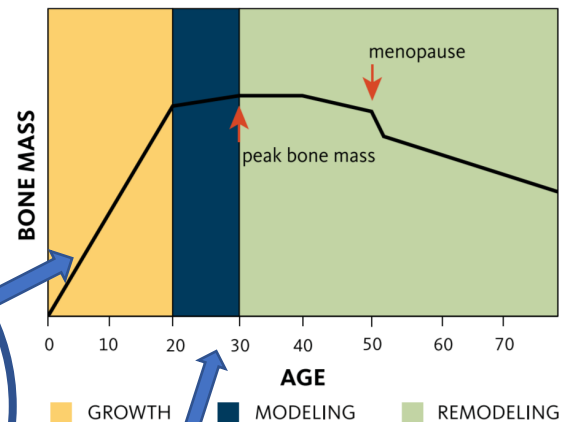
##### Modeling

During childhood and adolescence, bones grow in size and shape.

##### Remodeling

During adulthood, new bone replaces brittle bone, cracks, and deformities.

#### GENERAL PATTERN OF BONE DEVELOPMENT OVER TIME



Window Closes  
& you become  
what you Missed

Age	Male	Female	Pregnant	Lactating
0–6 months*	200 mg	200 mg		
7–12 months*	260 mg	260 mg		
1–3 years	700 mg	700 mg		
4–8 years	1,000 mg	1,000 mg		
9–13 years	1,300 mg	1,300 mg		
14–18 years	1,300 mg	1,300 mg	1,300 mg	1,300 mg
19–50 years	1,000 mg	1,000 mg	1,000 mg	1,000 mg
51–70 years	1,000 mg	1,200 mg		
71+ years	1,200 mg	1,200 mg		

\* Adequate Intake (AI)



Youth  
2svg 400mg Ca

The inevitable decline of bone mass increases the risk of fractures.<sup>29</sup> Osteoporosis affects millions of people worldwide, predominantly postmenopausal women. In the United States, low bone mass is a threat for more than 53 million people.<sup>30,31</sup> The significant departure from the use of dairy products (especially fortified cow's milk) and warnings on sun exposure have significantly reduced the ability of the U.S. population to acquire adequate levels of calcium and vitamin D through diet alone.<sup>2,21,32-39</sup>



# Kids Pack

Dietary support to maximize your child's structural & functional growth & development. Contains the building blocks necessary to build a lasting strong foundation.

2-4y,  
1 tab only



5-11y,  
2 tabs



12-17y,  
1 tab



As needed if  
fish is not  
consumed  
regularly

 **dotFIT**  
GROW STRONG.™





# DIETARY SUPPORT TO MAXIMIZE YOUR CHILD'S STRUCTURAL AND FUNCTIONAL GROWTH & DEVELOPMENT THE BUILDING BLOCKS NECESSARY TO BUILD A LASTING STRONG FOUNDATION



2-4y 1 tab

V&M are actuators of all human structure and functions at every life phase. Proper amounts (RDAs) **help maximize growth and development**. You can't go back in time and make up for the VMs you missed as a kid in building your foundation, **including height**



5-11y, 2tabs



12-17y, 1tab

**VMs are actuators of all human metabolism**

Both are the only 4in1 complete MVM (**high C&D**) built **specifically for your growing child**, making it the most recommended/used MVM for active growing children, and why we use it for our families and clients – not available in stores

All ages



Many healthy recipes

Healthy food that supplies the building blocks for your child's structural development & daily recovery and NSF Certified

**FORTIFIED WITH CALCIUM & POTASSIUM FOR STRONG BONES  
2 SERVINGS DELIVERS 400MGs OF EACH**

Delicious ideal active youth nutrition to maximize energy, growth & development (**incl height**) to make them **better on the field and in the classroom**

Convenient delivery system of important nutrients often missed in kid's diet such as fruits, vegetables, milk, etc., -i.e., great smoothie recipes

# FirstString Recipes

## FirstString Recipes

recipes using our perfect pre/post exercise drink mix that meets NCAA guidelines



### < dotFIT Product Recipes

- > FirstString Recipes
- > Pre/Post Workout Recipes
- > WheySmooth Recipes
- > LeanMR Recipes
- > Unflavored Protein Recipes
- > Best Plant Protein Recipes
- > All Natural WheySmooth Recipes
- > AminoFormula Recipes



Baking Recipes



Drink Recipes

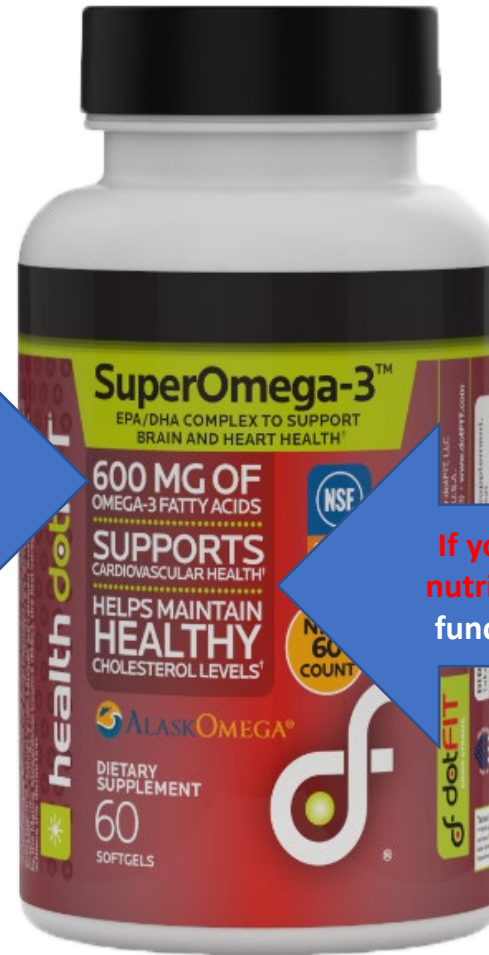


Protein Snack Recipes

**Healthy Recipes to Deliver Foods Often Avoided or Missed by Youngsters**

# AS NEEDED BASED ON WHAT YOU CAN SEE

To assure the structural, functional and related behavioral benefits of proper Omega-3 intake throughout infancy, youth and adolescence and translates to adulthood



Keep all cells strong and communicating by supplying the healthy fatty acids most diets do not supply but are needed to recover, develop, and properly rebuild daily.

If your child is not consuming  $\geq 2$ srv/wk of fish, add these critical nutrients needed in the development/maintenance, structure and function of the cardiovascular, brain, immune and vision systems



# General Growing Youth (under 18yrs) Sport, Health, Activity and Recovery Dietary Support Program

Links will take you to a brief product description including video

## Daily:

- [dotFIT Complete Multivitamin and Mineral Formula](#) (MVM): ages 2-11yrs use [KidsMV](#) and take 1 age 2-4yr, then take 2 until 12yr; Ages 12-17yr [Active Multivitamin & Mineral](#): Take-1 daily with meal until age 18; Then take 2 daily, one with AM meal and one with PM meal

## Daily as needed:

- [FirstString](#) (or other preferred [dotFIT protein mix](#))
  - Use as directed to make sure you get ~1gm of protein per pound of LBM (or weight if not overweight) daily from all sources including foods divided between all meals/snacks daily
    - **If exercising, use ~25gm 30-40min before activity & repeat dose immediately post workout (see below)**
  - Can be used as a supplement to a meal or by itself (or mixed with desired supporting contents) to shore up total daily calorie/protein needs
- [Super Omega 3](#)
  - Take 1 daily with meal if not consuming  $\geq 2$ svgs/wk of fatty fish

## Workout days

- **FirstString\***
  - Take 2- scoops 30-40min before activiy & repeat same dose immediately following

**\*May substitute favorite dotFIT Nutrition High Protein Bar based on venue convenience**



# THE ADULT FEMALE'S HEALTH, RECOVERY & PERFORMANCE ESSENTIAL DIETARY SUPPORT PACKAGE

*FEEDING MUSCLE AND STARVING BODYFAT TO ACHIEVE FITNESS & REMAIN ACTIVE*



Your Fitness. Connected.

dotFIT™

## WOMEN/MOM'S ESSENTIAL DIETARY SUPPORT OVERVIEW

- **MVM: SUPPORT ALL SYSTEMS ESPECIALLY ENERGY, STRESS AND APPETITE CONTROL, DAILY RECOVERY INCLUDING SKIN HAIR AND NAILS**
- **PROTEIN MIX TO HELP ECONOMICALLY MEET THE ACTIVE FEMALE'S PROTEIN REQUIREMENTS (1GM/LB/LBM/D), ACHIEVE FITNESS AND REMAIN ACTIVE!**

**OPTIONAL IF NEEDED (IF NOT CONSUMING AT LEAST 2 SERVINGS/WEEK OF FISH AND 1200MG/DAY OF CALCIUM FROM DIET)**

- **ADD OMEGA-3 FATTY ACIDS NEEDED FOR THE HEALTH AND MAINTENANCE OF OUR CARDIOVASCULAR, BRAIN, IMMUNE AND VISION SYSTEMS**
- **ADD CALCIUM AS NEEDED FOR BONE AND MUSCLE STRENGTH**



# SPECIFIC ADULT FEMALE VMS/BASELINE DESIGN CRITERIA



Women's formula addresses specific needs adult females up to age 50. Special needs relate to life stage (including pregnancy potential), diet type, activity level & body size. To the latter, **DRI for certain nutrients in women are slightly less than men.** Special needs generally include slightly higher/different levels of iron and other common dietary shortfalls more specific to women such as [calcium], Vitamins A, C, and E, folate, choline, magnesium, [fiber] & Vitamin K

Regular supplementation of VMs and Omega-3s in women 18 years or older:

- Omega's with VMS may be effective in reducing prenatal stress, cortisol and reducing anxiety during premenstrual syndrome and during menopause
- Magnesium and vitamin B6 may be effective in combination in **reducing premenstrual stress**, and vitamin B6 alone may reduce anxiety effectively in older women. High-dose vitamin C may reduce anxiety and mitigate increased blood pressure in response to stress
- Long-term multivitamin use alone (>5yrs) has also been associated with supporting heart health in women. The longer the use, the better the outcomes.

**Based** on the above special VM supplementation needs, the Women's formula is designed to deliver these VMs in proper bioavailable forms in amounts to **complement typical female physiology, food intake and the dotFIT SuperCalcium formula for those not meeting calcium recommendations for bone health, (~75% females/50% males).**

**Complements the female physiology and food intake**

# PROPER RECOMMENDATION AND USAGE



## Typical Use Starting When the Youth ActiveMV Recommendation Ends

- Women 18-50yrs (non-vegans) who are not using the ActiveMV (see ActiveMV criteria/software recommendation\*)
  - Activity levels defined as sedentary thru recreationally active (most females)
  - Females not using doctor recommended prenatal multivitamin and mineral formula
- Take one daily immediately following first food meal of the day

\*Intense/competitive training female athletes 18-65 years (participating in daily extended training sessions and regularly controlled energy intakes), take 2-Actives

**Note: 1 Women's MVM contains more VMs than 1 Active, but slightly less than 2 Actives, with some minor adjustments in specific VM amounts.**





# Women's Pack

Live, Look & Play Better  
Longer.

Take your results well beyond  
diet & exercise alone!

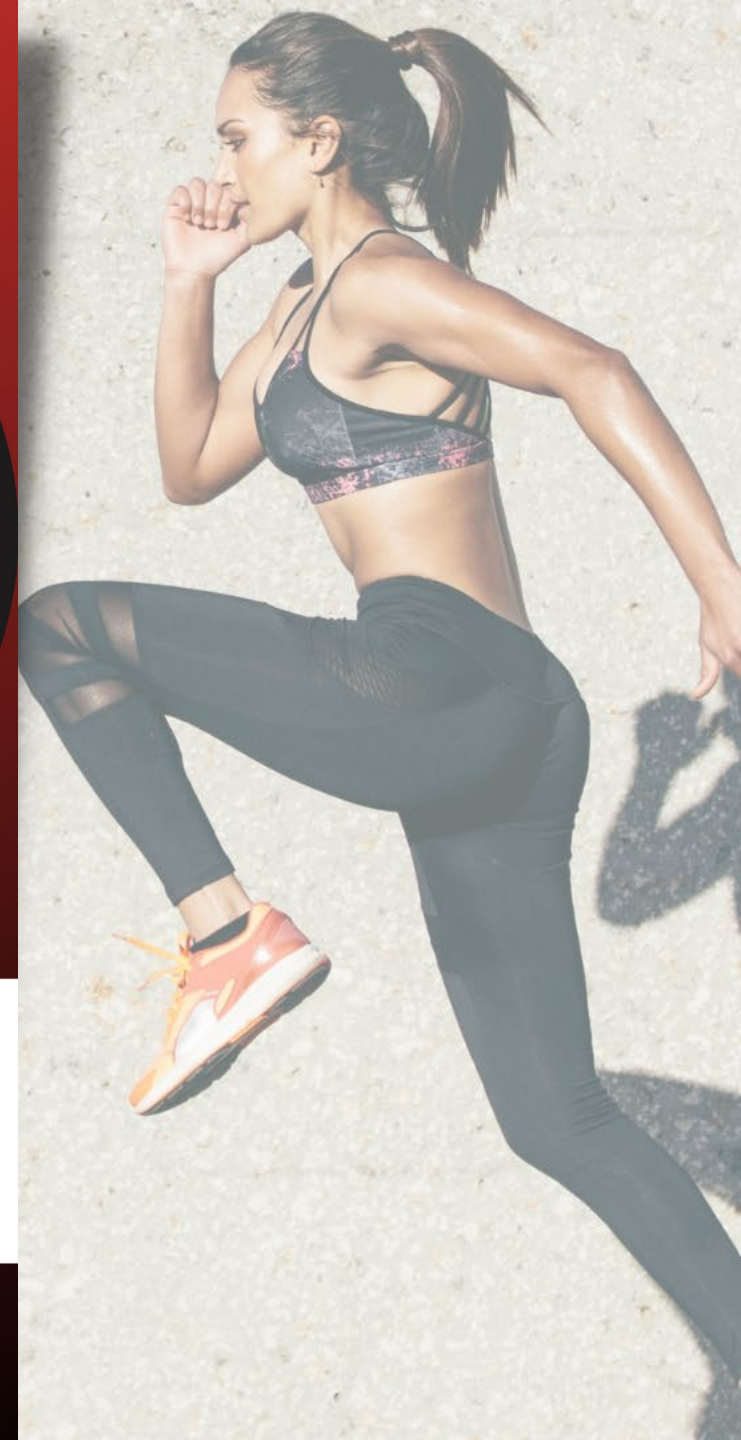
Essential support to any diet  
to help you achieve goals  
faster & maintain them longer.

Protein choices for all ages, lifestyles & diet preferences:



As needed if  
fish or  
calcium/dairy  
is not  
consumed  
regularly

**dotFIT**  
GROW STRONG.™





# LIVE, LOOK & PLAY BETTER LONGER

*Take your results well beyond diet & exercise alone! Essential support to any diet to help you achieve goals faster and maintain them longer*

## VMs are actuators of all human metabolism

Supports the female's common dietary shortfalls and special needs, by supplying proper amounts of 20VMs, with special attention to the female's unique requirement of iron, vitamins A, C, and E, folate, biotin, choline, magnesium, and Vitamin K1&2



18-50y, 1tab



18-65y Very Active, 2tabs Females

Female V&M support (incl. high Vit-C&D) for all systems **especially energy, stress and appetite control, daily recovery including skin, hair and nails** – not available in stores

100s of healthy recipes

Protein mix to help economically meet the active female's protein requirements (1gm/lb/LBM/d) to stay lean & active. More nutrition in less calories helps control appetite, while supporting muscle recovery & definition



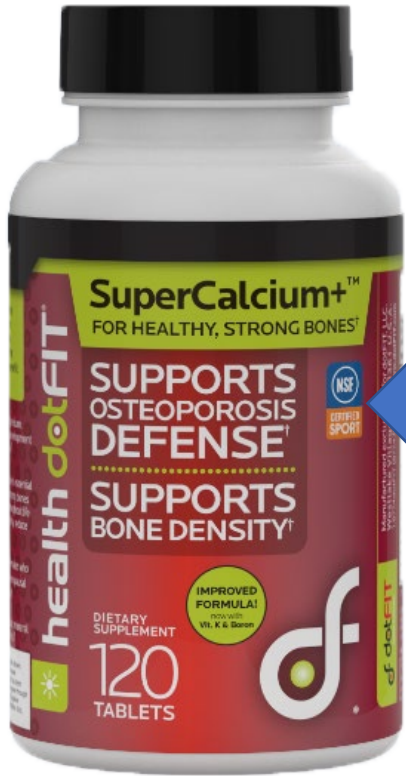
Choices for all ages, lifestyles & diet preferences

**Delicious high protein lactose-free drink mixes** We have the best 3<sup>rd</sup> party tested protein sources that fit any lifestyle or diet preference –not available in stores, and saves on monthly food cost



**Both are Designed to be Complementary to MVM & Food – and NSF-CS**

## **ADDED IF NEEDED BASED ON WHAT YOU CAN SEE**



How many dairy servings or calcium fortified foods do you consume? (1cup milk=300mg; 1.5oz cheese=300). < 1, take 2; 1.5-2.5 take 1 (**preferably do the label math**)

As needed to support bone & muscle strength to remain active. Special formula complements the diet and any dotFIT MVM to achieve recommended levels of calcium, vitamin D, magnesium, boron and both forms of Vitamin K, which are all critical nutrients in maintaining bone health

**Consume fatty fish  $\geq 2$ Xs/week or add supplement**

**5-600mgs/day of omega 3 (EPA & DHA 3:2) 0-3 minimum health requirement**

*Take 1-2 daily if not consuming 8-16oz/wk fatty fish (take 1 if >8oz/wk but <16; 2 if  $\leq 8$ oz); not necessary if consuming  $\geq 16$ oz/wk unless for athletic recovery purposes*

Keep all cells strong and communicating by giving your cells the healthy fatty acids most diets do not supply but are needed to recover and properly rebuild daily. This ideal EPA/DHA complex supplies these critical molecules needed in the development/maintenance, structure and function of the cardiovascular, brain, immune and vision systems



## Women's Baseline Dietary Support for all Sport & Fitness Goals

(Click on product links for a brief product description including short video)

### Daily:

- [Women's MVM formula](#)
  - Take 1 daily with first food meal of the day

### Daily as needed:

- [WheySmooth](#)\* or other favorite [dotFIT protein mix](#)
  - Use as directed to make sure you get ~1gm of protein per pound of LBM (or weight if not overweight) daily from all sources including foods divided 3-5 times daily
    - **If exercising, use as directed to get ~25-35gm/protein 30-40min before workout & repeat dose immediately post workout (see below)**
  - Can be used as a supplement to a meal or by itself (or mixed with desired supporting contents) to shore up total daily protein needs
- [Super Calcium](#) (read all food labels for calcium content including dotFIT protein shakes)
  - Use if you do not meet the daily needs of calcium (~1000-1200 mgs) from food/shake intake
    - Females take 1 or 2 daily with meals; if you need to take 2, take one with AM meal and the 2<sup>nd</sup> with PM meal
- [Super Omega 3](#)
  - Take 1-2 daily with meal if not consuming 8-16oz/wk fatty fish (take 1 if >8oz/wk but <16; 2 if ≤8oz); not necessary if consuming ≥16oz/wk unless for athletic recovery purposes

### Workout days

- [WheySmooth](#)\* or other favorite [dotFIT protein mix](#)
  - Use as directed to get ~25-35gm/protein 30-40min before workout & repeat dose immediately post workout





# THE ADULT MALE'S HEALTH, RECOVERY & PERFORMANCE ESSENTIAL DIETARY SUPPORT PACKAGE

*FEEDING MUSCLE AND STARVING BODYFAT TO ACHIEVE FITNESS & REMAIN ACTIVE*



Your Fitness. Connected.

dotFIT™

## **MEN'S ESSENTIAL DIETARY SUPPORT SECTION OVERVIEW**

- **MVM: SUPPORT ALL SYSTEMS ESPECIALLY THE ACTIVE MALE'S ENERGY AND STRESS LEVELS, WHILE ENHANCING ALL ASPECTS OF DAILY RECOVERY BY FILLING COMMON UNAVOIDABLE NUTRIENT GAPS**
- **PROTEIN MIX TO HELP ECONOMICALLY MEET THE ACTIVE MALE'S PROTEIN REQUIREMENTS (1GM/LB/LBM/D), ACHIEVE FITNESS, AND REMAIN ACTIVE & MUSCULAR**

**OPTIONAL IF NEEDED (IF NOT CONSUMING AT LEAST 2 SERVINGS/WEEK OF FISH)**

- **ADD OMEGA-3 FATTY ACIDS NEEDED KEEP ALL CELLS RESILIENT AND COMMUNICATING ESPECIALLY IMPORTANT FOR PROPER ALL ASPECTS OF DAILY RECOVERY INCLUDING A BALANCED IMMUNE RESPONSE**

# SPECIFIC ADULT MALE VMS/BASELINE DESIGN CRITERIA



## Body Size and Activity Increase Vitamin and Mineral Usage

- Larger bodies have potential to use more VMs, especially when LBM. Men ~10% larger than females (LBM % higher). Rationale for slightly higher recommendations for some VMs regardless of activity (2-Active vs 1-Women's)
- All equal, activity increases use of VMs for energy production, movements, etc., and recovery needs (e.g., muscle/cellular repair/synthesis/breakdown, glycogen restoration, etc.), thus regular high volume exercise activity can bring female VMs needs within the range of an average larger males under 50y, and near the regularly more active male's VM needs such as recreational/competitive athletes under 65 years of age.
  - ✓ Very active male and females use the 2-Active MVMs until age 65 or extreme activity ceases, then Over50 for all adults
- Eventually, size and activity matter less b/c aging slows many VM dependent activities as everyone loses size or performance production if they are long-term experienced exercisers/athletes – i.e., depending on the individual's training/competition experience, there will come the inevitable age-related performance and size decline, triggering the Over50 formulation for all including the very active >65y old.
  - ✓ >65years all adults using the Over50MVM

**Amounts primarily based on size and activity until natural aging alters physiology**  
***Size can trump activity (up to a point) and vice-versa in amounts needed***



# SPECIFIC ADULT MALE VMS USAGE



## Typical Use Starting When the Youth ActiveMV Recommendation Ends

- Ages 18-50y non-vegans, take 2 daily, one following AM meal; 1 following PM meal
- $\geq 50y$ , switch to Over50MVM, unless still an intense/competitive training athlete 18-65 years (participating in daily extended training sessions and regularly controlled energy intakes), then continue 2-Actives till age 65y
- All non-vegan adults over 65 take Over50



# Men's Pack

Live, Look & Play Better Longer.

Take your results well beyond diet & exercise alone! Essential support to any diet to help you achieve goals faster & maintain them longer.

Protein choices for all ages, lifestyles & diet preferences:



As needed if fish is not consumed regularly

**dotFIT**  
GROW STRONG.™



# THE ESSENTIALS TO MAKE SURE YOU LEAVE NO RESULTS IN THE GYM

## FEEL BETTER DAILY AND SEE DESIRED CHANGES WEEKLY!



Active Males 18-50yrs  
Very active males up to 65yrs

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**

**VMs are actuators of all human metabolism**

Our MVMs are a 4in1 complete MVM (**high C&D**) built specifically for athletes and exercisers, which is why they are the most recommended/used MVM in high school, college, pro and Olympic sports – and by the way, this is why we use it for our families and clients – **not available in stores**

*These are different – they are for you & your long-term goals*

100s of healthy recipes

**Delicious high protein lactose-free 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 3<sup>rd</sup> party tested protein sources that fit any lifestyle –not available in stores

Choices for all ages, lifestyles & diet preferences

**Delicious high protein lactose-free drink mixes** We have the best 3<sup>rd</sup> party tested protein sources that fit any lifestyle or diet preference –not available in stores, and saves on monthly food cost



***Grow and Stay Strong within your Ideal Body***



Supplies EPA and DHA, low in diets, *in the corrective amounts* necessary to complement food intake to reach tissue levels consistent with those found in persons shown to have better health outcomes at all life-stages.\* NSF-CS

## **AS NEEDED BASED ON WHAT YOU CAN SEE**

*90% of Americans fall short*

**Consume fatty fish  $\geq 2$ Xs/week or add supplement**

**5-600mgs/day of omega 3 (EPA & DHA 3:2) O-3 minimum health requirement**

*Take 1-2 daily with meal if not consuming 8-16oz/wk fatty fish (take 1 if  $>8$ oz/wk but  $<16$ ; 2 if  $\leq 8$ oz); not necessary if consuming  $\geq 16$ oz/wk unless for athletic recovery purposes*

**0-4daily to achieve  $\geq 8\%$  on O3-Index for added athletic recovery**

Keep all cells strong and communicating by giving your cells the healthy fatty acids most diets do not supply but are needed to recover and properly rebuild daily. This ideal EPA/DHA complex supplies these critical molecules needed in the development/maintenance, structure and function of the cardiovascular, brain, immune and vision systems

Shown to uniquely improve exercise performance and recovery – a primary recommendation for athletes



\*The omega -3 index is the percentage of the two omega-3 fatty acids eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) in total erythrocytes fatty acids. it describes an individual's status of EPA+DHA. Proposed health zones are: high risk  $<4\%$ ; intermediate risk  $4-8\%$ ; and low risk  $>8\%$ .<sup>28</sup>

## Men's Baseline Dietary Support for all Sport & Fitness Goals

(Click on product links for a brief product description including short video)

### Daily:

- [Active MVM Formula](#)
  - Take 2 daily: one following AM meal; 1 following PM meal

### Daily as needed:

- [WheySmooth](#)\* or other favorite [dotFIT protein mix](#)
  - Use as directed to make sure you get ~1gm of protein per pound of LBM (or weight if not overweight) daily from all sources including foods divided 3-5 times daily
    - **If exercising, use as directed to get ~25-35gm/protein 30-40min before workout & repeat dose immediately post workout (see below)**
  - Can be used as a supplement to a meal or by itself (or mixed with desired supporting contents) to shore up total daily protein needs
- [Super Calcium](#) (read all food labels for calcium content including dotFIT protein shakes)
  - Use if you do not meet the daily needs of calcium (~1000-1200 mgs) from food/shake intake
    - Men take one only with any meal
- [Super Omega 3](#)
  - Take 1-2 daily with meal if not consuming 8-16oz/wk fatty fish (take 1 if >8oz/wk but <16; 2 if ≤8oz); not necessary if consuming ≥16oz/wk unless for athletic recovery purposes

### Workout days

- [WheySmooth](#)\* or other favorite [dotFIT protein mix](#)
  - **Use as directed to get ~25-35gm/protein 30-40min before workout & repeat dose immediately post workout**



# THE OVER 50YR FOREVER YOUNG ESSENTIAL DIETARY SUPPORT PACKAGE

*FEEDING MUSCLE AND STARVING BODYFAT TO ACHIEVE FITNESS & REMAIN ACTIVE*



Your Fitness. Connected.

dotFIT™



## OVER50 ESSENTIAL DIETARY SUPPORT SECTION OVERVIEW

- **MVM: SUPPORT ALL BODY SYSTEMS ESPECIALLY ENERGY AND STRESS LEVELS, WHILE ENHANCING ALL ASPECTS OF DAILY RECOVERY FOR THOSE OVER 50 YEARS SEEKING TO REMAIN ACTIVE AND HEALTHY BY FILLING COMMON UNAVOIDABLE NUTRIENT GAPS**
- **PROTEIN MIX TO HELP ECONOMICALLY MEET THE PROTEIN REQUIREMENTS THROUGHOUT ALL AGES (1GM/LB/LBM/D), ACHIEVE FITNESS & REMAIN ACTIVE**

**OPTIONAL IF NEEDED (IF NOT CONSUMING AT LEAST 2 SERVINGS/WEEK OF FISH)**

- **ADD OMEGA-3 FATTY ACIDS NEEDED TO KEEP ALL CELLS RESILIENT AND COMMUNICATING ESPECIALLY IMPORTANT FOR PROPER DAILY RECOVERY, INCLUDING A BALANCED IMMUNE RESPONSE AND JOINT HEALTH**

# SPECIFIC OVER 50 VMS/BASELINE DESIGN CRITERIA



Slight differences in specific VM amounts related to natural aging and subsequent activity

- Over50MV carries on from the ActiveMV for most humans over 50y, b/c physical activity/LBM are altered through **inevitable age-related downregulation of overall metabolism (e.g., hormones, lean body mass, etc.)** – i.e., aging naturally changes the body's ability to perform at its younger levels
- Since similar VM needs are well established between adults of all ages, **iron removal\*, less of both forms of vitamin A, and an increase in both forms of B12 and choline are the primary significant age-related changes** from the other dotFIT adult formulas (Women's, Vegan and Active).
- For **all non-vegan females and males who do not perform rigorous prolonged regular training sessions, starting at age 50** they would use the Over50MV for the remainder of their lifespan. For those males and females continuing regular high volume and intense training, they would remain on the ActiveMV through age 65 at which time they would switch to the Over50MV.

\*Although iron is under-consumed by many, there is a tight window of safety/efficacy that may be tighter for older adults. Excess iron has been proposed as a potential problem in the aging population (vascular oxidation) since many may have unknown compromised CV systems

**The Over50 MVM is similar in VMs as 2 Actives or 1 Women's, with some minor age-related adjustments in specific VM amounts & no iron**

# SPECIFIC OVER 50 VMS/BASELINE DESIGN CRITERIA



## Typical Use Starting When Active/Women's MVM Recommendation Ends

- For all non-vegan females and males who do not perform rigorous prolonged regular training sessions, starting at age 50 they would use the Over50MV for the remainder of their lifespan.
- ✓ **Take 2 daily, one following AM meal; 1 following PM meal**
- ✓ For those males and females continuing regular high volume and intense training, they remain on the ActiveMV through age 65 at which time they would switch to the Over50MV
- ✓ All non-vegan adults  $\geq 65y$





# Over50 Pack

The essentials to feel & stay younger & active longer. As we age, the more help we need to stay fit & healthy since our nutrient needs change & muscle loss increases.

Protein choices for all ages, lifestyles & diet preferences:



As needed if fish is not consumed regularly

**dotFIT**  
GROW STRONG.™



# THE ESSENTIALS TO FEEL AND STAY YOUNGER AND ACTIVE LONGER

THE OLDER WE GET, THE MORE HELP WE NEED TO STAY ACTIVE!



All Over50y, 2tabs

Specific to persons over 50yr, the only 4in1 complete MVM (high C&D) built specifically for those athletes and exercisers that want to remain active. Most recommended/used MVM in the sport/fitness channels - must for our families and clients of this age group to help keep them young! – Not available in stores

*These are different – they are for you & your long-term goals*



50-65y Very active persons remain on ActiveMV 2tabs

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% throughout a lifetime without adding calories!** Compared to 60-85% from diet alone

**VMs are actuators of all human metabolism**

100s of healthy recipes

**Delicious high protein lactose-free 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. The older we get, the more protein we need to stay active, build or maintain muscle

Choices for all ages, lifestyles & diet preferences

**Delicious high protein lactose-free drink mixes** We have the best 3<sup>rd</sup> party tested protein sources that fit any lifestyle or diet preference –not available in stores, and saves on monthly food cost



**Grow and Stay Strong within your Ideal Body**



Supplies EPA and DHA, low in diets, **in the corrective amounts** necessary to complement food intake to reach tissue levels consistent with those found in persons shown to have better health outcomes at all life-stages.\* NSF-CS

## AS NEEDED BASED ON WHAT YOU CAN SEE

**90% of Americans fall short – especially important to older exercisers & joints**

**Consume fatty fish  $\geq 2$  times/week or add supplement**

**5-600mg/day of omega 3 (EPA & DHA 3:2) 0-3 minimum health requirement**

*Take 1-2 daily with meal if not consuming 8-16oz/wk fatty fish (take 1 if  $>8$ oz/wk but  $<16$ ; 2 if  $\leq 8$ oz); not necessary if consuming  $\geq 16$ oz/wk unless for athletic recovery purposes*

**0-4 daily to achieve  $\geq 8\%$  on O3-Index for added athletic recovery**

Keep all cells strong and communicating by giving your cells the healthy fatty acids most diets do not supply but are needed to recover and properly rebuild daily. This ideal EPA/DHA complex supplies these critical molecules needed in the development/maintenance, structure and function of the cardiovascular, brain, immune and vision systems

Shown to uniquely improve exercise performance and recovery – a primary recommendation for athletes



\*The omega -3 index is the percentage of the two omega-3 fatty acids eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) in total erythrocytes fatty acids. it describes an individual's status of EPA+DHA. Proposed health zones are: high risk  $<4\%$ ; intermediate risk  $4-8\%$ ; and low risk  $>8\%$ .<sup>28</sup>



## Over 50yrs Baseline Dietary Support for all Sport & Fitness Goals

(Click on product links for a brief product description including short video)

### Daily:

- [Over50 MVM Formula](#)
  - Take 2 daily: one following AM meal; 1 following PM meal

### Daily as needed:

- [WheySmooth](#)\* or other favorite [dotFIT protein mix](#)
  - Use as directed to make sure you get ~1gm of protein per pound of LBM (or weight if not overweight) daily from all sources including foods divided 3-5 times daily
    - **If exercising, use as directed to get ~25-35gm/protein 30-40min before workout & repeat dose immediately post workout (see below)**
  - Can be used as a supplement to a meal or by itself (or mixed with desired supporting contents) to shore up total daily protein needs
- [Super Calcium](#) (read all food labels for calcium content including dotFIT protein shakes)
  - Use if you do not meet the daily needs of calcium (~1000-1200 mgs) from food/shake intake
    - Men take one only with any meal
- [Super Omega 3](#)
  - Take 1-2 daily with meal if not consuming 8-16oz/wk fatty fish (take 1 if >8oz/wk but <16; 2 if ≤8oz); not necessary if consuming ≥16oz/wk unless for athletic recovery purposes

### Workout days

- [WheySmooth](#)\* or other favorite [dotFIT protein mix](#)
  - **Use as directed to get ~25-35gm/protein 30-40min before workout & repeat dose immediately post workout**



# THE VEGAN HEALTH, RECOVERY & PERFORMANCE ESSENTIAL DIETARY SUPPORT PACKAGE

*FEEDING MUSCLE AND STARVING BODYFAT TO ACHIEVE FITNESS & REMAIN ACTIVE*



Your Fitness. Connected.

dotFIT™

# Common Active Vegan Diet Shortfalls & Fixes (Ref: [VeganMV PDSRG](#))

**Protein**<sup>10-12</sup> especially in aging, athletic endeavors/dieting to “make weight” or control body composition



To economically guarantee 1gm/LB/LBM/Daily

Along with normal V/M gaps  
(exacerbated by plant-foods)\*,  
vegan’s especially short on:  
**Vitamin D and B12**<sup>14-19</sup>  
**Zinc, calcium, iodine and iron**<sup>4-14</sup>

\*Non-animal derived V&Ms are often  
less bioavailable. Plant food sources  
bring phytates & oxalates that bind or  
block minerals, reducing absorption

Helps release the trapped nutrients



## DOTFIT VEGAN BASELINE

### SUPPLEMENT FACTS

Serving Size: 1 Tablet  
Servings Per Container: 60

	Amount Per Serving	% Daily Value
Vitamin A (as Beta Carotene)	6000 mcg (10000 IU)	667%
Vitamin C (from Magnesium Ascorbate)	200 mg	222%
Vitamin D-2 (as Ergocalciferol)	50 mcg (2000 IU)	250%
Vitamin E (as d-alpha tocopheryl succinate)	82.64 mg (100 IU)	551%
Vitamin K-1 (as Phytonadione)	25 mcg	21%
Vitamin K-2 (as Menaquinone-7)	25 mcg	21%
Vitamin B-1 (as Thiamine Mononitrate)	6 mg	500%
Vitamin B-2 (as Riboflavin)	6 mg	462%
Vitamin B-3 (as Niacinamide)	20 mg	125%
Vitamin B-6 (as Pyridoxine HCl)	6 mg	353%
Folate	333mcg DFE (200 mcg folic acid)	83%
Vitamin B-12 (as Cyanocobalamin)	15 mcg	625%
Biotin	50 mcg	167%
Pantothenic Acid (as d-calcium pantothenate)	10 mg	200%
Iron (from Ferrous Fumarate)	15 mg	83%
Iodine (from Potassium Iodide)	50 mcg	33%
Magnesium (from Magnesium Ascorbate)	50 mg	12%
Zinc (from Zinc Picolinate)	15 mg	136%
Selenium (from Sodium Selenite)	50 mcg	91%
Copper (from Copper Bisglycinate Chelate)	1 mg	111%
Chromium (from Chromium Picolinate)	100 mcg	286%



# Vegan Pack

Take your results well beyond diet & exercise alone. This environment friendly package will maximize recovery & exercise results, so you feel & perform better daily.



Optional to support digestion

**dotFIT**  
GROW STRONG.™

# No Results Left in the Gym with **your all-natural essential all vegan dietary support package**

Let's take your results well beyond diet & exercise alone! This **environment friendly package** will maximize daily recovery and exercise results, **so you feel & perform better daily & see significant desired body changes weekly.**

**Vegan 3 in1** complete MVM (**high C&D**) built specifically for athletes and exercisers, which is why they are the most recommended/used **Vegan MVM** in high school, college, pro and Olympic sports – and by the way, this is why all my vegan clients & families use this MVM – not available in stores

*These are different – they are for you & your long-term goals*



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

**VMs are actuators of all human metabolism**

## Many healthy recipes

Delicious vegan high protein drink mix 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. not available in stores & reduces the grocery bills

Highest possible biological value, all natural environmentally friendly plant protein. Hypoallergenic, gluten free, contains no dairy or soy and is non-GMO



**Cost savings on essential groceries**

**12 weeks 2 healthy meals/d \$363-SRP (20%=\$288): 180meals**



\*Non-animal derived V&Ms are often less bioavailable. Plant food sources bring phytates & oxalates that bind or block minerals, reducing absorption

Helps release the trapped nutrients and may help manage minor digestive problems like gut discomfort, bloating, gas, lactose intolerance, etc.,

***Grow and Stay Strong within your Ideal Body using all natural ingredients from non-animal environmentally friendly sources***



# DOTFIT VEGAN BASELINE



## Baseline supplementation as needed for recovery & health



### ➤ Vegan Multivitamin (incl. high D) & mineral

- ✓ (~20) Synergistically with the best possible diet to fill unavoidable gaps to maximize VM activities at all stages of life
- ✓ 1000-1200mgs/day calcium (**read labels**)
  - Diet first & if needed **vegan friendly** supplement to grow & maintain bone health

**Optional: DigestiveEnzymes**



### ➤ Vegan Omega 3 with high DHA (1–2 g of microalgae oil, or 2–4 capsules to achieve ~500-1000mg/d of DHA) - minimum health requirement (**2-3Xs for athletic recovery**)

- ✓ Like VMs, O-3s are critical molecules in the development/maintenance, structure and function of the CV, brain, immune and vision systems

### ➤ Protein 1gm/LB LBM divided 4-5Xs/day

- ✓ For recovery+ and staving off the inevitable
- ✓ If exercising, use ~25-35gm (depending on age) fast acting protein 30-40min before & repeat immediately following





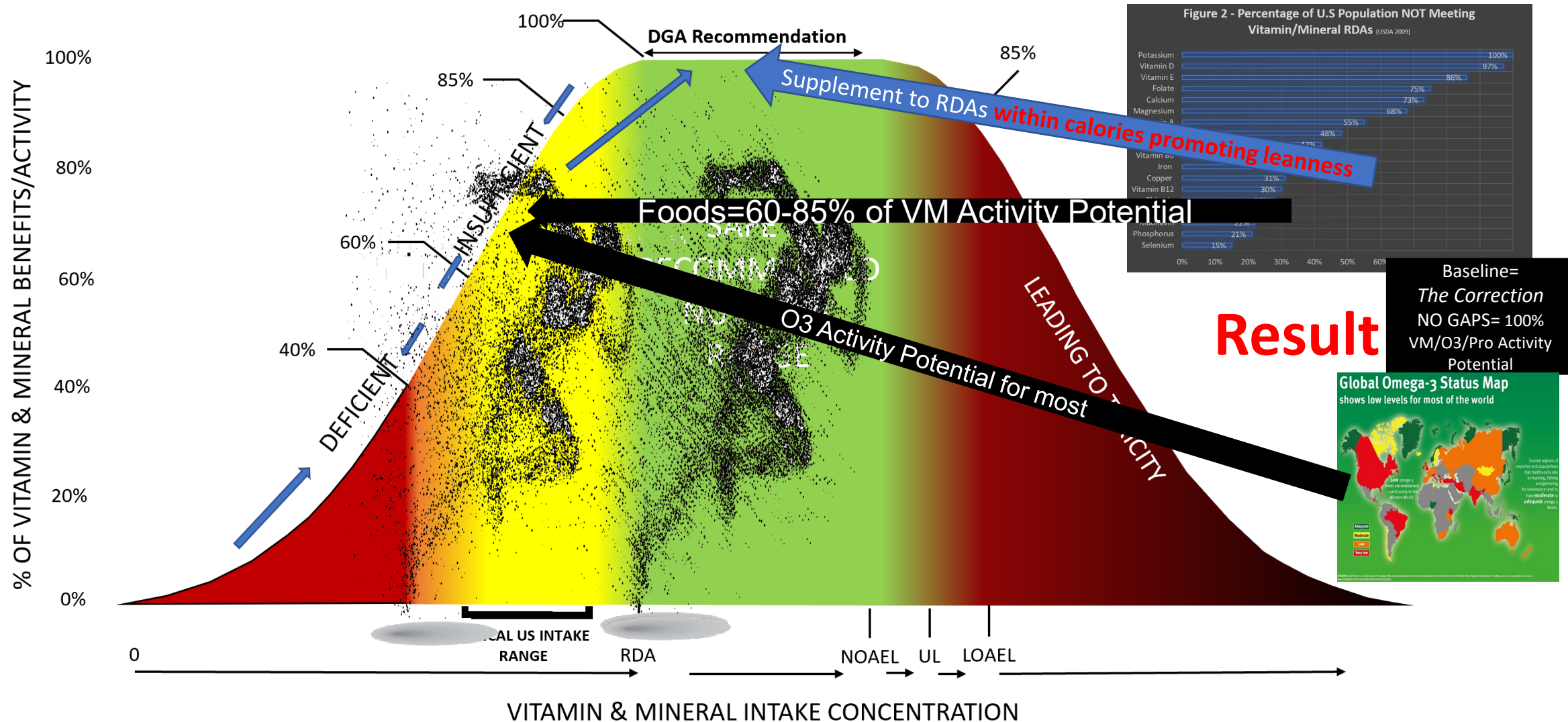


# SUMMARY & NOTES

# SUMMARY: BASELINE GOAL=NUTRITIONALLY COMPLETE DAILY RECOVERY

Maximize VM, O3 & protein activities without adding calories to achieve nutrient dense calorie efficiency

## FEEDING THE SILENT HUNGER BEFORE WE BREAK



WHAT WE ACCOMPLISHED - to Help PLAY till End of Days

A protection before cure or fix approach –no one would be immune to benefits

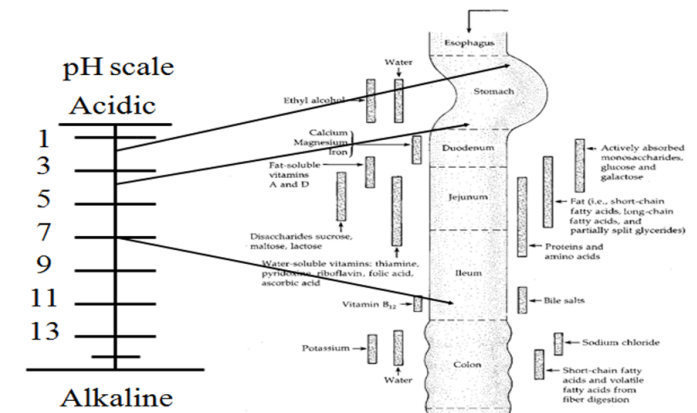
# dotFIT VMS Life Phase Solution Following the Prenatal & Fortified Infant formula

## Unique Features compared to consumer channel VMS

- Better Complete VM Product b/c
  - RDA/**optimal range correction dose** for known under-consumed and other potential unseen VM shortages
  - Controlled release
  - 3<sup>rd</sup> party/NSF tested, etc.
  - Pre-converted VM forms (bio/functional-availability to overcome absorption resistance)
- Multipurpose (**at least 4in1–CMVM+**, High D & C, Ex. VM Antioxidant levels, Choline)
- Synergistic with all food and supplement intakes
- Simple use (1-2daily)
- Inexpensive .33c/d SRP (Active@2/d .60c)



Areas of release (duodenum-ileum) using hydroxypropylmethylcellulose (HPMC) a form of cellulose, within the coating. 118 -123



Vitamins and minerals protected thru stomach with release starting at a pH of ~3-4 and continues thru ~7

**At least \$50/m to duplicate the 4in1 formula separately at correct doses, at the cheapest internet prices – i.e., you have to build it with multiple products and no 3<sup>rd</sup> party testing**



# dotFIT VMS Life Phase Solution Following the Prenatal & Fortified Infant formula

## Proper age, activity, size and gender dosing

- Ages 2-11yrs: (2-4y take 1; 5-11y take 2) [KidsMV](#)
- All 12-17yrs: 1-[ActiveMV](#)
- 18-50yrs Women: 1-[Women'sMV](#)
- 18-50yrs: Males 2-[ActiveMV](#)
- 18-65yrs: Hard training male and female Athletes 2- [ActiveMV](#)
- 50+yrs: 2-[Over50MV](#) except athletes using ActiveMV
- 65yrs+: 2-[Over50MV](#)
- Vegan MV adult alternative: 1-[VeganMV](#)



All complete “4in1” formulas: at least \$50/m to duplicate separately





# Multivitamin Guide

Kid's Complete  
Formula for Healthy  
Development: with  
high Vit D + Choline

Active Formula: High  
Antioxidant Complex  
+ B Vitamins + High  
Vit C & D3

Formula for Women  
of Reproductive Age:  
Higher Folic Acid +  
High Vit D3

Formula for Adults  
50 and older: No  
Iron, Higher B6, B12  
+ High Vit D3

Vegan Formula: Non-  
Animal Ingredients  
Typically Low in Vegans:  
B6, B12, Iron, D2



2-4 yrs – take one;  
5-11 take two



Male & female 12-17yr,  
1tab; Males 18-50yrs, 2.  
All very active M&F  
continue 2 till age 65 or  
vigorous activity wanes



18-50yr, 1tab For low  
to moderately active  
females



M&F >50yr, 2tabs;  
65yr+ athletes and  
intense exercisers  
switch from ActiveMV



Vegans and  
vegetarians – take  
one

# COST COMPARISONS -WE ARE FAR LESS EXPENSIVE B/C WE DON'T MARKET, WE FORMULATE



**MAKING A PRODUCT CORRECT COST MONEY**  
**DOSAGE MATCH TRIALS & 3<sup>RD</sup> PARTY IT TO PROVE IT'S THERE**

**And in Fact - dotFIT**  
***IS* Less expensive**



- dotFIT Active MV 60 tablets, 1-2 tablets/day
  - ✓ 30-60 day supply
  - ✓ (At least 4 in1 formula with multiple bio-available forms & delivery systems)

**\$19.95**

Active \$0.60/srvg @2/d  
All other dF \$0.33@1/d  
Now with Choline



- Platinum ActiveX MV for Men
  - ✓ 60 softgels, 2 softgels/day
  - ✓ 30 day supply

**\$37.95**

**\$1.27/serving**  
**or**  
**25.99/20day**



- OhYeah! Men's Multi
  - ✓ 90 capsules, 2 capsules/day
  - ✓ 45 day supply

**\$28.85**

**\$0.64 per serving**

**These are without controlled release, high Vit-C&D or choline)**



Your Fitness. Connected.

dotFIT™





# OMEGA-3 FISH OILS – NSF Certified Product Comparison



- dotFIT Super Omega 3 Fish Oils
  - 60 softgels, 1 per day
  - 60-day supply
  - No: fish burps, Mercury, PCBs, Oxidation

**\$14.95**  
**\$0.24/serving**



- Klean Omega
  - 60 softgels, 1 per day
  - 60-day supply

**\$32.50**  
**\$0.54/serving**



- Nutrilite® Ocean Essentials®  
Balanced Health Omega (Amway)
  - 90 softgels, 3 per day
  - 30-day supply

**\$29.10**  
**\$0.97/serving**



OMEGA-3 FISH OIL MASS MARKET COMPARISON WITH dotFIT



Underformulated Product  
Is Cheaper

\$7.99 FOR 100 SOFTGELS



Optimum:  
**Fish Oil Softgels**  
Omega-3's!  
Natural Overall Health Support for a Healthy Heart and Joints!\*

Supported Goal: [Health & Wellness](#)

100 Softgels	
Serving Size 1 Softgel	
Servings Per Container 100	
Amount Per Serving	% Daily Value
Calories	10
Calories From Fat	10
Total Fat	1 g 2%*
Cholesterol	5 mg 2%
Vitamin E (As Mixed Tocopherols)	1 IU 3%
Fish Oil	1000 mg (1 g) **
EPA (Eicosapentaenoic Acid)	**
DHA (Docosahexaenoic Acid)	**
Total Omega-3 Fatty Acids	300 mg **

Can't work at this dosage. Ratio is not given, meaning it's incorrect and no dosage can hit it

Serving Size: 1 Softgel  
Servings Per Container: 30  
Calories 13  
Fat Cal, 12

Amount Per Serving		% Daily Value*
Total Fat	1.3 g	2%
Saturated Fat	0.1 g	<1%
Trans Fat	0 g	**
Polyunsaturated Fat	1.1 g	**
Monounsaturated Fat	0.2 g	**
Cholesterol	1 mg	<1%
Vitamin E (D-Alpha Tocopheryl)	2 IU	7%
Total Omega-3 Polyunsaturates	600 mg	**
EPA (Eicosapentaenoic acid)	360 mg	**
DHA (Docosahexaenoic acid)	240 mg	**



dotFIT Practitioner Product

- Proper Dosage + Ratios + 3<sup>rd</sup> Party Tested

\$14.95 FOR 60 SOFTGELS

STUDIES CONCLUDE RATIO & AMOUNTS

# HIGHEST QUALITY PROTEIN WITHIN VERY LOW CALORIES, 3<sup>RD</sup> PARTY TESTED, NSF-CS SO IT WORKS FOR ALL GOALS

## PICK YOUR GOAL AND MAKE IT YOUR WHEY

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 3<sup>rd</sup> 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

3-Versions



All-Natural Unflavored Version

[Many Healthy Delicious Recipes](#)

**FORTIFIED WITH CALCIUM & POTASSIUM**



# HIGH ANABOLIC LOW-CALORIE ALL-NATURAL FORMULA FOR ALL GOALS FOR THE VEGETARIAN/VEGAN

All-Natural Protein for Vegetarians/Vegans & Those with Animal Protein Allergies. No gas or bloating as is common with other plant protein powders (special enzyme package)



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

[Many Delicious Healthy Recipes](#)

## 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%

<b>Multi Source Plant Protein Blend:</b>	23 g	**
Pea protein isolate, Cranberry seed, Chia seed, Sacha Inchi seed		
<b>Branch Chain Amino Acids:</b>	4.5 g	**
L-Leucine, L-Isoleucine and Valine		
<b>Glutamine</b>	3.5 g	**
<b>Enzyme Blend:</b>		
Alpha-galactosidase and Bromelain	110 mg	**

\* 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

Alanine	840 mg
Arginine	1,680 mg
Aspartic Acid	210 mg
Cysteine/Cystine	210 mg
Glutamic Acid	3,313 mg
Glycine	959 mg
Histidine	420 mg
Isoleucine	1,458 mg
Leucine	2,088 mg
Lysine	1,470 mg
Methionine	210 mg
Phenylalanine	1,050 mg
Proline	840 mg
Serine	1,050 mg
Threonine	840 mg
Tryptophan	210 mg
Tyrosine	840 mg
Valine	1,458 mg

**VEGETARIAN dotFIT**

# BEST PLANT PROTEIN

VEGETARIAN PROTEIN SHAKE

- GLUTEN FREE
- NO DAIRY
- NO SOY
- HYPOALLERGENIC
- NON-GMO

**21g Protein** per serving

**<1g Sugar** per serving

**8g BCAAs & Glutamine** per serving

**CHOCOLATE**

Naturally Flavored  
NET WT. 25.98oz (2.2lb / 1020g)  
Dietary Supplement

Manufactured exclusively for dotFIT LLC, World's Village, CA 91791 USA. | 1-800-464-FIT | 877-464-8246 | www.dotFIT.com

dotFIT  
GAIN FUNCTION.

# 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 delicious youth nutrition to maximize growth & development to make them better on the field and in the classroom



## Many Healthy Delicious Recipes

~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

### Many Healthy Delicious Recipes

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**



**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!

[Many Delicious Healthy Recipes](#)



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**



# WHY dotFIT POWDERS/DIFFERENCE SUMMARY SENTENCES FOR OVERCOMING OBJECTIONS



## dotFIT 3<sup>rd</sup> 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”, diet preference & lifestyle – not found in stores!
- 3<sup>rd</sup> 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 3<sup>rd</sup> 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 3<sup>rd</sup> 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
- 3<sup>rd</sup> party tested for ingredients and claims – NO PROTEIN SPIKING\* (see below)
  - ✓ Formulas for “every body”, diet preference & lifestyle – not found in stores!
- dotFIT is competitively priced per gram, any noted higher cost is due to 3<sup>rd</sup> party testing & other manufactures eliminating the practitioner and going direct to mass distribution where they compete on price thus compromising the products such as the use of “protein spiking”:
  - ✓ \*The practice called “protein-spiking” is when manufacturers add cheaper non-protein ingredients, such as amino acids, to increase the nitrogen content, which then makes it appear as if the product contains more protein than actual. Class action suits have been filed against many top brands
- Mass market powders don't come with the gym, professional staff, proper usage instructions and integration or fitness professional - and we don't trust them
- Synergistic with all dotFIT products – no ingredient “spiking or dusting” so no potential nutrient overages
- LeanMR and BestPlantProtein are uncontested formulas
- Protein mix co-factors make it perfect for baking/cooking (e.g., pancakes, cookies, bread, muffins, etc.)
- **Fortified with calcium & potassium**

# Promotional Materials for your Supplements of the Month

Ideally Designed 4 in 1 Multivitamin and Mineral Formula (MVMs) for all Life Phases



**THE ESSENTIALS TO FIT ANY DIET PREFERENCE OR LIFESTYLE**



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

*MVMs, all or any proteins, SuperOmega-3, SuperCalcium, Vit-D,*



# 1 Pagers

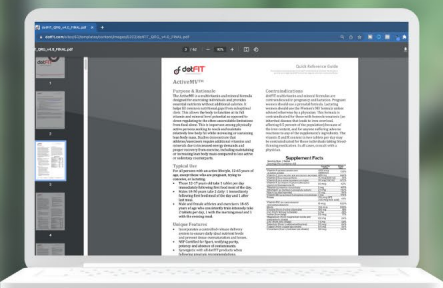
Print and display  
consumer friendly  
guide

# Infographics

Print or  
share on social to  
educate

# Store Description & Video

Watch & share with  
members



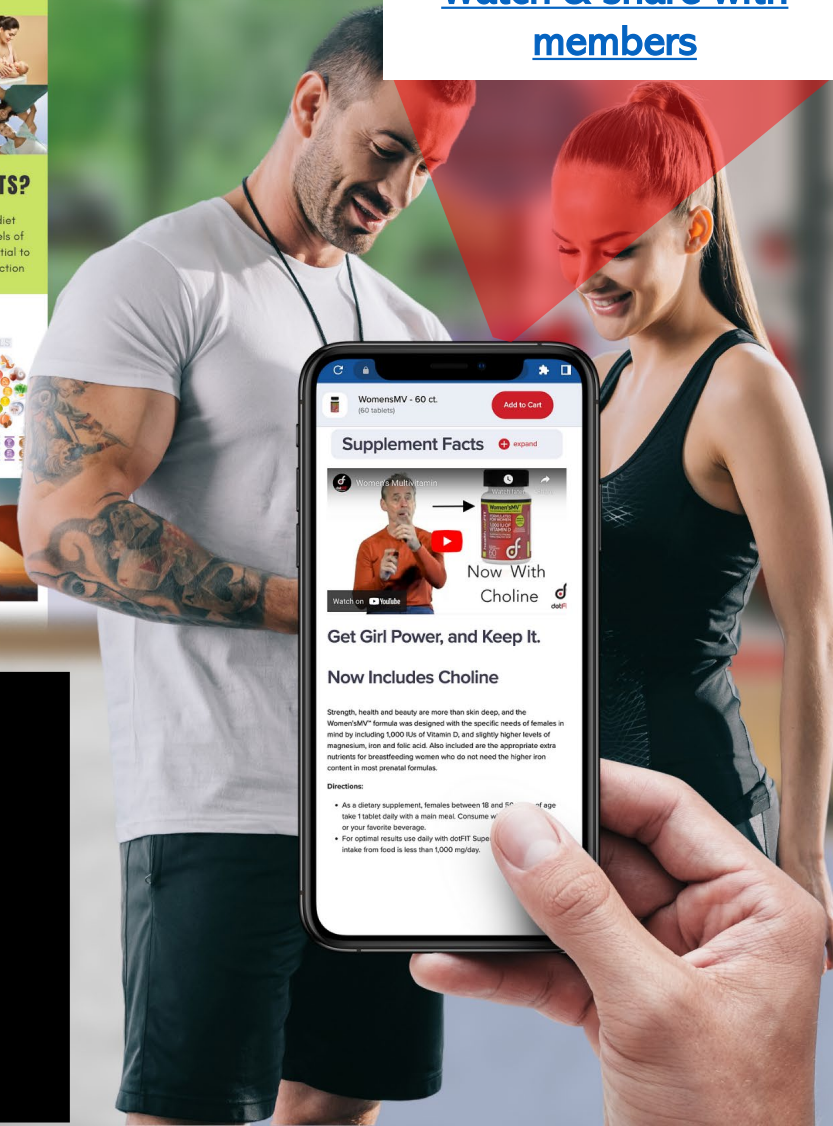
# QRG

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

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Shown in trials and  
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Right place, right  
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**Personalized Solutions**  
Unique to your body and  
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**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.

Add your logo here



# Use for any or all these purposes

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