

# 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.

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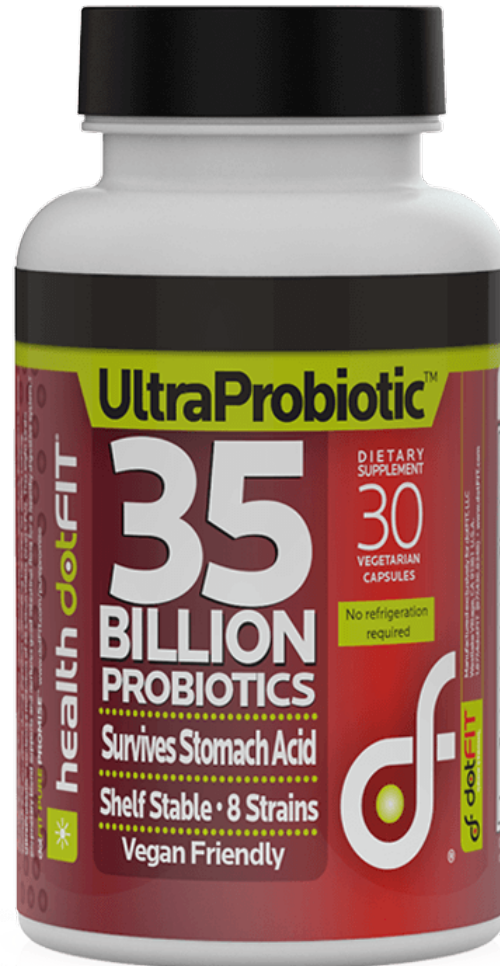
**dotFIT**  
GROW STRONG.

Add your logo here

# 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*



[UltraProbiotic](#)

# 1 Pagers

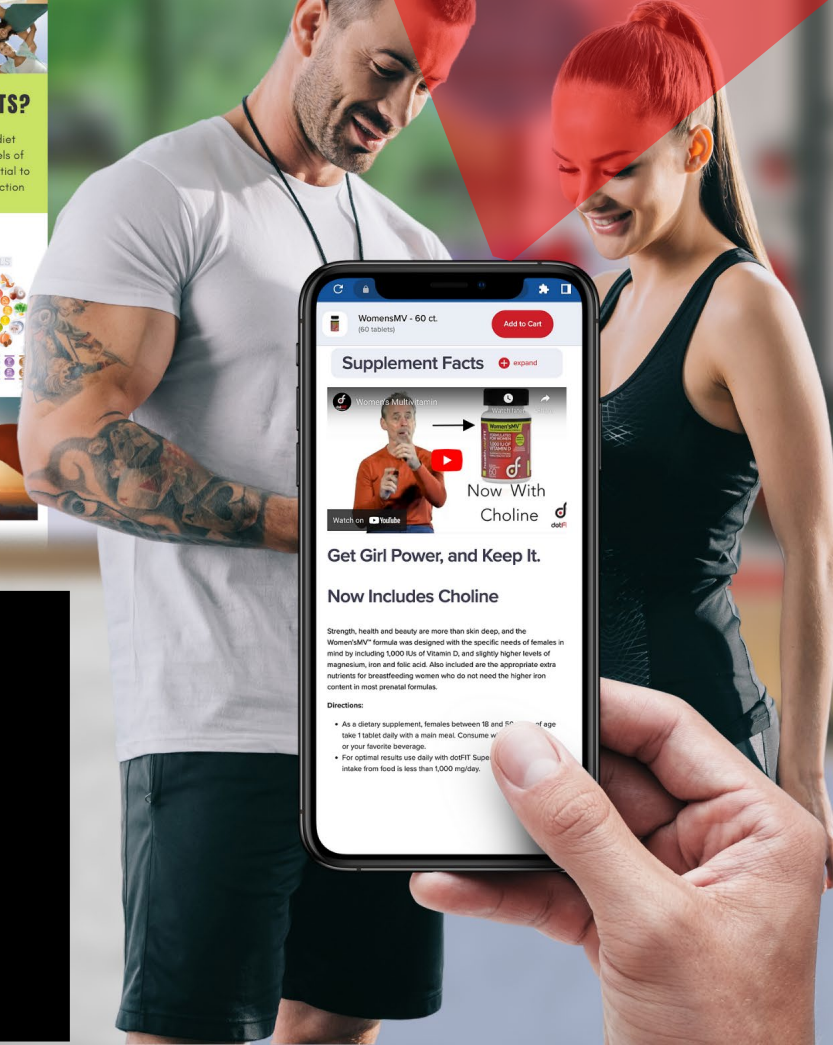
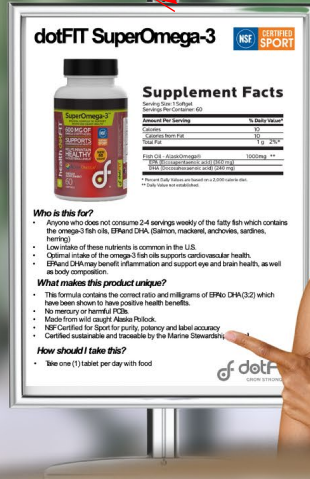
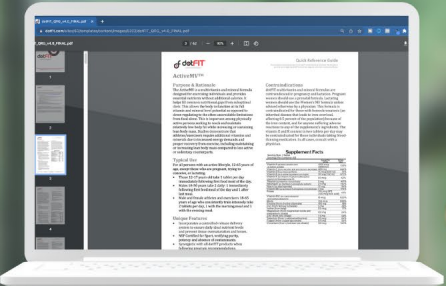
Print and display  
consumer friendly  
guide

# 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

# Use for any or all these purposes

- **EXPERT PRODUCT SCRIPTS AND PRESENTATIONS (BEST PRACTICES)**
- **STAFF TRAINING MATERIALS**
- **CONSUMER HANDOUTS**
- **DIGITALLY SHARE ANYWHERE INCLUDING YOUR SOCIAL MEDIA**

MINDFUL WE HAVE THESE MATERIALS FOR ALL PRODUCTS

# Health Starts in Your Gut – a healthy gut supports a healthy body

**Problem:** diet, natural aging & lifestyle, including intense exercise and other stresses, upset proper bacteria harmony to a point where GI tract problems develop, which can trigger other negative health outcomes thru impaired signaling

**Solution:** *UPB Supports a Healthy Gut thru Recolonization that helps establish Proper Signaling Throughout the Body*

Supports a Healthy gut by adding good bacteria that recolonize the gut to help send proper signals to all major body systems: CV, respiratory, immune, brain, etc. – known as **gut/organ crosstalk<sup>1</sup>**

**UPB helps to send good vibrations throughout the body**



8- strains of live beneficial bacteria (probiotics), and prebiotics improves the natural balance of friendly bacteria to positively influence all aspects of health and well-being , especially immune homeostasis

Gut bacteria 'teaches' our immune system how to deal with both harmless & harmful bacteria



# ULTRA PROBIOTIC (UPB)



## Supporting Documents UltraProbiotic

USA © 2019 SKU 1017

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UltraProbiotic™ proprietary probiotic strains are stabilized using a patented poly matrix system (patent #6,653,002) that provides 35 billion viable (live) CFU's through expiration date when stored at room temperature.

No refrigeration required.

Each Bio-Enhanced, Acid Resistant Strain (BEARS) has been specifically designed to survive stomach acid secretions during digestion eliminating the need for enteric coating.

UltraProbiotic™ contains a minimum of 35 billion viable (live) CFU's. This eight strain proprietary blend supports and nurtures good intestinal flora for a healthy digestive system.

dotFIT PURE PROMISE™ www.dotFIT.com/dotfitpurepromise

**health dotFIT**

**UltraProbiotic™**

**35 BILLION PROBIOTICS**

**Survives Stomach Acid**

**Shelf Stable • 8 Strains**

**Vegan Friendly**

DIETARY SUPPLEMENT

**30 VEGETARIAN CAPSULES**

No refrigeration required

dotFIT

Manufactured and bottled by dotFIT LLC  
Westlake Village, CA 91361 U.S.A.  
1.877.4dotFIT (877.468.8348) • www.dotFIT.com

**DIRECTIONS:** As a dietary supplement, adults take one (1) vegetarian capsule daily during meals or as directed by a health professional.

Supplement Facts		
Serving Size: 1 Vegetarian Capsule		
	Amount Per Serving	% DV
Proprietary probiotic blend	186 mg (35 Billion CFU's) *	*
<i>Lactobacillus acidophilus</i> La-14		
<i>Bifidobacterium lactis</i> Bf-04		
<i>Bifidobacterium bifidum</i> Bb-02		
<i>Bifidobacterium longum</i> Bf-05		
<i>Lactobacillus rhamnosus</i> Lr-32		
<i>Lactobacillus plantarum</i> Lp-115		
<i>Lactobacillus salivarius</i> Ls-33		
<i>Lactobacillus bulgaricus</i> Lb-87		
Prebiotic blend	50 mg	*
(Fructooligosaccharides (FOS), FiberAid® arabinogalactans)**)		
* Daily Value (DV) not established.		

Other ingredients: Cellulose, vegetarian capsule (modified cellulose, water), silica, magnesium stearate and calcium silicate.

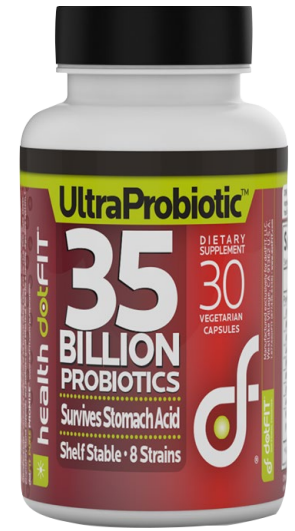
Contains No salt, dairy, wheat, gluten, preservatives, artificial colors or flavors.

Store in a cool, dry place away from direct sunlight. Keep out of the reach of children.

‡ Colony Forming Units

\*\*FiberAid® is a registered trademark of Lonza Group, Ltd Switzerland.

†This Statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



EVERYTHING STARTS with your GUT

Supply 8- strains of the two most studied and used live microorganisms (probiotic), Lactobacillus and Bifidobacterium to improve the natural balance of beneficial gut bacteria to help positively influence all aspects of health and well-being



Your Fitness. Connected.

dotFIT™

# Sport, Health, Activity Recovery & Performance Program (Baseline + Probiotic)

Links will take you to a brief product description including video

## Daily:

- [dotFIT complete MVM formula based on age and gender](#)
  - Take as directed with meal(s)
- [UltraProbiotic](#)
  - Take one daily with a meal

## Daily as needed:

- [dotFIT Protein](#)
  - 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 5 times daily
  - 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
- [SuperCalcium](#) (read all food and shake labels)
  - 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; Males take 1 only if necessary
- [SuperOmega-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)

## Workout days

- dotFIT Protein based on goal <https://www.dotfit.com/store/nutrition> - use as directed to get:
  - 25-35gm/protein 30-40min before workout & repeat same dose immediately post exercise

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



# The Essentials (+UltraProbiotic) 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*



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



UPB helps to send good vibrations throughout the body

Supports a Healthy gut by adding good bacteria that recolonize the gut to help send proper signals to all major body systems: CV, respiratory, immune, brain, etc. – known as gut/organ crosstalk<sup>1</sup>

**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**



# Complete Health/Longevity Program

Links will take you to a brief product description including video

## Daily:

- [dotFIT Multivitamin & Mineral](#) for your age and gender. If 50yrs or older use [Over50](#) unless noted below; if female under 50 use [Women's](#); Males and very active females (competitive training protocols) under 50 use 2-[Active](#), with both genders continuing use till 65yrs if still training competitively at which time every person will use Over50; children under 12yr use [Kids](#); children 12-17yr use 1-Active).
  - Take as directed with meals
- [Vitamin D](#) (to achieve serum 25(OH)D concentration of 40-50ng/ml)
  - Take daily with MVM
- [SuperiorAntioxidant](#)
  - Take 2 daily anytime with a meal
- [UltraProbiotic](#)
  - Take one daily with a meal

## Health support to complement any diet, based on budget

- **Minimum: MVM, fast acting protein, Omega-3, Ca as needed**
- **First add: SuperiorAntioxidant**
- **Next add: UltraProbiotic**
- **Next: JointFlexPlus/collagen**
- **No financial limitations = complete health and longevity program with BrainHealth & Extra Vitamin D (>30ng/ml 25-OH Test)**

## Daily as needed:

- [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
- [SuperOmega-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
- [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
- [JointFlexPlus](#) (Biocell Collagen II)
  - Joint & Skin health protection and Injury or age-related joint discomfort take 1-2 in AM & 1-2 in PM

## Workout days

- [dotFIT Protein of choice\\*](#). Use as directed to get:
  - 25-35gm/protein 30-40min before workout & repeat same dose immediately following exercise

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

**\*Advanced Brain Health (may divide evenly or all at once anytime with or without meals)**

- 45-55yrs take 4; 56+ take 8