

Dietary Support

The goal of a properly structured dietary supplement program is to safely deliver, in combination with diet, the right nutrients and necessary compounds in a low or no calorie form for the purpose of enhancing health, sport and fitness goals – i.e. reach your goals more quickly and easily, with less effort and more food through proper dietary support.

The dotFIT Difference

Before supplements become dotFIT™ products or are recommended for general consumer use, they must survive stringent legal and scientific review with the following conditions met:

- **Current clinical research**
- **Documented safety & efficacy**
- **Purity, potency, delivery**
- **Never too much or too little**

Current clinical research – dotFIT products are “evidence-based”, which means they are fully supported by scientific research; they must be 100% defensible through peer reviewed (published) scientific research.

It is relatively common for compounds to be utilized in dietary supplements and heavily marketed without good scientific research to stand on. A good example would be CortiSlim. Just read the excerpts from an FDA Warning letter dated August 19, 2004:

“A review of your labeling for CortiSlim indicates serious violations of the Federal Food, Drug, and Cosmetic Act. The manufacturer of a dietary supplement containing a “structure/function” claim in the product’s labeling must have substantiation that the claim is truthful and not misleading. We have reviewed your product claims and concluded that they are not supported by reliable scientific evidence.”

Documented safety & efficacy – dotFIT products are manufactured based on validated data supporting safety and efficacy. In other words, only safe **and** effective dosages; only the compounds, and levels, that are proven to work are in the products - no window dressing.

Case in point: Lycopene is a well researched and powerful antioxidant. The dosages used in positive clinical studies are greater than 6.5 milligrams. However, if you look at most well-known brands marketing that they have lycopene in their product, you will see ingredient amounts in the microgram level (less than 1 milligram). Why? How many people know what an effective dose is? We do!

Purity, potency, delivery – Our dietary supplement products are manufactured in a FDA-registered, Drug-Licensed pharmaceutical facility in compliance with Current Good Manufacturing Practices. This means that both purity and potency are guaranteed and it assures users that all nutritional claims meet or surpass FDA guidelines, USDA guidelines, and industry norms.

dotFIT utilizes cutting-edge delivery systems and compound forms to maximize absorption and utilization by the body wherever appropriate and possible. ThermAccel (ThermoShock) is a good example; the ingredients are delivered by means of a two-stage technology providing immediate and prolonged activity for the entire day. Another example is the new softgel form of our SuperiorAntioxidant which improves absorption of CoQ-10, mixed carotenoids, lutein and zeaxanthin.

The vast majority of dietary supplements on the market today are not manufactured in an FDA-registered facility, which means that you have no guarantee of purity and potency. Your only guarantee is that the company more than likely has a higher profit margin, but you cannot be sure you are getting what is on the label. If there is no guarantee of purity and potency, what are the chances for optimal delivery and/or absorption?

Never too much or too little – All formulas must be able to work in synergy with other dotFIT products in order to avoid nutrient overages, which are common with typical, indiscriminate supplement use.

dotFIT foods cannot be “spiked” with unnecessary nutrients. Most other products in this space (e.g. bars, shakes, ready-to-drinks, etc.) are heavily spiked with many nutrients that can lead to undesirable levels within the body when combining multiple manufacturers, products and normal food intake.

When consuming only dotFIT products, as directed with one’s normal daily food intake, the recipient can be assured of keeping the body at a safe and optimal nutrient level.