

- History of Nutrition in “Gyms”



- dotFIT Difference



- Future of Fitness
Playspan[®] vs Lifespan



You &



Part 1 – Nutrition changes the model from an exercise facility to a health & fitness resource with unlimited potential for the staff, business and community – when you execute



THE 4 PILLARS OF FITNESS

1 NUTRITION

Fuel your transformation with foods that you enjoy.

THE FIRST PILLAR

Members are 100% responsible for consistent results. If you don't eat, bad things happen. If you eat the wrong things, nothing happens. Think of it this way: If you're exercising, you're an athlete, and your body needs to be fueled properly during the other 23 hours a day to maximize results.

Your customized 1st Pillar Plan will teach you:

- CALORIES: The exact amount required by your goal.
- COMPOSITION: Feel your best by choosing the right combinations.
- TIMING: Perform better and recover faster.

dotFIT

THE 4 PILLARS OF FITNESS

2 EXERCISE AND MOVEMENT

Customized workouts stimulate progress and keep your body changing.

THE SECOND PILLAR

Exercise is the body's stimulus for change. Whether you choose strength training, endurance training or a combination of both, there are four variables that will ensure that your body is given the appropriate stimulus for change.

Your customized 2nd Pillar Plan will teach you P.E.T.T.:

- FREQUENCY
- INTENSITY
- TIME
- TYPES OF EXERCISES

dotFIT

THE 4 PILLARS OF FITNESS

3 DIETARY SUPPORT

Fill your nutrient gaps with a personalized plan to speed your results.

THE THIRD PILLAR

Exercise increases the body's nutrient needs, but it's difficult to meet those needs without gaining weight. Safe and effective supplementation can satisfy your nutrient needs without adding calories. Improve your workouts, speed recovery and avoid plateau.

Not all supplements are created equally, so we use a professional screening process to give you a customized supplement plan. You'll learn:

- HOW TO FILL YOUR ESSENTIAL NUTRIENT GAPS
- HOW TO ACCELERATE YOUR RESULTS

dotFIT

THE 4 PILLARS OF FITNESS

4 COACHING AND ACCOUNTABILITY

Our coaches will take out all the guess work and provide you the fastest route to your goal.

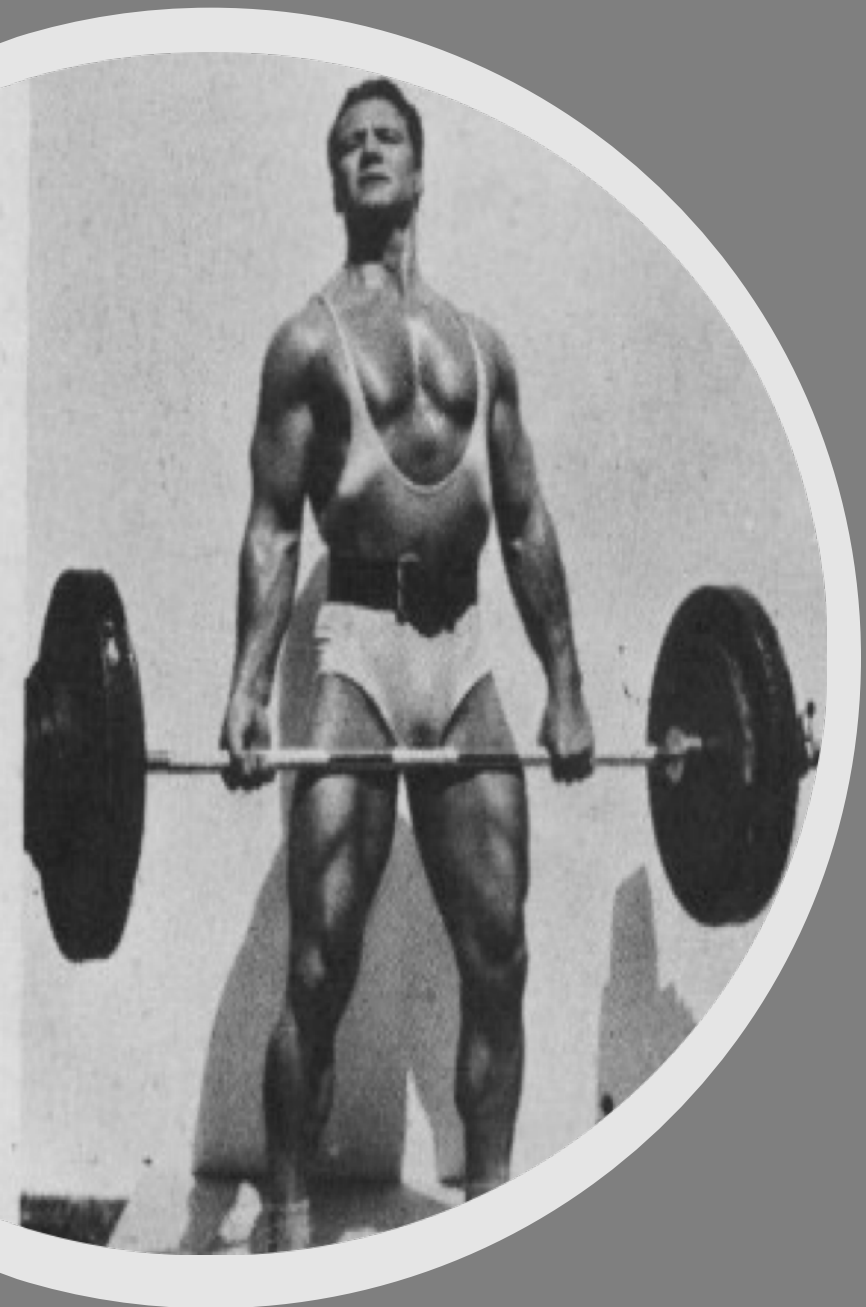
THE FOURTH PILLAR

The right coach can help you get consistent results faster. Learn how to fit all 4 pillars of a safe, effective program into your lifestyle, how to stay motivated and how to avoid plateau.

Your coach will teach you how to make your journey:

- FUN
- SAFE
- EFFECTIVE
- MOTIVATING

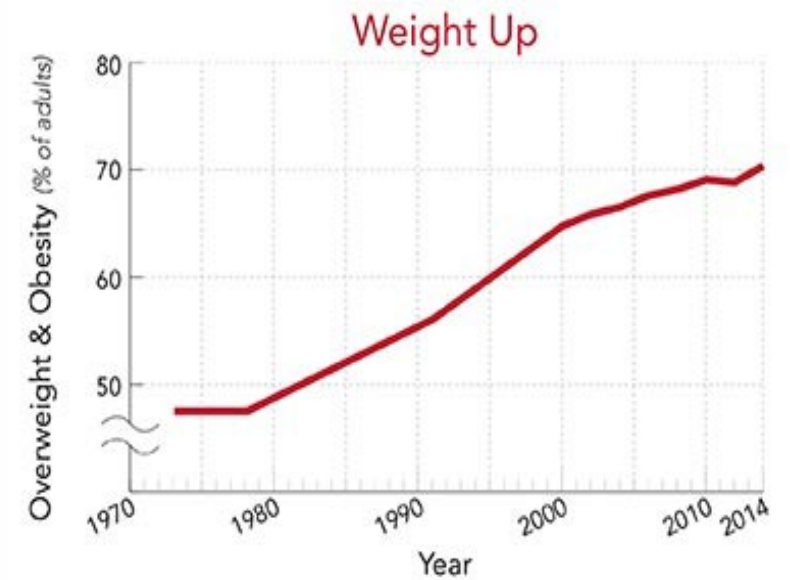
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What Gyms Historically Sell

We Opened Our Doors to Let the World in Just as it Was Getting FAT

- **US/Western Nations**
 - 70% (90) overweight; 37% obese
 - >2 of 3 adults are overweight
 - By 2048 virtually everyone
- **70m Adults dieting at any time**
- **Membership expanded but...**
- **New gym members had different fitness goals**
 - 70% weight/fat loss
 - Horrific attrition rates without nutrition
 - 20% performance/muscle
 - 10% (100%) health



NOW What Gyms Left to the Member... Led to Attrition & Notorious Failure Rates



**No Instant Gratification
Exercise is WAY TOO SLOW**

Little did we know, we had the wrong solution

What Doesn't Work

Exercise alone

34,000 exercisers - followed for 13 years

(Defined as 5 days a week for 60 minutes = 300 minutes/week)



Other weight loss studies show diet with exercise produces 7xs the weight loss vs exercise alone

What Also Doesn't

Work — Diet alone

80-90% gain it back

Creates a weaker structure

Dietary Supplements alone*

Most yield clinically insignificant results compared to controls

***Protein-based Meal Replacements are food products and proven effective alone**

What Does Work

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

All of it, if you do it right -

We have a tight window to get them hooked on fitness

Individualize Diet -with flexibility

- matching the goal, including timeframe, to calorie needs

Exercise

- health and body composition including maintenance

Evidence-based supplements

- ease/speed the journey (immediately more energy, faster results, support LBM)
- nutrients with little/no calories to feed muscle and starve bodyfat

Adding up to our goal of a quicker addiction to fitness - thus us

The Business and Consumer Confidence

dotFIT Practitioners Educated to Deliver, as Part of Their Scope of Practice – A Simple Nutrition solution Matched to a Users Fitness Goal Including a True Dietary Supplement Recommendation

R&D, Sport &
Fitness
Programming
Company

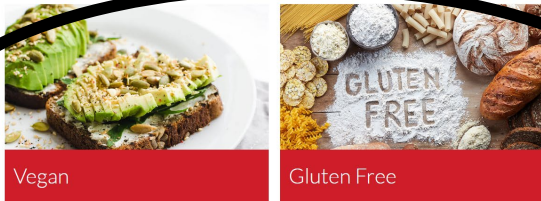
Licensed for
dotFIT Certified
Practitioners



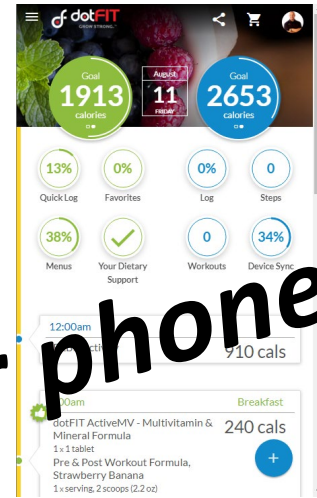
Ever-Evolving 1-stop shop for any goal, from **any device** – client & Fit-pro centric

The Solution - The Integrated Play

Custom Personalized Menus From Dieticians

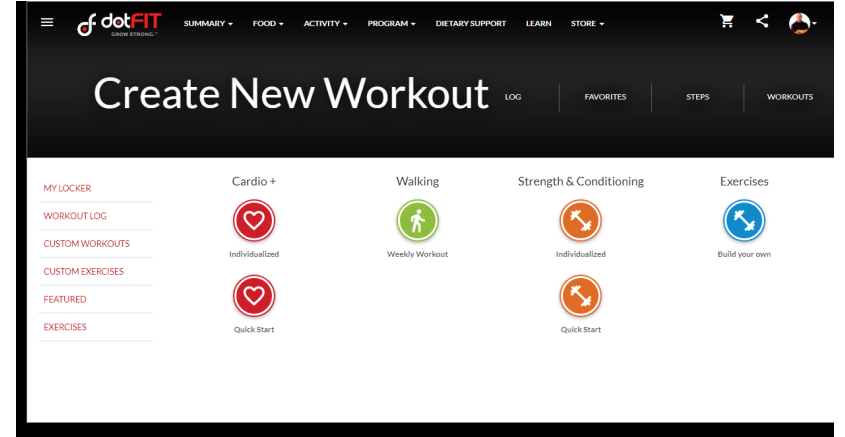


New Vegan & Gluten Free Menus

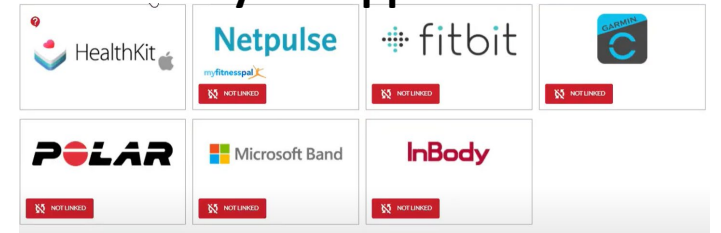


all from your phone

Any Level or Type of exercise including performance, corrective & assessments




Attach your App



3rd Party Tested Practitioner Product Only to Accelerate Results & Fill in the Gaps to Grow Strong



The background of the image is a blurred photograph of a gym or fitness area. It features a grey water bottle, a silver dumbbell, a white towel, and a measuring tape on a wooden surface. The text is overlaid on this background.

Adding Nutrition to our DNA, We Broke Tradition to Power an Empire

“Built to Expand”

**An Ecosystem to Support the Future
*education, application & integrity***

Nutrition Powered - Ecosystem

EVOLUTION OF A FITNESS EMPIRE

BB & GG
Sets the stage



Founded to expand
Gym nutrition worldwide

1994



Apex Merges to set a
new PT standard

2001



Established next generation nutrition
& exercise platform to power
brands & prepared for future

2008



Acquired to develop
talent thru seamless, relevant
education & certification

2016



Our Future
Keeping our clubs staffed



NASM & PTAG/PTN
merge to enhance &
expand sport & fitness
education & services

1974-
1994



1988

Created Nutritionalyis
Industry 1st Nutrition

1996

Acquired to give
trainers credibility

2003

Launched bodybugg
First Wearable Device for
Weight Control in Fitness

Won Best of What's New in Health



2009-
Current

dotFIT now powering Global Brands
>1700 Facilities & Sports Teams
>50,000 Fitness Pros & in Millions of Households

2020-
Current



dotFIT - Trusted by Professionals

R&D for Nutrition Programs & Products

- Over 1,700 sport and fitness facilities
- Over 50,000 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





CHIEFS

SVG - PNG DESIGN HIGH QUALITY

dotFIT
GROW STRONG.™



NCAA



Supporting Over 250 College & Pro Sport Teams

There is a reason that over 35% of professional sports teams*, over 200 colleges, and 1000s of individual players purchase from us. Mindful these teams/players pay for their dotFIT products when they can get any other dietary supplements free.



dotFIT Major League Baseball Official Dietary Supplement Ordering Portal



dotFIT - Trusted by Professionals

R&D for Nutrition Programs & Products

- Over 1,700 sport and fitness facilities
- Over 50,000 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



Exclusively for Major League Baseball


 

Stay with the winning lineup: dotFIT and NSF Certified for Sport


The game is played inside the lines... the same goes when it comes to supplements

To set up your team with its own order site, contact:

Nick Corso MS, CES, PES
Executive Director
Intercollegiate and Professional Sports
Cell: 805-341-4382
nick@dotfit.com

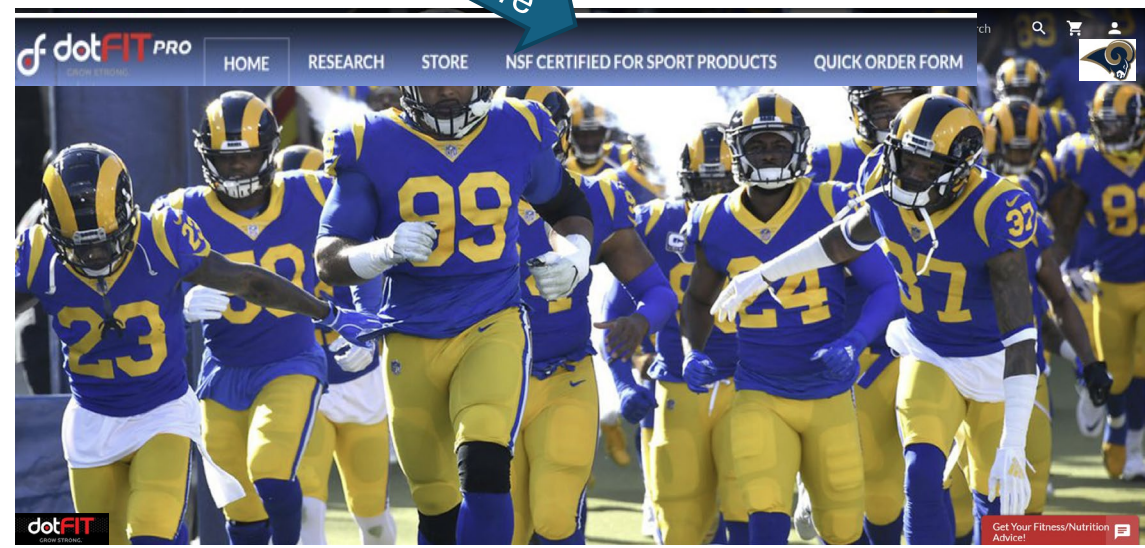
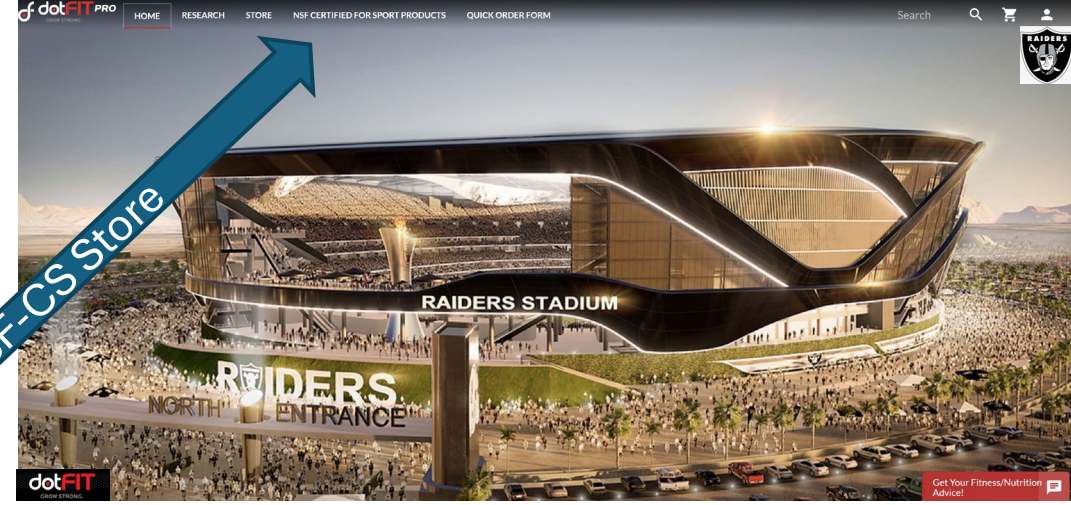
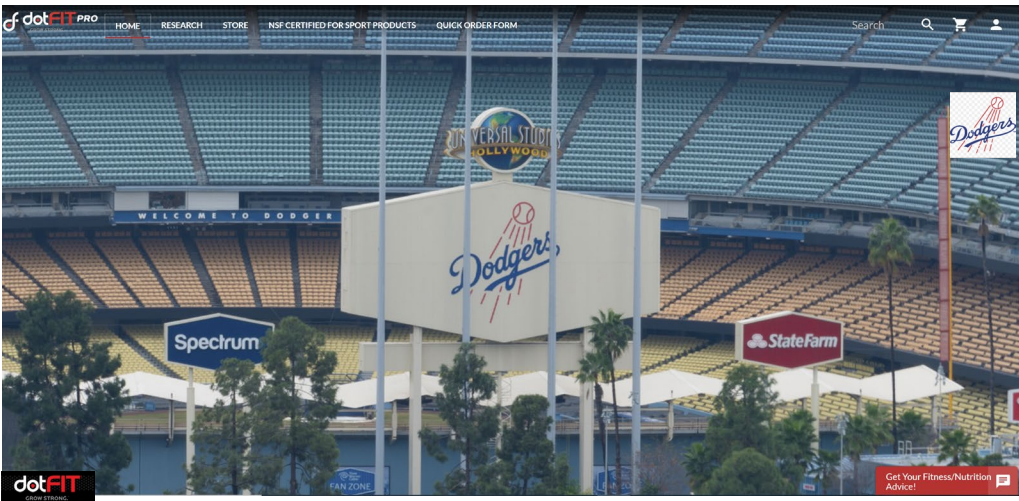
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Become a dotFIT Sponsored Athlete
dotFIT Products - find out the difference
Club Finder





***While teams recognize the value of supplementation, most leave it to players and agents**



Part 2 – Dietary Supplements

Growing market that cannot be ignored b/c it effects our results when people are distracted with unqualified options

dotFIT Difference

The Practitioner Channel

Practitioner Product Status by Rules

1. **Efficacy** – dosages & forms match clinical trials – published unequivocal evidence
2. **Safety** – shown in trials and history, screening & ingredient synergy
3. **Purity & Potency** – tested from start to finish
4. **Nutrient Delivery** – right place, right time
5. **Truth in labeling** – legal facts based on #1 & prove it with 3rd party testing
6. **Practitioner delivered** – legitimizes the recommendation

Remove the doubt with the Practitioner resource

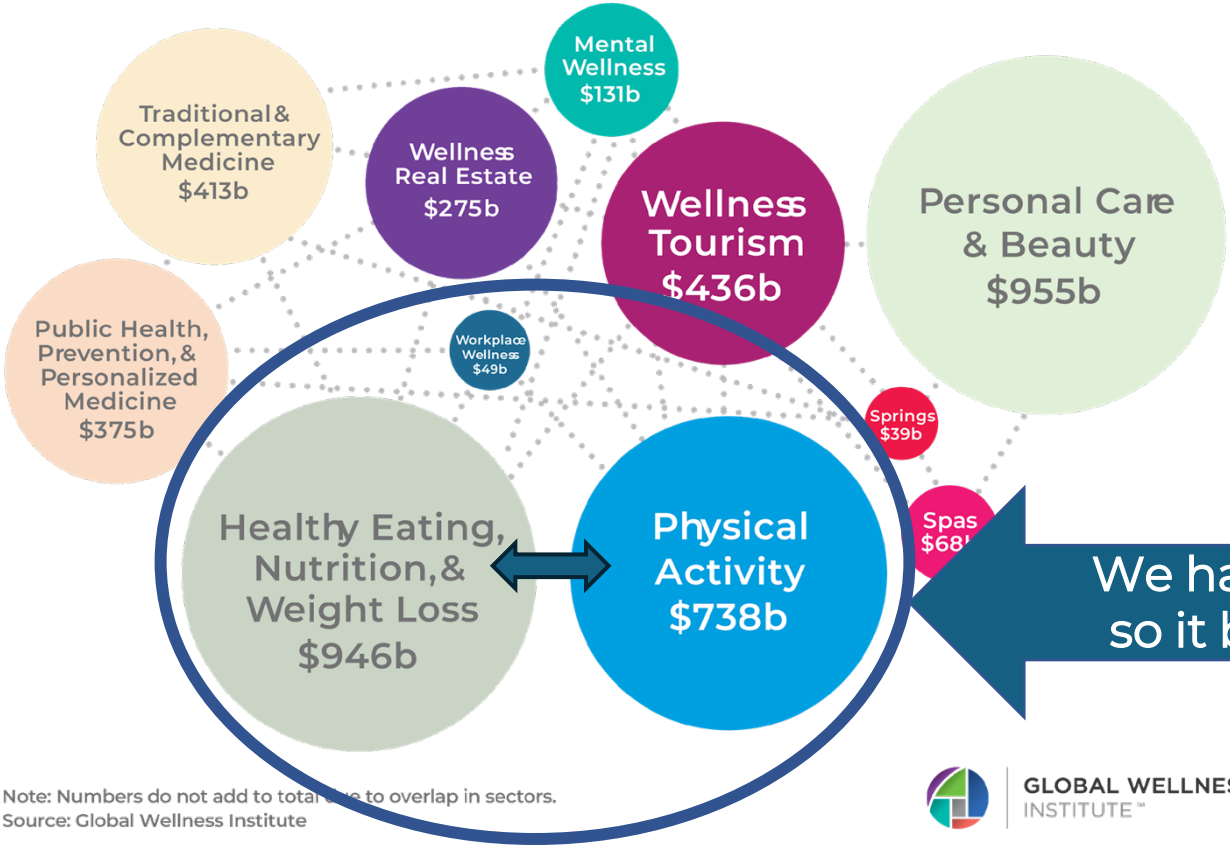
[Click here](#) Sports (3:23)



practitioner vs consumer channel

Market Size

GLOBAL WELLNESS ECONOMY: \$4.4 TRILLION IN 2020



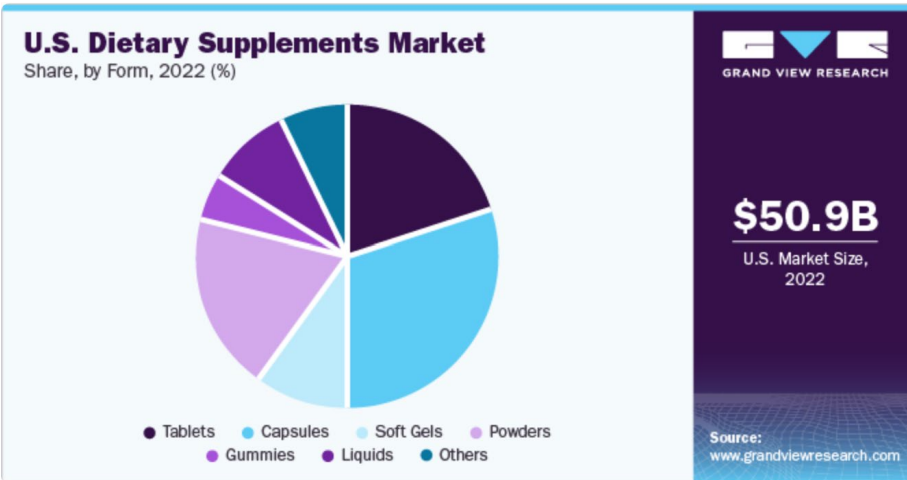
Global dietary supplements market size is projected to reach \$230.73 billion by 2027, registering a CAGR of 8.2% over the forecast period

We have our niche customer within these markets so it becomes a natural extension of our business

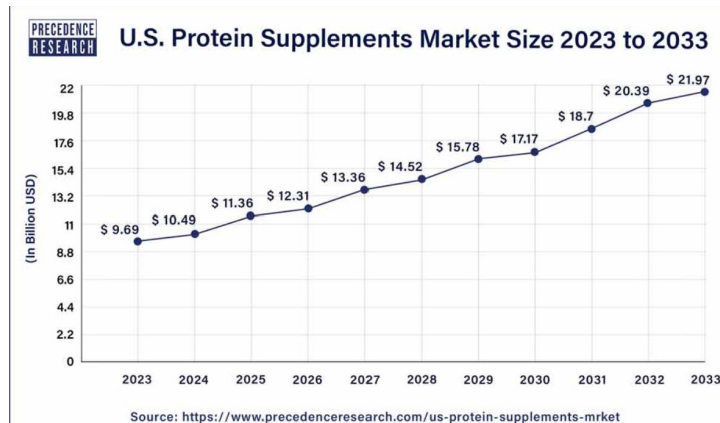
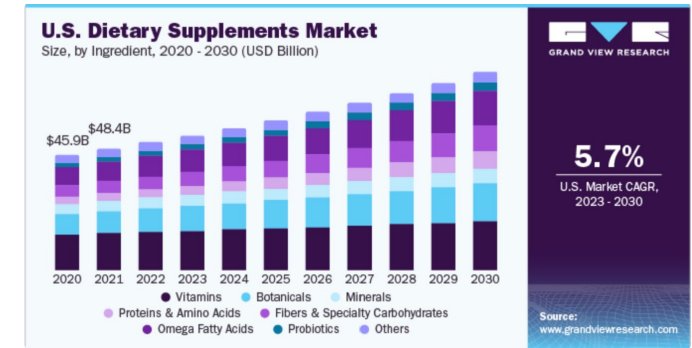
Note: Numbers do not add to total due to overlap in sectors.
Source: Global Wellness Institute

Current US (2022) Dietary Supplement Market 50.9B

Projected growth: CAGR of 5.7% from 2023 to 2030; Forecast USD 78.94 billion in 2030



Revenue forecast in 2030	USD 78.94 billion
Growth rate (Revenue)	CAGR of 5.7% from 2023 to 2030
Base year for estimation	2022
Historical data	2017 - 2021
Forecast period	2023 - 2030



US Sports Nutrition Market Overview

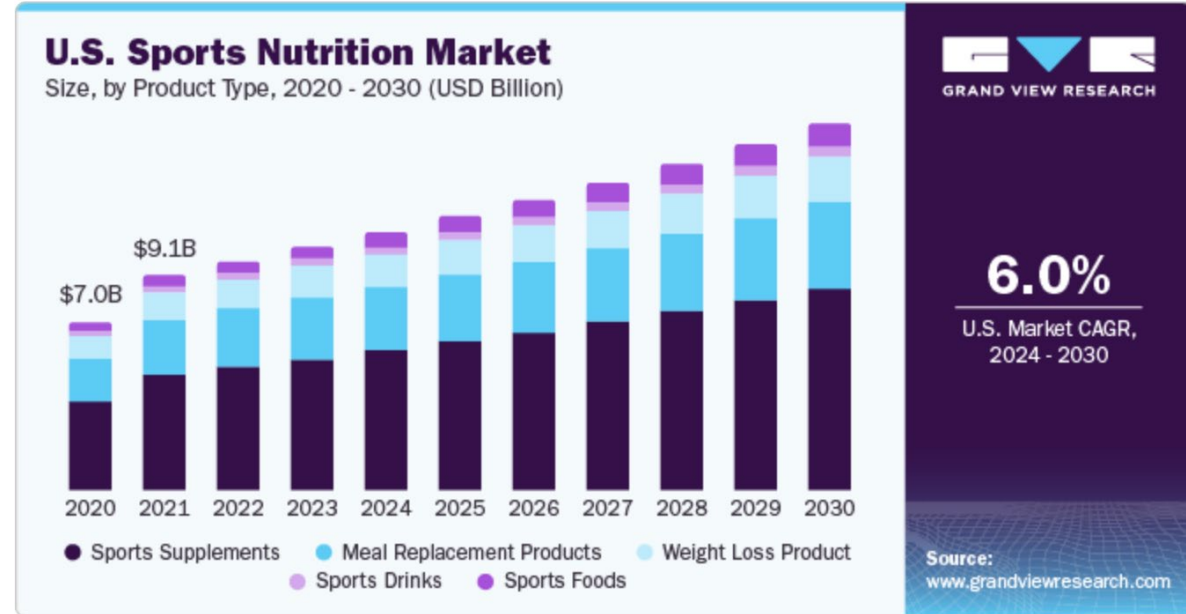
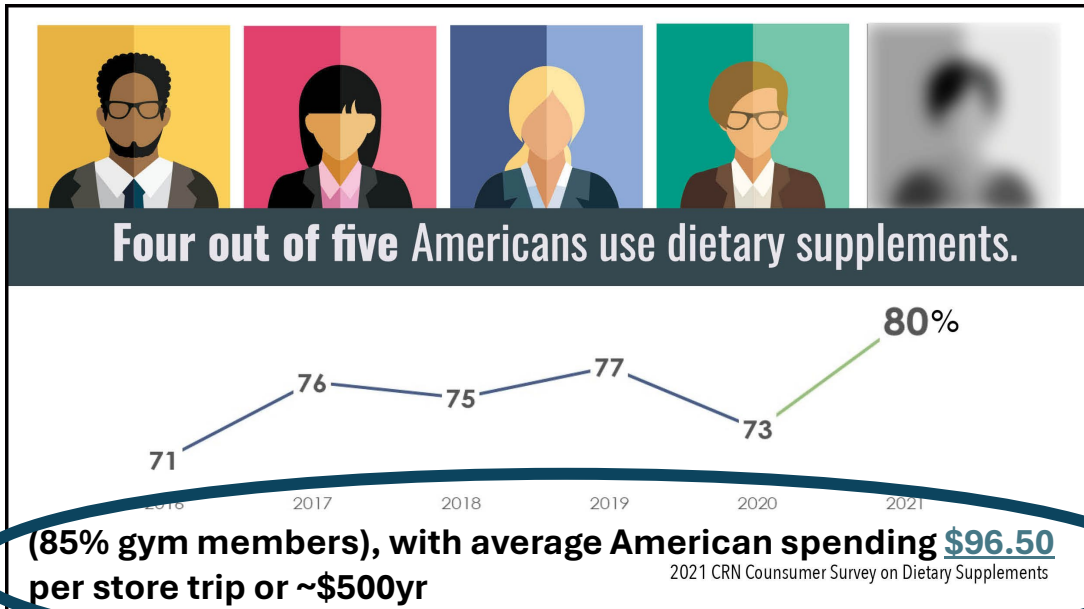
The \$14.1 billion US sports nutrition market is growing, with a CAGR of 7.9% expected between 2022 and 2027.¹ Sports protein powders make up the largest segment at \$6.1 billion, with growth forecast at 5.3%.² Segments outpacing the total market include protein/energy bars (est. CAGR +10.7%) and non-protein products (est. CAGR +10.2%), which include pre-workout and amino acid supplements.³

The US protein supplements market size surpassed USD 9.69 billion in 2023 and is estimated to be worth around USD 21.97 billion by 2033 with a CAGR of 8.56% from 2024 to 2033.

Quick Supplement Statistics Related to You

Top reasons for using supplements has not changed from year-to-year:

- 1) **overall health & wellness**; 2) **immune health**; 3) energy; 4) filling nutrient gaps; 5) hair skin & nails



- MVMs remain most used supplements, at 75% of all supplement users
- Top selling individual vitamins/minerals: 1) Vit-D; 2) Vit C; 3) Zinc

- Fastest growing: **probiotics** (UltraProbiotic 35 Billion), **protein powders** (dF 3rd party tested), **collagen** (JointSkinCollagen+ [Collagen peptides & Hyaluronic acid), "Greens" (Alln1 SuperBlendTM)



The global dietary supplements market size is projected to reach USD 230.73 billion by 2027, registering a CAGR of 8.2% over the forecast period with our categories doubling that growth

Why billion \$ companies make us the resource to protect their assets

dotFIT DIFFERENCE

UNRIVALED EXPERTISE IN FORMULATING, MANUFACTURING, RECOMMENDING AND INTEGRATING DIETARY SUPPLEMENTS INTO HOLISTIC FITNESS PROGRAMMING

PRACTITIONER PRODUCTS vs MASS CHANNEL PRODUCTS

“NOT FOUND IN STORES”

“DIETARY SUPPORT FOR ATHLETES & EXERCISERS”





SCIENCE AND RESEARCH TEAM

INSTITUTIONAL RELATIONSHIPS & ADVISORY RESOURCES

UNIVERSITY OF HAWAII
UNIVERSITY OF BERKELEY
NORTH CAROLINA BOARD OF DIETETICS & NUTRITION

NUTRITION, DIETETICS & WEIGHT CONTROL

JILL FAIRWEATHER, MS, RDN
GAY RILEY, MS, RDN, CCN
ALAN TITCHENAL, PHD
KAT BAREFIELD, MS, RDN, NUTRITIONIST, PES, PE
JOANNIE DOBBS, PHD, RD

EXERCISE SCIENCE, PHYSICAL THERAPY & CORRECTIVE EXERCISE

NATIONAL ACADEMY OF SPORTS MEDICINE
KEVIN STEELE, PHD

MEDICAL SCIENCE, PHARMACEUTICALS & DIETARY SUPPLEMENTS

DAVID SANDLER, STRENGTHPRO, INC
TIMOTHY ZIEGENFUSS, PHD, CSCS, EPC
DR. STEVEN SHASSBERGER, DO

THIRD PARTY TESTING AGENCIES & FACILITIES

RELIANCE VITAMIN CO.
CAPSTONE NUTRACEUTICALS
NSF INTERNATIONAL - CERTIFIED FOR SPORT PROGRAM
HEALTH CANADA

SPORTS SCIENCE & HUMAN PERFORMANCE

DR. MICHEAL A. CLARK, DPT, MS, PT, PES

FUNCTIONAL SPORTS SCIENCE ADVISORY BOARD

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NATIONAL ACADEMY OF SPORTS MEDICINE (NASM)
ATHLETIC AND FITNESS ASSOCIATION OF AMERICA (AFFA)
PRECISION NUTRITION

FITNESS PROFESSIONAL RESOURCES

PRACTITIONER DIETARY SUPPLEMENT REFERENCE GUIDE
QUICK REFERENCE GUIDE



Science vs. Marketing

DIETARY SUPPLEMENTS & FOOD PRODUCTS

dotFIT DIFFERENCE

*Knowing that 80% of Americans (85% of gym members) use dietary supplements with the Average spend of **\$96.50** per trip or, \$500yr – somewhere else*

WE NEEDED TO SAVE OUR MEMBERS FROM THEMSELVES & PRICE SHOPPING – BECAUSE THEY WILL GET WHAT YOU PAY FOR

AND - BECAUSE AT THE END OF DAY, PEOPLE HAVE LITTLE CLUE WHAT THEY ARE LOOKING FOR (PROPER DOSAGE AND FORMS) LET ALONE WHAT THEY ARE REALLY GETTING



Therefore, they should only be getting recommendations from a professional that is certified – that's you

The Business and Consumer Confidence

dotFIT Practitioners (you) are Educated to Deliver, as Part of Their Scope of Practice – A Simple Nutrition Solution Matched to the Client’s Fitness Goal Including a True Dietary Supplement Recommendation



Elevates you, protects clients from themselves/Google/MLMs, etc. - Legitimizes the recommendation



Otherwise
Good luck

Consumer Mass Market – shopping price

Consumers Unknowingly Buy Ineffective & Harmful Products

- Food & Drug Administration (FDA) inspected 598 supplement manufacturing facilities in Fiscal Year 2019
 - Over 50% issued violations of current Good Manufacturing Practices
 - Most common issue was related to quality control including purity/testing flaws; protein spiking
- FDA maintains a Health Fraud database containing a list of 1,967 dietary supplements through 2023 with violations such as hidden ingredients” including:
 - Steroids, prescription medications and illegal drugs

Bigger problem is simple under-formulations to compete on price – so....

Source: [Natural Products Insider, 2019](#)

[2023 Update](#) - Unchanged

Why Many Scientist/Heath Pros Discourage Use (commercial practices) but Use Themselves



CONSUMER MASS MARKET

Mass Consumer Channels



UNDER-FORMULATED (REF²) (REF^{2B})

- **Products include:** One-A-Day, Centrum, (Ref^{1a}) Optimum, MP (Ref^{2a})
- Class action suit for most protein brands Ref³



***NBTY:** The Company offers over 22,000 products, including Nature's Bounty®, Vitamin World®, Puritan's Pride®, Holland & Barrett®, Rexall®, Sundown®, MET-Rx®, Worldwide Sport Nutrition®, American Health®, GNC (UK)®, DeTuinen®, LeNaturiste™, SISU®, Solgar®, Good 'n' Natural®, Home Health™, Julian Graves, Ester-C® and Natural Wealth brands

Mass Consumer Channels



Mass Market Brands Caught “Protein Spiking*”

<http://www.forbes.com/sites/alexmorrell/2015/03/12/lawsuits-say-protein-powders-lack-protein-ripping-off-athletes/#6b7d0e2d1039>

- **Whey’s demand *increased* prices from <\$2/kilo to \$12!**
 - Exposes the truth – thus the bad guys and class action lawsuits flying
- NBTY (distributes over 22,000 mass market products) sued over pumping up protein claims for whey products
 - **Claim:** 24g protein, 2g carbs 1g fat; **Actual:** 2.4g protein, 25g of carbs, 1g fat
- Others such as MusclePharm’s
 - **Protein claim:** 40 g – Actual 19 g

*COMPETING ON PRICE LEADS TO
UNDER FORMULATED PROTEINS*

[Quality Control of Protein Supplements: A Review –July 2021 ISSN](#)

*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 were filed against many top brands

Mass Consumer Channels

CSN 100% Pro Whey Standard

Recently, CSN 100% Pro Whey Standard became the latest whey protein supplement to be caught out.

These guys were trying to pass off a sub-par carb-loaded shake as a low carb whey protein shake designed to get people lean.

I know.

It beggars belief that a company would think they could do this, but it

On looking at the label, this looks like it fits the bill:

“ 24 protein, 2g carbohydrates and 1g fat. Nice.

However, the results of an independent study on the vanilla ice cream that the actual ingredients inside the tub are nothing like what's written

“ 2.5g protein, 25g carbohydrates and 1g fat. Not so nice.



CSN 100% Pro Whey Standard

Nutrition Facts

Serving Size 1 scoop (32g)	
Amount Per Serving	
Calories 115	Calories from Fat 10
% Daily Values*	
Total Fat 1g	2%
Saturated Fat 0g	0%
Polyunsaturated Fat 0g	
Monounsaturated Fat 0g	
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 35mg	1%
Total Carbohydrate 2g	1%
Dietary Fiber 0g	0%
Sugars 1g	
Protein 24g	
Vitamin A -	• Vitamin C -
Calcium -	• Iron -

* Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

WHAT IT CLAIMS:

Nutrition summary:

Calories 115	Fat 1g	Carbs 2g	Protein 24g
--------------	--------	-----------------	--------------------

There are 115 calories in a 1 scoop serving of CSN 100% Pro Whey Standard.

Calorie breakdown: 8% fat, 7% carbs, 85% protein.

WHAT IT ACTUALLY CONTAINS:

Nutrition summary:

Calories 115	Fat 1g	Carbs 25g	Protein 2.5g
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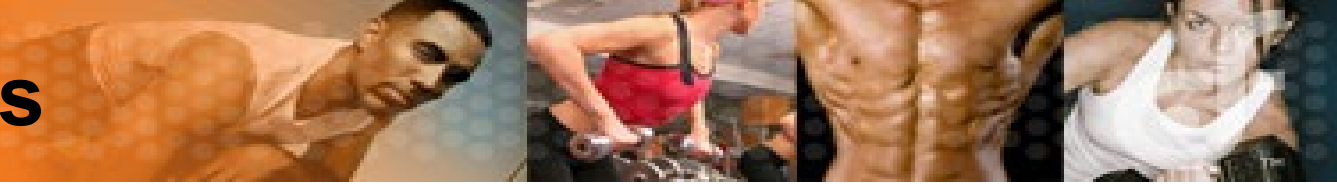
There are 115 calories in a 1 scoop serving of CSN 100% Pro Whey Standard.

Calorie breakdown: 8% fat, 7% carbs, 85% protein.

- BASED ON TESTING AT POPE TESTING LABORATORIES, INC.

COMPETING ON PRICE LEADS TO UNDER FORMULATED PROTEINS

Mass Consumer Channels



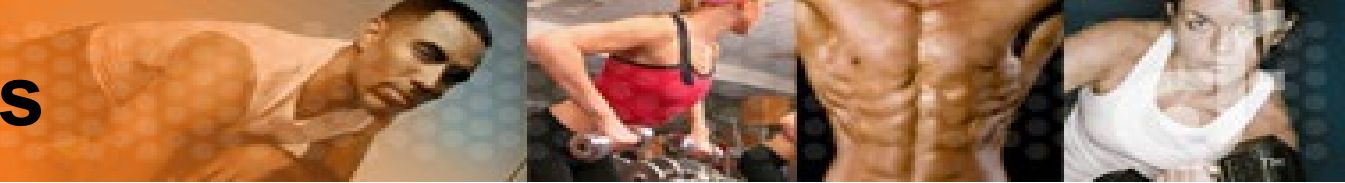
Muscle Milk, Syntha 6, Isoflex, Cellucor, and Optimum Nutrition's Proteins Tested for BCAA Content: ALL FAIL

COMPETING ON PRICE LEADS TO UNDER FORMULATE PROTEINS

A group from The Stockton College of New Jersey tested six (very) popular protein supplements for their actual Branched Chain Amino Acid Content and compared that with the BCAA claims made on the package. The group was comprised of the GNC house brand, Muscle Milk, BSN's Syntha 6, Isoflex, Cellucor, Optimum Nutrition's Gold Standard Whey (which I usually recommended until now), and their Hydrowhey (another product I commonly had recommended until seeing these tests).

PRODUCT	ACTUAL MGS	CLAIMED MGS
Muscle Milk	1330 -5300	6630
GNC	2173 -12966	15,139
Syntha 6	399	*
Isoflex	4083 -1995	6078
Cellucor	2034 -3466	5500
ON Gold	2904 -2596	5500
ON Hydrowhey	2806 -5994	8,800

Mass Consumer Channels



Several protein manufacturers occur when a protein powder supplement so that it registers

Product	LABEL CLAIM OF PROTEIN IN GRAMS	PROTEIN TEST RESULTS
Biohealth Precision Blend - 2lb Caramel Cookie Swirl	32g	17.1
Biohealth Precision Blend - 2lb Milk Chocolate	32g	24.7
Biohealth Precision Blend - 2lb Milk Chocolate	32g	24.5
Biohealth Precision Blend - 2lb White Chocolate Raspberry	38g	
Biohealth Precision Iso - 2lb Chocolate	27g	2.79
Biohealth Precision Iso - 2lb Chocolate	27g	17.2
Biohealth Precision Iso - 2lb Cookies and Cream	27g	21.1
Biohealth Precision Iso - 2lb Cookies and Cream	27g	3.36
Core Formulations Core 8 - 2 lbs Caramel Cookie Dough	31g	27.1
Core Formulations Core 8 - 2lbs Caramel Cookie Dough	31g	20.4
Core Formulations Core 8 - 5 lbs Chocolate Brownie	30	21
Core Formulations Core 8 - 5 lbs Vanilla bean	31g	22.9
Core Formulations Isocore - 2lb Cookies and Cream	30	23.9
Core Formulations Isocore - 2lb Cookies and Cream	30g	23.9
Core Formulations Isocore - 2lb Cookies and Cream	30g	24.2
Rogue Nutrition - Rogue Whey - 2lb Chocolate Milk	28g	
Rogue Nutrition- Rogue Whey - 2lb Chocolate Milk	28g	19.7

also advertising practices

The prices for Core Formulations, BioHealth, and Rogue Nutrition protein powders range from \$49.99 to \$59.99 for a 2 lb. container of protein powder and \$89.99 to \$109.99 for a 5 lb. container.

Consumer Channels

03-Feb-2017 USA Today

Last updated on 03-Feb-2017 at 17:54 GMT

NFL bans players from GNC

Two substances on banned list

According to *USA Today*, which first broke the story, a memo from the NFL and the players union listed GNC is listed as a “prohibited company”. The article said the memo warned players not to endorse or have a business relationship with GNC because it has been “associated with the production, manufacture or distribution of NFL banned substances”.



Aug 14 2024. Of the 30 resveratrol brands sold on Amazon over 2/3 failed label claims. 21 tested below label potency and 17 had less than 10% of claimed potency!

August 11 2022 Nutra-ingredients

Majority of immune supplements with >4star ratings bought on Amazon found to have labels that don't match contents and most all had no peer review science to support claims

May 6 2024 Nutra-ingredients

Of 30 products purchased from 12 online companies advertising military discounts, 25 had inaccurate labels, 24 were misbranded, 7 had hidden components not on label, and 10 contained substances prohibited for military use.

Crawford et al. “Label Accuracy of Weight Loss Dietary Supplements Marketed Online With Military Discounts” JAMA 2024

The 12 latest companies (2023) violating FDA rules by using illegal potentially dangerous substances:

- Advanced Nutritional Supplements, LLC
- Exclusive Nutrition Products, LLC (Black Dragon Labs)
- Assault Labs
- IronMag Labs
- Killer Labz (Performax Labs Inc)
- Complete Nutrition LLC
- Max Muscle
- New York Nutrition Company (American Metabolix)
- Nutritional Sales and Customer Service LLC
- Steel Supplements, Inc
- Elite Supplement Center & Elite Training Center LLC

If we make it, it works as claimed – The Practitioner Channel

Practitioner Product Status by Rules

1. **Efficacy** – dosages & forms match clinical trials – published unequivocal evidence
2. **Safety** – shown in trials and history, screening & ingredient synergy
3. **Purity & Potency** – tested from start to finish
4. **Nutrient Delivery** – right place, right time
5. **Truth in labeling** – legal facts based on #1 & prove it with 3rd party testing
6. **Practitioner delivered** – legitimizes the recommendation

Remove the doubt with the Practitioner resource

Click here [Sports \(3:23\)](#)

Takeaway

You need both: 1) documentation that doses/forms match positive clinical trials found in *THE PRACTITIONER DIETARY SUPPLEMENT REFERENCE GUIDE (PDSRG)* i.e., submitted documentation AND 2) 3rd party testing to make sure its in the product at that dosage ([REF](#))



dotFIT Difference Videos– click the links



**DOTFIT DIFFERENCE -
SPORTS (3:23)**



**SHORT DOTFIT DIFFERENCE
- ALL CONSUMERS (3:00)**



**LONG DOTFIT DIFFERENCE –
ALL CONSUMERS (6MIN)**

Part 3

Playspan[®] vs Lifespan

Minimum Essential Nutrition & Simple Presentation
“an ounce of prevention is worth a pound of cure”





**THE ESSENTIALS FOR EVERY PERSON THAT WANTS TO
REMAIN ACTIVE AND INDEPENDENT FOR A LIFETIME**

**TO FILL ALL NUTRITION GAPS WITHIN THE CALORIES THAT
ALLOW YOUR DESIRED BODY COMPOSITION SO YOU CAN
LIVE, LOOK, MOVE & PLAY BETTER LONGER**

AKA: A PLAYSPAN® EQUAL TO THEIR LIFESPAN

How do we plan on “saving the world through fitness?”

feed their silent hunger and keep them moving

mindful macros are the source of calories; micros are required for all metabolic & developmental processes

Problem – *we break too early, stop moving, then rely on meds*

Common and unavoidable nutrient¹ shortages are mostly “silent²” but are depriving the body of its full structural and functional potential, **creating an underperforming and unprotected organism perpetuating** inactivity and leading to a weaker body and mind throughout life... thus an earlier onset of illnesses and/or aging, i.e., an “open door” to early *otherwise* avoidable breakdown and a life dependent on prescription drugs and a broken healthcare system – AKA sick-care.

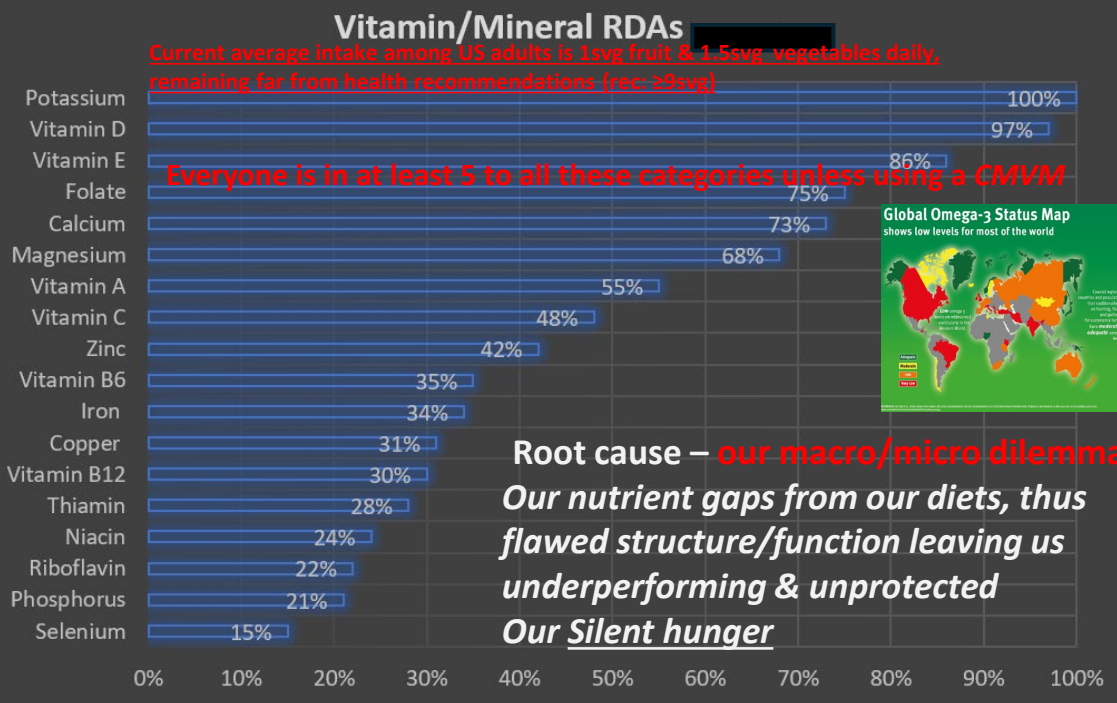
We are what we eat, meaning we become what we missed

¹When there are less than the known best-recommended amounts of VMs entering our bodies, they will be routed to the areas that are needed to keep us alive and reproduce such as energy production, blood formation, muscle contraction etc., at the expense of other areas of metabolism whose lack of proper nutrition has long term consequences such as the age-related diseases like cancer, cardiovascular, osteoarthritis, osteoporosis, dementia, etc.

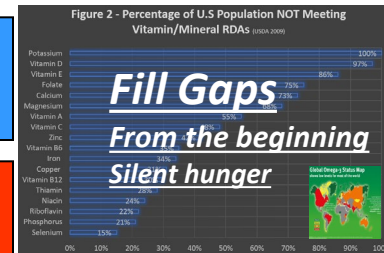
²Silent hunger is the difference between our nutrient intakes and nutrient recommendations, and not felt in the stomach, but expressed through daily under-performance and early and often breakdown/disorders because of a down-regulation to your *essential* building material intake

Current lifespan, Healthspan starting with nutrition (nutrient gaps/silent hunger)

Figure 2 - Percentage of U.S Population NOT Meeting



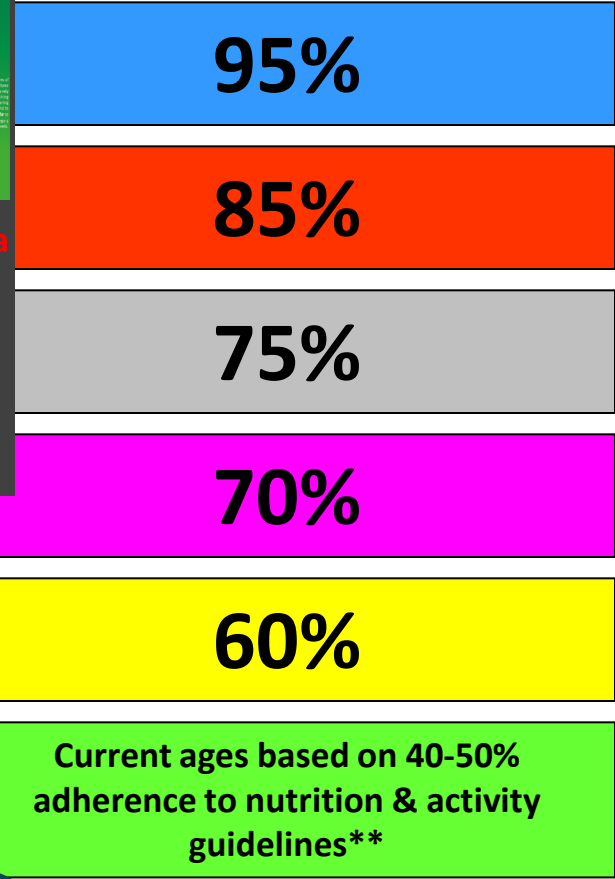
% of adherence to nutrition and activity guidelines*
 your foundation daily (daily recovery). Poor nutrition that leads to inactivity and a lifetime of medications



Where we should/can be

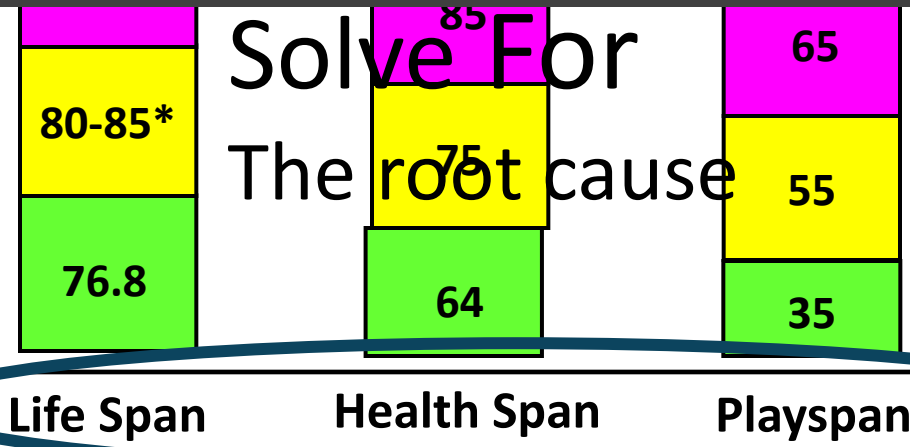
Earlier you start meeting nutrient rec., the truer the numbers

Root cause – our macro/micro dilemma
 Our nutrient gaps from our diets, thus flawed structure/function leaving us underperforming & unprotected
 Our Silent hunger



Our under-nutrition leads to this outcome

US Today^{1, 2} →



Americans have the shortest health & lifespans among peer nations, and highest healthcare costs per person with 66% of all adults (75% >50y, 87% >65y) using prescription medication regularly – AKA the Big Pharma trap
 Modern humans have the potential to play & live longer starting with feeding the silent hunger before you break to deliver daily performance and lifelong protection

Silent hunger is the difference between our nutrient intakes and nutrient recommendations, and not felt in the stomach, but expressed through daily under-performance and early and often breakdown/disorders

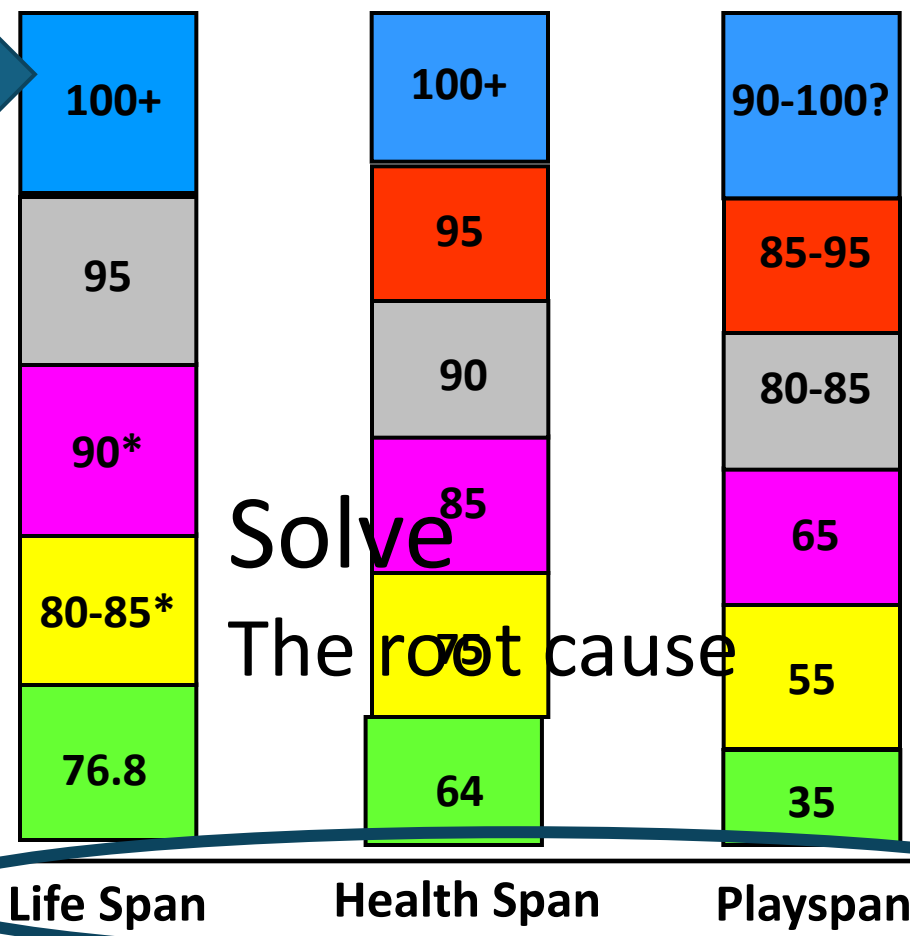
Current lifespan, Health-span and Playspan® in the US is unquestionably linked to the % of adherence to nutrition and activity guidelines* starting with nutrition because activity is caused by the nutrition that builds & rebuilds your foundation daily (daily recovery). Poor nutrition (nutrient gaps/silent hunger) = poor activity = poor body composition –the vicious cycle that leads to inactivity and a lifetime of medications

Where we should/can be

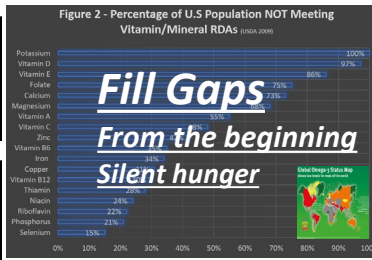
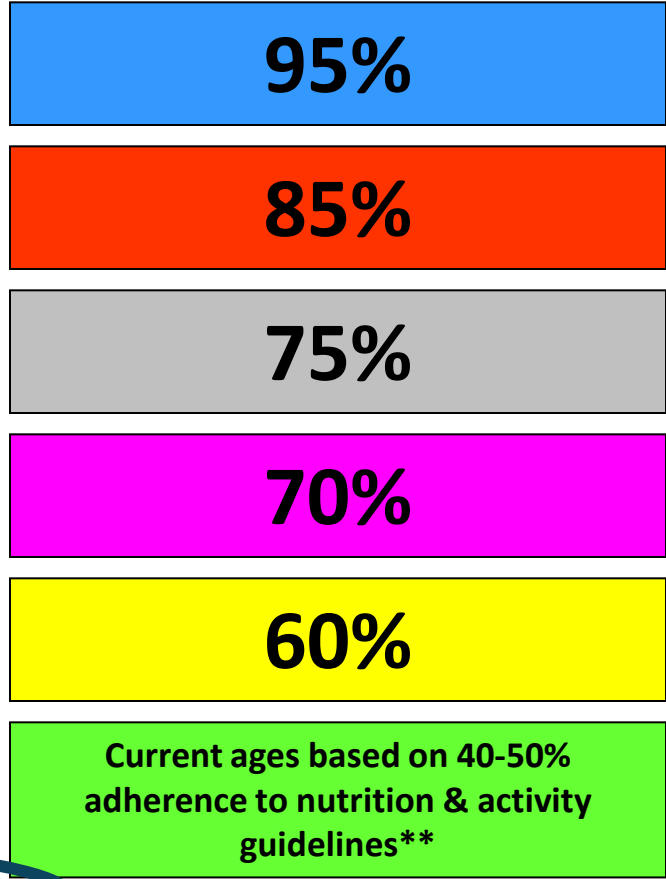
Earlier you start meeting nutrient rec., the truer the numbers

Our under-nutrition leads to this outcome

US Today^{1, 2}



Solve The root cause



Americans have the shortest health & lifespans among peer nations, and highest healthcare costs per person with 66% of all adults (75% >50y, 87% >65y) using prescription medication regularly –AKA the Big Pharma trap
Modern humans have the potential to play & live longer starting with feeding the silent hunger before you break to deliver daily performance and lifelong protection

Silent hunger is the difference between our nutrient intakes and nutrient recommendations, and not felt in the stomach, but expressed through daily under-performance and early and often breakdown/disorders

How do we plan on “saving the world through fitness?”
feed their silent hunger and keep them moving

Our Advantage (we are in the perfect position):

The “activity part of the equation has begun (they are here) – now we must keep them here with a simple nutrition solution that optimizes energy and daily recovery & performance.

Solution – *daily flow of the body’s building/rebuilding materials to support the desire & ability to remain active – a true protection/prevention before fix or cure approach*

Maintaining nutrient recommendations with caloric efficiency can cause activity and subsequent fitness, making us better in every phase and aspect of life through compounding positive health outcomes, thus the potential for individual independence, which in turn would make the world a better place for everyone. And we can personalize it, so they do it!

“an ounce of prevention is worth a pound of cure”

It’s better and easier to stop something bad from happening in the first place, than to repair the damage after it has happened to avoid as much as possible, our current broken healthcare model – AKA sick-care. After all, nutrition creates the human thus health, not medicine

Grow Strong & Stay Strong

THE HOW TO MEET NUTRIENT RECOMMENDATIONS WITHIN CALORIC EFFICIENCY TO KEEP THEM ACTIVE

Start here: eating the best you can, add nutrient augmentation (*feeding silent hunger*), based on known shortages, with little to no calories to drive activity, good eating/moving behaviors & subsequent healthy body composition

daily performance & protection

✓ Complete Multivitamin (incl. high C&D) & mineral-womb to tomb MVM

To supply ~20 known potential under-consumed VMs in a food correction dose to work synergistically with foods filling unavoidable/unpredictable gaps, **carrying on from the prenatal to maximize all VMs dependent activities** in all stages of life. **Not optional because VMs in food are invisible** and all need to work synergistically in recommended amounts with your best possible diet b/c VM are the actuators of all human metabolism and need proper daily replacement.

✓ 1000-1200mgs/day calcium_{Ca} (read all food/shake labels)

- Diet first and supplements as needed to grow & maintain bone health

✓ 5-600mgs/day of omega 3 (EPA & DHA 3:2) O-3 – **Look at your plate**

- ✓ Fatty fish ~4svgs/week or add supplement to support overall health creation, maintenance & protection

✓ Protein 1gm/LB LBM divided 4-5Xs/day Pro

Add a convenient cost savings, low calorie & fast acting high protein source – especially for maximizing exercise recovery

- ✓ For maximizing exercise recovery and staving off the inevitable
- ✓ If exercising, use ~25-35gm (depending on age/size) fast acting protein 30-40min before & repeat immediately following (**food is comparably insufficient in this window**)

Figure 2 - Percentage of U.S. Population NOT Meeting Vitamin/Mineral RDAs

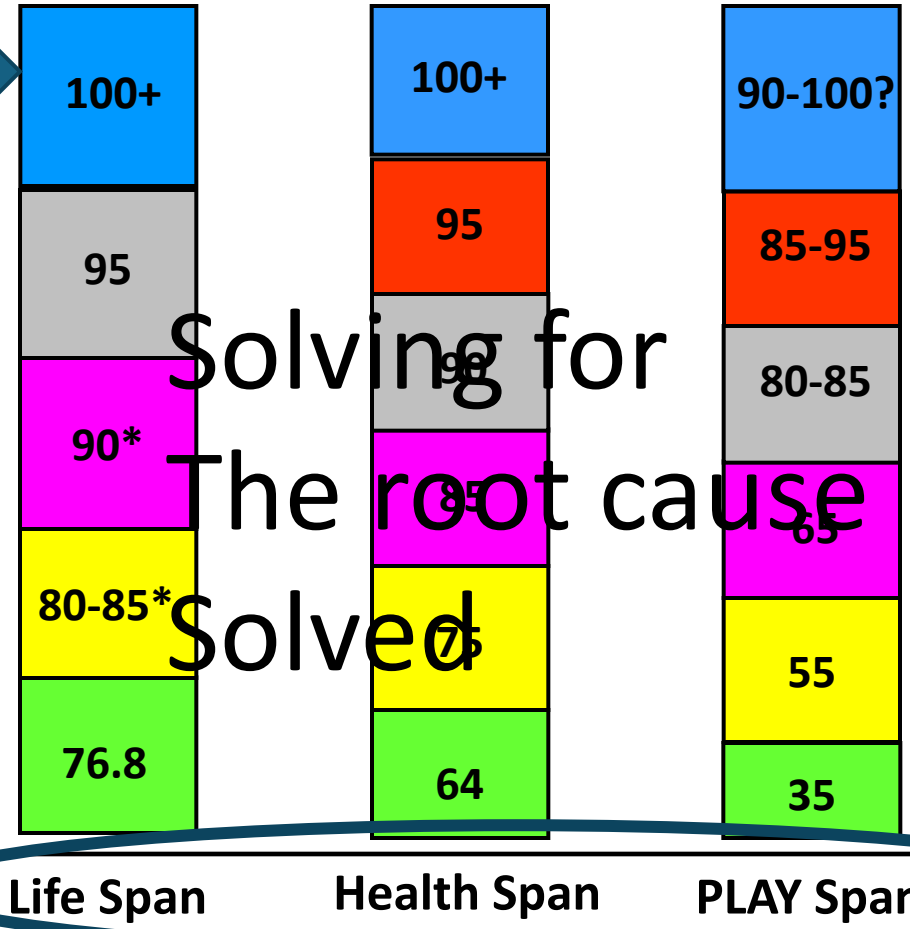
Baseline=
The Correction
NO GAPS= 100%VM/O3/P
Activity Potential

The Result of our simple nutrition solution is a resilient structure so that our Playspan® can Equal the Lifespan
a life well played

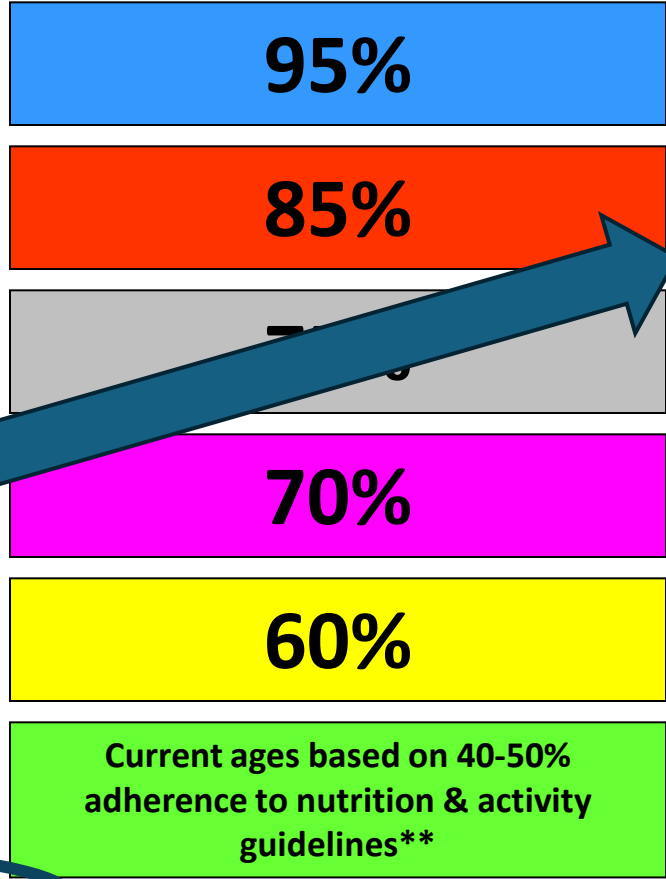


Where we should/can be Efficiently Correcting nutrient levels everyday to expert recommendations starting with the **prenatal**, must have a long-term cumulative recovery effect.

Earlier you start meeting nutrient rec., the truer the numbers **US Today^{1,2}**



Solving for The root cause Solved



Projected increase in health & play-span based on lifespan* and % adherence to nutrition & activity recommendations.

Driving or keeping the % adherence is our simple nutrition solution that feeds the silent hunger with caloric efficiency

delivering daily performance & lifelong protection (resilience) to keep playing and accomplish desired fitness goals

Proof: Three-quarters of the \$4.1 trillion in health care costs – which is predominantly sick care – are due to chronic disease. Most of these chronic diseases can be prevented or even reversed by changing diet and lifestyle – [Data from CDC](#)

Healthcare or Sick/Disease Care

It's better & easier to stop something bad from happening in the first place than to repair the damage after it has happened



You can work with my staff now (self-care experts)

Protection

“an ounce of prevention is worth a pound of cure”

Or their staff later

**Before Drugs (with side effects)
approach**

Future = Fitness as the Primary Preventative Side of Health Care Through Self-Care

Imagine: A World of Healthcare vs Sick/Disease Care

The current environment and distrust in Big Pharma/CDC is accelerating the desire for self-care

“Health Cabinet”

To help avoid the medicine cabinet

- Nutrient recommendations met daily
 - CMVM, omegas, protein
- Pre/post activity energy/recovery formula – “protein”

Added as necessary (e.g., age, goals, diet, etc.)

- *Joint/skin support*
- *Extra brain health*
- Probiotics

Protection

“an ounce of prevention is worth a pound of cure”

You can pay very little now,

It's better & easier to stop something from happening in the first place than to repair the damage after it has happened



VS

Medicine Cabinet

- Cholesterol lowering drugs
- Depression/anxiety (psychotropics)
- Sleep aids
- Thyroid
- Blood Pressure lowering
- Glucose/diabetes control
- Blood thinners
- Antibiotics & GI drugs
- Bone support drugs
- Ineffective dementia meds

Before Drugs
With side effects



or a whole lot later – and more than just money



**PRESENTING Playspan® (BASELINE) TO
EVERY MEMBER –**

**THE SIMPLE ECONOMICAL PROGRAM THAT LEAVES NO
MEMBER BEHIND – GIVES THE POTENTIAL FOR
EVERYONE'S Playspan® TO EQUAL THEIR LIFESPAN BY
GROWING & STAYING STRONG**

*We will be feeding your muscles, skin, brain, and other important tissues, while starving bodyfat by incorporating targeted nutrients with little to no calories so you will **LIVE, LOOK, MOVE & PLAY BETTER LONGER***

Take charge of your health & fitness results with your individualized Playspan® Lifetime Package

Nutrient dense within caloric efficiency to help you stay healthy and forever young so that your Playspan® can equal your lifespan



All life phases/genders

Our MVMs are a 4in1 complete MVM (high CBD) 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

Keep all cylinders firing by supplying ALL the sparkplugs to your body's cells



If needed (>90% fall short)

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

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 3rd 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

Baseline: Health/Recovery/Performance – Playspan® (keep doing the activities you love)



Baseline Dietary Support for all Sport & Fitness Goals

(Click on product links for a brief product description including short 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). All vegans use **VeganMV**
 1. Take as directed with meals

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 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

Undisputed cornerstones of a long healthy active life are 1) meeting nutrient recommendations, which drives; 2) regular activity, which establishes and maintains; 3) healthy body composition -in that order

Playspan® Nutrition to Perform Better & Stay Active Throughout the Lifespan

a life well played

Choices for all ages, lifestyles & diet preferences.

Less than \$2/meal



In dotFIT Clubs
Solving for deeper member penetration with
the same message – and deliver more!

And - Ashwagandha, Turmeric (curcumin) & Mushroom blend
to battle stress, anxiety, fatigue and improves sleep quality to
enhance overall wellbeing

Delicious high protein lactose-free 3rd party tested drink mixes to
directly feed your muscles, speed recovery & control appetite to
accelerate goals and stay active

100s of healthy recipes – Smoothies & Baking

VMs are actuators of all human metabolism and the spark
plugs in your cells so we need to make sure these systems
are operating at 100% without adding calories! Compared
to 60-85% from diet alone

Keep all cylinders firing by supplying ALL the
sparkplugs to your body's cells

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 & support immunity

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



Baseline Dietary Support - Plus

Playspan® Nutrition with Alln1 SuperBlend™ (SB)



Daily:

- **Alln1 SuperBlend™ (contains ActiveMV, SAO, DE, UPB – PLUS)**
 - **Take as directed:** 1 full serving daily; may take all at once or ½ in AM and ½ in PM; visit [recipe section](#) to incorporate as desired into daily lifestyle*

Daily as needed:

- **Favorite dotFIT protein mix (WheySmooth, All Natural WheySmooth and the all vegan BestPlantProtein are most popular and cover all diet types – all are lactose free)¹**
 - 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

Workout days

- **dotFIT Protein of choice¹. Use as directed to get:**
 - 25-35gm/protein 30-40min before workout & repeat same dose immediately following exercise

¹May substitute favorite dotFIT Nutrition High Protein Bar based on venue convenience

***Most popular way of consuming SB daily is mixing it with water and 25gms of vanilla WheySmooth**

Nutrition facts based on 1scoop of WS and 1scoop of Alln1 SuperBlend™

- 25gms protein, 16.5gm CHO, 4gms fat, 352mg calcium, 208mg potassium, 195cals
- Full days' recommendation for: V & M, antioxidants, probiotics, prebiotics, Ashwagandha, turmeric & mushroom blend, along with 6gms of fiber and 2 full servings of vegetables
- As desired, add any fruit for the perfect one and done health habit



**TAKING HEALTH, SPORT AND FITNESS TO THE
NEXT LEVEL**

YOUR NEXT SUPPLEMENTS OF THE MONTH AS DESIRED

TAKE YOUR RESULTS FAR BEYOND DIET & EXERCISE ALONE!

MAXIMIZE DAILY RECOVERY AND EXERCISE INDUCED RESULTS -GET PAID OVERTIME FOR YOUR WORKOUT!

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

BODYFAT REDUCTION SUCCESS PACKAGES

And - Ashwagandha, Turmeric (curcumin) & Mushroom blend to battle stress, anxiety, fatigue and improves sleep quality to enhance overall wellbeing



Level-1 Package: Go fast
Results paid in full

Level-2: Go Faster
Results Paid Overtime

Level-3: Fastest
Results Paid Double Time

TAKE YOUR RESULTS FAR BEYOND DIET & EXERCISE ALONE!

MAXIMIZE DAILY RECOVERY AND EXERCISE INDUCED RESULTS -GET PAID OVERTIME FOR YOUR WORKOUT!

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BODYFAT REDUCTION SUCCESS PACKAGES WITH ALLN1 SUPERBLEND



And - Ashwagandha, Turmeric (curcumin) & Mushroom blend to battle stress, anxiety, fatigue and improves sleep quality to enhance overall wellbeing



**Level-1 Package: Go fast
Results paid in full**

**Level-2: Go Faster
Results Paid Overtime**

**Level-3: Fastest
Results Paid Double Time**

LET'S TAKE YOUR RESULTS WELL BEYOND DIET & EXERCISE ALONE! WE WILL DIRECTLY FEED YOUR MUSCLES THEIR BUILDING BLOCKS, SO THEY GROW BIGGER FASTER WITHOUT ADDING BODYFAT AND OPTIMIZE DAILY ENERGY LEVELS, PERFORMANCE AND WORKOUT INTENSITY - GET BIGGER, STRONGER & FASTER - AND KEEP GOING

PERFORMANCE & MUSCLE BUILDING SUCCESS PACKAGES



**Level 1- Build Fast
Results Paid in Full**



**Level-2 Build Faster
Results Paid Overtime**



**Competitor Level (3)- Build Fastest
Results Paid Double Time**

LET'S TAKE YOUR RESULTS WELL BEYOND DIET & EXERCISE ALONE! WE WILL DIRECTLY FEED YOUR MUSCLES THEIR BUILDING BLOCKS, SO THEY GROW BIGGER FASTER WITHOUT ADDING BODYFAT AND OPTIMIZE DAILY ENERGY LEVELS, PERFORMANCE AND WORKOUT INTENSITY - GET BIGGER, STRONGER & FASTER - AND KEEP GOING

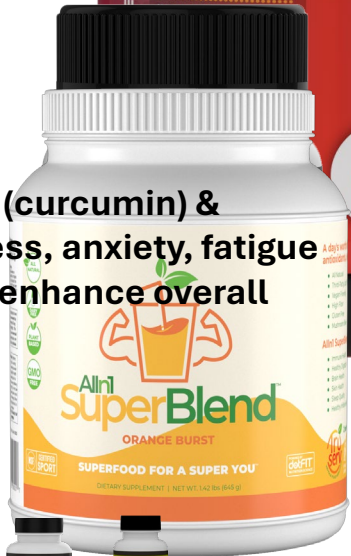
PERFORMANCE & MUSCLE BUILDING SUCCESS PACKAGES WITH ALLN1 SUPERBLEND



And - Ashwagandha, Turmeric (curcumin) & Mushroom blend to battle stress, anxiety, fatigue and improves sleep quality to enhance overall wellbeing



6gms of fiber & 2 full servings of vegies



Level-2 Build Faster Results Paid Overtime



Competitor Level (3)- Build Fastest Results Paid Double Time



&/OR



Level 1- Build Fast Results Paid in Full



“Built to Expand”
and make a difference

As opposed to selling exercise or being solely an exercise instructor, sharing a simple nutrition solution for our captive audiences, unlocks unlimited growth & career opportunities while positively impacting the overall health of the communities we serve

An Ecosystem to Support the Future

THANK YOU!

Appendix

- Fit-Pro Rewards
- Marketing asset descriptions and links
- Product price comparisons
- Training and marketing library

Fit Pro Rewards

How to
Participate &
Win:



Fit Pro Rewards

GET REWARDED
for helping people **REACH THEIR**
GOALS FASTER with the right
dotFIT supplements

Clients | Gym Members | Friends
Family

Up to \$500 in FREE dotFIT Supplements used on top of your 40% discount= \$833 in supps!!!

Monthly dotFIT Rewards Levels

\$500 (\$833)

GOAT

\$5,000+ in dotFIT sales

\$450 (\$750)

Legendary

\$4,500-\$4,999 in dotFIT sales

\$400 (\$666)

Boss

\$4,000-\$4,499 in dotFIT sales

\$350 (\$583)

Icon

\$3,500-\$3,999 in dotFIT sales

\$300 (\$500)

Dominator

\$3,000-\$3,499 in dotFIT sales

\$250 (\$416)

Monster

\$2,500-\$2,999 in dotFIT sales

\$200 (\$333)

Beast Mode

\$2,000-\$2,499 in dotFIT sales

\$150 (\$250)

Baller

\$1,500-\$1,999 in dotFIT sales

\$100 (\$166)

Player

\$1,000-\$1,499 in dotFIT sales

\$75 (\$125)

Gamer Level

\$750 - \$999 in dotFIT sales

\$50 (\$83)

Starter Level

\$500-\$749 in dotFIT sales

\$25 (\$41)

Rookie Level

\$250-\$499 in dotFIT sales

Quarterly Grand Prize

- **1st Place**

- \$1,000 GC
- \$300 Gear Package (Hoodie, hat, shirt, pants, shorts, backpack, and workout bag)

- **2nd Place**

- \$750 GC
- \$200 Gear Package (Hoodie, hat, shirt, sweatpants, and backpack)

- **3rd Place**

- \$500 GC
- \$100 Gear Package (Hoodie, shirt, hat)



Typical top 10 Winners Average sales

1. \$13,877
2. \$ 4,944
3. \$ 4,316
4. \$ 3,997
5. \$ 3,725
6. \$ 3,423
7. \$ 3,341
8. \$ 3,290
9. \$ 3,095
10. \$ 3,021



Neal's Ranch Experience and Full S. Cal Weekend Adventure on Us!

5 Xs Annually: Grand Prize Neal's Ranch Experience for the Top 7 Winners

- An unforgettable weekend experience at Neal's Southern California Ranch for the Top 7 Fit Pros!
- Spend a fantastic day with dotFIT Founder Neal Spruce at his exclusive Southern California Ranch.
- Hang out at his house, ride his horses, pick his brain (no-holds-barred), and make valuable connections that can enhance your career in the fitness industry!
- Spend the rest of a full weekend in S. Cal doing whatever you like – on us!



dotFIT Sponsorship Program

Join the Grow Strong Family.

A man with a beard, wearing a green hoodie, is shown in profile drinking from a purple dotFIT water bottle with a red lid. The bottle has the dotFIT logo and 'dotFIT' printed on it. The background is a plain, light-colored wall.

Rewards For Representing the dotFIT Brand

- **Sponsorship Code to use on personal products**
- **Exclusive gear and accessories**
- **Featured on dotFIT Social Media**

How?

- Step 1: Provide a testimonial and headshot/image with dotFIT Product
- Step 2: Achieve \$750 minimum monthly retail sales to qualify and apply
- Step 3: Get approval from your fitness manager, whom we'll contact.
- Step 4: Be dotFIT Certified.
- <https://www.dotfit.com/SponsorshipForm>

To maintain sponsorship month to month:

- Sign the dotFIT Sponsored Athlete Agreement within 30 days of approval
- Maintain an average of \$750 in monthly retail sales
- Provide original dotFIT content – Recipe, Video, Testimonial (Quarterly)
- Post pictures/videos on social media and send them to sponsorship@dotFIT.com
- Post on social media accounts (Facebook, Instagram, Snapchat, or Twitter) at least once a week and use the hashtags #Grow Strong with #dotFIT
- Follow and share dotFIT on Facebook, Instagram, YouTube, TikTok & fibr.

Promotional Materials



[WheySmooth](#)
[FirstString](#)
[Pre/Post Workout](#)
[All Natural Whey Smooth](#)
[Best Plant Protein](#)
[LeanMR](#)

THE PERFECT NUTRITION HACK

WHEYSMOOTH™
MAXIMIZE ENERGY™
ACCELERATE RECOVERY™
ULTIMATE PROTEIN ABSORPTION™
CREAMY VANILLA

All Natural SuperBlend™
ORANGE BUZZ™
SUPERFOOD FOR A SUPER YOU™

dotFIT
GROW STRONG.



Website Banner Ads

Longevity Just Got Easier
Simplify Your Nutrition with the Perfect Combination of Vitamins, Minerals, Greens, and Veggies

Essential Nutrition. Drink It Up.
Prepare to supercharge your routine to the next level.

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

1 Pagers

Print and display consumer friendly guide

Infographics

Print or share on social to educate

Store Description & Video

Watch & share with members

Women'sMV™
Multivitamin & Mineral Formula

WHAT IS IT?

- A full spectrum multivitamin and mineral formula
- Nutritional insurance to complement one's diet

WHO IS IT FOR?

- Women between ages 18 and 50 who are moderately active
- Women who are breastfeeding*

WHAT ARE THE BENEFITS?

- Fills common nutrient gaps in one's diet
- Helps reach daily recommended levels of vitamins and minerals that are essential to health, metabolism, and immune function

WHAT MAKES THIS

dotFIT SuperOmega-3 NSF CERTIFIED SPORT

Supplement Facts

Supplement Facts	Amount Per Serving	% Daily Value*
Omega-3 (EPA+DHA)	1,000 mg	200%
Omega-3 (EPA)	600 mg	120%
Omega-3 (DHA)	400 mg	80%
Vitamin D3	1000 IU	200%
Vitamin E	15 IU	300%
Vitamin K2	100 mcg	200%
CoQ10	100 mg	200%
Resveratrol	100 mg	200%
Choline	100 mg	200%
Total Omega-3	1,000 mg	200%

Who is this for?

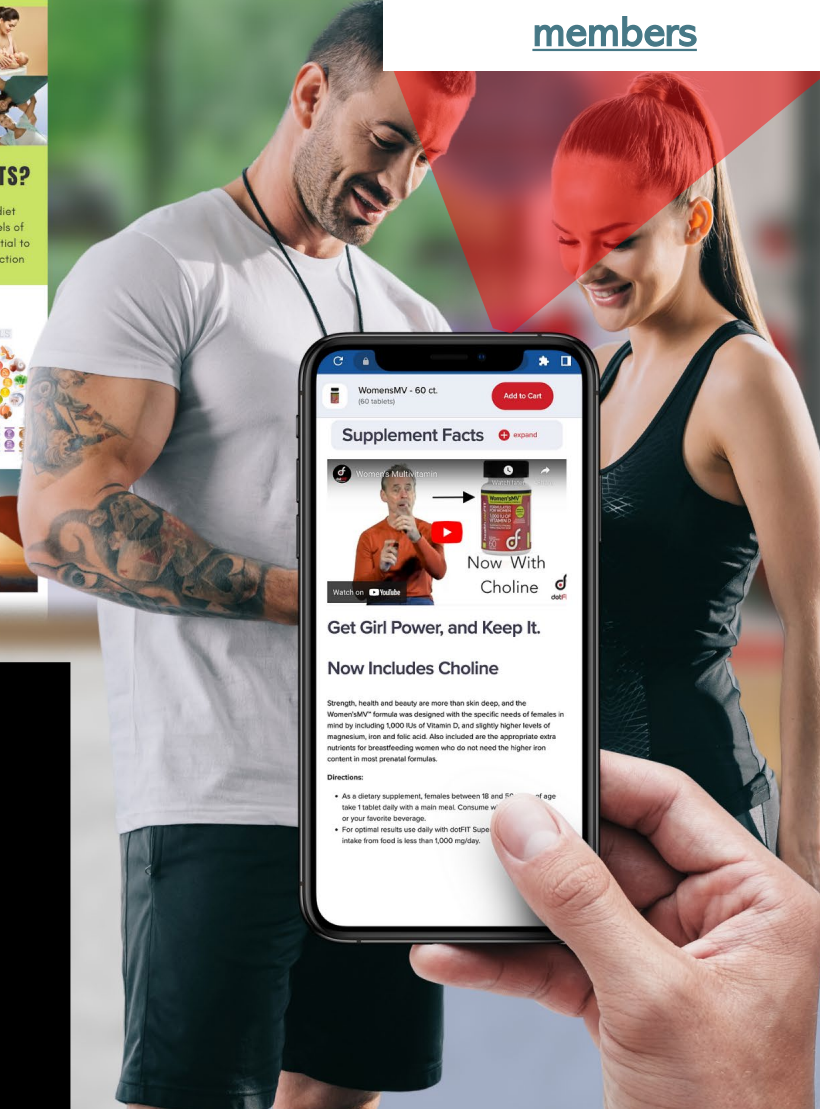
- Anyone who does not consume 2-4 servings weekly of the fatty fish which contains the omega-3 fish oils, EPA and DHA (Salmon, mackerel, anchovies, sardines, herring)
- Low intake of these nutrients is common in the U.S.
- Optimal intake of the omega-3 fish oils supports cardiovascular health.
- EPA and DHA may benefit inflammation and support eye and brain health, as well as body composition.

What makes this product unique?

- The formula contains the correct ratio and milligrams of EPA and DHA (3:2) which have been shown to have positive health benefits.
- No mercury or harmful PCBs.
- Made from wild caught Alaska Pollock.
- NSF Certified for Sport for purity, potency and label accuracy.
- Certified sustainable and traceable by the Marine Stewardship Council.

How should I take this?

- Take one (1) tablet per day with food



Women'sMV - 60 ct. (60 tablets) Add to Cart

Supplement Facts expand

Now With Choline

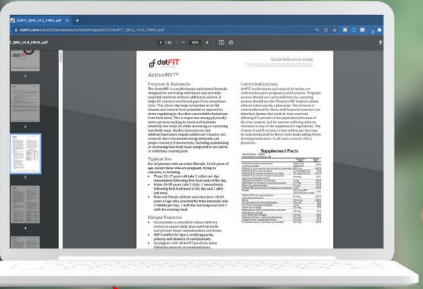
Get Girl Power, and Keep It.

Now Includes Choline

Strength, health and beauty are more than skin deep, and the Women'sMV™ formula was designed with the specific needs of females in mind by including 1,000 IUs of Vitamin D, and slightly higher levels of magnesium, iron and folic acid. Also included are the appropriate extra nutrients for breastfeeding women who do not need the highest iron content in most prenatal formulas.

Directions:

- As a dietary supplement, females between 18 and 50 years of age take 1 tablet daily with a meal. Consume with or without your favorite beverage.
- For optimal results use daily with dotFIT Super Intake from food is less than 1,000 mg/day.



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 NUTRITION
You can't out-exercise this. Fuel your transformation with foods you actually enjoy.

2 EXERCISE AND MOVEMENT
Customized workouts stimulate progress and keep your body changing.

3 SUPPLEMENTATION
Customized workouts stimulate progress and keep your body changing.

4 COACHING & ACCOUNTABILITY
Regular feedback makes all the difference. Our Coaches will get you there.

Nutrition is 100% responsible for exercise-induced results. If you don't eat, bad things happen. If you eat the wrong things, nothing happens. There is a right way if you're exercising, you're an athlete, and your body needs to be fueled properly during the other 23 hours a day to maximize results.

Exercise is the body's stimulus for change. Whether you choose strength training, endurance training or a combination of both, there are four variables that will ensure that your body is given the appropriate stimulus for change.

Exercise increases the body's nutrient needs, but it's difficult to meet those needs without gaining weight. Safe and effective supplementation can satisfy your nutrient needs without adding calories, negative your workouts, speed recovery and avoid plateaus.

The right coach can help you get consistent results week after week. Learn how to fit all 4 pillars of a safe, effective program into your lifestyle, how to stay motivated and how to avoid plateaus.

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 (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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dotFIT
GROW STRONG.

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