
dotFIT®
GROW STRONG.™
98

Grow strong
Personalize Fitness For Every Household

- Why? Lack of activity and common and unavoidable nutrient shortages deprive the body of its full structural potential, leading to a weaker body and mind throughout life… thus an earlier onset of disease and/or aging. We believe being fit makes you better in every phase and aspect of life, which in turn would make the world a better place for everyone -and it needs to be personalized to fit you or you won't do it.

Neal Spruce

TODAY'S WEBCAST
TOTAL TIME 68 MINUTES

- 8min Review of PDSRG Part I
  - ✓ Business model, Position on DS, Health Section Intro
- PDSRG Part II: Health Section Supplements: proper usage and unique features (60min –includes Q&A after each product)
  - ✓ Controlled Release Delivery
  - ✓ Individual MVMs
    - Active, Women's, Over50, Kids
  - ✓ SuperCalcium
  - ✓ SuperiorAntioxidant
  - ✓ JointFlexibilityPlus
  - ✓ SuperOmega
  - ✓ AdvancedBrainHealth

Business model

- Supply holistic evidence based tools to the business/FP for the FPs to incorporate into “their programs” with no separation
  - ✓ Licensed, bullet proof, simple and authentic proven revenue driver if activated with accountability

- With dF support, licensee’s goal is to increase service revenue (includes supps) at least 30% by integrating nutrition/supps – i.e. run the play –retention/referrals are bonuses
  - ✓ Success metrics= min $1 supps for every 10 in PT
    - Most clients are spending this amount with no certainty somewhere else
  - ✓ Supp sales give the lift to overall PT because of quicker results but only with a Practitioner Product and nutrition planning

Tools for the PTs and use of nutrition/supps to give significant lift to overall PT

BACK STORY

INSPIRE, EMPOWER & REWARD

Goal is to get FPs to realize the value proposition of including nutrition in the service to the member, business and them (WIIFM)

- If you include 3rd party supported evidence based nutrition including supplements that work, good things happen for everybody

- Inspire the desire to be more than a "PT" (altruistic and financial/career gain) so they want to include nutrition/supps instead of having to
  - ✓ Own results AND the primary preventative side of health care
  - ✓ **"Lifestyle as medicine"– Proper diet & supplements with exercise**
    - Lifestyle is the new medicine

- The Practitioner Product speaks to all the above and is branded through them so they're viewed as a specialist rather than an "internet or mass" commodity

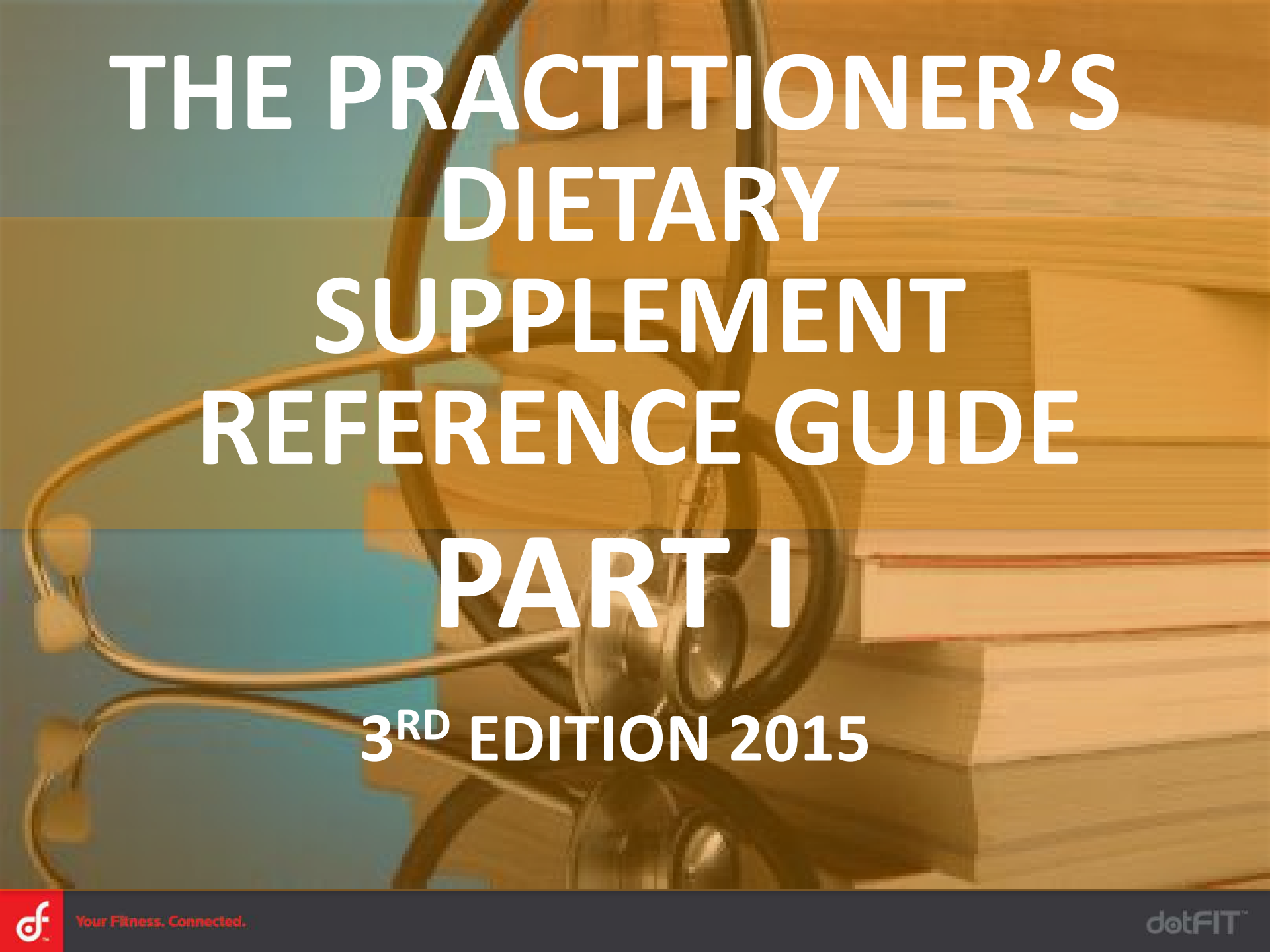
We deliver the desired result not just the service – "that's what you signed up for"

Open endless career expansion for FPs

Fitness is responsible for self-healthcare

And you're a Fitness Professional

- Self-healthcare (lifestyle as medicine)
  - ✓ I would easily argue that people would rather take a dietary supplement to fill common and unavoidable nutrient gaps to help maintain health than take prescription drugs to stay alive
    - **Fill gaps to Grow Strong to last long**
    - **Health creation is the domain of nutrition not medicine**
  - ✓ I would also argue that no one wants to give up what they love to do before their time
    - **Recover to stay lean and Play long**
    - **Sports nutrition is healthy aging – i.e. keep active & stay lean**



THE PRACTITIONER'S DIETARY SUPPLEMENT REFERENCE GUIDE

PART I

3RD EDITION 2015

ABOUT DOTFIT WORLD WIDE

- Evidence-based research and support for Fitness Professionals and their clientele
- Exercise content and support from the National Academy of Sports Medicine (NASM)
- Sports Science and Human Performance Resource and Partner: Fusionetics
- Evidence based tools and applications
- Worldwide professional delivery network
- Programs can connect to body sensing/tracking devices to deliver actionable feedback*
- Unlimited support and education for consumers and professionals

Who We Really Are – R&D for Fitness Programming and FPs

ABOUT DOTFIT WORLDWIDE

YOUR SCIENCE AND RESEARCH TEAM – *WE'VE GOT YOUR BACK!*

INSTITUTIONAL RELATIONSHIPS AND ADVISORY RESOURCES

UNIVERSITY OF HAWAII
UNIVERSITY OF BERKELEY

NUTRITION, DIETETICS AND WEIGHT CONTROL

JILL FAIRWEATHER, MS, RDN
GAY RILEY, MS, RDN, CCN
ALAN TITCHENAL, PHD
KAT BAREFIELD, MS, RDN, NASM-CPT, CES, PES, ACSM-HFS

EXERCISE SCIENCE, PHYSICAL THERAPY AND CORRECTIVE EXERCISE

NATIONAL ACADEMY OF SPORTS MEDICINE

CHIROPRACTIC HEALTH AND WELLNESS

ERIC PLASKER, DC

MEDICAL SCIENCE, PHARMACEUTICALS AND DIETARY SUPPLEMENTS

TIMOTHY ZIEGENFUSS, PHD, CSCS, EPC
DR. STEVEN SHASSBERGER, DO
RELIANCE VITAMIN CO.
INTEGRITY NUTRACEUTICALS
GARDEN STATE NUTRITIONALS
PHARMACEUTICALLY, NSF & DRUG-LICENSED FACILITIES, OPERATING UNDER STRICTLY AUDITED GMPs
NSF INTERNATIONAL - CERTIFIED FOR SPORT PROGRAM

SPORTS SCIENCE & HUMAN PERFORMANCE

DR. MICHEAL A. CLARK, DPT, MS, PT, PES
FUSIONETICS SPORTS SCIENCE ADVISORY BOARD

DOTFIT WORLDWIDE POSITIONS

- **Use, Recommendations & Manufacturing of Dietary Supplements (DS)**
  - ✓ Precise vehicle to deliver desired compounds
  - ✓ Outcomes predicated on individual & compliance
- **Overall use & recommendations**
  - ✓ 100% defensible and no medicinal application
  - ✓ Preserve health & improve sport/fitness outcomes
- **Use for health (part of "lifestyle as medicine")**
  - ✓ Fill common/unavoidable gaps to best known levels: MVM, calcium, vitamin D, *DHA/EPA*

Preserve health and improve fitness/performance outcomes

DOTFIT WORLDWIDE POSITIONS

- **Use for weight control**
  - ✓ Fill gaps (MVM), lessen/ease the workload to avoid plateaus and/or surrender: increase daily energy & TEE, & manage appetite until lifestyle conforms
- **Use for performance**
  - ✓ Improve each event & extend playing lifespan: work substances, pre/post recovery & MVM
- **Final individual supp recommendations***
  - ✓ Med screening, fitness experience, physical characteristics, goal and safely integrated into a complete fitness plan delivered by practitioners

Properly fill gaps and improve diet/exercise induced results

PRACTITIONER PRODUCT-EVIDENCE BASED RULES

DOTFIT DIFFERENCE*

1. **Efficacy** – dosages & forms match clinical trials
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. **Personalized Practitioner Delivery*** –**holistic, synergistic** solution based on body, goals, experience, medical history & **progress**

Remove the doubt with the right resource

Video Link to dotFIT Difference:

PRODUCT TESTING & DOCUMENTATION

- **Audited GMPs**
  - ✓ Raw materials to finished product –C of As
  - ✓ Disintegration dissolution testing
- **NSF Certified facilities** – regularly inspected
- **PDSRG: scientific validation** of safe & effective ingredient doses, forms & dosing instructions to deliver stated outcomes*
- **3rd party testing** to validate label claims matched to PDSRG**
  - ✓ NSF Certification for Sport (NSFCS)
  - ✓ Health Canada product approval and testing

Prove & Publish it –PDSRG & 3rd Party

Product Evaluation Guidelines and Scoring (what can become a product)

Table 1—Product Evaluation Score: Rating of Evidence Only products that score a four or five rating are potential dotFIT authorized products. **SCORE**	**RATING**	**DOCUMENTATION/ EVIDENCE CRITERIA**
5	Excellent (>90% Probability)	Product formulation claims documented by human studies
4	Very Good (>70%<90% Probability) (High Probability)	At least two (2) of the product's formulated ingredients claims documented by human studies
3	Good (<70%>30% Probability) (Medium Probability)	One of the product's formulated ingredients claims documented by human studies
2	Fair (>10%<30% Probability) (Low Probability)	No human studies. However, at least two (2) of the product's formulated ingredients have a biochemical- physiologic rationale
1	Poor <10% Probability) (Questionable Probability)	No human studies. However, at least one (1) of the product's formulated ingredients have a biochemical– physiologic rationale
0	Fails (Zero Probability – "Hype")	No documented human studies, and no biochemical – physiologic rationale for any ingredients

DEFINITIONS

Goal

- Describes the purpose of the formulation, including each product's intended outcome.

Rationale

- Describes each active ingredients function in participating in the product's intended outcome or goal and basic mechanisms of action with clinical studies of safety and efficacy including doses used in positive results

Typical Use

- Describes the known group of users that may desire/need & experience the product's potential listed benefits

Dosage

- Lists the dosages used in studies and historically with the greatest potential for safety and efficacy.

Precautions

- A summary of safety considerations will be called out for potential vulnerable subpopulations

DEFINITIONS

Contraindications

- Describes conditions in which the compound might be avoided or signal caution

Adverse Reactions

- Lists possible side effects and/or explains commonly reported reactions that may not be clinically supported or causally related to the compound

Upper Limit/Toxicity

- Gives the highest known dose that still maintains a large margin of safety and any known toxicity data.
- When available the Recommended Daily Allowance (RDA), No Observed Adverse Effect Level (NOAEL), Lowest Observed Adverse Effect Level (LOAEL) and the lethal dose 50 (LD50) values will be given
- The **Tolerable Upper Intake Level or Upper Limit (UL)** is the maximum level of total chronic (long-term) daily intake judged unlikely to pose a risk of adverse health effects to most of the healthy population, including sensitive individuals, throughout their life stages

HEALTH DOTFIT – FILL GAPS

- Insufficient food intake
- Increased needs that are not met by diet alone
- Special populations, age-related requirements or practicality of foods sources
- Lack of interest in or avoidance of essential food groups
- Low body fat maintenance
- Variability of actual nutrient content of food
- Inability to move enough to eat enough
  - ✓ In the modern world, where many people maintain a sedentary lifestyle, maintaining a healthy weight often requires eating too few calories to get proper nutrition through food alone
- Low sun exposure
- Inability to define the perfect diet

Fill unavoidable or common gaps to levels that show reduced risk of disease by supplying *substances already in the body* that are compromised by diet and aging

HEALTH DOTFIT – FILL GAPS

The bottom line is that the vast majority, if not all Americans, do not meet established nutritional guidelines with food alone and vitamin mineral supplementation is a viable way to fill the gaps

Why don't Americans get enough nutrients? From the experts

- *"Why don't we get enough? I wouldn't say that it's because foods now are nutrient deficient. It's because we are not eating what we are supposed to eat. There are these dietary guidelines and they are very nice but no one is following them." "To assume that everyone is on an ideal diet is naive and I think in fact irresponsible."*

- The above statements were authored in an article by four nutrition experts: Balz Frei PhD, chairman of the Linus Pauling Institute at Oregon State University, Bruce Ames, PhD, of the Children's Hospital Oakland Research Institute, Jeffrey Blumberg PhD, of Tufts University and Walter Willett MD, of the Harvard School of Public Health.

You don't get what you need accidently – no one

MULTIVITAMIN & MINERAL FORMULAS

Goal

- Using the latest research and recommendations from the industry's leading experts, the goals of the dotFIT multivitamin and mineral formulas (MVM) are to deliver a combination of nutrients in proper forms and in controlled release preparations that, when used properly, have the greatest ability to raise blood/tissue levels to amounts shown in people who have reduced risks of chronic and age-related disease, especially when compared to typical mass market formulas in which inexpensive, less effective forms and dosages are incorporated into a NON- controlled release preparation in order to compete on price

Properly fill gaps with a better formula & delivery

MULTIVITAMIN & MINERAL FORMULAS

Rationale

- See slide 16,17
  - ✓ Can't define perfect, don't test food content, low activity & lean disallow it, no one eats it including fat people
- Accurately fill gaps based on
  - ✓ Safe optimal range for life to avoid triage*
  - ✓ Food intake, gender, age, other supps *
  - ✓ Continuous delivery –tissue saturation
  - ✓ Functionally available forms (not just bioavailable)
    - Vitamin co-enzyme forms, mineral salts, etc.
- Vitamin D needs *

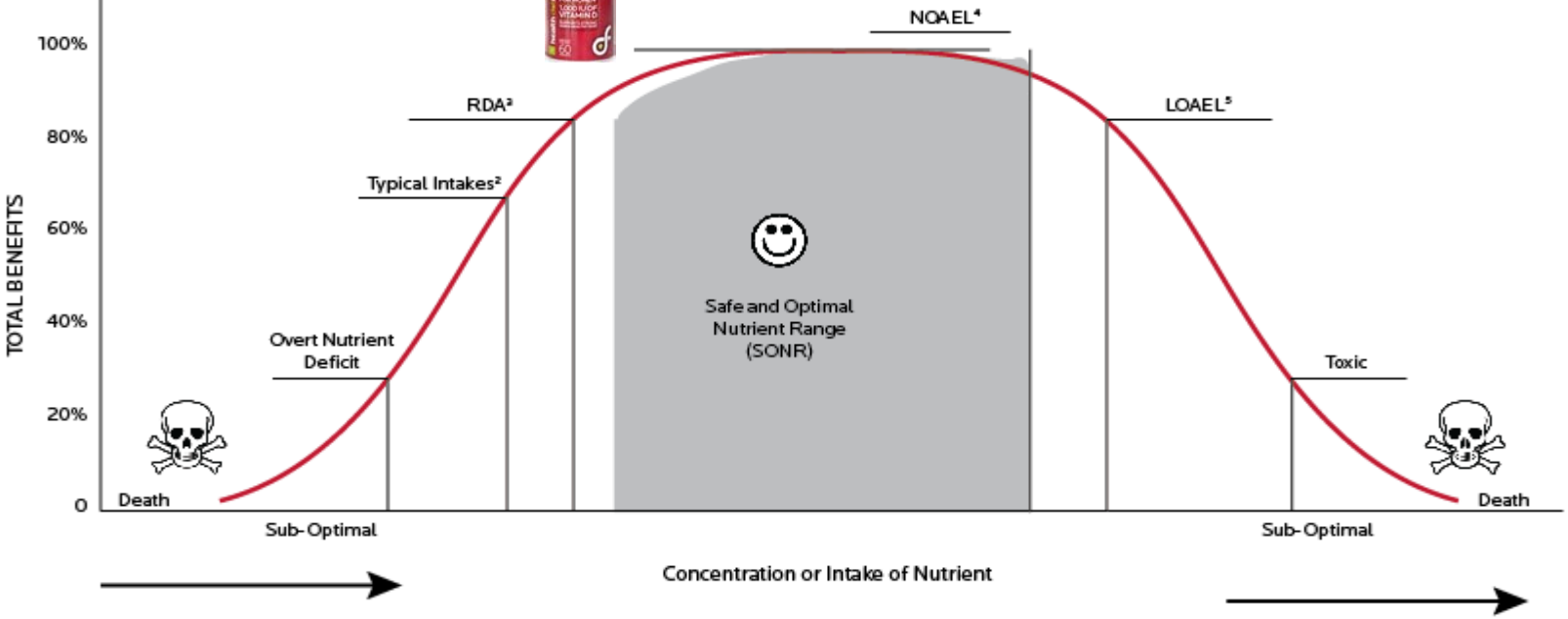
Safe and Optimal Nutrient Range

Males/Females:
12-64yr (Very Act. Exer.)
1/d: 12-17 Years Old
2/d: 18-65 Years Old

Females:
18-50yrs
1/d: 13-50 Years Old

Males/Females:
2-11yrs
1/d: 2-4 Years Old
2/d: 5-11 Years Old

Males/Females:
51-130yrs not using Active & everyone 65+
1/d



For most nutrients, there is a large therapeutic range within which the average person will receive benefit and simultaneously remain below the threshold that can yield adverse events

Safe and Optimal Nutrient Range

Table 3: Safe and Probable Optimal Range including Food Sources

Nutrient	Low – High	Upper Limit (UL)	LOAEL
Pre-formed Vitamin [1]	0 IU - 10,000 IU	10,000 IU (3000 mcg)	21,645 IU
Beta Carotene[2]	10,000 IU - 25,000 IU	-	-
Vitamin D (D3)	400 IU – 4000 IU	4000 IU	3800 IU*
Vitamin E	100 IU – 800 IU	1,500 IU [4]	-
Vitamin K	60-120 mcg	-	-
Vitamin C	200 mg – 1000 mg	2,000 mg	3,000 mg
Vitamin B1	2 mg – 30 mg	-	-
Vitamin B2	5 mg – 30 mg	-	-
Vitamin B3 (niacinamid	30 mg – 50 mg	35 mg	1000 mg
Vitamin B6	6 mg – 50 mg	100 mg	500 mg
Folic acid	400 mcg – 900 mcg	1,000 mcg [4]	5,000 mcg
Vitamin B12	6 mcg – 50 mcg	-	-
Calcium [5]	1200 mg – 1500 mg	2,500 mg	5,000 mg
Magnesium [5]	420 mg – 600 mg	350 mg4	360 mg
Iodine	150 mcg - ?	1,100 mcg	1,700 mcg
Iron [5]	15 mg – 25 mg	45 mg	70 mg
Zinc[3]	15 mg – 30 mg	40 mg	60 mg
Copper	2 mg – 4 mg	10 mg	-
Selenium	55mcg-200mcg	400mcg	910mcg
Manganese	2 mg – 5 mg	11 mg	15 mg
Potassium	2000 mg -?	-	-

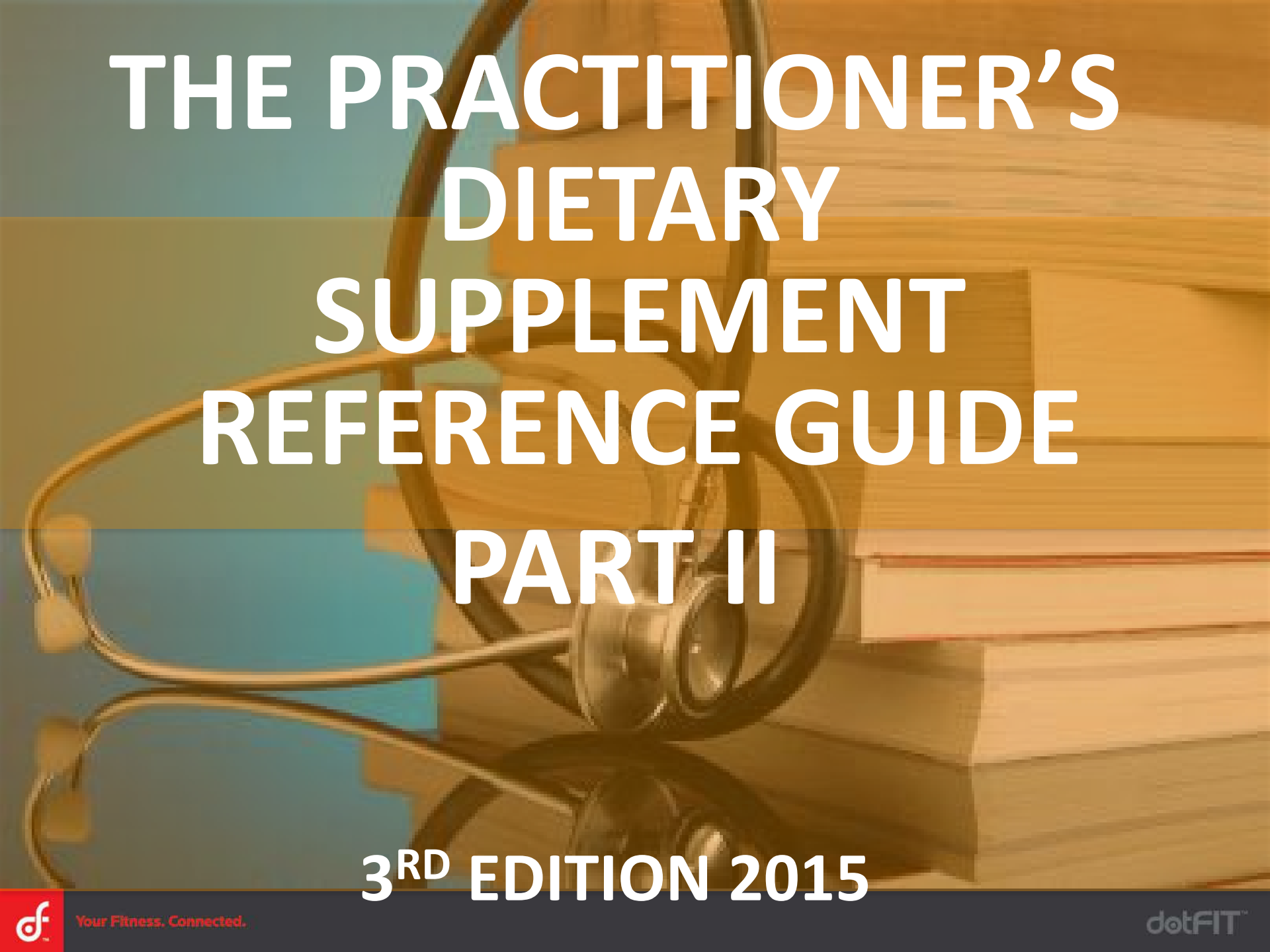
1. Supplemental amount can be zero if daily intake of beta carotene is within the safe and optimal range. 2. Smokers, those likely to develop, or those that already have lung cancer, should avoid beta carotene supplementation.* Currently being revisited. 3. Upper range amount is from supplements and fortified foods only. 4. From supplements and fortified foods only. 5. Supplemental amounts should be close to the low numbers shown.

MULTIVITAMIN & MINERAL FORMULAS

Unique Features

- All products are regularly updated with the most recent recommendations from the Institute of Medicine (IOM) and the industry's leading experts (i.e. progressive evidence-based formulations)
- All formulas are part of the dotFIT program for safe and ideal compatibility with all products when following program supplement recommendations
- Different formulas to meet the unique needs of different populations
- Formula and use follow strict scientific research criteria including 3rd party testing.(i.e. Practitioner Product Guidelines)
- The nutrients are in their proper bioavailable and functionally available forms, ratios and strengths to help maintain a safe and optimal range 24 hours/day
- Use of controlled-release delivery systems to ensure daily ideal nutrient levels and prevent tissue over-saturation and losses
- Manufactured in a regularly inspected NSF certified facility, in compliance with *enforced* Good Manufacturing Practices (GMPs) exclusively for dotFIT, LLC
- Active MVM is NSF Certified for Sport which ensures it is free of banned substances

Applies to all MVM formulas



THE PRACTITIONER'S DIETARY SUPPLEMENT REFERENCE GUIDE

PART II

3RD EDITION 2015

Controlled Release (all dF MVM)

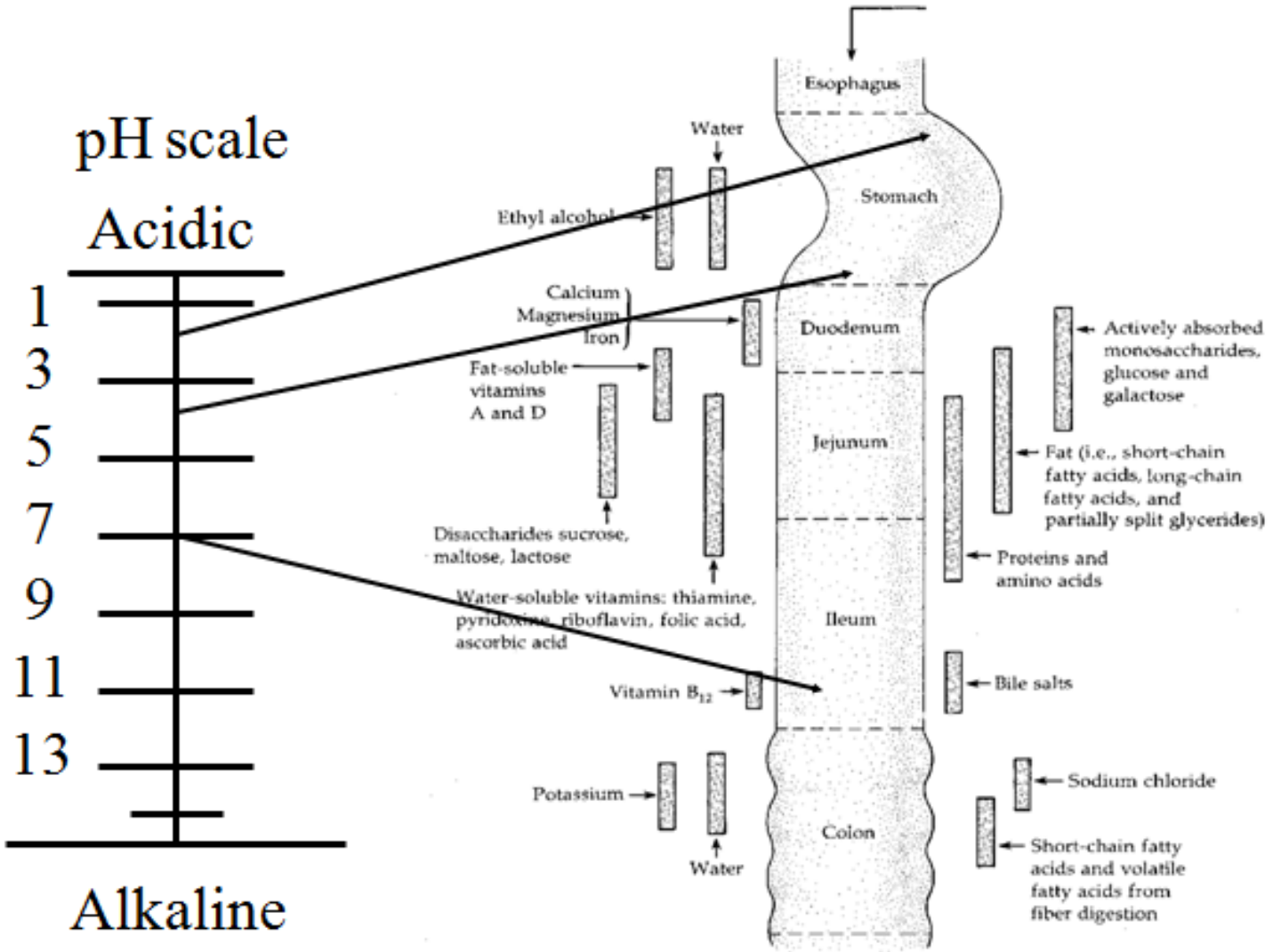
Cellulose coating allows the continuous release of a product's ingredients as the compound moves down your digestive tract.

•The pH in your gastrointestinal (GI) tract becomes less acidic the further downstream allowing trigger points for release.
Using this highly sophisticated drug technology, the dotFIT MVM's are designed to release a certain percentage of the active ingredients as it continues through the tract so that the active ingredients are absorbed as the body can use them, thus maintaining the desired tissue saturation for optimal cellular performance throughout the day.

•The goal is total tissue saturation with the nutrients needed to optimally perform all cellular activities, thus ensuring the cells have the potential to function at full capacity, 24 hours a day. Otherwise cells simply down-regulate to the available nutrition thus underperform, leading the body to do the same.

Up regulate all cells/tissues to full potential rather than down regulate to what they receive

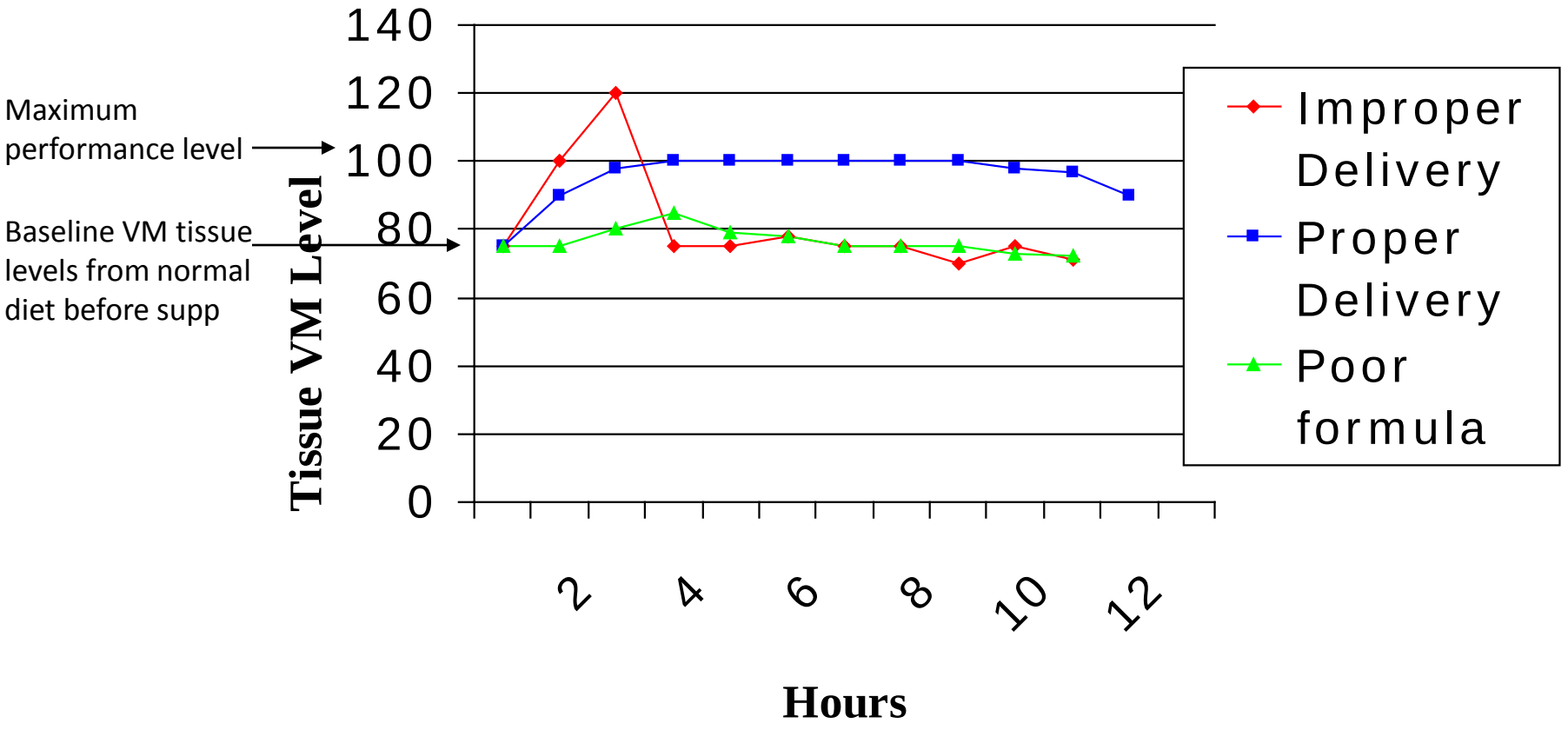
Trigger points of release using hydroxypropylmethylcellulose (HPMC), a form of cellulose, within the coating



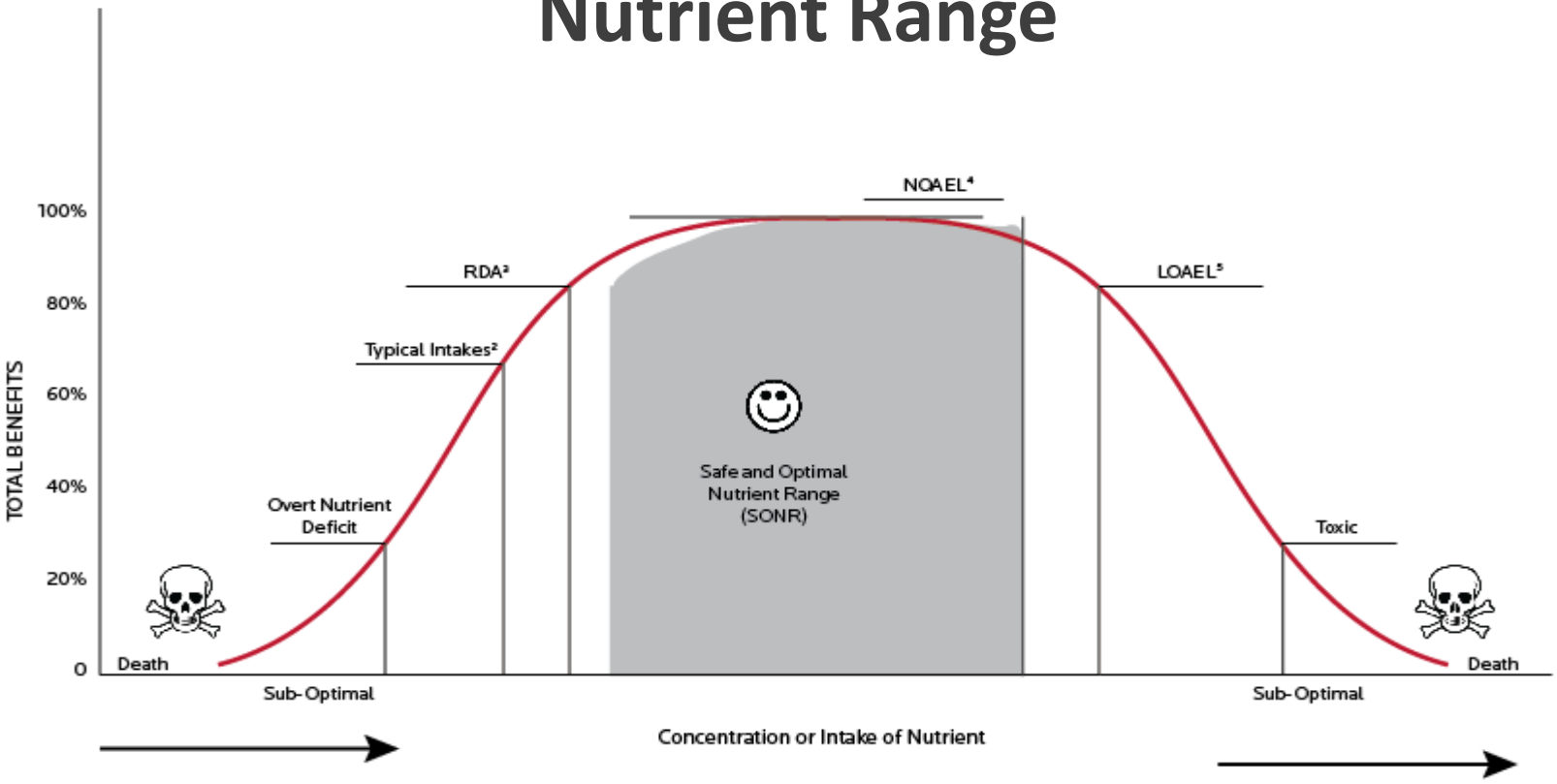
Controlled Release Delivery

Goal is to reach a steady state. In this case still be 90-100% before next dose (1/2 life $t_{\frac{1}{2}}$) works to achieve it

Blue line is Active MVM vs Mass Brands



Achieve & Maintain the Safe & Optimal Nutrient Range



For most nutrients, there is a large therapeutic range within which the average person will receive benefit and simultaneously remain below the threshold that can yield adverse events

MVM Ingredient Comparisons

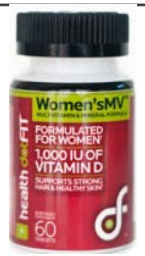
Table 1: dotFIT™ MVM Formulas & Ingredients (1 tablet)

Ingredient	Unit	Women's	Active**	Over50	Kids***
Vitamin A	IU	1000	500	N/A	500
Vitamin D*	IU	1000	600	1000	250
Beta Carotene	IU	5000	4000	10,000	2000
Vitamin C	mg	300	450	400	50
Iron	mg	10	5	0	5
Vitamin E	IU	100	150	50	20
Vitamin B1	mg	6	5	6	1
Vitamin B2	mg	1.7	2.5	6	1
Niacinamide	mg	20	15	20	6
Vitamin B6	mg	2	3	10	1
Folic Acid	mcg	400	100	400	100
Vitamin B12	mcg	10	15	100	3
Biotin	mcg	100	150	100	10
Pantothenic Acid	mg	15	0	10	2
Iodine	mcg	100	25	75	50
Magnesium	mg	100	100	100	20
Zinc	mg	12	7.5	15	5
Selenium	mcg	50	35	70	20
Copper	mg	0	0.5	1	0
Chromium	mcg	50	50	100	0
Vitamin K	mcg	50	50	50	30
Boron	mg	1			

*Source: Cholecalciferol (D3)

**Dosage is 1-2 tabs

*** Dosage is 1-2 tabs



ACTIVE MVM


health dotFIT™
ActiveMV™
MULTIVITAMIN AND MINERAL FORMULA
HIGH ANTIOXIDANT COMPLEX
1,200 IU OF VITAMIN D-3‡
FOR ACTIVE TEENS & ADULTS
CONTROLLED-RELEASE FORMULA
DIETARY SUPPLEMENT
60 TABLETS
IMPROVED FORMULA! now with Vit. K2
NSF
Certified for Sport™
Now with improved vitamin/mineral forms for greater bioavailability
Contains no: Sugar, salt, yeast, wheat, gluten, artificial colors, flavors or preservatives.
Storage Conditions: Store in a cool, dry place.
Supplement Facts
Serving Size: 1 Tablet
Servings Per Container: 60
Amount Per Serving | Amount Per Serving | %DV*
Vitamin A (as Beta Carotene and Palmitate) 4,500 IU 90%
Vitamin C (as Ascorbic Acid and Calcium Ascorbate) 450 mg 750%
Vitamin D-3 (as Cholecalciferol) 600 IU 150%
Vitamin E (as D-Alpha Tocopheryl Succinate) 150 IU 500%
Vitamin K (as Phytonadione K1 and Menaquinone K2) 50 mcg 63%
Vitamin B1 (as Thiamine Mononitrate) 5 mg 333%
Vitamin B2 (as Riboflavin-5 Phosphate) 2.5 mg 147%
Vitamin B3 (as Niacinamide) 15 mg 75%
Vitamin B6 (as Pyridoxal 5-phosphate) 3 mg 150%
Folic Acid 100 mcg 25%
Vitamin B-12 (as Cyanocobalamin and Methylcobalamin) 15 mcg 250%
Biotin 150 mcg 50%
Iron (as Ferrous Fumerate) 5 mg 28%
Iodine (from Kelp) 25 mcg 17%
Magnesium (as Magnesium Oxide and Citrate) 100 mg 25%
Zinc (as Zinc Citrate) 7.5 mg 50%
Selenium (L-Selenomethionine) 35 mcg 50%
Copper (as Copper Gluconate) 0.5 mg 25%
Chromium (as Chromium Picolinate) 50 mcg 42%
*Percent Daily Values based on a 2,000 Calorie Diet.
Other Ingredients: Microcrystalline cellulose, Hydroxypropylmethylcellulose, Xanthan gum, Stearic acid, DI-Calcium phosphate, Silicon dioxide, Magnesium stearate.
Peel back for additional information

ACTIVE MVM

Active MV - 60 count

60 tablets

ActiveMV - NSF-Certified for Sport! Controlled-release, high antioxidant multivitamin for active teens and adults.

Summary of Unique/Key Points (difference)

- 3 in 1 Formula
  - ✓ 1) Ideal MVM; 2) High Vitamin D; 3) Exerciser's antioxidant (ACE)
- Age/activity dose recommendation (1tab 12-17; 2 18-65)
  - ✓ 1 tab/d is the basic MVM for individuals 12 years or older. 2/day, is designed for active athletes and exercisers aged 18 to 65 also with active lifestyle and consume the general variety of today's typically available foods
- Strategic activity ingredient dosages -2tabs
  - ✓ 0-2Xs increases: A/beta-9000 (1000/8000) iu; C-900mg; E300IU; D-1200iu; Mag-200; iron-10mg; ~2Xs Bvits – and NSF CS
- Controlled release for all day protection
  - ✓ Cells/tissues operating seamlessly at full capacity

3 in 1, strategic dosages for activity, all day delivery, NSFCS

Active MVM Update

The New NSF Certified Active Multivitamin & Mineral Delivers More

We have updated the formula for athletes and exercisers with the latest science to help you stay healthy, stronger and active longer!

Your 3 in 1 Active multivitamin & mineral formula (MVM) - 1) complete MVM[1]; 2) high dose Vitamin D[2]; 3) exerciser's antioxidant[3] - now has enhanced vitamin and mineral forms (active forms) for greater functional absorption.[4] This means the ingredients are already in the forms the body can use where it needs them thus maximizing their effects.[5]

Vitamin C is now in 2 forms for greater utilization (Ascorbic Acid, Calcium Ascorbate)[6]
Vitamin K is now both K1 and K2

- While K1 and K2 have similar and unique properties, K2 (menaquinone) has only recently emerged as serving an important role in vascular and bone health. Calcium and vitamin D from food and supplements are complemented with vitamin K2 due this form functioning as a "calcium chaperone (getting calcium to the right places) and the facilitator of K's cardiovascular system protective role in the body"[7,8] including K2's potential to improve arterial stiffness in women.[9]
- **B6 and B2 now in their co-enzyme forms for greater functional activity[5]**
- **B12 is now also, along with cyanocobalamin, in the active methylcobalamin form**
    - Methylcobalamin compared with other forms, is the most effective at being delivered to neurons to support brain health.[10]
- **Magnesium is now in citrate and oxide form for more overall absorption[11]**

Active MV - 60 count
60 tablets

ActiveMV - NSF-Certified for Sport! Controlled-release, high antioxidant multivitamin for active teens and adults.

WOMEN'S MVM


health dotFIT
Women'sMV™
MULTIVITAMIN & MINERAL FORMULA
FORMULATED FOR WOMEN
1,000 IU OF VITAMIN D
SUPPORTS STRONG HAIR & HEALTHY SKIN†
IMPROVED FORMULA! now with Vit. K2 & Boron
Now with improved vitamin/mineral forms for greater bioavailability
DIETARY SUPPLEMENT
60 TABLETS
Manufactured exclusively for dotFIT, LLC.
Westlake Village, CA 91362 U.S.A.
DIRECTIONS: As a dietary supplement, females between 18 and 50 years of age take 1 tablet daily with a main meal. Consume with your favorite beverage.
For optimal results use daily with dotFIT Super Calcium+™
Supplement Facts
Serving Size: 1 Tablet
Servings Per Container: 60
Amount Per Serving | % Daily Value
Vitamin A (as Beta Carotene and Acetate) 6,000 IU 120%
Vitamin C (as Ascorbic Acid and Calcium Ascorbate) 300 mg 500%
Vitamin D-3 (as Cholecalciferol) 1,000 IU 250%
Vitamin E (as D-Alpha Tocopheryl Succinate) 100 IU 333%
Vitamin K (as Phytonadione K1 and Menaquinone K2) 50 mcg 63%
Vitamin B1 (as Thiamine Mononitrate) 6 mg 400%
Vitamin B2 (as Riboflavin-5 Phosphate) 1.7 mg 333%
Vitamin B3 (as Niacinamide) 20 mg 100%
Vitamin B6 (as Pyridoxal 5-phosphate) 2 mg 100%
Folic Acid 400 mcg 100%
Vitamin B-12 (as Methylcobalamin) 10 mcg 167%
Biotin 100 mcg 33%
Vitamin B5 (D-Calcium Pantothenate) 15 mg 150%
Iron (as Iron Fumerate) 10 mg 56%
Iodine (from Kelp) 100 mcg 67%
Magnesium (as Oxide and Citrate) 100 mg 25%
Zinc (as Zinc Citrate) 12 mg 80%
Selenium (L-Selenomethionine) 50 mcg 71%
Chromium (as Chromium Picolinate) 50 mcg 42%
Boron (as Boron Citrate) 1 mg *
*% Daily Value not established.
Other Ingredients: Microcrystalline cellulose, Stearic acid, Croscarmellose cellulose, dicalcium phosphate, Silicon Dioxide, Magnesium stearate, Pharmaceutical glaze.
Contains No: Sugar, Dairy, Yeast, Wheat, Gluten, Preservatives, Artificial colors or flavors.
Storage Conditions: Store in a cool, dry place.

WOMEN'S MVM

Summary of Unique/Key Points (difference)

- Non-pregnant females 18-50years not using Active
- Average size & activity primarily dictates changes
  - ✓ Other than iron (10mg) and folic acid (400mic) everything is significantly less than 2-Actives
- Boron –bone health
- Strongly related to SuperCalcium because notoriously low in females
  - ✓ Synergistic Mag, additional Vit D, K1 & 2 and boron
- Women's MVM use associated with less disease risks

Differences are most related to size, activity & bone health

Women's MVM Update

The New Women's Multivitamin & Mineral Delivers More

We have updated the formula with the latest science to help you stay healthy, stronger and of course beautiful longer!

Now with enhanced vitamin and mineral forms (active forms) for greater functional absorption.[1] This means the ingredients are already in the forms the body can use where it needs them thus maximizing their effects.[2]

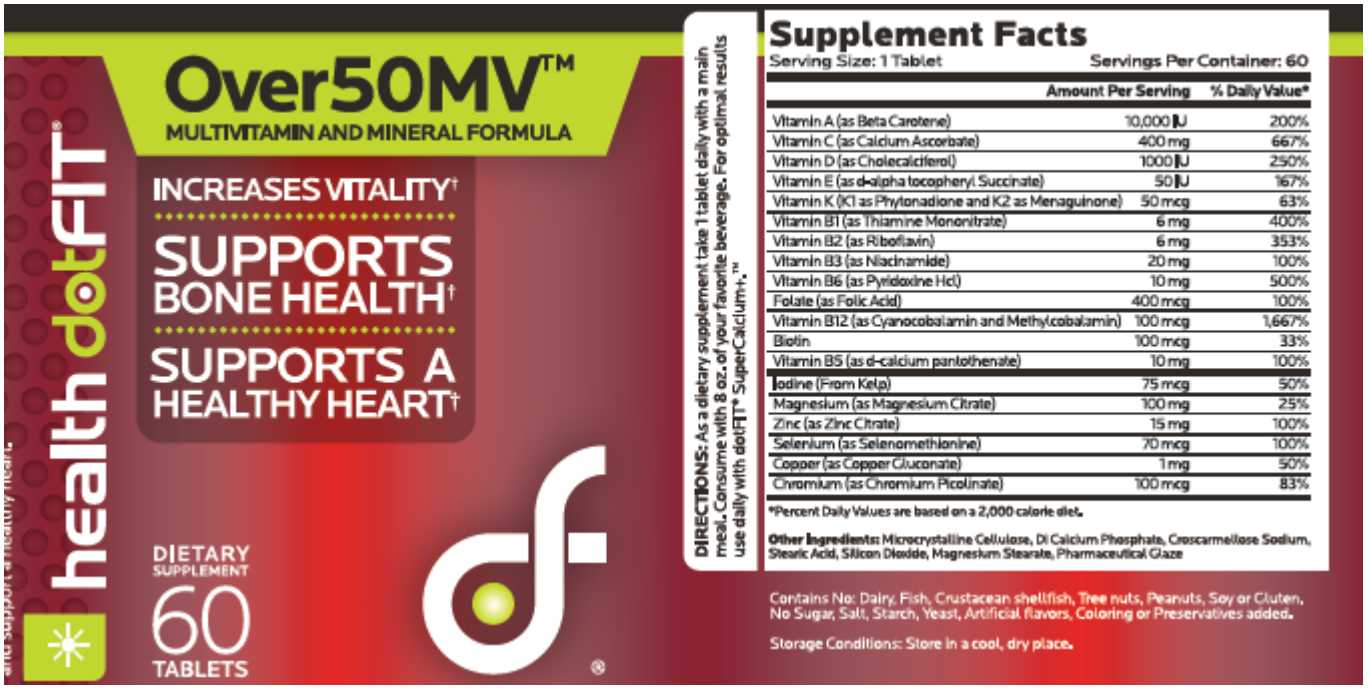
Vitamin C is now in 2 forms for greater utilization (Ascorbic Acid, Calcium Ascorbate)[3]
Vitamin K is now both K1 and K2

- While K1 and K2 have similar and unique properties, K2 (menaquinone) has only recently emerged as serving an important role in vascular and bone health. Calcium and vitamin D from food and supplements are complemented with vitamin K2 due this form functioning as a "calcium chaperone (getting calcium to the right places) and the facilitator of K's cardiovascular system protective role in the body"[4,5] including K2's potential to improve arterial stiffness in women.[6]
- **B12 is now in the active methylcobalamin form**
  - Methylcobalamin compared with other forms, is the most effective at being delivered to neurons to support brain health.[7]
- **Magnesium is now in citrate and oxide form for more overall absorption[8]**

More important notes

- **Iron is usually adequate in US diets but insufficiency can be common in females of this age group.[9]**
  - This formula contains 10mgs of iron to help correct common marginal intakes especially in female exercisers trying to achieve low body fat.[10]
- **Addition of boron** to support overall bone health in synergy with all other ingredients especially facilitating the important role of Vitamin D[11]
- True to the dotFIT message of lifetime use of a *complete* MVM, Regan L Bailey et.al. demonstrated that long term (>3yrs) MVM use (not multivitamins alone) significantly reduced cardiovascular disease (CVD) mortality in women without history of CVD events.[12]
- Long term Multivitamin use alone (>5yrs) has been associated with a 30-41% lower likelihood of heart attacks in women. The longer the use the lower the risk.[13]
- Women's MVM is designed to ideally complement the dotFIT SuperCalcium formula for those not meeting the calcium recommendations for bone health including the majority of females (and ~50% of males).[14]

OVER 50


health dotFIT
Over50MV™
MULTIVITAMIN AND MINERAL FORMULA
INCREASES VITALITY†
SUPPORTS BONE HEALTH†
SUPPORTS A HEALTHY HEART†
DIETARY SUPPLEMENT
60 TABLETS
DIRECTIONS: As a dietary supplement take 1 tablet daily with a main meal. Consume with 8 oz. of your favorite beverage. For optimal results use daily with dotFIT® SuperCalcium+.™
Supplement Facts
Serving Size: 1 Tablet
Servings Per Container: 60
Amount Per Serving
% Daily Value*
Vitamin A (as Beta Carotene) 10,000 IU 200%
Vitamin C (as Calcium Ascorbate) 400 mg 667%
Vitamin D (as Cholecalciferol) 1000 IU 250%
Vitamin E (as d-alpha tocopheryl Succinate) 50 IU 167%
Vitamin K (K1 as Phytonadione and K2 as Menaquinone) 50 mcg 63%
Vitamin B1 (as Thiamine Mononitrate) 6 mg 400%
Vitamin B2 (as Riboflavin) 6 mg 353%
Vitamin B3 (as Niacinamide) 20 mg 100%
Vitamin B6 (as Pyridoxine Hcl) 10 mg 500%
Folate (as Folic Acid) 400 mcg 100%
Vitamin B12 (as Cyanocobalamin and Methylcobalamin) 100 mcg 1,667%
Biotin 100 mcg 33%
Vitamin B5 (as d-calcium pantothenate) 10 mg 100%
Iodine (From Kelp) 75 mcg 50%
Magnesium (as Magnesium Citrate) 100 mg 25%
Zinc (as Zinc Citrate) 15 mg 100%
Selenium (as Selenomethionine) 70 mcg 100%
Copper (as Copper Gluconate) 1 mg 50%
Chromium (as Chromium Picolinate) 100 mcg 83%
*Percent Daily Values are based on a 2,000 calorie diet.
Other Ingredients: Microcrystalline Cellulose, Di Calcium Phosphate, Croscarmellose Sodium, Stearic Acid, Silicon Dioxide, Magnesium Stearate, Pharmaceutical Glaze
Contains No: Dairy, Fish, Crustacean shellfish, Tree nuts, Peanuts, Soy or Gluten, No Sugar, Salt, Starch, Yeast, Artificial flavors, Coloring or Preservatives added.
Storage Conditions: Store in a cool, dry place.

OVER 50

Summary of Unique/Key Points (difference)

- For the general population over 50y not using Active
- Individual increases generally due to age related difficulties in nutrient acquisition & digestion
- Higher B-vit (especially B6, B12) & chromium
  - ✓ Cognition, glucose management
- High beta-carotene & less Vit E
- No iron –(removes oxidation scare in ageing)

Age significantly alters needs

Over 50 Update

The New Over50 Will Help You Feel Under 50!

We have updated the formula with the latest science to help you stay healthy and productive

Vitamin C is now in the more usable calcium ascorbate form[1]

Vitamin K is now in the form of both K1 and K2

- While K1 and K2 have similar and unique properties, K2 (menaquinone) has only recently emerged as serving an important role in vascular and bone health. Calcium and vitamin D from food and supplements are complemented with vitamin K2 supplementation due to its increasingly recognized role as a "calcium chaperone and the facilitator of K's cardiovascular system protective role in the body".[2,3]

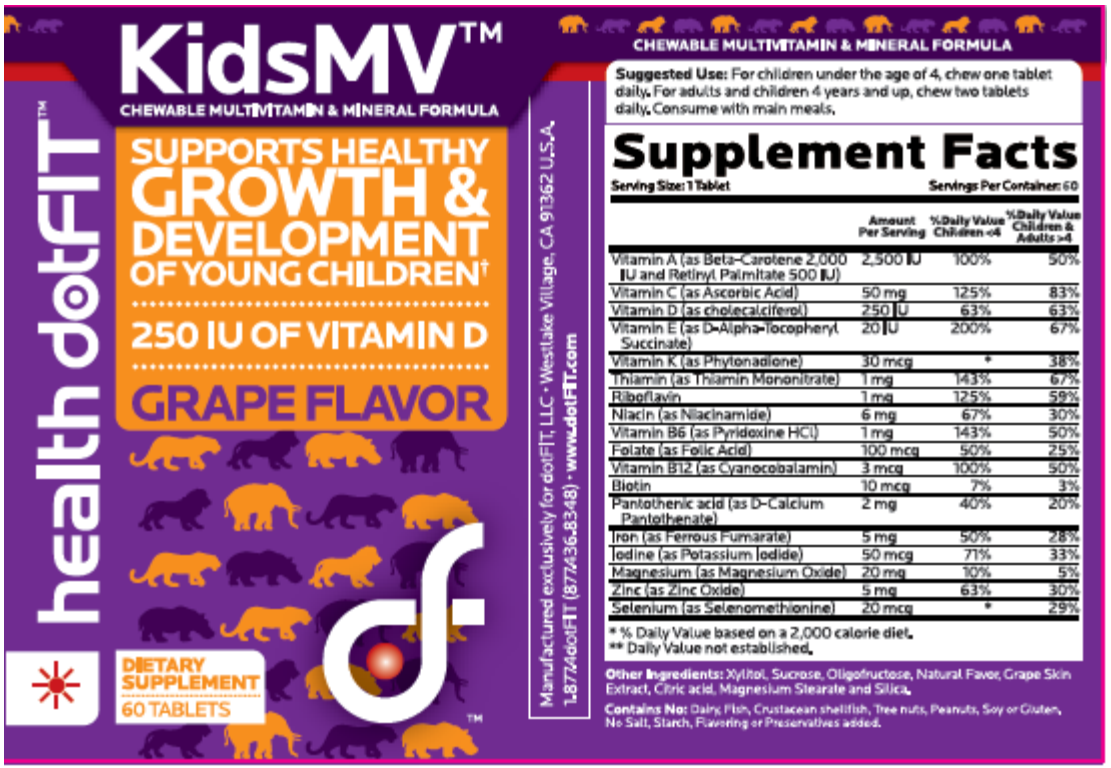
B12 is now in 2 forms: methylcobalamin and cyancobalamin

- Both forms are important but methylcobalamin compared with other forms, is the most effective at being delivered to neurons to support brain health.[4]

Magnesium is now in citrate form for more overall absorption[5]

Iron is now removed as many doctors advise older non-athletes to avoid supplemental iron. Our Active MVM has the iron often needed for active adults up to age 65

KIDS


KidsMV™
CHEWABLE MULTIVITAMIN & MINERAL FORMULA
health dotFIT™
SUPPORTS HEALTHY GROWTH & DEVELOPMENT OF YOUNG CHILDREN†
250 IU OF VITAMIN D
GRAPE FLAVOR
DIETARY SUPPLEMENT
60 TABLETS
Manufactured exclusively for dotFIT, LLC • Westlake Village, CA 91362 U.S.A.
1.877.4dotFIT (877.436.8348) • www.dotFIT.com
CHEWABLE MULTIVITAMIN & MINERAL FORMULA
Suggested Use: For children under the age of 4, chew one tablet daily. For adults and children 4 years and up, chew two tablets daily. Consume with main meals.
Supplement Facts
Serving Size: 1 Tablet
Servings Per Container: 60
Amount Per Serving | %Daily Value Children <4 | %Daily Value Children 4 & Adults >4
Vitamin A (as Beta-Carotene 2,000 IU and Retinyl Palmitate 500 IU) 2,500 IU 100% 50%
Vitamin C (as Ascorbic Acid) 50 mg 125% 83%
Vitamin D (as cholecalciferol) 250 IU 63% 63%
Vitamin E (as D-Alpha-Tocopheryl Succinate) 20 IU 200% 67%
Vitamin K (as Phytonadione) 30 mcg * 38%
Thiamin (as Thiamin Mononitrate) 1 mg 143% 67%
Riboflavin 1 mg 125% 59%
Niacin (as Niacinamide) 6 mg 67% 30%
Vitamin B6 (as Pyridoxine HCl) 1 mg 143% 50%
Folate (as Folic Acid) 100 mcg 50% 25%
Vitamin B12 (as Cyanocobalamin) 3 mcg 100% 50%
Biotin 10 mcg 7% 3%
Pantothenic acid (as D-Calcium Pantothenate) 2 mg 40% 20%
Iron (as Ferrous Fumarate) 5 mg 50% 28%
Iodine (as Potassium Iodide) 50 mcg 71% 33%
Magnesium (as Magnesium Oxide) 20 mg 10% 5%
Zinc (as Zinc Oxide) 5 mg 63% 30%
Selenium (as Selenomethionine) 20 mcg * 29%
* % Daily Value based on a 2,000 calorie diet.
** Daily Value not established.
Other Ingredients: Xylitol, Sucrose, Oligofructose, Natural Flavor, Grape Skin Extract, Citric acid, Magnesium Stearate and Silica.
Contains No: Dairy, Fish, Crustacean shellfish, Tree nuts, Peanuts, Soy or Gluten, No Salt, Starch, Flavoring or Preservatives added.

KIDS

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
  - ✓ Calcium doesn't fit
- Vitamin D meets new standards
- Gummies can't contain all and don't work

No comparison products because Mass uses desirable forms which compromises necessary ingredients

We make this for our/your families

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.

MAKING A PRODUCT CORRECT

DOSAGE MATCH TRIALS & 3RD PARTY IT TO PROVE IT'S THERE

MULTIVITAMIN & MINERAL

- dotFIT Active MV 60 tablets, 1-2 tablets/day
  - ✓ 30-60 day supply
  - ✓ (3in1 formula with multiple bio-avail forms & delivery systems)

$19.95
Active$0.60/srvg

Others dF $0.33

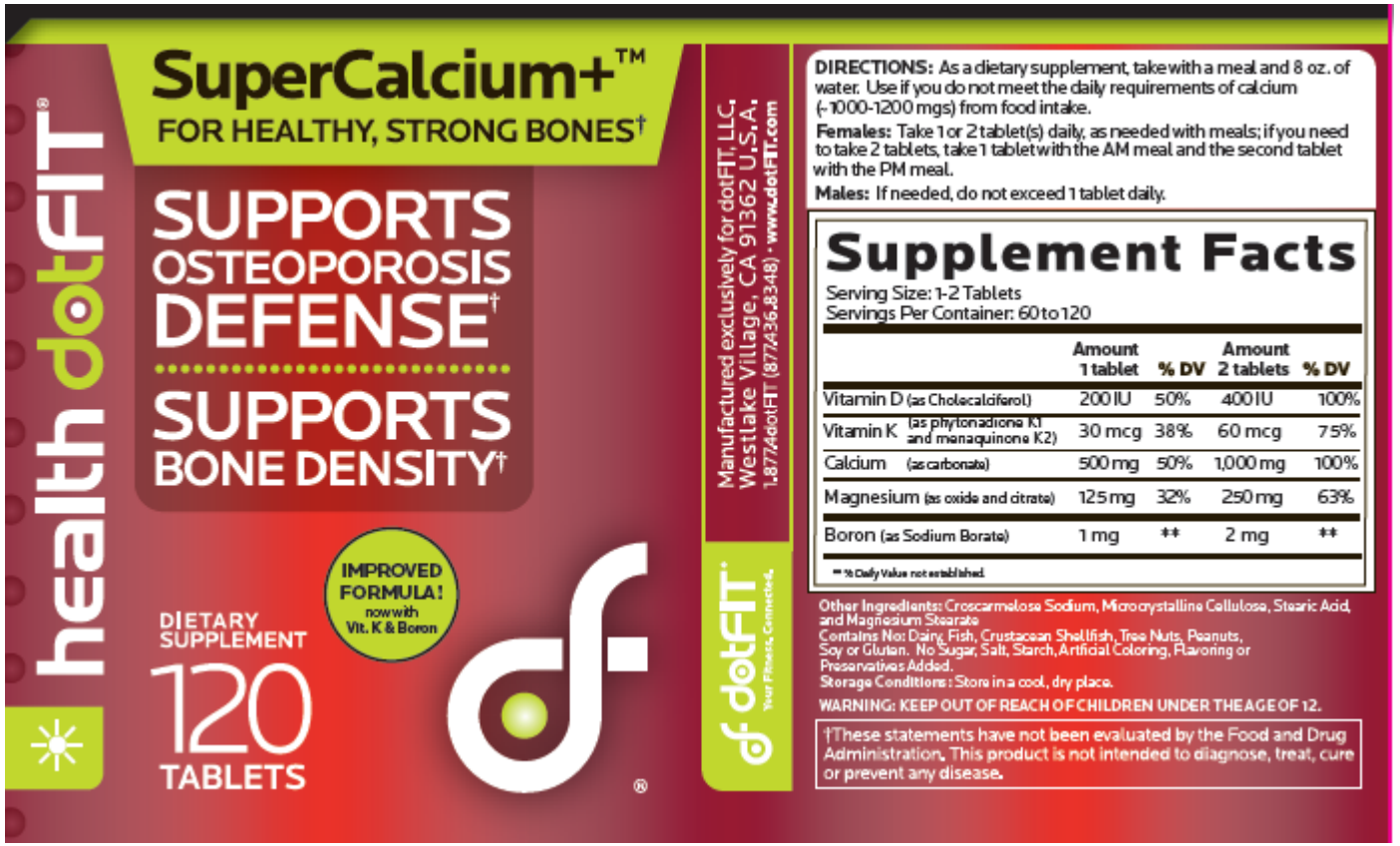
- Platinum ActiveX MV for Men
  - ✓ 60 softgels, 2 softgels/day
  - ✓ 30 day supply

$37.95
$1.27/serving

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

$28.85
$0.64 per serving

SUPER CALCIUM



SUPER CALCIUM

~85% of young females and 50% males fall short

Summary of Unique/Key Points (difference)

- Calcium (carbonate -best), magnesium (citrate & oxide), Vitamins D and both forms of K, all shown to be crucial for bone health
- Vitamin K-2 directs calcium deposition
- Boron to maximize Vit D role in bone health
- Complimentary to entire dF product line
- Recommendations are current based on recent findings (small range for efficacy when diet's included)
  - ✓ Females 1-2, males 1 – so not to approach upper limit
  - ✓ All controversies covered in PDSRG

Complete bone health formula designed with synergy consideration

SuperCalcium Update

Super just got Supreme

The majority of premenopausal females and 50% of males fall short of calcium requirements[1] while most all Americans would potentially benefit from increased vitamin D[2,3] and magnesium intake[4] even beyond using a typical daily multivitamin and mineral formula (especially mass market products).[5] To help support calcium's role in bone health including reducing fractures[6], recent science has turned up evidence that Vit K (both K1 & K2) acts as a "chaperone" to get this important nutrient into bones therefore also keeping it from being deposited in unfavorable places like the vascular system[7], which helps explain vitamin Ks well known positive effect on cardiovascular health[8,9].

What's new in the formula:

- Magnesium is now in both oxide and citrate for improved absorption and in the ideal amount to remain in the safe optimal range when using other dotFIT products[10]
- Added K1 and K2 have similar and unique properties, K2 (menaquinone) has only recently emerged as serving an important role in both vascular and bone health (see above)[8,9]
- Addition of boron to support overall bone health in synergy with all other ingredients especially facilitating the important role of Vitamin D[11]
- Recommendation from new science based on gender[12] and tight optimal/safe range[13,14]

DIRECTIONS: As a dietary supplement, take with a meal and 8 oz. of water. Use if you do not meet the daily requirements of calcium (~1000-1200 mgs) from food intake.

Females: Take 1 or 2 tablet(s) daily, as needed with meals; if you need to take 2 tablets, take 1 tablet with the AM meal and the second tablet with the PM meal.

Males: If needed, do not exceed 1 tablet daily.

Supplement Facts

Serving Size: 1-2 Tablets
Servings Per Container: 60 to 120

	Amount 1 tablet	% DV	Amount 2 tablets	% DV
Vitamin D (as Cholecalciferol)	200 IU	50%	400 IU	100%
Vitamin K (as phytonadione K1 and menaquinone K2)	30 mcg	38%	60 mcg	75%
Calcium (as carbonate)	500 mg	50%	1,000 mg	100%
Magnesium (as oxide and citrate)	125 mg	32%	250 mg	63%
Boron (as Sodium Borate)	1 mg	**	2 mg	**

** % Daily Value not established.

SUPERIOR ANTIOXIDANT

SUPERIOR ANTIOXIDANT

Summary of Unique/Key Points (difference)

- General population (22-25y+) to: 1) supply structural components limited by diet or age; 2) contain *excess* free radicals related to aging/recovery; 3) help reduce inflammation related to disease
  - ✓ Take 1 daily to raise dietary content to protective levels to support eye, brain cardiovascular health and energy levels

- Effective doses of ingredients with strongest support – no one product has all – and NSF CS
  - ✓ At least $50/m to duplicate separately (without berry mix or NSF)
  - ✓ Any "competitor" is grossly under formulated (~10-100xs too low)

6 in 1 health/recovery NSF formulation in correct dosages used following maturity to maintain structural integrity during the ageing process

WINDOW DRESSING (USELESS AMOUNTS) ADDED FOR MARKETING EDGE & PRICE

INCORRECTLY & UNDER-FORMULATED

Supplement Facts
Serving Size 2
Servings Per Container 60

	Amount Per Serving	% Daily Value
Calories	5	N/A*
Total Carbohydrate	1 Gm	N/A*
VITAMIN A (AS PALMITATE 2500 IU, 75% (7500 IU) AS NATURAL BETA CAROTENE)	10000 IU	200%
Vitamin C (As Calcium Ascorbate)	500 Mg	833%
Vitamin E (As D-Alpha Tocopheryl Succinate)	200 IU	667%
Calcium (As Calcium Ascorbate)	60 Mg	6%
Zinc (As Zinc Glycinate)	10 Mg	67%
Selenium (As L-Selenomethionine)	50 Mcg	71%
Copper (As Copper Lysinate)	1 Mg	50%
Manganese (As Manganese Glycinate)	4 Mg	200%
L-Cysteine Hcl	100 Mg	N/A*
Taurine	50 Mg	N/A*
L-Glutathione	25 Mg	N/A*
Coenzyme Pyridoxal-5-Phosphate	6 Mg	N/A*
Coenzyme Riboflavin-5-Phosphate	6 Mg	N/A*
Carotenoid Mix (ALPHA CAROTENE, LUTEIN, ZEAXANTHIN, CRYPTOXANTHIN)	86 Mcg	N/A*
Proanthocyanidin Complex Blend Green Tea Extract, Red Wine Extract, Pycnogenol	50 Mg	N/A*
Food And Herbal Blend Ginkgo Biloba Extract (Leaf), Spirulina, Gotu Kola Extract (Aerial), Milk Thistle Extract (Aerial)	70 Mg	N/A*

* Daily value not established

Phyto-Blend Citrus Bioflavonoids (fruit), Deodorized Garlic, powdered (bulb), Green Tea Powder, Grape Seed Extract (*Vitis vinifera*) (seed) (standardized to 95% polyphenols), Blueberry Powder, Cranberry Powder, Wild Yam Powder, Carrot Powder, Papaya Powder, Orange Fruit Powder, Pineapple Powder, Spinach Powder, Elderberry Fruit Powder, Bilberry Fruit Powder, Black Currant Fruit Powder, Cauliflower Powder, Kale Powder, Brussels Sprouts Powder, Broccoli Powder, Apple Fruit Powder, Kiwi Fruit Powder, Grapefruit Powder	240 mg	*
Enzy-Blend Papain, Bromelain, Alpha Amylase, Lipase	50 mg	*
Alpha-Lipoic Acid	25 mg	*
PABA (para-aminobenzoic acid)	10 mg	*
Choline (as choline bitartrate)	10 mg	*
Inositol	10 mg	*
Silica	5 mg	*
Boron	2 mg	*
Lycopene (as Lyc-O-Mato® natural tomato lycopene)	500 mcg	*
Lutein	500 mcg	*
Alpha-Carotene	140 mcg	*
Vanadium	100 mcg	*
Cryptoxanthin	34 mcg	*
Zeaxanthin	28 mcg	*

Supplement Facts
Serving Size: 1 Softgel

Amount Per Serving	% Daily Value *
Alpha Lipoic Acid 200 mg	
Co-Enzyme Q10 (CoQ-10) 100 mg	**
OptiBerry (from wild blueberry, strawberry, cranberry, wild bilberry, elderberry, raspberry) 30 mg	**
Lycopene 10 mg	
Lutein 6 mg	**
Zeaxanthin 4 mg	**
D. Salina natural mixed carotenoids 1.5 mg	**

PRACTITIONER PRODUCT

AMOUNTS MATCHED IN CLINICAL TRAILS CONTAINED IN SUPERIOR ANTIOXIDANT

SuperiorAntioxidant Update

SuperiorAntioxidant (SAO) Update - Now More Superior!

In keeping up with our Practitioner Product status we made the latest update to our SAO. As lycopene, lutein and zeaxanthin continue to impress nutrition research scientist with their potential health benefits including eye, brain, heart, muscles, etc., (See updated PDRSG) better raw materials (complete natural forms of ingredients) are beginning to emerge. In order to use the newest natural raw materials (see table 1 for data)[1] we needed to increase the total content in order to get the standardized amounts we're looking for (10mg lycopene[2], 6mgs lutein and increasing zeaxanthin to 5mgs[3])to produce the benefits seen in new clinical trials. Table 2 below shows the total natural amounts (far right) necessary to get the amount of actives necessary thus you and your clients will notice each capsule is slightly larger. Due to the expense of the superior raw materials the price will slightly increase but well worth it based on the recent clinical research and outcomes of these super star antioxidants. Additionally this updated SAO will also be NSF Certified for Sport (NSFCS), which delivers the Practitioner and consumer assurance necessary in today's dietary supplement environment.

Table 1 Proper and common names, and source materials for marigold extract and its isolates.

Proper name	Common name	Source material
Tagetes erecta L. (Asteraceae)[1]	marigold extract[2] xanthophylls[3]	flower[4]
(3R,3′R,6′R)-beta,epsilon-carotene-3,3′-diol[5]	lutein[6]	oleoresin from the flower of marigold (*Tagetes erecta* L. (Asteraceae))[10]
(3R,3′R)-beta,beta-carotene-3,3′-diol[5]	zeaxanthin[6]	
lutein esters[7]	lutein esters[8]	
zeaxanthin esters[9]	zeaxanthin esters[9]	

1. USDA 2010; FAO/WHO 2006
2. WHO 2005
3. ChemIDplus 2011; FAO/WHO 2006
4. FAO/WHO 2006; WHO 2005
5. ChemIDplus 2011a,b; USP 34
6. ChemIDplus 2011a,b; USP 34; WHO 2005
7. ChemIDplus 2011; USP 34
8. ChemIDplus 2011; WHO 2005
9. US FDA 2002
10. USP 34; FAO/WHO 2006; WHO 2005

Table 2

Description	Vendor	Label Claim	Activity	Adjustment	mg/SRV
Alpha Lipoic Acid					200.00000
Co Enzyme Q10 (COQ10)					100.00000
OptiBerry®					30.00000
Lycopene 10%					100.00000
Lutein 5%					120.00000
OmniXan Zeaxanthin 5% Beadlets					100.00000
Mixed Carotenoids (Betatene 7.5%)					1.50000
				Total Actives	651.50000

New raw materials will make pill size slightly larger

JOINT FLEX PLUS

health dotFIT

JointFlexPlus™

WITH BIOCELL COLLAGEN® & HYALURONIC ACID

SUPPORTS JOINT COMFORT & MOBILITY†

SUPPORTS SKIN HEALTH†

RELIEVES SORE JOINTS†

MADE WITH BioCell Collagen

DIETARY SUPPLEMENT

60 CAPSULES

Manufactured exclusively for dotFIT, LLC.
Westlake Village, CA 91362 U.S.A.
1.877.dotFIT (877.A36.8348) • www.dotFIT.com

dotFIT

SUGGESTED USE: As a dietary supplement, take two (2) capsules daily, preferably one (1) in the morning & one (1) at night before a meal. For optimal results take two (2) capsules in the morning and two (2) at night before a meal or as directed by your health-care professional.

Supplement Facts

Serving Size: 2 Capsules
Servings Per Container: 30

	Amount Per Serving	% DV
BioCell Collagen®	1,000 mg	*
Hydrolyzed Collagen Type II	600 mg	*
Chondroitin Sulfate	200 mg	*
Hyaluronic Acid (HA)	100 mg	*

* % Daily Value not established.

Other Ingredients: Rice Powder, Gelatin, Magnesium Stearate.

Contains No: Shellfish (crustacean), Fish, Dairy, Tree nuts, Peanuts, Soy or Gluten. No Salt, Artificial colors, Flavoring, Sulphites, MSG (monosodium glutamate) or Preservatives added. Free of Titanium dioxide.

MADE WITH BioCell Collagen

BioCell Collagen® is a registered trademark of BioCell Technology LLC, Newport Beach, California USA (US Patents 6,025,327; 6,323,319; 6,780,841; 7,091,180; 7,799,348 other US and foreign patents pending.)

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

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

JOINT FLEX PLUS –BIOCELL COLLAGEN II

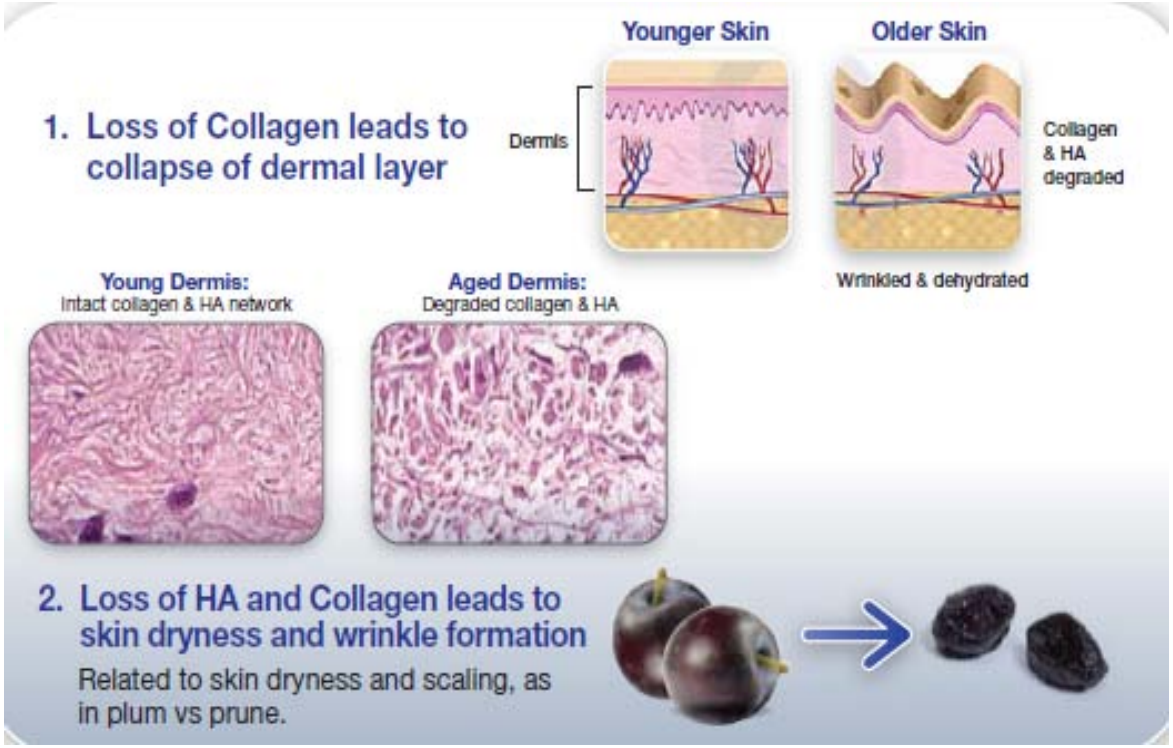
Summary of Unique/Key Points (difference)

- Adults with joint discomfort or “overuse”
  - ✓ Generally older adults or competitive athletes take 2-4daily
- Joint: patented formula & well tested
  - ✓ Type II collagen/fragments may act to increase cartilage synthesis (false signal) and provide lubrication; Hyaluronic acid & Chondroitin provide raw material and improved joint fluid viscosity
- Skin: New study demonstrated ingestion of BioCell Collagen II enhanced blood microcirculation and reduced facial aging signs
  - ✓ Reduced wrinkles, improved skin tone, improved hydration and smoother and more supple skin.

2 in 1 product: best non-medical solution for Joint & Skin health

JOINT FLEX PLUS –BIOCELL COLLAGEN II - SKIN

- Goal is to supply age related diminishing collagen & hyaluronic acid to maintain skin tone by avoiding dermal layer collapse



SUPER OMEGA -3

SUPER OMEGA -3

Summary of Unique/Key Points (difference)

- Anyone not consuming 2-4svg fatty fish to support brain, eyes, & CV health function & development
  - ✓ Take 1/d to raise EPA/DHA to levels that demonstrate benefits in creating and preserving overall health. Minimum of 500mg/d of EPA/DHA in a 3:2 ratio can achieve the desired Omega-3 Index rating (8-11%)* shown in people with reduced risk of disease
- New developments include enhanced exercise/performance (improved oxygen use by heart/muscles) and body composition (>lean mass; <Fat mass) outcomes; development and behavior in children (Cognitive dev, behavior, attention, ADHA)
- Matches IOM rec, NSFCS & approved by Health Canada
- No fish burps, mercury, oxidation or PCBs
- All controversies covered in PDSRG
  - ✓ Source (Krill, plant), forms, dosage, ratios, allergies, prostate

*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%.

MAKING A PRODUCT CORRECT

DOSAGE MATCH TRIALS & 3RD PARTY IT TO PROVE IT'S THERE

OMEGA 3 FISH OILS

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

$12.95
$0.43/serving

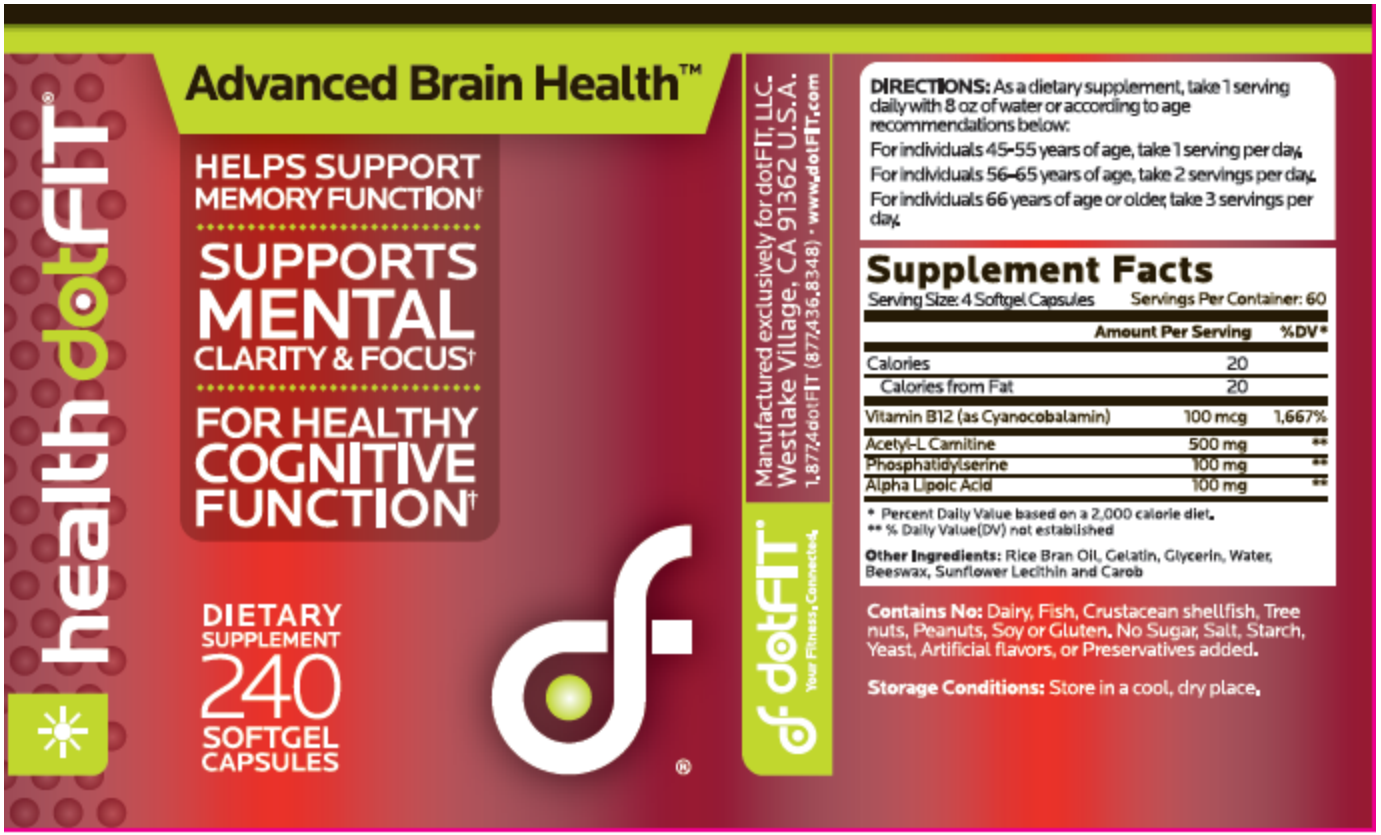
- Klean Omega
  - ✓ 60 softgels, 1 per day
  - ✓ 60 day supply

$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

ADVANCED BRAIN HEALTH



ADVANCED BRAIN HEALTH

Summary of Unique/Key Points (difference)

- 45y+ to supply nutrition, limited by diet & ageing, to support brain function and to slow (and possibly stop or reverse) age-related decline in mental function

- Following the middle-age years, supplementation with **Phosphatidylserine (PS)**, **acetyl-L-carnitine (ALC)**, **alpha-lipoic acid (ALA)**, and **vitamin B-12** may balance a decline in the body's production or absorption of these substances that are essential for normal brain and neurological function
  - ✓ 45-55y (4/d); 56-65y (8/d); >65y (12/d)
  - ✓ Split in doses of 4 with meals evenly throughout day

- No product comparison but ~$80+/m to piece it together

Best science solution in a crowded misleading space. It supplies brain nutrition that diet & ageing compromise

Made for our Families

NEXT MONTH WEBCAST
TOTAL TIME 60 MINUTES

- PDSRG Part III: Weight/Fat Loss Section Supplements: proper usage and unique features (60min –includes Q&A after each product)
  - ✓ Weight/fat loss section Introduction
  - ✓ Weight Loss & Liver Support
  - ✓ CarbRepel
  - ✓ ThermAccel
  - ✓ LeanMR