




★ ALLIANCE OF PRESTIGE & CREDIBILITY
 EXPERIENCE. EXPERTISE. RESULTS.

YOUR WEBINAR HOST & SPEAKERS

<p>Richard Stewart Director of Education Webinar Host</p>	<p>Neal Spruce dotFIT Founder & Chief Executive Officer</p>	<p>Kat Barefield dotFIT Registered Dietitian</p>
<ul style="list-style-type: none"> • Bachelor of Science in Exercise Science • Master of Science in Exercise Physiology & Sports Medicine • Over 30 years' experience in the fitness industry • 3-time National Champion in the Weight Pentathlon 	<ul style="list-style-type: none"> • Industry visionary • Founder of Apex Nutrition • Creator of the bodybugg • Former bodybuilding Champion • Author • 30-year fitness veteran 	<ul style="list-style-type: none"> • Bachelor's of Science in Athletic Training • Master's of Science in Sports Nutrition • Registered Dietitian • Certified Personal Trainer • Over 12 years' experience in the fitness industry


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 : HOW dotFIT WORKS FOR YOU

SUPPLEMENTS AND WEIGHT CONTROL

TODAY'S TOPIC

Simple Strategies to Boost Your Weight Loss Using Proven Methods


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 : HOW dotFIT WORKS FOR YOU

SIMPLE WAYS TO BOOST WEIGHT LOSS

UNDENIABLE WEIGHT CONTROL FACTS

- Weight loss occurs only when you burn more calories than you take in
 - ✓ Regardless of the method
 - ✓ Exercise alone is not a weight loss program
 - ✓ Supplements alone are not a weight loss program

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SIMPLE WAYS TO BOOST WEIGHT LOSS

UNDENIABLE WEIGHT CONTROL FACTS

- Diets work by restricting food choices, thus **calories** (no-brainer weight loss)
 - ✓ Most diets fail – 95% regain weight in 3-5 years
- Solution – **DON'T DIET** – make minor adjustments to your food choices and daily activity that you can live with


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SIMPLE WAYS TO BOOST WEIGHT LOSS

FORMULATE A SOUND PLAN

- Find Out Your Daily Calorie Needs
 - ✓ dotFIT Nutrition & Exercise Program
 - ✓ Free Fitness Profile on www.dotfit.com
- Reduce Daily Calorie Intake by 250-1000 Calories Below Your Daily Needs
 - ✓ Leads to ½-2 lb per week weight loss rate
- Identify Your “WHY” and Focus on it Daily
 - ✓ Provides source of motivation


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SIMPLE WAYS TO BOOST WEIGHT LOSS

WAYS TO REDUCE CALORIE INTAKE

- Choose Foods That Fill You Up on Fewer Calories
 - ✓ Research shows people consistently eat the same weight of food daily
 - ✓ Penn State Food Lab Studies by Dr. Rolls – fed subjects similar amounts of food with varying calories
 - Consuming high-volume, lower calories meals led to eating 30% less OR 400 fewer calories per day without hunger
 - ✓ Reducing calories while maintaining food volume enhances weight loss and eliminates hunger


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SIMPLE WAYS TO BOOST WEIGHT LOSS

WAYS TO REDUCE CALORIE INTAKE

- Think water-rich, fiber-rich and air-filled foods
 - ✓ Water and air give you more food volume
 - ✓ Fiber adds bulk with minimal calories
- Simple Strategies
 - ✓ Start your meal with a broth-based soup or green salad
 - ✓ Choose soups \leq 100 calories/cup; avoid cream-based
 - ✓ Choose dinner salads with light dressing, skip the cheese


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SIMPLE WAYS TO BOOST WEIGHT LOSS

WAYS TO REDUCE CALORIE INTAKE

- Simple Strategies
 - ✓ Choose whole fruit and veggies instead of juice or dried fruit
 - ✓ 100 calories = Almost 2 cups of grapes OR 1/3 cup raisins
 - ✓ Add fruit to cereal, oatmeal, pancakes, etc.
 - ✓ Add veggies to soups, sandwiches, casseroles, pasta, omelets, wraps, etc.
 - ✓ Choose fruit-based desserts

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SIMPLE WAYS TO BOOST WEIGHT LOSS

WAYS TO REDUCE CALORIE INTAKE

➤ **Simple Strategies**

- ✓ Minimize foods low in water content
 - ✓ Chips, crackers, pretzels, nuts, cheese, fat-free items
 - ✓ Easy to overeat and low effect on satiety
 - ✓ Pair with water, fiber-rich item to fill up on fewer calories
 - 1 ounce serving of nuts and favorite fruit
- ✓ Monitor portions of fat and high fat foods
 - ✓ People tend to underestimate butter, dressing, cheese, oil, nut butters
 - Fat has twice the calories per gram than carbs or protein

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SIMPLE WAYS TO BOOST WEIGHT LOSS

WAYS TO REDUCE CALORIE INTAKE


➤ **Simple Strategies**

- ✓ Choose lower-fat versions of dairy
 - ✓ Whole milk vs. nonfat milk saves 50 calories

➤ **Apply The Strategies at Your Pace**

- ✓ Study revealed calorie intake decreased by 16% over 4 days without feeling hungry or deprived
 - ✓ Participants were given high-volume, low-calorie main dishes with ½ of their normal calories and unlimited side dishes and deserts

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SIMPLE WAYS TO BOOST WEIGHT LOSS

WAYS TO REDUCE CALORIE INTAKE

- Increase Fiber Intake
 - ✓ Typical intake is half recommended amount
 - ✓ Study demonstrated 5 pound loss without dieting when fiber intake doubled
 - ✓ Men – 38 grams/day; Over 50 year old – 30 grams
 - ✓ Women – 25 grams/day; Over 50 yrs – 21 grams
 - ✓ Tips
 - ✓ Track it with a journal or online tool
 - ✓ Increase slowly and drink plenty of fluid

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SIMPLE WAYS TO BOOST WEIGHT LOSS

WAYS TO REDUCE CALORIE INTAKE

- Fiber-rich Foods
 - ✓ Breakfast cereals with 8-10 grams per serving
 - ✓ 100% whole wheat bread & pasta, brown rice, oatmeal, bran
 - ✓ Beans, peas, lentils (add to soups, salads & stews)
 - ✓ Fruits with skin – apples, berries, oranges
 - ✓ All vegetables
 - ✓ Nuts – add to salads, oatmeal, yogurt


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SIMPLE WAYS TO BOOST WEIGHT LOSS

EAT REGULAR MEALS

- Eat at Least 4 Meals per Day
 - ✓ 3 main meals and 1 snack
 - ✓ Timing does NOT matter (except breakfast)
 - ✓ Space meals approximately 3-4 hours apart or eat only when hungry, but not starving
- Eat Breakfast
 - ✓ Regular breakfast eaters are more successful at losing and maintaining weight loss
 - ✓ Reduces calorie intake later in the day


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SIMPLE WAYS TO BOOST WEIGHT LOSS

INCORPORATE MEAL REPLACEMENTS

- Pre-Portioned Foods (Bars and Shakes)
 - ✓ Consistently shown to be more effective than traditional dieting
 - ✓ Have shown to be just as effective as dieting combined with weight loss drugs
- How they work:
 - ✓ Control portions and reduce calorie intake (1-2/day)
 - ✓ Between meal snacks for energy, prevent hunger
 - ✓ Result in greater weight loss and long-term success

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SIMPLE WAYS TO BOOST WEIGHT LOSS

Meal Replacements & Weight Loss

Figure 1: In all six studies groups using meal replacements (PMR) as part of their overall calorie intake lost significantly more weight than subjects using reduced calorie diets (RCD) alone. Heymsfield SB (2003)

Figure 2: In a 1-year follow-up in the groups that were tracked, the subjects still using meal replacements maintained significantly more weight loss than the RCD group. Heymsfield SB (2003)

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SIMPLE WAYS TO BOOST WEIGHT LOSS

MEAL REPLACEMENTS: APPLYING THE RESEARCH

- Low sugar, high-protein, fiber-rich formula
 - ✓ LeanMR Drink Mix
- High quality protein
 - ✓ WheySmooth
- Ideal formulas before and after exercise
 - ✓ Pre/Post Workout Formula & Meal Replacement

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SIMPLE STRATEGIES TO BOOST YOUR WEIGHT LOSS USING PROVEN METHODS



CHANGE YOUR SURROUNDINGS SO YOU EAT LESS

- Environmental Food Cues Influence us to
 - ✓ Overeat
 - ✓ Mindlessly eat
 - ✓ Underestimate how much we eat
- It's easier to change our surroundings than to fight natural instincts and human error
 - ✓ This can lead to you automatically consuming fewer calories, rather than more





↑ YOUR GOALS. ACHIEVED.

SIMPLE WAYS TO BOOST WEIGHT LOSS

CHANGE YOUR SURROUNDINGS SO YOU EAT LESS

- Remove tempting foods from within eyesight
 - ✓ Food visibility studies
- Remove trigger foods from work and home
 - ✓ More barriers to food reduces eating
- Repackage bulk items into smaller containers
 - ✓ Large containers leads to cooking, serving and eating more
- Use smaller plates, bowls, glasses
 - ✓ Leads to smaller portions

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↑ YOUR GOALS. ACHIEVED.

SIMPLE WAYS TO BOOST WEIGHT LOSS

CHANGE YOUR SURROUNDINGS SO YOU EAT LESS

- Don't eat in front of the TV or while distracted
 - ✓ Leads to over-eating mindlessly
- Don't arrive hungry to social events
- At home, keep serving dishes out of sight
- Avoid food buffets or all you can eat restaurants
 - ✓ Large variety leads to overeating
 - ✓ Keep only two items on your plate at a time

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↑ YOUR GOALS. ACHIEVED.

SIMPLE WAYS TO BOOST WEIGHT LOSS

MORE PRACTICAL SOLUTIONS

- Ask server to skip the breadbasket
- Order smaller portions or share a meal
- Brush your teeth after a meal
 - ✓ Signal to stop eating
- Chew sugarless gum to satisfy sweet tooth and keep busy



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SELF MONITOR TO BUILD AWARENESS AND ENHANCE RESULTS



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EXACT SCIENCE. UNCOMPROMISING STANDARDS.

SIMPLE WAYS TO BOOST WEIGHT LOSS

TRACK YOUR INTAKE & BOOST YOUR CALORIE IQ

- Keep a Food Log
 - ✓ Weight Loss Maintenance Trial – 30 months
 - ✓ 2x weight loss using a daily food log
 - ✓ Increases awareness of food choices and portions
- Learn Calorie Content of Food Choices
 - ✓ Nutritional guides, websites, menus
- Weigh & Measure Food to Check Portion Sizes
 - ✓ Food scale, measuring cups and spoons

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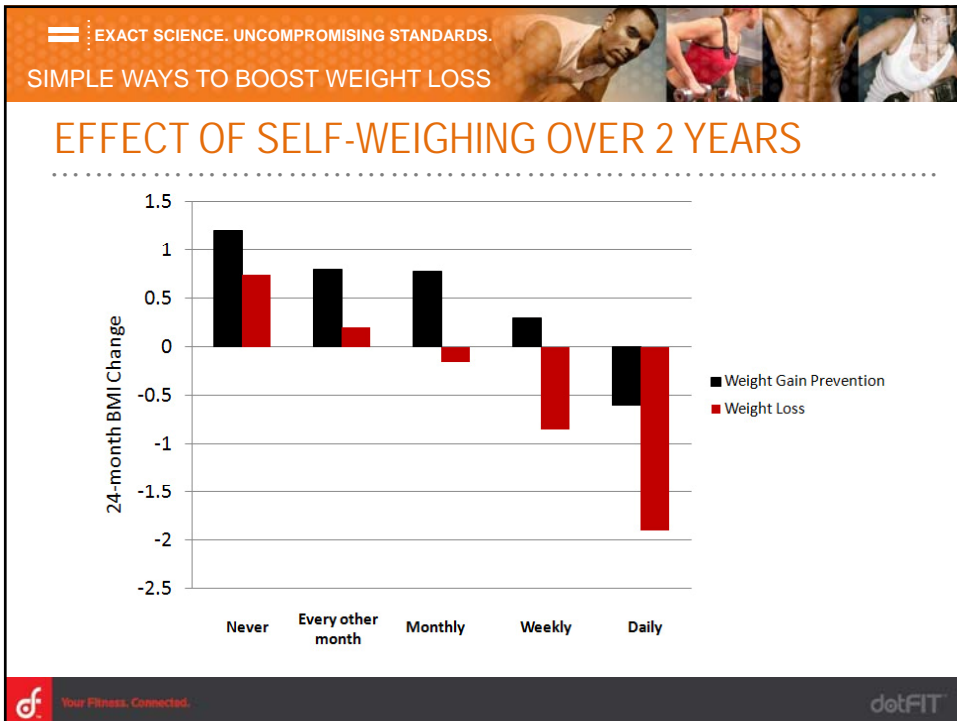
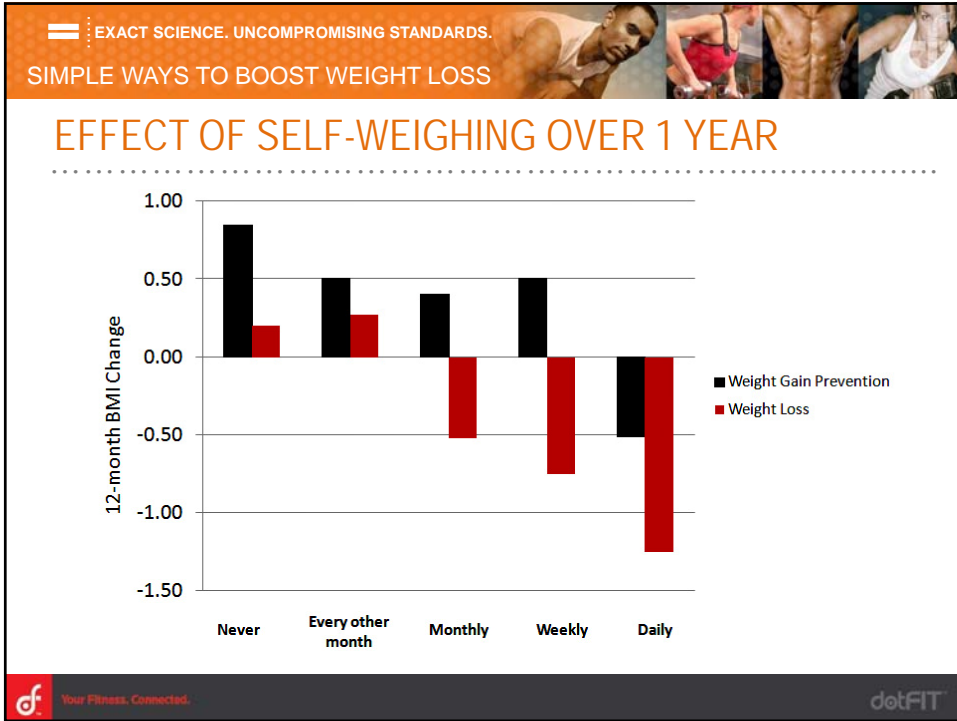
EXACT SCIENCE. UNCOMPROMISING STANDARDS.

SIMPLE WAYS TO BOOST WEIGHT LOSS


SELF-MONITOR YOUR WEIGHT OR SIZE

- Daily weighing has been shown to help people lose weight, maintain loss and prevent weight gain
- Less frequent weigh-ins reduce likelihood of success
- 75% of successful losers weigh at least once a week
 - ✓ Some weigh daily

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SIMPLE WAYS TO BOOST WEIGHT LOSS 

USE BIOFEEDBACK TO GET MORE ACTIVE

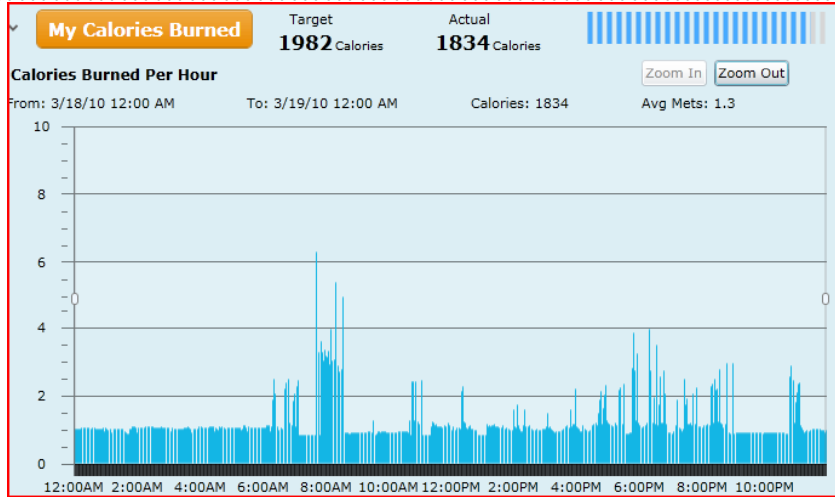
- Continuous feedback about activity builds awareness & motivates movement
- Pedometer Studies
 - ✓ Individuals who wear a pedometer take ~2,000 more daily steps than those who don't
 - ✓ Daily steps provide an easy way to increase activity
- Body Sensing Devices
 - ✓ 2-3 times more weight loss using armband
 - ✓ Ongoing clinical trial

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SIMPLE WAYS TO BOOST WEIGHT LOSS



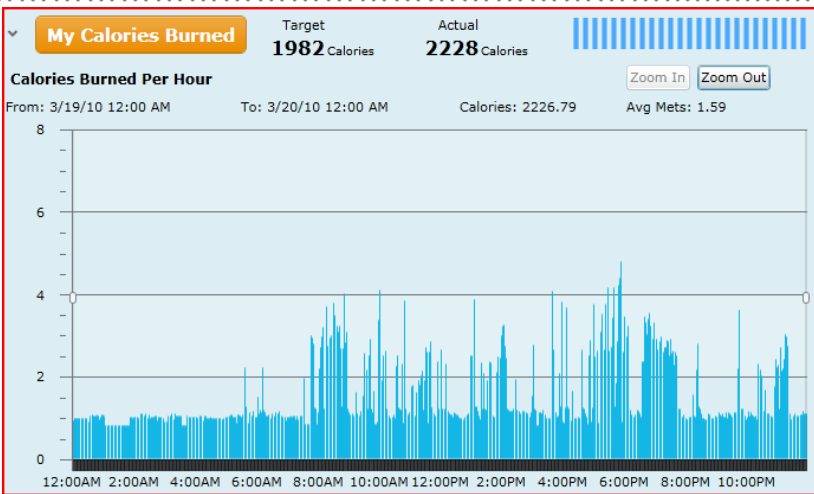
MOSTLY SEDENTARY DAY-1834 CALORIES BURNED

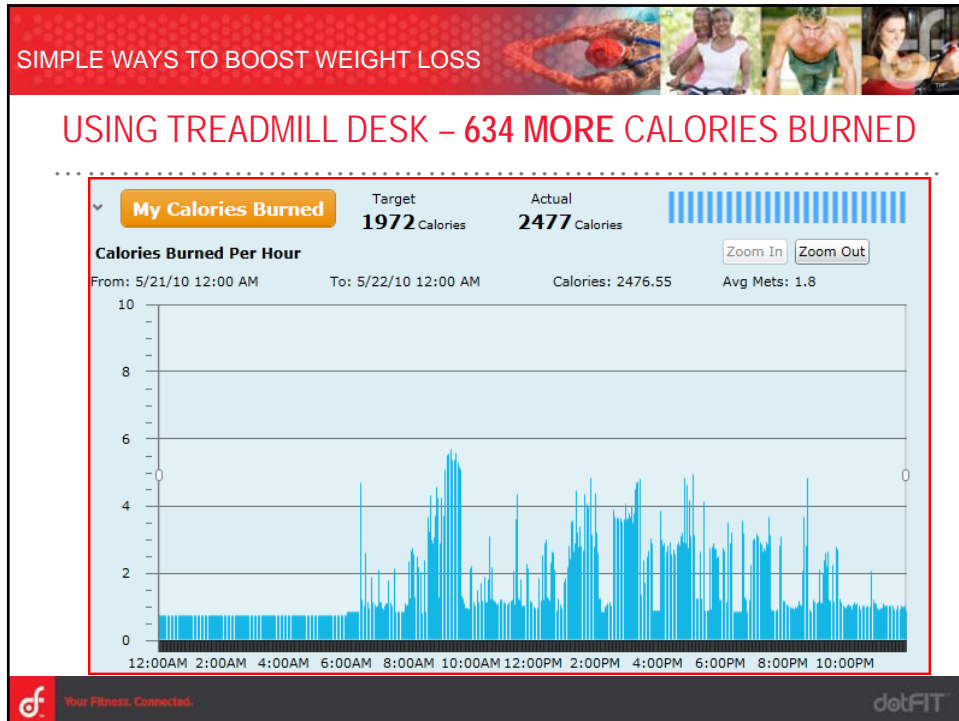


SIMPLE WAYS TO BOOST WEIGHT LOSS



MOSTLY STANDING/PACING DAY-394 MORE BURNED



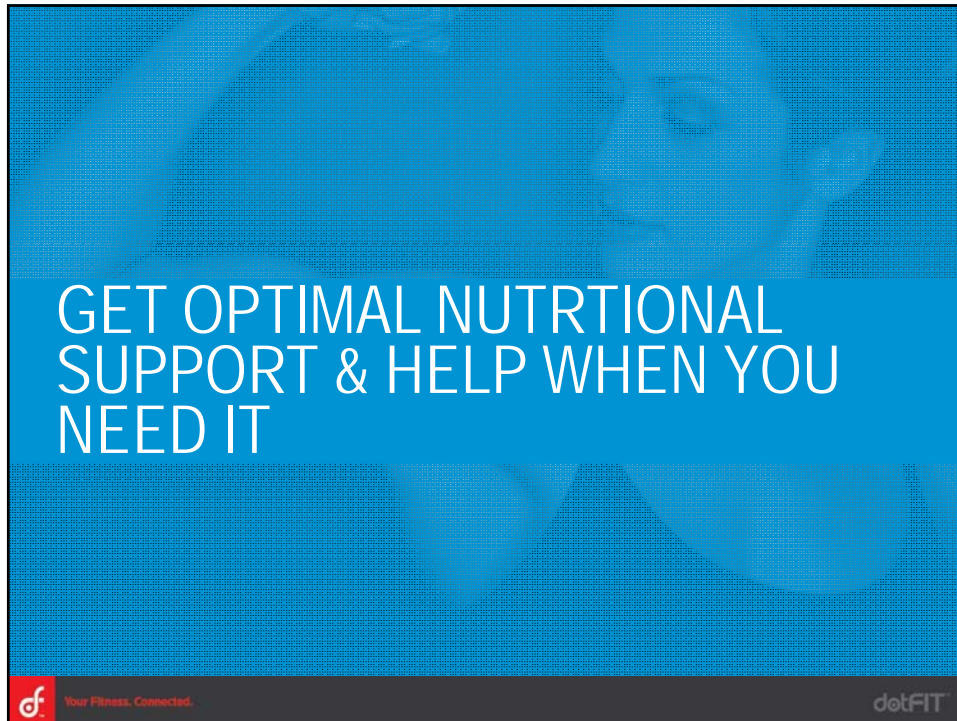


SIMPLE WAYS TO BOOST WEIGHT LOSS



WAYS TO INCREASE YOUR ACTIVITY

- Limit sedentary time and move whenever possible
 - ✓ Stand, pace or walk instead of sitting
 - ✓ Choose active entertainment
 - ✓ Take stairs, park further away
 - ✓ At work, implement walking meetings and walk during lunch and breaks
 - ✓ Incorporate upright workstations, treadmill desks

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GET OPTIMAL NUTRITIONAL SUPPORT & HELP WHEN YOU NEED IT

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SIMPLE WAYS TO BOOST WEIGHT LOSS 

OPTIMAL NUTRITIONAL SUPPORT & WEIGHT LOSS

- The Paradox of Weight Loss
 - ✓ Fewer Calories, More Activity = Loss of muscle
- Solutions
 - ✓ Follow healthiest diet as possible
 - ✓ Fill the nutrient gaps in your diet (everyone has them)
 - ✓ Daily multivitamin and mineral AND Vitamin D
 - ✓ Calcium
 - ✓ Fish oils (omega 3 fats)

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SIMPLE WAYS TO BOOST WEIGHT LOSS

GET DIETARY SUPPORT

- Supplements alone are NOT a weight loss program
 - ✓ Nutrition and exercise can be
- Supplements can be the difference between success and failure
 - ✓ With proper use and proper formulations
- Supplements can make the process easier
 - ✓ Accelerate results, increase compliance

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SIMPLE WAYS TO BOOST WEIGHT LOSS

dotFIT POSITION ON USE OF DIETARY SUPPLEMENTS FOR WEIGHT CONTROL

- Goal is to make it **easier to comply** with the program and daily routine.
- Ingredients must have **safely demonstrated** the potential to
 - ✓ Increase daily calorie burn
 - ✓ Raise energy levels to help increase activity
 - ✓ Reduce the drive to eat
 - ✓ Decrease calorie absorption

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SIMPLE WAYS TO BOOST WEIGHT LOSS

dotFIT POSITION ON USE OF DIETARY SUPPLEMENTS FOR WEIGHT CONTROL

- Use on a **temporary basis**
 - ✓ Until goal is reached
 - ✓ Daily routines are under control
- Appropriate for
 - ✓ People with aggressive goals
 - ✓ Athletes preparing to compete and require very low body fat levels
 - ✓ Those who have failed multiple times

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SIMPLE WAYS TO BOOST WEIGHT LOSS

dotFIT POSITION ON USE OF DIETARY SUPPLEMENTS FOR WEIGHT CONTROL

- Recommendations should always be **personalized**
 - ✓ Based on each person's age, gender, life stage, activity level, typical diet, exercise experience and medical history
- We offer **solutions**
 - ✓ dotFIT Me Nutrition and Exercise Program
 - ✓ dotFIT Me Supplement Screener

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SIMPLE WAYS TO BOOST WEIGHT LOSS

SUPPLEMENT SCREENER

HOME | DIET PLANS | SUPPLEMENT PLANS | EXERCISE PLANS | WHY dotFIT? | dotFIT STORE

HOW WILL dotFIT HELP YOU ACHIEVE YOUR GOALS?

dotFIT PROGRAM **PLAY VIDEO**

Kat Barefield
Registered Dietitian
R&D Manager

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Go to www.dotfit.com
Click **FREE SUPPLEMENT SCREENER** button

WHY dotFIT?
GET STARTED TODAY
Lose weight faster.

FREE FITNESS PROFILE
Establish your fitness goal.

FREE SUPPLEMENT SCREENER
Reach your peak performance.


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SIMPLE WAYS TO BOOST WEIGHT LOSS

WHAT WE KNOW WORKS

- Fat Blockers
 - ✓ Prevents fat from being absorbed
 - ✓ Induces fullness faster and longer
 - ✓ **FatRelease**
- Carb Blockers
 - ✓ Prevents carbohydrates/sugar from being absorbed
 - ✓ Helps keep food in the stomach longer to extend the feeling of fullness
 - ✓ **CarbRepel (no stimulants)**


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
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SIMPLE WAYS TO BOOST WEIGHT LOSS

WHAT WE KNOW WORKS

- Thermogenics
 - ✓ Natural stimulants to increase metabolism and induce you to move more
 - ✓ Reduce appetite and calorie intake
 - ✓ **ThermAccel**



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INDIVIDUAL FAT LOSS PRODUCTS



RECOMMENDATIONS PROGRAM OR TOOL DRIVEN




- Blocks % of Fat
- Aids appetite
- 2-300% greater fat loss in 3 months


- Blocks % of Carbs
- Aids appetite
- 5.7 lbs or 700%
- Greater fat loss in 30-days

- Boost metabolism, energy and aids in appetite control
- Delivers 10% increase in energy expenditure
- 8.5 LBS greater weight loss in 30 days (92% increase)



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LEANPAK90: COMPLETE 90-DAY SOLUTION



- Three supplements
- Weight Loss Planner
- CalorieKing Calorie, Fat & Carbohydrate Counter



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SIMPLE WAYS TO BOOST WEIGHT LOSS

PRIORITIZING YOUR RECOMMENDATIONS

- Start with a solid foundation
 - ✓ Multivitamin
 - ✓ Fish Oil & Calcium as needed
 - ✓ Meal replacements for calorie control
- Intermediate/Advanced
 - ✓ Add FatRelease; CarbRepel and/or ThermAccel based on your screening and budget


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SIMPLE WAYS TO BOOST WEIGHT LOSS

SUMMARY

- Make the calorie connection
- Add high volume, lower calorie foods
- Incorporate meal replacements
- Clean up your environment
- Boost activity any way you can
- Self monitor weight/size regularly
- Use biofeedback for motivation
- Supplement as needed


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SIMPLE WAYS TO BOOST WEIGHT LOSS

SUMMARY

- Make the minor changes you can live with
- What you eat and how you burn calories is no one's concern but **yours**
- So, on average, just burn more than you eat until you reach your goal. It's not a program – it's your life


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SIMPLE WAYS TO BOOST WEIGHT LOSS

QUESTIONS? WE'VE GOT ANSWERS

- If you'd like to submit a question to our panel, just use the Go To Meeting window on the right side of your screen. Click the QUESTIONS tab and type in your question.
- Send follow-up questions via email to edu@dotFIT.com.
- You'll find a recording of this and other webinars at www.dotFIT.com/webinararchives.
- Check out the weight loss section of the Fitness Vault for more info. Go to www.dotFIT.com/fitnessvault.

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