Contact Information

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INCREASING YEARS OF HIGH PERFORMANCE

The graph illustrates the relationship between age and ability in athletes. It distinguishes between physical and technical/tactical abilities, showing that physical abilities peak early and decline more rapidly compared to technical/tactical abilities. The graph highlights the typical career window and the optimized career window, indicating the optimal period for high performance in athletes.
KEY COMPONENTS TO A SPORTS NUTRITION PROGRAM

FOOD / NUTRITION PHILOSOPHY & BRAND

EXOS NUTRITION PRINCIPLES

EAT WITH PURPOSE

FUEL FOR IMPACT

AIM TO SUSTAIN

DEVOUR LIFE

MAKE IT ABOUT YOU

INFOG RAPHIC

STRATEGIC FOOD EXPERIENCES

DATA DRIVEN NUTRITIONAL PROGRAMMING
FOOD/NUTRITION PHILOSOPHY & BRAND
“They say the recipe for Sprite® is Lemon & Lime, but I tried to make it at home... There's more to it than that.”

-Mitch Hedberg
EXOS
NUTRITION PRINCIPLES

EAT WITH PURPOSE  FUEL FOR IMPACT

AIM TO SUSTAIN  DEVOUR LIFE

MAKE IT ABOUT YOU
BENEFITS TO EATING COLORFUL FOODS

RED FOODS
Increased heart & circulatory health, improved memory, healthier urinary tract

BLUE & PURPLE FOODS
Improved circulation & microcirculation, improved memory, healthier bones

YELLOW FOODS
Good digestion, optimal brain function, increased immunity, healthier eyes & skin

GREEN FOODS
Improved eye health, rejuvenated musculature & bone, stronger teeth

ORANGE FOODS
Skin & eye health, increased immunity, healthier heart, reduced risk of cancer
DATA DRIVEN NUTRITIONAL PROGRAMMING

02
WHY DATA IS IMPORTANT

The potential to help athletes through individualized insights and solutions.

The ability to contextualize data and make recommendations based on high resolution information.

Potential for a novel, impactful, and accurate way to guide athletes through their personal data.
PERFORMANCE DRIVEN vs. SPECIALITY DRIVEN

Management
- Where is the athlete in his career?

Coaching
- What is the training volume / intensity?

Medical
- Is the athlete recovering from an injury?

Performance
- Is the athlete physically prepared?

Nutrition
- Do the fueling recommendations meet the athletes training demands?

Sport Psych
- Are the athletes coping with stressors?

Athlete
- Am I doing everything I need to perform?
Profile ∙ Readiness ∙ Load ∙ Performance
KEY TENENTS OF PERFORMANCE ANALYTICS

PERFORMANCE CAPABILITIES
- Evaluations & Testing
  - The grading and categorization of an individual's peak state. Used to best understand the athlete's current and potential capacities for performance.

STRESS LOAD
- Cumulative Stress an Athlete has Incurred
  - The cumulative stress an individual has incurred: on the field, in the gym and in life. And which systems that load has been targeted at.

FUNCTIONAL STATE
- Current State of Fatigue
  - The current state of fatigue of the athlete throughout all bodily systems: CNS, Muscular, Bone, Connective Tissue, Energy Supply, Hormonal, Humoral and Cardiopulmonary.

PERFORMANCE OUTCOMES
- Performance Physically, Technically and Tactically
  - How the athlete has performed in their sport physically, technical and tactically.
DATA DRIVEN NUTRITIONAL SYSTEMS
KEY PILLARS OF PERFORMANCE ANALYTICS

PERFORMANCE CAPABILITIES

STRESS LOAD

FUNCTIONAL STATE

PERFORMANCE OUTCOMES

FOUNDATIONAL NUTRITION

DYNAMIC NUTRITION SYSTEM

FUELING OPERATIONS
Individual & Team

- Individualized Rx
- Hydration Systems
- Recovery Systems
- Food Service Integration
KEY PILLARS OF PERFORMANCE ANALYTICS

Performance Capabilities

+ Qualitative behaviors
+ Quantitative blood nutrient microbiome genome sweat sodium content anthropometric
+ Goals
+ Training Load

Stress Load

Functional State

Performance Outcomes

AVAILABLE DATA

FOUNDATIONAL NUTRITION

+ Kcal
+ Macro
+ Micro
+ Recovery (Pre, Dur, Post)
+ Hydration/Electrolyte
+ Supplementation

Nutrition Ops

KITCHEN
FOOD SERVICE
HYDRATION STATION
RECOVERY STATION
SUPPLEMENTATION
CATERING

Team Ops

Individual

EXOS

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The athlete is the top chef when it comes to building meals with the right foods in the right amounts, to fit them.
SUPPLEMENTS OF INTEREST
SUPPLEMENT STATS

- 68% Adults who report utilizing a supplement or nutritional product in the last 30 days
- 96% Adult supplement users who report using vitamin and mineral supplements
- 71% Adult supplement users who report taking a multi-vitamin regularly
- 58% Adults report using supplementation to reach their health and wellness goals
FUEL + HYDRATION + SUPPLEMENTS = Nutrition Programming
## CATEGORIZING THE WORLD OF SUPPLEMENTS

<table>
<thead>
<tr>
<th>FOUNDATION</th>
<th>BOOST</th>
<th>RESTORE</th>
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<tbody>
<tr>
<td>Essentials to push your potential. The ingredients you need to reach your goals.</td>
<td>Designed to provide you with the necessities to fuel, sustain, and elevate your performance.</td>
<td>Provides you with the building blocks you need to recover and perform your best.</td>
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<tr>
<td>+ Multi Vitamin</td>
<td>+ Electrolytes</td>
<td>+ Whey Protein Isolate</td>
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<tr>
<td>+ Omega-3</td>
<td>+ Creatine</td>
<td>+ Vegan Protein</td>
</tr>
<tr>
<td>+ Iron</td>
<td>+ Carbohydrate</td>
<td>+ Amino Acid Blend</td>
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<tr>
<td>+ Vitamin D-5,000</td>
<td>+ Beta Alanine</td>
<td>+ Curcumin</td>
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<tr>
<td>+ Probiotic Digestive Enzymes</td>
<td>+ Nicotinamide Riboside</td>
<td>+ Glutamine</td>
</tr>
<tr>
<td>+ Calcium Magnesium</td>
<td>+</td>
<td>+ Glucosamine Chondroitin</td>
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<tr>
<td>+ Magnesium</td>
<td>+</td>
<td>+ Melatonin (Melaton-3)</td>
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<tr>
<td>+ Vitamin C</td>
<td></td>
<td>+ 5-HTP</td>
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<tr>
<td></td>
<td></td>
<td>+ Adaptogens</td>
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<td></td>
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ADVANCES IN TECHNOLOGY AND DIAGNOSTIC
06

STRATEGIC FOOD EXPERIENCES
FOOD SERVICE SYSTEMS

EXOS

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HYDRATION Rx: Testing & Specific Rx

- USG testing & Specific / Outlined Protocols
  - Drives hydration & electrolyte specific Rx
  - Supports recovery efforts
  - Decreases cramping incidence
  - Decrease soft tissue injuries

HYDRATION PROTOCOL
1/2 oz -1 oz fluids/lb of bodyweight

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<th>MAX</th>
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<td>164 OZ</td>
<td>5 TO 10 FIJI WATER BOTTLES</td>
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<td>0 TO 0 FIJI WATER BOTTLES</td>
</tr>
</tbody>
</table>

Urine Specific Gravity Reporting
RECOVERY SYSTEMS: Structure & Organize

+ Driven by Demands of the training session
  + High, medium, or low

+ Individualize
  + Position specific
  + Goals
  + Time of year

+ Accessibility / Set-up

+ Peri-nutrition
  + Pre-activity options
  + During activity options
  + Half-time options

+ Post-activity options

+ Supplementation Rx
  + Food first, supplement second
  + Follow organization rules & regulations
  + 3rd party testing is a MUST
ENGAGING THE INDIVIDUAL

NUTRITIONAL SUPPORT

Evaluation

Needs Communication

Nourish/Fuel/EAT

Communicating the Message

Support Systems

Tools

Education

Building Skillsets

Support Systems
OPTIMIZING A SPORTS NUTRITION PROGRAM

FOOD NUTRITION PHILOSOPHY & BRAND
DATA DRIVEN NUTRITIONAL PROGRAMMING
DATA DRIVEN NUTRITIONAL SYSTEMS
STRATEGIC NUTRITION EXPERIENCES