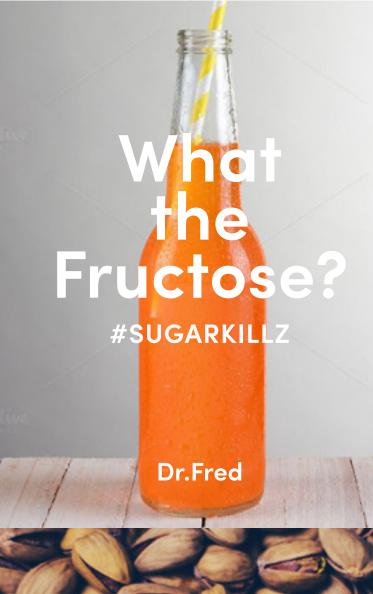
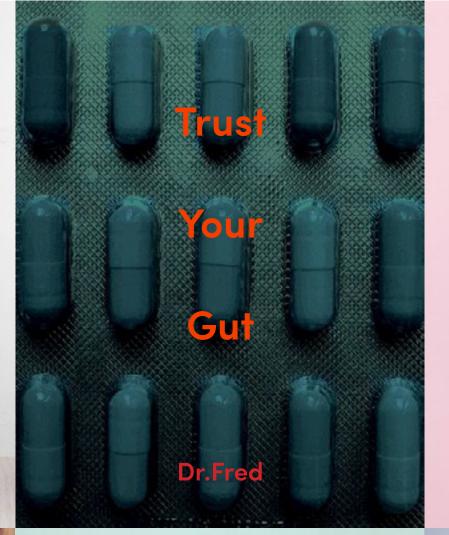




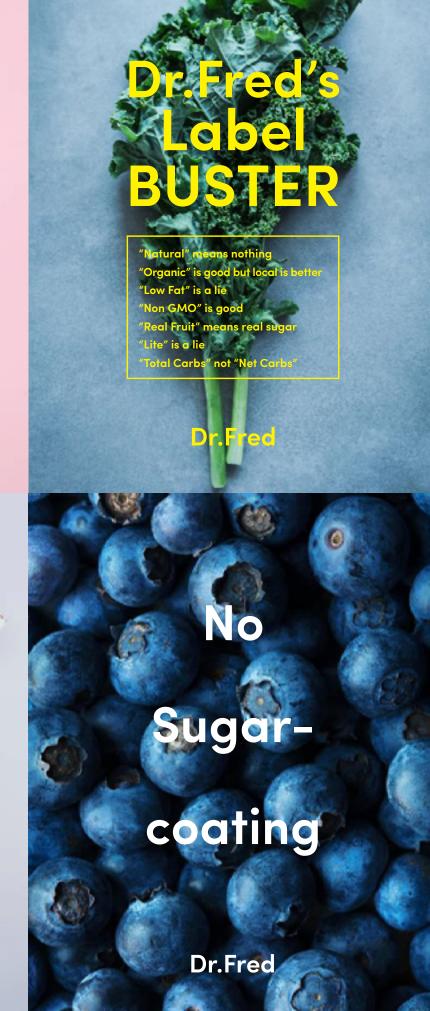
Join the Dr. Fred Revolution!

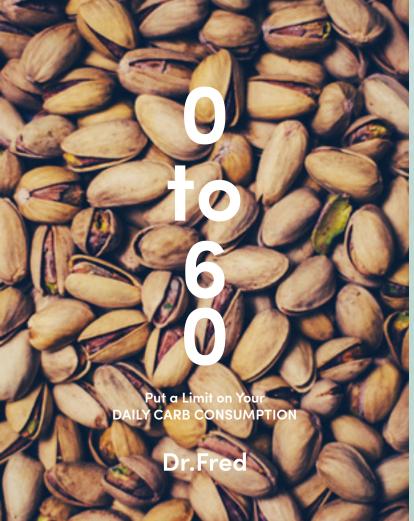
We're on a mission to disrupt the narrative reveal truths unravel myths shake up the establishment fuel next generation of healthy humans.

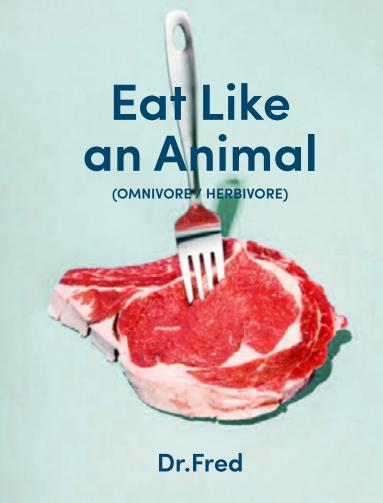














Because in today's world of food related illness conflicting health information treatment over prevention false label claims fake "healthy" foods there is a better way.

"Diet is the #1
factor impacting
health status,
topping even tobacco."

—Institute for Health Metrics

"Poor nutrition directly correlates to the three biggest health epidemics in America."

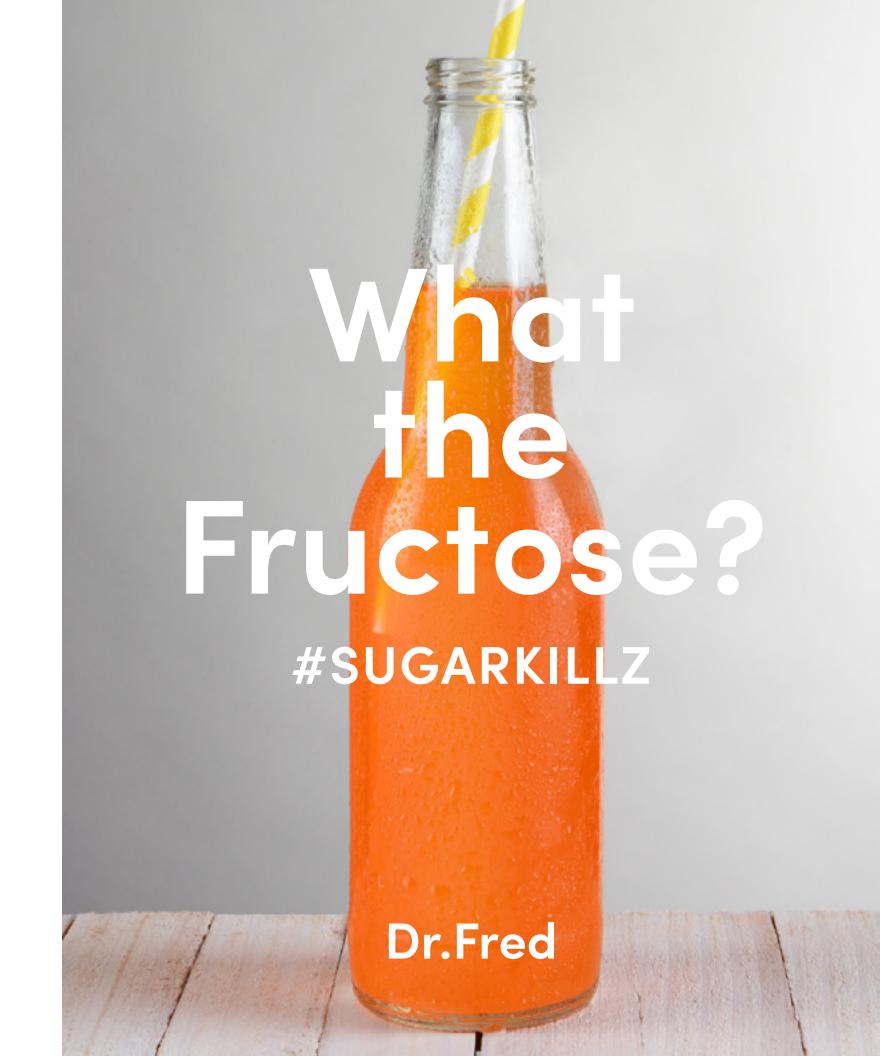
—U.S. Dept. of Health and Human Services

"75% of healthcare spending goes to treating chronic diseases, most of which are <u>diet-related</u>." "80% of heart disease, stroke, and Type 2 diabetes cases could be prevented by diet and lifestyle changes."

-World Health Organization

"Despite much evidence to the contrary, most Americans rank their diets as good, very good or excellent." _NPR "Truth in health is really what people want, because they don't know who to believe and don't know who who to listen to."

-Dr. Fred



Consumers are waking up and demanding to stay healthy feel optimal prevent illness maintain goal weight treat illness w/ out meds live longer We're trying hard to be healthy, but we're failing.

"We are definitely seeing a health movement, not a fad." —NPD Group

"76% of consumers are trying to avoid/limit sugars." –IFIC Foundation Survey

"Dietary fat has been (wrongly) considered unhealthy for the past several decades. A new study found <a href="those eating the most fat had a 23% lower risk for death."" -- Women's Health

"Consumers under the age of 35, those with annual household incomes over \$100k and <u>families</u> with children <u>are leading the way</u> with respect to buying clean label products that are better for them, their families and the planet." —Nielsen

What Health & Wellness Means to Millennials:

60% Being Physically Fit 53% Having Energy for an Active Lifestyle 50% Not Being III

47% Being Able to Deal with Stress

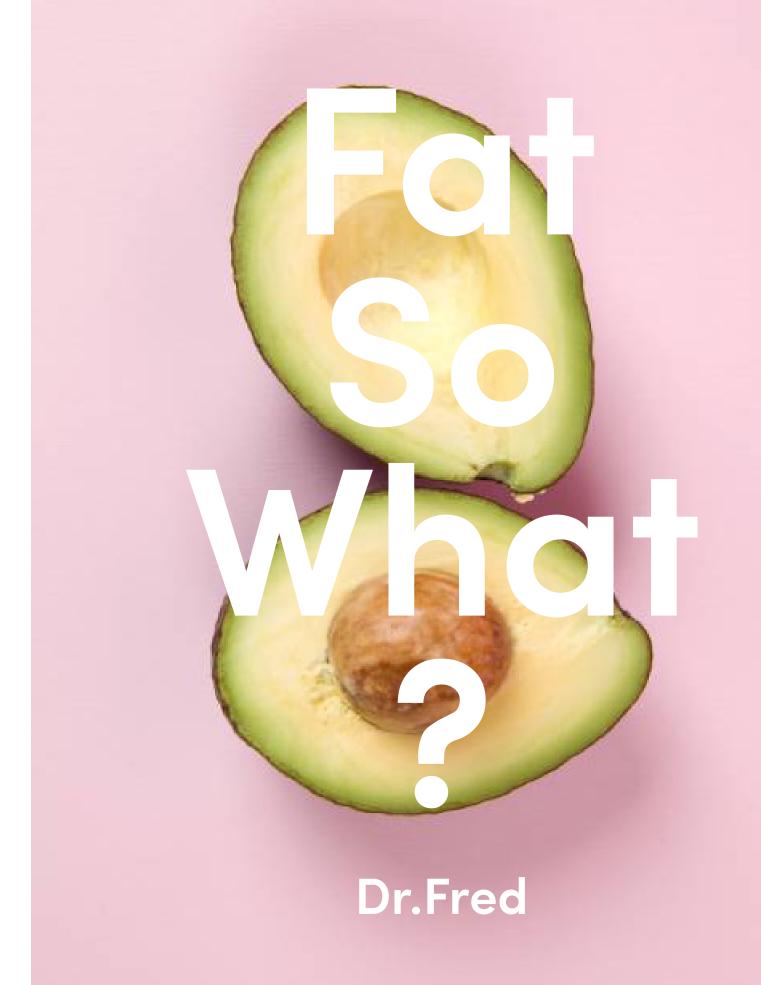
47% Not Being Overweight47% Being Happy and Cheerful

—Hartman Group

"73% say they would be willing to pay more for a product that offers complete transparency, and millennial moms (86%) place an even higher value on transparency"

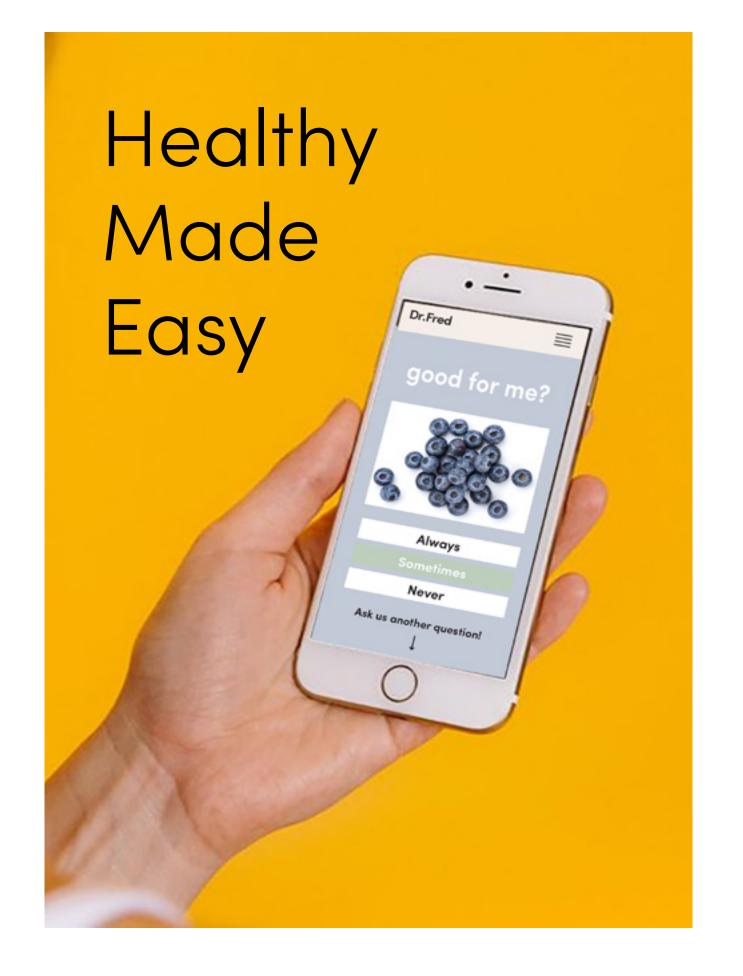
-Label Insight Survey

"Finally the masses are coming around to what I've said for 30 years...sugar kills and fat heals." —Dr.Fred





As a nation, we crave simple guidance quick answers easy on-the-go healthier alternatives a trusted and noted source transparency something new.



So who is this

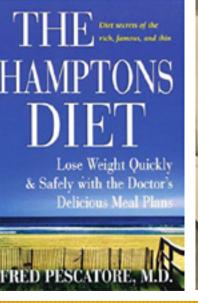
Dr. Fred?

For 30+ years, Dr.Fred has been working with patients speaking to audiences writing books on TV in the lab changing perceptions leading the charge innovating the way we think about eating, living, and leading healthy, happy lives.



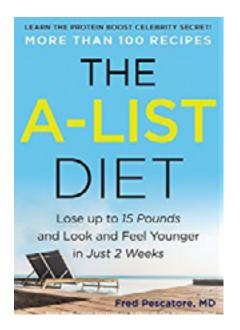


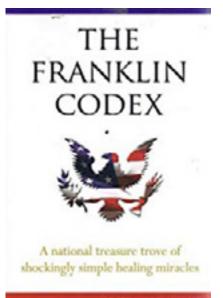


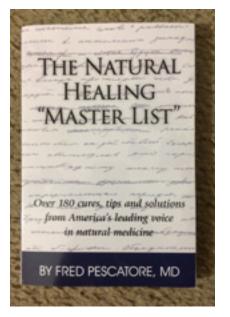










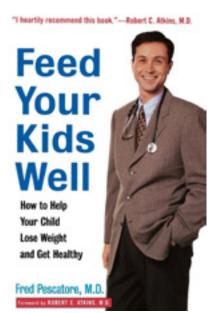


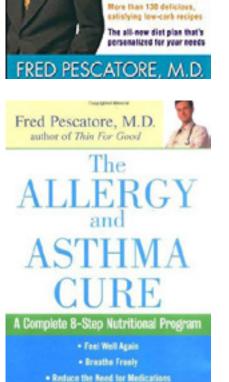


Harness the power of beneficial bacteria to:

- Lose weight
- · Relieve digestive problems · Combat allerples
- · Decrease inflammation · Enhance immunity

FRED PESCATORE, MD.

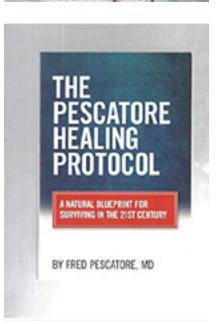




PINALLY WORK
FOR YOU

30 days to thin forever—
lose weight and keep it off

Mastering the 11 emotional levels of eating



How a Unique Compound from Japanese

Medicinal Mushrooms Is Being Used for

of Infections, Liver Disease, Cancer, and

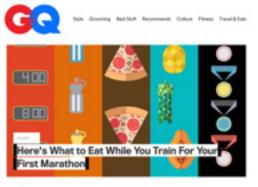
FRED PESCATORE, M.D., M.P.H.

vention and Complementary Treatment

"Dr. Fred is a breed apart. He does not rehash what is already known in the health world but is innovative and creative to uncover new solutions—that work."

Ann Louise Gittleman, PhD, CNS, author of30 books on detox, health, and healing

Dr. Fred is the go-to source for what's healthy and what's not.



Other than shorter days, interminable NPL pressures games, and the abeays too-early neture of pumpkin spice coffee bevorages, the surret sign that fall in nearly upon is you annual flirtation with the idea of running a murather this fall. But if this is the year that you actually mange to convince yourself that New York or Chicago or Soutile or... something called the Winoglass Muscathon is indeed a good idea, you'll probably first tackle a months-long, carefully-crafted training regimen that requires you to run longer-distances is a single day than musty New Yorkers drive in a year. To ensure that what you've using to find your body's attenuous efforts is not, to use a technical term, trush, we soled Dr. Fred Processors, a matritional medicine-expert and author of The Numptons (Ner, for a few tips or priting the most out of your hard work.

POPSUGAR.

Easy Ways to Maintain Healthy Sleeping Habits While Traveling



When you're traveling, maintaining a regular deeping whoddle can be tricky business. Excitoment might keep you up the night before, adversaline highs in the moment you land, and it's no secret that airplane sean-don't make the most constorable body. Throw is a time zone change, and suddenly

To prevent spending your next vacation realing around in a day, we saked bealth experts to weigh in with advice for keeping your sleeping schedule on track when you're multiple time somes owny

Once You've Arrived

Ease up on the coffee, Dr. Food Poscorov, a natural health physician and how-edling author, sells in. "Although cultime is a quick fire, two much of it only makes getting to deep more difficult." Its read of undering a double expresse, he recommends trying a natural catheire free applicatent to curb futigue and balance sleep. Thise Roberts, an outract from Fernch oak wood. Research shows it helps rance largue operproms and bosons ownge naturally." Apple color visinger and but foreign water are also leaves to be great natural energy bosoners.

Men'sHealth

Yes, You Can Prevent Seasonal Allergies, and Here's How

EXPERIENCE BUILDING

3 Sip green tea.



seps fix. Find freestore, Mft. MFH, CCN, author of fire Allergy and Authors Con-If a leasted with the anticoldant epigelineatry singulate CRECU, which has been whoven to board untilln/state incorporation.

"Defailing one or two cope a day in the weeks leading up to allergy states, can block Metarxines and reduce conquestion." Presistant area. Not its low both work, so pick

THE TIMES

Shape up fast: lose the paunch in time for

Hollywood nutritionist Dr Fred Pescatore says the most efficient way to lose weight is to pick the right proteins for your body

June 9 3017, 12-01am, The Times



When celebrities have to get into shape quickly for a film, TV series or red-carpet event, they call on the services of dieting experts such as Dr Fred Pescatore, The Manhattan-based nutritionist - a former protégé of the weight-loss guru Dr Robert Atkins, who devised the high-protein, low-carb Atkins diet - helps them to shed pounds, fast.

Reader's

Consider natural antioxidants



Natural anticeidants can be safe and effective additions to a detox program, says fired Pescatore, MO, PH, and author of The A-List Diet. He says that Robuvit® is an extract. from French cak wood that supports the liver's detoxification function. "The liver removes toxins from the bloodstream, breaks down alcohol and drugs, and processes nutrients to be absorbed in the body," says Dr. Pescatore. "So it's crucial to optimize liver health for any detox program," These are the antiexidant rich feeds you should be eating now

BUSINESS INSIDER



"Burnout is a real health condition - a state of physical, emotional or mental exhaustion - caused by a specific type of job-related stress. Millions feel burnout and it crodes their energy and the satisfaction they have with their work," said renowned natural health physician and author Dr. Fred Pescatore. "Burnout is a difficult condition to address and its symptoms can be frustrating. This study presents the natural antioxidant Robusit® as a

The study, published in Minerus Medico, shows that supplementing with Robuvit® daily can help alleviate feelings of workplace burnout by reducing fatigue and oxidative stress. The study tested 108 senior professionals and young surgeons who showed signs of workplace burnout.

Participants supplemented with 500 mg of Robuvit® daily for a duration of four weeks. Researchers found that participants who supplemented with Robovit® had significant improvement of burnout symptoms like fatigue. dissatisfaction with work and negative attitude in the workplace.

The participant group of 22 young surgeons who supplemented with Robuvit® reported increased positive feelings at work as a result of their improved erreptoms, including:

Life Style





Daily **Mail**

Not a needle in sight! Hollywood physician shares his natural and VERY unconventional anti-ageing tips from eating PINE BARK to adding extra salt to your meals

- . Or Fred Peacutors created the Hamptons Diet popular with the rich and famous The physician shares his secrets for natural anti-agoing exclusively with Femal
- ends taking Pycnogenol, a form of pine bark extract for anti-ageing
- Dr Pescatore encourages having adequate salt to combat dehydration

A Hollywood physician beloved of the rich and famous has revealed his natural antiageing tips - from ingesting tree bank to eating plenty of salt.

Dr. Fred Pescatore is the man behind the Hamptone Diet: a low carb, low calorie regimen which has a long list of A list devotees including Sarah Jessica Parker and

And while female stars may be tempted to seek out a little extra field as they approach middle age. Dr Pescatore insists there's no need to go under the knife - or

He says that by following a few simple rules it's possible to turn back the clock without a needle in sight.

late that gury Dr Atkins, tells Femali-'Many clients turn to me and say 'T'm looking so much cider' and just want to take care of that, forgetting that they are actually aging internally, which is the cause of external changes like wrinkle but also increases risk of diabetes and

While write all aware of the benefits of regular exercise, water and a healthy diet, do we really know how much exercise we should we be doing, how which supplements really do work? Dr Percutase reveals all.



Prevention



Problem Hay fever and other seasonal allergies Try Pycnogenol, the trademarked name for a natural plant extract derived from French maritime pine bark

 $\textbf{Doctor Says} \, ``Most people$ suffering from seasonal allergies reach for OTC antihistamines, but like drowsiness and dizziness Pycnogenol works by reducing the typical symptoms of sneezing, itchy eyes, and irritated throat. It can be found in vitamins, supplements, lotions, and serums and can also be taken by itself in tablets or capsules. I recomm 100 mg a day in the weeks leading up to allergy season." The Allergy and Asthma Cure

The Power of Dr.Fred: Healthy Living Revolutionary

Innovator With 30+ years of redefining healthy living.	Authority In the alternative medicine + integrative nutrition world.	Leader Of the "No Sugar" "Good Fat" "Eat Clean" movements.
International Bestseller Author of 10 books, including NYTimes Bestsellers.	Pioneer Of the "Food as Medicine" approach.	Personality With frequent TV appearances, radio shows, magazines, etc.
Advocate For individuals to participate in and control their health.	Original Medical Director of Atkins Medical Center for Complimentary Medicine.	Disruptor In the medical world and health + wellness space.
Trusted Source for what's healthy and what's not.	Former President Of the International + American Association of Clinical Nutrition.	Practicing Doctor with offices in manhattan and Celebrity clientele.

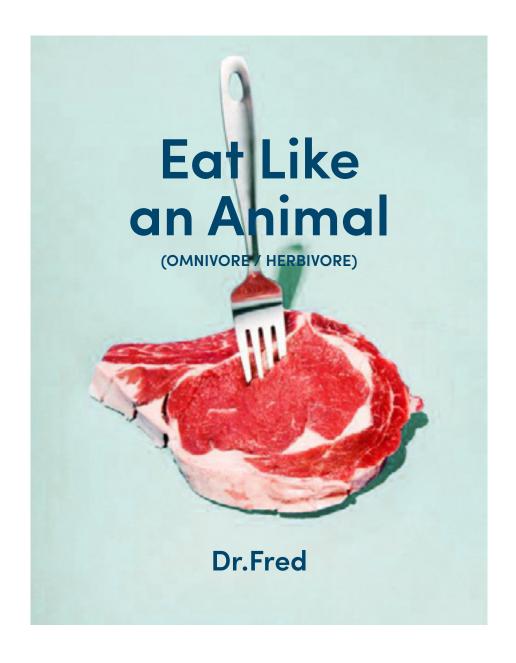
Being healthy isn't hard or confusing when you join the Dr.Fred revolution!

Dr. Fred
Guaranteed Good for You.

No Sugar. Healthy Fat. Fuel for Life.

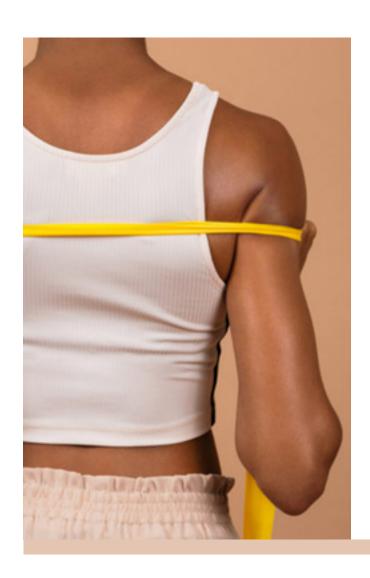


Dr.Fred's Rules to Eat By:



#SugarKillz.	Protein/Aminos.
Avoid sugar, added sugar, foods that become sugar, and food you don't know if it has sugar.	The animals you eat should eat what they're designed to eat and live the way they're genetically programmed to live.
Love Local.	Eat Green.
Less Distance = More Nutrition.	Veg carbs rule. Vegetables are good for you and good for the environment.
Keep Carbs Low.	#FatHealz.
From 0-60.	Eat more avocado, olives, nuts, butter, healthy saturated fats. And no trans fats!

Dr.Fred Says:



Eat Smart.

If it's not real food, don't eat it.

It Takes Gutz.

If your gut works, so do you.

Move.

Be active in some way on the daily.

Clean Up.

Rid your life of unnecessary everyday poisons.

Stress Less.

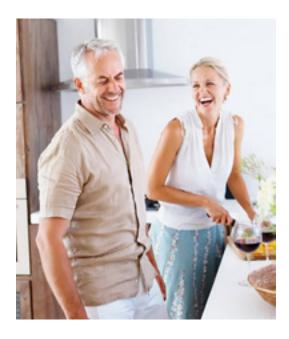
Restore and reset with yoga, meditation, and exercise.

Sleep Right.

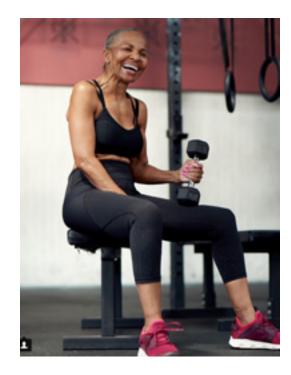
6-8 hours is ideal.

Prevent. Maintain. Heal.









Product Opportunities

Join the Dr. Fred Revolution!

Product Opportunities that are Guaranteed Good for You, from Eat to Sleep.

Eat Smart

Prepared Meals
Meal Kits
Branded Produce
Condiments
Good Fat

Beverages Snacks Kids Meal Programs Pets

Feel Well

It Takes Gutz Novel Supplement Systems CBD Spirits

Live Clean

Clean Home Clean Water Clean Air

Body Care

Body + Face Edible Beauty Skin + Hair Treatments Baby Care

Sleep Right

Sleep System
Sleep Monitors
Sleep Apps
Sound Machines
Air Diffusers/Scents

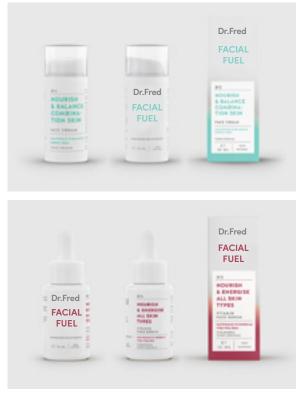
Know More

Blood Testing / Assessments Health Coaching Integrated Wellness Hubs Good Guide Fred Filter App

No Sugarcoating







"Truth in health is really what people want, because they don't know who to believe and don't know who to listen to." -Dr. Fred



Ingredients Matter







Fight fat with fat!

Does it pass the

Dr.Fred Filter?

- Does it improve the way you feel, look, move, sleep, play?
- > Is it good for you, your family, the planet?
- Does it contain sugar, unpronounceable ingredients, additives, GMOs, and is it processed heavily?
- Does it contain toxins, chemicals, or pesticides?
- > Is it made from actual real ingredients?



Prepared Meals Grab 'n' Go





Meal Kits

Delivery · Partnerships

with local farms















Branded Produce

Veggie Snacks • Ugly Produce • Meats • Eggs • Organic • Pasture Raised

Condiments

Mayo · Ketchup · Mustard · Seasonings · Dressings · Hot Sauce

Good Fat

Macadamia Nut Oil • Other Oils • Butter • Lard • Ghee









Beverages

Green Juices · Mineral Waters · Kombucha · Instant Veggie Drinks





Coffee

Tea

Fat Bombs













Energy Bars



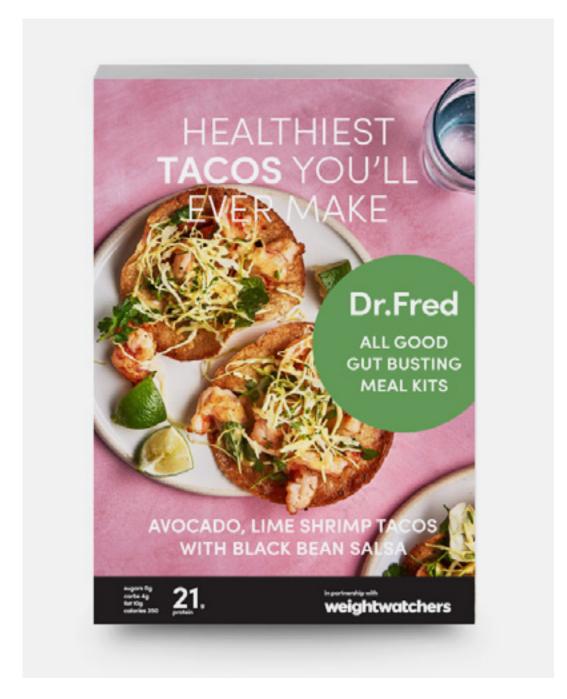
KidsFood and snacks: Snack packs · Purées · Pouches



Chocolate



Jerky



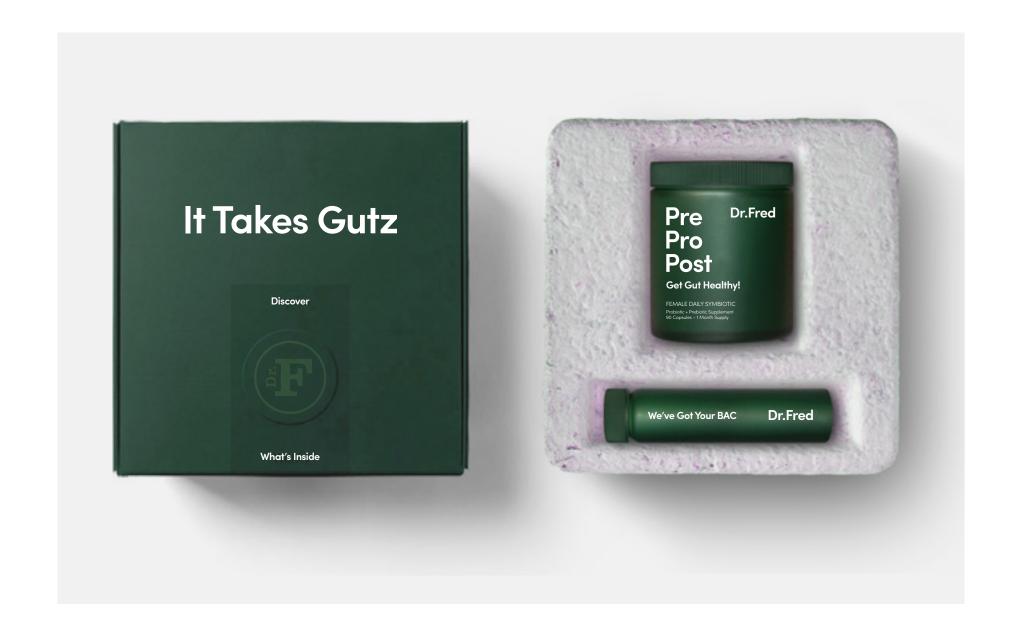
Jenny Craig / Weight Watchers Collab

More natural / low carb no sugar / more premium



Pets

Feel Well





It Takes Gutz: Gut Health

Get Gut Healthy Pre • Pro • Post Symbiotic

Feel Well



IV Vitamin Protocols







Novel Supplement Systems

Vitamins · Supplements · Vapes · Gum · Gummies · Edibles ·

Feel Well



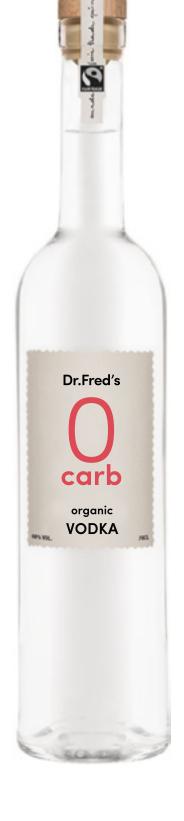


Edibles · Gummies · Pops · Chocolate · Fat Bombs · Vapes · Beverages



Spirits

Liquor · Dry Wines · Mixers





Live Clean

"Clean without the chemicals"









Clean Home

Laundry • Kitchen • Floors • etc.

Live Clean





Clean Water

Kitchen • Bath

Clean Air
Air Purification · Room Diffusers

Body Care



Body and Face

Shampoo · Conditioner · Soap · Moisturizer



Edible Beauty
Beauty from the Inside Out





Skin + Hair Treatments

Body Care







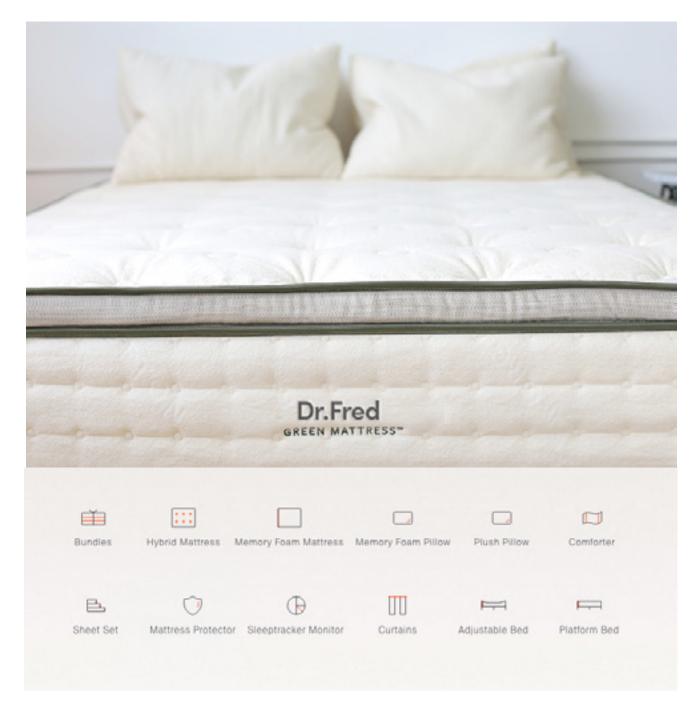




Baby Care

Diapers · Feeding · Personal · Care · Vitamins

Sleep Right

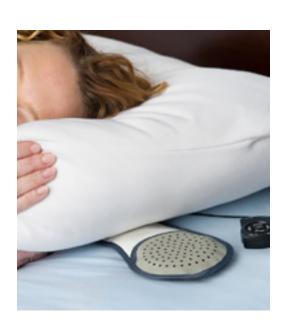


Sleep System

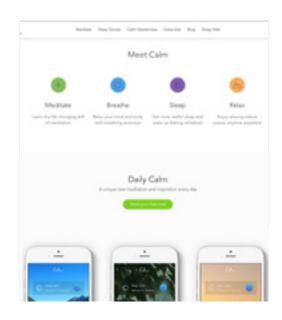
Organic Mattresses • Sheets • Pillows • etc.



Sleep Monitors
Adult and Baby



Sound Machines

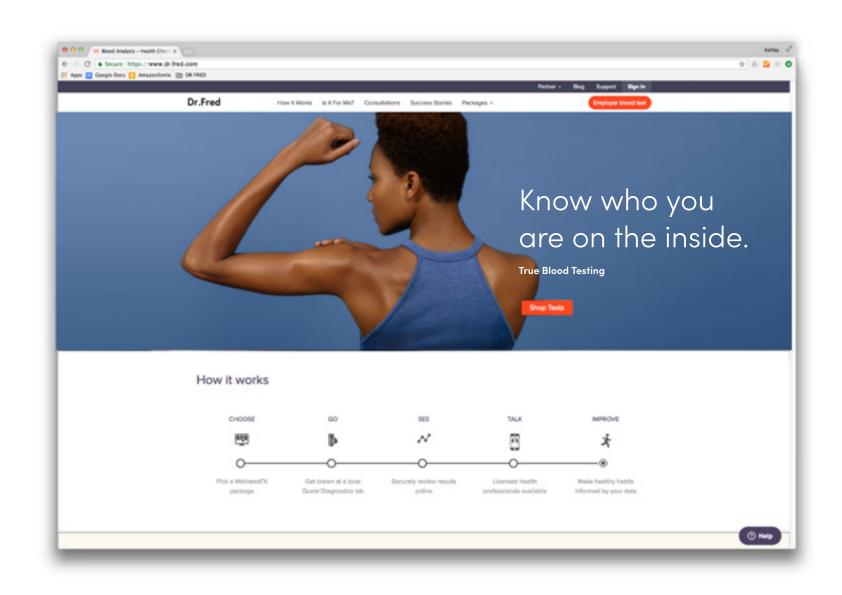


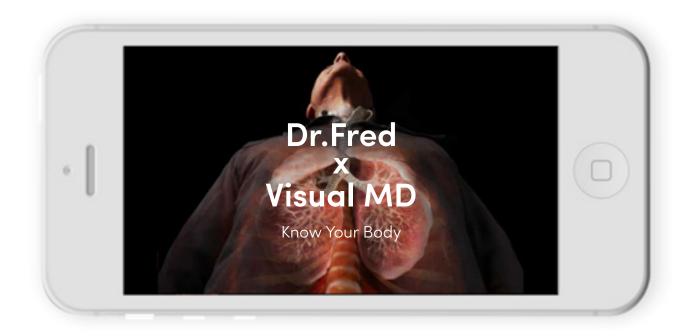
Sleep App



Air Diffusers/ Scents

Know More

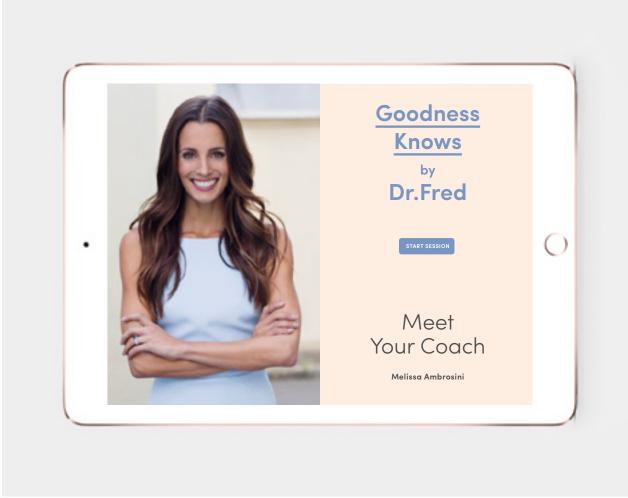




Blood Testing / Assessments

Know More

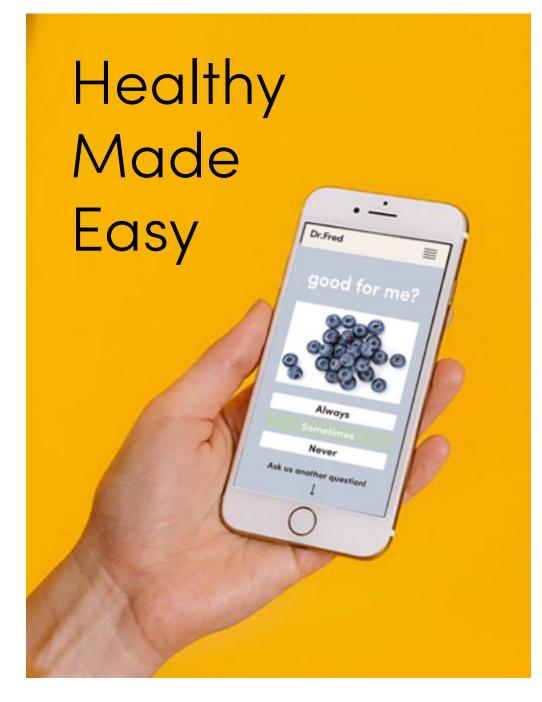




In-Store Integrated Wellness Hubs Innovator of IV Vitamin Therapies

Health Coaching

Know More



Good Guide



Fred Filter App Scan the product (or barcode) and it tells you YES or NO

Ways to engage with the Dr. Fred Revolution:

Dr.Fred Brand

Endorsement / Certification





Dr.Fred Brand Communication Example





"Never Find"

Ingredients

Dr.Fred Endorsement / Certification







Analyzed and Verified at the Institute for Good Health®

- ☑ No Sugar
- ☑ Good Fat

- ✓ Less than 5 Ingredients
- ☑ No Artificial Sweeteners
- ✓ Non GMO
- ☐ Pasture Raised /
 Grass Fed + Finished

Join the Dr. Fred Revolution!

For inquiries contact
Scott Todd
SVP Licensing
Graj + Gustavsen
(Licensing Agent)
scott@ggny.com
212 387 0070

GRAJ+ GUSTAVSEN