

From the pioneer
of integrated wellness

Dr. Fred

Guaranteed Good for You.

Join the Dr.Fred Revolution!

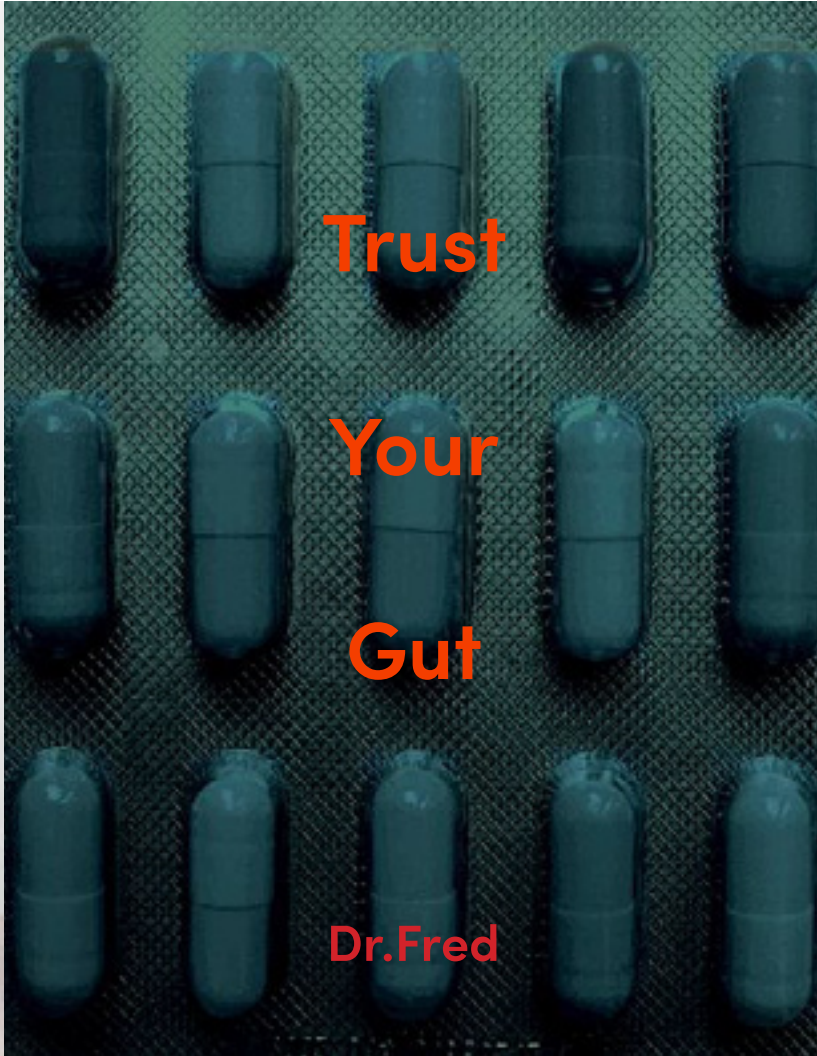
We're on a mission to
disrupt the narrative
reveal truths
unravel myths
shake up the establishment
fuel next generation of
healthy humans.



What the Fructose?

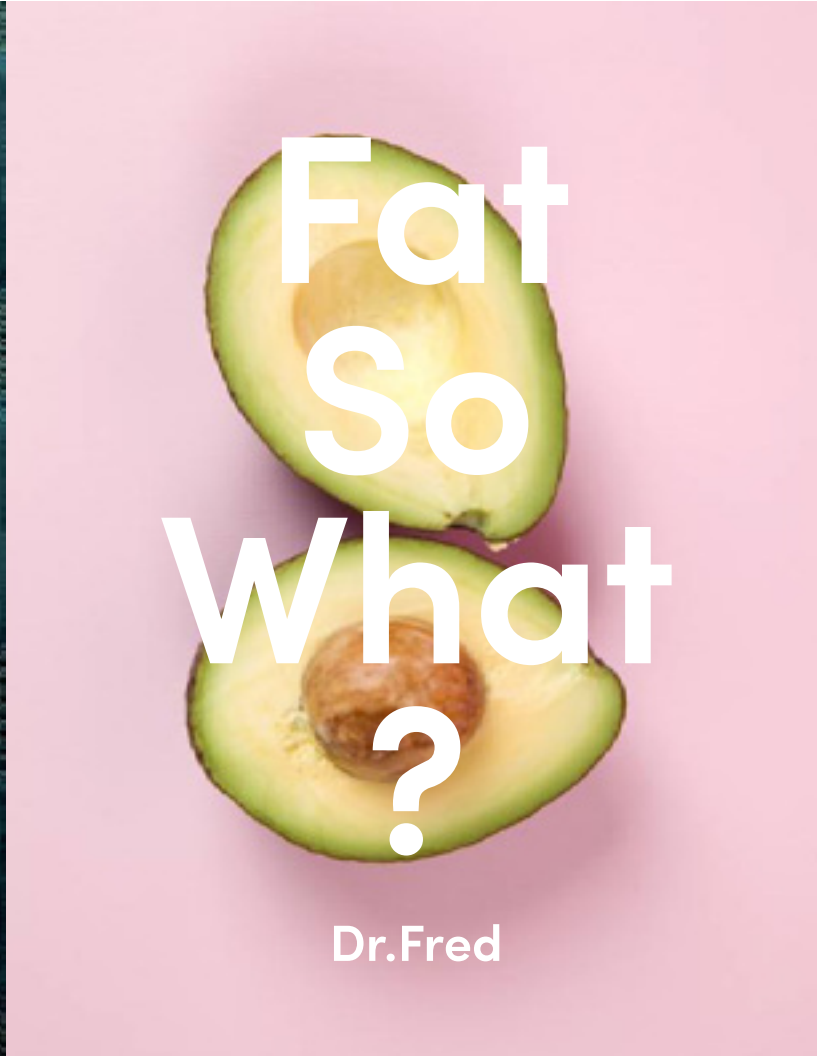
#SUGARKILLZ

Dr.Fred



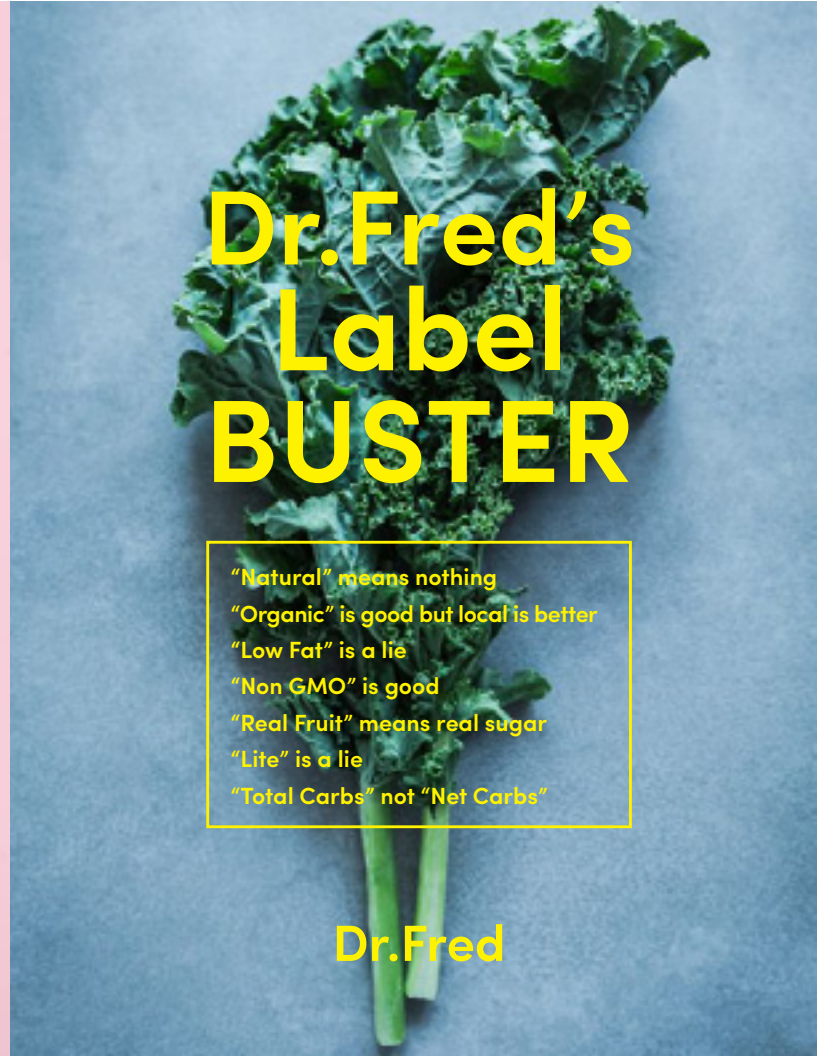
Trust
Your
Gut

Dr.Fred



Fat So What ?

Dr.Fred



Dr.Fred's Label BUSTER

"Natural" means nothing
"Organic" is good but local is better
"Low Fat" is a lie
"Non GMO" is good
"Real Fruit" means real sugar
"Lite" is a lie
"Total Carbs" not "Net Carbs"

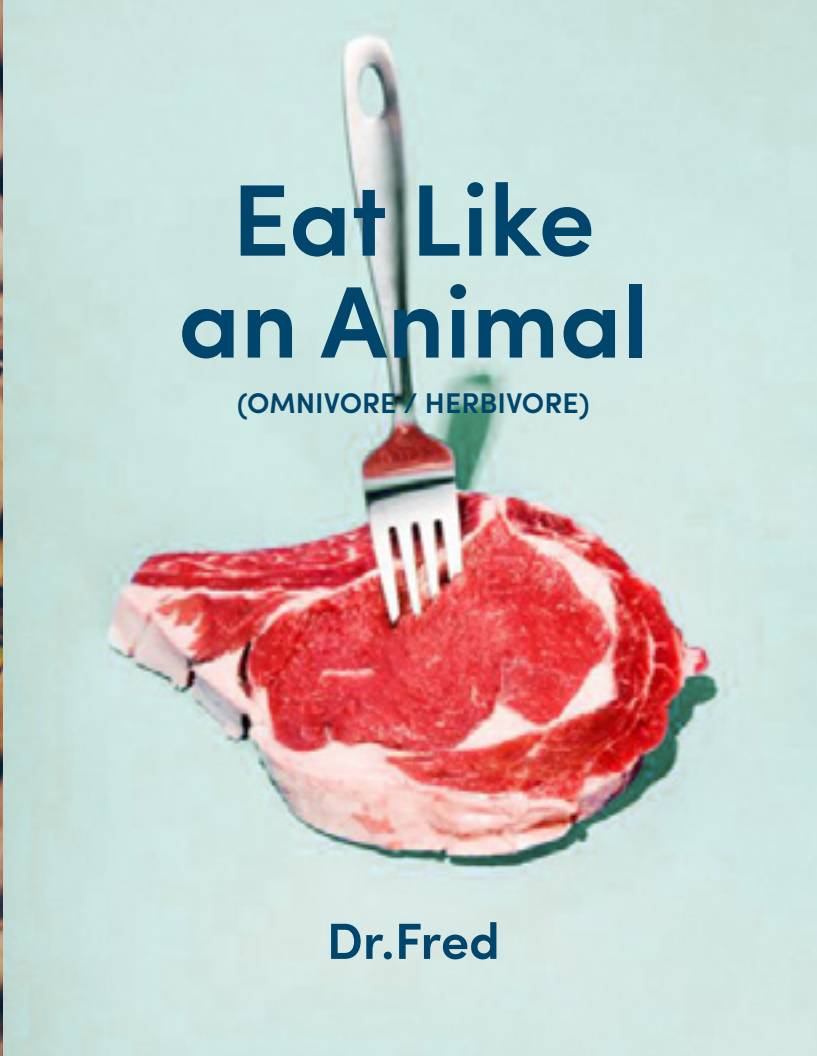
Dr.Fred



0 to 60

Put a Limit on Your
DAILY CARB CONSUMPTION

Dr.Fred



Eat Like an Animal

(OMNIVORE / HERBIVORE)

Dr.Fred



Food for Thought


THE MIGHTY COCONUT

Dr.Fred



No Sugar- coating

Dr.Fred



**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 diet-related."**

—CDC

**"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 to listen to.”**


—Dr. Fred



**What
the
Fructose?**

#SUGARKILLZ

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 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 families with children are leading the way 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 Ill
47% Being Able to Deal with Stress
47% Not Being Overweight
47% 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**



Dr.Fred

fresh eggs daily



“Label claims such as ‘simple’ and ‘natural’ don’t have to be verified.”

—Consumer Reports

“I once spent 52 minutes, in one aisle, searching for the perfect granola, reading through the ingredients and sampling all of the organic blends... only to end up with no granola and a very irritated boyfriend.”

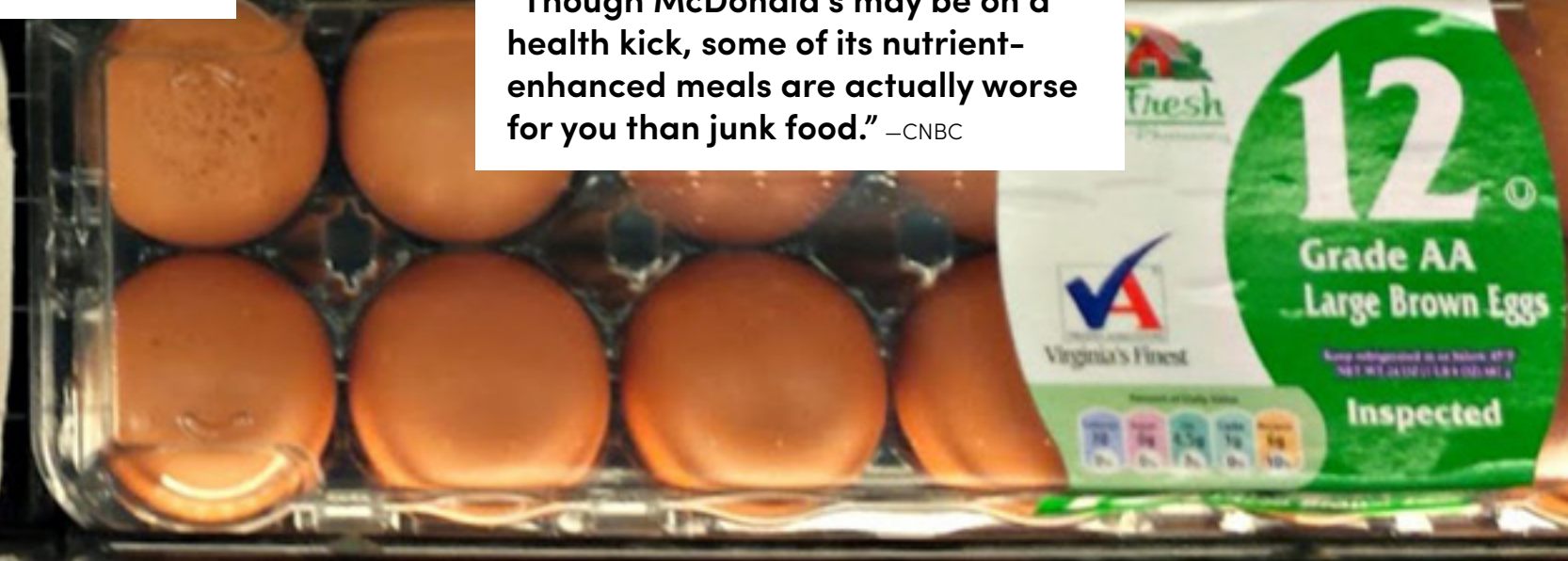
—Mindbodygreen Blogger

“79% of consumers find messages surrounding health, food and nutrition ‘confusing.’”

—New Nutrition Business Survey

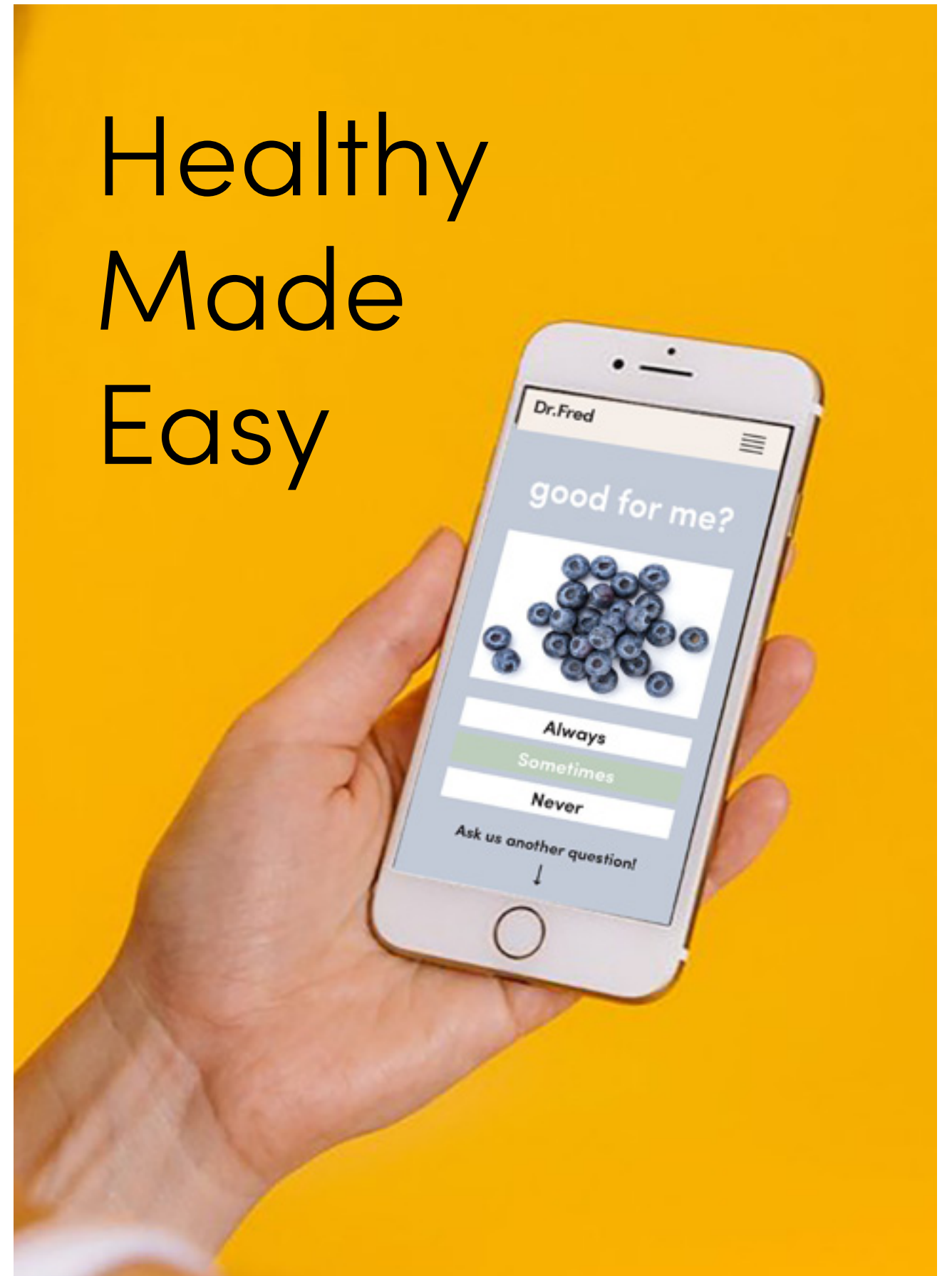
“Though McDonald’s may be on a health kick, some of its nutrient-enhanced meals are actually worse for you than junk food.” —CNBC

The problem is there’s so much confusion on shelf deceptive labeling laws anxiety around choosing right and so few good solutions.



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

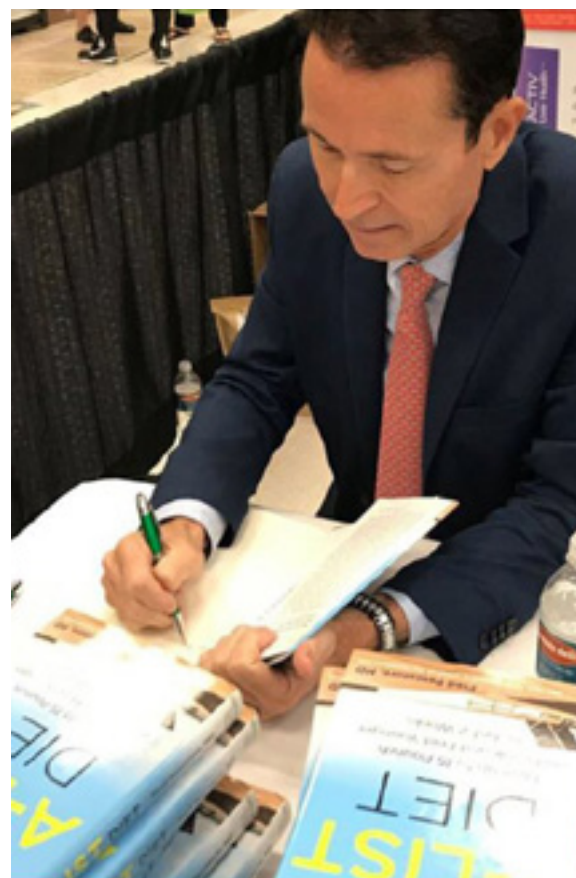
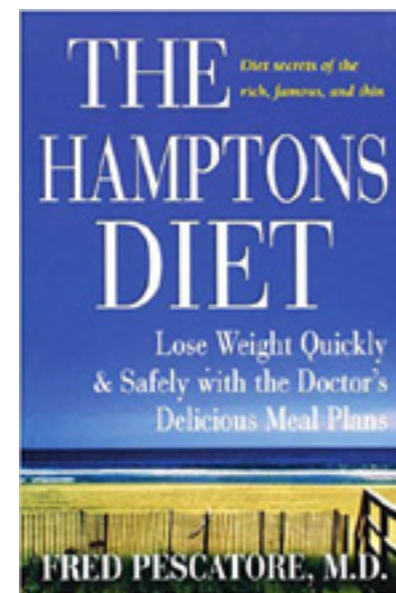
Healthy Made Easy

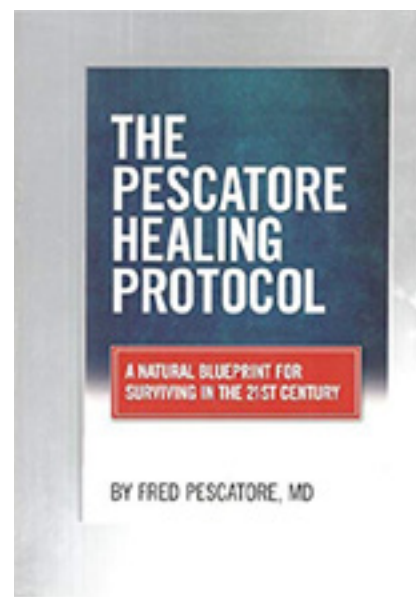
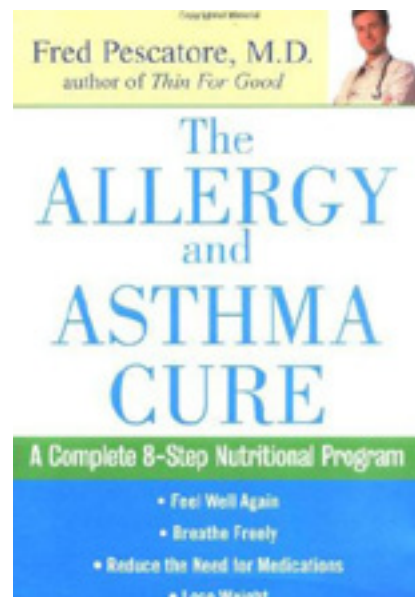
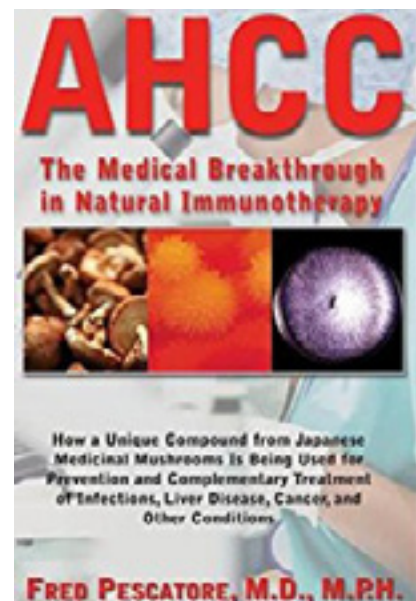
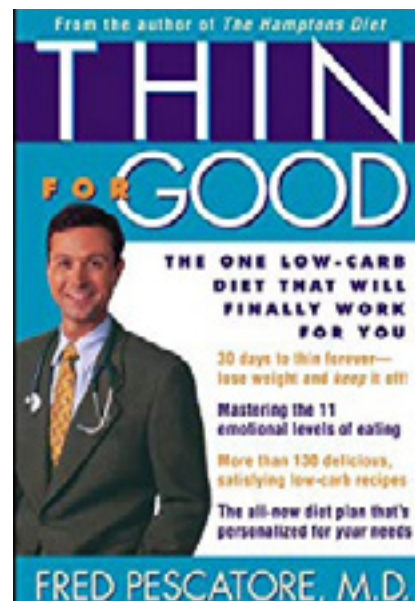
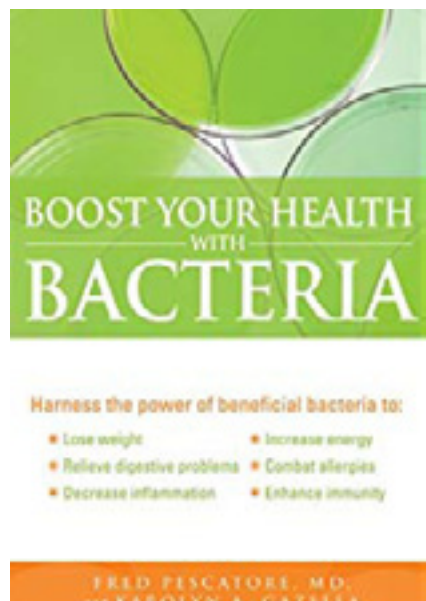
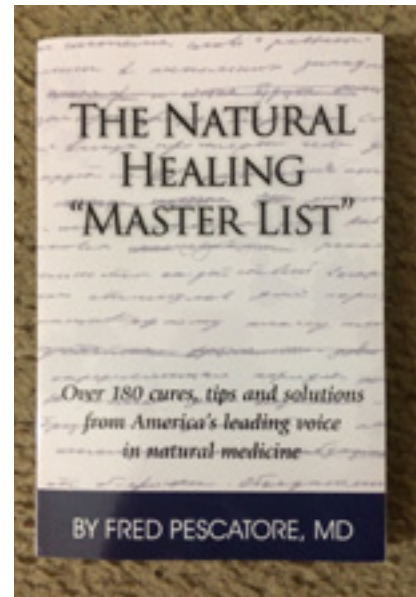
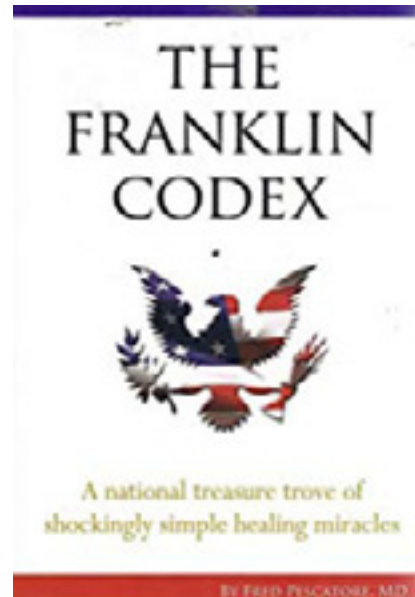
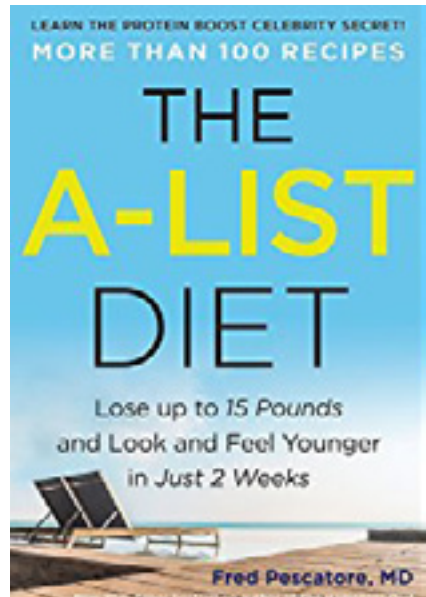


So who is this

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.





“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 of 30 books on detox, health, and healing

Reader's
digest

[Style](#)
[Grooming](#)
[Bed Stuff](#)
[Recommendations](#)
[Culture](#)
[Fitness](#)
[Travel & Ex](#)

POPSUGAR.



Men'sHealth

BIOMEDICAL ENGINEERING 1998 10: 137-143

A clear glass filled with a bright yellow liquid, likely lemon juice, sits on a square, textured, light-colored coaster. The background is a soft, out-of-focus warm brown.

THE  TIMES

June 9 2017, 4:10am, The Times



BUSINESS
INSIDER



Life & Style

Daily**Mail**
.com

Prevention

20

Doctor-Recommended

Natural Remedies

—Fred Pescatore, internist and author of
The Allergy and Asthma Cure

The Power of Dr.Fred: Healthy Living Revolutionary

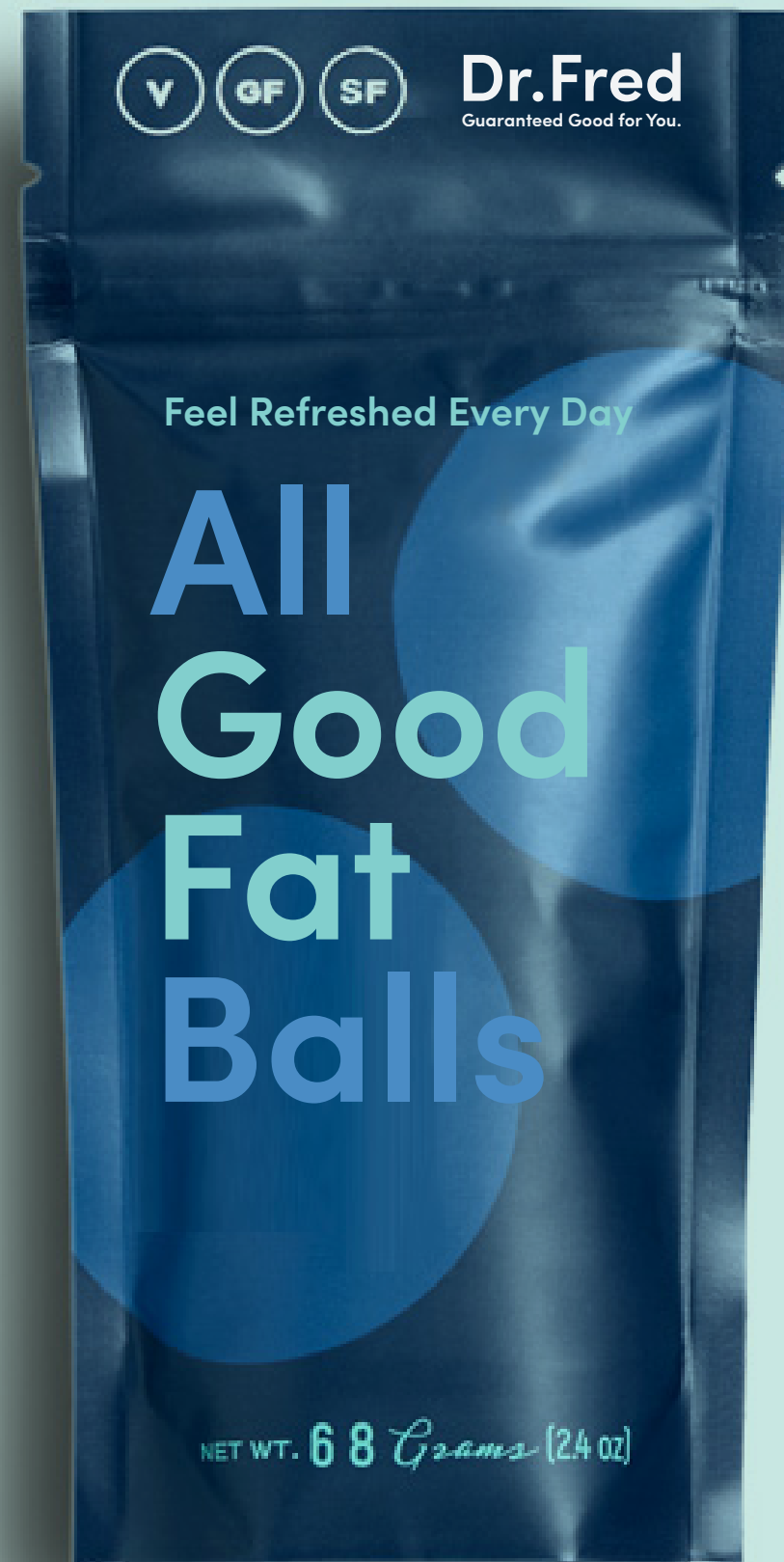
<p><u>Innovator</u> With 30+ years of redefining healthy living.</p>	<p><u>Authority</u> In the alternative medicine + integrative nutrition world.</p>	<p><u>Leader</u> Of the “No Sugar” “Good Fat” “Eat Clean” movements.</p>
<p>International <u>Bestseller</u> Author of 10 books, including NYTimes Bestsellers.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

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

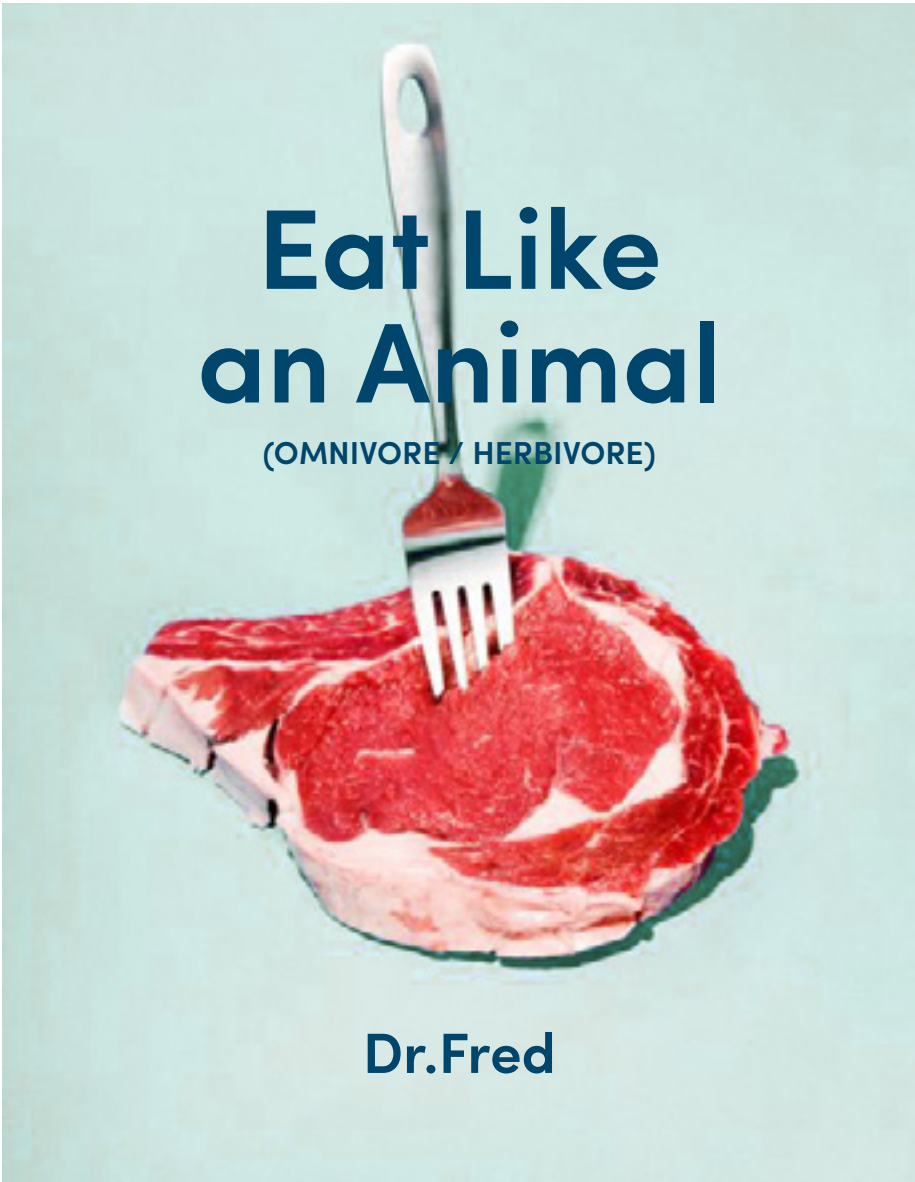
Dr.Fred

Guaranteed Good for You.

No Sugar.
Healthy Fat.
Fuel for Life.



Dr.Fred's Rules to Eat By:



#SugarKillz.

Avoid sugar, added sugar, foods that become sugar, and food you don't know if it has sugar.

Protein/Aminos.

The animals you eat should eat what they're designed to eat and live the way they're genetically programmed to live.

Love Local.

Less Distance = More Nutrition.

Eat Green.

Veg carbs rule. Vegetables are good for you and good for the environment.

Keep Carbs Low.

From 0-60.

#FatHealz.

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

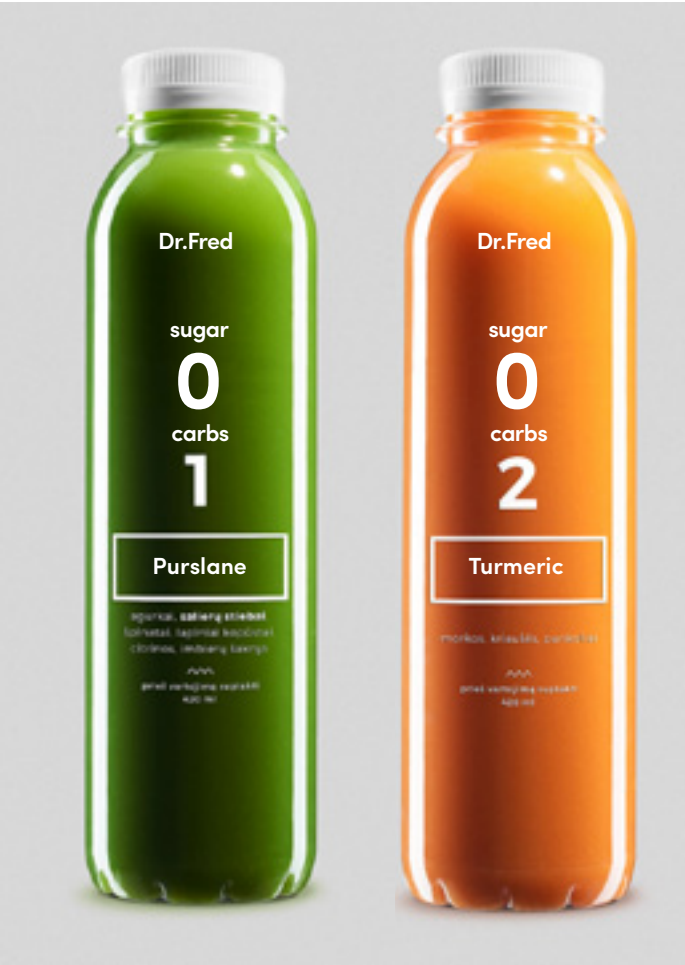
Veggie Snacks • Ugly Produce • Meats • Eggs • Organic • Pasture Raised

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



Kids

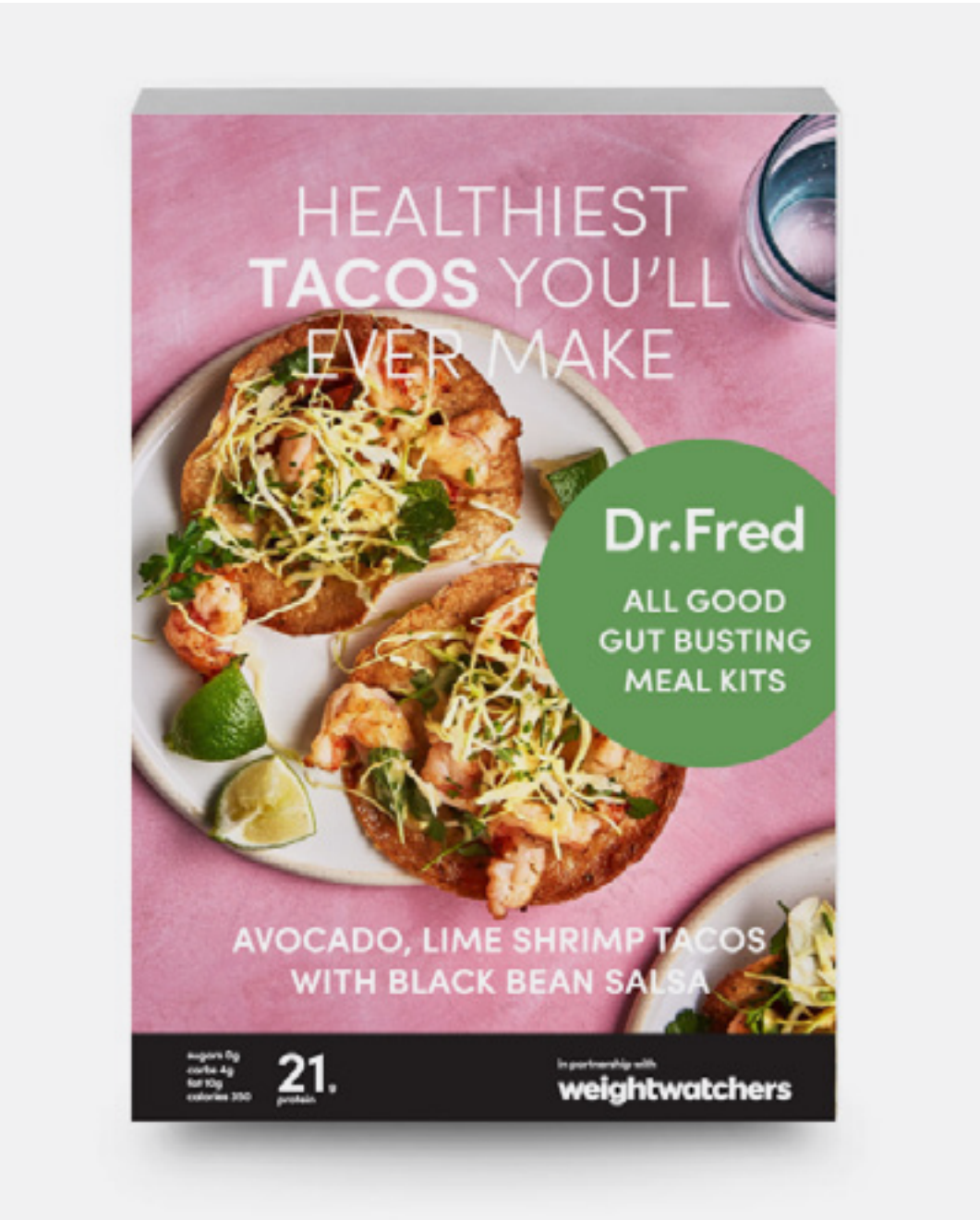
Food and snacks: Snack packs • Purées • Pouches



Chocolate



Jerky



Jenny Craig / Weight Watchers Collab:
More natural / low carb no sugar / more premium



Pets



It Takes Gutz: Gut Health

Get Gut Healthy Pre • Pro • Post Symbiotic



IV Vitamin Protocols



Novel Supplement Systems

Vitamins • Supplements • Vapes • Gum • Gummies • Edibles •



CBD

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



Spirits

Liquor • Dry Wines • Mixers



“Clean without the chemicals”



Clean Home
Laundry • Kitchen • Floors • etc.



Clean Water
Kitchen • Bath



Clean Air
Air Purification • Room Diffusers



Body and Face
Shampoo • Conditioner • Soap • Moisturizer



Edible Beauty
Beauty from the Inside Out



Skin + Hair Treatments



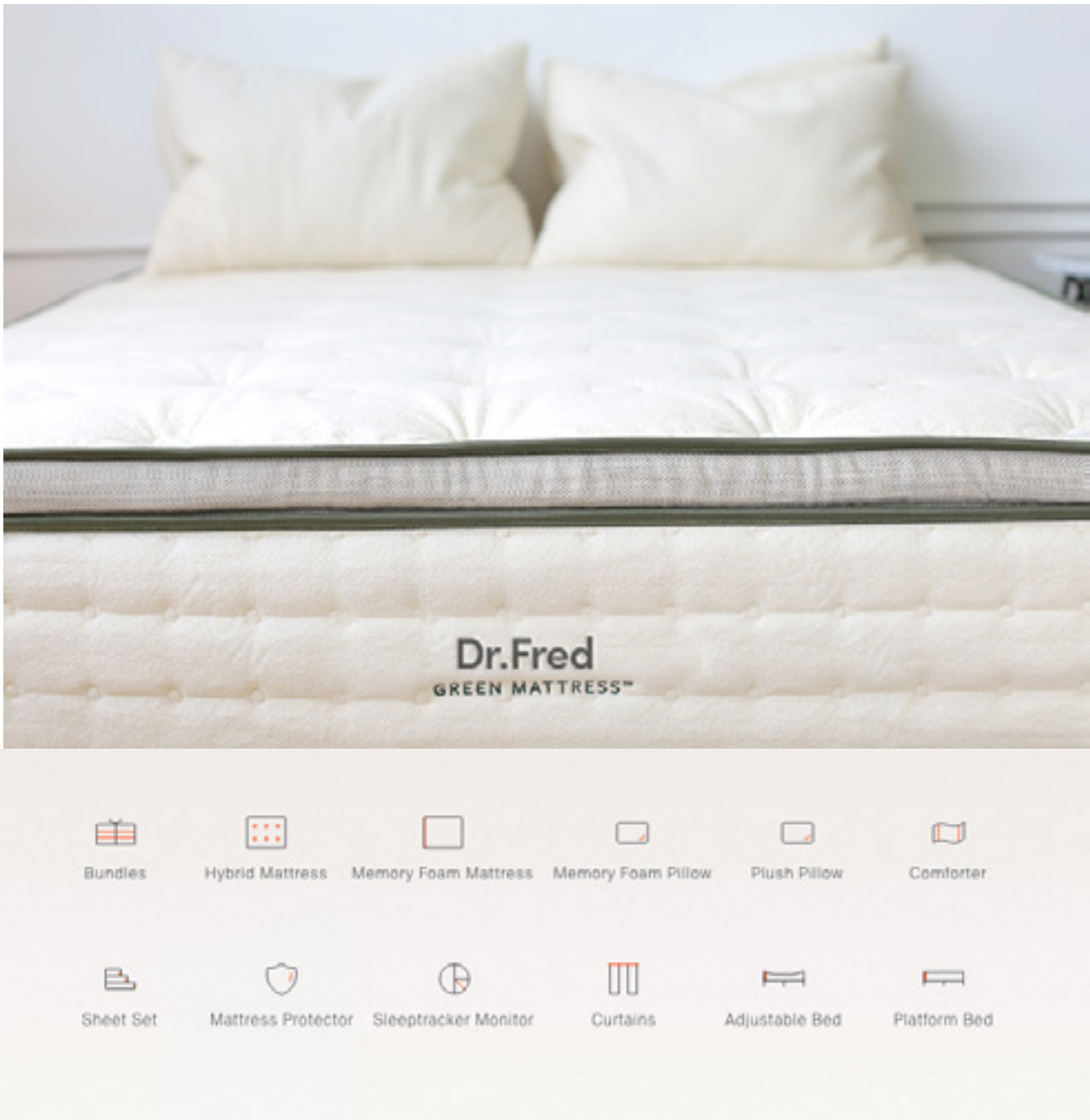
Body Care



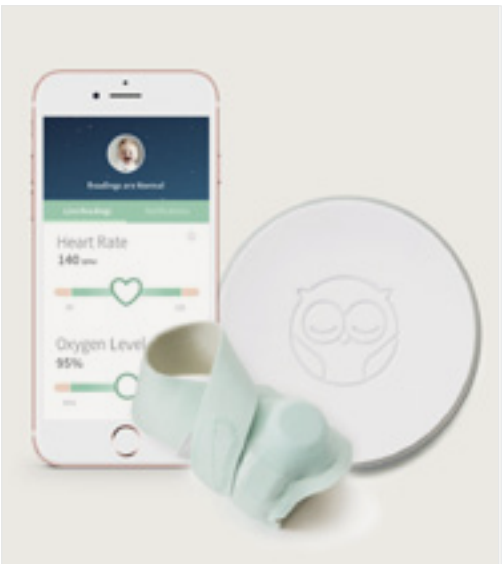
Baby Care

Diapers • Feeding • Personal • Care • Vitamins

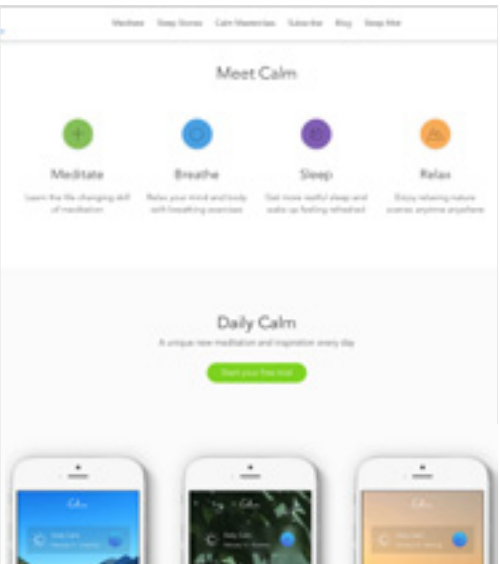
Sleep Right



Sleep System
Organic Mattresses • Sheets • Pillows • etc.



Sleep Monitors
Adult and Baby



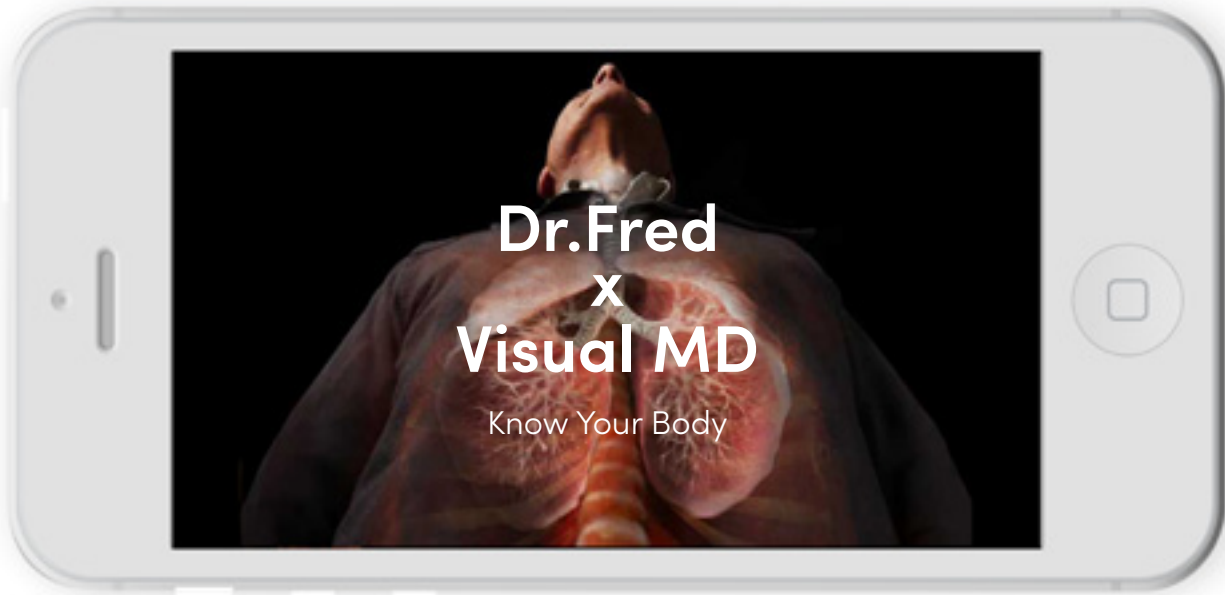
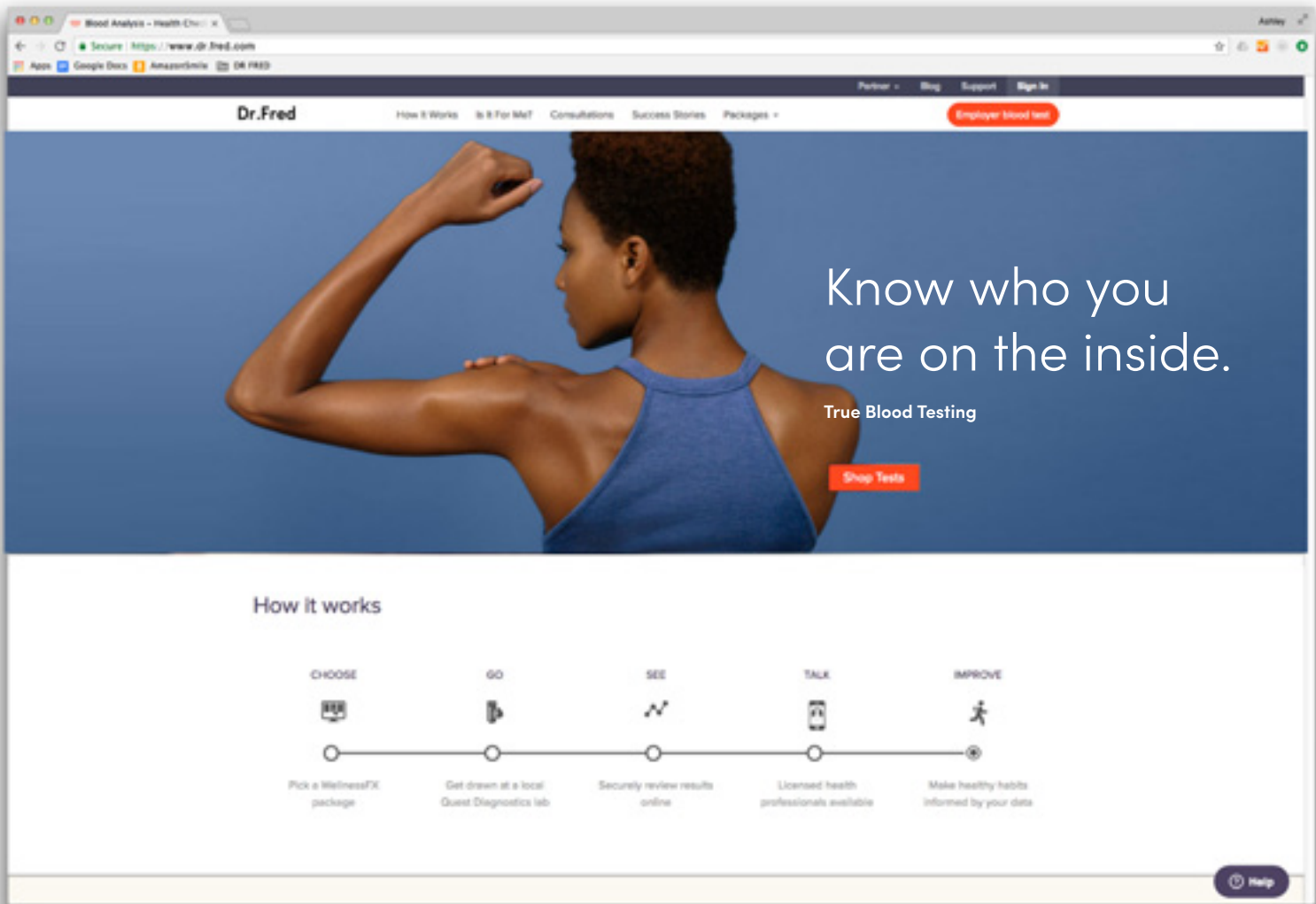
Sleep App



Sound Machines



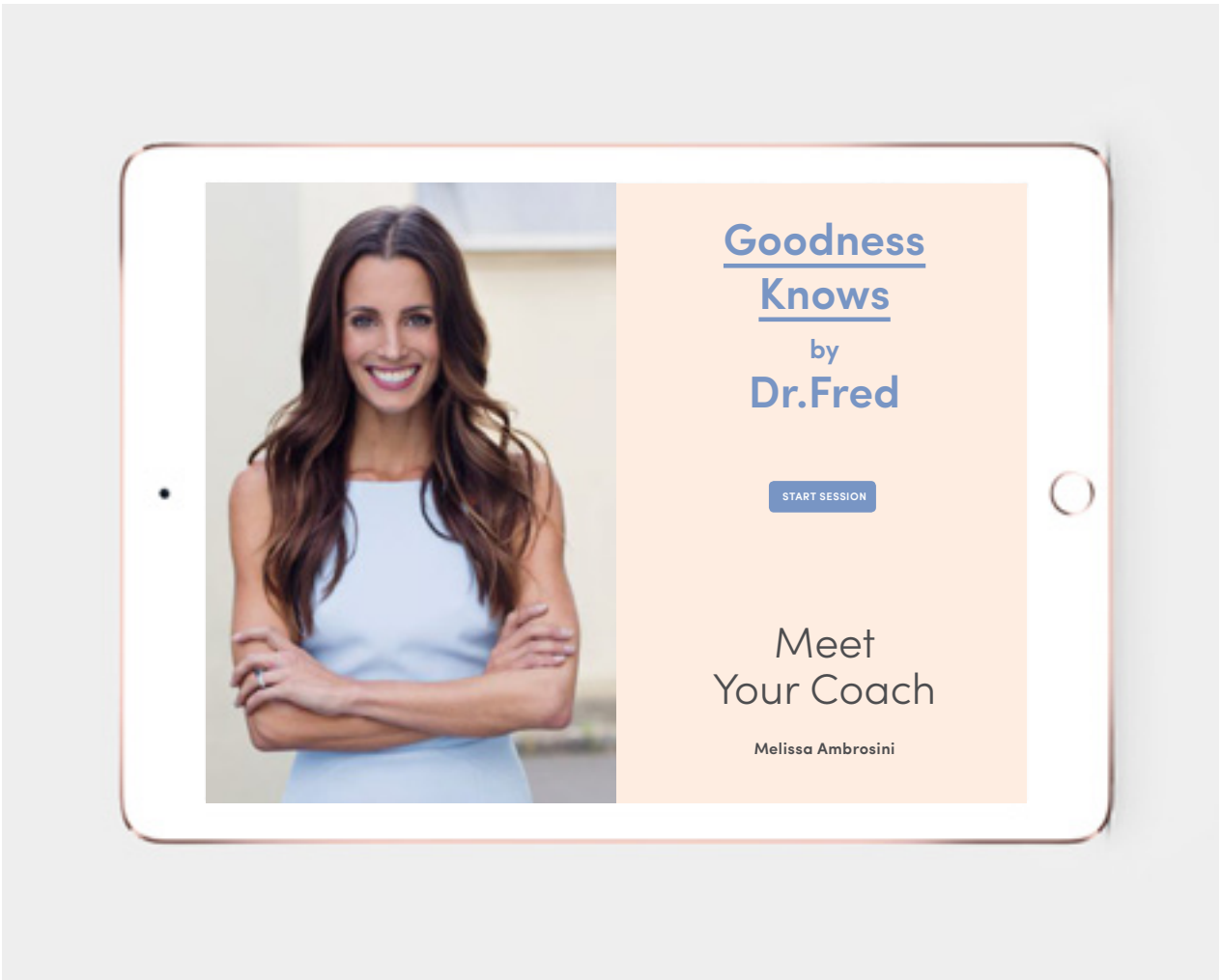
**Air Diffusers/
Scents**



Blood Testing / Assessments



In-Store Integrated Wellness Hubs
Innovator of IV Vitamin Therapies



Health Coaching

Healthy
Made
Easy



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



Health Tips from Dr.Fred

Brand Philosophy

"Dr.Fred's Building Blocks"

Cause Partnership



Things you will NEVER find from Dr.Fred

"Never Find" Ingredients

Added Sugar
Artificial Sweeteners
Unpronounceable Ingredients
Additives or Preservatives
GMOs
Low Fat or Lite
Natural Flavors
Overly Processed Anything

Nutrition Facts	
About 3 servings per container	
Serving size 7.5 Pieces (30g)	
Amount Per Serving	
Calories	110
% Daily Value*	
Total Fat 8g	16%
Saturated Fat 1g	2%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 240mg	10%
Total Carbohydrate 7g	3%
Dietary Fiber 3g	12%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 4g	8%
Vitamin D 0mcg 0%	Calcium 10mg 8%
Iron 5mg 30%	Potassium 220mg 4%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
INGREDIENTS: GOLDEN FLAXSEEDS*, SESAME SEEDS*, TOMATO POWDER**, BASIL*, OREGANO*, CELTIC SEA SALT, GARLIC POWDER*	
*ORGANIC	
STORAGE: KEEP IN A DRY, COOL PLACE	
DIRECTIONS: EAT WITHIN 10 DAYS OF OPENING	

Dr.Fred Endorsement / Certification



Analyzed and Verified at the Institute for Good Health®

- ✓ No Sugar
- ✓ Good Fat
- ✓ Low Carb > 5g/serving
- ✓ Organic
- ✓ Less than 5 Ingredients
- ✓ No Natural Flavors
- ✓ No Artificial Sweeteners
- ✓ No Additives or Preservatives
- ✓ Non GMO
- ✓ Pasture Raised / Grass Fed + Finished

Join the Dr.Fred Revolution!

For inquiries contact

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SVP Licensing

Graj + Gustavsen

(Licensing Agent)

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GRAJ+
GUSTAVSEN