



PROGENEX[®]

AFFILIATE PROGRAM



WHAT IS PROGENEX

PROGENEX is a supplement company dedicated to helping everyone from elite athletes to everyday exercisers speed their recovery, and enhance their performance.

Since being the lead sponsor of the 2010 CrossFit Games, PROGENEX has been 100% committed to the CrossFit community. That commitment – and the unrivaled quality and results of our products – has made PROGENEX the go-to supplement company for CrossFitters. In fact, nine out of the top eleven male finishers at the 2011 CrossFit Games were using PROGENEX, and over 60% of the overall individual U.S. competitors were as well. The statistics for 2012 were equally compelling with four out of the top five male finishers using PROGENEX. These elite athletes rely on PROGENEX for one reason: IT WORKS!

PROGENEX is committed to developing quality products that support athletic performance and produce real results. Unlike many other supplement companies, ***we are manufactured in the United States***. We use only the highest quality ingredients and scientifically test and develop all of our products. In fact, our PROGENEX Labs invests serious time and money harnessing the power of naturally occurring substances in order to boost and enhance athletic performance and endurance. PROGENEX products enable athletes and fitness enthusiasts of all levels to obtain superior results.

AFFILIATE PROGRAM

The PROGENEX Affiliate Program allows box and gym owners, trainers, athletes, and even your average PROGENEX loving' Joe the opportunity to offer #TheSauce at discounts and earn additional passive income. There are two ways that the Affiliate Program can be utilized:

1 ONLINE SALES

Earn 10% commission for yourself while earning your friends/customers a 10% discount.

2 RETAIL SALES

Get PROGENEX at wholesale prices and sell at retail. See returns of 20-60%.

ONLINE SALES

Each affiliate selects a 4-5 character discount code that is good for 10% off at progenexusa.com. When someone uses this code they receive a 10% discount and the affiliate receives a 10% commission. Each order processed using your affiliate code will be attached to your account. Once a month, commissions will be paid via PayPal for all sales in the previous month.

You will also be able to put a PROGENEX button on your website which automatically associates the order with your affiliate account. This accomplishes the same thing as if someone typed the code in manually, but they don't have to remember the code. We strongly recommend that all affiliates place the link on their website or blog, even if they carry the product at the gym. Many affiliates generate thousands in sales every month this way, and it's a completely hands-off source of residual income.

The online sales strategy is ideal for trainers, athletes, or individuals that do not have a physical location or gym to carry PROGENEX. Many affiliates that have a strong social media presence are seeing great results through Facebook, Twitter, blogging, and posting photos & videos about their PROGENEX experience. Pinterest, Google+, Instagram and Tumblr are equally effective tools.



RETAIL SALES

For those that have a physical location or gym to showcase PROGENEX, it makes more sense to have product on hand. ***Affiliates that carry PROGENEX see 2-4 times more profit than affiliates that do not keep PROGENEX on hand.***

Physically carrying PROGENEX will not only produce more income for you, it's actually a much better deal for your clients as well. Your clients will benefit from the convenience of picking it up while in the gym—instead of ordering online—and they won't have to worry about shipping. Many people like the idea that they're supporting you, rather than an online company they don't have a relationship with. These factors alone will translate into more people purchasing PROGENEX from you than if they just had the discount code.

The wholesale pricing is tiered based on the average monthly investment of the affiliate. Affiliates will be evaluated every calendar quarter and placed in a price bracket based on the average monthly investment for the previous quarter. For instance, to qualify for the 26% discount an affiliate will need to average \$1,500 per month over the calendar quarter. The total for the quarter is \$4,500. The amount per order and the number of orders does not matter. It can be made in one, two, three, or more orders—as long as the total for the quarter is \$4,500.

AVERAGE MONTHLY INVESTMENT	RETAIL VALUE	DISCOUNT	PROFIT	RETURN ON INVESTMENT (ROI)
\$500	\$625	20%	\$100 (AFTER SHIPPING)	20%
\$1,000	\$1,300	23%	\$300	30%
\$1,500	\$2,025	26%	\$525	35%
\$2,000	\$2,800	29%	\$800	40%
\$2,500	\$3,625	31%	\$1,125	45%
\$3,000	\$4,500	33%	\$1,500	50%
\$3,500	\$5,425	35%	\$1,925	55%
\$4,000	\$6,400	37.5%	\$2,400	60%

*International Orders will be subject to shipping charges.

All orders over \$1,000 qualify for a 23% discount and free shipping. This allows smaller affiliates—those that don't move \$1,000 or more every month—to still make a good profit.

We will trade or buy back any unused product(s) when you purchase in bulk. How's that for standing behind our product?

RETAILING PROGENEX ONLINE

Affiliates **CANNOT** sell PROGENEX online. However, affiliates can sell PROGENEX at a maximum of 10% below the MSRP at a physical location such as a box, retail store, or gym.



PROMOTING PROGENEX

The beauty of reselling PROGENEX products is that you don't need any fancy sales techniques. Our products sell themselves. All you need to do is get your clients to try PROGENEX so they can feel the dramatic difference and realize the remarkable results. Here are some simple ways to promote PROGENEX:

- Prominently display your PROGENEX products
- Prominently display PROGENEX product information sheets/brochures in your facility
- Wear your PROGENEX gear (shirts, hoodies, bras, shorts)
- Drink a PROGENEX shake out of a PROGENEX shaker after each workout (have your coaches do the same)
- Write a blog post about your PROGENEX experience and announce that members can now buy directly from you
- Give a free sample to anyone who hasn't tried PROGENEX
- Educate your clients/customers about the benefits of supplementing with PROGENEX
- Upload the PROGENEX banner with your embedded 10% code to your website from our affiliate area
- Print and distribute your 10% off discount code
- Like us on Facebook at facebook.com/ProgenexUSA and encourage your clients to do the same
- Follow us on Twitter at twitter.com/PROGENEX and encourage your clients to do the same
- Organize PROGENEX Challenges
- Ensure customers that PROGENEX offers a 100% money back guarantee

Most affiliates will keep a couple of PROGENEX shakers and plastic cups on-hand for clients to use immediately after workouts. After trying Recovery, they will notice the results and want more. Some affiliates choose to pass on some of the discount to clients, but most charge the retail price. Many have success by offering discounts if the client purchases over \$100, or a similar volume pricing discount.

For super technical information concerning the benefits of whey protein hydrolysates, you can read scribd.com/PROGENEX. We also encourage you to follow our blog, where we strive to keep our followers current on the latest and greatest with PROGENEX and other happenings within the sports nutrition field. All information will also be on our Facebook page and Twitter—other great places to keep up on all things PROGENEX.



PROGENEX RECOVERY

RECOVER STRONGER FASTER

For the serious athlete, the ability to bounce back faster and stronger from training, practice, or competitions separates the winners from everyone else. No matter what level you are currently competing at, we know that your goal is to become even better. PROGENEX Recovery enables you to exponentially improve your performance and create all-new “personal bests.”

FAST ABSORPTION = FAST RECOVERY

After an intense workout your body needs to recover and rebuild its muscles. Rapidly absorbing amino acids taken immediately post-workout are essential for this process. PROGENEX is the fastest absorbing whey protein hydrolysate on the market, which allows your muscles to recover to their baseline strength within hours, not days. PROGENEX helps you train harder and more frequently, which translates into better performance, more strength, more lean muscle, and less fat.

Not all proteins are created equal. PROGENEX Recovery delivers on its name due to its high concentration of fast-absorbing and bioavailable amino acids. PROGENEX starts with a high quality whey protein isolate that is hydrolyzed into tiny peptide sequences (di and tri peptides) of amino acids that are rapidly absorbed and delivered to your needy muscles in a matter of minutes. Other proteins can take 1-2 hours – just long enough to miss your peak anabolic window.

WHY USE PROGENEX RECOVERY?

- Increase strength, build lean muscle, reduce fat
- Speed recovery
- Best tasting protein on the market
- High bioavailability of amino acids
- High levels of BCAAs and glutamine
- Decrease muscle soreness
- Money back guarantee
- Made in the USA
- RESULTS: 9 of the top 11 male finishers in the 2011 CrossFit Games use PROGENEX
- RESULTS: 60% of individual competitors in the 2011 CrossFit Games use PROGENEX
- RESULTS: 4 of the top 5 male finishers in the 2012 CrossFit Games use PROGENEX

DIRECTIONS FOR USE

PROGENEX Recovery should be taken in the first 30 minutes following a workout or physical activity. While Recovery can be mixed with any liquid, it is designed to be mixed with water. PROGENEX Recovery can be taken multiple times a day. The fast-absorbing nature of the product makes it ideal for consuming during anabolic windows: first thing in the morning and immediately post-workout.



PROGENEX MORE MUSCLE

INCREASE STRENGTH, STAMINA, AND LEAN MUSCLE MASS

You know that protein is key to building lean muscle mass. What you may not know is that when it comes to building muscle, not all proteins are created equal. Why? Absorption. When it comes to protein molecules, size really does matter. If it didn't, any form of protein would accomplish the same goal—but it doesn't.

HYDROLIZED WHEY=MAXIMIZED ABSORPTION FOR GREATER GAINS

PROGENEX More Muscle is specifically formulated for fast and maximum uptake. The key to PROGENEX More Muscle is that it contains the highest quality whey protein isolate available that has been hydrolyzed through a special, proprietary enzymatic process and then enriched with whey growth factors.

Significantly more refined than most protein molecules, PROGENEX is able to get into your blood stream—and to your hungry muscle fibers—exceptionally fast for maximum growth. This speed is especially important when your muscles are experiencing a protein deficit, such as immediately after training and first thing in the morning—critical times when your body needs a superior protein source.

PROGENEX More Muscle also contains a full 20 percent more bioactive branched-chain amino acids (BCAAs) and leucine than regular whey protein isolates. The precise amount of BCAA's added was carefully calibrated, as the leucine content of whole proteins is directly related to how much protein your body will integrate into muscle. This result cannot be achieved by simply adding extra leucine to whey protein isolates or other proteins.

LIFT MORE. BUILD MORE. BURN MORE.

Fast-acting PROGENEX More Muscle gets more quality protein to your muscle fibers so that you see dramatic increases in both size and strength. Taken immediately after training, PROGENEX More Muscle greatly enhances protein synthesis in key Type II muscle fibers where hypertrophic response or “enlargement” takes place. Feeding your muscles—not your fat—will help you achieve your best body composition ever by increasing your metabolic rate so that you burn more energy even after training.

WHY USE PROGENEX MORE MUSCLE?

- Increase strength, stamina, and build lean muscle while reducing fat
- Speed metabolism, muscle growth and muscle recovery
- Best tasting protein on the market
- 20% more BCAAs and leucine than regular whey protein isolates
- Lift More, build more, burn more
- Decrease muscle soreness
- Money back guarantee
- Made in the USA
- RESULTS: 9 of the top 11 male finishers in the 2011 CrossFit Games use PROGENEX
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DIRECTIONS FOR USE

PROGENEX More Muscle should be taken within 30 minutes of training. For additional gains and fat loss, consume one shake first thing in the morning and as a meal replacement throughout the day on both training and non-training days. PROGENEX Recovery and PROGENEX More Muscle can be combined immediately post workout into one 12-16 oz. shake for the ultimate training 1-2 punch.

PROGENEX OMEGA+

REDUCE INFLAMMATION. SPEED RECOVERY. ENHANCE PERFORMANCE

PROGENEX Omega+ is a powerful, readily available and absorbable, Omega 3 supplement. Unlike other Omega 3 products, Omega+ combines the most bioavailable source of Omega 3s—krill oil—with one of the world's most potent antioxidants—astaxanthin. This formidable combination is further complimented by the addition of calamari oil (rich in the essential fatty acid DHA) and Vitamin D3.

This special proprietary blend of ingredients is specifically formulated for athletes and has been designed to enhance athletic performance and speed recovery.

KRILL OIL vs. FISH OIL

The potency and power of Omega+ lies in the special proprietary blend of premium ingredients.

First, we begin with krill oil—the most potent and bioavailable source of Omega 3s on the planet. Krill oil is superior to fish oil because the Omega 3s in krill oil are more readily available and absorbable by your body. The Omega 3 fatty acids found in fish oil are bonded with triglycerides, which are not water-soluble. This means that once you swallow your fish oil pill, the Omega 3s must pass through your small intestine to be emulsified before any cellular absorption can occur.

Krill oil, on the other hand, is water-dispersible. The Omega 3s found in krill are bonded with phospholipids (the same structure found in your cellular membranes). This structural similarity negates the need for digestion and provides your body's cells with an immediately available and absorbable supply of DHA and EPA. Krill oil also eliminates any unpleasant after-taste so you can kiss those “nasty fish burps” good-bye forever!

The many other benefits of krill are too many to tout here, but are covered in greater detail at thesauce.us/krill.

ASTAXANTHIN. CALAMARI OIL. VITAMIN D3

Second, Omega+ harnesses the power of one of the most potent antioxidants and natural anti-inflammatories on the planet—astaxanthin. Astaxanthin has been shown to:

- Decrease Lactic Acid Build-Up (Sawaki, 2002)
- Boost Recovery and Eliminate Soreness (Fry, 2001)
- Reduce Joint Pain and Inflammation (Capelli, 2010)
- Decrease Pain (Journal of the American College of Nutrition. 21(5):Oct,2002), and
- Increase Strength (Malmsten, 1998)



Additionally, Astaxanthin helps reduce oxidation and is one of the few antioxidants that can cross the blood brain barrier—delivering antioxidant protection to the brain, eyes, and central nervous system. Again, further facts focusing on the amazing powers of astaxanthin can be found at thesauce.us/astaxanthin.

Finally, we add calamari oil and vitamin D3. Calamari oil contains ultra high levels of DHA – one of the most important Omega 3 fatty acids for human growth, development, and maintenance. Likewise, adequate levels of Vitamin D3 help improve mood and energy levels, as well as boost the immune system - all essential components for peak athletic performance.

As the only supplement on the market to combine an ultra-pure, super-bioavailable source of Omega 3s with one of the world's most powerful antioxidants and all-natural anti-inflammatories - Omega+ is the must have supplement for anyone serious about enhancing athletic performance, recovery, and endurance.

WHY USE PROGENEX OMEGA+

- Reduce oxidative stress and fight total body inflammation including reducing key inflammatory markers such as C-reactive protein (Deutsch, 2007)
- Reduce triglycerides and bad cholesterol (LDL) and boost good cholesterol (HDL) (Bunea, 2004)
- Decrease inflammation and muscle soreness, and help maintain muscle mass (Bunea, 2004; Deutsch, 2007; Kidd, 2007)
- Reduce joint pain and prevent injuries due to overuse (Fry, 2001), and
- Increase overall energy (Koyama, 2006)

For further information on the science of Omega+, read the following in-depth blog posts:

thesauce.us/krill

thesauce.us/astaxanthin

thesauce.us/omega

DIRECTIONS FOR USE

For healthy adults and/or athletes (high school athletes and above): Take 2 soft-gels per day.

For extreme athletes and individuals suffering from cardiovascular disease: Take 3 soft-gels per day.

For younger athletes: Take one soft-gel per day.



TESTIMONIALS

With the volume and intensity I train with, it's important for me to be able to recover quickly. That's why I take PROGENEX Recovery! - **Jason Khalipa**, 2008 CrossFit Games Champion, 5th Place 2012 CrossFit Games

I'm as particular about my supplements as I am about my training and diet. PROGENEX is the only protein that tastes clean and produces extraordinary results. - **Matt Chan**, 2nd Place 2012 CrossFit Games

PROGENEX has helped me achieve massive strength gains. The taste lured me in; the results keep me coming back. - **Christmas Abbott**, 2010 CrossFit Games Athlete and Nascar Pit Crew Queen

Progenex has made a big difference. I can hit 2 or 3 workouts a day and I feel recovered and less sore. I've been getting stronger. It's made a big difference, and it's delicious! - **Miranda Oldroyd**

I don't get nearly as sore after workouts and I'm able to have more productive training sessions day in and day out. Especially when I am getting closer to competitions and working out more than once a day, I notice that I feel more "fresh" for the next training session, allowing me to work harder and reap the benefits of the work I'm putting in. - **Chris Spealler**

I can't even stomach other brands any more. If I'm going to train as hard as I do, eat as clean as I do, and try to recover as consistently as I do, WHY the hell would I use anything but the best post-recovery whey that is out there? - **Heather Bergeron**

As an athlete who found CrossFit at an older age, I have found that PROGENEX makes it possible for me to train hard and recover quickly. - **Susan Habbe**, 2011 CrossFit Games Champion, Masters Division Ages 45-50

I have taken other products, but none that make me feel as good and relaxed as the Progenex Recovery and More Muscle. I would recommend these products to anyone that is serious about their performance and especially their recovery. - **Kendrick Farris**, Olympic Weightlifter

I used to take regular ice baths, at least two per week. Since taking Progenex I haven't felt the need to nor have I taken any ice baths. - **Chad Vaughn**, Olympic Weightlifter

Progenex has been without a doubt one of the best things I have allowed into my life.
- **Peter Villa**, Army Ranger

I am 100% confident PROGENEX fuels my body and allows me to recover quicker and more effectively than ever before. - **Owen Valuch**, Firefighter

While using Progenex I feel like my recovery is great. I can do a hard workout, take the shake, and come back the next day for the same workout without missing a beat. I take Progenex because it keeps me at 100% so I can chase my goals with 100% effort. - **Luol Deng**, NBA All-Star Forward for the Chicago Bulls

Using the products has enabled me to gain muscle while shedding body fat, and has helped me become stronger than I've ever been. All these improvements helped contribute to making my first Pro Bowl appearance, so my teammates have also noticed my gains. Many other Giants are now using Progenex products, and even our head strength coach is a big advocate.
- **Dave Diehl**, Pro Bowl Tackle for the New York Giants

