



DR. STEVEN L. SNODGRASS, M.D.

Steven L. Snodgrass is a board certified surgeon, member of the American Medical Association, former Chief of Surgery, HCA Greenview Hospital, Fellow of the American College of Surgeons, CEO of Peak Performance Foods, author of numerous scientific papers, and wrote SCARED SKINNY, a non-fiction book concerning living a healthy lifestyle and how obesity negatively affects patient care, using his own surgical caseload to take readers to the operating room with him to demonstrate, lectured many groups of people, including employees, students, athletes on how to meet and improve their physical and nutritional needs, and a father of two sons, Jack 21 and Lee, 17. Married to Mary Lee, a pharmacist, for over 25 years.



- A Little Bean has changed my life.
- Stick With What You Know
- Surgical Caseload
- Overweight/ Obese patients predominant (young, old, male, female).
- Obesity epidemic among patients is out of control.
- Increased Morbidity/ Mortality/ Complications as a result.
- You never get to operate on a healthy patient anymore!



Patient Interviews

- Common Denominator - snacking and consuming empty calories.
- USUAL SUSPECTS:
 - POTATO CHIPS, CORN CHIPS, TORTILLA CHIPS, and CHEESE PUFFS.
 - Throw in energy drinks/sodas.
- Empty Calories Kill!



- Worked with PhD in Food Technology to create a food product that contained that familiar mouth feel, taste, and texture, you know the USUAL SUSPECTS.
- Wanted it ideal for both children and adults.
- Convenient, ready to eat, travels well, and wouldn't melt.
- Why we originally made it - fight obesity, help athletes meet their physical/nutritional needs.



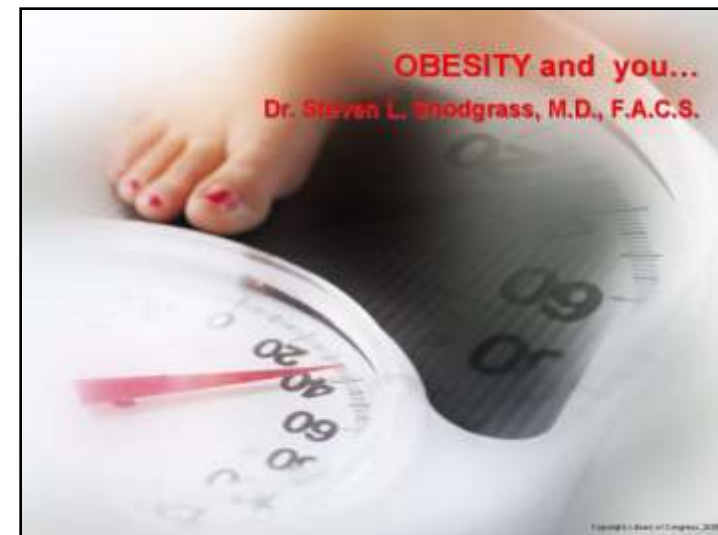
Pro-Bites are born.

- OFFICIAL SNACK OF USA VOLLEYBALL
- Work with Amateur Athletes of All Ages & Professional Athletes
- Profiled in magazines:
 - DANCER MAGAZINE, TENNIS LIFE, JOCKEY TIMES
- CA Youth Soccer Leagues
 - What a great idea! My kids don't eat enough protein and this would be the perfect snack for them.
 - These are really good.
 - I can't believe these are healthy – they're just as good as all of the other "unhealthy" snacks I eat.
 - Wow, I can't believe they are only 120 calories and have 13 grams of protein! Yummy!
 - I am going to bring this information into my child's school. They just hired a new cook who is currently implementing a healthier school lunch program in our district. This would be the perfect snack to include in the effort!



USA Volleyball

- Education and Product Line
Go Hand-in-hand
- Markets Created Demonstrate
Need, Not Just Want





Markets created:

- Cancer
- Post-Operative
- HIV/AIDS
- Anorexia/Bulimia
- Obesity
- Osteoporosis
- Schools
- Cardiovascular Disease
- Athletes
- Military
- Diabetics
- EMS (emergency services, firefighters, police)
- Feeding the Starving
- Hispanic Population
- Celiac Disease (Gluten-Free)
- Vegetarians



Cancer

- Projected to be the number one killer of humans-2010
- Estimated 40-50 percent die from malnutrition
- Study at Sarah Cannon Cancer Research Center



Anthony Greco, M.D.

Chief Oncologist and Director of Sarah Cannon Cancer Research Institute

"It is true that many AIDS patients now have good control of the virus and are living longer and better lives. There are still many however with serious infections and in Africa and other parts of the world the anti -virals are not being administered to many people for various reasons. As you know cancer is a very heterogeneous illness and the degree of illness they suffer is extremely variable. In any regard there is no question that protein-calorie malnutrition is a major factor in AIDS/HIV and advanced cancers. Of course many otherwise healthy people (often children) are suffering from malnutrition from lack of food. I think your product-Pro-Bites is an excellent source of protein and in general the patients have liked the product. Problems with nausea or vomiting did not occur and most patients liked the "cracker" or "wafer" form. The different flavors offers an advantage since many patients liked some but not others. Most patients liked at least 1 flavor. Overall I think a solid form of protein supplementation in a concentrated form such as your product offers an important advantage for some patients who tend to fill up quickly on liquid forms of protein supplementation. I also think some patients are more likely to "snack" on your product much like "corn chips" or other popular snack foods. Several of the nurses and doctors in our clinic liked at least one of the flavors of Pro-Bites. **In summary, your product is easy to administer and seems very tolerable to most patients and has a very substantial protein content.** Best Tony"

Schools

- Work with research scientists and pediatricians in Texas.
- Bonham Middle School Study - 600 children
- 70 percent liked the product
- 55 percent said they would eat it everyday
- Devil's Food





Feeding the Starving

- Carbohydrates and fats are easy to obtain.
- Protein is the most difficult (UNTIL NOW)
- Product tested FEEDING AMERICA



Dare to Care Food Bank

From: Kimberly Gravley
Sent: Thursday, August 13, 2009 11:33 AM
To: 'Dr. Steven Snodgrass'
Subject: Probites order

Hello again.

I have been delayed in placing my order since we last spoke. After reviewing quantity and price I would like to order the following:

420 cases of the French Toast – Probites
420 cases of the Nacho - Probites.

With your samples I visited two of our Kids Café sites and they tried both flavors. The children really enjoyed the nacho as their first choice. Prior to serving the snacks we discussed healthy snack choices. We compared the nutritional content with regular potato chips and Probites. I will say I was surprised by their **WOW experience.**

Anyway, I have ordered these for our backpack program that will be starting in October and I will receive feedback from the schools hopefully by December. Thank you!!

Kimberly Gravley RD,LD
Director of Nutrition Education
Dare to Care Food Bank
5803 Fern Valley Rd
Louisville, KY 40228

Diabetes

- 60 million diabetics/ pre-diabetics in the United States
- 250 million world wide
- Low glycemic index
- Study at the University of Kentucky Endocrine Clinic

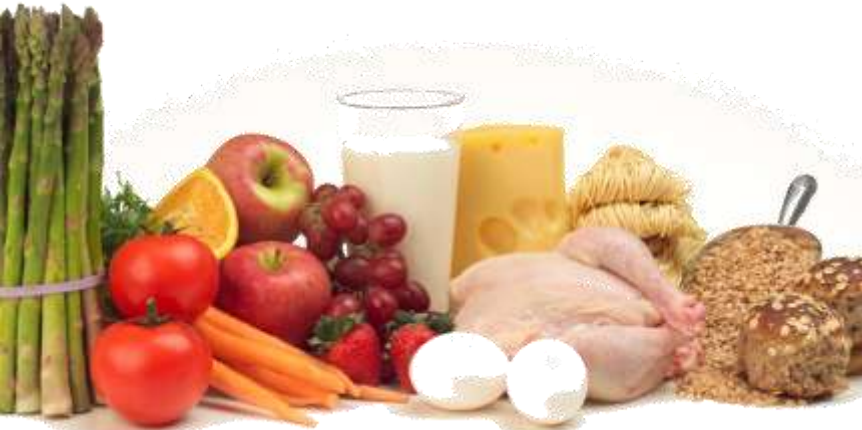




Hispanic Population

- Most affected race in regards to obesity and related illnesses
- Princeton University Study-
24 % of Hispanics were obese by age 3
- National Hispanic Christian Leadership Conference/
Hispanic Chambers of Commerce
- Member of Greater Austin Hispanic Chamber of
Commerce-
Helped Them Launch Their Health/Wellness Program
- Trustee of the Florida Hispanic Chmb of Commerce

EDUCATION IS VITAL





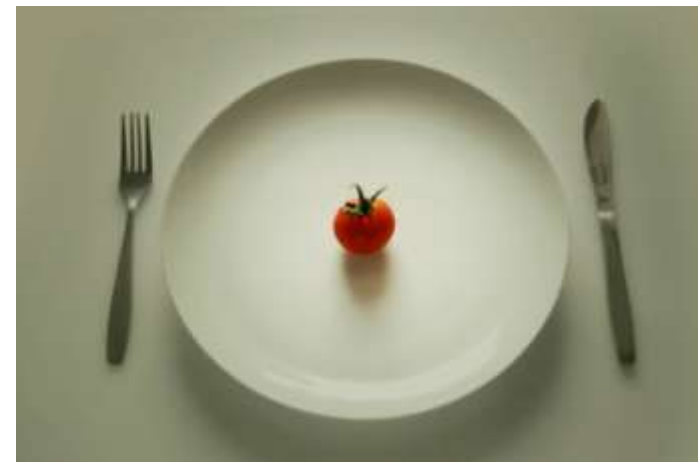
Osteoporosis

- Study done at Vanderbilt University in conjunction with a Chinese University, published in the Annals of Internal Medicine, 2005
- Concluded:
When you eat 13 grams of soy protein per day, you reduce the risk of osteoporosis-related bone fractures by 50 percent.
One bag of Pro-Bites is 13 grams of soy protein.



Anorexia / Bulimia

- MARKET QUOTE OF THE CENTURY





Celiac Disease (Gluten-free)

- Explosive Market with three million people in the USA
- Most organized-RAISING OUR CELIAC KIDS (R.O.C.K.)
- Will eventually include Irritable Bowel Syndrome, Type 1 Diabetics, Down's Syndrome-100 million people affected



Sam's Clubs





Protein "On The Go"

