

High Performance Fitness



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—Tommy Moffitt, LSU Strength and Conditioning Coach

High Performance Fitness, manufacturer of 1st STEP For Energy Liquid Supplements, started in Tampa, Florida in 1999 with the purpose of developing a quality liquid multivitamin and mineral supplement for athletes. Parlaying the astounding success of that first supplement — today over 175 professional and university athletic teams purchase 1st STEP Supplements — HPF is a company that hits the nutritional nail on the head with multiple quality liquid supplements. HPF has grown the tried and true way; a great deal of sampling, literature and old-fashioned, detail oriented, hard work.

“We’ve long been hearing from athletes that depend on 1st STEP Supplements,” says Jay Cicero, founder of HPF, “sports teams purchase 1st STEP products because they work.” Tommy Moffitt, LSU Strength and Conditioning Coach said, “Our football team loves 1st STEP B12 – we go through a gallon per day!” “Our athletes have noticed an increase in their energy levels since they began taking 1st STEP, the basketball players rave about it”, relates Amy Bragg, Director of Performance Nutrition, Texas A&M Athletics, and Keith Gray, Strength Coach, University of Georgia reports, “1st STEP Multi is a great tasting, complete multivitamin and mineral supplement. It has been extremely effective in helping our players meet their nutritional needs.” Jan Heitmeyer, Directory of Sports Nutrition, University of Missouri said, “1st STEP B12 is a natural energy enhancer that tastes great! The athletes can tell a difference in how their bodies feel within days instead of weeks. I strongly feel this is a supplement that benefits all 500 of our athletes, regardless of their sport!” “It is exciting”, Cicero continues, “to now get the calls from elderly people or businessmen and women who make sure they start everyday with 1st STEP Supplements. We’ve realized that there really is no limit to the scope of our customer base. 1st STEP Supplements are universally beneficial.”

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Since their initial supplement, HPF has been very purposeful in developing new products. Only supplements with demonstrable health benefits are considered, and the company spends months perfecting each formulation. Staying away from trendy herbs and chemicals that address a suspect demand, their goals are pretty simple; develop and market the highest quality liquid supplements possible, make them taste great — good enough to take everyday, even on an empty stomach — and then market the heck out of them. They have a hands-on, grass roots approach of sampling, sales aids, displays and sales training. And then they listen to the market. For instance, their two-ounce packaging was in direct response to consumer demand. Smaller retailers wanted their 1st STEP For Energy B12 Supplement in a two-ounce package. So they went to the drawing board and came up with a two-ounce package that jumps off the counter. The response was outstanding and they soon realized the huge market for on-the-go supplementation.

Quality and commitment to health are values that drive the company. HPF and their staff value their role in providing products that make a difference in people’s health and well being. This philosophy is demonstrated by their commitment

to set aside portions of their proceeds for those that either can’t afford regular supplementation or would not otherwise have availability to supplements through various charitable organizations such as Feed the Children and Vitamin Relief USA. “The satisfaction of being able to help someone meet their daily physical demands is immeasurable. The benefits to a little boy or an older woman who is chronically nutritionally compromised can be extraordinary,” comments Jay. They also take pride in servicing their accounts at the highest possible level; this encompasses communication, timely shipments and easy ordering systems. They don’t believe in developing sales accounts, they believe in developing long-term relationships!

Today, their corporate offices are in Houston, Texas as they have expanded their staff and offerings, while their primary manufacturing facility is still located in Tampa, FL. Their customer base has grown to include children, the elderly, baby boomers, elite athletes and weekend warriors.

HPF can accommodate all size orders with turn around often the same day, but always within twenty-four hours except for multiple pallets or truckload orders. Further information and ordering instructions can be found at www.1ststep4energy.com.

HPF believes they have the most effective, best tasting liquid nutritional supplements on the market today. Coaches, athletes and consumers continue to buy 1st STEP products because they work! Their positive attitude is evidenced in their company attitude of always seeing the glass half-full. ●

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