



**NUTRITION**

# FROM WELLNESS TO WEALTH

Learn how 5 Star can turn your passion for health & fitness into a path to financial freedom



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## DAY ONE: HOW WE STARTED

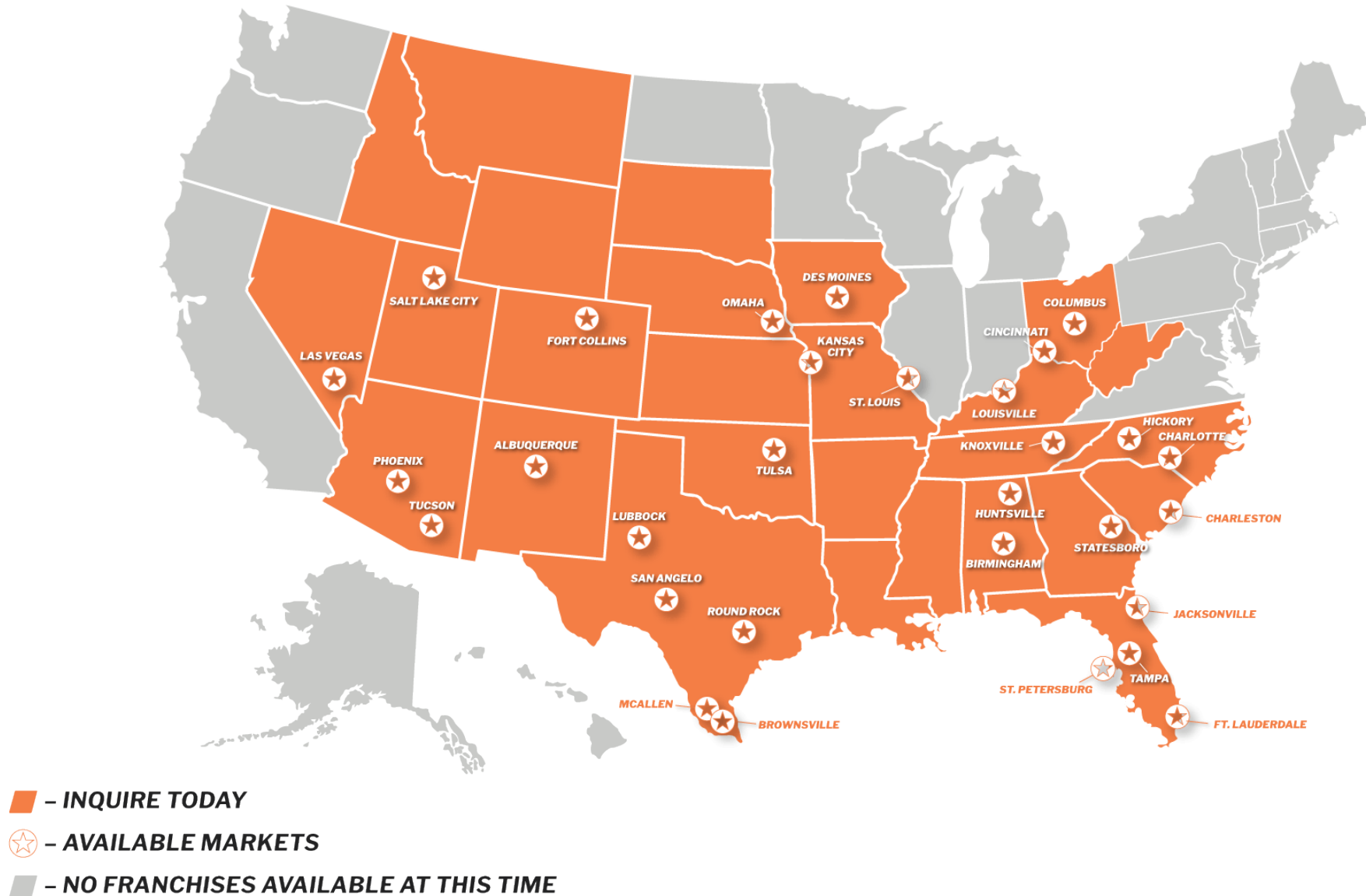
Back in 2009 three college friends – Charlie, Brian and Cody – found themselves spending a lot of their free time in the gym working towards their fitness goals. They were becoming more and more interested in their health and found themselves looking for ways to optimize their results while also creating a network of people supporting each other to achieve their goals. Working together, they decided to take ownership of their health and started building a community of fitness enthusiasts passionate about spreading their knowledge of health, fitness, and nutrition supplements.

# HOW WE'RE GROWING...

# 2

Since 2009, 5 Star Nutrition has grown into a successful business helping people in over 40 store locations. By breaking down the confusing world of nutrition supplements, 5 Star is able to help customers focus on what matters the most: achieving results.

And our journey is only just getting started! We are continuing to expand into new territories as we help more and more people realize their fitness potential.



# A STEP AHEAD OF THE COMPETITION

We set ourselves apart with our “5 Star Experience”, ensuring that every customer receives the same high-quality and personalized level of service. When you become part of our “5 Star Fam” you are providing the coaching, support, and motivation that our customers need to crush their goals. By promoting a healthy lifestyle and fostering a sense of community, our shops have become a hub for individuals striving to improve their overall well-being.

## OUR CORE VALUES

### *grind*

We put our heads down and grind day in and day out because we know that the best way to succeed is through hard work and dedication

### *compete to win*

We are not satisfied with merely succeeding, we aim to be the best at what we do.

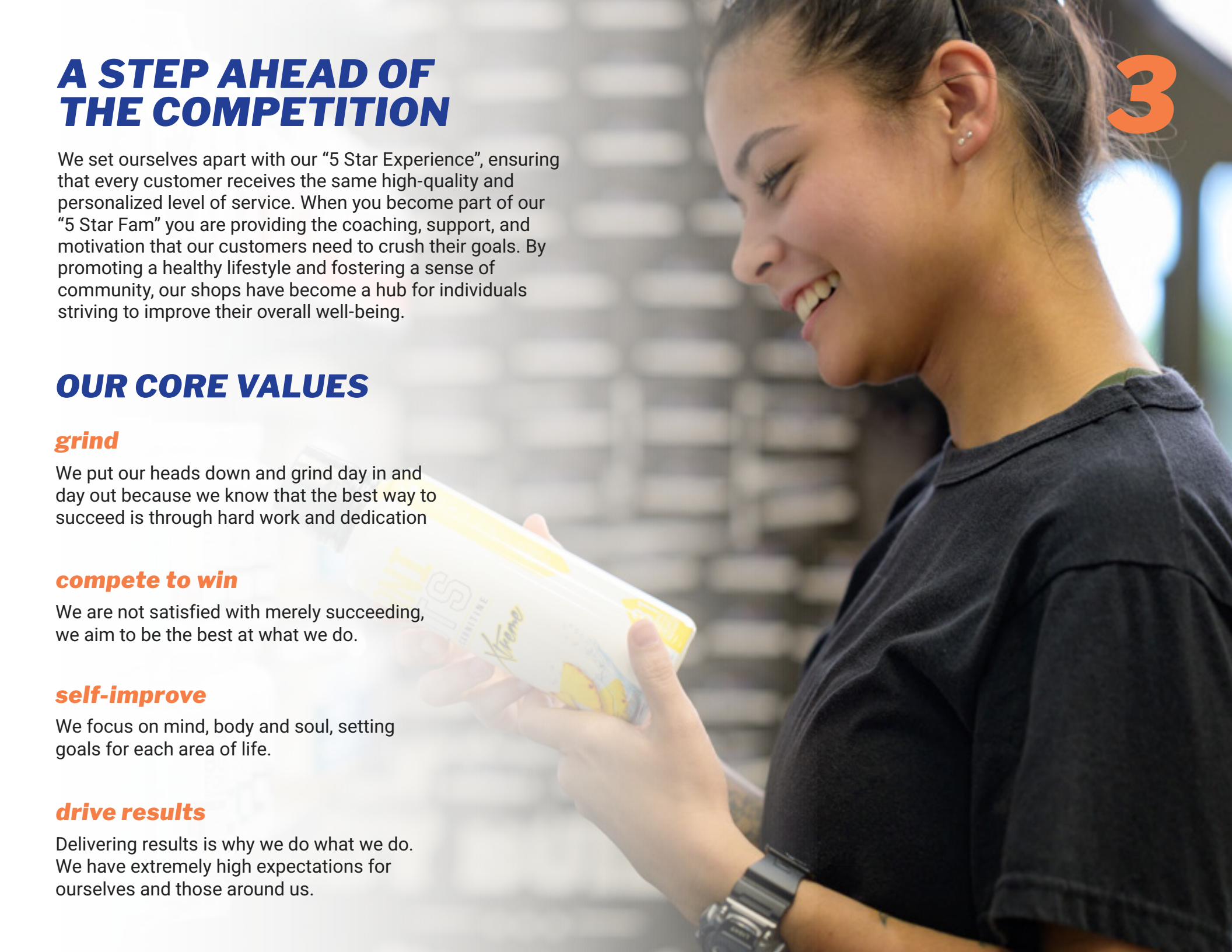
### *self-improve*

We focus on mind, body and soul, setting goals for each area of life.

### *drive results*

Delivering results is why we do what we do. We have extremely high expectations for ourselves and those around us.

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# ARE YOU READY TO START CHANGING LIVES?

# 4

With low startup costs and unlimited potential, 5 Star is the perfect franchise for people who are passionate about health & fitness and looking to build a business. We'll give you the playbook to opening and running a rewarding business that truly changes lives in your community. In return you should be:

**PASSIONATE ABOUT HEALTH & FITNESS**

**EAGER TO HELP OTHERS ACHIEVE THEIR GOALS**

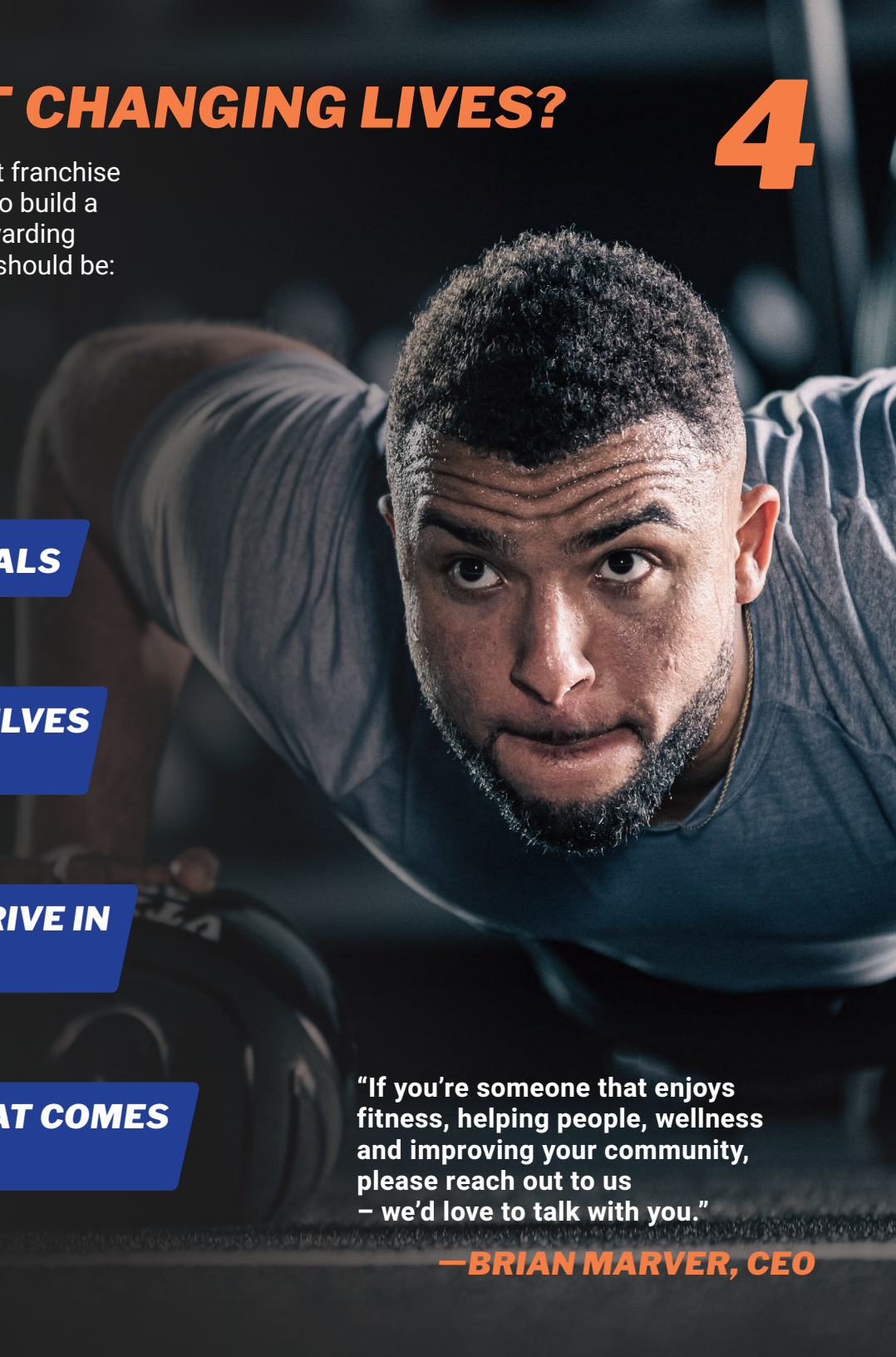
**DRIVEN TO CONTINUALLY IMPROVE THEMSELVES AND THE BUSINESS**

**PROACTIVE, DISCIPLINED, AND ABLE TO THRIVE IN HIGH-ENERGY ENVIRONMENTS**

**ABLE TO CUT THROUGH THE CONFUSION THAT COMES ALONG WITH NUTRITION SUPPLEMENTS**

"If you're someone that enjoys fitness, helping people, wellness and improving your community, please reach out to us – we'd love to talk with you."

**—BRIAN MARVER, CEO**



# INVEST IN YOUR PASSION

Our goal remains the same as we continue to expand: help our customers crush their health and fitness goals! We make sure our customers get more out of what they put in, and we can do the same for you.

## FRANCHISE INVESTMENT

**franchise fee:**

**\$25,000**

**total investment:**

**\$185,750 - \$329,400**

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## a proven formula for success



### LOW START-UP COSTS

With a low franchise fee and startup costs, you can keep the focus on what matters most: delivering results for our customers.



### SUPERIOR GUIDANCE & SUPPORT

We're here for you every step of the way with guidance, recommendations and planning to help you start changing lives.



### EXCITING PROFIT POTENTIAL

With over 50 existing locations, we know what it takes to bring customers into the door and keep them coming back!



### COMMUNITY INFLUENCE

Our passion for nutrition and fitness has enabled us to create a community of people working hard to achieve their best results.

# AN INDUSTRY OF “GAINS”

# 6

The health and wellness industry is booming and 5 Star is proud to be at the forefront. Vitamin & Supplement Manufacturing in the US was valued at over \$41.2 billion in 2024\*, and this number only continues to grow. 5 Star Nutrition has established itself in the fitness supplement industry with over 40 successful locations serving communities across the US.

## RESULTS: OPTIMIZED ✓

Hear directly from our community...



“The staff definitely goes above and beyond. This is a top-notch shop that I’ll be visiting often.”

—LINDA A.



“Very knowledgeable staff that is eager to actually spend time with you and answer all of your questions.”

—LARRY W.



“The staff there is great! Always welcoming and helpful. They really know all the products and make you feel comfortable and excited about trying new things.”

—MCKENZIE B.

## **BUILDING FROM WITHIN**

Franchise Owner John Maler began his journey with 5 Star over ten years ago as a Sales Associate. His drive and dedication progressed him into a Regional Director role where he oversaw upwards of thirty stores. Along the way, he saw the difference he was making for others and wanted to open his own store location. Today he proudly owns two 5 Star locations and has built a strong community of people taking accountability of their health and supporting each other to reach their peak.

**"5 Star sets you up for success to be able to take what the people in the community need and progress them forward."**

**-JOHN, FRANCHISE OWNER**

## DAY ONE STARTS TODAY!

Franchising with 5 Star Nutrition is more than selling premium supplements, it's about building strong connections in the communities you serve. By becoming a trusted partner in your customers' fitness journeys, you'll create a loyal customer base that keeps coming back for more.

If you are interested in learning more about 5 Star Nutrition's Franchise opportunity and want to crush your goals with us, don't wait - contact us today! Let's get it!

### FRANCHISE WITH US



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