

AQUEGEL

Tear Tag Program Guidelines

Purpose:

Aquegel Moisturizers provide benefits that complement many prescription and over-the-counter medications. Independent Pharmacies can increase revenue by using Aquegel as an add-on with other medications. Tear-Tag Books are provided to assist in:



PRODUCT KNOWLEDGE

- Build Aquegel product knowledge with your current and new patients!
- Ensure your staff is aware of how Aquegel benefits other medications.

REMINDER

- Remind your employees to recommend Aquegel with appropriate medications at the point of sale!
- Tear-Tag will remind your patients that you offer a product that complements their other medications.

ADDITIONAL REVENUE

- Patients will continue to purchase the recommended Aquegel formula with their medications.
- Patients will learn additional uses of Aquegel and purchase other formulas. Your pharmacy will benefit from increased OTC sales!

Aquegel is not meant to replace any medications, but rather to complement them. Aquegel complements medications by:

- Helping to prevent prescription drugs from draining out of the nasal passages
- Facilitating absorption over time rather than in one large burst
- Impeding nose bleed side effects from prescription drugs
- Acting as a moisturizing treatment for skin ailments like psoriasis and eczema

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Set-Up Instructions

1. Locate



Find the appropriate base drugs using the enclosed list

2. Attach



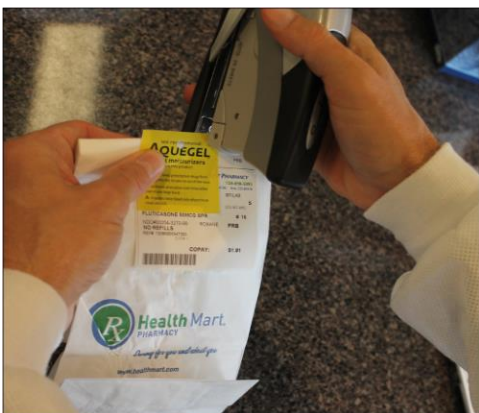
Peel off liner, expose adhesive, & place on shelf under base drugs

3. Remove



Remove one Tear-Tag whenever the Base Drug is filled

4. Staple



Staple Tear-Tag to outside of script bag

5. Will Call



Place Prescription w/ Tear-Tag in Will Call

6. Present



Recommend Aquegel as add-on w/ base drug when patient is at POS