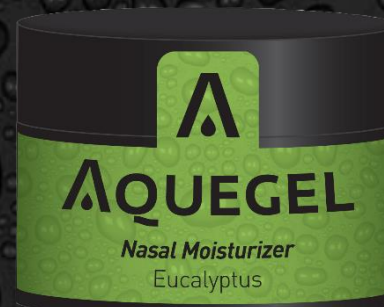


AQUEGEL

Independent Pharmacy Sales Training
Version – 2.5



AQUEGEL

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AQUEGEL

WHAT IS AQUEGEL?

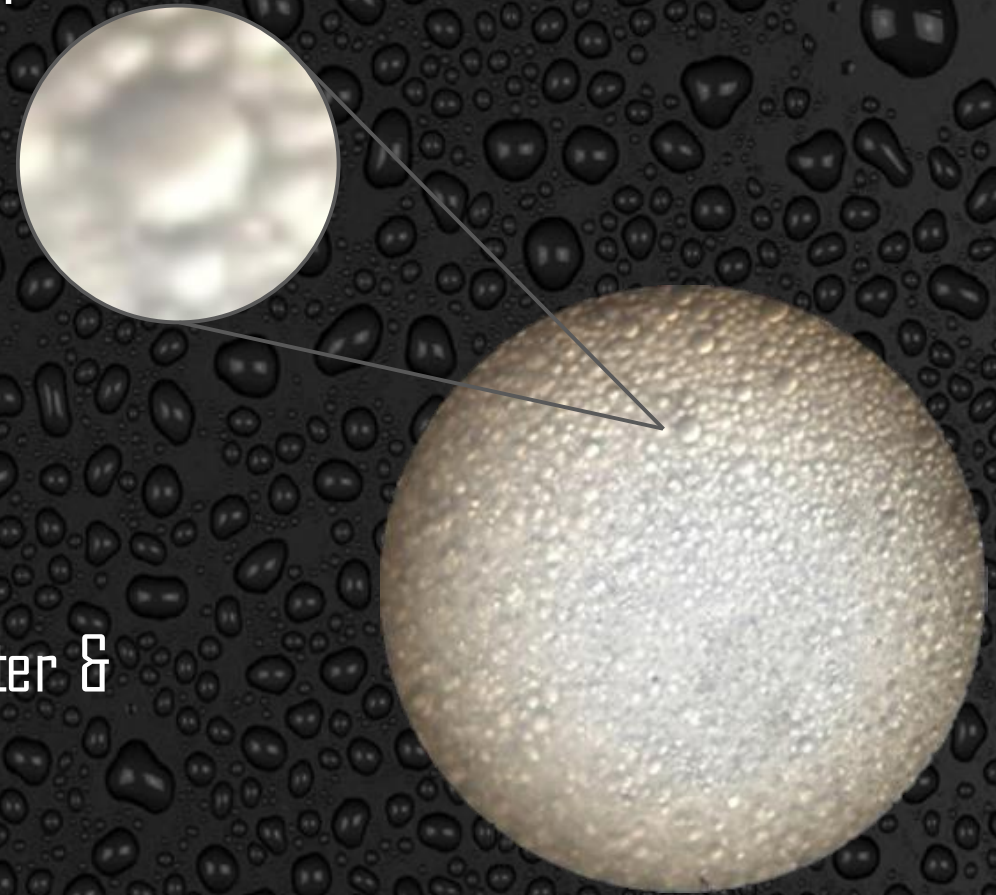
Dr. Stephen Mitchell designed Aquegel to be a multi-use, patent-pending OTC Moisturizer that releases moisture & active ingredients for 12 HOURS!

HOW IT'S MADE

Distilled Water &
Active Ingredients + Patent-Pending Base =

Aquegel Moisturizers

This combination forms Micro-Encapsulations of water & active ingredients – *SEE IMAGE RIGHT*



WHAT IS AQUEGEL

AQUEGEL

HOW IT WORKS

When applied NASALLY OR TOPICALLY the human body's natural temperature begins to dissolve Aquegel's base releasing micro-encapsulations of moisture AND active ingredients!

WHAT IT DOES

This unique process PLUS Aquegel's specific ingredients accomplishes:

1. Time Activated - *LASTS 12 HOURS*
2. No Use Restrictions - *DAILY RELIEF*
3. Safe for All Ages - *NO HARSH CHEMICALS*



ORIGINAL
Patent-Pending Base



SLEEP EASY
PLUS Lavender



BREATHE EASY
PLUS Eucalyptus



COLD & FLU
PLUS Zinc



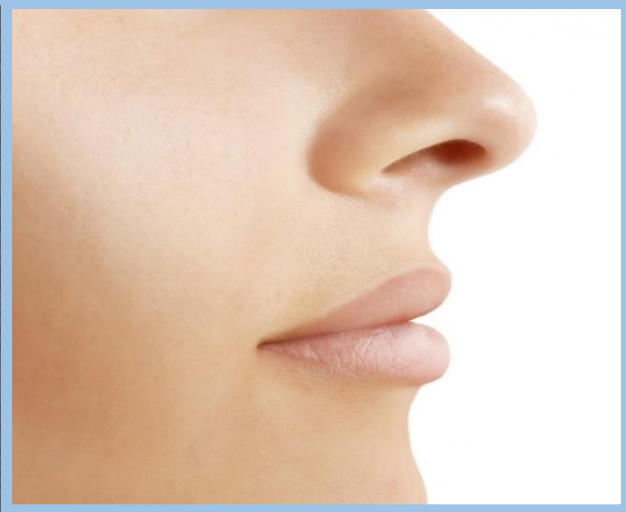
HOW IT WORKS

AQUEGEL

HOW IT'S USED

Due to its unique process, Aquegel is a TRULY MULTI-USE PRODUCT! Aquegel is used primarily in 2 ways:

1. NASAL



- Dry & Irritated Nasal Passages
- Nose Bleeds
- Congestion & Cold/Flu

2. TOPICAL



- Dry Skin: Hands, Elbows, Feet
- Psoriasis & Eczema
- Minor Cuts & Burns

AQUEGEL

NASAL COMMON USES:

- Supplemental Oxygen Therapy
- Nasal Irritation
- Nose Bleed Prevention
- Nose Bleed Treatment
- Cold & Flu Interference
- Seasonal Allergies
- Congestion
- Sinusitis
- Nasal Prescription Preservative

NASAL – DIRECTIONS FOR USE

Step 1: Coat cotton swab with a thin layer of Aquegel. Use personal preference to determine amount of coating needed on cotton swab.

Step 2: Using the cotton swab, apply thin coating of Aquegel to inside of nostril. Do not insert cotton swab further than ½" into nasal passage!



Step 3: Repeat Steps 1 & 2 for second nostril

Step 4: Re-apply every 8-12 hours or as needed

POTENTIAL CONCERNS:

"Didn't last for 12 hours"

= DIDN'T APPLY ENOUGH

"Feels sticky"

= APPLIED TOO MUCH

"Nose feels like it is running"

= APPLIED TOO MUCH

"Can't smell Lav/Euc Scent"

= MILD SCENT DESIGNED FOR NASAL USE

AQUEGEL

WHY IT'S BETTER... *THAN THE OTHER GUYS*

1. Time Released Formula –

Aquegel lasts a FULL 12 HOURS without being re-applied!

2. Provides Moisture –

Unlike many nasal OTC's, Aquegel literally provides encapsulated moisture!!

3. No Adverse Effects –

Unlike saline sprays that can have drying "re-bound effects", Aquegel leaves nasal passages feeling moisturized & refreshed!

4. Correct Application –

Aquegel is applied directly to desired area. Other Nasal OTC's use "spray" applicators.

Problems with "Sprays":

- 1. Applied to Sinuses
- 2. Drains from Nose
- 3. Drains down Throat



AQUEGEL

TOPICAL – DIRECTIONS FOR USE

TOPICAL COMMON USES:

- Psoriasis & Eczema
- Dry Hands, Feet, Elbows
- Dry Cracked Fingers
- Mild Cuts & Burns
- New Tattoos
- Razor Burn
- Diaper Rash & Cradle Cap

Step 1: Apply a SMALL DAB of Aquegel to finger



Step 2: Rub Aquegel into skin with a circular motion



DAILY USE = 20-30 DAYS
PER JAR!!

Step 3: Apply more Aquegel if necessary for desired effect

Step 4: Re-apply every 8-12 hours or as needed

POTENTIAL CONCERNS:

"Feels greasy"

"Feels sticky"

"Didn't last for 12 hours"

"Eucalyptus for topical?"

= WILL DISSIPATE QUICKLY IF PROPER AMOUNT APPLIED

= APPLIED TOO MUCH

= DIDN'T APPLY ENOUGH

= ALL FORMULAS ARE SAFE FOR TOPICAL USE

AQUEGEL

WHY IT'S BETTER... *THAN THE OTHER GUYS*

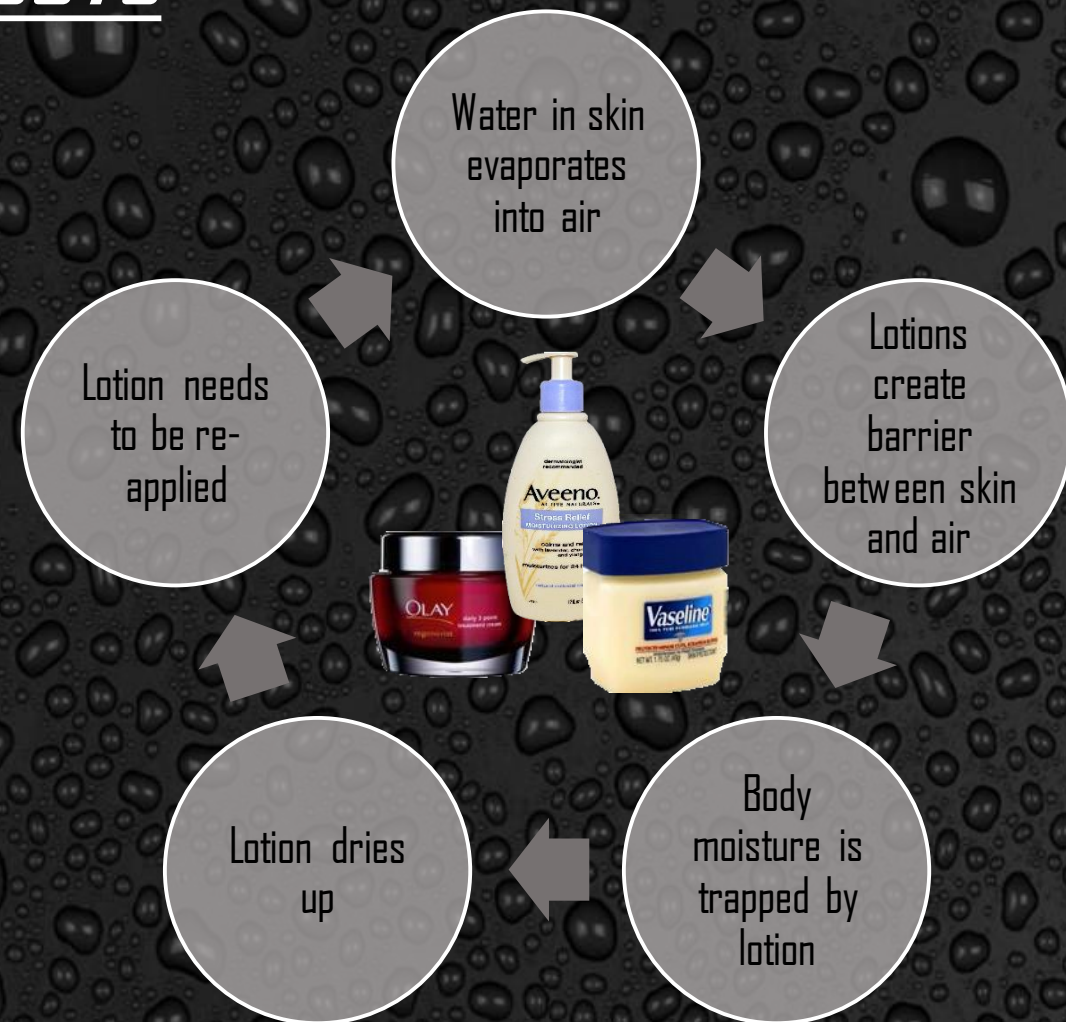
1. Provides Moisture –

Aquegel literally provides encapsulated moisture for a FULL 12 HOURS. Lotions & creams seal the skin to trap the body's moisture from evaporating for only 1-2 hours.

-SEE GRAPHIC RIGHT

2. No Long-Term Greasy Residue –

Unlike lotions & creams, greasy residue DIMINISHES after Aquegel absorbs in 2 – 3 minutes.



AQUEGEL

THE FORMULAS

ALL AQUEGEL FORMULAS ARE GREAT FOR:

1. Nasal Dryness & Irritation
2. Prevention & Treatment of Nose Bleeds
3. Nasal Irritation Associate with Oxygen Use
4. Extreme Dry Skin

Aquegel's 4 Formulas were designed to provide a solution for many specific patient needs. Each formula has specific ingredients which makes them ideal for specialized uses.



ORIGINAL
Patent-Pending Base



SLEEP EASY
PLUS Lavender



BREATHE EASY
PLUS Eucalyptus



COLD & FLU
PLUS Zinc

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AQUEGEL ORIGINAL (Patent-Pending Base)



RECOMMEND WITH:

- Ustekinumab (Stelara)
- Warfarin (Coumadin)
- Budesonide (Rhinocort Aqua)

Aquegel Original is the base formula from which all the other formulas derive. *Each formula is PERFECT FOR:*



Supplemental Oxygen Patients:

- 12 Hours of Moisture Relief
- Won't Harm Oxygen Tubing



Nose Bleeds:

- Prevents Nose Bleeds
- Stops Nose Bleeds



Extreme Dry Skin:

- Provides Long-Term Moisture Relief
- Doesn't seal skin

AQUEGEL

SLEEP EASY MOISTURIZER (PLUS Lavender)



RECOMMEND WITH:

- Ambien (Zolpidem)
- Xanax (Alprazolam)
- Zoloft (Sertraline)

The Sleep Easy Moisturizer is Aquegel's base PLUS the addition of "Lavender Essential Oil". *Lavender makes it PERFECT FOR:*



Skin Care & Wound Healing:

- Natural Antiseptic properties inhibit infection
- Anti-inflammatory properties reduce itching & swelling



Refreshed Nasal Passages in the Morning:

- Provides moisture ALL NIGHT to relieve dry and irritated nasal passages in the morning



Promotion of Relaxation & Sleep:

- Natural sedating properties of Lavender promote relaxation for sleep
- Naturally lowers heart rate & blood pressure to help anxiety, insomnia, & depression

AQUEGEL

BREATHE EASY MOISTURIZER (PLUS Eucalyptus)



RECOMMEND WITH:

- Flonase (Fluticasone)
- Allernaze (Triamcinolone)
- Nasonex (Furoate)

The Breathe Easy Moisturizer is Aquegel's base, PLUS "Eucalyptus Essential Oil". *Eucalyptus makes it PERFECT FOR:*



Congestion Relief:

- Natural mucosa-shrinking properties of Eucalyptus act as an expectorant



Allergy Relief:

- Creates moisture barrier to trap POLLEN, PET DANDER, DUST & ALLERGENS from being inhaled into the respiratory system



Allergy RX Side Effects:

- Counters NOSE BLEED, NASAL DRYNESS & IRRITATION SIDE EFFECTS from prescription & OTC allergy medications

AQUEGEL

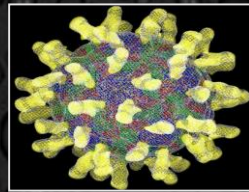
COLD & FLU MOISTURIZER (PLUS Zinc)



RECOMMEND WITH:

- Tamiflu (Oseltamivir)
- Relenza (Zanamivir)
- Sudafed (Phenylephrine)

The Cold & Flu Moisturizer is Aquegel's base PLUS the addition of "Zinc Gluconate". *Zinc is PERFECT FOR:*



Reducing Cold & Flu Severity:

- Cold fighting Zinc absorbs nasally over 12 Hours WITHOUT metallic taste common to "Zinc Lozenges"



Reducing Onset of Cold & Flu:

- Creates moisture barrier of ZINC to trap the Cold & Flu Virus from being inhaled into the respiratory system



Relief of Nasal Dryness & Irritation:

- Provides 12 HOURS of moisture to relieve nasal dryness & irritation caused by a Cold or Flu

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PRODUCT QUESTIONS???

NASAL USES:

- Supplemental Oxygen Therapy
- Nasal Irritation
- Nose Bleed Prevention & Treatment
- Cold & Flu Interference
- Seasonal Allergies
- Congestion
- Sinusitis
- Nasal Prescription Preservative

TOPICAL USES:

- Psoriasis & Eczema
- Dry Hands, Feet, Elbows
- Dry Cracked Fingers
- Mild Cuts & Burns
- New Tattoos
- Razor Burn
- Diaper Rash & Cradle Cap



ORIGINAL Patent-Pending Base



SLEEP EASY PLUS Lavender



BREATHE EASY PLUS Eucalyptus

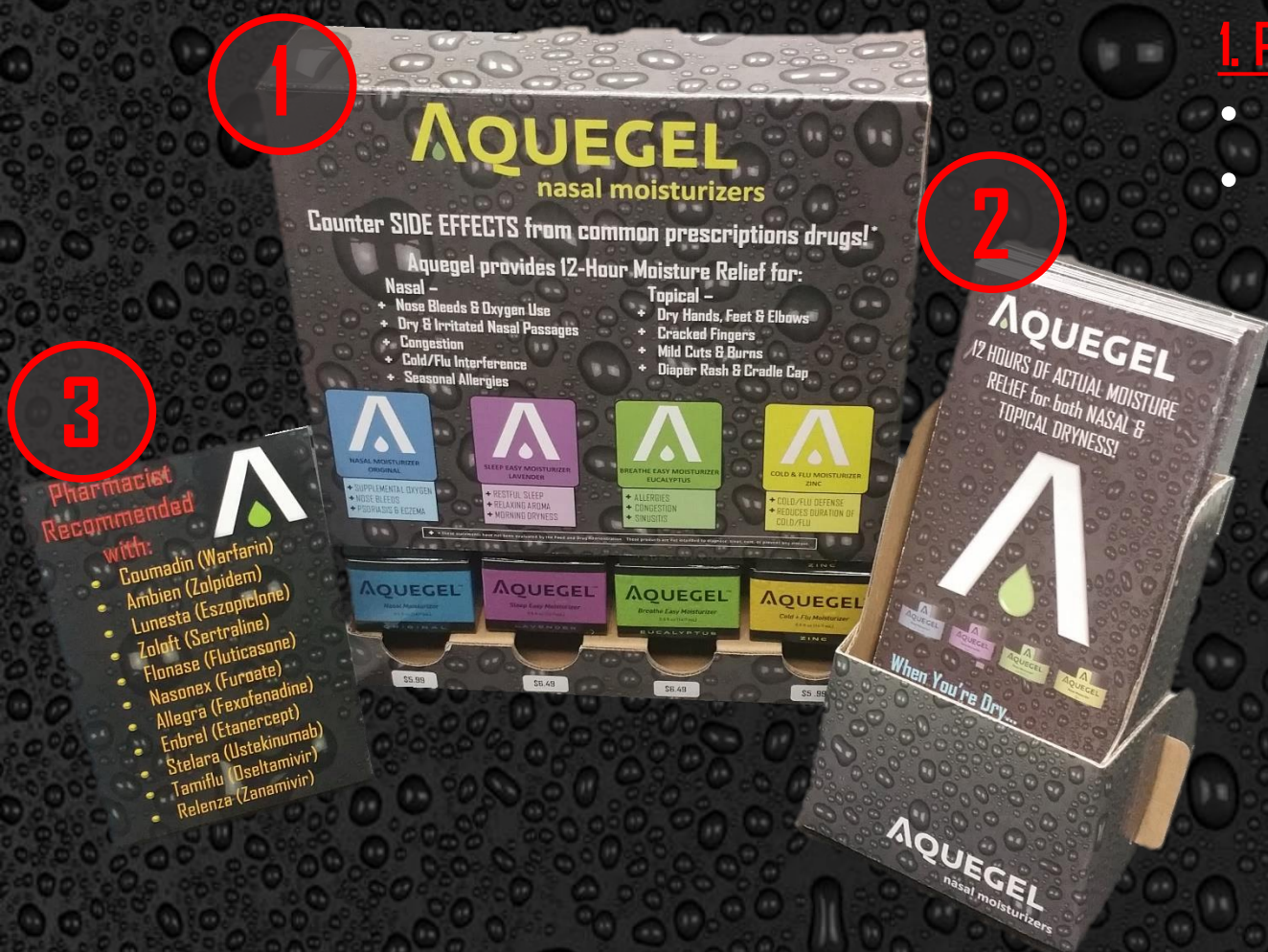


COLD & FLU PLUS Zinc

AQUEGEL SALES COLLATERAL – Product Set-Up

AQUEGEL WILL SELL ITSELF!!!! The FIRST & EASIEST step to maximize sales is correct product SET-UP!!!

SALES COLLATERAL – PRODUCT SET-UP



1. Position Your Display:

- *IDEAL PLACEMENT – ON COUNTER NEAR REGISTER*
- Product MUST clearly visible to patients

2. Brochures & Holder:

- *IDEAL PLACEMENT – next to display*
- Answers patients' questions WITHOUT staff

3. Tent Card:

- *IDEAL PLACEMENT – prescription drop-off OR next to display*
- Answers patients' questions WITHOUT staff

Aquegel's Display Box is designed to
SHOW YOU WHEN IT'S TIME TO RE-ORDER!!!!

Impact of Out-Of-Stock:

- Unhappy Patients: *Aquegel is used regularly by many patients!*
- Loss of Sales: *Patients can't buy product that isn't available!*

HELPFUL HINTS:

- Check stock levels of your display frequently!
- Re-Order when stock is at RED LINES – *see image*
- REMEMBER: YOU DO NOT NEED TO ORDER ALL 4 FORMULAS



AQUEGEL SALES COLLATERAL – Tear Tags





**SENT WITH
EVERY ORDER**

AQUEGEL COMPLEMENTS MANY PRESCRIPTIONS! The 2ND step to maximize sales is RECOMMENDING AQUEGEL

AQUEGEL

Formula Recommendation Guide:

Each Aquegel Formula complements medications through different benefits. It is important to recommend the correct formula so your patient receives the most benefit. Use the diagram below to determine which formula to recommend with each medication type.

Medication:	Side Effects/Symptoms	Recommend:	Aquegel Benefits:
Warfarin (Coumadin) Budesonide (Rhinocort) Ustekinumab (Stelara)	• NOSE BLEED • NASAL IRRITATION • EXTREME DRY SKIN		Nose Bleed Deterrent and Treatment, Relieves Nasal Irritation, Provides Moisture for 8-12 Hours
Zolpidem (Ambien) Alprazolam (Xanax) Paroxetine (Paxil)	• DRY NOSE & MOUTH • GROGGINESS • ANXIETY		Provides Moisture for 8-12 Hours, Refreshes Nasal Passages, Relaxing Lavender Aroma
Fluticasone (Flonase) Furoate (Nasonex) Triamcinolone (Allernaze)	• NOSE BLEED/DRY NOSE • ONE BURST DOSAGE • LOWERED DOSE DUE TO DRAINAGE		Nose Bleed Deterrent and Treatment, 12 Hour Absorption, Prevents Nasal Prescription Drainage
Oseltamivir (Tamiflu) Zanamivir (Relenza) Phenylephrine (Sudafed)	• NASAL IRRITATION ASSOCIATED WITH COLD & FLU • FEVER, ACHES, CHILLS		Reduces Nasal Irritation for 8-12 Hours, Nasal Zinc Absorption to Reduce Severity & Duration of Cold and Flu

Recommendation Tips:

A great recommendation will create SALES SUCCESS AND HELP YOU WIN GIFT CARDS! Using the following tips will make your recommendations more effective AND increase your sales!

Tip 1 – Adapt Recommendation

➤ Each recommendation should be specific to patient needs. Adapt your recommendation to focus on a specific application of Aquegel that your patient can benefit from.

Tip 2 – Tangible Recommendation

➤ Hand a jar of Aquegel to your patient while you are discussing the product. Allowing them to smell and/or try the product on their hands will build value.

Tip 3 – Personal Recommendation

➤ Tell patients how YOU use Aquegel.

Tip 4 – Ask for Sale

➤ Simply asking a patient if they would like to try a jar will increase sales! Utilizing INTRODUCTION DISCOUNTS can help make sales if necessary.

TEAR-TAG PROGRAM DETAILS:

1. Fax “Tear-Tag Request Form”
2. Staple “Tear-Tag” to Prescriptions
3. Recommend Aquegel!

NOTE: For best results, circle recommended formula!



EXAMPLE OF TEAR-TAG BOOKLET

SALES

RECOMMEND

STAPLE

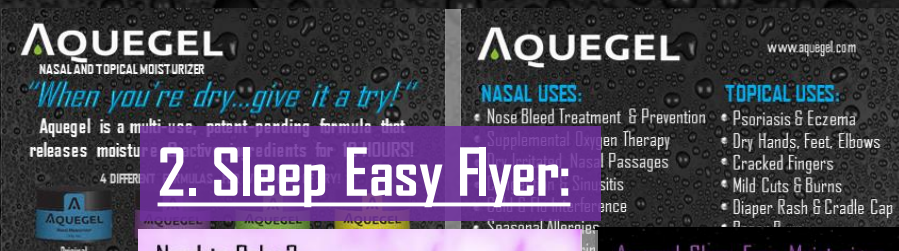


AQUEGEL SALES COLLATERAL – FLYERS

AQUEGEL OFFERS FLYERS TO SPREAD THE WORD ABOUT AQUEGEL'S USES! The 3RD step to maximize sales is UTILIZING FLYERS!

SALES COLLATERAL – FLYERS

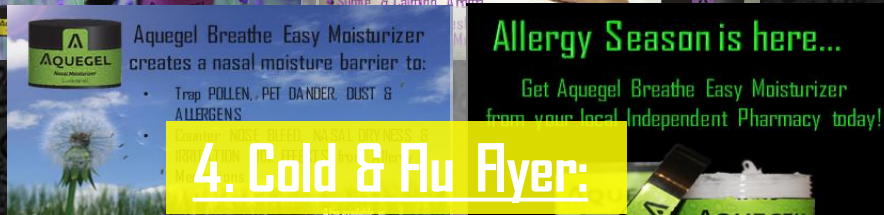
1. General Info Flyer:



2. Sleep Easy Flyer:



3. Breathe Easy Flyer:

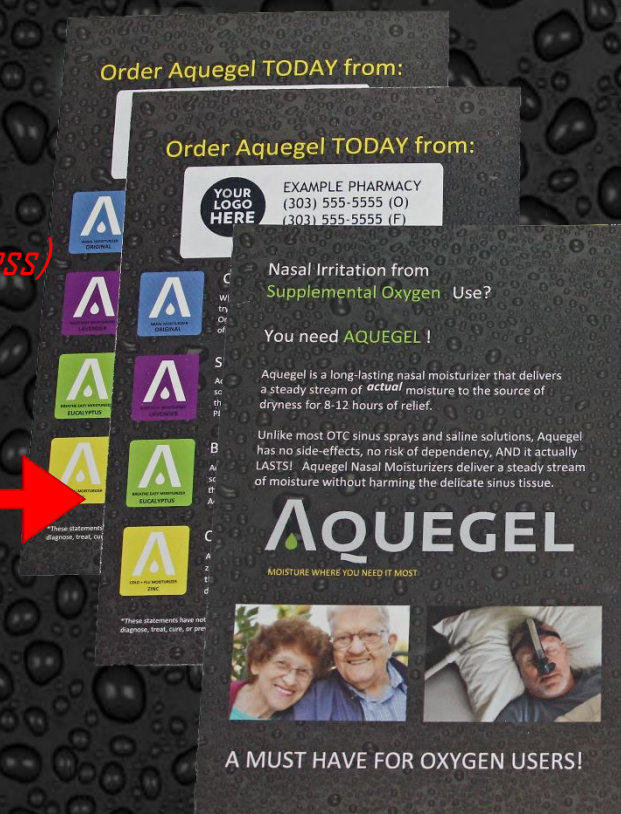


4. Cold & Flu Flyer:



Custom Flyers:

- General Info & LTC/Oxygen Flyers can be customized
- Name & Phone *(sometimes address)* can be added to the flyers



LET YOUR MARKETING REP KNOW IF YOU WOULD LIKE TO RECEIVE FLYERS!

AQUEGEL SALES COLLATERAL – Using Flyers

WAYS TO USE FLYERS:

1



Any Script Bag

2



LTC/Hospice Facility
Prescriptions

2



Mailed Prescriptions

3



Delivery Prescriptions

HELPFUL HINTS:

- Use flyer with ANY PATIENT that WILL NOT SEE DISPLAY BOX!
- Use flyers to capitalize on seasons – *example: Cold & Flu Season*
- Use flyers with promotions

**LET YOUR MARKETING
REP KNOW IF YOU WOULD
LIKE TO RECEIVE FLYERS!**

Product Overview

Who needs it most?

Supplemental Oxygen



Nose Bleeds



Dry Skin/Psoriasis/Eczema



Seasonal Allergies



Sales Overview

Steps to MAXIMIZE SALES:

STEP 1 – CORRECT PRODUCT SET-UP: *Make sure your display is set-up to maximize sales.*

STEP 2 – RECOMMEND AQUEGEL: *Implement the "Tear-Tag Program" to recommend Aquegel whenever possible.*

STEP 3 – UTILIZE FLYERS: *Add flyers to script bags to spread the word about the benefits of Aquegel.*



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ANY QUESTIONS???