

AQUEGEL

Wholesale Overview – Quick Version

**FINALLY! An over-the-counter that DOESN'T GATHER DUST...
IT ACTUALLY SELLS!**

**PRE-BOOK
TODAY!**



AVERAGE SALES = 24 to 37 Units/Month/Location!

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What is Aquegel:

Aquegel is a patent-pending, over-the-counter moisturizer and decongestant that is owned and operated by an independent pharmacy in Erie, Co.

Claim To Fame:

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. This process continues FOR 12 STRAIGHT HOURS!



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How it's Used:

Aquegel's 4 formulas can be used BOTH NASALLY AND TOPICALLY!

NASAL USES:

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

TOPICAL USES:

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

Do ANY OTHER OTC's have as many uses as Aquegel?

1

Nasal Moisturizer - Original



Base for all Formulas.
Perfect for:
+ SUPPLEMENTAL OXYGEN
+ NOSE BLEEDS
+ EXTREME DRY SKIN

YOUR MSRP: \$5.99 (\$3 LESS THAN ONLINE)

2

Sleep Easy Moisturizer - Lavender



Base PLUS "Lavender"!
Perfect for:
+ RESTFUL SLEEP
+ RELAXING AROMA
+ MORNING DRYNESS

YOUR MSRP: \$6.49 (\$3 LESS THAN ONLINE)

3

Breathe Easy Moisturizer - Eucalyptus



Base PLUS "Eucalyptus"!
Perfect for:
+ SEASONAL ALLERGIES
+ NASAL CONGESTION
+ SINUSITIS

YOUR MSRP: \$6.49 (\$3 LESS THAN ONLINE)

4

Cold & Flu Moisturizer - Zinc



Base PLUS "Zinc"!
Perfect for:
+ COLD/FLU DEFENSE
+ REDUCES DURATION OF COLD/FLU

YOUR MSRP: \$5.99 (\$3 LESS THAN ONLINE)

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

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Existing Demand:

YOUR PHARMACY ALREADY HAS THE DEMAND FOR AQUEGEL!



Existing Demand



Current Patients!
*Every patient has a nose!
Therefore, every patient has
a NEED for Aquegel!*



Rx Side Effects!
*Aquegel counters SIDE
EFFECTS from prescriptions!*



Aquegel Referrals!
*Aquegel refers our local
customers to independent
pharmacies!*

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Countering Prescription Side Effects:

YOUR PHARMACY ALREADY CREATES DEMAND FOR AQUEGEL BY FILLING COMMON PRESCRIPTIONS!

Aquegel is extremely successful in pharmacies because it counters side effects from commonly filled prescriptions.

Our FREE SALES COLLATERAL is designed to:

1. Be Eye-Catching
2. Emphasize how Aquegel will COUNTER SIDE EFFECTS
3. MAKE SALES *(without staff involvement)!!!!*

RECOMMENDED WITH:

- Anti-Coagulant Rx
- Allergy Rx
- Sleep Aid Rx
- Psoriasis/Eczema Rx
- MANY MORE

YOU FILL
SCRIPTS



SIDE
EFFECTS



PATIENT READS
DISPLAY



SALES FOR YOUR
PHARMACY!!!

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Sales Collateral*:

(Exclusive to Marketing Program)

When you enroll in Aquegel's "Manufacturer Marketing Program" you will have access the following Sales Collateral:



1 Gravity Display Box

- holds 6 of each formula (total of 24 units)
- designed to stand out in a pharmacy,
- emphasizes countering side-effects & uses!
- 9"x10.5"x2.5"

2 Brochures & Holder

- formula description
- directions for use
- Countering side-effects & uses!

3 Rx Recommendation Program (Tear-Tags)

- List of Rx that Aquegel counters side-effects OR compliments
- Script Bag Tear-Tag Booklets
- Set-Up Instructions/Recommendation Tips

4 Seasonal Flyers

- Promote specific formulas
- Designed for script bags
- Commonly used in monthly mailers OR deliver prescriptions

**You MUST pre-book CIN 5259791 and register your pharmacy with Aquegel to activate your Marketing Program*

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Wholesale Overview – Quick Version

Customer Referral*:

(Exclusive to Marketing Program)

WE WANT TO REFER CUSTOMERS TO YOU!

Aquegel is committed to supporting Independent Pharmacies! Therefore, we refer our "Aquegel.com" and "Amazon" customers to you! Here's how it works:

**WE
ADVERTISE
ONLINE**



**REFER
CUSTOMERS**



**LOWER IN
STORE PRICE**



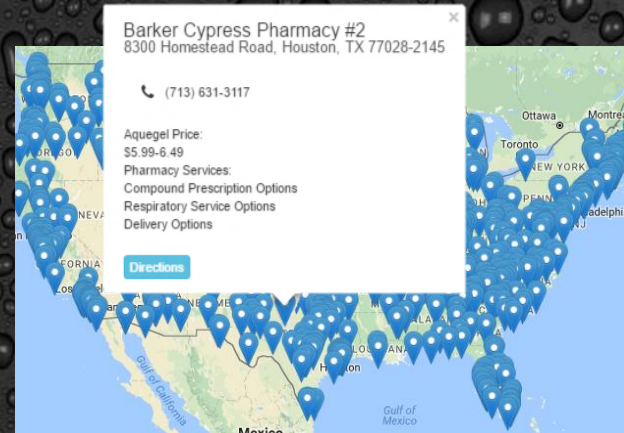
**SALES FOR YOUR
PHARMACY!!!
(AND new customers)**

Lower in-store Price:

	Your Selling Price	Online Price	Customer Savings <i>(by buying locally)</i>
	\$5.99	\$8.99	\$3.00
	\$6.49	\$9.49	\$3.00
	\$6.49	\$9.79	\$3.33
	\$5.99	\$9.79	\$3.80

How we refer our customers:

1 BUY LOCALLY MAP



2 EMAIL BLAST *(to past local customers)*

3 REFERRAL LETTER *(with all future orders)*

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Pricing

Aquegel partners with Cardinal Health to provide you with the best possible service.

1. Order product through Cardinal
2. Enroll in Aquegel's Manufacturer Marketing Program!

Manufacturer Marketing Program

~~20.00 \$~~
FREE WITH PRE-BOOK

Aquegel's Marketing Program includes:

1. Buy Locally Map: *you will be added to our "buy locally map"*
2. Aquegel.com Referrals: *referral of local aquegel.com customers*
3. Amazon.com Referrals: *referral of local amazon.com customers*
4. Gravity Display Box: *free replacements upon request**
5. Brochure Holder & Brochures: *free refills upon request**
6. Tear-Tag Program: *free refills upon request**
7. Seasonal Flyers: *free refills upon request**
8. Employee Training: *one live training per year*

**Aquegel reserves the right to limit the collateral quantity shipped per order*

PLEASE NOTE –

- Pricing may vary based upon your "Distribution Agreement" with Cardinal Health
- You **MUST** pre-book CIN 5259791 and register your pharmacy with Aquegel to activate your Marketing Program
- Manufacturer Marketing Program enrollment fee (\$20.00) is **WAIVED FOR ALL PRE-BOOK ORDERS**

PRE-BOOK From Cardinal Health

STARTER KIT CIN # 5259791

~~94.80 \$~~



Starter Kit Contents:

1. Display Box
2. Brochures (qty 24)
3. Brochure Holder
4. Display Guide
5. Employee Training Sheet
6. Original Units (qty 6)
7. Lavender Units (qty 6)
8. Eucalyptus (qty 6)
9. Zinc Units (qty 6)

Calculations based
upon suggested retail

Mark-Up = 55%
Gross Profit = \$54.88
Revenue = \$149.76