

AQUEGEL

Displaying Your Product

Adhering to proper *Presentation Standards* is CRUCIAL to sales success. If your patients do not see the product, they will not know you carry it, and therefore your sales will suffer. Aquegel wants to ensure you optimize your revenue by displaying your new product correctly! Please see the "SET UP INSTRUCTIONS" and "PRESENTATION STANDARDS" below for details regarding displaying your product!

Set Up Instructions:



Price Display Box – Consumers are used to seeing prices beneath the product. Place price stickers under the “finger cut-out” below each formula. Placing price sticker directly to the display box rather than attaching them to each individual jar is more efficient and EFFECTIVE!



Position Display Box – Box must be placed as close to your POINT OF SALE as possible! Positioning your display where it is visible to patients is IMPERATIVE! Patients will be curious and ask questions about the new product.



Position Literature – Pharmacies are very busy! Proper placement of *literature/tent card* will ensure patients can get information about the product EVEN when employees are too busy to answer questions.

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Displaying in a 2nd Location: Your main Display Box is to be placed at your point of sale. However, having displays in more locations will increase your patients' awareness of Aquegel! Display boxes are free so you can position Aquegel in as many locations as you desire! Below are examples of:

SECOND DISPLAY BOX LOCATIONS



1

Pharmacy Counter

Jar boxes are only available upon request at this time



2

Prescription Pick-Up Counter



3

In-Line/Shelves

Presentation Standards: The appearance of your product is important to customer perception! If your display looks crisp and neat, patients will perceive it as more valuable. To ensure your display's appearance is optimal, follow the "Presentation Standards" Below:

PRESENTATION STANDARDS



1

Stocked Display – Make sure you are not out of stock on any formula! Stocking issues are the #1 cause of lost sales! Aquegel recommends keeping back-stock of product to ensure your box remains full.

NOTICE – LAVENDER IS EMPTY IN PICTURE



2

Faced Product – Ensure the labels of your product are facing forward. This makes your display look more professional to your patients.

NOTICE – LABELS IN TOP IMAGE ARE NOT FACING FORWARD AND LOOK MESSY



3

Un-Damaged Display– Display boxes will get damaged over time from normal use. BOXES ARE FREE - if your box gets damaged, REQUEST A REPLACEMENT!

NOTICE – BOX IS DAMAGED IN PICTURE AND JARS WILL NOT SIT FLAT