

# AQUEGEL

## Wholesale Overview – Quick Version

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



**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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***YOUR PHARMACY ALREADY HAS THE DEMAND FOR AQUEGEL!***



## Rx Side Effects!

# 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!!!

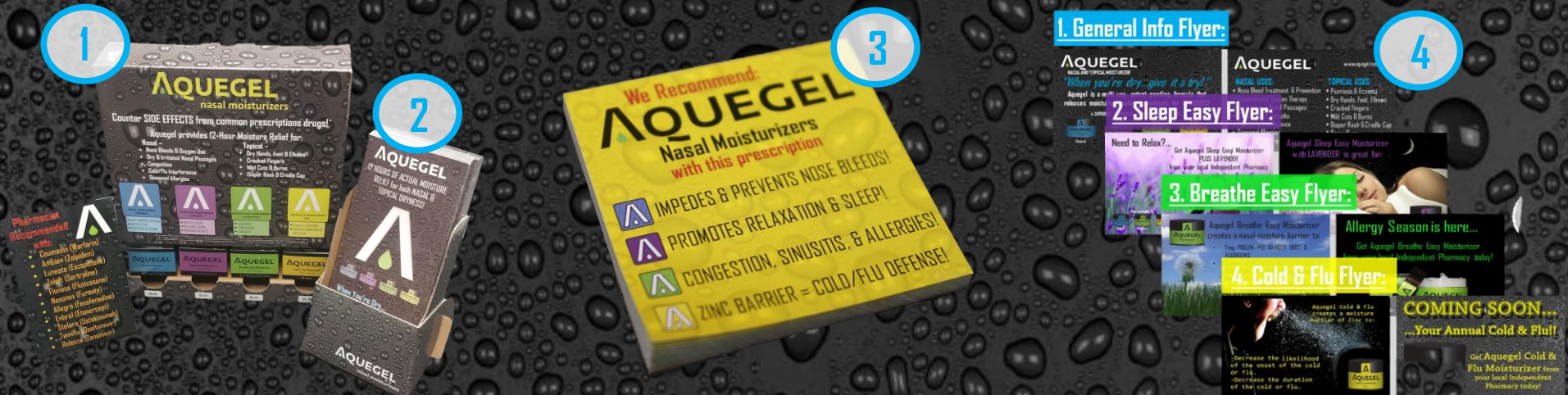


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### Sales Collateral:

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



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### Customer Referral:

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

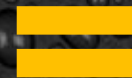
WE  
ADVERTISE  
ONLINE



REFER  
CUSTOMERS







LOWER IN  
STORE PRICE



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

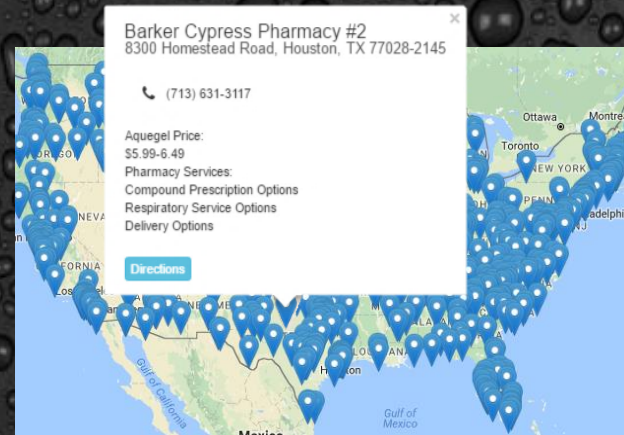
### Lower in-store Price:

	Your Selling Price	Online Price	Customer Savings (by buying locally)
	\$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

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*

**ONE TIME ENROLLMENT FEE: \$20.00**

**TOTAL INVESTMENT: \$114.80**

*PLEASE NOTE - You MUST order 6 of each formula to activate your Marketing Program*

### Order From Cardinal Health

	CARDINAL CIN#	MINIMUM INITIAL ORDER	EXTENDED COST
	5253521	6 @ \$3.95	<b>\$23.70</b>
	5253539	6 @ \$3.95	<b>\$23.70</b>
	5253547	6 @ \$3.95	<b>\$23.70</b>
	5253554	6 @ \$3.95	<b>\$23.70</b>
<b>MINIMUM ORDER COST</b>			<b>\$94.80</b>

Calculations based  
upon suggested retail

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