LIKE FREE LUNCH?...READ ME!!!

Aquegel Vendor Training Manual

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Letter from our owner:

Thank you for choosing to be an Aquegel Nasal Moisturizer Vendor! As an Aquegel Vendor, I want you to know that you are not simply carrying another OTC product, you are partnering with another independent company to MAKE REVENUE from a new product! Aquegel was invented by Dr. Stephen Mitchell and was sold at over 200 Walmart locations, averaging 1.3 units sold per day/per store! When I purchased the patent from Dr. Mitchell, I did not renew our contract with Walmart and now offer Aquegel only to independent businesses. True customer service is extremely rare in corporate retail chains but is **the core of EVERY INDEPENDENT BUSINESS!** I am proud that **your customer service** represents my product!

As Aquegel is independently owned, our business practices reflect that heritage. Our goal is to partner with you and build a long-term relationship with your business. We are not interested in your first order…we are interested in **THE RE-ORDERS TO COME!**

Aquegel is a unique product with a multitude of applications but the trick to making it a TOP SELLER is **PRODUCT KNOWLEDGE!** Product knowledge starts with your staff which is why we provide this manual and ONGOING **"EMPLOYEE INCENTIVES"!** This manual will teach the basics of Aquegel AND HOW TO RECOMMEND IT! We are committed to supporting our vendors so please feel free to contact us if you need anything.

Thank you for your business,

-Laurie Beattie, Aquegel Majority Owner

SELL AQUEGEL… WIN GIFT CARDS!

Employee Incentives:

Aquegel wants to reward your business for recommending our product. For actively participating in selling Aquegel you can win gift cards each month to spend as you please. To win you must re-order at least 25 units within 30 days of your last order. See chart below for quantity and prize details. See "Re-Order Quick Reference Guide" for re-order methods.

Units Ordered in 30 Days	Gift Card Award
25 - 49	$25.00
50 - 74	$50.00
75 - 99	$75.00
100 +	$100.00

Helpful Tips:

- **Choose 1 or 2 employees to track sales**
- **Mark a calendar 30 days from each order**
- **Ensure all employees read Training Manual**

Table of Contents

Aquegel wants you to win your gift card each month! This manual will teach you the information necessary to optimize sales so you can **WIN GIFT CARDS!** Please read carefully as you will need to complete a **QUIZ** to receive your **FREE STAFF SAMPLES!** If you have any questions, please feel free to contact your account manager: 1-866-223-4838!

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④ What is Aquegel?

Overview:

Aquegel is a patent-pending moisturizer that contains an aqueous solution encapsulated in a unique gelatinized base. The Aquegel formula was designed to be:

1. **Time Activated –** ***lasts 12 hours***
2. **Free of Use Restrictions –** ***daily relief***
3. **Safe for All Ages –** ***no harsh chemicals***

The Aquegel formula is made to mimic mucopolysaccharides, which is a complex arrangement of natural nasal moisture, or in other words - SNOT! Aquegel contains water and salt in the same concentration as your own body so it is more readily absorbed.

Put simply, the Aquegel formula was originally intended to provide long-lasting moisture to reduce nasal irritation associated with sinusitis, oxygen therapy and congestion. However, since its inception, the TRUE abilities of Aquegel Moisturizers have been revealed! (*SEE APPLICATIONS ON PAGE 5)*

How it works:

During the manufacturing process distilled water, oxygen, and our patent-pending gelatinized base are combined at a microscopic level to form micro-encapsulations of water! Whether applied nasally OR topically the human body's natural temperature will begin to melt Aquegel's gelatinized base exposing the encapsulated moisture! This process occurs one layer at a time, keeping micro-encapsulations in contact with the tissue for 12 straight hours! Essentially, Aquegel acts like an aqueduct bringing moisture to the area afflicted by dryness for ALL DAY RELIEF!

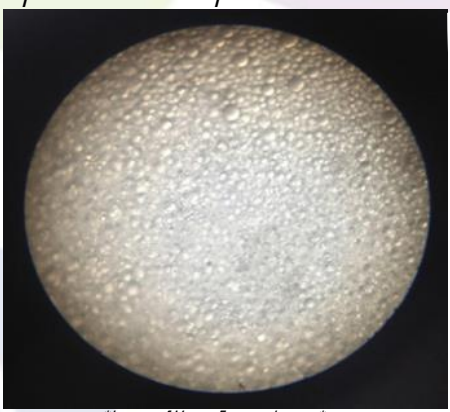


Image of Micro-Encapsulations

Applications

The pharmacist (Dr. Stephen Mitchell) who invented Aquegel was looking to treat dryness associated with oxygen therapy, sinusitis, and congestion and actually created the **only true moisturizer on the market.** Now 50% of Aquegel sold is used as a general moisturizer so it is packaged in a jar, rather than a nasal applicator. This accommodates both nasal and topical applications. As Aquegel is the only true moisturizer, it is commonly used for:

Nasal Uses:

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

Topical Uses:

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

Who needs it most?

Though everyone has a use for Aquegel, the following categories will receive the most benefit from the product and therefore will yield the most sales! "Product Description" pages provide details on which formula benefits each category.

1 - Supplemental Oxygen

3 – Seasonal Allergies

2 – Nose Bleeds

4 – Psoriasis/Eczema/Dry Skin

⑥ Nasal Application

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 a thin coating of Aquegel to inside of nostril. Do not insert cotton swab further than ½ " into nasal passage!

DAILY USE = 30-45 DAYS PER JAR!!

Step 3: Repeat Steps 1 & 2 with opposite end of cotton swab for second nostril.

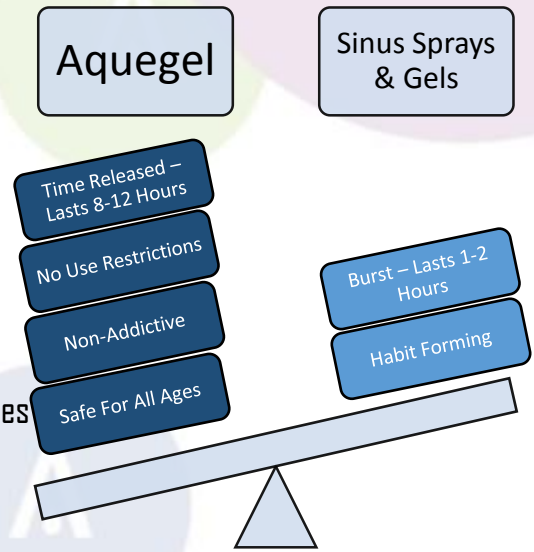
Step 4: Re-apply every 8-12 hours or as needed.

Unique Properties:

Aquegel's unique properties make it THE BEST NASAL MOISTURIZER on the market! Unlike most OTC Sinus Sprays it has no side-effects, no rebound effect, and no risk of dependency.

Aquegel does not contain harsh chemicals, so it is safe for all ages - from infants to the elderly!

Unlike saline solutions Aquegel actually delivers a steady stream of moisture for 8-12 hours.



Commonly Used For:

1. Dry and Irritated Nasal Passages
2. Congestion Relief
3. Cold & Flu Interference

Topical Application ⑦

Directions For Use:

Step 1: Apply a SMALL dab of Aquegel to finger.

DAILY USE = 20-30 DAYS PER JAR!!

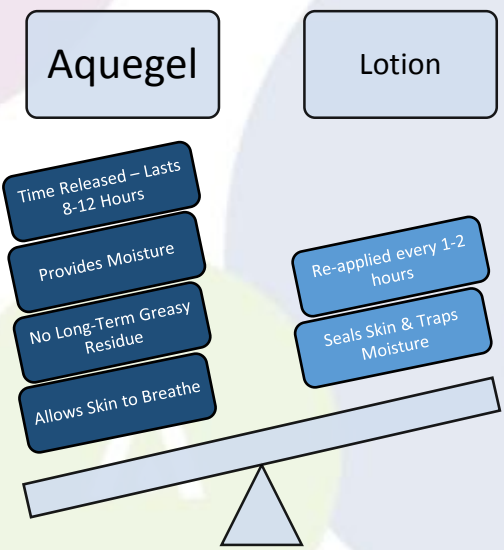
Step 2: Rub Aquegel into skin with a circular motion.

Step 3: Apply more Aquegel if necessary for desired effect.

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

Unique Properties:

Aquegel's unique properties also make it perfect for many topical applications! Lotions and creams "seal" the skin to trap the body's moisture from evaporating. Lotions work temporarily, usually drying out in 1-2 hours. By comparison, Aquegel doesn't seal the skin, its gelatinized base **ACTUALLY PROVIDES MOISTURE** to the area afflicted by dryness for 8-12 hours! Unlike most lotions, GREASY RESIDUE DIMINISHES after Aquegel absorbs in 2-3 minutes, yet it continues to moisturize even in the driest climates!



Commonly Used For:

1. Dry Skin: Hands, Elbow, & Feet
2. Diaper Rash & Cradle Cap
3. Minor Cuts & Burns

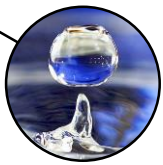
Product Description

Aquegel Nasal Moisturizer - Original

UNSCENTED

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

Supplemental Oxygen Patients - One dose of Aquegel's time release formula provides 12 hours of moisture relief from side-effects associated with oxygen therapy.



Extreme Dry Skin - Aquegel's base dissolves into moisture, providing long term relief of extreme dry skin such as psoriasis, but without sealing the skin.

Prescription Preservative - Aquegel's base formula complements many nasally-applied drugs by:

- Impeding nose bleed side-effects
- Reducing draining
- Slowing absorption time

Add-On with:
Calcipotrien (Dovonex)
Warfarin (Coumadin)
Budesonide (Rhinocort)

Aquegel Sleep Easy Moisturizer - Lavender

SCENTED

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

Promotion of Relaxation and Sleep - Studies have shown that, when inhaled, Lavender Essential oil lowers heart rate and blood pressure. The natural sedating power of Lavender puts you in a relaxed state to promote sleep and is useful during treatment of anxiety, insomnia, and depression.

Wound Healing, Skin Care, Scarring - Lavender's antiseptic properties inhibit infection during wound healing. Lavender is a natural anti-inflammatory so it will reduce itching and swelling! Lavender promotes rapid wound closure and normal skin cell replication to reduce the appearance of scars.

Add-On with:
Zolpidem (Ambien)
Eszopiclone (Lunesta)
Parozetine (Paxil)

Product Description Cont.

Aquegel Breathe Easy Moisturizer - Eucalyptus

SCENTED

Add-On with:
Fluticasone (Flonase)
Triamcinolone (Allernaze)
Furoate (Nasonex)

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

Congestion Relief - The mucosa-shrinking qualities of Eucalyptus act as an expectorant by facilitating the secretion or expulsion of phlegm, mucus, or other matter from the respiratory tract!

Allergy Relief - Seasonal allergy symptoms are caused when foreign agents (pollen) are inhaled through the nose. Aquegel creates a moisture barrier that traps allergens before they enter the respiratory system and cause seasonal allergy attacks!

Prescription Preservative - This formula is great with allergy medications, ESPECIALLY ones that can cause Nose Bleeds.
See Aquegel Original for more details

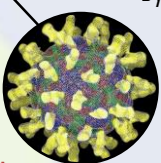
Aquegel Cold & Flu Moisturizer - Zinc

UNSCENTED

Add-On with:
Oseltamivir (Tamiflu)
Zanamivir (Relenza)
Phenylephrine (Sudafed)

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

Reducing Cold & Flu Severity
Zinc Gluconate applied to your nasal cavities will absorb into your blood stream and act as a lozenge without the metallic taste. Studies have found that Zinc will reduce the severity AND the length of a Cold and/or Flu by stopping the replication of the virus!



Reducing Onset of Cold & Flu
The Cold & Flu Viruses are most commonly spread through airborne droplets that are coughed or sneezed into the air by the contagious person and then inhaled through the nose of another person. Aquegel Cold & Flu Moisturizer creates a MOISTURE BARRIER OF ZINC which traps the virus and keeps it from being inhaled!

Tear Tag Program

Aquegel **WANTS YOUR PHARMACY TO WIN GIFT CARDS EACH MONTH!** As we are owned and operated by an independent pharmacy, our business practices reflect that heritage. Aquegel provides the Tear-Tag Program AND other sales collateral to ASSIST YOU in building product knowledge and ultimately SALES!

The Tear-Tag program yields GREAT RESULTS. Pharmacies that implement this program INCREASE sales by an average of 50 units per month! To receive this program please COMPLETE THE TEAR-TAG PROGRAM REQUEST FORM! See the program overview below for more details.

Overview:

Tear-Tag Booklets, Base Drug List, and Program Instructions are provided FREE, upon request, for all new vendors. The benefits of Aquegel complement many "Base Drugs". This program is designed to remind your staff to recommend Aquegel in conjunction with these "Base Drugs". "Tear-Tags" are stapled to each prescription bag that contains a "Base Drug" so it is visible to your staff at checkout! If time doesn't permit a "verbal" recommendation, the Tear-Tag is still attached to the prescription bag for your patient to review later. **SEE "ADD-ON WITH" SECTION of product description pages for the "Base Drugs" that specific formulas complement**! A more extensive "Base Drug" List will be provided when the "Tear-Tag Program" is requested.

The benefits of Aquegel complement generic prescriptions by:

1. Impeding nose bleed side effects
2. Preventing prescription from draining out of nose
3. Facilitating absorption over time

SEE TIPS ON BACK COVER

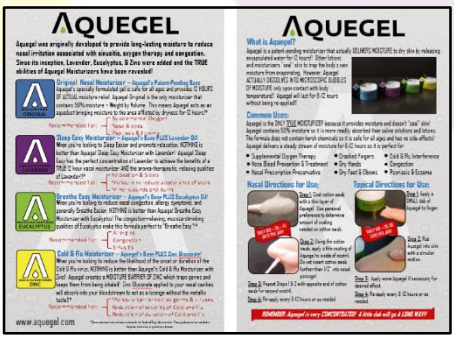
Aquegel complements the following "Base Drugs":

- Calcipotriene (Dovonex)
- Warfarin (Coumadin)
- Budesonide (Rhinocort Aqua)
- Zolpidem (Ambien)
- Eszopiclone (Lunesta)
- Paroxetine (Paxil)
- Fluticasone (Flonase)
- Triamcinolone (Allernaze)
- Mometasone Furoate (Nasonex)
- Oseltamivir (Tamiflu)
- Zanamivir (Relenza)
- Ustekinumab (Stelara)

Other Sales Collateral ⑪

Aquegel understands how busy pharmacies can be so we provide sales collateral to act as a "silent salesman"! The following sales collateral will provide information to increase product knowledge and ultimately build REVENUE *even when you staff is too busy to discuss the product!* Please see examples of our sales collateral below -

The Gravity Display box will draw attention and attract questions from patients if positioned correctly in your pharmacy. Make sure to:
1. Position display at the POINT OF SALE
2. Place price tags ON DISPLAY



Application Cards/ Brochures will answer patients' questions when employees are busy. Make sure to:
1. Place in front of display
2. Give one with each jar sold

Oxygen Flyers teach your patients about the benefits of Aquegel! These flyers provide an explanation of each formula so they are perfect for:
1. Script Bag Ads
2. Billing Statement Ads
3. Monthly Newsletter/Mailing

Seasonal Flyers are designed for Cold & Flu AND Allergies. These flyers are to be placed in every prescription bag during the appropriate time of year.

12 Recommendation Tips

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.

  Oxygen Therapy – "Does using supplemental oxygen cause nasal dryness? We carry a new product..." > RECOMMEND ORIGINAL (BLUE) OR ANY FORMULA

  Anxiety/Sleep Aids – "I see you are filling a prescription for _____. We carry a new product..." > RECOMMEND LAVENDER (PURPLE)

  Seasonal Allergies – "Does your allergy prescription cause dryness or drain from your nose after applications?" > RECOMMEND EUCALYPTUS (GREEN)

  Cold & Flu – "Do you want to protect your children from the Cold & Flu while they are at school?" > RECOMMEND ZINC (YELLOW)

Tip 2 – Tangible Recommendation.

- Hand a jar of Aquegel to your patient while you are discussing the product. Allowing them to smell and try the product will build value. We recommend using Lavender and Eucalyptus as they have a pleasant scent.

  "Give the LAVENDER FORMULA a smell...Lavender promotes relaxation and sleep!"

  "Try a SMALL DAB of the ORIGINAL FORMULA on the back of one of your hands...you will feel it still moisturizing HOURS LATER!"

Tip 3 – Personal Recommendation

- Fill out the "TRAINING QUIZ/STAFF SAMPLE" form and Aquegel will send a free sample for each employee that completes the training! Try the product so you can tell patients how you use it!

  "I use the ZINC FORMULA on my son so he doesn't get nose bleeds! The best part is that he hasn't gotten sick ALL YEAR!"

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.

  "Do you want to try the EUCALYPTUS FORMULA to help with your congestion?"

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