

# **\*\*FOR THE BOSS - AQUEGEL RECAP\*\***

Good Day,

I wanted to send you a quick note to recap Aquegel's Program. I would like to remind you that there are only 2 possible outcomes with carrying Aquegel in your pharmacy:

1. SELL AQUEGEL FOR A PROFIT & GET FREE ADVERTISING - Sampling Campaign(to local doctors, nursing homes & oxygen providers) + Referral of Aquegel Online Customers + Aquegel Online Ads
2. GET FREE ADVERTISING & AQUEGEL DOESN'T SELL TO YOUR EXPECTATIONS – Take advantage of our Buy Back Guarantee(below) **AND STILL GET FREE ADVERTISING**

There is absolutely NO RISK in carrying our product. Most pharmacies invest in publications to drive new footsteps through their doors. With Aquegel, a smaller investment yields two different returns: 1-New Footsteps & 2-Resale for profit!!! This note will provide an overview of Aquegel's Buy-Back Guarantee, Applications, Free Advertising Programs, and Wholesale Pricing.

## **Buy Back Guarantee**

*"In the event [INSERT COMPANY NAME] is not satisfied with the sales success of Aquegel Nasal Moisturizers, Aquegel Cosmetics, LLC. will buy back any excess inventory for a 100% refund. This buyback program is NOT TIME CONTINGENT. In the event of product exceeding expiration date, Aquegel Cosmetics, LLC. will replace inventory at NO COST to [INSERT COMPANY NAME]."*

## **Applications of Aquegel (BOTH NASAL AND TOPICAL)**

Aquegel has more applications than ANY OTHER OTC OR NASAL MOISTURIZER ON THE MARKET! Aquegel is commonly used for:

- Nasal Irritation
- Supplemental Oxygen
- Nose Bleed Prevention & Treatment
- Cold & Flu Interference
- Congestion & Allergy Relief & Sinusitis
- Psoriasis & Eczema
- Dry hands, feet & Elbows
- Dry Cracked Fingers
- Relaxation/Sleep Aid

## **Free Advertising For Your Pharmacy (BRIEF OVERVIEW)**

- Refer Aquegel.com customers – Aquegel will refer our .com customers in your area to your pharmacy. Your retail price will be significantly lower than online to give our customers a large incentive to purchase Aquegel at your pharmacy!
- Launch a Sampling Campaign – Aquegel Distribution sends **YOUR business cards with samples** to assisted living facilities, geriatric doctors' offices, and oxygen providers in your area. These businesses will refer their patients to your pharmacy to purchase Aquegel.

## **Wholesale Pricing**

PRODUCT	RETAIL	96 UNITS – 48% MARGIN		48 UNITS – 41% MARGIN		24 UNITS – 34% MARGIN	
		UNIT COST	EXTENDED	UNIT COST	EXTENDED	UNIT COST	EXTENDED
Original - Blue	\$5.99	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE
Lavender - Purple	\$6.49	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE
Eucalyptus - Green	\$6.49	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE
Zinc - Yellow	\$5.99	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE	CALL FOR PRICE
		<b>TOTAL/COST</b>	CALL FOR PRICE	<b>TOTAL/COST</b>	CALL FOR PRICE	<b>TOTAL/COST</b>	CALL FOR PRICE
		<b>MARK-UP %</b>	92%	<b>MARK-UP %</b>	69%	<b>MARK-UP %</b>	52%
		<b>REVENUE</b>	CALL FOR PRICE	<b>REVENUE</b>	CALL FOR PRICE	<b>REVENUE</b>	CALL FOR PRICE
		<b>PROFIT</b>	\$287.54	<b>PROFIT</b>	\$122.80	<b>PROFIT</b>	\$50.92

If you would like to open an account or have any questions, please feel free to contact me. Thank you for the opportunity to earn your business.

**Best Regards – Aquegel Cosmetics, LLC. – (866) 223-4838**