



Wellness Works

Pharmacy Care. Naturally.

Why Add the Wellness Works Component to Your Practice?

- The value lies in your ability to Custom Label this professional line featuring more than 200 products. Your customers will have an extra level of confidence when they see your pharmacy name on their vitamins and supplements. No minimum order quantities.
- Many independents today offer patient consultations. The Wellness Works program provides a wonderful complement to these sessions. As a pharmacist, your professional recommendation means a lot to your patients; your expertise in depletion and nutrition can translate into Wellness Works product sales for you.
- Your customized pharmacy Web site can provide easy access to more than 30 Wellness Centers, providing health and product information that guide your patients quickly to your product recommendations.
- A Wellness Works Customized Marketing Program promotes your pharmacy wellness center with banners, posters, and bag stuffers, all customized with your pharmacy name, as well as reference books.
- With PCCA's involvement, the Wellness Works program is supported by a team of pharmacists with more than 500 years of combined knowledge. They're ready to support your already extensive nutraceutical knowledge regarding nutrition, and how specific types of nutritional supplements can be cross-marketed with compounded medications to offset any potential nutrient depletion.

Call PCCA today at 800.331.2498 to find out what this customized and dynamic program can do for your practice. Or visit our Web site at www.wellnessworks.com.



“ We have been using the Wellness Works line for about the last four years with tremendous success. Having a quality private label line has improved our business image and provided us peace of mind knowing our recommendations are effective and helpful to the patient. The return sales based on product recognition and customer loyalty from a single consultation continue to sell supplements long after spending the time with the patient. Good margins, quality manufacturing and attractive packaging make using Wellness Works an easy decision.

– Nat Jones, RPh
Lakeview Compounding Pharmacy
Virginia Beach, Va.





Product Quality & Recommendations

YOU CAN RELY ON

- NSF International GMP Registration
- ISO 9001 manufacturing certification
- ISO 17025 accreditation of in house laboratories performing Chemical, Physical, and Microbial testing
- Health Canada, European Union GMP certified
- Written Standard Operating Procedures (SOPs) to comply with current Good Manufacturing Practices (cGMPs) ensuring consistent quality
- Finished products that meet and often exceed United States Pharmacopeia (USP 31) specifications
- Certificates of Analysis
- VCP (Vendor Certificate Program) ensuring raw material quality
- Compliance with the Public Health Security and Bioterrorism Prepared and Response Act of 2002
- Compliant with the Adverse Events Reporting (AER) enacted in 2007

Contains No Added sugar, salt, dairy, yeast, wheat, corn, preservatives, artificial colors or flavors.

Suggested Use: As a dietary supplement, adults take one (1) tablet, two (2) times daily with meals, or as directed by a healthcare professional. Store in a cool, dry place and away from direct light.

Keep out of reach of children.

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



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CENTRAL DRUGS
Wellness Center

Calcium & Magnesium Plus
with Boron & Vitamin D

**For Support of Healthy Bones*

Dietary Supplement
250 Tablets
www.CentralDrugsRx.com

Supplement Facts
Serving Size: 1 Tablet

| | Amount Per Serving | % DV |
|---|--------------------|------|
| Calcium <small>(as carbonate, citrate, amino acid chelate)</small> | 500 mg | 50% |
| Vitamin D <small>(as cholecalciferol)</small> | 25 iu | 6% |
| Magnesium <small>(as oxide, citrate, amino acid chelate)</small> | 250 mg | 63% |
| Boron <small>(as citrate, aspartate, glycinate)</small> | 1 mg | * |
| Betaine hydrochloride | 25 mg | * |

*Daily Value Not Established

Other Ingredients: May contain one or more of the following: magnesium stearate, cellulose, modified cellulose, modified cellulose gum, vegetable stearin, dicalcium phosphate, silica and food glaze. Contains soy.

QUALITY AND POTENCY GUARANTEED

Formulated for:
Central Drugs
520 W. La Habra Blvd.
La Habra, CA 90631
(562) 691-6754

#10024

WELLNESS WORKS PRIVATE LABEL ADVANTAGE

Private label customization features your practice name/logo, address, phone number and Web site on our Wellness Works label. It's a fantastic way to enhance patient compliance as well as encourage repeat customers. Your private label will instantly make the product "patient friendly" because it increases patients' confidence levels in you and your products. Your pharmacy's ongoing exposure will be a visual reminder that is recognized by patients, family, friends and prescribing doctors.

Another great advantage after initial entry into the Wellness Works program is that you can purchase as few or as many items to be private labeled on all subsequent orders. This differentiates Wellness Works from many other private label programs that require you to purchase 12 to 24 of the same item on first-time and future orders.

GETTING STARTED

Choose from the options below to customize the program to fit your needs.

- **Private Labeling Fee (\$500):**

- o Includes the customization of all nutritional supplement labels. You may choose to utilize the standard customized Wellness Works logo or your own logo design.
- o Label customization includes your pharmacy name, address, telephone number and Web site address.

- **Marketing Kit (\$425):**

Everything you need to effectively market your Wellness Works supplement program to patients.

- o 4 Customized Posters including: (2) 11" x 17" foam core mounted full-color, single-sided posters and (2) laminated full-color, double-sided posters (Reorders = \$20 each)
- o 6 sets of customized Bag Stuffers 8.5" x 3.5" (100 each) (Reorders = \$20 per 100)
- o 6 Point of Dispensing Bins (10.5" x 5.25" x 5") for bag stuffer placement (Reorders = \$6 each)
- o 1 3-Tiered Point of Sale Display Shelf (10" x 12" x 15") including a 12" x 4" customized, full-color header panel (Reorders = \$45)
- o 1 Point of Sale Display Stand (8.5" x 11") including a customized, full-color promotional flyer (Reorders = \$20 each)
- o 1 Point of Sale Patient Handout Holder (8.5" x 11") including a supply of Wellness Center handouts (Reorders = \$30)
- o 1 *Natural Medicine Database* book (Reorders = \$125)
- o 1 Reference Binder containing detailed information regarding the 30 Wellness Centers (Reorders = \$60)



- **Quarterly Point of Sale Updates (\$60 per Quarter):**

Different Wellness Centers, disease states and healthy living concerns will be featured throughout the year. By choosing this option, we'll automatically send you the following items each quarter.

- o 1 Point of Sale Display Shelf Header Panel (12" x 4") featuring the quarterly topic
- o 1 Point of Sale Display Stand Flyer (8.5" x 11") featuring the quarterly topic
- o 100 Bag Stuffers (8.5" x 3.5") featuring the quarterly topic
- o A supply of Wellness Center handouts regarding the featured topic
- o A list of recommended supplements to feature on your 3-Tiered Point of Sale Display Shelf

GETTING STARTED (cont'd)

- **Planogram Marketing Kit**

(2-ft = \$250 / 4-ft = \$300 / 8-ft = \$350 / 12-ft = \$400)

If you'd like to sort your supplements by pre-set Wellness Center categories, then you'll want to choose this option to display your products in an eye-catching manner. Includes:

- o 1 Customized, Full-Color Shelf Banner (48" x 12") to display above your planogram set-up
- o Shelf Talkers organized by Wellness Category
- o Product tags with or without pricing (bar codes on products)
- o Universal shelf strips with product tags and shelf talkers pre-loaded for fast set-up – simply adhere to your existing shelving. Shelving not included.
- o **PRODUCTS SOLD SEPARATELY – YOUR PLANOGRAM SIZE CHOICES ARE BELOW.**

- **Web Site Customization and Set-Up (\$800)**

A great option if you don't already have a Web site presence, or if you desire a Wellness Center add-on to your current site.

- o Includes first year of hosting and maintenance
- o Ongoing hosting and maintenance (\$30 per month after first year)



PLANOGRAM PRICING

| Name | Description | Standard ¹ | Lean ² |
|--|--|-----------------------|-------------------|
| 4 ft STARTER (4 ft x 6 shelves) | Includes 110 of our Best Selling Products with multiple facings for fast movers. | \$4,991 | \$3,328 |
| 8 ft COMPLETE (8 ft x 6 shelves) | Includes Most Popular Products with multiple facings for fast movers. | \$9,467 | \$6,311 |
| 12 ft ADVANCED (12 ft x 5 shelves) | Includes Most Popular Products with multiple facings for fast movers PLUS cross merchandizing of wellness centers. | \$11,786 | \$7,858 |
| 2 ft ECONOMY (2 ft x 6 shelves) | Conservative offering for the cost conscious. Includes 50 of our Best Sellers. | \$2,668 | \$1,779 |

¹ Standard Planograms feature products primarily 3 deep per facing.

² Lean Planograms feature products primarily 2 deep per facing.



ORDER FORM

| | |
|---------------------------------------|------------------------|
| PCCA Member # (if applicable): | Ordered By: |
| Pharmacy/Practice Name: | |
| Telephone #: | E-mail Address: |

Please select which options you would like to purchase below. Please note that purchase of **Private Labeling** will require completion of the “Wellness Works Product Customization Agreement,” and purchase of **Website Customization and Set-Up** will require completion of the “Wellness Works Website Agreement.” These agreements can be faxed or e-mailed to you by calling PCCA Customer Service at 800.331.2498, or you may locate them on the PCCA Members-only Web site under Documents.

Private Labeling (\$500)*:

- Includes the customization of all nutritional supplement labels. You may choose to utilize the standard customized Wellness Works logo or your own logo design.
- Label customization includes your pharmacy name, address, telephone number and Website address.

* Purchase of Private Labeling requires completion of the “Wellness Works Product Customization Agreement.”

Marketing Kit (\$425):

Everything you need to market your Wellness Works program to patients.

- 4 Customized Posters including: (2) 11” x 17” foam core mounted full-color, single-sided posters and (2) laminated full-color, double-sided posters
- 6 sets of customized Bag Stuffers 8.5” x 3.5” (100 each)
- 6 Point of Dispensing Bins (10.5” x 5.25” x 5”) for bag stuffer placement
- 1 3-Tiered Point of Sale Display Shelf (10” x 12” x 15”) including a 12” x 4” customized, full-color header panel
- 1 Point of Sale Display Stand (8.5” x 11”) including a customized, full-color promotional flyer
- 1 Point of Sale Patient Handout Holder (8.5” x 11”) including a supply of Wellness Center handouts
- 1 Natural Medicine Database book
- 1 Reference Binder containing detailed information regarding the 30 Wellness Centers

Quarterly Point of Sale Updates (\$60 per Quarter):

Different Wellness Centers, disease states and healthy living concerns will be featured throughout the year. By choosing this option, we’ll automatically send you the following items each quarter.

- 1 Point of Sale Display Shelf Header Panel (12” x 4”) featuring the quarterly topic
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Wellness Works Order Form (Page 2)

| | |
|---------------------------------------|------------------------|
| PCCA Member # (if applicable): | Ordered By: |
| Telephone #: | E-mail Address: |

Planogram Marketing Kit
(2-ft = \$250 / 4-ft = \$300 / 8-ft = \$350 / 12-ft = \$400):

If you'd like to sort your supplements by pre-set Wellness Center categories, then you'll want to choose this option to display your products in an eye-catching manner. Includes:

- 1 Customized, Full-Color Shelf Banner (48" x 12") to display above your planogram set-up
- Shelf Talkers organized by Wellness Category
- Product tags with or without pricing (bar codes on products)
- Universal shelf strips with product tags and shelf talkers pre-loaded for fast set-up – simply adhere to your existing shelving. Shelving not included.
- **Products sold separately – your planogram size choices are below. Please select one below:**

| NAME | DESCRIPTION | STANDARD ¹ | LEAN ² |
|--|--|-----------------------------------|----------------------------------|
| 2 Ft. ECONOMY (2 ft. x 6 shelves) | Conservative offering for the cost conscious. Includes 50 of our Best Sellers. | <input type="checkbox"/> \$2,668 | <input type="checkbox"/> \$1,779 |
| 4 Ft. STARTER (4 ft. x 6 shelves) | Includes 110 of our Best Selling Products with multiple facings for fast movers. | <input type="checkbox"/> \$4,991 | <input type="checkbox"/> \$3,328 |
| 8 Ft. COMPLETE (8 ft. x 6 shelves) | Includes Most Popular Products with multiple with multiple facings for fast movers. | <input type="checkbox"/> \$9,467 | <input type="checkbox"/> \$6,311 |
| 12 Ft. ADVANCED (12 ft. x 5 shelves) | Includes Most Popular Products with multiple facings for fast movers PLUS cross merchandizing of wellness centers. | <input type="checkbox"/> \$11,786 | <input type="checkbox"/> \$7,858 |

¹ Standard Planograms feature products primarily 3 deep per facing

² Lean Planograms feature products primarily 2 deep per facing

Prices subject to change.

Website Customization and Set-Up (\$800)*:

A great option if you don't already have a Web site presence, or if you desire a Wellness Center add-on to your current site.

- Includes first year of hosting and maintenance
- Ongoing hosting and maintenance (\$30 per month after first year)

* *Purchase of Website Customization and Set-Up requires completion of the "Wellness Works Website Agreement."*

| | |
|-------------------|---|
| FAX TO: | 1.800.874.5760 |
| MAIL TO: | PCCA / Attn: PCCA Member Focus 9901 S. Wilcrest Dr., Houston, TX 77099 |
| QUESTIONS? | Please call PCCA Member Focus at 1.800.331.2498. |