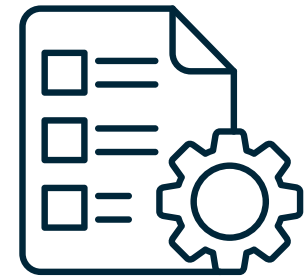
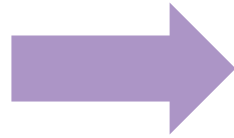


DISTRIBUTING LIFE'S FIRST NATURALS® PRO COLOSTRUM IN YOUR HEALTH PRACTICE



IDENTIFY APPROPRIATE PATIENTS (EXAMPLES)

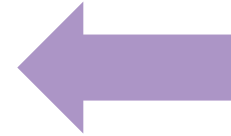
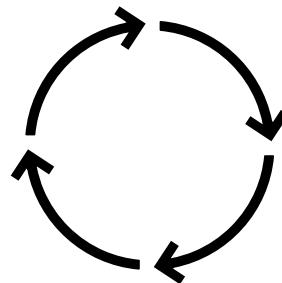
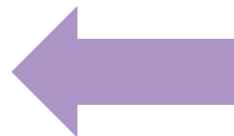
- Patients looking for immune support
- Patients looking for digestive health support
- Children age 1+ in need of immune and digestive support
- Athletes/fitness enthusiasts
- Individuals looking to age healthily
- Individuals interested in optimizing their health and wellness

INFORM + INTRODUCE

- Leverage PanTheryx Pro provided support materials (first-time user guide, FAQs, etc. - please see on next page).
- Explain how the patient will benefit and highlight the uniqueness of the product: It is a natural, daily food source containing 250+ functional bioactives that supplement the diet.
- Showcase sachet packs and offer taste tests in the office (recommended).

COLOSTRUM IMPLEMENTATION

- Healthcare providers frequently recommend a specific daily time frame for patients to take Life's First Naturals® PRO Colostrum. This ensures consistent and regular consumption, optimizing the absorption of its bioactive compounds and potential health benefits. Emphasizing this approach can lead to significant and sustainable overall health and wellness goals for patients*.



SPREAD THE WORD!

- Share your patient stories/testimonials with us! email us: info@pantheryxpro.com.
- *Referral program: Share the wealth with other health professionals!*

ENCOURAGE CONTINUED USE

- Stopping the use of colostrum can have similar effects to stopping a food-based diet.
- The labeled adult dose is four teaspoons of Life's First Naturals PRO Colostrum Powder daily, but it can be customized by the healthcare professional to a lowered daily maintenance dose longer term. This powerful superfood can be integrated into a proper diet and exercise routine for long-term health and wellness.
- *Patients can re-order through your referral code online (ask us how to set this up!).*

CHECK-IN/GET PATIENT FEEDBACK

- Inform the patient that colostrum begins to work quickly at the digestive tract's cellular level.
- Results vary based on the patient's personal health situation.



Education Materials

You can access all education and handout materials on our PanTheryx Pro website (www.pantheryxpro.com) under the 'Education' tab.

- **Patient Literature**
 - **Life's First Naturals® PRO First-Time User Guide (Tri-Fold)**
 - **Life's First Naturals® PRO FAQs**
 - These informative brochures outline the science behind colostrum, its health benefits, and specific indications for use. These brochures can be displayed in your waiting room or provided to patients.
- **Video Content**
 - **Introducing Life's First Naturals PRO by PanTheryx Pro (https://pantheryxpro.com/dr-keri-marshall-live-webinar-on-bovine-colostrum/?utm_source=Klaviyo&utm_medium=campaign&_kx=HJnTVtL2mq-uA1qZiz4Alguw5N6pbmuxmkvuWRJC2k-KgH4mbLv1xBLwWbwZ-iPn.RX2EjB)**
 - Dr. Keri Marshall Webinar: Discussing the science, clinical applications, and patient success stories related to professional bovine colostrum.

Product Introduction/Marketing Tools

To assist you in effectively introducing professional bovine colostrum by Life's First Naturals PRO, here are some tools we have available for you:

- **Patient Sample Sachets and Starter Kits:** Complimentary colostrum samples and starter kits will help you introduce colostrum to select patients so they may experience Life's First Naturals PRO colostrum first-hand. These samples serve as an effective way to generate interest from patients, get word-of-mouth referrals, and generate potential long-term users. Please inquire with us about how you can acquire these!
- **Digital Marketing Assets:** We have access to numerous product education/clinical information pieces, which can be found under the "education" tab of www.pantheryxpro.com after logging in to your account. Please feel free to print these out, embed them on your online platforms, and know that you can always reference them as patient support tools.

We highly recommend implementing these **digital marketing** tactics to generate demand for colostrum use among your patients. Some effective strategies include:

1. **Email Marketing:** Utilize email campaigns to reach out to your patient base. Consider incorporating our referral code program to encourage word-of-mouth marketing and referrals, and let us know if you need guidance on writing compelling and converting emails.
2. **Website Integration:** Showcase Life's First Naturals® PRO and incorporate the copy on your website to attract visitors and provide essential information about colostrum benefits. Send us a message if you want us to help you with this!
3. **Social Media Promotion:** Leverage social media platforms to engage with your audience and share educational content about colostrum's advantages. Regular posts can foster awareness and interest. We are happy to support you with the content you need to connect Life's First Naturals® PRO colostrum with your audience.
4. **Educational Content:** Offer educational resources (found on our website), blog posts, or create webinars explaining the significance of colostrum use and its potential impact on patient well-being.

If you need assistance in creating unique content, our team would be more than happy to support you. We believe that a collaborative effort will amplify the message and benefits of colostrum for your patients' health.

For comprehensive support or to place an order, visit our website at www.pantheryxpro.com or reach out to our dedicated support team at info@pantheryxpro.com.