

Pharmanex® Product Regimen Optimizer (PRO)



Positioning Statement

The Pharmanex® Product Regimen Optimizer (PRO) is an intelligent software program that integrates decades of nutritional and scientific expertise into an easy-to-use product recommendation tool providing Distributors with the ability to recommend the optimal Pharmanex® product regimen to their customers every time.

Concept

One thing nearly all successful people have in common is that they have all drawn on the expertise and innovations of those who came before them. Sometimes success is simply a matter of rearranging the pieces, rethinking the formula, or accessing the data. The Pharmanex® Product Regimen Optimizer (PRO) is an educational tool capable of recommending the right products to anyone, anywhere, every time.

The expertise of our global Scientific Advisory Board and our in-house staff of more than 125 scientists is transferred to you through the Pharmanex® Regimen Optimizer. By giving Distributors instant access to a wealth of supplement and nutritional information, Distributors can optimize each customer's experience by offering accurate, insightful, and customized regimens. An intelligent software program that integrates decades of nutritional and scientific expertise into an easy-to-use product recommendation tool, the Pharmanex® PRO will enhance sponsoring, increase product sales, and maintain customer satisfaction. Other benefits include educating customers and distributors who are confused about which products to take, increasing monthly sales volume and business building, and improving customer experience, satisfaction, and loyalty. It will also increase Distributor confidence as they become instant Pharmanex® product experts.

The Pharmanex® PRO is available as a database-driven web tool and provides cutting-edge technology that allows for product updates, multiple country and language offerings, and a question hierarchy that leads to a personalized and innovative regimen experience.

The Pharmanex® PRO is composed of five areas of health analysis, including demographics, antioxidant load, targeted health, weight management, and product prioritization.

The Pharmanex® Product Regimen Optimizer is designed to work hand-in-hand with the Pharmanex® BioPhotonic Scanner to help Scan Operators enhance the product offering and to build on LifePak® and MarineOmega sales.

Primary Benefits

- Consumers use the right products—right from the start
- Improve customer experience, satisfaction, and loyalty. The PRO gives Distributors the foundation on which they can build their customer's experience
- Gain confidence in recommending Pharmanex® products
- Build sales volume through enhanced customer product regimens

What Makes This Product Unique?

The Pharmanex® Product Regimen Optimizer will stand alone in the supplement industry as the most scientifically sound nutritional assessment tool available. The Pharmanex® PRO is smart, scientific, and more robust and personal than other health assessment tools on the market. This tool truly is "smart," considering answers to each question to create a unique user experience that will be different for every individual, benefiting from more than 1,000 possible unique regimens.

Who Should Use This Product?

Customers and Distributors who are confused about which products to take should use this tool to receive a personal regimen that will most benefit them individually. Use the Pharmanex® PRO to help others choose products that are right for them.

*This statement has 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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Did You Know?

- People often place a higher level of trust on information offered from computers and software programs, and with them comes a sense of credibility and stability
- The Pharmanex® PRO puts years of scientific knowledge including recent developments into the hands of the Distributors

Frequently Asked Questions

What is the Pharmanex® Product Regimen Optimizer?

The Pharmanex® Product Regimen Optimizer (PRO) helps you create customized product regimens for new and existing customers. With dozens of health products, it can be overwhelming to create the best regimen for each customer. This web-based tool provides knowledge of the products, their functions, key ingredients, and how they interact with other products to help optimize each customer's experience and build Distributor knowledge.

How do I access Pharmanex® PRO?

The PRO will be posted at www.pxopt.com. A link to the PRO and accompanying marketing literature will be made available at www.pharmanex.com, in the "Our Products" section, as well as each country's Pharmanex website as the tool rolls out globally.

What are the format requirements for PRO?

The Pharmanex® PRO is a web-based program that will require an active Internet connection to run properly. Works on any web browser.

Will the Pharmanex® PRO educate me on the reason for recommending certain products?

Yes it will. The Pharmanex® PRO will suggest a personalized regimen based on your answers. Not only will the Pharmanex® PRO give you a regimen, it will also educate you as to the reasoning behind the recommendation.

How will the Pharmanex® PRO recommend products customized for me?

Through a series of questions based on five areas of health analysis—demographics, antioxidant load, targeted health, weight management, and product prioritization—the PRO will display a personalized product recommendation with personalized usage notes based on individual answers to the questions asked.

Which markets are supported by the Pharmanex® PRO?

For now, the PRO is only databased with US products. Watch for new market launches throughout the year.

Is the Pharmanex® PRO available in other languages?

Initially English only. Additional languages including Japanese, Korean, Chinese Traditional, and Chinese Simplified will be made available as the Pharmanex® PRO rolls out globally.