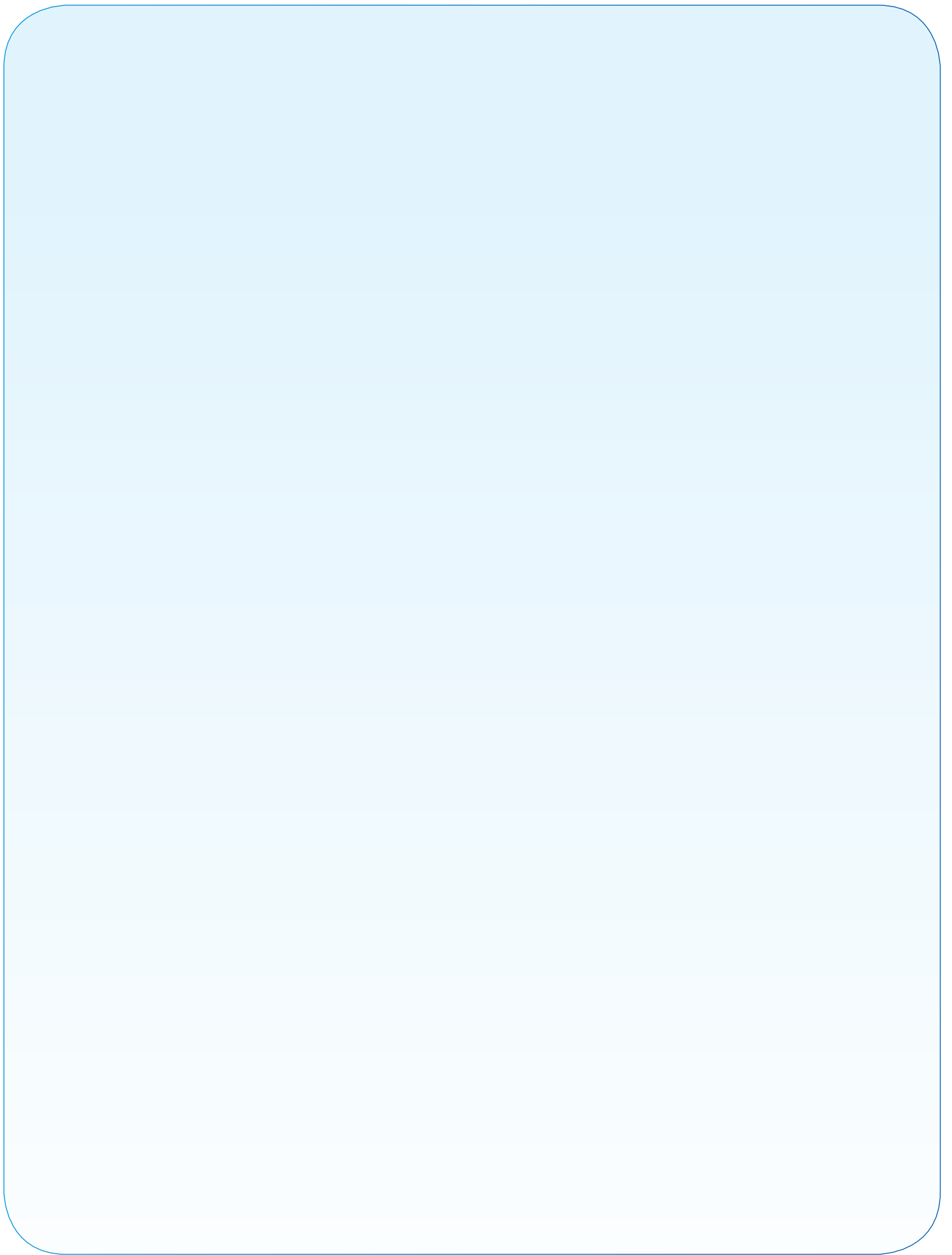




WE LIVE COMPLIANCE

PRODUCT CATALOG

Improving Your Pharmacy Has Never Been Easier



FLAVOR_x

Improving Your Pharmacy Has Never Been Easier



Smart pharmacists know that a thriving business is built and maintained through superior service and a genuine care for the customer's health and well being. If you keep them happy, they'll keep coming back. Add targeted marketing into the mix and workflow improvement behind-the-counter, and you have yourself a recipe for success that will go way beyond ordinary. FLAVOR_x products help in all these areas. In fact, we do everything with the success of you and your business in mind.

With the FLAVOR_x family of products, you will **attract valuable new customers, retain your existing ones, add to the bottom-line and improve workflow**, all while promoting good medication compliance to customers of all ages (and species).



FLAVORx PEDIATRIC

The art and science of medication flavoring, perfected.

The FLAVORx Pediatric system is a turn-key solution to improve pediatric medication compliance. With FLAVORx, you can offer children a choice of great-tasting flavors for their medication, whether it's commercially prepared or compounded.

Mom's Love FLAVORx

And they'll love you for making medicine-time such a great experience. With FLAVORx, you can provide custom medication flavoring based on a child's preferred taste, regardless of how the medication is flavored by the manufacturer. Grape tasting Amoxicillin? You can do that!

Over 4,000,000...

babies are now born in the U.S. every year*. That's about how many kids were born each year during the Baby Boom of the 1950's.

Pediatrics represents a huge opportunity for business growth, yet this market is generally given minimal attention by today's pharmacies. FLAVORx can help you build and maintain this side of your business through creative promotion, quality service and powerful word-of-mouth marketing. We know from experience, once a mom or dad comes to you for their child's prescription, they'll bring all of their pharmacy business to you. And they'll likely send friends & family your way too.

Did You Know?

Amoxicillin is the most commonly flavored medication.

Become a Certified FLAVORx Pharmacy Today

We'll provide you with all the tools and training you need to safely and effectively flavor liquid medications. As a Certified FLAVORx pharmacy, you'll also receive the marketing support you need to drive customer awareness and increase foot-traffic to your store. We've learned a lot since we flavored that first medication, nearly two decades ago. We know what it takes to make your pharmacy successful with this service.

*U.S. Census Data

FLAVORx PEDIATRIC



INCLUDES

- Comprehensive Flavoring Formulary – Online and Print
- 8 One oz FLAVORx Flavors
- 1 One oz Sweetening Enhancer
- 1 One oz Bitterness Suppressor
- Countertop Bottle Holder
- POS Materials
- Annual FLAVORx Certification (see Page 12 for details)

Studies indicate...

compliance improves to 90% and higher when a child picks the flavor of their medicine.



WE ARE A CERTIFIED FLAVORx PHARMACY

This means we care about the well-being of you and your children. FLAVORx flavors are designed to help liquid medicine go down without a fight. They're also tested and safe. Ask us about FLAVORx for your child's prescription.

Expires: July 2012

FILLMASTER PLUS

The fastest, easiest way to dispense and flavor.

The Indispensable Dispenser

With the Fillmaster Plus installed in your pharmacy, you'll quickly wonder how you ever got by without it. Reconstitution is lightning fast and dead accurate, while flavoring is part of your everyday workflow. Integrated bar code scanning means the risk of dispensing errors and waste is greatly reduced. Pharmacists and technicians love the Fillmaster Plus for all of these reasons, and more.

"The Fillmaster PLUS makes reconstitution and flavoring much easier and more accurate. We don't hesitate to offer flavoring now because it's so much faster. It has even helped us bring in new customers."
-Mark W. RPh, Foster Drug

How It Works

The process couldn't be more user-friendly. For reconstitution, simply scan and confirm the drug using the integrated bar code scanner. Then press "Dispense" to automatically get the exact amount of water you need. For flavoring, there are just two extra steps. Select the flavor, then dispense the amounts called for on the display – specific to the medication scanned. The Fillmaster Plus software contains reconstitution and flavoring data for over 4,500 unique NDC's.

The Fillmaster Plus Saves You Time

TIME STUDIES

SYSTEM	AVG. RECON TIME	AVG. FLAVORING TIME
FILLMASTER PLUS	0:22	0:25
MANUAL RECON	0:45	3:00



For a video demonstration of the Fillmaster Plus, visit www.fillmasterplus.com

When your team asks every patient...
with a liquid prescription "Would you like this medication flavored to make it taste better?" you'll flavor at least 25% of the time, probably even 50% or higher!



INCLUDES

- Fillmaster PLUS automated dispenser
- Integrated reconstitution
- Integrated flavoring database
- 4,500+ NDC's
- SD data card for quick upgrades
- Barcode scanner
- 10 One oz FLAVORx Flavors
- One oz Sweetening Enhancer
- One oz Bitterness Suppressor
- Adaptacaps & syringes
- Annual Total Care Plan (includes FLAVORx Certification)
(see Page 12 for details)



Your Fillmaster Plus also comes with a single-stage carbon filter with KDF. This allows you to filter and use city water with no waste, no extra cost. A 4-stage Reverse Osmosis filtration system is an optional add-on.

FILLMASTER PLUS

FLAVORx VETERINARY

It's For The Birds (and Cats and Dogs)

Tap into one of the **fastest growing, most profitable specialties in pharmacy today** with FLAVORx Veterinary. This unique program allows you to turn hard-to-swallow tablets and capsules into tasty flavored liquids that pets just love. FLAVORx Veterinary is a complete compounding and flavoring system that provides you with all the tools and guidance you need to get started. Chances are, your local veterinarian is sending prescriptions out of town for compounding as you read this. With FLAVORx Veterinary, you can position your pharmacy as the **hometown source for specialized veterinary preparations**.

The Digital Flavorist

Included with your purchase of the FLAVORx Veterinary system is unlimited access to the FLAVORx Digital Flavorist. This powerful, easy-to-use web-based tool walks you and your staff through compounding and flavoring veterinary medications from start to finish. There's nothing else like it in pharmacy today.

DIGITAL FLAVORIST™
VETERINARY FLAVORING PROGRAM

Tools Setup Help

STEP 1 STEP 2 STEP 3

Step 1: General Information
* indicates required fields

Current Veterinarian: Dr. Brown [VET] [VET]

Client Name: Smith Client ID: []

Pet Name: Frosky Pet Weight lb*: 8.2500 Age: 6.200

Species*: Cat [Diabetic]

Drug Name*: Ce

Generic	Brand	Dosage F
Cefadroxil	Cefa Tabs	Tabl...
Cefadroxil	Dun-Cef	Tabl...
Cefadroxil 50mg/ml	Cefa Drops	Liquid
Cefixime	Suprax	Tabl...
Cefpodoxime Prox...	Simplex	Tabl...
Cefpodoxime Prox...	Vantin	Tabl...
Celecoxib	Celebrex	Caps...

EXIT CLEAR NEXT



FLAVORx VETERINARY



INCLUDES

- Digital Compounding & Flavoring Database
- 3 Two oz Veterinary Flavors
- 1 Pint Compounding Syrup
- 1 Pint Feline Compounding Solution
- Perfit Plus and Syringes
- POS Materials

Pet's Love FLAVORx Flavors! Here are some of their favorites.



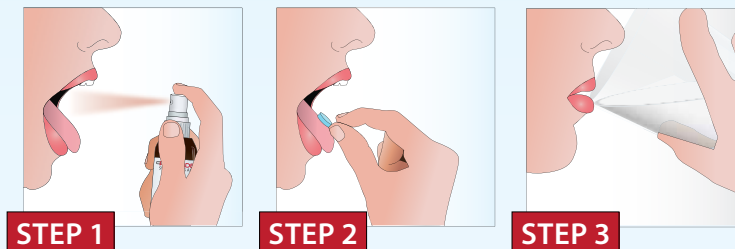
DOGS	CATS	LIZARDS	BIRDS	RABBITS
chicken beef bacon salmon peanut butter	chicken bacon tuna salmon beef	apple banana watermelon grape raspberry	peanut butter apple grape orange banana bread	molasses banana bread apple cherry strawberry

PILL GLIDE

A Unique Solution to a Common Problem.

Ever have a customer tell you they have a hard time swallowing the medicine you just dispensed? What about that child who's taking solid-form medication for the first time? It turns out people of all ages struggle to swallow tablets & capsules easily. Pill Glide is a terrific new solution for this common problem. Just a few sprays in the mouth before taking a tablet or capsule, and pills go down without that "stuck-in-the-throat" feeling.

Easy To Use



Pill Glide is quick, clean & effective. Best of all, it's a great value for your customers; there are over 200 sprays in each 1oz bottle. Offer this unique solution to your customers today.

Who Benefits from Pill Glide?

- Any children taking solid-form medications, vitamins, or supplements.
- Adults on multiple medications, supplements, and/or vitamins.
- People with Alzheimer's, Parkinson's, and ALS.
- Cancer or stroke patients.
- People with pill anxiety.
- People who can't swallow based on the smell/taste of the medication.

"We have just started dispensing this product to patients in my pharmacy. The feedback has been very good, particularly from parents of small children. One grandmother said that her child was actually looking forward to taking her medicine now."

- Justin W., R.Ph., Midwest City, OK



PILL GLIDE



INCLUDES

- 3 Grape Pill Glide
- 3 Strawberry Pill Glide
- Bagstuffers
- Display

"Pill Glide saved my life! As a throat cancer patient it became impossible to take any pills after my surgery, chemotherapy, and radiation. The gagging and vomiting would leave me exhausted until I found Pill Glide. Now I spray Pill Glide into my mouth, take a glass of water and I am able to swallow up to 6 pills at the same time. It's changed my life... I recommend it to everyone that I know that has a problem swallowing pills."

Ted H., Baltimore, MD

"My 9 year old daughter could never swallow pills. Each time we tried, she became anxious and upset. The very first time we tried Pill Glide she was able to swallow medication with no problem at all. We were delighted that it was so easy! I highly recommend pill glide to any parent whose child has difficulty taking medication."

Maureen S., Boston, MA

ANNUAL FLAVORx CERTIFICATION

FLAVORx certified pharmacies stand out from the crowd.



As a FLAVORx Certified pharmacy, you have access to resources, research, technology and ideas that simply can't be replicated. Fresh point-of-sale materials, pediatrician detailing kits and one-on-one coaching are just a few of the ways your FLAVORx Certification will help your pharmacy thrive year-in and year-out. We treasure each of our pharmacy partners and strive to continually enhance the value of your membership.

FLAVORx Certification includes:

- License to use FLAVORx Proprietary Formulations
- Access to our Online Flavoring Formulary – 4,000+ NDC's currently included
- 24/7 Technical Support – via phone, online chat or e-mail
- Online Pharmacy Locator Listing – helps consumers find your pharmacy

Annual Marketing refresh

Fresh marketing items are sent in September to prepare for the beginning of cold/flu season. Pack consists of:

- 2 Counter Signs
- 2 Window Clings
- 4 Flavor Menu Pads
- 2 Favorable Flavors Guides
- 1 sheet of OTC Shelf Talkers
- 2 bags of Lollipops
- 3 "Certified FLAVORx Pharmacy" dated emblems
- 5 buttons



Seasonal Promotions and Marketing Support

- Access to season specific flavors & recipes – Fall/Winter, Spring/Summer
- POS materials to support new flavor varieties

Pediatrician Detailing “Campaign-In-A-Box”

Sent, upon your request, in October to help you promote the flavoring service to your local pediatricians/family physicians. Each box contains 5 detailing kits. Each kit includes:

- 2 Counter Signs to which you can easily add a sticker of your logo
- 2 Favorable Flavors guides
- 1 bag of Lollipops
- We also provide you with a physician education letter template that you can customize and print on your letterhead



Access to FLAVORx Business Training

- One-on-one coaching via phone or web
- Online tutorials & guides
- Live webinars
- Quarterly FLAVORx Newsletter

Peace of Mind

FLAVORx has been used well over 40 million times since our launch from a community pharmacy in 1994. As a Certified FLAVORx Pharmacy, you can rest assured your customers are getting a safe product that really works.



FILLMASTER PLUS TOTAL CARE PLAN

AKA, The No Worry Plan.



When you purchase a Fillmaster Plus unit, you'll never have to worry about system maintenance or updates. If something goes wrong with your device we'll either fix it or replace it at no additional cost. We automatically send filters for water purification at 3 year intervals or as needed. And, since new medications come on the market from time-to-time, we provide updated data cards on an annual basis. You get all this, plus everything that comes with being a FLAVORx Certified Pharmacy.

Fillmaster Plus Total Care Plan includes:

- Full system repair/replacement warranty
- Filters for water purification (single-stage or reverse osmosis)
- Updated reconstitution and flavoring data cards
- Special "Certified Fillmaster Plus Pharmacy" emblems
- All the benefits of FLAVORx Certification



FREQUENTLY ASKED QUESTIONS

You have questions, we have answers.

Q. Do most pharmacies charge for the flavoring service?

A. Yes. The typical fee is \$2.99 for a pediatric flavoring. Since veterinary flavoring usually involves compounding, the combined fee is typically \$20.

Q. What are the most commonly flavored pediatric medications?

A. Great question! Amoxicillin, Azithromycin, Tamiflu & Cleocin are a few of the more commonly flavored drugs. Nearly all liquid medication can be flavored with FLAVORx.

Q. How long will a bottle of flavor last me?

A. Our 1 oz. pediatric flavor bottles will flavor about 18 prescriptions, on average. The 2 oz. vet flavors will yield around 85 prescriptions. Pets typically take less medicine than kids.

Q. What happens when I run out of a flavor?

A. Easy. Call us to order what you need. Many distributors carry our flavors as well. But don't wait until you run out! Call when a bottle has about 1/4 of its flavor remaining.

Q. Aren't most liquid medications already flavored? Why add more?

A. We have yet to run across a liquid medication that doesn't come flavored by the manufacturer. But flavored and palatable are two different things entirely. FLAVORx makes medication palatable in a range of flavors from which a child can choose. FLAVORx recipes are designed to override the existing taste of a medication for maximum compliance.

Q. Why do I have to pay an annual certification fee?

A. FLAVORx is not a static program. We work hard every day to make the FLAVORx service as beneficial to your pharmacy as it possibly can be. From continually researching new flavoring opportunities & perfecting our existing recipes, to providing the very best marketing, training and technical support, we earn your money. An investment in FLAVORx is a long-term investment in your business.

A FAMILY OF PRODUCTS TO INCREASE COMPLIANCE, REVENUE AND EFFICIENCY



FILLMASTER PLUS

Automated reconstitution and fast flavoring in one.
fillmasterplus.com



FLAVORx VETERINARY

Turn pet medicine into tasty liquid treats.
flavorx.com/vet



PILL GLIDE

Help your customers swallow tablets & capsules.
pillglide.com



FLAVORx PEDIATRIC

Increase compliance and grow revenues.
flavorx.com



FILLMASTER SYSTEMS

Quick, easy and accurate reconstitution.
fillmastersystems.com



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