Why Colic Calm Original™ and Colic Calm Plus™ Will Bring Many New Parents Rushing to Your Stores

Two Great Products That:
1. Make You a Hero to Your Customers
2. Generate Significant Foot Traffic for Your Retail Locations
Summary

- #1 online gripe water brand that drives foot traffic directly to your stores.
- The only gripe water that is homeopathic and FDA regulated for safety and effectiveness.
- Exciting retail opportunity which enhances and complements your existing brands:
  - Baby Merchandise
  - Health Products
- Strong and loyal base of consumers looking for additional retail channels to purchase the product.
- Aggressive national print and online marketing. Backed by comprehensive product support and attractive wholesale pricing.
- Exclusive PLUS Formula for Medical Professionals and Specialty Retail.
The US Market for Colic, Reflux and Infant Gas Remedies

- In the US alone, over 1 million (25%) newborns experience colic and more than 3 million (75%) babies experience painful gas, reflux or other forms of stomach discomfort annually.
- Parents are highly motivated to find a safe and effective solution to end the suffering of their loved ones.

- Gripe water has been a popular remedy in Europe for over a hundred years. Its popularity has also been growing rapidly in the US in recent years.
- In 2006, TJL Enterprises released the first over-the-counter FDA registered gripe water.
The Consumer Profile

Type 1: New Parents and Grandparents (80% of buyers are women)

- Highly motivated *and will rush to your stores* to buy this product, which also drives sales of related product categories.

**Baby Merchandise** (e.g. bottles, formula, diapers, toys, books and clothes).

**Health Products**: Pharmacy, supplements, health products.

Type 2: Medical Professionals

- Pediatricians, Family Physicians, Nurses, Midwives/Doulas, and Lactation Specialists drive referral sales more than any other group.
How is Colic Calm PLUS Different from Other Gripe Waters?

- The **ONLY** Gripe Water that is an FDA Registered Medicine.
  - Recommended by Pediatricians
  - Packaging Can Legally Address Symptomatic Relief
  - Increases Peace of Mind in Parents

- Contains 100% Natural Ingredients.

- No Known Side Effects.

- More Effective than Other Brands (93.5% customer satisfaction index in an independent survey).

- The #1 Online Gripe Water Brand, Drives Highly-Motivated Traffic to Your Stores.
Why is it So Important for a Gripe Water to be FDA Regulated?

Safety is the #1 Concern of Parents

In September 2007, a leading dietary supplement gripe water brand recalled over 17,000 bottles of their product due to contamination of cryptosporidium bacteria. The FDA has issued a warning to dispose of potentially contaminated bottles. Parents are understandably anxious about the giving their loved ones a product that is not a true FDA regulated medicine. Colic Calm alone complies with the FDA’s Good Manufacturing Practices (GMP) standards for drugs and medicines.

Effectiveness is the #2 Concern of Parents

A review in the Journal of the British Royal Society of Medicine¹ found that most typical ingredients of gripe water are of questionable value in relieving infantile discomfort, and that getting a fussy baby to stop crying may be no more complicated than giving it some sweet-tasting liquid. Only Colic Calm uses homeopathic ingredients which the FDA recognizes as medically effective in the treatment of the digestive discomfort associated with infant colic, gas and reflux.

#1 Online Brand that Drives Customers to You

- Top ranking product site for keywords: “Colic”, “Gripe Water”, “Baby Gas” and “Baby Reflux” in the top 3 search engines: Google, Yahoo and Bing.

![Google, Yahoo, Bing logos](image)

- ColicCalm.com receives over 120,000 visits per month (source: Google Analytics). Our store locator could be referring tens of thousands of leads directly to your stores.

[Graph showing visits from Jan 1, 2007 to Oct 31, 2010]
Our Store Locator Sends Customers Directly to You

Enter your current address or zip code and click the “search locations” button to find the nearest Colic Calm retailers in your area (up to 20 locations). Select a shorter or longer distance to expand or contract your search area. Selecting a location on the map or in the results box will allow you to get more detailed information about a location such as contact details and directions.

What Resellers Are Saying

Not only is Colic Calm our best selling product, it also creates great referral traffic for our other health services.

**Advanced Wellness Center**
Long Beach, CA

This is great stuff! It was recommended to us by one of our mammas, and now we can’t keep it on our shelves. I just placed another huge order yesterday!

**AquaNatal BirthCenter**
Chino, CA

Colic Calm is a top-seller in my practice. It goes hand-in-hand beautifully with chiropractic care.

D. Acoba, DC

Over 120,000 visitors per month!
## Pediatric Referrals and Trade Shows

### Our Medical Referral Program

A large network of 1000+ Pediatricians, Chiropractors and other Medical Professionals. Waiting room brochures and referring pediatricians provide a steady stream of leads generating incremental sales.

### Trade Shows

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Location</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>Natural Products Expo West</td>
<td>Anaheim, CA</td>
<td>Mar 5-8, 2009</td>
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<tr>
<td>American Academy of Pediatrics</td>
<td>Newport Beach, CA</td>
<td>Oct 9-11, 2009</td>
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<tr>
<td>Los Angeles Pediatric Society</td>
<td>Anaheim, CA</td>
<td>Oct 22-25, 2009</td>
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<tr>
<td>Parkers Chiropractic Seminar</td>
<td>Hilton Las Vegas, NV</td>
<td>Jan 14-16, 2010</td>
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<tr>
<td>American Academy of Pediatrics</td>
<td>Palm Springs, CA</td>
<td>Feb 12-14, 2010</td>
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<tr>
<td>Society of Pediatric Nurses</td>
<td>Orange County, CA</td>
<td>Feb 26, 2010</td>
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<tr>
<td>Natural Products Expo West</td>
<td>Anaheim, CA</td>
<td>Mar 12-14, 2010</td>
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<tr>
<td>American Academy of Pediatrics</td>
<td>San Francisco, CA</td>
<td>Oct 3-5, 2010</td>
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<tr>
<td>International Chiropractic Pediatric Association</td>
<td>Washington, DC</td>
<td>Oct 22-24, 2010</td>
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<tr>
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<tr>
<td>National Association of Pediatric Nurse Practitioners</td>
<td>Baltimore, MD</td>
<td>Mar 23-26, 2011</td>
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<tr>
<td>Society of Pediatric Nurses</td>
<td>Las Vegas, NV</td>
<td>Mar 31 - Apr 3, 2011</td>
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<tr>
<td>Family Medicine Congressional Conference</td>
<td>Washington DC</td>
<td>May 9-10, 2011</td>
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<tr>
<td>American College of Nurse-Midwives</td>
<td>San Antonio, TX</td>
<td>May 24-28, 2011</td>
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<tr>
<td>La Leche League of Southern California</td>
<td>Newport Beach, CA</td>
<td>May 27-29, 2011</td>
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Campaigns that Drive Customers to You

Print Advertising

Pediatricians and Family Physicians
Point of Purchase and Consumer Marketing Tools

- Our tri-fold brochure provides comprehensive product education to potential customers.
- Brochures come with an attractive brochure stand that fits neatly into your shopping aisle or waiting area.
- Free brochures are replenished through our customer service department upon request.
Our Most Powerful Marketing Tool: “Word-of-Mouth”

- Since the introduction of our homeopathic product, Colic Calm has generated incredible buzz among mothers, pediatricians and other medical professionals.
- Today, over 60% of our sales are referrals or repeat buyers.
### Two Great Products. One Great Brand.

<table>
<thead>
<tr>
<th></th>
<th>Colic Calm Plus</th>
<th>Colic Calm Original Formula</th>
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<tbody>
<tr>
<td><strong>Homeopathic Ingredients</strong></td>
<td>9 Homeopathic Remedies + 3 Added Remedies for Extra Support</td>
<td>9 Homeopathic Remedies</td>
</tr>
<tr>
<td><strong>Gas Adsorption Properties</strong></td>
<td>Enhanced Strength</td>
<td>Regular Strength</td>
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<tr>
<td><strong>Comprehensive Marketing and Customer Support</strong></td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td><strong>Store Locator for Additional Foot Traffic</strong></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Minimum Advertised Price</strong></td>
<td>$23.95</td>
<td>$18.95</td>
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Colic Calm Plus

For Medical Professionals, Independent and Specialty Retail Only.
No Internet or Mass Retail Sales.

Colic Calm Original Formula

Mass Retail, Specialty Retail and Internet.
Colic Calm Plus Product Specifications

Active Ingredients:

*3 added remedies for additional support

Specifications:

- **Unit Single**
  - Dimensions: 2.75” x 5” x 1.5”
  - Weight: 5.6 oz
  - UPC: 3-13992-00001-0

- **Case Pack**
  - 28 Units
  - Dimensions: 12” x 6” x 12”
  - Weight: 10.5 lbs
What Medical Professionals are Saying

“Thank you for this wonderful product – it has worked miracles for my son. He is able to sleep for longer than 30 minutes now and he has a much easier time with bowel movements. Colic Calm has significantly reduced his gas and pain, and I am very relieved as a parent. As a family physician, I now recommend your product, friendly and fast service and great attitude to my patients.” - Dr. A. Frye * Family Doctor * Kapolei, HI

“My 8 month old has reflux and was spitting up continuously and regurgitating his food. He was always uncomfortable. Since starting Colic Calm he was a new child. He is bib free and truly much more comfortable. Being a pediatric nurse I am very familiar with reflux and the medications that doctors prescribe, and for the most part they do not work. I was totally against experimenting with meds such as Zantac for my son, so Colic Calm was a godsend. I have recommended it to a number of moms including some of my patients.” - T. Della Polla * Certified Pediatric Nurse * Flushing, NY

“When my little guy started on new foods, the frequency of his hiccups and painful gas increased dramatically. I am in total awe of how Colic Calm stops the rumbling tummy and jolting hiccups every time. The fact that Nate loves the taste is also a huge plus.” - T. Taylor * Nurse * Chicago, IL

“Colic Calm represents and encouraging breakthrough. Well done!” - R. Mendoza MD * Pediatrician * Beaumont, TX

“I love Colic Calm. I had a very colicky baby and the only thing that helped her was Colic Calm. It works instantly. I am a pharmacist and am recommending it to all my patients and also to my family and friends who have purchased it also. I think it is a safe and great product.” - N. Louvros * Pharmacist * Phoenixville, PA

“We’ve had a difficult go with our now 7 month old son. Lots of gas issues and tons of hiccupping. We’ve used the Colic Calm now for about 4-5 months and have noticed a significant improvement in both his gas and hiccup issues. Prior to Colic Calm he was not sleeping for more than 1-2 hours at a time in succession. Thanks to your product he is able to sleep for longer periods of time, 2-4 hours. In turn he is more jovial and playful. I am a registered pediatric nurses and now openly promote your product.” – M. DeMarco * Certified Pediatric Nurse * Surprize, AZ

“My son was diagnosed at 3 weeks of age with colic. He screamed for most of the day and nothing I did or gave him, including the over-the-counter gripe waters, would soothe his discomfort. Then we gave Colic Calm to my son and in SECONDS he was calm and happy. I almost didn't believe it and thought maybe it was just a coincidence, but EVERY time I gave Colic Calm to him, he immediately stopped crying and was the happy little boy I knew! Thank you SO much for this wonderful product! I am a pediatric nurse and I have referred this product to several of my patient's families as well as my friends!” – L. Plans * Certified Pediatric Nurse * West Chester, PA

Thank you so much for your amazing product. It really saved my son by making him so much more comfortable. We had tried many different types of gripe waters that are on the market and nothing worked, except Colic Calm. – A. Kurtyka * Lactation Consultant and Hypnobabies Educator * Irvine, CA
What Parents are Saying

“There is nothing better to give your child. I tried all the “miracle cures” out there...Colic Calm is the only one that is truly natural, safe and works instantly on my 3 week old.” - C. Reynolds * Charlotte, NC

“Colic Calm is an extreme life saver, marriage saver and sanity saver. After four weeks of making tough dietary changes and pacing the floor half the night desperate for relief, your product has been our saving grace. Thanks for your contribution to humanity. Seriously.” - K. Ence * Salina, UT

“My daughter can now sleep at night without waking up with gas pains. It allows me and the rest of our family to get better nights’ sleep and peace of mind so we’re not frazzled either.” - K. Dietzler * Easton, PA

“Colic Calm has greatly improved Rebecca’s feeding, bowel movements, bloating, gas and cramping and I want to thank you profoundly. She is another baby altogether. I am so relieved that we did not have to put her on medication. My pediatrician was equally amazed and now recommends your product as well.” - K. Beliossi * Virginia Beach, VA

“I was a definite skeptic at first, but now I am a great ambassador of your product. Thanks most of all for keeping it safe for our little angels, without fructose, alcohol and bicarbonate – very important to those of us in the know and it should be for those not so.” - M. Gajdos * New York, NY

“After weeks of suffering along with my newborn, I would have paid anything for just one good night’s sleep. Colic Calm is worth its weight in gold. It should be given to every parent along with their baby as they leave the hospital. I always give it at baby showers. It’s not a luxury, it’s a necessity!” - C. Henderson * Nashville, TN

“Our baby has acid reflux and none of the drugs the doctors prescribed seemed to have much of an effect. The only thing that has made him feel better is Colic Calm. We are also relieved knowing he is taking something natural and safe.” - D. Ibaretta * Houston, TX

“Our other kids were all colicky what seemed like forever. Our last baby had the worst case of all, and he grew out of colic in two less than 2 months, thanks to your product. Words cannot express our gratitude.” - J. and M. Labott * Menomonee Falls, WI

“I am so thankful for Colic Calm. It’s a Blessing in a Bottle. My twin granddaughters are new babies thanks to your product. They actually smile when they see the bottle coming their way since they love the taste and how much better it makes them feel.” - C. Miller * Whittier, CA

“Your product has worked wonders with our extremely gassy baby. I changed my diet and even considered stopping breastfeeding. If he had been our first baby, he would have definitely been our only child. I am thrilled to say we are planning on more now that we have Colic Calm.” - M. Short * Pleasant Lake, IN

As a first time mom, Colic Calm has been my best discovery. I always give it to friends for baby showers and I never leave home without it! Thanks for making motherhood much less overwhelming. - S. Langley * Sarasota, FL

Thousands more touching testimonials available at coliccalm.com
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