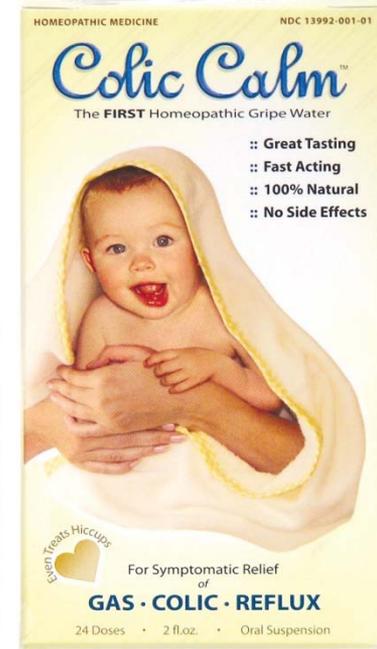


# Why Colic Calm™ Will Bring New Parents Rushing to Your Stores



# Summary

- ❑ #1 on-line 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 on-line marketing.
- ❑ Backed by comprehensive product support and attractive wholesale pricing.

# Agenda

- Background
- The Market for Colic, Infant Gas and Reflux Remedies
- The ColicCalm™ Difference
- How ColicCalm™ Helps Drive Your Sales
- Pricing and Promotions

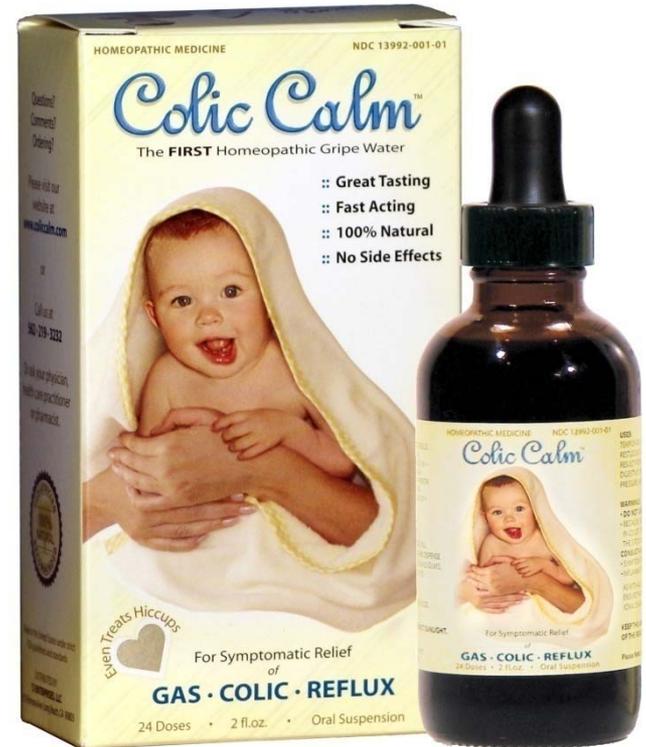
# ColicCalm™ Background

An FDA Registered OTC Medicine for Colic, Infant Gas, Reflux, Teething and Hiccups.

Developed In Collaboration with a Leading Homeopathic Pharmacist.

Manufactured in the United States by an FDA certified Homeopathic Medicine Manufacturer.

TJL Enterprises was founded in 2004 and is Privately Held.



# 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%) of babies experience painful gas, reflux or other forms stomach discomfort annually.

- 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 store* to buy this product, which also drives sales of related product categories:

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



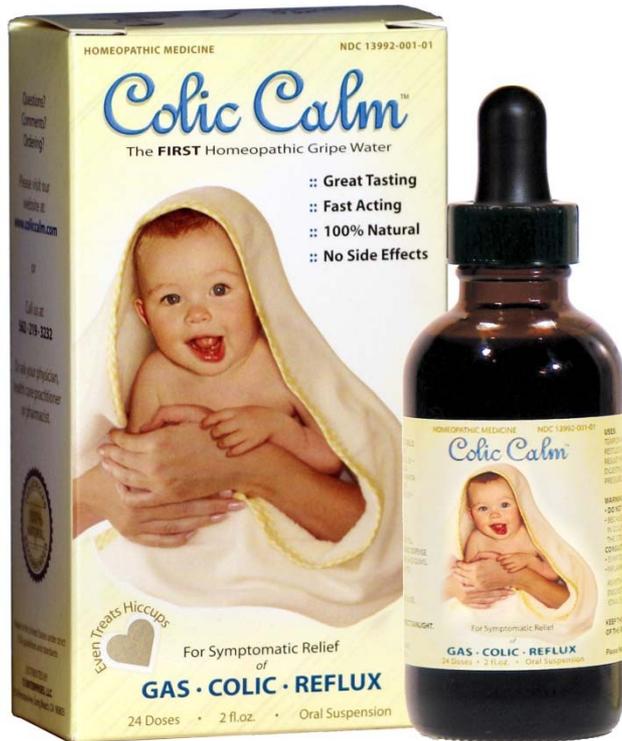
Health Products: Pharmacy, supplements, health products.



## Type 2: Medical Professionals

- Pediatricians, Family Physicians, Natural Health Care Practitioners, Doulas, and Lactation Specialists drive referral sales more than any other group.

# How is Colic Calm Different from Other Gripe Waters?



- The ONLY Gripe Water that is an FDA Registered Medicine.
  - Recommended by Pediatricians
  - Packaging Can Legally Assert 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 On-Line 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 Medicine*<sup>1</sup> 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 ingredients which the FDA recognizes as medically effective in the treatment of the digestive discomfort associated with infant colic, gas and reflux.

# Campaigns that Drive Customers to You

## ■ #1 Online Brand

- Top ranking product site for keywords: "Colic", "Gripe Water", "Baby Gas" and "Baby Reflux" in Google, Yahoo and MSN.
- Massive Referral Business (Over 100,000 unique visitors per month). Store locator will refer them to directly to your outlets.
- 90% of customers will prefer to get product same day from a local store rather than buy on-line, also avoiding shipping and handling expense.



## ■ Strong Base of Referrals from Satisfied Parents, Pediatricians and Other Medical Professionals.

# Store Locator That Sends Customers Directly to You

## Store Locator

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.

[Printer Friendly](#)

The screenshot shows a web-based store locator interface. At the top, there is a search bar with the text "Location: Salt Lake City, UT" and a "SEARCH LOCATIONS" button. Below the search bar is a map of the Salt Lake City area with several red location pins. To the right of the map is a list of three stores:

Store Name	Distance
<b>Babinski</b>	3.4 miles
<b>Dr Brian Tolman</b>	30.3 miles
<b>Dr Louis Carr</b>	33.4 miles

Each store listing includes the address, phone number, and links for "Directions" and "More Info >>".

Over 100,000 visitors per month!

## What Resellers Are Saying

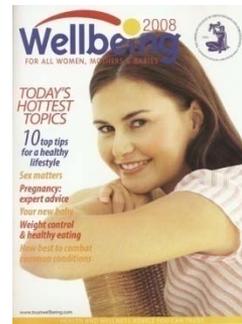
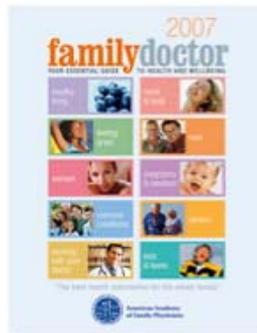
Not only is Colic Calm our best selling product, it also creates great referral traffic for our other health services.  
**Advanced Wellness Center**  
Long Beach, CA

This is great stuff! It was recommended to us by one of our mamas, 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**

# Campaigns that Drive Customers to You

## Print Advertising



## Pediatricians and Family Physicians



# Pricing

Retail (SRP)

**\$18.95**

Wholesale

\$11.55 per unit in 28-pack case.

*Pallet pricing also available on request.*

For more information or to place your order, visit  
[www.coliccalm.com/wholesale](http://www.coliccalm.com/wholesale) or call our customer service department  
at (877) 321-CALM.

## What are Parents Saying about Colic Calm?

"Thank you for this wonderful product – it has done 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. ColicCalm 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 \* Kapolei, HI**

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

"ColicCalm 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**

"ColicCalm 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. ColicCalm 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**

## What are Parents Saying about Colic Calm?

"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 ColicCalm. We are also relieved knowing he is taking something natural and safe." - **D. Ibareta \* 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**

"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 ColicCalm stops the rumbling tummy and jolting hiccups every time. The fact that Nate loves the taste is also a huge plus." - **T. Taylor (Mom and Nurse) \* Chicago, IL**

"I am so thankful for ColicCalm. 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 ColicCalm." - **M. Short \* Pleasant Lake, IN**

As a first time mom, ColicCalm 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**

Many more testimonials available at [coliccalm.com](http://coliccalm.com)