

WAY 19

breathROX: Grow Profits With Patients and Providers With Popping Candy Breath Mint

Use this fun, unique product with 100% markup to acquire new patients, generate revenue from current patients, as a solution for dry mouth, for doctor detailing, and to distract and reward needle-nervous patients.

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Founded: 2023

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Company Background

breathROX is a manufacturer of functional popping candy products. In 1992, our inventor pioneered popping candy as an ingredient in chocolate and ice cream. He brought this technology to Pop Rocks, which hired him to enhance products around the world. In 1999, he left Pop Rocks to form his own company, which is now one of only five manufacturers of popping candy in the world and the only one in the Americas. In 2023, we resurrected his breathROX creation and launched through independent pharmacies.

Product Overview

breathROX are popping candy breath mints. They're like sugar-free Pop Rocks with zinc. Your patients will love them. You'll love their reaction to this awesome, nostalgic experience. Zinc helps neutralize gas. Popping helps activate saliva. Pieces help scrub mouth. breathROX are fun and functional. They're available in blue raspberry, cinnamon, mint, and watermelon. Mango Tajin is coming soon. Two new flavors will launch yearly.

Product Utilization

■ Doctor Detailing

You're not Dunkin' Donuts®. Stop bringing donuts to doctors. Bring a product you carry. A product that's fun for the office staff. A product that deals with the dry mouth side effects of some of the medications doctors prescribe. Now the whole office will be excited to see what new flavor of breathROX you brought them.

■ Vaccination Distraction & Reward

Many patients are nervous about needles, especially children. When a scared, 8-year-old boy comes in for his vaccination, share breathROX with him. While he's distracted by the blue raspberry popping party in his mouth, jab him. He won't even realize it. Then, give him the rest of the bottle. He'll be thrilled. And his mom will tell her friends to come to your pharmacy for vaccinations, saying her son wants another flu shot just so he can get more breathROX!

■ Upselling

It's challenging for staff to upsell CoQ10 with statins and probiotics with antibiotics. It's intimidating and can be a little expensive. breathROX are easy to upsell with medications that cause dry mouth. breathROX are fun and cheap. When your staff see how rewarding it is to provide solutions to problems, they'll share more and sell more.

■ Ice Breaker

Your wholesale cost of \$1.49 makes breathROX a fun, cheap ice breaker to discuss your solutions with patients and providers, or to even thank them for their business.

Testimonials

"Just gotta get people to try 'em!"

— Jeff Harrell, Pharmacist & Owner of Cascadia Pharmacy Group in Washington, AAP Chairperson, NCPA President, breathROX Investor

"I love breathROX. My patients love them. Doctors love them."

— Spencer Smith, Pharmacist & Owner of Doctor's Pharmacy in Alabama, breathROX Investor

"Owners have success using breathROX in their doctor detailing, as an upsell for medications that cause dry mouth, and as impulse buy next to the register."

— Lisa Faast, Pharmacist & Owner of DiversifyRx in Texas, breathROX Investor

Strategic Investors

Over 100 pharmacy owners invested in our Seed Loan including four NCPA board members, four board members of AAP/APCI/IPC, current/former state association presidents, four of "The 50 Most Influential Leaders in Pharmacy", and Thrifty White. Consumers are investing \$100-\$1,000 in our \$5M Crowdfunding campaign. These customer shareholders are extra motivated to share breathROX, sending friends and family to your pharmacy to purchase.

Product Development Pipeline

- breathROX Natural: Organic Sugar breathROX
- energyROX: 5-hour ENERGY® + Pop Rocks®
- sleepROX: Dream Water® + Pop Rocks®
- nutROX: Peanut M&M'S® + Pop Rocks®
- Two stealth popping candy products in multi-billion dollar markets that could revolutionize their industries.

Ordering Information

Wholesale price: \$1.49

MSRP: \$2.99+

Free Promotional Support:

- Three-Tier Countertop Display with 7 x 9 Billboard
- 4 x 6 Bag Stuffers
- Easy-to-Share Weekly Social Media Content

Order direct at breathROX.com.

Order through AAP's API warehouse at APIRX.com.

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