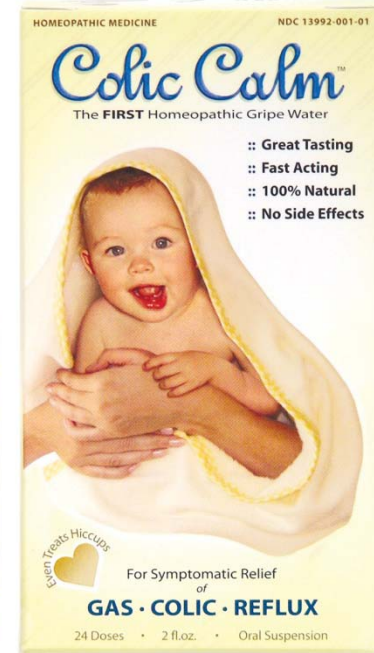


# How ColicCalm™ Can Bring Thousands of New Parents Rushing to Your Stores





## Agenda

- Background
- The Market for Colic, Infant Gas and Reflux Remedies
- The ColicCalm™ Difference
- How ColicCalm™ Can Help Drive Your Sales
- How Support You
- Conclusion

## ColicCalm™ Background

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

Developed In Collaboration with a Leading Homeopathic Pharmacist.

Manufactured by Standard Homeopathic (aka Hylands), the Largest Homeopathic Medicine Manufacturer in the United States.

TJ Enterprises was founded in 2003 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, TJ Enterprises released the first over-the-counter FDA registered gripe water.



# The Consumer Profile

## Type 1: New Parents and Grand Parents (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, 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 Symptom Relief
  - Increases Peace of Mind in Parents
- Contains 100% Natural Ingredients.
- No Side Effects.
- More Effective than Other Brands (93.5% customer satisfaction index in an independent survey).



# 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 2000 review in the Journal of the British Royal Society of Medicine 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.



## What are Parents Saying about Colic Calm?

I find your product to work better than any on the market that I have tried to reduce gas pain. Thanks a million. -  
Vanessa D. New York, NY

We were shocked at how fast Colic Calm worked. With the first dose our son calmed down and you could tell he was comfortable instantly. We had our doctor check it out and she now recommends it to other parents. Thank you for this heaven sent product. Cade is such a happy baby. I wish I had ordered it sooner. Thanks. -Kelly R. Dillon, CO

We felt like Colic Calm really helped better than any other product with my son's gas. I felt good about giving him something that was all natural and would be soothing to his system. I showed it to my pediatrician and he approved of it, too. I definitely feel like it makes a huge difference. Thanks so much! -Melanie R. Harrisburg, PA

Thank you for this wonderful product - it has done miracles for my 2 month old son. He is actually able to sleep for longer then 30 minutes now, and it has also helped him have 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 plan to recommend your product, friendly and fast service and great attitude to my patients. Thank you!! -Aleksandra F. Kapolei, HI

My daughter wasn't colicky, she was fussy from gas. I bought the first bottle apprehensively, but figured with a money back guarantee where could I go wrong? I bought my next 2 bottles very shortly after she started taking it. There is now peace in our home! Thanks a million! -Jennifer F. Chevy Chase, MD



## What are Parents Saying about Colic Calm?

I am a young and first time mom. I tried everything for Madison's colic. I was so relieved to see the effect on her. She is so happy and peaceful. Thank you for making motherhood a little less overwhelming. - Chistina H. Chicago, IL

Fabulous product! Tried other gripe waters and they don't compare. Colic calm helps my son expel gas in seconds and in a minute he just calms down! - Evelyn A. Milton, MA

I ordered Colic Calm for my grandson and we have been absolutely amazed at how well this product works. It is worth its weight in gold ... even more actually, since we got our very first smile from my grandson after giving it to him. All pediatricians need to know about your product. We are forever grateful, that is for sure. - Cheryl H. Ashland, KY

ColicCalm is a "miracle in a bottle". Our little boy has been suffering with colic for nearly 5 weeks, with several pediatricians and nurses telling us there is no cure for colic and our son will have to just grow out of it. We are so glad to have found your product, we can tell our son gets relief within 10 minutes of taking ColicCalm. Thank you very much! - Melissa H. Mooresville, IN

My son has been doing 100% better since we have had the Colic Calm. We had tried everything and nothing worked. He didn't sleep and just cried out in pain constantly. He is my third son and I was really having a hard time trying to keep up with all three with a colicky baby. After we got Colic Calm the stress level in our house went down dramatically. My baby would finally sleep, something I was sure would never happen. He is a very happy baby now. He smiles a lot and is trying to laugh out loud. Thank You very much. Our lives are much more peaceful and happy now! - Melissa C. Midland, TX

For hundreds more touching testimonials, please visit [www.coliccalm.com/testimonials.htm](http://www.coliccalm.com/testimonials.htm)

# Campaigns that Drive Customers to You

## Print Advertising



## Pediatricians and Family Physicians



# 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\*.
- 95% of customers will prefer to get product same day from a local store rather than buy on-line.



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



# Pricing

Retail (SRP)

**\$18.95**

Wholesale

\$11.55 per unit in 28-pack case.

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.



# Conclusion

- Premium product that drives new traffic to your stores
- The only natural product that is FDA regulated for safety and effectiveness.
- Exciting new 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.