

FREQUENTLY ASKED QUESTIONS*

(WEBSITE CONTENT for health professionals only)

ROEHR™ PHARMACEUTICALS

What makes ROEHR's nutritional supplement program different than other companies?

ROEHR™ provides you with the next generation of nutrient supplementation—a system so advanced, a product so easily customizable, that it will become the supplement regimen of choice for all your patients' needs. With the patented BioG MicroTabs Ingredients Technology now you can offer the highest quality supplements in a more convenient and bioavailable form than any other system on the market. You can also create unique personalized supplement blends, combining several dietary supplements into one single, daily dose for your patient. And your blends will be privately labeled, just for your practice.

What Nutraceutical Options do I have with ROEHR™?

The patented BioG MicroTabs Ingredients Technology is provided in three formats. All three formats carry your practice name, logo, and contact information. The ROEHR logo is just located at the bottom:

- 1. ROEHR™ Standard Blends** – These are health-goal specific blends that ROEHR has developed together with our medical directors in Germany and the US. These blends come in a 30-day supply or more and are sold as starter dosages for the patient. Many healthcare professionals start with these blends.
- 2. Physician's Blends** – These are similar to the ROEHR Standard Blends above, but you formulate the blends. Again, they are supplement blends addressing specific health goals. This format is another step in creating your own brand while increasing patient loyalty. Remember, these are unique blends your patients cannot find anywhere else.

Based on your patient's goals, multiple health challenges, and biomarker results, it may be time to transition to a Personalized Blend.

- 3. Personalized Blends** – These are products that are completely unique to each patient. You formulate a blend of vitamins, minerals, amino acids, and standardized herbal ingredients that is fully customized for the patient. There is no over-the-counter equivalent. The patient can acquire this personalized product—and its unique results—only from you! Personalized blends are infinitely adjustable. They can be modified at any time to meet specific patient requirements, like a tailor-made suit. This increases patient loyalty and repeat purchases.

Should I start my patient on a ROEHR™ standard blends?

We do recommend that health professionals have several blends in stock (covering the pertinent health areas), so that there is an opportunity to immediately start your patients on BioG MicroTabs. You may be pleasantly surprised how many of your patients will be very receptive to the single daily serving of BioG MicroTabs.

Many health professionals with limited or no nutraceutical experience start with any of the standard blends developed by ROEHR'S medical directors. These blends provide a comprehensive nutrient approach for a particular health condition. If you start your patient on a standard blend developed by ROEHR, you can later assess how they are doing (just before it is time to reorder their blend). Once you complete creating your free account, you may decide to personalize the blend, adjusting the doses of specific ingredients.

How Do I Order a ROEHR Standard Blend?

It is easy to get started with ROEHR Standard Blends, now that you have access to the health professional area. Just go to the "Products" tab, under the drop down menu, click on "Order ROEHR Standard Blend". You will be asked to fill out an order form. This is an easy and convenient way to try out some of our Standard Blends on your patients and staff.

How about creating my own Physician Blend for my patients?

Some health professionals create their own physician standard blend for all of their patients with a particular challenge, i.e. "Dr. Jones Allergy and Asthma Blend". Once you finish creating your free account, you will be able to order all blend options. Each blend will have your own private label (with your practice logo, contact information)-- appearing as your own formulation.

When should I start my patient on a customized or personalized blend?

Often after starting a patient on a ROEHR™ Standard Blend or your own Physician Blend, you notice that your patient may need more or less of a particular nutrient.

For instance, if after starting a particular blend, your patient is now on Red Yeast Rice or a statin medication, you would want to add our BioG CoQ10/Emblica to their blend. Or perhaps, after biomarker results and clinical feedback, you may want to increase the amount of our BioG Curcumin/Ginger Bioenhanced for an inflammatory condition. Based on the clinical history, medication changes and/or biomarkers results, you now have the ability to develop a blend just for your patient; our software will make this easy for you- a blend that your patient cannot obtain anywhere else. This greatly increases patient compliance, efficacy and patient loyalty.

How do I know if this nutraceutical program is efficacious?

As with any program, follow up is important to ensure compliance and efficacy. Use your clinical history, physical findings and/or lab work to monitor your patient's progress. For example, before starting a patient on vitamin D supplementation, it is advisable to obtain a baseline serum 25 hydroxy-vitamin D level. If the level is low, then start your patient on the BioG MicroTabs Vitamin D or add this ingredient to their existing ROEHR blend. Obtain a repeat serum vitamin D level in 2-3 months. Depending upon the repeat serum vitamin D level, you may want to maintain the present amount of vitamin D or increase the vitamin D for the next order.

Are BioG MicroTabs gluten free and lactose free?

YES. All of our ingredients in the BioG MicroTabs are gluten free and lactose free as well as free from preservatives. All excipients used are listed in the blend calculator of the software.

What Quality Control (QC) standards are used for the production of ROEHR™ BioG MicroTabs?

Our QC standards exceed most companies. All of our nutraceuticals are **Made in Germany** at a pharmaceutical cGMP certified facility. Pharmaceutical cGMP represents higher standards than food-grade GMP (as is the case for US made nutraceuticals). Also, our pharmaceutical grade, independent lab-verified raw materials represent the highest bioavailability and efficacy (i.e. – calcium citrate and water soluble CoQ10).*

What exactly are BioG MicroTabs?

They aren't pellets or granules. They are real coated micro-tablets produced with special customized micro-tableting tools. All of our vitamin, herbal, and amino acid ingredients come in the same 7mg weight and 2mm x 2mm MicroTab size. Following **German cGMP** quality standards for drugs, our pharmaceutical grade ingredients are compressed into these BioG MicroTabs. This novel delivery system has several advantages:

- Every ingredient comes in the same MicroTab size—resulting in homogeneous mixtures and consistent dosing
- Strong enough to hold together during compounding
- Blending takes only minutes for the compounding pharmacist
- Small size results in efficient absorption*

Why are BioG MicroTabs advantageous in creating customizable formulations over other supplemental forms such as soft gels, large tablets and powders?

Our scientific team considered a few delivery options for creating a customizable formulation before developing the patented BioG MicroTabs Ingredients Technology. Encapsulation products were highly impractical and time-consuming for compounding pharmacists to use for personalized blends. Powders were messy, clumped or caked, and required sweeteners and flavoring agents. Besides, patients didn't like them.

With our BioG MicroTabs, patient response is highly positive. They find the BioG MicroTabs convenient and easy to swallow. So, patient compliance is likely to be much higher. In addition, the BioG MicroTabs were the perfect particle size for compounding pharmacists to create homogenous blends. Regarding both patient preference and a need for precise and easy customization, BioG MicroTabs are clearly the delivery method of choice.*

Where are your BioG MicroTabs manufactured?

All of our BioG MicroTabs are manufactured in Germany at our pharmaceutical cGMP facility. The manufacturing process relies on sophisticated, custom designed machinery and tools to produce with precision the BioG MicroTabs.

What type of health professionals do you allow to sell your nutraceutical supplementation?

Due to the quality and sophistication of the product and program, we only allow licensed US health professionals to offer our patented MicroTab Ingredients Technology to their patients/clients. This would include: MDs, DOs, DCs, RDs, RNs, PAs, nutritionists, etc. If you have any questions regarding whether you are able to offer BioG MicroTab products to your patients/clients, please contact our office.

How much does it cost to open up an account with ROEHR™ and how do I get started?

1. Your ROEHR Account is FREE. Just go to the ROEHR™ Pharmaceuticals secured website at: www.Roehr-Pharma.com Click on <CREATE ACCOUNT>.

2. Order any of the ROEHR™ Standard Blends for a particular health area or you can create your own Physician Blend or Personalized Blend. There is a minimum quantity of 5 for a particular ROEHR™ Standard Blend or Physician Blend**, and no minimum quantity for a Personalized Blend. All blend labels can be privately labeled, including your practice name and other designated information.

3. Evaluate Your Patient—Discuss your patient’s current supplementation, dietary habits, prescriptions, and health goals. Acquire baseline biomarker measurements on the patient (i.e. blood lipid profile, blood glucose levels, etc.). Acquire baseline physical measurements (i.e. weight, height, waist circumference, BMI, etc.).

4. Use Our Unique Online Blend Calculator—Our online tools allow you to create your own Physician’s Blend or make a Personalized Blend. Explain to the patient that any of these options will combine their current supplement regimen into one single daily dose—reminding them that these ingredients are also more effective.

5. Order your Physician Blend or Personalized blend. Note that ROEHR Standard Blends or Physician’s Blends are kept in stock in your practice, but Personalized Blends are not stocked, since they are made fresh for each individual. We have our compounding pharmacy create the blend. Please note that ROEHR Pharmaceuticals offers a flexible system, so we will gladly cater to your business needs. By uploading your practice logo, practice contact information and other relevant information, all blend labels can be customized for your practice.

6. Delivery Options—Standard Blends and Physician Blends are always sent to the practice. But Personalized Blends may be sent either to the practice or directly to the patient. Personalized Blends are produced individually and sent within three days of order confirmation. ROEHR bills the practice, and the practice bills the patient (with an appropriate retail markup). Ask about the optional ROEHR direct billing to patient option.

**Some blends may require higher minimums.

How much does it cost to use our special software programs and other ROEHR™ website features?

Once you open up your FREE ROEHR account, you have FREE access to all of our special software for ordering all blend options, including customizing your own Physician Blend or ordering a personalized patient blend.

How do I earn income from your program, and what profit margins should I expect from the retail sales of your products?

At ROEHR™, our business model is simple and straight forward. There are no business building distributorships or complicated formulas. You purchase ROEHR products at wholesale cost and mark up the price to your patient (retail price) at your discretion. We suggest a 30-50% retail margin, but the decision is yours.

How can I offer ROEHR™ products for sale in my office without seeming like a pushy or biased sales person?

There are many health professionals who successfully implement our nutraceutical supplementation program in their offices. First, all of these products will have your private label and therefore there is no equivalent formulation in stores or catalogs. Your patient will appreciate that you are designing a product for them, to meet their specific needs. These products will become a part of your health approach along with lifestyle recommendations, dietary approaches, etc. Also, having you or your staff educate them on their supplementation is very important. So your patients will recognize the significant value that you are adding. Your practice can best guide your patients on supplementation use, along with appropriate lifestyle and dietary interventions to achieve their goals.

Should I disclose to my patients/clients that I make a profit in selling these nutraceuticals?

Yes, we recommend a disclosure statement or sign. Here is a sample disclosure statement that you can use:

“Our practice receives a modest profit from the sales of supplements to provide you this important service. By doing so, we can also provide you the necessary education on supplementation, diet and lifestyle interventions for you to best achieve your goals.”

How do we define the term nutraceutical?

We define nutraceuticals as nutrients, phytochemicals and herb supplementation of the highest quality, bioavailability and efficacy (with a scientific basis of action) that exert beneficial biologic effects in humans.

Why do patients today need or benefit from nutraceutical supplementation?

High-quality nutraceutical supplements can help fill in the gaps for nutrient depletion and provide the vital nutrients missing from foods, especially processed foods. High quality and appropriate nutraceutical supplements will provide adequate amounts and a diversity of phytonutrients, fiber and healthy fats that are impractical to obtain daily from your diet alone. With advances in nutrition research, nutraceutical supplementation along with lifestyle changes can be used to effect biologic change in cells, tissues and organ systems to promote optimal health, healing and wellness.*

The micro-nutrients including vitamins and minerals are often missing or inadequate even in the so-called balanced diet. Agricultural methods (over the past several decades) have profoundly changed the nutrient content of fresh fruits and vegetables. Frequent crop rotations in order to maximize productivity deplete key minerals from soil, resulting in reduced mineral content in our fruits and vegetables. For example, copper and selenium availability were higher at the beginning of the 20th century as compared to the end of the century. In fact, fortification programs became necessary for certain B vitamins (such as folate) and were instituted in 1998 as set by federal standards. Even then, vitamin B12 and potassium were considerably higher in the early 20th century than today. And excessive sodium amounts are now ubiquitous in the food supply as a result of an increase in processed foods.***

Eating the common American diet (either from supermarkets, fast food chains or restaurants) today fills your stomach with processed grains (stripped of bran and fiber), fatty foods (loaded with saturated and trans-fats) and overly sweetened foods and beverages with few nutrients.

*** Gerrior S, Bente L, & Hiza H. (2004). *Nutrient Content of the US Food Supply, 1909-2000*. (Home Economics Research Report No.56). USDA, Center for Nutrition Policy and Promotion.

Is it legal for a US health professional to sell nutraceutical products in their office?

We encourage all prospective US health professional clients to check with their state regulations and laws regarding the sales of nutraceutical supplementation from their offices to their patients. Professional associations may have positions or guidelines regarding this, but are not legal or regulatory authorities.

Is it ethical for a US health professional to sell nutraceutical products in their office?

As part of our core beliefs, *“We believe that health professionals must play a vital role to guide each patient with appropriate, specific and comprehensive nutraceutical supplementation to achieve their*

patient's goals and expectations." If done in a responsible and professional way, the offering of nutraceuticals to your patients is not only ethical, but much appreciated by your patients.

*These statements have not been evaluated by the US Food and Drug Administration.
These products are not intended to diagnose, treat, cure or prevent any disease.