

GO TO MARKET

## Oreganol P73

How to market  
the only  
researched  
and tested  
oregano oil.



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It's no longer a secret that oregano "might be the next wonder drug" (*Business Week* 2001), but as more and more of your customers become excited about oregano oil, there are important considerations that will ensure that you and your customers prosper. It is understood that when you recommend high quality, fast-acting products then your business thrives.

What puts North American Herb & Spice's Oreganol P73 in a class by itself is the fact that it is the only researched and tested oregano on the market. This research is the most valuable selling tool. The emphasis on quality makes North American Herb & Spice the industry leader in the oregano category. As imitation brands continue to appear on the market, it is sometimes difficult to hash out the truth. Look for the P73 on the label. Without that quality assurance, imitation oils can be detrimental to one's health.

The stringent quality control at North American Herb & Spice keeps our oregano oil free from solvents, synthetic chemicals, and adulterants. From sprout

to bottle we control the entire production of our wild oregano, which grows naturally in the remote Mediterranean mountains. Other manufacturers simply purchase whatever they can over the phone. However, North American Herb & Spice sources its wild oregano from private land that is maintained via sustainable agriculture.

Oreganol P73 is the most powerful germ killer with scientifically proven results against almost every virus, bacteria, parasite, and fungi. The complexity of the phytochemical matrix in Oreganol P73 possesses a broad spectrum of antimicrobial properties that are safe for prolonged use. The oil can be used topically and internally. Oreganol P73 is the medicine chest in a bottle, especially since it is proven to never harm the internal organs, even when used daily for health maintenance.

Another incentive to focusing sales efforts on top-selling branded oregano

oil is profit margin. The math is straightforward. Our product has the highest MSRP of all oregano oils on the market. In fact, it is reassuringly expensive and worth the cost. What does this mean? It means that for every bottle you sell, you'll be making two to three times the profit. More importantly, however, the cost reflects the quality of the product.

Commercial and adulterated oils that appeal to consumers' wallets can be both ineffective and dangerous. Recently, a low-grade oil from a major industry manufacturer killed a dog when it ingested what should have been a healthy dosage. Ultimately, when it comes to health, you should pay more now so you don't have to pay later. Recommend Oreganol P73 because it works, it has been tested by major medical universities, and both you and your customers will benefit from taking the very best oregano oil in the world.

