



# GoGargle!

Effervescent Salt Gargle

*Open for Free Sample*

**New** GoGargle!™ effervescent tablets –  
The power of salt water gargling  
in a refreshing mint flavor!

## Key Ingredients:

- Salt:** helps soothe and ease throat irritation
- Honey:** soothes, coats & adds sweetness
- Aloe:** plant extract that provides cooling relief
- Zinc:** an important mineral for good health
- Chamomile:** a traditional herb with soothing properties
- Mint:** adds a crisp, cool taste



ECRM Best New Cough/Cold Product 2014



## Old Problem. New Solution.



UPC 008586810044

### Ride the Salt Water Wave

Sprays and lozenges alone just mask sore throat symptoms. More and more, experts are recommending salt water gargling as an effective way to help reduce inflammation for soothing relief.

Uh-oh! Looks like someone beat you to the sample...



If you would like more – give us a call!

**855-GO-GARGL**

Experience the refreshing mint flavor yourself with this sample!

## Mom was on to something.

When you had a sore throat, she recommend gargling with salt water for a good reason – it's effective! However, gargling with salt water usually tastes terrible.

GoGargle! effervescent tablets are a tasty new way for patients to gargle away their sore throat pain.

Also works for mouth pain from allergies, canker sores, or dental work. Great for overall mouth care, too.

## Benefits for Your Patients

- Reduces Inflammation: Strong, lasting relief
- Easy to Use: Simply drop in a glass of warm water to dissolve
- Great Taste: Natural mint flavor
- Simple, Supportive Ingredients: salt, honey, aloe, zinc, chamomile, and mint

## Your Retail Opportunity

- Large Need: Last year, 15 million+ people visited the doctor for a sore throat and many more self-treated
- Incremental Sales: 85-90% of GoGargle! sales are complementary to other sore throat products
- Healthy Margins: MSRP of \$6.99 with margins of nearly 50%
- Broad Appeal: Natural, gluten free, safe for pregnant women and children who are able to gargle (usually 3+)

## Pharmacist Action Plan:

**Try** the GoGargle! sample - go ahead!

**Order** GoGargle! from your wholesaler or email [customerservice@gogargle.com](mailto:customerservice@gogargle.com)

**Recommend** to patients with throat or mouth pain



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