

Fredon Family Chiropractic
Dr. Thomas W. Gilfillan, D.C.

Cathy Hanks
Healthcare/Retail Division Manager
Performance Health, Inc.

Hi Cathy,

I want to take the time to tell you that your new product, the Biofreeze spray is a real winner. I have been using Biofreeze since the first day I opened my office. My patient's love it. I have senior citizens who use it for the aches and pains of arthritis, middle aged "weekend warriors" who over do it on the golf course or the garden, as well as high school and college athletes. I have two daughters that are six and eight years old. I have been adjusting them literally since the day they were born. If they are still a little achy after the adjustment, they will ask me, "Dad, can you put on a little Biofreeze, it helps make it feel better." I don't use anything in my office on patients that I would not use on my own family.

I also want to thank you folks for your Complimentary Patient Education Program. This is a truly great idea that is a win/win situation for the doctor, the patient, and your company and one more reason you are miles ahead of your competition. Three or four times a year, I receive, at no charge (not even shipping), a case of Biofreeze samples. Two sample packets are stapled to a Biofreeze brochure with my office name and information preprinted on them. This has been one of the best marketing tools I have come across to promote my office, and it doesn't cost me a thing. I can't tell you how many times I've had patient's come back to the office and say, "Hey Doc, do you have a couple of extra samples of that Biofreeze. I was telling my wife/friend/coworker how good this stuff works and they'd like to try some." Well I can tell you, many of these people become new patients, and buy a bottle or two of Biofreeze on their first visit.

Last but not least, I would like to thank you for your support of the Chiropractic profession. I am a new member of the ANJC, the Association of New Jersey Chiropractors. It is a terrific organization that has managed to get many of the states various smaller chiropractic organizations under one umbrella and working together. Not long after joining, I received a sample of your new spray, what a great new product! Because of your commitment to our profession, and the quality of your product, I wouldn't think of using anything else for my patients or my family.

Sincerely,

Dr. Thomas Gilfillan