



Hammer Chiropractic
AND REHABILITATION

Performance Health, Inc.
1017 Boyd Road
Export, PA 15632

Re: Biofreeze Gets Results!!

Dear Performance Health,

I wanted to take the opportunity to thank you not only for an outstanding Biofreeze product that has helped countless patients in my practice over 10 years but also for all the samples we have donated to various local events. The samples and brochures handed out at local sporting events have proven to be an excellent referral source and marketing tool. The amateur sporting events in our community give our weekend warriors a chance to attempt athletic prowess while a supply of Biofreeze samples continues to help in their pain management. By providing samples for registration bags, the brochures are printed with our clinic name and phone number so the athletes know where they can purchase their own supply of Biofreeze. Each person that walks through our door always has a success story of how Biofreeze decrease their pain as they attempted to relive the "glory days."

One such story involved a beginning golfer in the Chamber of Commerce Golf Outing who had a little too much fun and swung a little too hard. As her lower back (not to mention a little headache) was bothering her the next day, she remembered the little white and green sample packet in her registration bag. There was enough in the little packet for a couple of applications, but when it was gone she stopped by my clinic to purchase her own tube of Biofreeze. While she was in the clinic she asked various questions on the benefits of chiropractic rehabilitation. She has been a patient since that day.

We also placed samples in the registration bags for the Independence Day 10k run, which prompted those individuals to purchase tubes and sing the praises of Biofreeze. The run organizers, who became patients, call now to remind us about the next big race.

These are just two examples of many in which I have found Biofreeze to be not only a great product for our patients, but also a wonderful marketing tool for my clinic. Thank you Biofreeze and Performance Health!

Sincerely,

Christopher J. Hammer, DC, DACRB, FACO