



Reach Health Conscious Consumers Through Leading Retailers

Proven Sales & Share Building Results via Sampling & Couponing

Delivery of Brand Materials by Pharmacy & Retail Clinic Professionals

HealthSTART® is a program that delivers samples and brand literature to consumers at leading retailers nationwide. Brand materials are distributed to consumers hand-to-hand by healthcare professionals, which provides a high level of credibility and relevance for all sponsor materials. The delivery format can include a colorful gift bag featuring your branding & messaging, or as individual samples delivered in bulk or in counter display units.

Intercept Health-Oriented Consumers in Food, Drug & Mass

- Reaching up to 300,000 consumers.
- Hand distributed by pharmacy & retail clinic staff.
- Kroger, CVS, Kmart, Walmart, etc.
- Timing based on your needs.

Sponsorship Opportunities

- Product sampling to generate trial.
- Preprinted literature to deliver full brand story.
- Communications to educate store staff.
- Category exclusivity to lock-out competition.
- Market research is available.



HealthSTART Gift Bag