



# How to Recommend CuraMed



# CuraMed ENHANCED ABSORPTION Curcumin

- MORE than curcumin. Only patented delivery system with turmeric essential oils and ar-turmerone
- 50+ patents world-wide
- Now with 90 published studies including 42 human clinical trials
- Free of harmful solvents
- Sustainably produced and ethically acquired
- **500 mg of full spectrum curcumin in the 750 mg softgel:** (curcumin, demethoxycurcumin, bisdemethoxycurcumin) with superior absorption versus standard curcumin

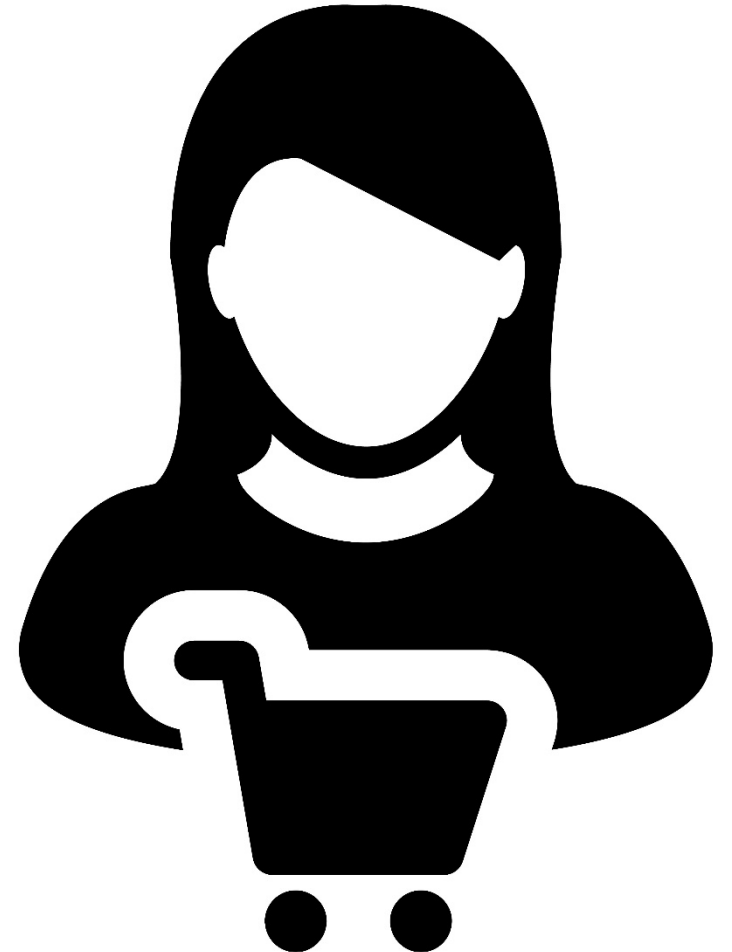


# Matching CuraMed to Your Customers

**Are you tailoring your interactions with your customers to meet their specific needs?**

No matter their preferences, CuraMed can be explained in a way that shoppers find compelling!

Here are four common shopper profiles, and how to recommend CuraMed...



# The Skeptical Customer

# “Is this too good to be true?”

- The skeptical customer digs deep and asks questions
- They want clear, direct language
- They are *not likely* to be motivated by testimonials and will often read only critical reviews
- They *are* motivated by data points
- They want to be able to change their mind if reality doesn't live up to expectations

To win over the skeptic you need to provide:

- **Proof:** show them the data
- **Trust:** give them excellent customer service
- **Control:** money-back guarantees and flexible return policies

# CuraMed: Proven Results

- 90 published studies including 42 human clinical trials
  - Provide abstracts lists and educational TTNs
- Over 20 Awards given to the CuraMed product line!
- Proven increased absorption
- Better value per milligram of curcuminoids versus the leading capsule, gummy, and turmeric liquid
- Money-back guarantee!



# The Indecisive Customer

# “I can’t decide!”

- Good news: this shopper has a high purchase intent, they just need to feel secure about their choice
- They can be afraid of making the ‘wrong decision’
- These consumers are **highly motivated** by testimonials and reviews
- Too much information or too many choices and they will panic and run

To win over the hesitant customer you need:

- **Trust:** give them excellent customer service
- **Reinforcement:** share reviews and testimonials
- **Simplicity:** clear, compelling message

# You Can't Go Wrong with CuraMed!

- Best-selling product for 17 years
- Hundreds of positive reviews and testimonials
  - See CuraMed brochure CC31
- Great value and results
- Money-back guarantee

## Testimonials

### **I have hope now.**

I went to a seminar at a natural health store, and the speaker suggested I try CuraMed for a healthy inflammation response.\*\* I never had a supplement that worked like this before. I have been praying for this for a long time.

– *Charity M.*

### **I have never felt this mentally fit before in my life.**

I have been taking CuraMed 750 mg twice daily for over 3 months. I have never felt this "mentally fit" before in my life.\* Thank you from the bottom of my heart for this supplement.

– *Amy E.*

### **Does exactly what it claims.**

I'm an active 58-year-old walker who is usually training to walk half marathons, 10Ks, etc. This product has done exactly what it claimed it would do. I have been spreading the news far and wide to everyone who might benefit from this product. You must try it for yourself. (I guarantee you that you will NOT have to use Terry Naturally's money-back guarantee.)

– *Renee S.*



# The Value-Conscious Customer

AKA: Price-Sensitive

# “Am I getting the best bang for my buck?”

- These shoppers care about **price versus the value** they perceive
- They want the best possible deal AND they want a product that will solve their problems and improve their lives
  - Price is not necessarily a barrier IF they perceive the value
- These customers love rewards! Give them perks through a loyalty program.

**Terry’s Time-Tested Tip:** offer a discount for buying multiples – buy 3 of the same and get 20% off

# CuraMed is a Great Value!

- 500 mg of curcuminoids per softgel, with 7x increased absorption, delivers equivalent of 3500 mg of curcuminoids to the body
- Would need 300-500 turmeric capsules to equal the absorbed curcumin from a single CuraMed 750
- Beneficial for every situation you can think of because addresses two basic systems:
  - Inflammation
  - Oxidative stress
- Versus the leading capsule, gummy, and turmeric liquid product, CuraMed is 5-7 times LESS expensive, based on curcuminoid content



# The Loyal Customer

# “I ❤️ your store!”

- The loyal customer comes back for repeat purchases, spends more, and recommends your store to others
- Loyalty is built over time with positive experiences
- **This is your most valuable customer** and should not be taken for granted
  - It is up to 25 times more expensive to find a new customer than to retain an existing customer
  - Increasing your retention rate by 5% translates to a 25-95% increase in profits over time

To create and retain loyal customers requires:

- Outstanding **personalized customer service**
- **Recognition:** reward programs, special incentives and discounts
- **Community:** engage with them – encourage sharing of stories, photos, and testimonials through social media or in your store

# Consumers ❤️ CuraMed

- **Consumers love CuraMed and buy it again and again: extremely high repurchase rate of 77%**
  - nearly 8 out of 10 consumers buy again, well above the standard product repurchase rate of 29%
- The most expensive product in the Terry Naturally line is CuraMed 750, 120 count, and this is our **#1 selling product by units** (as well as \$)
- **Everyone can benefit from CuraMed**
  - Hundreds of applications



# Suggestions for Specific Situations

**You show them  
CuraMed 750 mg  
and...**



# It's too expensive.


- Remind them of the value – it takes 14 of the leading capsule to equal 1 softgel of CuraMed 750 ( $500/36 = 13.8$  capsules)
- Offer CuraMed 375 mg as an introductory product



## CuraMed: hands down the **Best Value**

When you consider our unrivaled curcuminoid content, superior absorption capabilities, and proven results, the value of CuraMed simply can't be beat.



With over 90 published studies, a 77% repurchase rate, and proven safety and effectiveness, CuraMed is the **BEST** value for your customers!™



	Size	Recommended daily dosage	Boosted absorption	Curcuminoids daily dosage	Daily cost*	30-day supply cost*
CuraMed® 750	120 ct	1 per day	Yes	500 mg	\$ 1.02	\$ 30.74
CuraMed® 500	60 ct	1 per day	Yes	430 mg	\$ 1.03	\$ 30.98
CuraMed® 375	120 ct	1 per day	Yes	250 mg	\$ .58	\$ 17.49
CuraMed® 100	60 ct	1 per day	Yes	45 mg	\$ .55	\$ 16.48
Brand A Leading capsule†	120 ct	1 per day	Yes	36 mg	\$ .41	\$ 19.07
Brand B Leading gummy††	120 ct	4 per day	No	12.5 mg	\$ 1.26	\$ 25.20
Brand C Leading liquid†††	24 pk 2 oz ea	2 oz per day	No	None claimed	\$ 4.12	\$112.50

# I want a gummy.

*why*  
**Chewable  
CuraMed®?**

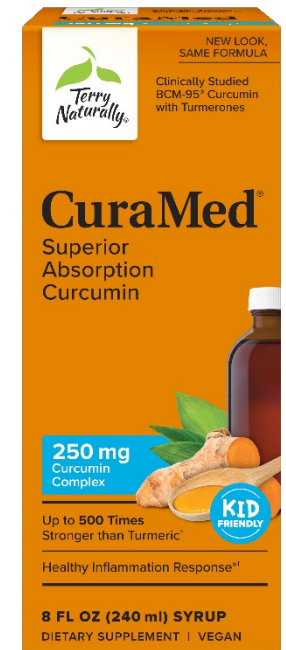
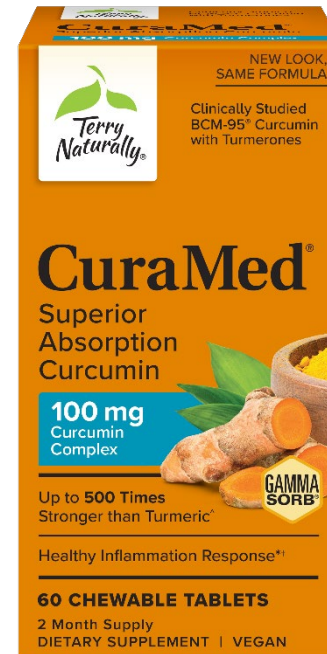
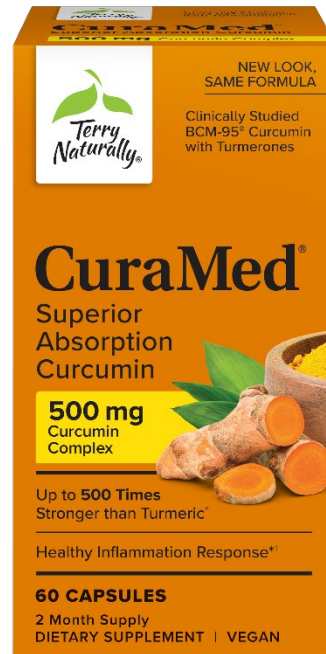
<i>theirs</i>	<i>VS</i>	<i>ours</i>
		
<b>\$1.26/daily dose*</b>		<b>55¢/daily dose*</b>
12.5 mg curcuminoids per gummy		45 mg curcuminoids per chewable tablet
4 per day dosage		1 per day dosage
7 grams (nearly 2 tsp)		NO added sugar

- Talk to them about the importance of curcuminoids
- Offer CuraMed Chewable – half the price per dose of the leading gummy – it takes four gummies to equal the curcuminoids in one CuraMed chewable tablet
- **CuraMed chewable has boosted absorption** to make it even more powerful; leading gummy does not.



# I'm a vegan.

- Three options for vegans:
  - CuraMed 500 mg
  - CuraMed chewable
  - CuraMed syrup



# For You: Why CuraMed

(brochure C147; 8.5x11)

Everything you need to know about CuraMed's product features in one quick-reference brochure!

**why CuraMed...**

Curcumin has been a top-selling botanical for the last 15 years, which is undoubtedly due to increasing recognition of its astounding benefits for health. And I'm proud to say that for over a decade, Terry Naturally's CuraMed curcumin formulas have been ranked among the best-sellers in their product category (according to SPINS sales data). With more than 20 health benefits, our premium curcumin products are delivering results people can count on!

However, in an attempt to cash in on curcumin sales, products of questionable quality, low curcuminoid content, and little to no scientific validation have flooded the market. As outlined in this brochure, we looked at competing products and found many fell short in curcuminoid content and scientific evidence, including products with high price tags. (Some cost four times the amount of a CuraMed 750 mg softgel!)

With CuraMed, you can confidently offer your customers a high-quality product they can trust, supported by a money-back guarantee. Whether they're looking for a chewable option (did you know one CuraMed chewable tablet contains the curcuminoid equivalent of four leading curcumin gummies!), prefer vegan or kosher products, or simply want the highest quality curcumin for their investment, CuraMed has a formula to meet every need.

My wish is for you to leave inferior, low-curcuminoid-content products off your shelves and make CuraMed formulas your brand of choice.

I encourage you to contact your sales representative today—they are eager to share exciting new promotional savings and discuss how to feature CuraMed formulas in your store. We also have award-winning educational materials to help you better help your customers!

In Good Health,  
Terry Lemerond  
Founder and President



**Top-selling botanical—past 15 years**

**Proven 8 hrs minimum in the bloodstream**

**90 published studies and counting**

**More than 20 health benefits\* for around \$1 a day\***

**Terry Naturally.**

\*Based on product 100% representing the best value of 100% 100% Curcumin. \*These products are not intended to diagnose, treat, cure, or prevent any disease.

**Proven the most clinically studied, enhanced absorption curcumin in the world**

With over 90 published studies to date, the curcumin in CuraMed® has been utilized in groundbreaking scientific research, and reflects our ongoing commitment to unique, effective, scientifically proven ingredients.

**90 PUBLISHED STUDIES**

**0 BRAND A** leading response

**0 BRAND B** leading response

**0 BRAND C** leading response

**CuraMed**  
Over 90 published studies, including 42 human clinical trials

**Turmeric/Curcumin market continues to grow**

Nearly 20 years ago, Terry Lemerond brought CuraMed to the US market. Since then, the curcumin/turmeric market continues to break ground and lead in consumer sales. According to the latest 2023 HerbalGram report, turmeric/curcumin still ranks the #1 selling herbal botanical in the natural channel.

**Our products win, because they work!**

**over 20 awards**

CuraMed has won over 20 awards, including Favorite Healthy Aging Product of 2024.



\*Based on product 100% representing the best value of 100% 100% Curcumin. \*These products are not intended to diagnose, treat, cure, or prevent any disease.

# For Your Customer

(brochure CC31; 4x8)

Product highlights plus testimonials

**CuraMed®**  
Features the Most Clinically Studied, Enhanced Absorption Curcumin in the World

**Terry Naturally.**

**Clinically Studied BCM-95® Curcumin with Turmerones**

**CuraMed®**  
Superior Absorption Curcumin

**750 mg Curcumin Complex**

**Up to 500 Times Stronger than Turmeric\***

**Healthy Inflammation Response\*\***

**60 SOFTGELS**  
DIETARY SUPPLEMENT

**Over 90 groundbreaking, scientific studies**  
**Up to 500 times stronger than turmeric\***

**Terry Naturally.**

\*Based on enhanced absorption CuraMed curcumin versus equivalent weight capsule of unstandardized turmeric containing 2% curcumin. \*\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

# For every situation, there is a CuraMed answer!

