

THERAPEUTIC CLASSIFICATION

Brand growth stimulant and sales potentiator

ACTIONS AND CLINICAL PHARMACOLOGY

Pharmacodynamic Properties

Healthwise Creative Resource Group Inc. is a strategically potent healthcare marketing communications agent with strong systemic effects. The mode of action of Healthwise CRG results from three principal ingredients:

Victor Petrenko, President and Founder, offering over 30 years of healthcare marketing experience, including more than 60 successful product launches.

Debrann Barr, Vice-President, Partner and Director of Client Services, a 20-year veteran of healthcare marketing and over 40 successful product launches.

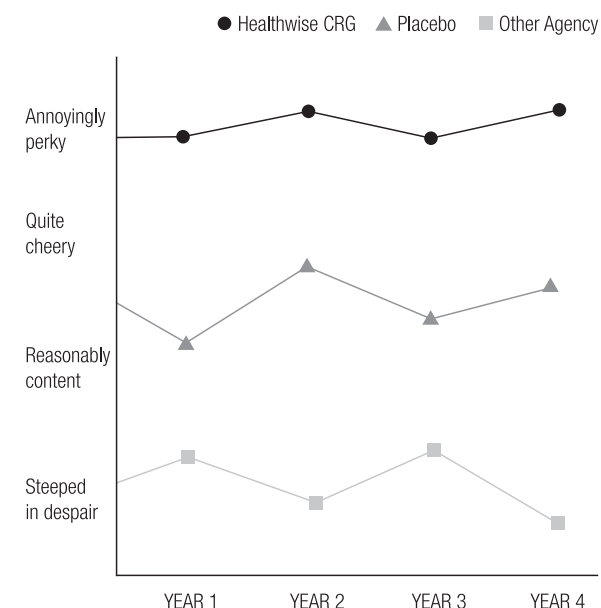
Suzanne Pope, Creative Director, the winner of dozens of awards in consumer and healthcare advertising, and a source of nearly two decades' experience in pharmaceutical marketing.

Note: There are no inactive ingredients in Healthwise CRG.

Pharmacokinetic Properties

Absorption: Once retained by your brand team, Healthwise CRG is rapidly absorbed into the brand team's strategic planning. Peak plasma concentrations are achieved within days, and a significant elevation in brand-team mood will be observed.

COMPARATIVE PERKINESS LEVELS OF CLIENTS USING HEALTHWISE CRG VS. PLACEBO OR OTHER AGENCY⁴



Distribution and Metabolism: Plasma protein binding in the brand team is approximately 100% for Healthwise CRG or any of its active ingredients. On first pass through the liver, Healthwise CRG produces several useful metabolites, including vastly improved strategic focus, sales force reinvigoration and breakthrough advertising.

Elimination: Healthwise CRG has been observed to be eliminated by the brand team only when global management dictates a consolidation of brand marketing activities within the gilded bowel of some international agency. There are no reports of brand teams willingly eliminating Healthwise CRG. Abrupt discontinuation of Healthwise CRG has been associated with episodes of anguish and panic among brand team members. Therefore, any discontinuation of Healthwise CRG should be gradual, utilizing a prolonged tapering-off period of not less than seven years.

INDICATIONS AND CLINICAL USE

Healthwise CRG is indicated for the stimulation of growth and acceleration of sales in new or anemic brands. It is also indicated for rescue therapy in brands that are in acute distress. Ideally, Healthwise CRG should be taken prophylactically to prevent brand mediocrity. If prophylaxis is not possible, treatment should be initiated at the first signs of marketing malaise. Symptoms include:

- Lackluster sales
- Dispirited sales force
- Flat physician affect in response to sales aid
- Inconvenient queries from the executive suite

For best results, Healthwise CRG should be used in its entirety. **AGENCY SHOULD NOT BE SPLIT, CRUSHED OR CHEWED.**

CONTRAINDICATIONS

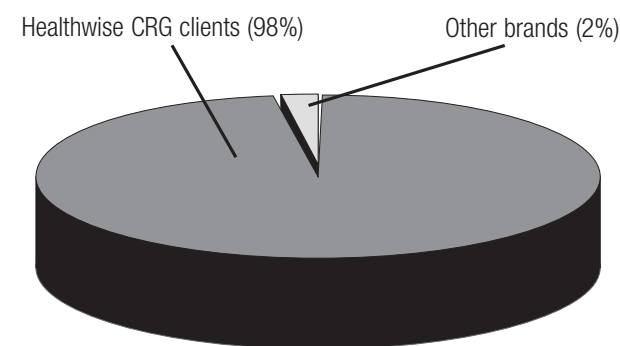
Healthwise CRG is contraindicated in brand teams with a known hypersensitivity to increased sales, industry recognition or plush corner offices decorated with Persian rugs and good Italian furniture.

WARNINGS

Use of Healthwise CRG may cause serious adverse events in your competition. These include anxiety, depression, nervousness, loss of libido, loss of appetite, nausea, projectile vomiting, tremors, diarrhea, headaches, and/or convulsions. When these effects are observed, increase use of Healthwise immediately until competition disappears entirely.

The superior strategic insight contained in Healthwise CRG is rapidly absorbed and metabolized by clients. For this reason, no cases of overdosing have been reported, and the risk at present appears minimal. However, superior strategic insight can lead to overwhelmingly positive client outcomes. These outcomes may lead to brand-team euphoria, which is known to be habit-forming. Caution is advised.

SHARE OF AVAILABLE OPTIMISM IN PHARMACEUTICAL INDUSTRY⁵



PRECAUTIONS

Healthwise CRG has been linked to sudden feelings of exuberance, optimism and generalized giddy glee among brand-team members. In rare instances, tachycardia has been observed. Therefore, care should be used among brand teams with a history of cardiac disease.

ADVERSE EVENTS

Commonly observed adverse reactions among brand teams (incidence of 85% or greater): Giggling, compulsive high-fiving, expressions of disbelief at dramatically improved sales figures, sudden shouts of "YESSSS!" when examining quarterly reports and, in extreme cases, corner-office ideation. However, these reactions did not cause any brand teams to discontinue their use of Healthwise CRG.

Adverse events are observed to be far more serious in persons not using Healthwise CRG, specifically, your competitors. For the most serious reactions of competitors to your success, please see Table 1.

DOSAGE AND ADMINISTRATION

In general, dosage is a function of symptom severity and brand growth potential.

Prophylaxis

In healthy and high-functioning brands, it is advisable to initiate the use of Healthwise CRG in order to prevent the onset of mediocrity. Start at 100 hrs/mo and titrate up as brand opportunities arise.

Rescue therapy

In severely depressed or otherwise unresponsive brands, discontinue contact with incumbent agency at once and initiate 200 hrs/mo of Healthwise CRG time. Keep brand warm and comfortable and administer fluids until therapeutic dose of Healthwise CRG is achieved.

Maintenance therapy

Stable and successful brands will benefit from continued treatment with Healthwise CRG throughout their life cycles.

Generic therapy

Healthwise CRG is not indicated for use in generic brands.

Switching to Healthwise CRG from another agency

A washout period of at least 72 hours is recommended before initiating therapy with Healthwise CRG. This washout period permits the corporate body to cleanse itself of the residual flattery, baffle-gab and codswallop commonly associated with other agency relationships.

Stability and storage: Healthwise CRG is typically kept at room temperature at 17 Toronto Street in Toronto. However, it remains stable and retains its potency in other environments, including client boardrooms and stuffy research facilities.

TABLE 1: COMPETITORS' ADVERSE REACTIONS TO YOUR USE OF HEALTHWISE CRG (n = 3,296)[‡]

CNS	PERCENTAGE AFFECTED
Decreased libido	100
Disorientation	100
Insomnia	100
Dizziness	100
Vertigo	100
Nervousness	100
Delirium	100
Anxiety	100
Tremor	100
Amnesia	100
St. Vitus' Dance	100
Shrieks of "Why me?"	100
Abnormal thoughts	100
Compulsive finger-pointing	100
Twitching	100
Stupor	100
Agitation	100
Overspending on eBay	100
Delegating blame	100
Convulsions	100
Hostility	100
Gastro-intestinal	
Dry mouth	100
Nausea	100
Diarrhea	100
Projectile vomiting	100
Dyspepsia	100
Krispy Kreme breath	100
Ulcer	100
Reflux	100
Flatulence	100
Foaming at the mouth	100
Respiration	
Gasping at your sales	100
Shortness of breath	100
Panting to find another job	100
Failure-induced hyperventilation	100
Other	
Hyperhidrosis	100
Paper cuts from updating résumé	100
Inferiority complex	100
Urinary incontinence	100
Bursitis from scratching lottery tickets	100
Potty mouth	100
Tattoo acquisition	100
Willingness to make a deal with the devil	100
Being a Gloomy Gus	100
Appearing on a reality TV show	100
Eating tzatziki before a first date	100
Just not caring anymore	100

[‡]Wow. I've been writing footnotes for the past 18 years, and never has anybody ever read one, not even by accident. But all that's changed now, thanks to you. I see it was the double dagger symbol that caught your eye. I'll be sure to use it again. Maybe for a subsequent reference, I can be the first to use a *triple* dagger! Hoo mama! Can you imagine? Footnote writers around the world will chew out their spleens in envy. And, of course, within six months, you'll be seeing triple daggers *everywhere*, and every hack reference writer will claim it was *his* idea. But you'll know whose idea it really was. Awesome. Thanks again.

^{1,2,3} And still you're reading! You're the best.

⁴ Such attention to detail deserves to be rewarded. Okay, here's one that's guaranteed to crack 'em up in Regulatory: How many generic drug manufacturers does it take to change a light bulb? Just one, but first he has to watch how the patent holder did it. Ba dum!

⁵ Since you've been kind enough to give us so much of your time, we'd like to give you some of ours. For your own personalized agency presentation, please call our President and Founder, Victor Petrenko, at 416-366-4494.