

Evil Bone Water Newsletter

SAINT APOTHECARY,
LLC

September 29, 2025



FSOMA '25



CEO - DR. MARK BRINSON

Welcome to Our Newsletter!



As we ease out of the vibrant energy of summer and into the grounding embrace of fall, we extend a warm welcome to all of our valued practitioners, students, and supporters of Evil Bone Water. The change of seasons brings with it reflection, preparation, and an opportunity to deepen our commitment to spreading TCM and helping as many people as possible together.

First and foremost, we wish to express our deepest gratitude to the dedicated acupuncturists and students who continue to integrate Evil Bone Water into their practice. Your unwavering support and advocacy play a crucial role in amplifying our vision, allowing this powerful medicine to reach those who need it most.

This past quarter, we expanded our outreach efforts by collaborating with podcast hosts, event organizers, and other product creators to foster greater awareness and education in the field of alternative medicine.

As we move into the final stretch of the year, our primary objective remains to increase the visibility of our brand, ensuring that more individuals recognize its efficacy and seek out skilled practitioners like you for care.

Additionally, we are excited to share upcoming enhancements to our website, created to make your experience smoother with more efficient ordering and easier access to everything Evil Bone Water. At the bottom of this newsletter, you'll find a QR code linking directly to our digital platforms, where you can explore our latest initiatives, partnerships, and community engagements.

We invite you to journey with us each quarter as we share updates, future plans, and opportunities to connect—including interactive polls and community-driven activities. Together, we continue to shape a future where traditional medicine is more widely understood and embraced.

As we move from the warmth of summer into the grounding season of fall, we wish you a time filled with reflection, prosperity, and renewed inspiration.

*The Evil Bone
Water Team*



In this newsletter
you can expect:

Welcome
Message

Our Latest
Projects &
Collabs

Did You Know?

Featured Clinic

Staff
Introductions

Upcoming
Events



Our Latest Projects and Collabs



Big News!

Mark and Kara were recently featured as competitors on the business competition show **The Blox**—where they took home 1st Place for “Most Investible Business”! 🎉 You can now catch the best clips and highlights by scanning the QR code at the bottom of this newsletter.

We’re excited to announce the launch of our new **Clinic Quart Packs**—exclusively for our retailers. Each pack includes one 32 oz bottle along with sixteen 4 oz bottles with spray tops, designed to easily refill your clinic stock while helping reduce waste.

🌟 Please note: Clinic Quart Packs are intended for in-clinic use only and not for resale.

How to Introduce EBW in your Practice

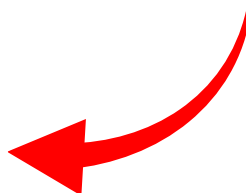
We’re excited to share a new video featuring Dr. Mark Brinson, the creator of Evil Bone Water. In this special feature, Dr. Brinson opens up about how EBW got its start, the Traditional Chinese Medicine principles that make it so unique, and why practitioners everywhere are seeing such powerful results. He also shares tips on how to confidently introduce Evil Bone Water to your patients so they can experience the same incredible outcomes. It’s an inspiring look at the heart of our work and the vision behind the product that’s helping countless clinics and patients every day.

The EBW Team hit the road!

We were proud to host a booth at **FSOMA 2025** in Fort Lauderdale, where we connected with students and new acupuncturists, shared the healing power of EBW, and spread the word about TCM far and wide—all while giving away some fun EBW merch!

Now Live: The EBW **Affiliate** Program!

Licensed acupuncturists can now extend EBW access like never before. Sponsors (acupuncturists) receive a unique link and password to share with trusted massage therapists and holistic or multi-disciplinary clinics (affiliates), giving them the ability to order EBW wholesale directly from our website at a higher price. Acupuncturists earn commissions on Every case sale, while non-acu partners gain exclusive wholesale access—everyone wins!





Did You Know?

Did you know that one of Evil Bone Water's ingredients – Natural Camphor / Zhang Nao – creates the cooling sensation you feel when applying EBW, while also helping blood flow and speeding recovery? Like Magic, however, Zhang Nao can change its property from cooling to Warming with friction. So, rub it in, rub it in. For over a thousand years, camphor has been treasured not only for its invigorating properties, but also for its protective qualities—so much so that camphor wood chests were once used to keep insects away. In ancient Asia, camphor wood chests were used to store clothes because insects avoided it. Cooling and bug repellant!



September 29, 2025

Poll - EBW Case Treats

Join us in participating in this months poll!

Vote on what case treat you would like to see in your next order!

[EBW's Case Treats](#)



Dragon Blood Balm™



COA  CITY OF OAKS ACUPUNCTURE

HOLISTIC HEALTHCARE

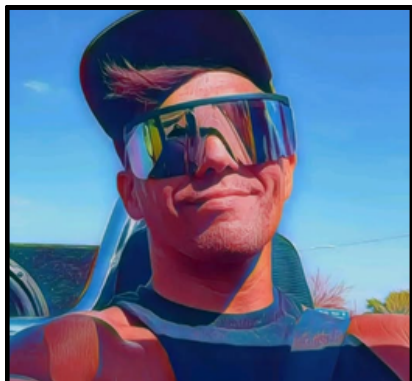
Featured Clinic of the Month

- City of Oaks Acupuncture & Dragon Blood Balm (Boris Bernadsky - LAc, LMT - Founder)
- Valued EBW Retailer with over 100+ cases bought since 2022.
- <https://www.cityofoaksacupuncture.com/>

Connect with Boris:

- <https://www.facebook.com/dragonbloodbalm>
- <https://www.instagram.com/dragonbloodbalm/>
- <https://www.tiktok.com/@dragonbloodbalm>

Staff Introductions



John Potts

Meet Our Newest Team Member!

We're excited to welcome John to the EBW family. With his hands-on approach, engineering mindset, and knack for figuring things out quickly, he's already become an invaluable part of our team as we continue to grow and innovate. Outside of EBW, John enjoys playing volleyball and spending time with his kids. Est '25

EBW Affiliate Program DO YOU LIKE MONEY?

ACUPUNCTURISTS -
ARE YOU INTERESTED
IN SPONSORING
OTHER LICENSED
PROFESSIONALS TO
PURCHASE EBW
WHOLESALE?
EMAIL US FOR MORE
INFORMATION.

SPONSOR

UPCOMING EVENTS

WE'RE EXCITED TO SHARE THAT MARK WILL BE A FEATURED SPEAKER AT THE TAAOM SYMPOSIUM IN RICHARDSON, TX, OCTOBER 10-12. HE'LL BE PRESENTING AN INTENSIVE ON THE SHOULDER, THORACIC AND UPPER RIBS. THIS IS A GREAT OPPORTUNITY TO LEARN, CONNECT, AND BE INSPIRED!



HEY CANADA!

WE'RE ACTIVELY WORKING TOWARD GMP CERTIFICATION, WHICH OPENS THE DOOR TO BRINGING EVIL BONE WATER TO CANADIAN ACUPUNCTURE CLINICS. STAY TUNED—RETAIL AVAILABILITY IN CANADA MAY BE JUST AROUND THE CORNER THROUGH EASTERN CURRENTS!



Share

Thank you for reading!

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