

Pinnacle BioLabs
315 Deaderick Street
15th Floor
Nashville, TN 37238
1-800-609-6419
www.PBLabs.com

Second Generation FIT®

A Better Test for Colon Cancer. Higher Profits for You.

The #1 Alternative to Colonoscopy

Since 2008, the ACG has recommended FIT as the number one alternative to colonoscopy,

The #1 Selling Over-the-Counter Colon Cancer Test

Second Generation FIT®, at a price point of \$27.99 (single test) has outsold EZ Detect® Colon Disease Test on Amazon for three consecutive years, at a price-point which is more than triple that of EZ detect.

Increased Revenue and Higher Margins

The Second Generation FIT® 2 Pack is wholesale priced at \$18.59 per unit with an MSRP of \$36.99.



Second Generation FIT® is incredibly easy to use, with fast, highly accurate results entirely in the customer's home in five minutes or less.

The Fecal Immunochemical Test (FIT) is recommended by the American College of Gastroenterology, US Joint Preventative Task Force, American Cancer Society and others as a preferred annual CRC screening test.

Second Generation FIT® is a single sample test with no medicine or diet restrictions.

Second Generation FIT® is OTC cleared by the FDA and requires no prescription or doctor's visit.

Second Generation FIT® has been the number one selling OTC Colon Cancer test in the United States since 2015. (Source: amazon.com) Customers prefer a one sample test (vs. 5 days of testing with EZ detect®) with no diet or medicine restrictions. As an immunochemical test, FIT, and specifically Second Generation FIT®, represents the most advanced screening for colon cancer outside of a colonoscopy. With simple, easy to follow instructions FIT is easy to perform and interpret. Customers are satisfied with MSRP price points, often leaving reviews stating it is "less expensive than a co-pay."

Pricing

Second Generation FIT® 1 Pack
(UPC 702730399316) \$13.59 sold in Case
Packs of 1,000 units. \$13,590.00

Second Generation FIT® 2 Pack
(UPC 680474612499) \$18.59 sold in Case
Packs of 1,000 units. \$18,590.00

Includes Warehouse Shipping.

Terms 2/10 net 30.





Online Advertising That Delivers.



Pinnacle BioLabs is a Google Certified Advertising Company. All retail locations carrying Second Generation FIT® products receive advertising credit. Using Google's Product Listing Ads, customers who search for colon cancer test kits are alerted that the test is available at your nearby location. 15% of online orders choose "Expedited Shipping" at checkout. **Source: www.PBLabs.com

Customer Service

Customers can dial 1-800-609-6419 7:00 a.m. to 6:00 p.m. Monday thru Friday for help with performing the test or interpreting results.

Sales Support

Dedicated Major Accounts Manager and a Nashville, TN based facility to handle product restocking needs same day or next day.

Patient Education

Pinnacle BioLabs is available to bring the inflatable colon, raise awareness, and drive sales in high traffic retail locations with knowledgeable sales and marketing professionals. We also provide employee education to pharmacy and retail employees.

Vitals

FDA Registration Number: 3010982075.

CLIA License Number: 44D2125377.

NPI Number 1497269120.

What Customers Are Saying About Second Generation FIT®

★★★★★ **Five Stars**

By [patricia whelehan](#) on March 24, 2017

Verified Purchase

Consistently reliable.

★★★★★ **Valuable Tool**
By [freeman](#) on April 29, 2016
Verified Purchase

This second generation FIT test is reliable and sensitive and should save a lot of unnecessary procedures for average risk people over 50.

★★★★★ **easy to use**

By [Amazon Customer](#) on March 15, 2017

The doctor said it is the exact same test and brand, Second Generation FIT, she uses in her office. I wasn't able to get it from her because I am not 50. Fast, simple, easy to use. One test came in the box because I order one test. There is a two test box option on Amazon.

★★★★★ **simplify a rather awkward procedure**

By [ACWS](#) on May 5, 2016

easy to read, directions very clear.

★★★★★ **Five Stars**

5.0 out of 5 stars | April 23, 2016

Verified Purchase

Easy to use. Good instructions. I trust results!

★★★★★ **Tested positive on 38 y/o with no other risk factors for colon cancer, had 15mm polyp removed from ascending colon.**

By [Joe McElmeel](#) on August 28, 2015

Verified Purchase

I am 38 years old. I purchased this product after having a change in stool habits (loose stools) a couple months back. This FIT test came back positive. Turns out, the loose stools ended up being related to my diet (I was eating too many Kroger-brand Fudge Bars, so I stopped eating them) and after changing my diet, my stools returned to normal consistency, however even my "normal" stools were testing positive with this FIT test still. I contacted my primary care doc, he gave me a lab grade test from my medical provider which also came back positive so he scheduled me for a colonoscopy...

Lo and behold, I had a 15mm polyp in my ascending colon. I just had the colonoscopy today and the polyp was successfully removed, however I am still waiting on the biopsy which may take 2-4 weeks. From what I've read, there's only a slim chance of it being malignant, but what I'm getting at is that this test proved to be extremely valuable and accurate.

★★★★★ **Five Stars**

By [Janet D. Holt](#) on March 20, 2016

Verified Purchase

Easy to use

Without this test, it would have been hard (if not impossible) to convince my health care provider to give me a lab-grade FIT test since I had no visible blood and since I don't have any other risk factors for colon cancer. If I had not thought to look into this, the polyp would likely not have been discovered until later in life and it would have been much harder to deal with and probably a greater likelihood of it being malignant at that point. Great product.