



AN INTRODUCTION TO THE DAO LABS PRACTITIONER PROGRAM

OVERVIEW

DAO Labs established the **Practitioner Program** as a way for qualified practitioners and wellness professionals to offer their patients and clients DAO formulas in a flexible format that works for their practice. With this program, the Practitioner has the choice on how to manage and recommend our formulas - it has the inventory pricing benefits of a traditional wholesale model, but with several additional benefits that align with your needs and those of your patients.

In addition to accessing wholesale pricing at 40%, Practitioners seeking to reduce the amount of inventory in stock are also provided with a second option: a unique URL/link and discount CODE during practitioner account set-up that enables:

- The Practitioner to place an order directly for drop-shipping to their patient
- Your patients to place their order directly (everyday discount at 10%)
- Practitioners to receive a commission for these transactions (30%). On-going commissions for patient orders after they have stopped their relationship with the Practitioner are also paid
- The flexibility to offer our formulas in-clinic, online, or both

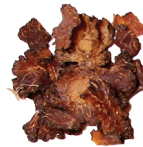
All inventory orders may be placed via login to a dedicated Practitioner Portal (or by calling DAO's office) with orders arriving within 2-5 business days (nominally longer for international orders).



WHY CARRY DAO LABS?

Since launching our wholesale initiatives over a year ago, we have consistently heard the following reasons for carrying DAO Labs:

- **Increased patient compliance:** From patients incorporating Joint Vitality (*Du Huo Ji Sheng Tang*) in their morning coffee, to using Emotional Balance (*Xiao Yao San*) each month for PMS support, practitioners have told us that patient compliance has gone up since bringing DAO Labs in to their clinics.



- **We make Chinese medicine easier to consume and great for on-the-go application:** For example, Immunity Support, inspired by Jade Windscreen (*Yu Ping Feng San*) is now regularly used as an alternative to Emergen-C and Airborne during cold and flu season.



- **DAO Labs supports an ancillary income stream for the Practitioner:** Given our formulas' unique positioning as a supplement, along with our purposeful approachable packaging, it's easy to display in lobbies or waiting areas and garner your patients' attention. DAO serves as an approachable introduction to Chinese herbs.



YOU GET MUCH MORE THAN INVENTORY WITH DAO LABS!

DAO Labs vision is to make Chinese herbal medicine more approachable in a highly authentic way. Consistent with our [value system](#) of creating a shared experience, we actively support our practitioner community with tools that foster a stronger relationship with their patients, further their practice through training and tools, and drive engagement through local meet-ups and on-going webinars.

The benefits of a partnership with DAO Labs include:

- **Wholesale pricing with the option of keeping minimal inventory on-hand:**
 - Standard wholesale pricing
 - Commission-based patient direct ordering with convenient technology
 - DAO Labs formulas are not available on Amazon.com or other third-party websites
- **On-Going Training**
 - Product “one sheets” for your patient, selling information & tools, podcast interviews, educational videos, monthly Facebook Lives
 - A 90-day training program on DAO Labs and our formulas. The training also encompasses sales and marketing information, along with social media training that can be applied to both our formulas and your practice
 - A bi-monthly newsletter, *The Pulse*, that includes training, recipes, promotions and fellow-practitioner insights
 - Live Support: Two acupuncturists on staff
 - Continuing Education: Webinars and soon-to-include continuing education credits. Our webinars cover critical and timely topics from Chinese medicine to sales and marketing training
- **Marketing Support**
 - Marketing Materials & Sales Tools: Patient pamphlets and flyers, sample packs, Treatment Summary Cards, marketing content and imagery, e-mail marketing lead system, with occasional marketing surprises as well!
 - Monthly Marketing Campaigns: Social media campaigns done for you
 - Content Content Content: Patient educational elements via our blog, *The Way*, which you are free to repurpose, patient e-books and more
 - Seasonal Programs: The Middle Burner Cleanse, #OwnYourCycle, and more
 - Provider Event Kits: We make sampling in your market easy
 - Consumer Facing Website dedicated to living a Traditional Chinese Medicine Lifestyle
- **Additional Provider Essentials**
 - Practitioner Directory
 - Practitioner spotlights via Instagram and in our newsletter
 - Practitioner co-branded marketing and content partnerships: shared blogs articles that we boost, and local events that are designed to market your practice
 - Partnership opportunities with companies and state associations
 - Recruit a Colleague Program and incentives

DAO Labs not only creates formulas to bring balance, health and harmony into your patients lives, but we are dedicated to do the same for our Practitioner Partners!

NEXT STEPS & HOW TO JOIN THE COMMUNITY

If you're interested in opening a wholesale account and joining our global community of practitioners, email wholesale@mydaolabs.com or call 888-228-1066.

