



5LINX NATIONAL TRAINING EVENT!

ATLANTA, GA

HOW TO GROW YOUR OXZGEN CLIENTELE
– Chiropractors & Physical Therapists

WHAT IS CBD?

WHAT IS CBD?

CANNABIDIOLS

Cannabidiol (CBD) and **tetrahydrocannabinol** (THC) are naturally occurring compounds found in plants in the cannabis family.

Of the 113 plus cannabinoids that have been isolated they are the most well-known, and researched.

WHAT IS CBD?

CANNABIDIOL

Cannabidiol (CBD) is a phytocannabinoid derived from the **Hemp Plant**, which is devoid of psychoactive activity.

WHAT IS CBD?

TETRAHYDROCANNABINOL

Tetrahydrocannabinol (THC) is psychotropic, and the only known cannabis derived compound to illicit a high or euphoric reaction.

HOW DOES CBD & THC EFFECT THE BODY?

PLANT CANNABINOIDS

Known as phytocannabinoids, these compounds interact with **CB1** and **CB2** receptors found in any mammal's **endocannabinoid** system.

OUR BODY'S REGULATOR

ENDOCANNABINOID SYSTEM

This is our **biochemical communication** system which plays a crucial role in regulating our physiology, mood, and everyday experience.

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WHY USE CBD?

OVERALL BENEFIT

Evidence suggests that a CBD-rich product, like **OXZGEN**, without THC, can have therapeutic benefits without the euphoric or dysphoric effect.

Sleep, appetite, pain and immune system response studies are proving to be positively improved with CBD usage.

WHY USE CBD?



BENEFITS*

ANTI-OXIDANT	Healthy cell reproduction
ANTI-SPASMODIC	Reduces muscle spasms
ANTI-PSYCHOTIC	Reduces anxiety
ANTI-CONVULSIVE	Decreases seizures
ANTI-INFLAMMATORY	Reduces pain

**See resource page for additional details*

WHY USE CBD?

TREATS*

CANCER

ACNE

EPILEPSY

NEUROPATHY

DEPRESSION

ARTHRITIS

SUBSTANCE ABUSE

INSOMNIA

GLAUCOMA

INFLAMMATORY BOWEL DISEASE

**See resource page for additional details*

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WHY USE CBD?

CASE STUDIES*

EPILEPSY - FDA approval Epidolex (CBD) in 2018

ACNE - CBD is more effective than Vitamin C and E as a neuroprotective antioxidant, and can ameliorate skin conditions such as acne

CHRONIC/HIGH USE - Up to 1,500 mg/day have been well-tolerated by humans

CHRONIC PAIN - Inhibits inflammatory and neuropathic pain, two of the most difficult types of chronic pain to treat

*See resource page for sources and additional studies

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WHY USE CBD?

OVER 7,500 STUDIES

on CBD usage & benefits in the following areas*

ADD/ADHD
ALS
Alzheimer's
Anxiety
Appetite Loss
Asthma
Bipolar Disorders
Traumatic Brain Injury
Cancer
Chemotherapy
Chronic Pain
Depression

Dystonia
Epilepsy
GI Disease
Glaucoma
Headache
Hiccups
HIV/AIDS
Huntington's Disease
Inflammation
Migraine
Multiple Sclerosis
Nausea/Vomiting

OCD
Parkinson's Disease
PTSD
Psychosis
Rare Diseases
Schizophrenia
Sleep Disorders
Spasticity
Spinal Cord Injury
Substance Abuse
Tourette's Syndrome
Weight Loss

**See resource page for additional details on case studies*

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WHAT IS CBD?

INFLAMMATION

“Topical application of cannabinoid receptor agonist blocks nociception in inflammatory models of pain.” – British Journal of Anaesthesia

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WHAT IS CBD?

PAIN RECEPTORS

Dr. Andrew Kerklaan, a chiropractor who has a line of topical CBD creams and salves, makes an good analogy. “A topical cream isn’t going to get rid of all your pain if you’re heading for surgery because of sciatic disc problems,” he says. “But a topical cream with CBD can still make a huge difference.” – Rolling Stones/May 2018

WHAT IS CBD?

NEUROMUSCULAR SYSTEM

Cannabinoids “block pain receptors, reduce inflammatory responses, and reduce muscle tension.”

Kerklaan says, “pain feeds into your spine and triggers muscle tension and muscle spasm; by applying these topically at the skin level, the cannabinoids bind to some of these nerves and you’re able to turn off some of these loops and reduce the inflammatory response.” – Rolling Stones/May 2018

CBD & LEGALITIES



IS CBD LEGAL?

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BUT IS IT LEGAL?

CANNABIDIOL (CBD)

Industrial hemp is legal in all 50 states, however, there is additional legislation regulating its extracts (including CBD) in 33 states.

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BUT IS IT LEGAL?

CANNABIDIOL

As highlighted in the Agricultural Act of 2014, any Cannabis sativa plant with a THC content below 0.3% is considered hemp. All hemp is considered legal in the United States.

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BUT IS IT LEGAL?

GOVERNED BY STATE

CBD derived from hemp is federally legal in all states.

Despite that some states that have developed their own regulations for CBD derived from hemp.

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BUT IS IT LEGAL?

5LINX CBD PRODUCTS

Our OXZGEN product line is considered to be a dietary supplement.

They are legal without a prescription, and can be purchased in all 50 states.

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ARE THEY HIGH-QUALITY?



5LINX CBD PRODUCTS

Our CBD line is created with **industrial hemp** plants farmed organically, and pest-free.

Manufactured in a registered FDA Hemp facility, and are lab tested to be **THC-free**.

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5LINX OXZGEN LINE



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CBD THC-FREE PRODUCTS

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5LINX OXZGEN LINE



CBD THC-FREE PRODUCTS

Our full CBD line, **OXZGEN**, comes in a topical cream, serum or rub, spray, liquid drops, capsules, and even pet treats/spray.

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5LINX OXZGEN LINE

CBD CAPSULES & TINCTURES

- Tinctures - 250, 500, 1,000 & 1,500 mg
- Capsules - 25 mg



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5LINX OXZGEN LINE



CBD PAIN RELIEF PRODUCTS

- Therapeutic Rub
- Daily Pain Relief Nutrition Spray

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CBD PERFORMANCE PRODUCT

- Performance Blast Caps

CBD NUTRITION PRODUCTS



- Daily Anti-Stress Nutrition Spray
- Daily Sleep Support Nutrition Spray
- Daily Weight Loss Nutrition Spray
- Daily Energy Boost Nutrition Spray

5LINX OXZGEN LINE



CBD SKIN CARE PRODUCTS

- Anti-Aging Moisturizer w/ Retinol & Collagen
- Rescue Moisturizer Cream
- Rapid Anti-Aging Serum

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CBD PET PRODUCTS

- Bacon Cheddar Burger Pet Treats
- Smoked Bacon Pet Spray

5LINX OXZGEN PRODUCT LINE



WHY TARGET
CHIROPRACTORS?

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WHY TARGET CHIROPRACTORS



CHIROPRACTIC MEDICINE

Hands-on therapy, such as spinal manipulation, with the intent to alleviate pain and increase range of motion.

Many also use other treatment modalities; heat/ice, electrical stimulation, relaxation techniques, counseling (diet/weight loss/lifestyle) and dietary supplements.

WHY TARGET CHIROPRACTORS



BY THE NUMBERS

- 77,000 Chiropractors in U.S.
- 35 Million Adults/Children Treated Annually
- 95% of past-year chiropractic users say it's effective
- 97% of past-year chiropractic users are likely to see a chiropractor if they have neck/back pain.
- Chiropractors are the highest rated healthcare practitioner for low-back pain treatments

5LINX OXZGEN PRODUCT LINE



WHY TARGET
PHYSICAL THERAPISTS?

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WHY TARGET PHYSICAL THERAPISTS

PHYSICAL THERAPIST

Licensed medical professional who diagnose physical abnormalities with the aim of restoring physical function and mobility, maintaining physical function, and promoting physical activity and proper function.

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WHY TARGET PHYSICAL THERAPISTS

PHYSICAL THERAPIST

Can be found in outpatient offices, private practices, hospitals, rehab centers, nursing homes, home health, sports and fitness settings, schools, hospices, occupational settings, government agencies, and research centers.

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WHY TARGET PHYSICAL THERAPISTS

BY THE NUMBERS

- 240,000+ Physical Therapists in U.S.
- 39% employed at outpatient care facilities
- 29% employed at hospitals
- 10% employed in home care
- 46% of patients at one Montana clinic were treated for back pain
- Treat - arthritis, strokes, neurological problems, industrial and work related injuries, sports injuries, burns, post-operative

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COMMON DENOMINATORS



BOTH TREAT THOSE WITH...

Chronic or acute pain or inflammation as a result of muscular or neurological dysfunction.

Open-minded to new or untraditional treatment modalities, such as CBD.

Tend to prefer natural healing paths over prescription drugs, such as opioids.

5LINX OXZGEN LINE

CBD PRODUCTS

Many of our products work alongside the work of a CHIROPRACTOR & PHYSICAL THERAPIST.

Helping their clients become healthy quicker by alleviating inflammation and reducing pain.



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5LINX OXZGEN LINE

CBD PRODUCTS

CHIROPRACTORS & PHYSICAL THERAPISTS



- **Pain Relief -**
 - Therapeutic Rub
 - Daily Pain Relief Nutrition Spray
- **Energy/Recovery -**
 - Performance Blast Caps
 - Daily Anti-Stress Nutrition Spray
 - Daily Sleep Support Nutrition Spray
 - Daily Energy Boost Nutrition Spray

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CBD PRODUCTS

CHIROPRACTORS & PHYSICAL THERAPISTS

- **Anti-Inflammatory -**

Tinctures

Capsules

Daily Pain Relief Nutrition Spray



5LINX CBD COMPETITORS



CBD CLINIC PAIN RELIEF CREAM

CURRENT INDUSTRY LEADER

- CBD Level 1-5 \$33.98 to \$135
 - 25 mg to 200 mg per 44 gram jar
- Terpenes - Menthol, Camphor, Eucalyptus, Tea Tree, Clove, Peppermint are added
- Pricing not on website
- Does not sell direct to consumers

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5LINX CBD COMPETITORS



CHARLOTTE'S WEB CBD ISOLATE

THC-FREE

- CW's CBD Isolate \$99.99
 - Cost per mg \$1.65
 - CBD levels - 20 mg/ml (dose)
 - 20 mg/ml x 30 ml = \$99.99/60 mg
- Terpenes - Menthol, Camphor, Eucalyptus, Tea Tree, Clove, Peppermint are added

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5LINX OXZGEN PRODUCT LINE

HOW TO APPROACH CHIROPRACTORS AND PHYSICAL THERAPISTS

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HOW TO APPROACH

WARM or COLD MARKET

- Contact existing relationship or connection
- Get list of doctors/therapists, research
- Determine who is the decision-maker
- Find the doctor/therapist who is open to alternative therapies
- Go to same organizations or events they do
- Establish a rapport, preferably in person
- Establish best time to chat by phone to set up a face-to-face meeting

HOW TO APPROACH

NEXT STEPS

- Always be nice to receptionist
- Take business card of doctors/therapists
- Leave marketing materials for individual
- Send marketing materials to decision-maker (digitally or print)
- Follow-up with call to individual
- Periodically send case-studies on CBD
- Provide Samples
- Offer to take to lunch or coffee

HOW TO APPROACH

TIPS

- Dress professionally
- Do your research on the clinic's speciality
- Know the key players
- Be friendly, yet persistent
- Know your products
- Provide samples
- Ask if you can put materials in waiting room
- Offer to take to lunch or coffee

HOW TO APPROACH

KNOW THEIR CIRCLES

- Attend local & national associations
- Consider sponsoring an event/seminar
- Integrate yourself in their world
- Speak their language
- Know how your products can help
- Share stories of those you've helped

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YOUR FIRST MEETING

BE KNOWLEDGEABLE

- Speak their language
- Respect their time
- Ask them questions, don't assume
- Share how you can help
- Discuss products specific to their practice
- Discuss 5LINX programs

5LINX PROGRAMS



5LINX PROGRAMS

- Enroll as IMR - they order direct from site, with or without preferred pricing
- Enroll as Affiliate - sell them a **CBD Franchise**

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5LINX PROGRAMS

CBD FRANCHISE

- \$39.95 Franchise Fee
- Sell products online w/out needing to maintain a costly inventory
- Bulk Wholesale Prices (heavily discounted)
- Markup retail prices, keep difference
- Direct patients to buy online w/ Referrer Code (RIN) to earn Residual Retail Bounties

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5LINX PRICE SHEET - eRewards.shop



PRODUCT	RETAIL (COSTS)	PREFERRED (COSTS)	WHOLESALE (REP ONLY)	POINTS
NEW 1,500mg Tincture w/ Dropper	\$129.95	\$114.95	\$89.95	2
1,000mg Tincture w/ Dropper	\$89.95	\$74.95	\$59.95	2
500mg Tincture w/ Dropper	\$74.95	\$59.95	\$49.95	2
250mg Tincture w/ Dropper	\$59.95	\$49.95	\$39.95	1
25mg Capsules	\$64.95	\$59.95	\$49.95	2
Therapeutic Rub	\$69.95	\$59.95	\$49.95	2
10 Pack Therapeutic Rub 7.4ml Sachet Samplers	\$100.00	\$80.00	\$65.00	2
Anti-Aging Moisturizing Cream	\$54.95	\$44.95	\$39.95	1
10 Pack Anti-Aging Moisturizing 7.4ml Sachet Samplers	\$100.00	\$75.00	\$65.00	2
Rescue Moisturizing Cream	\$49.95	\$44.95	\$39.95	1
10 Pack Rescue Moisturizing Cream	\$100.00	\$75.00	\$65.00	2
NEW Rapid Anti-Aging Serum	\$79.95	\$69.95	\$59.95	2
5-Pack Sports Performance Boost Caps	\$29.95	\$24.95	\$24.95	1
Sleep Support Spray	\$79.95	\$69.95	\$59.95	2
Anti-Stress Spray	\$79.95	\$69.95	\$59.95	2
Energy Boost Spray	\$79.95	\$69.95	\$59.95	2
Weight Loss Spray	\$69.95	\$59.95	\$49.95	2
Pain Relief Spray	\$69.95	\$59.95	\$49.95	2
NEW Captavida Glucose Supports+ 30 Count Sachets	\$99.95	\$89.95	\$79.95	3
Bacon Cheddar Burger Pet Treats	\$49.95	\$44.95	\$39.95	1
Smoked Bacon Pet Spray	\$49.95	\$44.95	\$39.95	1

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WHOLESALE ORDERS & PROFIT POTENTIAL

CBD FRANCHISE

- Get wholesale pricing on single unit purchase
- Save up to 50% off retail price with additional wholesale discounts when buying 6+, 12+ and 24+ units
- Perfect for professionals to re-sell and maximize profit

PRODUCT	WHOLESALE (COSTS)	RETAIL (COSTS)	PROFIT	QUANTITY	TOTAL
Therapeutic Rub	\$49.95	\$69.95	\$20.00	x 1 =	\$20.00
Therapeutic Rub (6)	\$45.00	\$69.95	\$25.00	x 6 =	\$150.00
Therapeutic Rub (12)	\$40.00	\$69.95	\$30.00	x 12 =	\$360.00
Therapeutic Rub (24)	\$35.00	\$69.95	\$35.00	x 24 =	\$840.00



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BUILD A CUSTOMER BASE

CUSTOMER CLUB BONUS		POTENTIAL RESIDUAL RETAIL PROFFIT
25 customers	\$100 per month	\$1,000 per month
50 customers	\$250 per month	\$2,000 per month
100 customers	\$500 per month	\$4,000 per month



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RESIDUAL INCOME



YOUR TEAM		CUSTOMERS		RESIDUAL OVERRIDE	=	TOTAL
	x	10	x	\$1.50	=	\$75 per month 
25	x	10	x	\$1.50	=	\$375 per month 
125	x	10	x	\$1.50	=	\$1,875 per month 
625	x	10	x	\$1.50	=	\$9,375 per month 
3,125	x	10	x	\$1.50	=	\$46,875 per month 

Plus Monthly Bounties On All Personal Sales

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SALES TAX

Most states require **Health Care Providers** charge sales tax on products sold to their customers or clientele.

RESALE CERTIFICATE

Health Care Providers should obtain a resale certificate from their **Secretary of State**.

They will not pay taxes on products wholesale products they purchase from **5LINX**.

They will need to provide their certificate number to 5LINX to be **TAX EXEMPT** on their purchases.

PAYMENT & BILLING



UNIFORM SALES & USE CERTIFICATE

Once the health care provider has chosen to sell **5LINX** products, they will need to send the **Uniform Sales and Use Certificate** for OXZGEN products to corporate.

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HEALTH INSURANCE

In general, NO, but there are exceptions.

Geico & State Farm are paying for CBD Creams to treat auto accident injuries in Florida.



HEALTH SAVINGS ACCOUNTS

Patient's can use their **Health Savings Account (HSA)** to purchase **OXZGEN** products.

They must purchase their **OXZGEN** products from their health care provider.



HEALTH SAVINGS ACCOUNTS

The health care provider, in their **Electronic Health Records/Electronic Medical Records (EHR/EMR)**, should name the **OXZGEN** products as “Pain Cream/OXZGEN Tincture” avoiding the use of the word CBD.

HEALTH SAVINGS ACCOUNTS

Current Procedural Terminology (CPT)

Code - #99070 which falls under “self-care products”.

MARKETING MATERIALS



Banners



Product Brochures



POINT-OF-PURCHASE

- Banners
- Product Brochures
- OXZGEN Sales Sheet

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RESOURCES

List of Clinical Studies & Case Reports - <http://www.cannabis-med.org/studies/study.php>

CBD Case Studies - <http://cbdcasesstudies.com/>

International Cannabinoid Research Society - <http://icrs.co/>

Cannabidiol; What we know and what we don't - <https://www.health.harvard.edu/blog/cannabidiol-cbd-what-we-know-and-what-we-dont-2018082414476>

EPILEPSY - <https://www.medicalnewstoday.com/articles/317221.php>

An Update on Safety and Side Effects of Cannabidiol: A Review of Clinical Data and Relevant Animal Studies (132 studies) - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5569602/>

CBD vs THC - What are the Main Differences? - <https://www.analyticalcannabis.com/articles/cbd-vs-thc-what-are-the-main-differences-297486>

How CBD works - <https://www.projectcbd.org/science/cannabis-pharmacology/how-cbd-works>

The Endocannabinoid System - <https://www.projectcbd.org/science/endocannabinoid-system/endocannabinoid-system>

PubChem - <https://pubchem.ncbi.nlm.nih.gov/compound/cannabidiol#section=Top>

7 Benefits and Uses of CBD Oil (plus side effects) - <https://www.healthline.com/nutrition/cbd-oil-benefits>

DOSAGE/FORMS - <https://www.medicalnewstoday.com/articles/317221.php>

How to incorporate CBD topicals into your chiropractic practice legally - <https://www.chiroeco.com/cbd-topicals-incorporate-chiropractic-practicelegally/>

Benefits of CBD Cream - <https://www.leafbuyer.com/blog/the-benefits-of-cbd-cream-for-pain/>

American Chiropractic Association - <https://www.acatoday.org/Patients/Why-Choose-Chiropractic/Key-Facts>

Physical Therapists - <https://datausa.io/profile/soc/291123/>

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