



GUIDE TO USING
PROACTIVE HEALTH
GENERIC HEALTH RESOURCES

ProActive Health is an independent producer of health information. We are not linked to any company or manufacturer of consumer products. This means our information is general or generic. Generic information does not contain any reference to specific brand names or manufacturers. It may refer to ingredients that are used in various products.

Our information is carefully researched, and backed up by experts in their field. The aim of the material we produce is to inform the public of a number of health issues that do not receive a great deal of media attention.

People with their own health businesses often use our publications to raise public awareness of health issues. They then present the consumer with a health-oriented solution linked to their own specific businesses.

The benefit in using our independently produced or 3rd party material is that it is exactly that - independent and impartial. Generic information can be more strongly worded and can have much more impact. This is partly because the producer or manufacturer of a specific brand is limited in what they can say about the ingredients in their products. The TGA (Therapeutic Goods Administration) has specific guidelines about what can be said about many ingredients in the complimentary medicines that they have approved. (www.tga.gov.au) Yet it is permissible to present more powerful and detailed information in a generic fashion where **no manufacture or product names are mentioned.**

Generic information can be used in many ways. Here are a few ideas:

1. Health ⇔ Wealth Used as an initial introduction, gauging people's interest in their health. Generic information can be given to acquaintances to create interest in a health issue, such as why supplements might be necessary in today's world. The consumer may express interest in that issue. The generic information can then be followed up with information about the specific products that person sells and the possible business opportunities.

2. Wealth ⇔ Health Sometimes people are already excited about the 'wealth' aspect of network marketing and need more information about the specific nature or thrust of that business. The beauty of our DVDs and booklets here is that they fit easily into a duplicatable system and make it very easy to educate distributors.

3. Ongoing Education Customers or distributors may begin by using only a few products. Our DVDs, booklets etc are an ideal way to extend the range of products and issues that they are aware of. By drip feeding people extra information they gradually become more informed and committed to the various products.

A Comprehensive Educational Package

Whether you are trying to interest people in your business or they have already become involved, it is important that they understand the underlying premise of a health related business. The ProActive Health range of material can give people a solid foundation in this area without having to become an expert.

We have 3 different series of information which each offer a different perspective on our health. With a view to introducing people to the nature of the problems that exist in the world today, the first and most fundamental in that range is the YOUR HEALTH YOUR FUTURE series which covers both toxic chemicals & the need for supplements.



Our most popular series which explains:

- What has changed in our world.
- Why this is impacting on our health.
- How we can turn this problem around.

(The DVD also contains The Nutrition Scandal documentary)

To further reinforce and strengthen people's commitment to lowering their toxic load and improving their nutritional status, we recommend following up with these topics.

For more information on why to change to non-toxic personal care products.

For more information on why we need supplements and ideas for a basic plan.



Focusing more on families and children

More about cosmetics & the regulatory authorities



Either of these two series may also be a good starting place if you are aware of a person's specific interest. The others can then be used as follow up.

The Basic Materials

Each of the series has a range of items that can be used in various ways.

1. DVD



- A. The DVDs can be used as a group presentation, either in their entirety or with a selected section that becomes part of a larger presentation. The DVD- *Bathrooms*, *The Inside Story* has a specially selected preview which only goes for 2 minutes and has been chosen to fit into a larger presentation. The *Your Health Your Future* has a choice of a 10 minute or 20 minute version. A DVD could be used in a home presentation or a larger group, either as initial information or ongoing education and training.
- B. In a laptop or a portable DVD player The DVDs make an excellent one-on-one presentation that can be used at the dining table, coffee shop, virtually anywhere. They can also be left playing on a stand, stall or waiting room. (*The Bathroom and Your Health Your Future DVDs are subtitled to make this possible in a noisy environment*)
- C. The DVDs make a very low key and non-intrusive way to give people lots of information in a small package. A DVD can easily be lent or mailed, as an introduction to the business or as follow-up information. Someone who is maybe somewhat interested in using safe bathroom products, (*but not motivated enough to do anything,*) may get really excited about the benefits of supplements after watching *Your Health, Your Future*. Or vice-versa. Providing people with generic information has a cumulative effect that will motivate them to make changes and commitments.



2. Booklet

- A. Every DVD comes with a set of the 3 different booklets; *Toxic Timebomb*, *Your Health Your Future* & *MEGA Health*. They are each 16 pages long and reinforce and elaborate the material in the DVDs. The idea behind leaving them with the DVD when handed out, is that they provide further information and backup, particularly for those people who prefer printed information. Some people prefer only to hand the DVD out with the matching booklet, where others leave them all in. The booklet can also be left behind after the DVD is returned. This gives the prospect some information to keep and the opportunity to follow up at a later date.

- B. Many times the booklets are used alone as a handout. They can easily be kept handy and handed out particularly if a related topic comes up in discussion. They offer enough information to be useful without getting bogged down.
- C. Booklets are ideal to be mailed out. They can fit in an envelope and be mailed as a standard letter for 50 cents. *(We sell the perfect envelope #CDEn)* They are an easy way to gauge interest or keep in contact with people who do not live close by.



3. Pocket Guide &
 4. A4 Poster & Pocket Guide Holder

- A. One of the most popular uses for the pocket guides are as a business card. This may be the very first thing given to people and has enough information to get their interest. They can then be followed up with more information like a DVD or booklet.
- B. Pocket Guides are ideal to leave in various places where they may be picked up. Another way to do this is to display them on a notice board, perhaps in a staff room, using the A4 poster & Pocket Guide holder.
- C. When any information is given to people, whether it's a DVD, Audio CD or business related information, it is a great idea to leave a pocket guide with them. It gives them something handy with extra information.



5. Poster Set

There are 3 different sets of posters; **Bathroom, MEGA Health & Your Health Your Future**. Each set contain 4 different A3 colour, laminated posters. These could be displayed at meeting, information stall, office or waiting room etc.

6. A4 Presentation

There are also three Full colour A4 presentations designed to be used in one-to-one situation covering the major points in each area. They are also great to leave on a coffee table.



Other Materials

Audio CDS-

These are great as quick handout to acquaintances etc. Ideal to listen to in the car. It's handy to have a few different topics available to select from in various circumstances and conversations.

ProActive Health titles include:

Personal Dare - Short and attention grabbing, regarding the dangers of personal care products.

Nutrition - How Low Can We Go? Experts Dr Mark Donohoe, Dr Ross Walker, & Phillip Day discuss why we need nutritional supplements in today's world.

On No Cancer - Great positive personal story about a woman's experience with cancer. (Christabel Mary)

Take Control of Your Health - An interview with wellness coach Lyn Collet with general information and advice on good health.



CD Insert - Risks in the Bathroom

These are 12cm x 12cm folding brochures that make a great companion to any CD. A family is depicted with health problems potentially related to their personal care products. The back has a decoder of ingredients. A great idea to leave the Insert with people after they return the CD.

GLOBAL HEALTH ALERT- 4 X A3 Newspaper covering antioxidants, hormones, minerals, and toxic ingredients. Quotes from experts including, Dr Ross Walker, Dr Mark Donohoe, Phillip Day, Eve Hillary, Sherrill Sellman & Dr Samuel S Epstein.

Great to leave on coffee tables, waiting rooms etc. Easy to mail out with lots of useful information.

BOOKS

We carry a range of books that offer more in depth information on a variety of topics. They are useful as reference material and convenient to have on hand when a customer shows interest in a particular topic.