



Biocidin®

1-2-3 Guide to Launching a Group Detox Program

Improve patient outcomes and grow your business!

Benefits of a Group Detox Program:

- Jumpstarts your patients into long-term wellness
- Prepares your patients for individualized programs
- Patients lean on each other for support
- Creates an entry point for new patients
- You become the go-to authority on wellness in your community

Features of our 1-2-3 Guide:

- Makes planning and executing easy, with amazing results
- Same materials can be used to repeat your program monthly, quarterly, or semi-annually
- All the heavy lifting is done!

1 | Plan Choose a theme for your program.

- **Weight Loss** - When dysbiosis occurs, it causes inflammation and congestion in the liver and contributes to blood sugar dysregulation. Including a microbiome reset as part of your detox can bring patients seeking weight loss to the next level.
- **Detoxification** - Dysbiosis means increased endogenous toxins (those bugs create lots of toxicity) and can create sluggish liver function. Include a microbial cleanse to get the most out of any detoxification program.
- **Healthy Inflammatory Response** - Inflammation is the underlying cause of many concerns, especially chronic pain. Dysbiosis can result in increased systemic inflammation and body discomfort. Restoring microbial balance is a core therapeutic for supporting a healthy inflammatory response.
- **Increased Energy** - Balancing the microbiome results in increased energy by supporting detoxification and a healthy inflammatory response.
- **Immune Support** - Most of our immune system resides in the lymphatic tissue in the GI tract. Healthy microbial balance supports a robust and effective immune response.
- **Digestive Wellness** - It is widely known that a balanced microbiome is pivotal to digestive health and overall systemic wellness. The mechanisms of action in botanical supplements support microbiome balance, creating harmony among the microbes. This leads to improved digestive wellness.
- **New Year's Resolutions** - "Detox" is a hot topic every January 1st. But most detoxification programs miss the mark. To successfully cleanse, the microbiome must be balanced. A balanced microbiome supports weight loss, meaningful detoxification, a healthy inflammatory response, increased energy, and overall wellness.



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- ☑ **Pick a start date** that gives you four weeks to successfully promote your program and attract participants.
- ☑ **Price out your program** considering all costs, including products, marketing expenses, and your time to host check-ins.

Marketing

- Creating marketing content is a cinch with free graphic-design platforms like Canva.com. You can quickly design emails and announcements for your website or social media.
- **PRO TIP:** Create a short (one- to three-minute) video introducing yourself and your program to run on your website and social media platforms. This helps people understand the program and creates excitement about working with you and a supportive group.

2 | Launch

- **Sign up your patients** by hosting an introductory group meeting (in-person or virtually) to answer questions and describe the program using our Bioclear™ Microbiome Detox Program Lifestyle Guide.
- **Order products** in advance and drop-ship them directly to your patients.
- **Hold regular meetings** at intervals that work for your group (weekly or every two weeks) to discuss progress, share successes, motivate, educate, and answer questions.

3 | Follow up

- **Collect testimonials** from your patients by asking three simple questions:
How did you feel BEFORE the program?
How did you feel AFTER the program?
How has this transformed your life?
- **Ask for referrals** and get a commitment for future programs right away to keep the momentum going year-round!

