



DR. BRYAN P. WALSH
HEALTH & WELLNESS CONSULTANT



Designs for Health Professional Account Sign-Up Form

Dear Doctor,

To sign up for a *Designs for Health Professional Account*, please complete the following:

1. Print out this document
2. Fill out the information, including:
 - a. The fax cover sheet
 - b. Signing the RxDFHend Document
3. Fax the following documents (total of three pages) to Angelina at 206.339.5732.
 - Fax Cover Sheet
 - Signed RxDFHend Document
 - A copy of your medical license or diploma

If you have any questions, please contact me at 443.458.8307 or bryanw@designsforhealth.com.

Thanks for choosing Designs for Health!

Be well,

Dr. Bryan P. Walsh

Q: How does Internet retailing affect you?

A: Designs for Health firmly believes that the health-care practitioner plays a pivotal role in maximizing the therapeutic benefit to patients of nutritional supplement use. Evaluation of unique needs, metabolic assessment through our groundbreaking Comprehensive Metabolic ProfileSM, and continual adjustments to supplement regimens, are all integral to the treatment process. Just as important is the ongoing support, motivation, and education that patients receive, which enables them to actively participate in their care. Furthermore, patients are assured the safest, most cost effective means of achieving results; only needed therapies are prescribed, and in proper dosages. In short, the patient-practitioner relationship is a proven equation for healthcare success.

Unfortunately, online retailers effectively dilute this relationship by eliminating the practitioner from the healthcare equation. Besides selling directly to patients, these Web retailers do not provide guidelines for proper use of professional products, nor do they explain what makes these formulations unique. Instead, they simply list the item and the price, as their objective is nothing more than to make a sale.

Q: What is RxDFHend and how does it benefit my practice?

A: RxDFHend defines our commitment to the patient-practitioner relationship by defending Designs for Health as a professionals-only brand. The ultimate goal of the RxDFHend program is to ensure that the practitioner who chooses to offer our products has a greater chance of sustaining their patient relationships. It is extremely important that practitioners be certain their patients are making informed health choices...versus self-treatment by searching online for the best price on the product they think they need. Safeguarding the patient-practitioner relationship guarantees that patients will experience the positive health outcomes they expect from the Designs for Health product line—and that you and your practice benefit accordingly.

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Q: How does RxDFHend help prevent Internet retailing?

A: Designs for Health takes specific steps on a daily basis to defend our brand and keep it exclusively in the hands of health professionals. Unfortunately, many professional brands turn up on auction websites such as eBay, discount websites, and Amazon. Diligent companies must constantly police the Internet, monitoring these sites to make sure that their products are not being offered for sale.

Our staff searches the Internet daily for websites that are not in compliance with the Designs for Health Wholesaler Ordering Conditions. This includes conducting searches through popular search engines in order to monitor Internet activity, and viewing sponsored searches such as those offered by Google AdWords, Yahoo! Search Marketing, and Atlas Search. When we determine that a website is violating the Designs for Health Wholesaler Ordering Conditions, we will work to identify the offending account and send them a letter demanding that the website be brought into compliance. Often, the offending account masks their identity. Fortunately, our experience has resulted in a fool-proof process that eventually leads to positive identification of the offending account.

If the account does not comply with our request within a reasonable period, they are no longer considered a Qualified Healthcare Practitioner (QHP), and they become permanently ineligible to receive wholesale pricing. In extreme circumstances, such as "gray marketers" supplying well known abusing websites, we will retroactively charge the supplier full retail price for all products purchased up to 1 year preceding the date of violation.

Help Keep Our Professional Brand in Professional Hands



Designs For Health, Inc. • Wholesaler Ordering Conditions

1. Requirements for Qualified Healthcare Practitioner Status.

Designs for Health, Inc. (DFH) products are offered at wholesale pricing only to individuals identified by DFH, at its sole discretion, as qualified healthcare practitioners (QHPs). Potential QHPs are asked to provide a copy of their practitioner's state license, professional degree certificate, or diploma. Satisfactory degrees are generally limited to N.D., M.D., D.O., D.C., D.D.S., L.M.T., L.A.C., R.D., M.S., C.N., C.C.N., and C.N.S. A practitioner meeting these qualifications who is directly providing health counseling services to individuals hereafter referred to as "patients", and who abides by the conditions detailed below, will be considered a QHP.

2. Direct Patient Ordering Option.

A QHP may permit a patient to order Products directly from DFH. Patient may order using the DFH toll-free telephone number or through the DFH website. No patient orders will be fulfilled until the authorizing QHP has been identified by DFH. The authorizing QHP is eligible to receive commission on all such orders.

3. Open-Shelf Display Restrictions.

Products are not to be displayed or offered for sale on the open shelf in retail stores. Products may be displayed and offered for sale through a dispensary in a QHP's medical practice, or behind-the-counter at a retail pharmacy to active patients of a QHP.

4. Internet Sales through Open Websites Prohibited.

Products may not be offered for sale or sold on the Internet, except through a QHP website that is password-protected with a unique and non-automatic password intended to limit access solely to the QHP's patients. Any claims or suggestions of DFH product discounting is expressly prohibited, such as "20% off all Professional Brand Products". DFH products and prices, including references to discounts of DFH products, are not to be displayed in any Internet advertising, including but not limited to, websites, banner advertisements, pop-up advertisements, and sponsored searches such as those offered by Google AdWords, Yahoo! Search Marketing, and Atlas Search.

5. Restricted Distribution.

DFH prohibits the sale of its Products by a QHP to any persons other than those individuals (i) who are patients of a QHP, (ii) whose QHP has recommended their use of the Products, and (iii) who purchase the Products for their own personal consumption.

6. Remedy for QHP Violation of this Agreement.

DFH reserves the right, at its sole discretion, to discontinue wholesale pricing to any QHP found to be in violation of any terms or conditions contained within this Agreement. In the event DFH determines such a violation has occurred, DFH will provide the offending QHP with a certified notice of said violation. If said violation continues after receipt of certified notice, DFH shall have the right to charge QHP full retail price for all products purchased up to 1 year preceding the date of said violation.

Acknowledgment

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the dates set forth below.

Qualified Healthcare Practitioner

By: _____

Name: _____

Title: _____

Date: _____

Designs for Health, Inc.

By: _____

Name: Kevin Lamberg

Title: National Sales Director

Date: _____



Designs for Health®, Inc.

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