



Inject Care

(A div. of Inject Care Parenterals Pvt. Ltd.)

March 1, 2016

To
All TSOs,

Subject: Detailing Story of LBLs

Dear friends,

We all read in newspapers the every other day about spurious drugs causing a great threat to the person's life in critical care & also causing the disease to run a longer course.

We are sending you two LBLs which will discuss about how Inject care has taken preventive measures to curb the spurious drugs menace.

LBL 1

Front Side	
Point to the opening	Dr, circulation of spurious drugs can lead to grave and adverse consequences
Point to Inject Care	At Inject Care we are pioneers in crusade against spurious drugs
Point to Vial	Dr, the special tubular vials provide excellent packaged product visibility & also prevents impurities from entering inside the vials
Point to Caps	Dr, printing on vial seal helps fighting against spurious drugs
Point to punch line	Dr, at Inject Care we are dedicated to quality commitment in critical care
Back Side	
Point to opening	Dr, presenting here our range of quality parenterals
	(You can discuss the brand for which the doctor is currently prescribing the competitor brand)
Point to punch line	Dr, requesting you for your share of _____ (pl. mention the brand you have discussed with him). At Inject Care we are dedicated to quality commitment in critical care


LBL 2

Front Side	
Point to the opening	Dr, injuries can be dreadful & treatment with spurious drugs for injuries can prove to be fatal
Point to Inject Care	At Inject Care we are pioneers in crusade against spurious drugs
Point to Vial	Dr, the special tubular vials provide excellent packaged product visibility & also prevents impurities from entering inside the vials
Point to Caps	Dr, printing on vial seal helps fighting against spurious drugs
Point to the label on vial	Dr, the coin reactive ink on label protects against counterfeiting
Point to punch line	Dr, at Inject Care we are dedicated to quality commitment in critical care
Back Side	
Point to opening	Dr, presenting here our range of quality parenterals
	(You can discuss the brand for which the doctor is currently prescribing the competitor brand)
Point to punch line	Dr, requesting you for your share of _____ (pl. mention the brand you have discussed with him). At Inject Care we are dedicated to quality commitment in critical care

Note:

Coin Reactive Ink:- A coin is used to check documents printed with coin reactive ink. The invisibly printed zone is colored by the abrasion produced by the nickel in the coin. The pigment reacts with metal to produce a grey color when scratched.

Happy Selling!



Prachi
Product Manager