



TRAINING MANUAL

A Guide for Independent Representatives

High Performance (HP) PRP





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Company Information

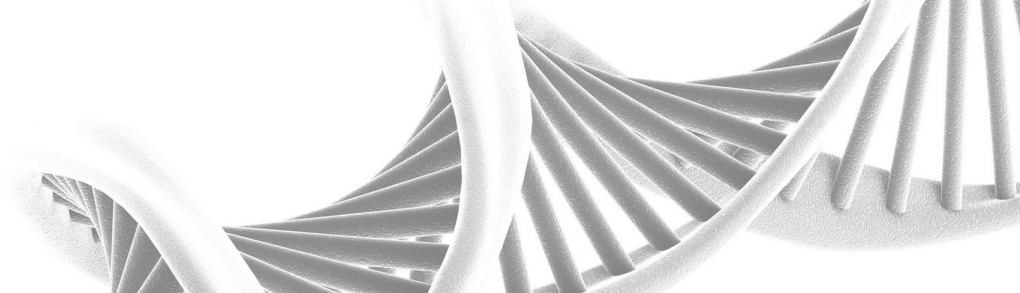
Zizion Group, Inc.

Zizion Group, Inc. is a medical device distribution company focusing on natural, integrative therapies.

“Our mission is to become your central resource for growing your practice. We have a fresh approach to developing new income streams, offering the newest proven products on the market, and benefiting you and your patients through simplified, more efficient systems. We have done all the legwork searching for the most experienced yet affordable professional representatives so that you can relax on the major decisions knowing you have the resources behind you. Nothing brings us more joy than to see you bring in more patients, become more profitable, and watch your practice skyrocket.” We focus on indications, not modalities. Our topic areas are Aesthetics, Orthopedics, Hair, Sexual Wellness, and Wound healing.

Our Products

- MedGeneRx® – Platelet Rich Plasma products
- Renouveler® Topical Products
- RegenOMedix Centrifuge
- PulseWave – ESWT (ShockWave)
- Male Enhancement Device
- Ultrasound Scanner
- Topical Exosomes



What is Platelet Rich Plasma (PRP)?

PRP is an all-natural cell regenerative therapy that utilizes the patient's blood components to heal the body.

It is an advanced treatment physicians use to help repair damaged or injured tissues by instigating the body's healing cascade. This minimally invasive procedure helps initiate the regenerative process by utilizing the growth factors that platelets are known to contain. PRP therapy is **autologous**, meaning it is derived from the patient's body, reducing the risk of rejection or allergic reaction.

Platelet Rich Plasma (PRP) has proven effective for many different indications. Here are some examples:

Aesthetic/Dermatology

- Acne Scarring
- Active Acne
- Skin Firming
- Thicken the epidermis

Podiatry/Wound Healing

- Plantar Fasciitis
- Achilles tendinitis
- Hamstring Strains
- Diabetic Foot Ulcers

Orthopedic/Sports Medicine

- Tennis Elbow
- Joint Pain
- Rotator Cuff Injuries
- Golfers Knee

OBGYN/Urology

- Stress/Urge Incontinence
- Sexual Wellness

- Erectile Dysfunction
- Peyronie's Disease

Hair Regeneration

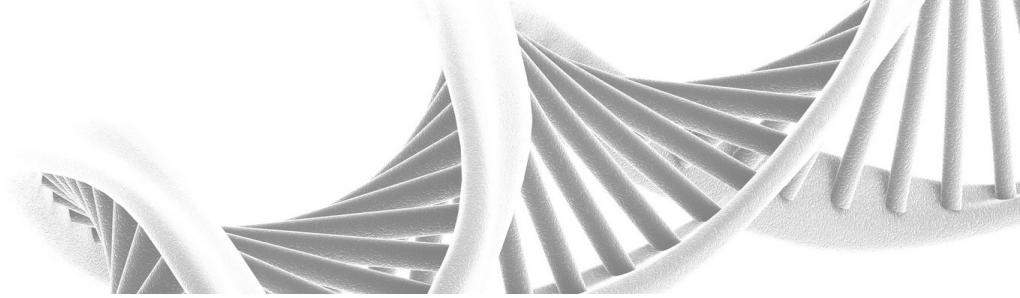
- Alopecia Areata
- Hair Thinning
- Receding Hair Line
- Regrow Eyebrows

Oral Surgery/Dentistry

- Oral Surgery
- Tooth Extractions
- Bone Regeneration
- Periodontal Surgery

Other Areas

- Cardiothoracic Surgery
- Veterinary/Equestrian
- Breast Enhancement



Introduction to PRP

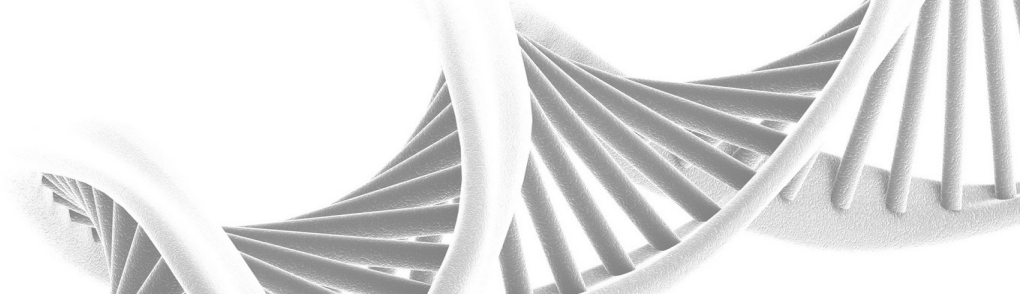
PRP initially gained popularity from its promise as a safe and natural alternative and adjunct to surgery with few contraindications. It has been proven in countless clinical studies to be effective in medical procedures where healing and cell regeneration are the treatment goal. Patients' interest in PRP has recently spiked due to widely broadcasted celebrity endorsements by professional athletes, celebrity physicians, actors, and reality stars.

For PRP to be successful, platelets must be activated to release their contents and begin the healing cascade successfully. They release large amounts of bioactive proteins (growth factors) responsible for attracting **macrophages, mesenchymal stem cells, and osteoblasts**. These growth factors promote the removal of degenerative and **necrotic tissue** and are essential for tissue **regeneration** and repair.

For example, if you cut your finger, it bleeds, forms a clot, scabs, and then heals. Once it starts to bleed, **hemostasis** sets in to stop the bleeding, and the macrophages, mesenchymal stem cells, and osteoblasts act like Pac-Man, removing the damaged tissue and making room for the healthy new tissue to come in. Fibroblasts rush to the injury site, and collagen forms resulting in growth and strength at the injury site.

There are three stages of PRP:

1. **Inflammation:** once the platelets are activated, inflammation takes 1-3 days.
2. **Proliferation Stage:** In fibroblasts, many growth factors, cytokines, macrophages, and mesenchymal stem cells converge on the injury site, stimulating neovascularization. This lasts approximately three weeks.



3. **Remodeling Stage:** Collagen is strengthened and grows, forcing the body to heal along with angiogenesis. This stage continues for up to a year.

What activates PRP/ Activating Agents?

- Calcium Chloride
- Thrombin - biological bandage used for wound care, hair transplant, laser, and podiatry
- Trauma- spinning too fast, abrupt stop during a spin, damaging the PRP (dropping the sample), using a small bore needle (.30g and smaller).

Once activation occurs, you have 8 minutes to inject.

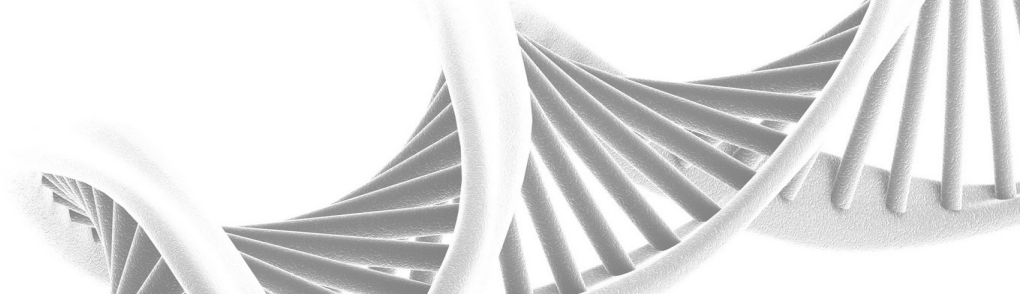
Who qualifies as a good PRP candidate?

PRP can be used in most individuals between 18 and 80 years old.

Patients with the following conditions SHOULD NOT consider PRP at this time:

- Abnormal platelet function (Blood disorder)
- Cancer or chemotherapy
- Chronic or acute infections
- Critical thrombocytopenia
- Fever
- Sepsis
- Severe metabolic or system disorder
- Skin disease
- Anti-coagulation therapy (blood thinners)
- Chronic liver problems
- Recent use of corticosteroids (within the past six weeks)
- Low platelet count of less than 105,000 μ l baseline

Helpful Sales Tools



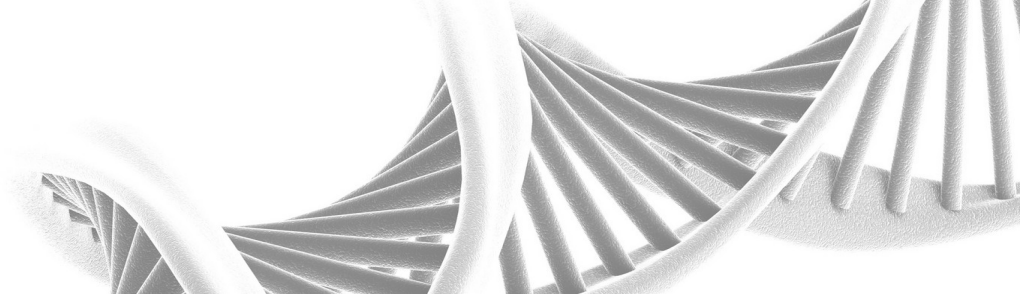
Patients are educating themselves and are becoming more skeptical of the pharmaceutical side of medicine. They seek alternatives to drugs and surgery and natural and holistic therapies. PRP is effective for many different indications; it should be the first suggestion from a doctor to their patient before subscribing to pain medications, steroids, or surgeries. We are big fans of saying, “the worst thing that can happen with PRP is nothing.” There is minimal risk, as the product comes from the patient’s body.

With the healthcare industry seeing minimal reimbursement from insurance companies for procedures and treatments that were once highly lucrative, doctors are looking to add cash components to their practices. PRP provides a way to bring new revenue streams to their practice and also will effectively treat their patients.

Celebrities have a way of “trend-setting,” With so many athletes and stars undergoing the treatments, it is constantly making headlines. With the therapies gaining so much recognition, it is only a matter of time before patients start asking their doctors for this information, so it’s essential to stay ahead of the fray.

From our experience working with hundreds of doctors, we have seen that people will pay almost anything for hair, acne, pain, sexual wellness, and pets. Additionally, the most successful of our physician focus on an 8–12-mile radius of their office on at least one of these indications. It is not necessary to try and market to an entire city; you will be far more successful if you offer a solution to something your patients are already looking for. For example, in November of 2023, there were 27 Million references on Google for Plantar Fasciitis. PRP is highly efficacious when treating this debilitating affliction. We have many success stories that can shorten the period it takes a physician to achieve an ROI.

Sample Script



Good Morning; I would like you to help me with some information. (Wait for response)

Are you offering PRP treatments at your office? (I May have to explain)

If **yes**....Are you the person I would speak to regarding the PRP treatments? If not, who would be the proper contact?

If **yes**....*move to the appointment script*

If **no**....Is (decision maker) available?

If **what's that**....*move to the below script*

Hello (decision maker), this is _____ calling from RegenOMedix. We are a medical device distributor focused on natural, integrative therapies and helping physicians add cash-based procedures to their offerings. We are getting calls from end-users in your area looking for treatments. We are looking for offices to refer them in your area.

If **YES**-

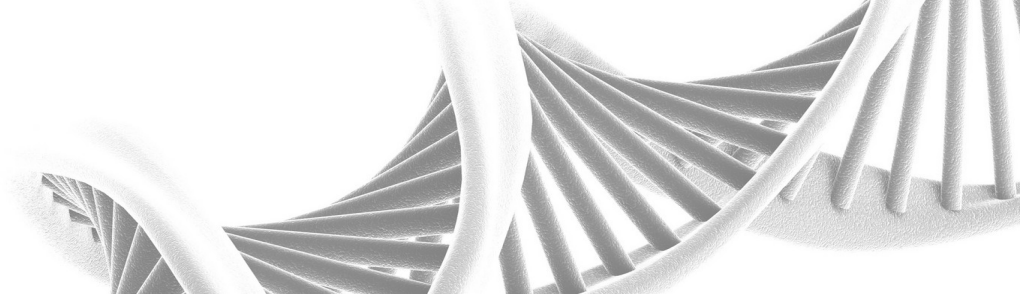
Excellent. We offer a product that is getting superior results due to a higher concentration of usable platelets that is easier to use and cost-effective.

One of our educators can help you learn more about this...When are you available for a brief call?

What would be the best call-back number and email for confirmation?

Thank you for your time. One of our educators will contact you shortly.

REBUTTALS:



Not interested:

That's okay; we are just providing information at this time. We understand that knowledge of products and services can only benefit your practice in the future.

We already have it:

I appreciate that you have been using PRP. However, have you taken the time to compare their specifications with other manufacturers? It never hurts to have a side-by-side. What time are you available?

Send some information via mail/email:

Absolutely. What is the best email address to send it to?

After you look at our information, one of our educators can call you to answer any questions. Are you available.....?

Don't have a budget:

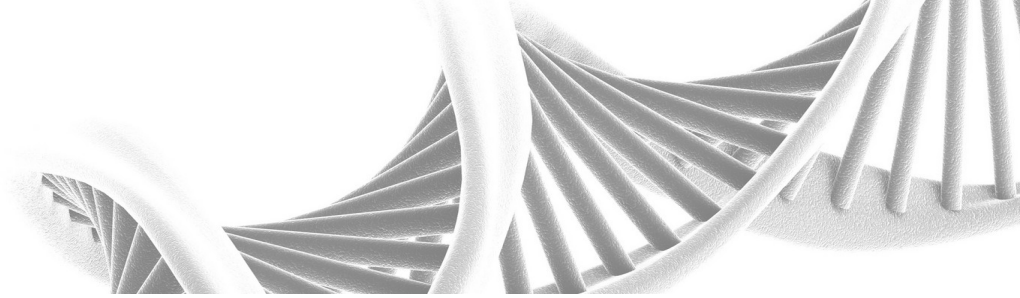
Clients have said the same thing in this economy, but after a rapid analysis, we can show them the significant return on investment they can expect. They turned out to be some of our busiest clients to date.

We are looking for creative ways to work together; if nothing else, you will have us as a resource for the future. (We have a risk-free trial available)

I am busy: No problem; I understand your time is constricted. Is it better to call you back later today or tomorrow morning? It will be a brief introductory call.

30-second product use pitch

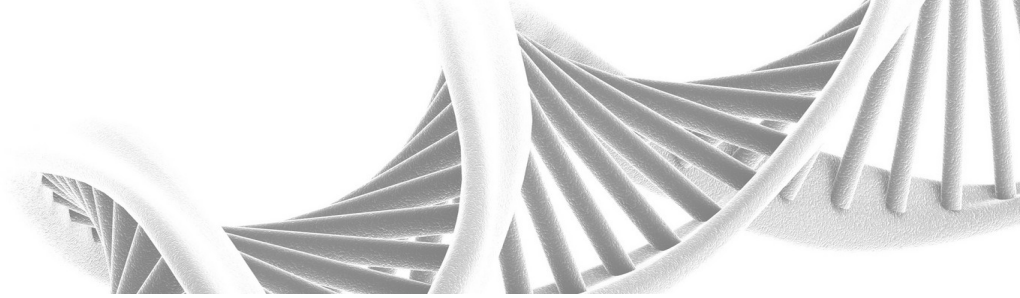
We draw approximately 30cc of blood into a vacutainer tube.



We spin in a centrifuge for 10 minutes, which separates the red blood cells from the plasma. Our kit gets a minimum of 6cc of very high-concentration PRP (Platelet Rich Plasma) and 10cc of additional mid-concentration PRP.

We add calcium as an activator and inject the plasma back into the body to achieve results in one of five main areas: hair restoration, skin rejuvenation (wrinkles, active acne, scarring), orthopedic injuries (athletes), sexual wellness, and wound healing.

It is autologous, which means there is a zero chance of allergic reaction or rejection (opens up the market for minors).



Sample Email Following Initial Call

Thank you for taking the time to speak with me today. I have included some information regarding PRP and success stories. *(include some pertinent studies, links, PRP in the News, etc.)*

We are actively recruiting high-quality medical offices and spas that wish to offer this therapy as partners. PRP has gained national exposure through the successful treatment of famous athletes and stars.

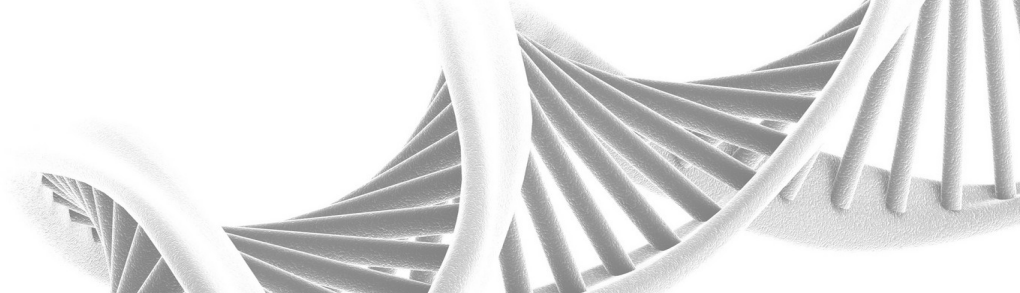
Our many support programs include training and certification, customized marketing materials, ongoing support, press releases, website content, email templates, and referral programs that are tried and true methods to optimize growth. We excel in continuously providing the most up-to-date information, recent clinical studies, and other customized marketing material to help you expand these services to new and existing patients.

PRP has a very low barrier of entry with virtually no downside to doing the treatment. The worst that can happen is a minimal improvement for your patient. It is virtually impossible to have an allergic reaction or rejection of the treatment. We require a knowledgeable professional who desires to treat patients with an autologous solution that genuinely works.

The business side of the opportunity is very significant, as the average margin is 72%. Imagine a product that has no downside, produces incredible results, requires a medical professional, and limits competition. This product is cost-effective for your patients and highly profitable for you. *(You may wish to include the pricing information and some suggested treatment costs in their demographic area so they can visualize the financial opportunity)*

We are dedicated to ensuring the success of the practices and spas we partner with. Our goal is to provide you with the proper training and knowledge of PRP to achieve premium patient results.

If you have questions or need clarification, please do not hesitate to contact Zizion via e-mail or phone. If you would like a sales rep to contact you at any time to answer any questions that may arise, I will be more than happy to arrange that introduction for you at your convenience. I hope you have a wonderful day, and I look forward to working with you.



PRP Life Lift™ Training and Certification

We provide quality training based on our client's business goals and plans. All instruction options cover didactic and science, indication-specific combinations, deployment options, marketing, and patient interaction scenarios. We know how important it is for our physician partners to be well-trained and comfortable that they have a thorough comprehension of protocols and a deployment plan. To that end, we will share success stories of other practices and their applications, ensuring you have a thorough understanding of how to prepare, utilize, and grow the use of our products, therefore enhancing your success and improving your bottom line. Attendees of all courses listed will receive a certificate in our PRP Life Lift™.

On-Site Classroom

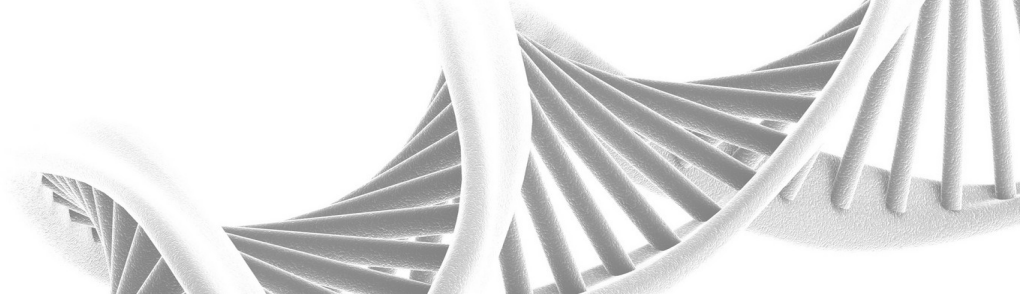
We host an in-person event to certify medical professional attendees in our PRP Life Lift™ program. Prepare for a full day, beginning at 9:00 AM, to discuss the science behind PRP, the didactics, marketing strategies, and instrumental tried-and-true methods we've perfected over the years to help you implement PRP into your practice. You will learn how to properly perform the PRP procedure and observe live demonstrations for various indications our partnering medical professionals perform.

Course Fee: \$1295 for the first registrant, no charge for a non-medical additional attendee

Location: Boca Raton, FL (and expanding nationally)

On-Site Custom Training

We invite medical professionals to partake in personal training at our office or yours catered to your goals and objectives. The first portion of the day will be dedicated to a conference-style meeting where we will cover the scientific aspect of PRP, PRF, and Exosomes, discuss your current business model, and assess any necessary changes based on your intended direction. You may bring up to 7 members of your staff at no additional charge. We encourage you or your team to volunteer as the demo patients if you choose to. Please inform us upon reserving your training date. Otherwise, we will provide the model patients accordingly.



Course Fee: \$3,500 for eight attendees; price is subject to change based on focus.

(travel expenses not included)

Location: Boca Raton, FL

Off-Site Custom Training

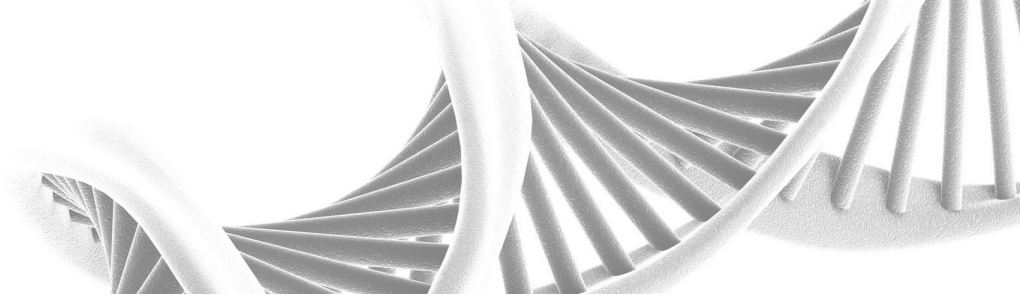
A highly trained team member will come to your practice and provide in-service training tailored to your needs. The first 2-3 hours of the day will need to be reserved for the lecture aspect, and for the rest of the day, you will receive hands-on training in treatment protocols. All of the equipment and shipment of the supplies needed for five treatments are included; it will be your responsibility to arrange the patients. You can negate the training expenses and profit if you decide to charge your patients. Many physicians have offered an incentive/discount at their discretion as a courtesy and have found that patients will line up to volunteer. You can meet with your trainer the evening before to cover your overall objectives and any information you may decide not to disclose to your entire staff.

Course Fee: \$3,500 per full day at your practice; price is subject to change based on focus.

(travel expenses are extra)

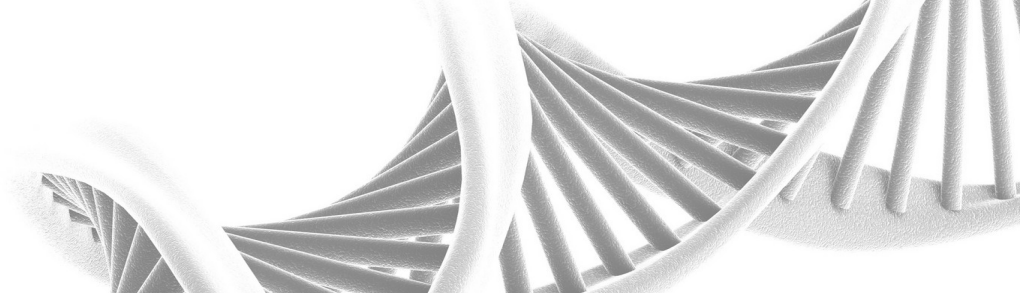
Location: Your facility

We will do our best to accommodate any special needs or requests. Please note that you must submit the appropriate paperwork and pay the training fee in full to confirm your attendance or requested dates. Using ECM (extracellular matrix) products is an option (although not necessary) for custom training. Still, advanced notice is required and is subject to an additional fee to cover the costs. If you'd like to reserve your training session or have questions on training, upcoming dates, or general inquiries, please get in touch with Claudine at (561) 431-9000 X 214 or claudine@mymedicaltraining.com.



Advantages of the MedGeneRx® PRP Kit:

- MedGeneRx® produces a higher yield of live, usable platelets at concentrations ranging from 3.9 to 7.5 times baseline.
- Total control of the activation process
- Easy access to the PPP for topical use
- Up to 18cc's of combined usable PPP, PRP, and Buffy Coat
- Total control of RBCs in the mix
- Our kit expedites the PRP extraction process significantly, making it possible to serve up to 3 patients an hour (a total prep time of 15 minutes, including the centrifugation)
- The additional components: Calcium Chloride and Lidocaine. We provide an accessory kit with a butterfly, syringes, and a spinal needle for extraction.
- This is an animation on how to use our kits.
 - **Please also note that we do not deposit any RBCs in the PRP sample.**



RegenOMedix Centrifuge Specification Sheet

Price: \$599 as a stand-alone, new account bundles offer a significant discount.

Fixed Angle Design: Platelet-rich plasma / Platelet-poor plasma / Platelet Rich Fibrin (PRF)

10 Integrated Programs: Shipped with three predefined programs for PRP and PRF.

Electrical Requirements: 220V/110V 50HZ/60HZ

Maximum Speed: 5000 RPM – 2637 RCF

Maximum Capacity: 4 x 50mL – 4 15mL adapters are included

Maximum Time: 99 Minutes

Programmable Acceleration/Deceleration: 10 customized levels

Size – Weight: 280 x 220 x 175mm (11 x 8.6 x 6.9 inches) – 3.5kg (7.7 lbs.)

Compact and Versatile: The ZG-TD4B-01, with its exceptionally slim design, is one of the most compact (lightweight) and versatile fixed-angle centrifuges on the market.

3 Rotor Options: This unit can accommodate three rotor options: 4 x 50mL, 6 x 15mL (10mL), 6 x 7mL,

Designed For Safety: The centrifuge is cold room and refrigerator-safe with a quick-release switch.

User-Friendly Operation: Outfitted with a user-friendly digital control panel; RPM/RCF optional indicator; sound notification, and a digital rotor imbalance sensor; this unit is designed for ease of use.

Most Advanced, Service-Free Drive: Maintenance-free brushless motor, digital microcomputer control system, LCD, electric cover lock, imbalance protection, and extremely quiet.



Additional Information

ORDER PROCESSING

Our merchant account requires we obtain electronically signed documentation from the client to fulfill their order. Please use our eCommerce store at <https://www.regenmedstore.com> or call (561) 221-1000 ext. 1 for sales. We can process orders manually using the DocuSign platform. The system is PCI and HIPAA-compliant and is.

If the client is not comfortable providing a blanket authorization, the total authorized must include tax and shipping; please see the calculation information below. **Please note that if a blanket authorization is not on file for future orders, we will be required to obtain a new form with each order, possibly delaying fulfillment.**

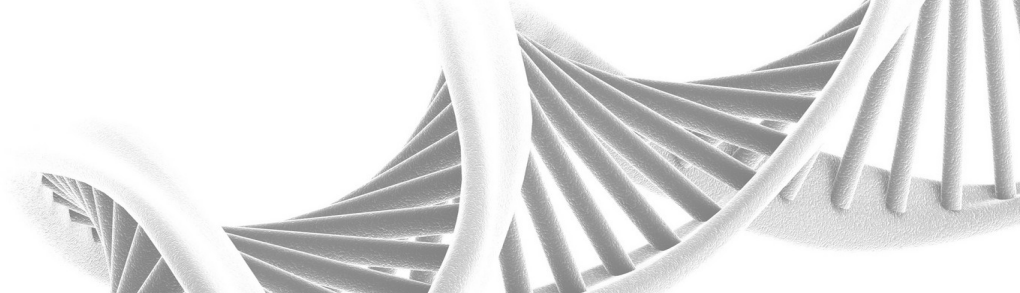
Open terms are available in extreme cases, such as a hospital where an approval process is necessary for accounts payable. The order will be fulfilled once the proper paperwork has been received and confirmed. Orders approved with a credit card will be fulfilled the same day if they have been placed before 3:00 PM EST, given that the inventory is on hand.

TAX

Equipment sales to Florida are subject to the local sales tax charge. This is not a decision made by Zizion; it is government mandated.

Sales tax is applied to items not resold.

Please refer to the "Pricing Packages" document detailing the shipping cost for each opening account order.



FINANCING INFO

Zizion offers equipment financing through several entities. We sell the equipment to the finance company and deliver it to the client. This allows the medical office to obtain our products but ensures they are liable for payment if any damage or non-return. We do not make special accommodations for physicians wishing to finance or lease. A credit approval process is necessary, and terms and conditions are subject to change based on that information. The website to apply is www.regenomedix.com/financing. Call our office with any questions. We often will cover the cost of the finance charge for the first three months allowing the office to generate cashflow before the first payment is made. Our standard program is 24 months of financing, with no payments for 90 days.

MARKETING MATERIAL

Clients who have ordered a 15 or 40-kit starter program are entitled to custom marketing collateral.

Before you request the files, please collect the following information:

- **Hi-Res Logo** (we are not responsible for poor quality printed material if the logo is in low-res)
- **Focus- Orthopedic, Aesthetic, Hair, etc.**
- **Practice Location and Contact Information**

Please send this information to officemgr@nwol.com. We will forward the info to our marketing department once the initial order has been finalized. Please allow a 2-3 day turnaround. Note that any missing information could result in a further delay in the finished file. Our recommended vendor for ordering prints is GotPrint.com. They are very economical and offer high-quality products.

GETTING STARTED

There is a PRP protocol document that we will send your clients upon opening an account. It will provide them with the information necessary to execute their treatments properly. This is our “family recipe,” This information should only be delivered to clients who are active and in good standing with Zizion. If a doctor asks you to provide them with specific treatment protocols before placing an order, please refer them to Bruce for an appointment. Our marketing partner has predefined launch programs and can help any account get a fast start on deploying regenerative therapy products.