
Sent: Tuesday, November 26, 2002 5:14 PM

Subject: SUPER MARKETING CONCEPT & 50% DISCOUNT FROM AQUATHIN !!!!!!!!!!!

Importance: High

Dear Aquathin Dealer OnLine;

This past week I traveled to Aquathin de Puerto Rico, Aquathin d'Haiti and Aquathin Dominican Republic. Besides a most excellent trip, this visit I noticed the water in the hotels was extremely hard. I had to use three times the shampoo and bar soap would not suds up.

Here is a marketing suggestion. *I respectfully recommend calling on beauty salons and spas and offer to put a Soft & Clean Water Conditioner in **free of charge** to enhance the shampoo and shower experience. The customers will notice the difference right away. Hair is softer and easy to manage. Showers feel softer and skin is not dry....you know all about the benefits. Instruct the owners and their sales Team to give your business cards and brochures out for how the client can enjoy this experience at home, record the interested clients, and give the names to you. For every unit sold, the spa and beauty salon or their employee who referred receives \$100. This is a great way for the owner to enhance his client's experience...put extra cash in his staff's pocket...receive referrals from super satisfied clients.....all for free !*

Recently if a Dealer approached us about wishing to attack certain markets that may include a free system, Aquathin Corp. will consider supplying that system at 50% from cost column, provided that the Dealer's plan is well layed out (i.e. kitchen design shop program with Aquathin UK). *And in the event, the beauty shop or spa does not fulfill their end of the promotion, you can take the equipment out and install into their competitor's facilities (not that you should not do that anyway !....but its a nice way to let them know to get on the ball !!).*

Awaiting your reply and warmest regards to all,

FOR THE BEST TASTE IN LIFE

Think Aquathin..AquathinK !!

Celebrating our 23rd Birthday in 2003 !!!

(visit the allnew <http://www.aquathin.com>)

"Alfie"

Alfred J. Lipshultz, President

P.S. When responding please continue 'REPLY' to include all previous correspondences on this subject.