

## Scenarios which may prompt VMS sales

There are many OTC scenarios which may prompt the offering of a VMS product, as appropriate. This document is designed to give you some ideas. It is not a conclusive list and you may think of other scenarios and products you could offer!

- **At the back end of the Allcare website, you will find a video for each AYA product.**

Click here to access: <https://bit.ly/3v1SOr5>

- **There are also many other videos on the site, including Top Tips for VMS sales, VMS for immune health and Revive Active, Proven and Nature's Aid videos.**

Click here to access: <https://bit.ly/3bV0Gsk>

As always, refer to the pharmacist, those taking other medicines or those with pre-existing medical conditions to check suitability of a VMS product before offering.

---

- **A customer with a prescription for an antibiotic:**



– a **probiotic** could be recommended to reduce risk of antibiotic associated diarrhoea and reduce the negative impact that the antibiotic can have on good bacteria in the gut

Adults – e.g. **AYA Acidophilus / AYA Ultimate 10 Billion / Proven 50 Billion**



Children – e.g. **Proven Fit for School (4 years +) or Quest Kidz Biotix (3 years +)**



- **An adult requesting a product to help with IBS symptoms** e.g. Buscopan, Colpermin, Fybogel Mebeverine:



– a **probiotic** could be recommended e.g. **AYA Acidophilus / AYA Ultimate 10 Billion / Proven 25 Billion / Alflorex**



## Scenarios which may prompt VMS sales

- **An adult purchasing analgesics for joint pain** e.g. osteoarthritis, or those wishing to protect their joints could be offered:



- a VMS product to promote joint health could be recommended e.g. **AYA Glucosamine / AYA Turmeric / AYA Omega 3 / Revive Active Joint Complex**



- Muscle pain / leg cramps – **AYA Magnesium / AYA Magnesium citrate** could be offered. (If patient is taking a statin tablet and presents with joint or muscle pain or if unexplained pain – refer to pharmacist or GP)



- 
- **An adult purchasing aciclovir for cold sores** e.g. Acic cream, or a product for **mouth ulcers** e.g. Bonjela / Medigel:



- could be offered **AYA Lysine / Revive Zest Active**

- 
- **An adult prescribed a statin tablet (prescription) for cholesterol lowering:**



- could be offered **AYA CoQ10**. (Statins have been found to reduce the amount of naturally occurring CoQ10 in the body. Some evidence suggests CoQ10 may also reduce side effects associated with statins)



- If patient takes any other medicines – refer to pharmacist before offering CoQ10
-

## Scenarios which may prompt VMS sales

- An adult purchasing **iron** e.g. Galfer, for the management of iron deficiency anaemia



- could be offered **AYA vitamin C** in addition (increases the absorption of non-heme iron)



- 
- An adult requesting Dioralyte / Imodium / Arret or other OTC products associated with **diarrhoea or vomiting**:



- a **probiotic** could be recommended to be taken once they are feeling better, if difficult to tolerate at present.



- 
- An adult adult requesting Nytol to aid with short term **sleeplessness** or those enquiring about nutrients to help **sleep**



- **AYA magnesium / AYA Magnesium citrate** may be offered (helps to regulate neurotransmitters and hormones involved in promoting deep and restful sleep)
- alternatively, Melissa Dream could be offered (refer if taking thyroid medicines)



## Scenarios which may prompt VMS sales

- An adult purchasing analgesics for **migraine** e.g. Migravele / Excedrin / paracetamol



- **AYA Magnesium** may be offered. Speak to pharmacist first if patient is taking prescription medicines for migraine



- 
- For customers purchasing **alcohol gel / wipes / masks etc**, the conversation could be broached about whether the individual is taking VMS to support immune health.



Options would be:

### Adults:

- **AYA Vitamin D 1000 iu or 2500 iu /**



- **AYA Ultimate One a Day /**



- **AYA Vitamin C /**



- **AYA Zinc plus Copper**

(Bundle option = AYA Vitamin D + AYA Zinc + AYA Vitamin C)



## Scenarios which may prompt VMS sales

### Children:

- AYA Kids Crunchy Multi /
- AYA Baby Sunshine D3 drops /
- Revive Junior / Teen /
- Proven Fit for School



- 
- A parent asks for your advice to help boost their 4 year-old child's appetite
  - or
  - A customer asks for a tonic for their 6 year old child who is post-illness and needs a boost



- AYA Appletite could be offered for either scenario



- 
- A customer requests Nurofen for Children to help with a 3 year-old child's cough and cold symptoms.
  - AYA Kids Honey and Lemon could be offered in addition

