Winter Newsletter 2025



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Welcome to the Tetra Newsletter

Happy New Year! We wish you a prosperous 2025, filled with health, happiness, and continued

Dear Friend,

success. As we step into this new year, we are excited to share several important updates that will enhance your experience with us. Introducing Our New Regional Manager: Krista Boyd

We are pleased to announce Krista Boyd as the new Regional Manager for Long Island, Queens, and Brooklyn, NY. Krista brings a wealth of expertise and a fresh perspective to her role. With her

leadership, we are confident that you will continue to receive the highest level of support and service. You can read more about Krista's background and vision in the section below. **New Product Launch: Triova™ for Healthy Nails** We are excited to introduce Triova™, our latest product designed specifically for promoting healthy

nails. This innovative solution addresses dry, cracked nails with proven, effective results. We believe Triova™ will be a valuable addition to your practice, offering both high-quality care and positive outcomes for your patients.

At the heart of our business is a dedication to exceptional customer service. Whether you're discovering our latest offerings or continuing with your trusted products, we are here to ensure a seamless and rewarding experience. Your satisfaction remains our top priority, and our team is always available to support you with any questions or needs. We look forward to working closely with you in 2025 and

Our Ongoing Commitment to Your Satisfaction

beyond, and we are excited for the growth and success that lies ahead. Warm regards, George A. Cioe



(Re)introducing Alaplex™!

Product Highlight

The <u>team</u> at <u>Tetra</u> is excited to highlight a powerful nutritional supplement that supports the health of

your nerves: Alaplex™! In this post, we'll explore why it works, how it's effective, and some brand new reformulations to make it more effective than ever. Alaplex™: Targeting Diabetic Neuropathy

tingling, burning, and pain in the hands and feet. To combat the worst symptoms of DPN, Alaplex™ combines alpha-lipoic acid and benfotiamine, along with other essential B vitamins, to provide

painful symptoms of diabetic peripheral neuropathy (DPN). This condition, a common complication of diabetes, can cause numbness,

Alaplex™ is a powerful supplement specifically formulated to address the

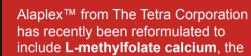
Key Benefits: May help alleviate the painful symptoms of DPN

- Provides essential B vitamins for nerve health
- · Supports cellular energy production Offers antioxidant protection
- Alaplex™ is a **convenient**, **single-capsule solution**. You can trust its results, too: emerging studies are continuing to solidify the effectiveness of DPN treatments featuring alpha-lipoic acid.

comprehensive nerve support.

Of course, this acid isn't the only ingredient that makes Alaplex™ so powerfully effective. We're always experimenting and reformulating, even with our most time-tested products. That ethos has led us to

discover a new approach to Alaplex™... **Empowering Patients** Now With with Nutritional Support



L-Methylfolate Calcium!

biologically active form of folate (vitamin B9). This newly added ingredient enhances the product's efficacy in managing diabetic peripheral neuropathy (DPN)

symptoms, as recent clinical and preclinical studies suggest that Lmethylfolate can address the underlying causes of DPN while

them with valuable nutritional support to complement overall treatment plans. These supplements, available exclusively through **healthcare professionals** and endorsed by trusted doctors, come with all kinds of

By offering Alaplex™ to your patients, you can provide

advantages: • They're affordable! Alaplex™ supplements cost about They're convenient! Alaplex™ capsules are veggiebased and easy to swallow or sprinkle.

- They're clinically proven! Alaplex™ combines essential nutrients, including neurotropic B vitamins
- and ALA, to deliver results that you can trust. **Get Started Today!**

To receive your FREE sample of Alaplex™ and begin offering your patients the latest in nerve health support, contact our Customer Service Team at (800) 826-0479 or speak with a Regional Sales Manager. You can also learn more via our website, which you can access through the links below.

Tetra Tip

Making Myrrhage® Work for Your Practice Between running a busy practice and attending to your patients' needs, you've got plenty to do and not

much time to do it. So how can you make time to keep patients posted on products like Myrrhage®, Tetra's new plant-based serum that whitens and strengthens brittle nails?

Good news: you won't need much time at all! If Myrrhage® is positioned well in your office, it sells itself!





are attracted to the blend of essential oils and moisturizing properties which define Myrrhage's® unique and proprietary formulation.

We've found that just an easel and a price in the right place get sales started in no time. After all, many patients

Don't have marketing materials to set up in your office? Simply ask a sales representative, and we'll provide you with an easel and brochures.

A Word From The Road **Our Upcoming Conference Schedule**

Symposium on

Innovations in Foot &

Ankle

Surgery & Medicine

Mar 6 - 8

Atlanta, GA

Learn More

New year, new places to be! The team at Tetra has a few different conferences coming up, and if you're in the neighborhood, we'd love to meet up in person at any one of the events listed below.

SAM25 Science &

Management

Symposium

NY25 Podiatric Clinical Conference Jan 23 - 26

NYC, NY

The Midwest Podiatry Conference Mar 6 - 9

Chicago, IL

Learn More

NAIL TALKE

patients everywhere, that's never really the case.

Jan 29 - Feb 2 Lake Buena Vista, FL earn More



Learn More

Managing Expectations: Formula 3®, Myrrhage®, and

the use of two complementary products to fight fungal infections and restore natural nails. The Importance of a Frank Discussion Patients often seek quick fixes for fungal nails, but it's essential to

nail to begin growing out.

disappointment.

Boosting Patient Satisfaction

Fungal nail infections are common, but so are misconceptions regarding them. The most common of those? Thinking that the whole problem will clear up in a day or two! Unfortunately for nails and

As a physician, you already know that managing expectations is crucial for ensuring both satisfaction and adherence to treatment plans. In the article below, Tetra will help you keep patients happy through



or discolored nails.

nail hardener and brightener.

Factors like the severity of the infection, the patient's age, and overall health can also influence the treatment duration. With all these variables in mind, it's good to have other options on hand that can support and supplement the process. And we've got just the thing for that!

explain that these infections are notoriously stubborn. Even with powerful products like our Formula 3® Antifungal, treatment requires patience and commitment, so a frank discussion from the outset will help patients understand the process and avoid

• Inform patients that visible improvement typically takes 3 to 4 months, as this is the approximate time it takes for a healthy

However, full resolution can take up to a year, especially for

toenails, which grow more slowly than fingernails.

• It is not a treatment for onychomycosis, but rather a supportive product that promotes healthier nails, improves their strength and growth, and conditions cuticles, too. • Myrrhage® also fights the discoloration often associated with fungal infection, working as a By setting realistic timelines, offering proven solutions like Tetra's Formula 3®, and addressing

I'm a licensed cosmetologist with a passion for skincare and skincare

aesthetic concerns with products like Myrrhage®, you can guide patients toward successful treatment outcomes and improved satisfaction. Consistency is key, but with patience, healthy, clear nails are an achievable goal!

Employee Spotlight

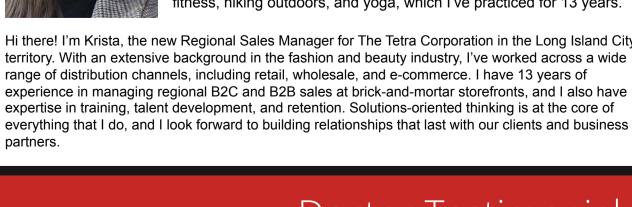
Myrrhage® is designed to simultaneously strengthen and improve the appearance of damaged

KRISTA BOYD Interests:

ingredients.

Pets:

increase patient satisfaction and deliver results that matter early



I have an 11-year-old orange cat named Puma. **Hobbies:** Aside from spending time with my family and friends, I love health, fitness, hiking outdoors, and yoga, which I've practiced for 13 years. Hi there! I'm Krista, the new Regional Sales Manager for The Tetra Corporation in the Long Island City territory. With an extensive background in the fashion and beauty industry, I've worked across a wide

Doctor Testimonial



MICROEMULS

DR. ERIC PACK, D.P.M. **TEXAS FOOT SURGEONS**

"Formula 7 Solution has the best

patient satisfaction when it comes to non-prescription antifungal alternatives for Onychomycosis".

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