

Winter Newsletter 2025

TheTetraCorp.com

(800) 826-0479

In This Issue

- Welcome
- **Product Highlight: (Re)introducing Alaplex™!**
- Tetra Tip: Making **Myrrhage®** Work for Your Practice
- Nail Talk: Managing Expectations: **Formula 3®** , **Myrrhage®**, and Boosting Patient Satisfaction
- A Word from the Road
- Employee Spotlight: Krista Boyd
- Doctor Testimonial

Welcome to the Tetra Newsletter

Dear Friend,

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

Our Ongoing Commitment to Your Satisfaction
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 beyond, and we are excited for the growth and success that lies ahead.

Warm regards,
George A. Cloe

Product Highlight

(Re)introducing Alaplex™!

The [team at Tetra](#) 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

Alaplex™ is a powerful supplement specifically formulated to address the painful symptoms of **diabetic peripheral neuropathy (DPN)**. This condition, a common complication of diabetes, can cause numbness, 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 comprehensive nerve support.

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**.

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™...

Now With L-Methylfolate Calcium!

By offering Alaplex™ to your patients, you can provide 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 advantages:

- **They're affordable!** Alaplex™ supplements cost about 1\$ per day.
- **They're convenient!** Alaplex™ capsules are veggie-based 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!**

We've found that just an easel and a price in the right place get sales started in no time. After all, many patients are attracted to the blend of essential oils and moisturizing properties which define Myrrhage's® unique and proprietary formulation.

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

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.

NY25 Podiatric Clinical Conference

Jan 23 - 26
NYC, NY

Learn More

SAM25 Science & Management Symposium

Jan 29 - Feb 2
Lake Buena Vista, FL

Learn More

Symposium on Innovations in Foot & Ankle Surgery & Medicine

Mar 6 - 8
Atlanta, GA

Learn More

The Midwest Podiatry Conference

Mar 6 - 9
Chicago, IL

Learn More

American College of Foot & Ankle Surgeons Conference

Mar 27 - 30
Phoenix, AZ

Learn More

NAIL TALK®

Managing Expectations: Formula 3®, Myrrhage®, and 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 patients everywhere, that's never really the case.

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 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 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 disappointment**.

- Inform patients that **visible improvement typically takes 3 to 4 months**, as this is the approximate time it takes for a healthy nail to begin growing out.
- However, **full resolution can take up to a year**, especially for **toenails**, which **grow more slowly than fingernails**.

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!

Addressing Aesthetics With Myrrhage®

While Tetra's Formula 3® works well to combat the underlying fungal infection, patients may be self-conscious about the appearance of their nails during the treatment period.

That's where Myrrhage® can play a vital supporting role! This plant-based serum allows patients to feel more confident about their nails while undergoing treatment with Formula 3®, helping to increase patient satisfaction and deliver results that matter early on.

- Myrrhage® is designed to **simultaneously strengthen and improve the appearance of damaged or discolored nails**.
- 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 **fight the discoloration often associated with fungal infection**, working as a nail hardener and brightener.

By setting realistic timelines, offering proven solutions like Tetra's Formula 3® and addressing 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

KRISTA BOYD

Interests:
I'm a licensed cosmetologist with a passion for skincare and skincare ingredients.

Pets:
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 range of distribution channels, including retail, wholesale, and e-commerce. I have 13 years of experience in managing regional B2C and B2B sales at brick-and-mortar storefronts, and I also have expertise in training, talent development, and retention. Solutions-oriented thinking is at the core of everything that I do, and I look forward to building relationships that last with our clients and business partners.

Doctor Testimonial

From the makers of Formula 3®
DISPENSED ONLY BY PHYSICIANS
NET WT 1g (0.2 oz)

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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