

BIOSOOTHE
EXPERTS SHOOT
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EXAMPLE QUESTIONS & SUGGESTED ANSWERS

What kinds of joint and muscular ailments do you deal with mostly?

- Speak about your practice, injuries, chronic pain, the kinds of folks you see, the kinds of problems you deal with.

What causes muscular and joint pain?

- The answer should be as if you were explaining to a patient – scientific but in layman’s terms. Perhaps a good opportunity to bring up Substance P.

Can you explain a little bit what Substance P’s role is in generating pain?

- Substance P is a protein that increases the pain signals sent to your brain. Expand on definition of Substance P.

As we get older, is it normal for us to have all these aches and pains?

- Most people get chronic pain of some kind or another after they turn 40. But they don’t have to live with it.

What kind of effect does chronic pain have on your patients? How do you find it affects their lives?

- Anecdotal info would be great here – real stories of real patients, describing how living with chronic pain affects emotional well-being, relationships, activities, quality of life, can lead to depression & other health problems.

What kinds of medications do you use generally to help your patients relieve pain?

- Talk about prescription medicines used to treat pain, muscle spasms & inflammation

What are some of the side effects from prescription strength drugs and how common are they in your patients?

- Discuss things like grogginess, dizziness, weakness, drug interaction with medications or medical conditions. Also could say that some side effects can be quite serious like

ulcerations, abdominal burning, pain, cramping, nausea, gastritis, and even serious gastrointestinal bleeding and liver toxicity.

Are topical creams a serious option for managing joint and muscular pain?

- If appropriate, you could say here “yes and no” -- that other pain creams just address the surface layer of pain, and do not have any kind of true relief or long range benefits. But Biosoothe has emerged as not just a ‘band-aid’ option, but a serious remedy that really works.

In your experience, what’s the best way to deal with chronic pain?

- Talk about therapies, prescriptions, and alternatives – lead to Biosoothe.

How does Biosoothe work?

- Lead to capsaicin – how it interacts with Substance P

Do you think the science behind BioSoothe is sound?

- You could quote clinical studies, press, trade articles or other professional sources familiar with the product or capsaicin. You could discuss Biosoothe’s patented ingredient called SalCool that buffers the heat and actually soothes the painful area on contact. The combination of SalCool and Capsaicin makes BioSoothe the most effective topical pain cream on the market you have seen...

Have you ever tried using other Capsaicin products? What kind of problems have you encountered with those?

- Discuss the way other capsaicin products burn when applied, and have an offensive odor. How it was difficult to apply, difficult to use. And that this is the first time you have seen a product, namely Biosoothe, address those problems you have seen in other capsaicin products.

Were you skeptical about Biosoothe at first?

- Yes, because of your previous experiences with capsaicin remedies (describe), and also describe the less than stellar results you see from other kinds of topical creams and ointments.

What makes Biosoothe different than other pain creams?

- Discuss the difference – that other pain creams act as a “counter-irritant” – define that. Biosoothe has been proven to reduce pain at its source. Also could mention that Biosoothe does not contain the potentially harmful ingredient methyl salicylate. And Biosoothe does not have a harsh offensive smell.
- Explain that BioSoothe feels cool, is a pleasant feeling when you apply it, but in reality, the Capsaicin is stopping the pain at a neurological level and giving you relief that most other creams can’t even come close to.

What effect does Capsaicin have on Substance P?

- You could say that capsaicin has been clinically proven to reduce the amount of Substance P so therefore the pain signals to your brain are also reduced. The result is palpable relief.

Have you recommended BioSoothe in certain cases instead of prescribing ketoprofen or other drugs such as? Does this mean that BioSoothe is strong enough to sometimes be an alternative to a prescription strength drug?

- Use some kind of situation or diagnoses as examples of a condition where before you would have used a drug such as But now you feel confident to try a safer alternative, Biosoothe, which does not have risks of drug interaction, side effects, does not go through the liver..

Have you found that your patients prefer Biosoothe over other pain remedies?

- Anecdotes would be great here.

Were you surprised by BioSoothe’s effectiveness? Have you ever prescribed topical creams before?

- If you feel comfortable it would be great to say how excited you were to see the results, how it surpassed your expectations. And compared with what you seen in the past this is a great new product that promises relief to so many people.

How do you recommend using BioSoothe? Is there any limit to how much you can use it?

- You could show on a patient how to use it – on a knee for example, or ankle or elbow, and talk about how to use it, how to rub it in & so forth. You could show the patient.

Which kinds of injuries or conditions would be suitable for treatment with BioSoothe?

- Please name some examples: sports injuries, arthritis, inflammation, carpal tunnel syndrome, etc...

What kind of feedback have you been getting from your patients about BioSoothe?

- Do they like it? What do they say about it?

Have you seen dramatic improvements?

- Please describe some of the more startling results you have experienced in your patients.

B-ROLL SHOTS

Establishing shots of hospital/clinic



Dr in front of hospital/clinic



Nurse handing doctor a chart



Dr. looking at X-ray



Explaining to patient about condition



Examining patient – manipulating sore joint, examining back or neck or other specific pain problem areas



Applying BioSoothe to a patient's problem area and explaining how it will help



Positive reaction of patient receiving Biosoothe, showing improved range of motion

