



Hot Tub[®] SERUM[™]

The Key Addition for ALL Spa Sanitation Regimens

Provide the BEST Spa Experience!

22-04-04

Hot Tub Sanitation Is Challenging

Though we might think of a hot tub as a small pool, they are vastly different.

- A Hot Tub Is Often 20 - 25° Warmer
 - Many common spa pathogens are mesophiles, and thrive in temperatures up to 113°
 - Chlorine, and to a lesser extent bromine, breaks down more rapidly at higher temperatures
- The Vigorous Agitation of Hot Tub Jets Scrub Off Millions of Dead Skin Cells
 - These dead skin cells become a food source for bacteria and other spa pathogens
- You Sweat in A Hot Tub
 - You can perspire 1 – 2 pints of sweat in an hour
 - The protein, urea, and ammonia in sweat must be removed through oxidation
- Your Hot Tub Is Much Smaller
 - A 400-gallon spa contains 2% of the water in a 20,000-gallon pool
 - In other words, the two of you are 50x more polluting in your spa than in a pool
 - And that's before considering the sweat & millions of dead skin cells you are also adding to your spa

The Bather Load is Much, Much Higher in a Hot Tub than a Pool!

What's Really Happening in Your Customer's Spa?

Biofilm IS developing in the spa plumbing & filters

At least once a month, likely more often, the primary sanitizer is not killing pathogens (bacteria, viruses, etc.) Here are some reasons why:

- Bromine Floater
 - It's empty (Brom Tabs need to be replaced every 10 days)
- Ion / Halogen
 - @Ease® Smartchlor Chlorine or FROG® Bromine cartridge is empty.
 - Cl / Br cartridge did not last the suggested 1 month
 - Nature 2
 - Instructions are vague but designed to be used with dichlor
- Dichlor
 - Minimum level of 3 ppm Chlorine not maintained
 - Chlorine Lock (Cl has no pathogen killing efficacy) due to excessive cyanuric acid (CYA) level
 - Note: Dichlor is 50% CYA. CYA builds up rapidly in a spa!

What's Really Happening in Your Customer's Spa?

Here are some more reasons why:

- High Sanitation Load
 - Frequent use, Longer use, Many people in the spa
 - Salt Systems (ACE, Freshwater[®], Blu Fusion) are designed to convert Salt (either NaCl or NaBr) gradually hence, even with Boost functions, they require 12 – 72 hours to overcome high bather loads
- pH Is Too High
 - Chlorine's killing efficacy is only 33% at a pH of 7.8
 - It's only 50% even at a pH of 7.5
- Biofilm In The Spa's Plumbing
 - Spa needs to be purged with SERUM Total Cleanse

How SERUM™ Works

- **Total Cleanse**

- The best spa purge available
- Contains both salts to scrub out biofilm & 45% Benzalkonium Chloride to kill bacteria & viruses

- **Total Maintenance**

- 9.06% Benzalkonium Chloride; the active ingredient
- [EPA Registration No. 84409-2](#) - The only EPA Registered product for this purpose
- Kills 99.7% of all pathogens including bacteria, viruses, mold, mildew, algae, etc.
 - Moderate Concern: Cloudy water is usually due to insufficient sanitizer
 - Major Concern: Folliculitis (skin rash) is caused by bacteria in hair follicles
 - Dangerous: Legionella, E. Coli, Pseudomonas, and others
- Compatible with all Primary Sanitation regimes including Chlorine, Bromine, & Biguanide
 - Note: Though more advanced medical enzymes can kill pathogens, common spa enzymes do not.

Benefits of SERUM™

TOTAL MAINTENANCE

- **Prevents Biofilm From Recurring**
 - Once your customer's spa is purged with Serum Total Cleanse,
- **Back-Up, Secondary Sanitizer**
 - When the primary sanitizer is either absent, at too low a concentration, or ineffective, Total Maintenance is still killing all spa pathogens.
- **Powerful pH buffer**
 - Ensuring peak performance of the primary sanitizer (Chlorine more than Bromine)
 - Preventing Ca scaling on Freshwater Salt System electrodes
 - Preventing rotating jet failures due to Calcium scaling.
 - SERUM's Lifetime Jet Warranty with SERUM Auto-Ship
- **Prevents Black Mold Underneath Spa Cover**
- **Includes Clarifiers to Ensure Clear Water**
- **Lifetime Jet Warranty (w/ Auto-Ship Program)**
- **Total Maintenance Performance Is NOT Affected By**
 - pH, CYA or temperature. It ALWAYS works!
- **We use Amazon to Drive Sales Back to You**

How to Successfully Sell Serum

1) Understand Your Spa Owner

Your Spa Owners are Seeking Your Advice!

- Your Customer knew nothing about spas when they walked in your door, and **THEY KNOW IT.**
- When selling a hot tub:
 - The First thing that is sold is YOU!
 - The Second is your COMPANY.
 - The Third is the spa.

YOU Are The EXPERT

- Speak with Authority and from Experience
- All Sanitation Regimens NEED Serum
 - Annual Purge with Total Cleanse to ensure the hot tub is clean!
 - Total Maintenance (or Swim Spas Serum) to ensure your Spa Owners experience pristine spa water!

Be Sure to Give Them YOUR Best Advice!

How to Successfully Sell Serum (cont'd.)

2) Why Did Your Spa Owner Buy Their Spa?

- The truth is they did not buy a spa. They bought the experience the spa will give them.
- Clear, pristine water is fundamental to them enjoying their \$6,000 - \$50,000 spa!
- They NEED Serum because:
 - Biofilm will develop in their spa
 - All primary sanitizing regimens, by themselves, Will NOT ensure consistently pristine spa water!

3) Start-Up Kits

Ensure Your Customers Have the BEST Spa Experience by Starting Them Off Right!

- Include Serum Total Maintenance (16 oz. bottle) in **ALL** Start-Up Kits.
- Serum Total Maintenance is the ONLY EPA Registered product to ensure pristine water!
 - We have NO EPA Registered competitors.

Be Sure to Give Them YOUR Best Advice!

How to Successfully Sell Serum (cont'd.)

4) Serum Cleaning Kit

Ensure Your Existing Customers Have the BEST Spa Experience!

- ALL spa will develop biofilm in their plumbing
- ONLY Serum Total Cleanse will completely & thoroughly kill & remove biofilm!
- 16 oz. Total Maintenance starts your existing owners develop their complete sanitation regimen at minimal cost.

Be Sure to Give Them YOUR Best Advice!

How to Successfully Sell Serum (cont'd.)

5) Auto-Ship / Auto-Fulfillment Programs Benefits

The Best to Ensure Customer Satisfaction, Sales, Profits, & Higher Commissions

- **Your Customer**
 - Clear, Safe spa water is maintained even when sanitizer level is too low, ineffective, or they have forgotten to replace their sanitizer.
 - Convenient - Worry-Free: SERUM is shipped & billed automatically.
 - Our SERUM Lifetime Jet Warranty!
 - Save \$'s
 - 2L Total Maintenance @ \$119.95 is \$10.00 below Serum MAP pricing
 - No need for many other chemicals including Filter Cleaner, Clarifiers, Foam Down, & Stain & Scale prevention products.
- **You – The Salesperson**
 - Our Lifetime Jet Warranty helps you sell spas! Your competition can't offer this!
 - It also help you sell your SERUM Auto-Ship program!
- **Spa Dealership**
 - Serum Auto-Ship provides a reliable, consistent, recurring income/profit stream
 - Satisfied customers write 5-Star reviews encouraging referral spa sales & future spa sales!

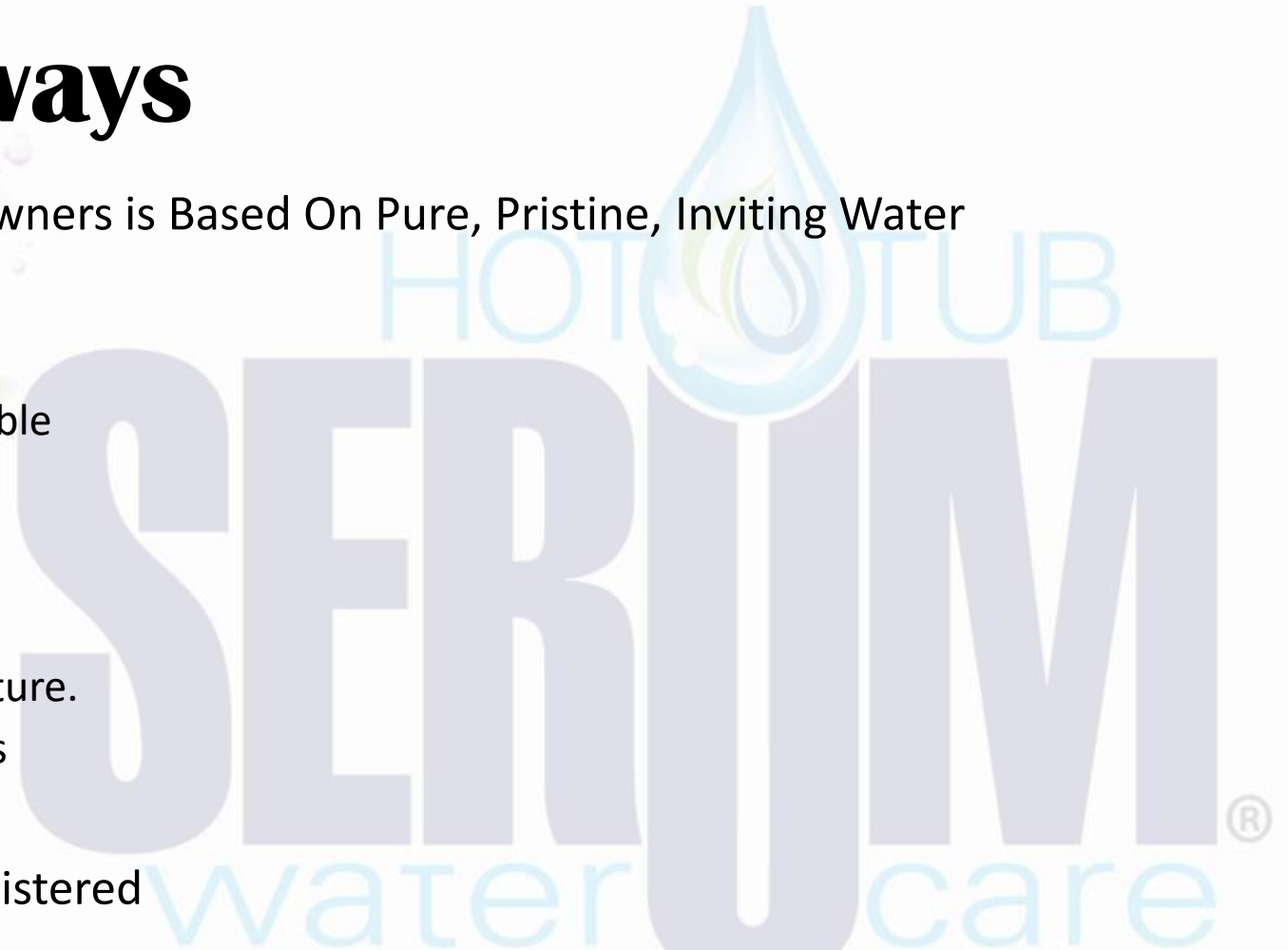
Be Sure to Give Them Your Best Advice!

Additional SERUM™ Products

- **Swim Spa SERUM**
 - Specifically formulated for swim spas
 - Don't use as a substitute for Total Maintenance
 - Only swim spa product on the market
- **Serum Triple Action**
 - Prevent odors & black mold
- **Pool SERUM**
 - Prevents algae and controls biofilm
- **SERUM Cleaning Kit**
 - 2oz. Total Cleanse, 16oz. Total Maintenance, Cleaning Glove
- **SERUM Start Up Kits**
 - Dichlor w/ or w/o MPS, Bromine, MPS (no sanitizer: for Salt & @ease SmartClor regimens)
- **Serum Branded Standard Chemicals**
 - Dichlor, MPS (Non-Chlorine based Shock), pH Up, pH Down, Alkalinity Up
 - Un-Shoppable (Not on Amazon)
 - Spa Owners prefer brand consistency
- **Total Cleanse; 16 oz.**
 - For Service Techs

Key Serum Takeaways

- The Experience You Promised Your Spa Owners is Based On Pure, Pristine, Inviting Water
- All Primary Sanitizing Regimens will Fail
 - Even spa dealers forget (they're busy)
 - The life of a hot tub's water is unpredictable
 - The systems themselves are not perfect
- Hot Tub Serum WORKS!
 - Ensures You Deliver What You Promised
 - It is not affected by pH, CYA, or temperature.
 - It's compatible with all sanitations systems
 - Serum is an Insurance Policy
- Only Serum Total Maintenance is EPA Registered
- Only Serum Provides a Lifetime Jet Warranty (with Aqua Quip's Auto-Ship Program)
 - Use this to sell more spas. Your competitors can't offer this guarantee
- Exclusivity & On-Line Price Protection
 - Using Amazon to drive business back to you!



Here's What Other Serum Dealers Say

- *“We have a motto here at The Place that we make it easy, we are the experts, and we carry the best brands. And so Serum fits right into our motto because it doesn't get any easier than using Hot Tub Serum.”*
 - Andrea Reedy, Co-Owner, The Place
 - **2021 Sales: \$100,000 (1 store)**
- *“... Absolutely, we start talking about Hot Tub Serum from the beginning as a way to differentiate ourselves from our competitors.”*
 - Sam Gore, GM, Colorado Custom Spas
- *“Auto-Ship is the Holy Grail that most dealers are missing. It's another tool to help us stay in contact with our customers which means they are also continuing to buy other products”*
 - Stan Goodreau, Owner, Colorado Custom Spas
 - **2021 Sales: \$190,000 (2 stores)**
- *“With our Auto-Ship program I'm essentially trying to make my company recession proof”*
 - Eddie Konarske, Owner, Everything Hot Tubz
 - **2021 Sales: \$182,000 (1 store)**