

WHY COMPETE WITH CHAIN PHARMACIES AND BIG-BOX RETAILERS?

Bottom Line **BENEFITS** for Patient and Practice

We feel your pain...and acknowledge the frustration that comes after you've invested in a point-of-sale analgesic, only to discover it's now on a retailer's shelf.

Introducing:

Helix™

Professional Pain Relief

Helix Professional Pain Relief is an exciting innovation in topical analgesia that delivers cooling pain relief from our optimized formula of menthol (7.4%), while its smooth consistency allows for easy application. It also contains arnica, ilex, and aloe... plus tangerine oil for a fresh citrus fragrance.

Visit helix4pain.com

Helix products are sold only into professional channels by Parker Laboratories, a company with more than 60 years of **"professional only"** sales. So while your patients experience relief from pain, you'll benefit from a point-of-sale product Parker Laboratories will never place on retailer's shelves.



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