



DaVinci® *Laboratories  
of Vermont*

***Innovative*** by nature

# Building Your Practice

A White Paper from DaVinci® Laboratories

7 Practical Techniques to Build Any Practice

*Be Strong*<sup>™</sup>



## 7 Practical Techniques to Build Any Practice

**Dear Practitioner,**

**Our Commitment to Your Commitment.**

*Here, at DaVinci Laboratories, we're as committed to the health of your practice as you are to the health of your patients.*

*This paper is a compilation of advice distilled from a wide variety of sources, including educational specialists in practice building, practice-building consultants and some of our most successful practitioners.*

*The purpose of this paper is to provide a roadmap for building a new practice, or building your current practice to its potential. However, as with any advice, it is up to you to make the commitment.*

**Take an Active Role. Building Your Practice is Your Job.**

*What's the difference between a thriving practice and a sagging one? Being the best practitioner won't help the patient who never walks through your door. Or the ones who don't follow your advice or never come back.*

*You spend time keeping up with your professional knowledge. Spend as much time keeping your practice healthy as you do keeping your patients healthy.*

To your patients' and your practices' good health,

Dom Orlandi  
President, DaVinci Laboratories of Vermont

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## HOW TO ATTRACT NEW PATIENTS & RETAIN EXISTING ONES: MORE THAN GOOD MEDICINE

Your job is to help maximize your patients' health and wellness. But your business is to build and maintain a profitable practice. Those two factors do not need to be at odds with each other.

The key to doing both is to take them equally seriously. Taking care of your patients is generally the easy part. For most health care practitioners, building a business is not something that they've been trained to do and, consequently, do not spend enough devoted time or effort to do it.

If you're running your own practice, you probably utilize the service of at least several professional service providers, from attorneys to accountants to insurance agents. Put yourself in their shoes, and mentally separate your practice as a business from your personal work of providing healthcare.

### Food for thought, and your practice.

How did you find your accountant? Why do you stay with your lawyer? What value does your insurance agent provide beyond satisfying your legal requirements to carry insurance? Would you recommend these professionals?

Now put yourself in your patients' shoes and consider the same questions from their point of view.

### How do people choose their practitioners?

A recent survey revealed that four fifths of respondents changed doctors because they had moved and only 5% because they were dissatisfied with their previous doctor.

To some, this might suggest that customer service is not as important as finding prospective patients who have recently moved. However, the same research showed that almost 20% of patients waited a full year after moving to register with a new doctor and that 74% actually waited until they were sick to seek a new practitioner.

And how do people actually choose that new practitioner? Just shy of 50% "first heard of the practice from a friend, neighbor or relative" and 40% "knew nothing about the practice". In fact, 58% believed that they registered with their nearest practice, but in fact only 42% actually registered with the closest practice.

### What that means for you.

This seemingly contradictory set of facts suggests a number of imperatives for practice building...

- You lose enough business to customers leaving town. Enhanced customer service can save the 5% of your practice that may be dissatisfied and looking for a new provider. It's a lot easier to build your practice when you are not fighting a dwindling base. (See Technique #6)
- If 50% of the potential customers in your area are relying on a friend or relative's recommendation to find a new practice, not only is your customer service vital to practice growth, you need to actively solicit referrals. You don't get what you don't ask for. (See Technique #3)



- While people may think they're finding the closest practitioner, they're not, so your prospect area may be larger than you think. Finding ways to reach outside of your immediate neighborhood can vastly increase your pool of prospects. (See Technique #2)
- If 40% of new patients walking in your door know nothing about your practice before they arrive, the relationship is yours to develop and nurture. As productivity guru Stephen Covey suggests, "begin with the end in mind." Build your practice the way you want it to be, rather than the way you think it should be. How much money do you want to make, how much do you want work, and what sort of work do you want to do? Answer these questions and build the business that makes these answers a reality. (See Technique #1 and #7.)

### Turning information into action.

When running a business, having the right information and being informed are two wholly different things. You can have all the information in the world, but unless you are informed enough to put it into action you will always be working for your business rather than having your business working for you.

Not all of the following techniques will be appropriate for every practice, but none of them will help unless you take the time to implement them, vigorously and consistently.

Implement the following techniques with the same diligence that you would like to see your patients to implement all of your recommendations.





## PROVEN TECHNIQUES FOR PRACTICE BUILDING.

### Technique 1: Proper Pricing

Before you start to build your practice, you might want to ensure that it's worth building. If you're losing money, or not making enough money with your current pricing, why would you want to add additional patients, so you can lose more money more quickly?

While this may seem like a silly notion, practitioners will often start their business, simply charging the same as their "competitors" or what they think they can get. Even worse, some will set their prices below what they believe others are charging with the hopes that it will be easier to attract business.

So how much do you charge? How much should you charge?

The most obvious answer to this question is as much as you can. The less obvious answer is at least as much as you NEED to.

Many practitioners set their pricing based on prevailing local market rates. But how do you know if your neighbors are making enough money?

The best way to set your prices is to figure out how much revenue you need to cover overhead and your salary. Make sure that you're not just covering the bills, but what you really deserve to make. And don't forget to include marketing in your overhead. Then figure out how many patients you can and should be seeing each week.

Now you know what you need to charge; don't back down.

### Technique 2: The Internet: No Technical Skill Required.

Not only do you not need any technical skills beyond being able to surf the web to market your practice on the internet...you don't need a huge budget either.

**Local Directories.** There are lots of local directories, including the majors (Google, Yahoo, Mapquest, Yelp) that will allow you to create a company profile for free. These profiles are then available to prospects searching for your kind of service right in your local area. You can have profiles set up on all of these in an hour or two for free, so they are a no brainer for any business, your practice included.

These directories also accept various upgrades to the basic listing for fees—these are worth looking into and testing if you have the budget. If you do, make sure that you are tracking where your patients are coming from (something you should be doing anyway) to see if your investments are paying off.

**Social Media.** "Social media", the big buzzword is also turning into the big and reliable marketing channel for large and small businesses alike.

Linked-in, the business oriented social network that was (until last year) best known as a refuge for desperate job-seekers, has really taken off as a legitimate way to connect to friends and colleagues in a professional way. Just set up your profile and it will guide you along as you connect with friends, colleagues, peers and others. Make sure to invite your patients to join your network and do not forget to ask them to post positive reviews of you as well. Their friends and networks will all see when these positive recommendations go up—free advertising at its best.

Facebook can also be a very legitimate route to promote your business. It will take a bit more time and effort than Linked-in, but if you're a fun, social sort of person who has something to say it could be a great venue for you. First, make sure to set up a page for your practice that is separate from your personal page; Facebook offers all the tutorials you need to get this done in under an hour. Next, be social: Invite all your patients by including that invitation in emails or bills or statements sent to them. Finally, keep your posts fun and informative. You want to remind people you're there so they will be more likely to recommend you, but not harass them.

Facebook is also a very good way to support your community involvement efforts (see next section). One great new feature is advertising to friends-of-friends. Suppose that you have 500 Facebook fans and you want to hold a "wellness party". You can pay for advertising (those little ads you see in the top right corner of your Facebook page) that is directed only to friends of your fans. So you can invite all your fans, but then pay for a little advertising to invite all of their friends. What a great way to leverage your social base!

**Search Advertising.** Google Adwords or Bing can pay off if you have the time and budget to do it right. They both walk you through the setup process, so there's no need to cover it here, but a few things to keep in mind...

- Make sure that you choose to only run your ads locally. This is one of the options as you set up your account.
- They will suggest keywords for you, but be very specific so that you are only going to pay for traffic that is really interested in your niche.
- You can also choose "negative keywords" so that if there are procedures or types of treatments that you do not offer, you can eliminate that traffic as well.
- Most important of all: Track your new patients to see if your investment is paying off. Don't just let that money fly out the door and hope it's working.

Whether you have a large budget and no time, or lots of time and no budget, many successful practices leverage the internet to great effect. Now you can too.

### Technique 3: Community Involvement

Your practice's key to prosperity is all around you—your community. Get involved.

If you're looking to grow your practice, that probably means that it's not producing as much revenue as you'd like. This also suggests that you probably don't have a huge budget sitting around to run ads in all the local papers and on cable TV. And even if you did, how would you know the best way to invest that money? Hint: It's not by listening to an ad sales rep.

Here are a few tried-and-true ways to "press the flesh" with your local community by leveraging your current patient base.

**Seminars.** The most interested and engaged patients are also the ones most likely to give you the most and the best referrals. Offer monthly, or even weekly, seminars in your area of specialty. Make sure that you have a good location, a convenient time of day and interesting content. What makes these events truly successful is your ability to get your patients to bring their family, friends, work colleagues, etc. who are going to be your best source of new business. (See the section on Facebook advertising.)

Some people find one-time events a bit scary; they're worried that no one will show up, or worse, that lots of people will show up and they will have to speak in front of them. If you share these concerns, try a wellness week.

**Sponsorships.** Instead of giving money to local organizations, why not give them free services for a little promotion? Think about groups that could benefit from your services and would be good sources of repeat business and referrals...such as local sports teams or a gardening club at a retirement community.

#### **Technique 4: Streamline Operations**

The saying goes that saving money is making money. And one great way to save money is by streamlining your businesses' operations to make them more efficient.

When it comes to growing your business, this is true in several ways. First, of course streamlining your practice's operations saves money by reducing man hours to get everything done. Second, the less work you have to do on your business, the more you can do working in your business, seeing patients. And third, the more efficient your business runs (without your involvement), the more time you can spend on marketing.

What do you spend your time doing during the day? If it's not revenue producing, stop doing it.

- If it's not practicing medicine, get someone else to do it.
- Create a process for how everything is done...the way you would do it.
- There is one best way to do everything. Develop programs for consistency so your staff is doing everything the same way every time.

The bottom line is that your practice is a business that provides a service. You are in the difficult role of providing that service AND running the business. But it's absolutely important that you separate the two and be able to step out of your healthcare role to streamline and optimize your business. For some really good advice on how to do this, in an easily digest-able book, read *The E-Myth* by Michael Gerber. It has changed the businesses—and lives—of a many a practitioner.

#### **Technique 5: "Real" Customer Service Grows Your Business**

Being great at what you do only goes so far for your business. You cannot service your customers well without actually providing real customer service.

When it comes to growing your business (aka Marketing), customer service is about more than satisfying a customer's need. Customer service is making your patients fall in love with your practice, from before they get there until after they get home.

We all know that what happens after an appointment can be just as important as what happens at the appointment. How people feel about you will affect how they will use your advice.

This is what generates referrals: Raving fans, not simply satisfied customers.

Forget about money for a minute and think what could you do to make the experience for everyone who walks through your door so overwhelmingly positive that they can't help but talk about it at the office tomorrow?

It's easy to get the basics right with a nice office and competent staff. Anyone can dress respectably, and treat patients "well enough". All that does is keep the business you have.

If you want to build your business, you HAVE to move beyond the basics. How can you absolutely WOW your patients?

- Is it a free massage in the lobby as they wait, or even just fruit smoothies?
- Is it making house calls once in a while?
- Is it a "bring a friend for free" week?

Whatever it is that you do differently, if your local paper wants to write about you, you know you've done something right. Take the time or cost and put it into the marketing budget you should have adopted after Technique #1.

**Bonus suggestion:**

Identify different patient personality types instead of just differentiating them by medical problems. Never forget that you are treating patients, not diseases—diseases don't have credit cards.

**Technique 6: Offer Memberships**

Many people join a gym to improve their health. Nowadays, many smart practitioners are taking the same approach to their practice's offerings. More and more people understand that preventative medicine will not only keep them from getting sick, but will also make them feel much better in general.

Different Types of Memberships:

- Concierge—For families or couples who are looking for premium attention and aren't worried about the cost and want to never have to worry that they're not getting the best care possible. Someone for whom taking the time to be proactive about their health is worth the money.
- Club—For families who want more than the occasional visit for themselves and smaller children when the flu comes around or an elbow gets bumped. This type of customer wants to stay healthy and will be an active participant in their wellness.
- A la Carte—Sort of like a discount punch card, the a la carte payment program is well-suited to the un- or under-insured who still wants regular or frequent visits.

One potential downside of the membership model is that your patients will use your services more than they might if they are paying individually. The upsides are the more consistent and complete care to your patients will receive—in addition to more consistent payments.

Also, when you work with entire families, you can expect better overall compliance. And a final benefit is that when working with fewer patients, you can gain a more intimate knowledge of their situations resulting in better outcomes and increased retention.

You may want to implement membership offerings slowly in order to generate standards and benchmarks. This will allow you to learn if your pricing is sufficient to cover the amount of time the average client will require so that you are not under-priced or overwhelmed. You will also learn to set expectations for clients and still make them more than completely satisfied.

*"My job is to make naturopathic physicians successful? My most important recommendation: Make the commitment to building your practice part of your routine rather than something you just 'get around to'."*

Director of Career Services  
Southwest College

## Technique 7: Pump up Your Practice with Supplements

### The Supplements Market: Growing Market, Growing Wellness

The supplement market is not only huge, it's growing. You have well over 1,500 supplement companies you could choose to source from, and over the past 35 years that DaVinci has been in business, we see more coming on the market each year. This abundant supply is driven by demand. Approximately half of U.S. adults use supplements, comprising a market valued at over \$68 billion worldwide by the Gerson Lehrman Group.

### Your Role as a Health Practitioner

When it comes to the media, bad news is good business and supplements are a constant staple of negative media attention.

The headlines are bad and it worries people—rightfully so. Even the government is in on the act...

Dietary Supplements: How to Know What is Safe?

—*Cancer.org* Headline

It is always best to discuss use of an herbal or supplement with your doctor or prescribing practitioner before starting it.

—*Women's Heart Foundation*

Even if you don't take medication or have a chronic health problem, the wrong dietary supplement or the wrong amount, can cause problems. So check with your doctor before taking a dietary supplement.

—*Nutrition.gov*

And what your patients don't know *CAN* hurt them. Negative press may be preventing them from taking supplements that may be key to their overall health and wellness, just as easily as unethical marketers of dangerous supplements may be negatively impacting them.

In short: It's your job to recommend for or against a sensible supplement program. Particularly with the rising cost of prescriptions and aging population, consumers are looking for ways to increase their wellness without increasing the number of drugs they are being prescribed.

ADVERSE MEDIA COVERAGE MAY BE PREVENTING YOUR PATIENTS FROM TAKING SUPPLEMENTS THEY MAY REQUIRE FOR MAXIMUM WELLNESS?

YOUR EXPERTISE CAN HELP.

**Consumer Reports**

**Dangerous Supplements: Still at Large**  
—Consumer Reports Headline

**The Boston Globe**

**Police These Pills and Powders**  
—Boston Globe Headline

**WALL STREET JOURNAL**

**What's Really in Supplements?**  
—Wall Street Journal Headline

 **MAYO CLINIC**

**If you don't understand something on an herbal supplement's label, ask your doctor or pharmacist for clarification.**  
—Mayo Clinic (On CNN.com)

 **AC**  
ASSOCIATED CONTENT

**Dietary Supplements May Contain Dangerous Contaminants. FDA Does Little to Screen Dietary Supplements for Safety.**  
—Associated Content Headline

**Bloomberg**

**Consumers who take dietary supplements...may be playing "American roulette" with their health, said a Harvard Medical School doctor who urged stricter regulation of the products.**  
—Bloomberg.com

You are the expert that your patient is advised to look to in the news and by the government. More than 50% of doctors and nearly 60% of nurses take supplements themselves. According to the Council for Responsible Nutrition, nearly 80% of physicians recommend supplements whether they take them themselves or not.

If you're not integrating supplement recommendations into your practice, you are missing a huge potential revenue stream. In fact, one consultant actually guarantees that he can increase your practice by 20% with enhanced supplement consulting and sales.

According to Tieraona Low Dog, M.D, director of education, Program in Integrative Medicine, and clinical assistant professor, Department of Medicine, University of Arizona Health Sciences, "only 25 percent of physicians actively counsel patients regarding their dietary supplement use..."

DaVinci, after 35 years of working with practitioners, suggests that the key to improving both patient outcomes AND your bottom line is active counseling for a total wellness program.

Let supplements supplement your practice, by giving wellness to both your patients and your practice. Whether you're looking to build your practice or just build better relationships with your current patient base, delivering a complete solution that includes dietary supplements is always good business.

## MARKETING SUPPORT PROGRAMS

### **Supplement Your Supplement Sales.**

In marketing there's a difference between offering a product and selling a product. At DaVinci, we offer a variety of programs to help you actually sell product.

Our innovative programs, from customer-friendly ordering options to world-class customer support, are our commitment to our partnership with you.

### **We offer...**

- Website Partner Program
- Direct to Patient Ordering
- Private Labels
- Custom Labels
- Custom Formulation

While there is no one best way to supplement your supplement sales, these programs are each designed to enhance patient compliance and encourage repeat customers.



**WEBSITE PARTNER PROGRAM**

DaVinci® Laboratories of Vermont offers a convenient and secure Website Partner Program. This service allows you to provide more than 100 products on your existing website whether your site is purely informational or if you are currently promoting products or services.

Through this program, you can make our entire product line available to your patients without having to maintain a large inventory in your office. We will supply you with the Hyperlink from your site to our E-Store.

If you do not currently have a Web Site, we will even set you up with a site of your own!

Visitors to your site will be able to click on our banner and link to a welcome page where they can buy DaVinci products at retail pricing. Your patients can only access this site through your website. We fill orders placed on the site and ship them directly to your patients with no effort required on your part.

To give you the best possible support in promoting DaVinci products, we'll provide you...

- Hyperlinks from your site directly to our E-store
- All the graphics you need, including banners
- Customer and quality assurance to ensure smooth setup
- A Welcome Page to "brand" your online store

**PATIENT DIRECT ORDER PROGRAM**

When you take advantage of DaVinci's unique Patient Direct Order Program, our warehouse is your warehouse. You have the complete DaVinci product line available to your patients without having to stock all of the products in your office.

DaVinci Web Partner Template  
 In place of this text, you can use this format and space (120 words max) to describe your practice, list your credentials, and advertise your affiliation with DaVinci Laboratories. If you have a photo of you and your staff or some other image you feel appropriate, we are happy to include that in the space provided below.

Your Logo Here



Picture Here Of Your Clinic, Staff or Yourself

Becoming a web affiliate of DaVinci Laboratories of Vermont will give your clients access to our entire product line. Please contact your Account Representative to find out how you can become part of our growing web presence.

Your Practice Contact Information Here



**PRIVATE LABELING**

**Your private practice. Your private relationship.**

Private labeling makes our high quality products uniquely yours and keeps patients coming back...to you. When you recommend your own private label products, not only do your patients trust that they are receiving product that is of the same quality as the advice they receive from you, you are also assured they will continue to order them through you.

Launching your label. Igniting your business.

Having your own product line not only ensures repeat business, it also facilitates fast inventory turnover. You also benefit from enhanced exposure with your patients' family, friends, etc. These products remain as a visual reminder of your practice in your patients' homes.

**PRIVATE LABELS. TAKE YOUR PICK.**

Our Private Label Service is designed with the busy health care practitioner in mind. Our Graphics Department will create a private label design based on our DaVinci Label and incorporate your company logo and colors to make it uniquely yours.

With low minimums, offering private label products can have a high impact on your business for both the short and long term.

We offer a wide variety of designs, from classic to contemporary that will fit the personality of your practice and represent you for maximum results. These designs are fully customized with your branding and information with no set up fees.



**FRESH CUSTOM LABELS**

If you need to coordinate your private label design with an existing corporate identity, or are looking to create a fresh new brand for yourself, we can design anything you can envision.

- For any custom label, a minimum order of 24 bottles of any one product is required. All orders must be in even dozens.
- There is a one time set up fee of \$100. For initial orders of 72 bottles or more of one product, the \$100 set up fee will be refunded.
- Doctor pricing applies to all private and custom label orders as it appears in our price list. Monthly sales and volume discounts are available.
- Anything outside of the standard label design may be subject to a graphic design time fee.



**PROMOTIONAL LITERATURE**

Product Detail Sheets with your logo are provided on a disc or PDF File at your request. Each detail sheet offers bulleted information on your product in an easy to read format for patient handouts.



## CUSTOM FORMULATIONS

### **Your requirements. Your idea. Realized.**

Not only can we help you create a formulation that meets your unique needs, DaVinci uses only the highest quality raw materials and all of the raw materials are assayed for quality before they are added to your formula.

Your options are limitless with formulas that are enteric coated, time released, capsules (gelatin or vegetarian), soft gels, lozenges, tablets, chewable tablets, sublingual tablets, effervescent, liquids and powders to meet your exact specifications.

We will ship your custom formula in bulk or pre-packaged in your specially designed labeled bottles. Our experienced graphics department can help you design a label look that is uniquely yours.

### **DaVinci's 36 years' experience in your back pocket.**

DaVinci's technical staff of formulation and manufacturing scientists will assist with your exact nutrition and dosing requirements based on absorption bioavailability, content uniformity, safety considerations and regulatory concerns.

## PRODUCT SUPPORT LITERATURE

Good communication with your patients is essential for optimal patient outcomes for any treatment program and that's no less true for recommended supplements. Our comprehensive product support literature ensures that this communication doesn't end when your patient leaves your office.

### **Product Detail Sheets.**

DaVinci supplies you with all the detail sheets you will need. They provide bulleted information on our products, in an easy to read format for patient handouts.

### **Technical Bulletins.**

Technical bulletins for health care practitioners' use are written by our Ph.D. Nutritional Biochemist and provide detailed descriptions of the science behind our specialty formulas.



### PERSONAL CARE PACKS

No two patients are ever exactly alike. But if your practice is highly specialized or you commonly see patients with similar supplement need profiles, the Personal Care Pack is optimized for your patient's well-being.

In your practice's Personal Care Pack, you can combine up to 6 capsules/tablets into one convenient pack and each container can hold 30, 60 or 90 packs.

#### **Oftentimes convenience is the best form of care.**

These custom packs are convenient and complete, which makes supplementation easier for your patient by increasing the chance of compliance.

- Portable design
- Customized nutrition program
- Helpful for patients
- Improve patient compliance
- Less confusing than multiple bottles



#### **Packed full of care for your practice, too.**

Not only can you create your own customized care regimen once, without having to duplicate effort for multiple similar patients, you will save office work by reducing the number of bottles and SKUs you need to manage in your office.



**RENEWABLE ENERGY**  
FOR YOUR PATIENTS + YOUR PRACTICE



## About DaVinci Laboratories

For 36 years, DaVinci Laboratories has developed and produced leading edge, pharmaceutical grade supplements exclusively for healthcare professionals. DaVinci Laboratories is a division of FoodScience Corporation which provides the highest quality formulations in the Nutritional Supplement Industry for both human and animal needs.

More than 100 FoodScience Corporation employees are dedicated to an unmatched commitment of quality and service for every product produced. World-class facilities allow the company to reach the diverse needs of our unique customer base quickly and efficiently. An on-staff Ph.D. Biochemist ensures that a high level of supervision goes into the production process of nearly 200 products that meet rigorous worldwide standards. The flexible facilities also allow for custom formulations and private labeling for those customers who wish to market their own brand of natural products.

## DaVinci Research

DaVinci's research focuses on the complex relationships that exist among nutrients and the latest advancements in nutrition therapies to develop and produce some of the most significant products available to Holistic Practitioners. DaVinci Laboratories' extensive research into the exciting properties of N,N-Dimethylglycine (DMG) has been unparalleled. The company has been awarded four patents for DMG's beneficial effect in the areas of immune response and cell support. DaVinci Laboratories' Research and Development Department is under the direction of a Ph.D. Nutritional Biochemist.

DaVinci Supports Research at the Following Institutions:

- University of Southern California Medical School, Los Angeles Medical
- University of South Carolina, Charleston
- Institute For Child Behavior Research, San Diego
- San Diego State University
- Northern Kentucky University
- Highland Heights, Florida Medical School, Tampa
- University of Bridgeport, Bridgeport, Connecticut
- Clemson University College of Sciences, Clemson, South Carolina.

## DaVinci Specialty Formulations

Ongoing research and development at DaVinci Laboratories has resulted in the most exclusive line of specialty products, some of which include: Pure N,N-Dimethylglycine (Gluconic® DMG); the most complete high potency multiple vitamin/mineral formulas available (Daily Best™, Kid's Mighty Vites™, Omni™, Omni Jr™, Spectra™, Spectra™ Man, Spectra™ Senior, Spectra™ Woman, Ultimate Prenatal™); and unique glycosaminoglycan products (Cartilage+™, Disc-Discovery®, Perna® and Perna® Plus). DaVinci was also the first nutritional company in the United States to introduce Oil of Evening Primrose (Gamma-Lin™) to health practitioners in 1980 as well as the first company to offer doctors an efficient and accurate protocol for evaluating the quality of Oil of Evening Primrose.

*DaVinci® Laboratories of Vermont products are designed to meet the needs of your patients.*

We guarantee all our products for:

**Purity and Potency**

**Integrity of formulation**

**Adherence to label claims**

If you are in any way dissatisfied with a DaVinci® product, please return the unused portion and your money will be fully refunded.