July 28, 2019

Manager
CVS Pharmacy
1501 Federal Hwy.
Pompano Beach, FL 33062

Dear Manager,

I’m writing to suggest marketing ideas for your store that I think would increase customer volume as well as sales.

**Luncheonette**

Green’s Pharmacy and Luncheonette in Palm Beach (where John F. Kennedy enjoyed burgers) looks a lot like it did in 1938: a combination of formica counters and booths, an active milkshake machine and a room full of what used to be described as “sundries.” JFK used to sneak away from his Secret Service detail for a burger, fries and shake.

**Cafe with Dairy and Egg Dishes**


The reason this information is not widely reported is because studies show that it takes an average of 17 years for research to reach clinical practice (source: “The answer is 17 years, what is the question: understanding time lags in translational research,” Journal of the Royal Society of Medicine, December 2011).

If you wait 17 years, your customers will miss the benefits of an essential amino acid called leucine (found in eggs and dairy products) that builds muscle mass and bone. A startup menu could include quiche and organic coffee. Quiche is an easy-to-serve food.

**High-Ticket Sundries**

CVS is a perfect store that could sell GPS receivers, ultrasound transducers that kill harmful algae and solar powered gadgets. Examples include:

- Les Traitements Bio-Bac Ultrasound Transducer
- Branson M1800 Ultrasound Cleaner (sonicator) with mechanical timer
- PoweraddTM High Efficiency 100W Foldable Solar Panel and Portable Solar Charger
  
  This panel includes a USB Port and 18V DC Output for iPhones, iPads, Samsung Galaxy Phones, Acer, Asus, Dell, HP, Toshiba, and Lenovo Notebooks
- Goal Zero 32003 Black/Green Lighthouse Mini Rechargeable Lantern
- Goal Zero 32001 Lighthouse 250 Portable Battery Charger USB Power Hub and Lantern
- Goal Zero 24004 White Light-a-Life 350 LED Light
- Goal Zero Nomad 7 Plus Solar Panel

**Antiparasite Remedies**

Hundreds of scientific studies in the National Library of Medicine’s archive (PubMed/Medline) show connections between parasites and disease. There are three different types of worms that can infect humans:
a. Nematodes - roundworms
b. Trematodes - flatworms
c. Cestodes - tapeworms

Small parasitic microorganisms can also cause disease. Examples include:

a. Single-celled Protozoans
b. Dinoflagellates
c. Coxsackie virus
d. Borrelia burgdorferi (bacterial spirochete)
e. Mycoplasma hominis
f. Shigella
g. Prion protein

Parasites can be killed with sound, iodine, a few strong herbs and a deep freeze. These measures are the most reliable because the Environmental Protection Agency (EPA) banned agriculture’s only effective nematicide in 2010 (chemically known as Aldicarb).

On August 1, 2007, the U.S. government’s Drug Enforcement Agency (DEA) passed a ruling restricting the sale of chemical mixtures containing over 2.2 percent iodine. The ruling exempts transactions of up to one fluid ounce (30 ml.) of Lugol’s 5% Solution in single sale transactions. Dr. Hulda Regehr Clark, Ph.D. (1928-2009), an independent naturopathic research scientist, recommended using a 5% solution. Today, one ounce bottles are available for sale. This size contains 500 drops.

Humans of any age can take Lugol’s Iodine Solution. Wild and domesticated animals also benefit. Daily dosages:

- 1 drops for wildlife
- 6 drops for goats
- 12 drops for cows
- 1 drops for children (3 times a day)
- 3 to 9 drops for adults (3 times a day)

Saturated Solution of Potassium Iodide (SSKI) is a salt and water mixture that is also effective as an antiparasite. While the Drug Enforcement Agency (DEA) has limited the sale of iodine crystals, potassium iodide crystals are not regulated. This salt can be purchased from companies that sell products to science teachers.

The recipe for making two ounces of SSKI is as follows:

2 ounces of potassium iodide (KI) equivalent to 4 tablespoons or 56.7g.
Spring or purified water

To prepare a saturated solution of potassium iodide, fill a bottle about 60% full of crystalline or granular potassium iodide. (A 2-ounce bottle, made of dark glass and having a solid, non-me-
tallic, screwcap top, is a good size). About 2 ounces of crystalline or granular potassium iodide is needed to fill a 2-oid-ounce bottle about 60% full. Next, pour safe, room-temperature water into the bottle until it is about 90% full. Then close the bottle tightly and shake it vigorously for at least 2 minutes. Some of the solid potassium iodide should remain permanently undissolved at the bottom of the bottle; this is proof that the solution is saturated. Daily dosages:

• 2 drops for wildlife
• 2 drops for children (3 times a day)
• 6 drops for adults (3 times a day)

SSKI has a bitter taste compared to Lugol’s Iodine Solution. Beverage with a strong taste can mask the bitterness (e.g. tomato or cranberry juice).

Humans of any age can take Thyme tincture. Wild and domesticated animals also benefit. Daily dosages:

• 4 drops for wildlife
• 4 drops for children (3 times a day)
• 12 drops for adults (3 times a day)

Dr. Hulda Regehr Clark, Ph.D. (1928-2009), an independent naturopathic research scientist and author who searched for the cause of cancer for over sixteen years, discovered that parasites die if they are frozen at a temperature of -20 degrees Fahrenheit (-28.8889 Celsius) if they are left in the deep freeze for a minimum of 24 hours.

The temperature of most home freezers cannot be set below zero degrees Fahrenheit and the EPA is recommending a freezer temperature of 3 degrees Fahrenheit.

Laboratory freezers can be set to -45 degrees Celsius and below.

A small number of nematode species can survive temperatures as low as -80 degrees Celsius which means that more than one antiparasite remedy should be used.

Please call or e-mail me if you think you may be interested in these ideas. To promote news at your store, a press release could be sent to the news departments at local television stations.

Sincerely,

Mary Jo Fahey