

ChiroMall Offers CASH Rebates

REBATES APPLY TO PURCHASES ON ALL STORES

Editorial Staff

For the entire month of June, doctors of chiropractic will enjoy cash rebates for purchases on all ChiroMall stores. The cash rebates are paid directly from ChiroMall based upon the total amount purchased from all stores:

- Purchase more than \$50 and receive a \$5 cash rebate; or
- Purchase more than \$100 and receive a \$10 cash rebate; or
- Purchase more than \$200 and receive a \$25 cash rebate.

(Rebates are based upon the amount purchased in a single visit exclusive of sales tax and shipping charges. Additional information can be found at www.ChiroMall.com.)

Because ChiroMall is a secure mall exclusively for doctors of chiropractic, the online stores can offer DCs special pricing, online-only discounts and guaranteed lowest prices not available to the general public. This makes ChiroMall the place to go to make price comparisons before buying anything for your practice.

The cash rebates apply to ChiroMall's monthly "Online Specials" (found at www.ChiroMall.com/specials) as well as regularly priced items. The Online Specials page does not require a user ID or password to view the products offered at special online prices and the percentage discount over the retail price. (Please note that the items offered at these special prices change monthly.)

ChiroMall (www.ChiroMall.com) is an online shopping mall specifically for doctors of chiropractic, which allows you to find all of the products and services you need from preferred chiropractic suppliers. The mall consists of individual "stores" that currently offer almost 700 products, services and seminars especially for DCs. Each store is operated by that company and interacts directly with the DC at all times.

Doctors must use their unique user ID and password to enter ChiroMall. (Doctors can find their unique user ID and password at the bottom of this issue.)

A monthly e-mail newsletter is also available that alerts DCs to products, services and seminars offered at special prices. As these prices are not normally available elsewhere, DCs who have entered ChiroMall will automatically be kept abreast of the lowest prices.

ChiroMall currently features the following stores:

- Activator Methods International - offers numerous educational and clinical products, many of which are used in conjunction with the Activator technique.
- Bio2 Cosmeceuticals - offers advanced skin care products for chiropractic patients, including cleansers, hydrators, moisturizers and revitalizers.
- ChiroConceptions - offers various products and services to promote your practice, including waiting-room videos, patient education, newsletters and more.

- Current Events Associates - offers state-approved continuing education programs.
- Foot Levelers, Inc. - offers exclusive lines of cervical support pillows, rehabilitation products, educational products and online seminars registration.
- Inline Tables - offers portable tables with and without drops.
- Lifetimer International - offers ergonomic and portable chiropractic tables with many available features.
- Motion Palpation Institute - offers online seminar registration for its motion palpation seminars and various educational products.
- Petty, Michel & Associates - offers a unique *Marketing Manager System* that is the culmination of 18 years of working with doctors.
- Polar Products - offers more than 60 products, including numerous hot/cold therapy products.
- Preferred Reading and Viewing - offers nearly 400 books, audiotapes, videotapes, posters and other educational products for both doctors and patients.
- Pro-Med Products - offers a complete line of back supports, neck supports, support pillows and support braces for chiropractic patients.
- Total Nature - offers a variety of Seasilver(r) nutritional supplements, Matrix Aloe Vera,(tm) concentrated juice blends, Pau D'Arco extract and Sealogica.(tm)

Companies interested in opening an online store on ChiroMall can contact Angelique Dolan, marketing coordinator, at 800-324-7758 or adolan@mpamedia.com.

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