

HOW TO REPLY TO LIKES AND COMMENTS ON AP-24 PRODUCT POSTS

NOTE: PLEASE READ FIRST AND THEN PERSONALIZE.

SAMPLE REPLY:

Thanks ___(insert customer name)___ for liking my post on the whitening toothpaste. Everyone who tries it loves it!! It's crazy!!

Here are some frequently asked questions and answers...

Q: What is it?

It is a patented, proprietary formula that contains a gentle mineral derivative that removes stains and plaque buildup.

Q: How much does it cost?

Unlike expensive strips and trays that run \$40-\$80 or in office dental treatments that can range \$200-\$700 and can damage your teeth and gums for life, this is ONLY \$20, add \$3 if I ship it to you.

Q: How fast will I see results?

It is different for everyone, some people see a dramatic change within the first week, others may need longer.

Q: Will it damage my enamel, gums, or irritate my sensitive teeth?

NO! It contains no peroxide or bleach, of any kind and is very gentle on your gums. It is safe for sensitive teeth, pregnant and nursing mothers and babies over 2 years of age. It makes the surface tension of your teeth so slick that plaque cannot stick! Helping to prevent tartar build up.

The abrasive index of our toothpaste is far below the safety levels established by the ADA/American Dental Association.

So what would be best for you... 1 or 2 tubes? 😊

Here is my link with (INSERT Paypal, Venmo ++) as soon as you order I'll pop it in the mail 😊

ANSWERS TO COMMON COMMENTS OR PRIVATE MESSAGES ON AP-24:

What is name of the toothpaste?

It is a multi-patented formula called AP-24 that has no peroxide or bleach. AP-24 cannot be sold on Amazon and E-bay so beware there are counterfeit, knock-offs that appear with identical packaging! BUYER BEWARE! Purchasing through any third party platform means you have NO GUARANTEE OF SAFETY OR PERFORMANCE from our company.

How many would you like me to add to my bulk-order?
Is 1 or 2 best for you?

Is it approved by FDA?

FDA does not regulate the toothpaste industry or any non-pharmaceutical products.

The ADA/American Dental Association endorsement is not a requirement for dental products and also does not indicate a quality product. The ADA is a private, non-governmental organization that charges a fee for use of its name.

How many would you like me to add to my bulk-order?
Would 1 or 2 be best for you?

Does this toothpaste contain fluoride?

I've heard differing opinions on it.

We use only a naturally occurring number 19 fluoride ion. It is more expensive because it is natural occurring in nature. Most companies use other Isotopes because they are cheaper to produce manually. They do carry a toxicity, that's why fluoride has gotten a bad reputation in some circles. However it is in relationship to fluoride in water that is ingested vs toothpaste which is not ingested.

How many would you like me to add to my bulk-order?
Would 1 or 2 be best for you? 😊

How do you explain the low-abrasiveness to dental professionals?

RDA (Relative Dentin Abrasiveness) is the scale used to measure the abrasiveness of toothpaste. AP-24 Whitening Fluoride Toothpaste has an RDA of 103. It is generally agreed that 250 RDA or below is safe for daily use. This allows both products to be gentle yet effective! Watch the video below for an overview by our Chief Scientific Officer Dr. Joseph Chang.

<https://www.youtube.com/watch?v=eI4Z7qLVPOw>

How is AP24 whitening toothpaste different to activated charcoal?

The ingredients are different all together. Activated charcoal is good for a one-time use, this is an everyday paste and AP24 has half the abrasive limit of activated charcoal.

NOTE: ONCE THEY HAVE PURCHASED

Prior to shipping, have the client send you their "Before" Picture in natural light shot next to a window, without shadows. Then ship the product.

As soon as the product is shipped send the following by Messenger

Your shipment is on the way!

(INSERT NICE GRAPHIC)

ONE WEEK AFTER PURCHASE

Hi _____ how are you? I'm checking in with you on our whitening toothpaste. Don't you love the way it tastes and how clean your teeth feel?

By now you may already be seeing results. Some see a difference in as little as 2-3 days others 28-30 days. It depends on your teeth and how stained they are.

Are you DRY brushing for 2 minutes, and minimum of twice a day? 😊

Would love to see your "after" picture. Can you take one today and send it? Please take it in natural light, next to a window, without shadows.

Have an awesome day!

FOLLOW UP AT 30 DAYS TO GET THE REORDER by Messenger and/or Phone

Thank you so much for your business!

I am sure you are totally in love with your whitening toothpaste and the way your teeth look & how incredibly smooth they feel.

You must be running low by now and I don't want you to run out!

I have two options for you:

1. Re-order 1 for \$20/ 2 for \$30/ 3 for \$40.
2. Receive a FREE tube by posting a Referral Post on your Facebook profile. I'll send you the text to cut and paste and two photos to save and post.

So what is best for you? 😊

(Your Name and Your Phone number)