



CellCore Practitioner's Patient Direct Toolkit: CellCore New Products Launch

Welcome to the official **CellCore New Products Practice Support Toolkit**! Designed exclusively for healthcare practitioners, this comprehensive guide equips you with everything you need to promote and sell CellCore's six latest products. Each resource is tailored to support your practice and maximize Patient Direct online sales following the launch.

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Meet the new essentials for Cellular Vitality

Core Nutrients

Comprehensive Nutrient Support for Cellular Health*

Core Nutrients delivers highly bioavailable vitamins, minerals, and antioxidants to restore cellular health, boost energy production, and promote whole-body balance. It replenishes depleted nutrient reserves and supports repair, detoxification, and resilience. Designed for daily use, it serves as a foundation for vitality and wellness.*



Key Benefits:

- Supports immune and gut health*
- Enhances metabolic and neurological balance*
- Reduces oxidative stress*
- Boosts energy production*
- Promotes rebuilding, restoration, and fortification of nutrient reserves*

Who Could Benefit:

Core Nutrients is ideal for anyone looking to boost their energy, support overall health, or fill nutrient gaps—whether for daily wellness, added support during detox, or to better handle everyday stress.

Supplement Facts		
Serving Size: 2 Capsules Servings Per Container (60)		
	Amount Per Serving	% DV
Vitamin A (as beta-carotene)	660 mcg	100%
Vitamin C (as ascorbic acid)	190 mg	200%
Vitamin D (as cholecalciferol)	25 mcg	500%
Vitamin E (as d-alpha-tocopheryl succinate)	16.5 mg	110%
Thiamin (as thiamine hydrochloride)	15 mg	1,250%
Riboflavin (as riboflavin-5-phosphate)	15 mg	1,154%
Niacin (as niacinamide)	20 mg	120%
Vitamin B6 (as pyridoxal-5-phosphate)	15 mg	852%
Vitamin B12 (as methylcobalamin)	600 mcg	25,833%
Biotin	600 mcg	2,000%
Pantothenic acid (as D-calcium pantothenate)	15 mg	300%
Choline (as choline bitartrate)	20 mg	4%
Iodine (from potassium iodide)	150 mcg	300%
Magnesium (as magnesium bisphosphate complex, magnesium bisglycinate chelate)	30 mg	12%
Zinc (as zinc bisglycinate chelate)	15 mg	138%
Selenium (as selenium glycinate complex)	70 mcg	127%
Copper (as copper bisglycinate chelate)	0.9 mg	100%
Manganese (as manganese bisglycinate chelate)	2.5 mg	100%
Chromium (as chromium nicotinate glycinolate)	200 mcg	571%
Molybdenum (as molybdenum glycinate chelate)	50 mcg	111%
Potassium (as potassium glycinate complex)	20 mg	<1%
Alpha-lipoic acid	50 mg	†
Lipase and Protease Blend	25 mg	†
Inositol	15 mg	†
PQQ (pyrroloquinoline quinone diacetate salt)	10 mg	†
BioActive Carbon® Technology BCT	10 mg	†
Humic Shale (containing Fulvic Acid)		
Lutein (from marigold flower extract)	5 mg	†
Zeaxanthin (from marigold flower extract)	1 mg	†
Lycopene	1 mg	†
Boron (as boron glycinate)	1 mg	†
Vitamin K2 (as menaquinone-7)	100 mcg	†

† Daily Value (DV) not established.
Other Ingredients: Vegetable Cellulose (Capsule), Leucine Complex, Silica, Microcrystalline Cellulose.



TriMag Complex™

*Mitochondrial & Cellular Vitality Support**

TriMag Complex™ features three magnesium types—malate, glycinate, and taurate—paired with synergistic cofactors to fuel ATP production, support cardiovascular health, and enhance detoxification. This formula promotes stress resilience, better sleep, and nervous system balance while optimizing magnesium absorption. Ideal for energy production and cellular repair, it enhances overall wellness and mental clarity.*

Key Benefits:

- Supports relaxation and stress resilience*
- Enhances sleep quality*
- Regulates hormonal function*

Who Could Benefit:

TriMag Complex™ is perfect for anyone experiencing stress, difficulty sleeping, or fatigue. It enhances mental clarity and allows the body to operate at peak performance throughout the day.



Supplement Facts

Serving Size 2 Capsules
Servings Per Container 60

	Amount Per Serving	% DV
Vitamin B6 (as pyridoxal 5-phosphate)	15 mg	882%
Magnesium (as TriMag Complex™ Blend of magnesium taurate complex, magnesium malate complex, and magnesium bisglycinate chelate)	240 mg	57%
BioActive Carbon® Technology BC1 Humic Shale (containing Fulvic Acid)	10 mg	†
Boron (as boron glycinate)	2 mg	†

† Daily Value (DV) not established.

Other Ingredients: Vegetable Cellulose (Capsule), Microcrystalline Cellulose, Leucine Complex, Silica.



GlyNActive™

*Innovative Glutathione Production Support**

GlyNActive™ combines NAC, glycine, selenium, and other cofactors to optimize glutathione levels, reduce oxidative stress, and support detoxification. It enhances mitochondrial health, balances energy production, and fortifies antioxidant defenses. With its bioavailable ingredients, GlyNActive™ promotes whole-body recovery, resilience, and vitality.*

Key Benefits:

- Supports natural detoxification*
- Enhances energy production*
- Promotes antioxidant defenses and systemic recovery*

Who Could Benefit:

GlyNActive™ is suited for individuals looking to boost their body's detoxification processes, combat oxidative stress, and enhance energy levels for improved overall health and resilience at the core level.



Supplement Facts

Serving Size 1 Stick Pack (5.6 g)
Servings Per Container 30

	Amount Per Serving	%DV
Selenium (as selenium glycinate complex)	200 mcg	364%
Glycine	2 g	†
N-Acetyl-L-Cysteine	2 g	†
Taurine	500 mg	†
L-Proline	250 mg	†
Milk Thistle (<i>Silybum marianum</i>) (seed)	125 mg	†
Ginger Root (<i>Zingiber officinale</i>)	50 mg	†
BioActive Carbon® Technology BC1 [Humic Shale (containing Fulvic Acid)]	10 mg	†

† Daily Value (DV) not established.

Other Ingredients: Natural Flavor, Silica, Stevia Leaf Extract.



D3 + K2 PRO™

*Essential Bone, Heart, & Immune Support**

D3 + K2 PRO™ synergistically combines vitamins D3 and K2 to support calcium metabolism, bone health, and immune function. D3 enhances calcium absorption, while K2 directs it to bones, preventing arterial buildup. With added BioActive Carbon® Technology, it supports detoxification and promotes metabolic and cardiovascular health.*

Key Benefits:

- Promotes healthy bones and cardiovascular health*
- Supports immune function*
- Prevents arterial calcification*

Who Could Benefit:

D3 + K2 PRO™ is ideal for those seeking to support heart health and immune function, while directing much needed calcium to bones rather than building up in the arteries.



Supplement Facts		
Serving Size 1 Capsule		
Servings Per Container 60		
	Amount Per Serving	% DV
Vitamin D (as cholecalciferol, D3)	125 mcg (5,000 IU)	625%
Vitamin K2 (as menaquinone-7)	180 mcg	†
BioActive Carbon® Technology BC1 Humic Shale (containing Fulvic Acid)	10 mg	†
† Daily Value not established.		

Other Ingredients: Microcrystalline Cellulose, Vegetable Cellulose (Capsule), Leucine Complex, Silica.

Methyl-B Complex

*Methylation Support for Energy, Balance, & Vitality**

Methyl-B Complex combines key nutrients like L-Methylfolate, Methylcobalamin, and Betaine to optimize the methylation cycle, promote DNA repair, and enhance neurotransmitter production. This formula supports efficient homocysteine conversion, helping to maintain methylation balance even in individuals with MTHFR polymorphisms. BioActive Carbon® Technology enhances nutrient absorption, detoxification, and cellular function, making this product a powerful ally in supporting energy production, detoxification, and overall health.*

Key Benefits:

- Supports energy production and neurotransmitter balance*
- Optimizes DNA repair*
- Enhances detoxification and cellular function*

Who Could Benefit:

Methyl-B Complex is ideal for those seeking to overcome obstacles to proper energy production and foundational wellness. It also offers innovative support for individuals with genetic variations (e.g., MTHFR polymorphisms) or challenges with nutrient absorption.



Supplement Facts		
Serving Size 1 Capsule Servings Per Container 60		
Amount Per Serving		% DV
Thiamin (Vitamin B1) (as thiamin hydrochloride)	100 mg	8,333%
Riboflavin (Vitamin B2) (as riboflavin and riboflavin-5-phosphate)	50 mg	3,846%
Niacin (Vitamin B3) (as niacinamide)	80 mg	500%
Vitamin B6 (as pyridoxine hydrochloride and pyridoxal-5-phosphate)	50 mg	2,941%
Folate (as L-5-methyltetrahydrofolate calcium)	680 mcg DFE	170%
Vitamin B12 (as methylcobalamin)	800 mcg	33,333%
Biotin (as D-biotin)	400 mcg	1,333%
Pantothenic Acid (as D-calcium pantothenate)	0.1 mg	2%
Choline (as choline bitartrate)	90 mg	5%
Inositol	50 mg	†
Betaine Anhydrous (trimethylglycine)	120 mg	†
PABA (para-aminobenzoic acid)	25 mg	†
BioActive Carbon® Technology BC1	10 mg	†
Humic Shale (containing Fulvic Acid)		

† Daily Value (DV) not established.
Other Ingredients: Vegetable Cellulose (Capsule), Leucine Complex, Microcrystalline Cellulose, Silica.



MitoActive™

*Mitochondria Biogenesis & Renewal Support**

MitoActive™ is specifically designed to promote mitochondrial biogenesis, optimize ATP production, and support cellular detoxification. By enhancing mitochondrial function, key ingredients like Coenzyme Q10 and Pyrroloquinoline Quinone, along with BioActive Carbon® Technology, boosts overall energy efficiency and helps maintain resilience against environmental stressors and nutrient depletion.*

Key Benefits:

- Boosts mitochondrial health and energy production*
- Enhances ATP production and nutrient delivery*
- Promotes gut-mitochondria axis health, including support for the gut lining and intestinal barrier*

Who Could Benefit:

MitoActive™ is for anyone seeking to boost energy and vitality in the face of daily threats, including environmental toxins, chronic stress, nutrient-depleted diets, and more.



Supplement Facts

Serving Size 1 Capsule
Servings Per Container 60

	Amount Per Serving	% DV
Coenzyme Q10 (ubiquinol)	100 mg	†
PQQ (pyrroloquinoline quinone) disodium salt	20 mg	†
BioActive Carbon® Technology BC1 Humic Shale (containing Fulvic Acid)	10 mg	†

† Daily Value (DV) not established.

Other Ingredients: Microcrystalline Cellulose, Vegetable Cellulose (Capsule), Silica, Leucine Complex.



Introduction to the Cellular Vitality Add-On Commissions Calculator for Practitioners

This calculator is a valuable tool designed specifically for practitioners who want to integrate the CellCore Essentials for Cellular Vitality products into their patient care plans. This calculator simplifies the process of estimating potential revenue, offering clear projections based on the products you recommend and the number of patients in your practice.

How to Use the Calculator:

1. **Input Patient Numbers:** Enter the estimated number of patients you see each month who could benefit from any of these new Cellular Vitality products.
2. **Select Products:** Choose the products you intend to recommend.
3. **View Earnings Projections:** The calculator will compute your potential commissions based on product pricing, commission percentages, and patient volume.
4. **Customize Scenarios:** Adjust patient numbers or product focus to explore various revenue opportunities and plan effectively.

Benefits for Practitioners:

Patient-Focused Practice Growth: By recommending CellCore Essentials for Cellular Vitality, you can enhance patient health outcomes while creating a sustainable revenue stream.

Strategic Integration: Align the benefits of these products with your care plans, supporting your patients' cellular health and vitality while meeting your financial goals.

Efficiency and Clarity: Save time and gain clarity with instant, accurate earnings projections that guide your strategic decisions.

Scalable Impact: See how increasing patient engagement with these products can elevate both patient wellness and your practice's profitability.

This calculator is your partner in aligning patient care with the advantages of the new Cellular Vitality products, ensuring health-focused growth for your practice and long-term success for your patients.

Social Media Posts and Images

Social media is a powerful tool for reaching your audience and generating buzz around new product launches. Our kit includes several pre-written social media posts and accompanying images specifically designed for the product launch of these six new formulas.



Images were created in sizes supported on Facebook, Instagram, Instagram Stories, and other platforms that require a square or landscape image.

Step-by-Step Instructions:

- Review the provided social media posts and select the ones that best align with your brand and offerings.
- Customize the post messages with your unique voice and any specific details you'd like to add.
- Plan your posts; we've provided a template calendar, but the posts can be used in any preferred order or skipped.
- Use the accompanying images to enhance your posts and make them more visually appealing.
- Once posted, engage with your audience by responding to comments and messages promptly.




Social Media Posting Calendar

Teaser (Pre-Launch)


When to Post	Where to Post	Image	Caption
2/10-3/2/25	Instagram, Facebook		<p>Something essential is coming from CellCore! 🤖</p> <p>Stay tuned for new products – you won't want to miss these.</p>
2/24-3/2/25	Instagram, Facebook		<p>A new era of essentials is coming from CellCore! Ask us for a sneak peak <3</p>





Release (Launch)


When to Post	Where to Post	Image	Caption
3/3-3/31/25	Instagram, Facebook		They're here: the nutrient depletion solutions you've been looking for. Ask us today about these powerful new essential formulas from CellCore!
3/3-3/31/25	Instagram, Facebook		Introducing: essential nutrient replenishment support. Ask us today about these powerful new formulas to address nutrient depletion, available now from CellCore!
3/3-3/31/25	Instagram, Facebook		Ask us today about the latest innovation in cellular vitality, available now from CellCore!

Core Nutrients Product Post


When to Post	Where to Post	Image	Caption
3/3-4/30/25	Instagram, Facebook	 <p>Core Nutrients Now Available 1080x1920.</p>	<p>Your body deserves a solid foundation, not a quick fix. 🛠️💡</p> <p>Core Nutrients is here to deliver the building blocks your cells need for long-lasting health. Packed with bioavailable, synergistic ingredients, it supports:</p> <p>⚡ Energy production</p>

			 Repair and regeneration  Efficient nutrient delivery Ensure you're getting all of your Core Nutrients by sending me a DM, let's get your order placed!
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MitoActive™ Product Post

When to Post	Where to Post	Image	Caption
3/3-4/30/25	Instagram, Facebook	 MitoActive Now Available 1080x1920.	<p>If you remember one thing from science class, it's probably that the mitochondria is the powerhouse of the cell. 🧪</p> <p>There's a reason that's stuck with you! Our new MitoActive™ optimizes energy production to help renew and energize your cells. Get ready to feel more vibrant and resilient.</p> <p>Get your MitoActive™ today by DMing me.</p>

METHYL-B COMPLEX Product Post



When to Post	Where to Post	Image	Caption
3/3-4/30/25	Instagram, Facebook	 Methyl-B Complex Now Available 1080x	<p>When you get a low battery alert on your phone, do you say "me too"? Then our new Methyl-B Complex is here to charge up your cells, clear out the clutter, and keep you feeling unstoppable for hours and hours.</p> <p>Experience Methyl-B Complex for yourself by sending me a DM to place an order.</p>

GlyNActive™ Product Post

When to Post	Where to Post	Image	Caption
3/3-4/30/25	Instagram, Facebook	 GlyNActive Now Available 1080x1920.	<p>Did you know that glutathione is one of your most potent antioxidants and that your body's ability to synthesize it declines with age?</p>

			<p>GlyNActive™ provides comprehensive support for optimal glutathione production, processing, and ultimate cellular health.</p> <p>Get your hands on GlyNActive™ by sending me a message.</p>
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Additional Posts (synergistic properties + American Health Month)


When to Post	Where to Post	Image	Caption
4/1-4/30/25	Instagram, Facebook	 <p>MitoActive Now Available 1080x1920.</p>	<p>Looking for a perfect pair? If you're suffering from fatigue, poor bone health, metabolic challenges and more, then restore your energy with our D3 + K2 PRO™ and supercharge it with MitoActive™.</p> <p>Get your D3 + K2 PRO™ and MitoActive™ by sending us a message.</p>
4/1-4/30/25	Instagram, Facebook	 <p>Core Nutrients Now Available 1080x1350.</p>	<p>Boosting glutathione with GlyNActive™? Supporting methylation with Methyl-B Complex? Energizing mitochondria with MitoActive™? Pair our new Core Nutrients with any of these for the foundational support your body craves.</p> <p>Snag Core Nutrients by sending us a message.</p>

Email Text and Images

Email marketing remains one of the most effective ways to reach your patients directly. Our kit includes professionally crafted email text and images to help you create compelling Emails for this product launch. The text and images will work in most email software.

Step-by-Step Instructions:

- Review the provided email message below and customize the email content as needed.
- Incorporate the provided images to make your emails visually engaging.
- Segment your email list to target different customer groups with tailored messages, as much as possible. Some options may include recent patients, patients new to your practice, and patients who are on a detoxification protocol.

Email Image	Email Copy
	<p>Subject line: Revitalize Your Health with These 6 New Essentials</p> <p>Email copy: Meet CellCore Essentials for Cellular Vitality—a groundbreaking group of products featuring six powerful supplements designed to support your health at the cellular level:</p> <ul style="list-style-type: none"> • Core Nutrients: Comprehensive nutrient support for energy and balance* • TriMag Complex™: Magnesium-powered vitality and stress relief* • GlyNActive™: Advanced glutathione production and detoxification* • D3 + K2 PRO™: Bone, heart, and immune health synergy* • Methyl-B Complex: Methylation support for energy and resilience* • MitoActive™: Renewed mitochondrial function for sustained energy* <p>These formulas are designed to promote cellular repair, detoxification, and resilience, helping you feel your best every day. Ask us for more information.</p> <p>Create Your Account Today When you register for a patient account on CellCore.com using my Patient Direct code, you can take advantage of special offers like this one along with easy online ordering. Visit this link to learn more, and use my code to register today: XXXXXX [Fill In Your Patient Direct Code]</p>



Website Banners

Your website is a crucial touchpoint for customers. Our kit includes eye-catching website banners designed to communicate the rewards program with patients.

Step-by-Step Instructions:

- Upload the banners provided in the kit to your website's homepage and other high-traffic pages to ensure maximum visibility.
- Link the banners to the CellCore landing page: <https://cellcore.com/pages/new-essential-cellular-vitality-formulas> (which will launch on March 3) or specific product pages to facilitate easy navigation for patients.

TV Images

If your business utilizes digital screens or televisions in-clinic, our kit includes a high-resolution TV image to captivate your audience. It also includes a QR code to link them to the CellCore landing page about these new products.

Step-by-Step Instructions:

- Download the provided TV image and ensure it is formatted correctly for your screens.
- Load the image into your clinic's rotation or onto your monitor's image slides to display it to your patients while they're in the office.



Conclusion

Utilizing this comprehensive marketing kit will help you create a cohesive and impactful product launch. By strategically deploying social media posts, email campaigns, website banners, TV images, and other marketing materials, you can effectively reach your patients and increase your Patient Direct sales. Remember to customize the materials to fit your brand and engage with your patients to ensure a successful product launch.

Reach out to your sales representative with any questions or if you need additional guidance. If you do not know your representative, you can [contact us here](#).