

September 2021

PHOTIZO

LIGHT THERAPY

Danetre Health Products • Authorised UK Distributor



Reseller Toolkit

Including Terms & Conditions for reselling Photizo Home Care Light Therapy Devices

www.danetrehealthproducts.com

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Welcome!

We love to welcome new Photizo Resellers into our network. In order to ensure we have a fair platform, we have set criteria for everyone to follow:

- We require a minimum of 4 individual Photizo orders per year or a minimum quantity of 4 units per year. The year starts on 1st January and pro-rata if you join part way through the year.
- Your application does not guarantee a Reseller account. A Reseller account is subject to approval based on the information provided in your application.
- We require applicants to read through all sections of this Reseller Toolkit thoroughly before submitting their application.

We have tried our best to ensure this Reseller Toolkit answers all of your questions about reselling Photizo devices to your clients/customers.

Please ensure you understand all the sections included in this Toolkit to enable you to answer any questions your customers might have.

Get in touch with the Photizo UK Team on **01327 310909** or email info@danetrehealthproducts.com if you require clarification of any terms and conditions before completing the Reseller Application form. If you have not received the Reseller Application Form please email us.



Your Listing on our Website & Map Locator

As a Photizo Reseller you agree to a standard listing on a map locator on our website. Your full address will NOT be shown unless you opt-in to this feature. See tick box opt-in on the Reseller Application Form if you wish for your full business/practice address and exact location to be visible.

A standard listing will show only your contact name, business/practice name, town, county, postcode, contact email and phone number.



See map locator feature on our website:

<https://danetrehealthproducts.com/resellers>

This listing is to help end users interested in buying (or hiring) a Photizo device or needing the services of a human or animal health professional to be able to locate a Photizo practitioner/reseller in their local area.

To update your listing please email our Photizo UK Team:
info@danetrehealthproducts.com

Retail & Reseller Pricing

We kindly request that Resellers who are also Practitioners do not resell to fellow Practitioners or Students training in any type of therapy. The reason is, we provide an initial Practitioner discount to all human and animal health professionals directly from Danetre Health Products when they purchase their first Photizo device. We also have pre-arranged discounts with education and training providers and members of several professional association. Wherever possible please refer other Practitioners directly to us.

Our discounted Reseller prices provide generous profit margins for Resellers ordering just 1-2 units, 3-9 units and 10+ units. For volume orders higher than 50 units, please contact us at info@danetrehealthproducts.com.

Due to Photizo being an emerging brand, our price for a Photizo device is based on the manufacturers Minimum Advertised Price (MAP) which is currently set at €330 for the whole of Europe.

To support our current business model which offers favourable discounted pricing, we require all UK Resellers to sell at no less than the Minimum Advertised Price (MAP) of £299.00

Please note that European pricing is set by the distributor of each EU country, and therefore you may find online pricing can be higher on third party listings such as Amazon. These listings often reflect the manufacturer's recommended retail price of €375.00.



Selling Online

Resellers must obtain authorisation from Danetre Health Products before listing the Photizo products on third party websites such as Amazon or Ebay. To find out more about why, please see [Our Business Values Pledge for Resellers](#) on Page 8.

Selling Outside of the UK

Due to being able to provide an efficient after sales warranty/repaid service, we kindly request Resellers avoid selling outside of the UK.

Just as Danetre Health Products are the Authorised Distributor for the UK, across the rest of the world there are Authorised Distributors in each country. Any enquiries from overseas should be directed to the appropriate distributor. However, we understand that we are not able to restrict sales outside of the UK with some online selling platforms. If in doubt, please contact us.

Please note that the stock you purchase from us will be supplied as standard with the 3-pin UK charger. The 2-pin Euro chargers are available at extra cost.



UK Reseller Price List 2021

Photizo Home Care Series: UK Reseller/Stockists Discounted Prices in GBP

Effective 1st September 2021

Product Name	Vetcare	Skin Care	Sport	Pain Relief	Blush
Diode Technology	Light Emitting Diode (LED)	Light Emitting Diode (LED)	Light Emitting Diode (LED)	Light Emitting Diode (LED)	Light Emitting Diode (LED)
CE Certification	CE for Use on Animals	Medical CE: Wound Healing	Medical CE: Non-Chronic Pain	Medical CE: Chronic Pain	CE for Beauty Application
Minimum Advertised Price (MAP)	£299.00 (£249.16 ex VAT)	£299.00 (£249.16 ex VAT)	£299.00 (£249.16 ex VAT)	£299.00 (£249.16 ex VAT)	£299.00 (£249.16 ex VAT)
Reseller Discount for 1-2 units or dropship	20%	20%	20%	20%	20%
20% OFF PRICE	£239.20 (199.33 ex VAT)	£239.20 (199.33 ex VAT)	£239.20 (199.33 ex VAT)	£239.20 (199.33 ex VAT)	£239.20 (199.33 ex VAT)
Reseller Discount for any 3+ units	30%	30%	30%	30%	30%
30% OFF PRICE	£209.30 (174.42 ex VAT)	£209.30 (£174.42 ex VAT)	£209.30 (£174.42 ex VAT)	£209.30 (£174.42 ex VAT)	£209.30 (£174.42 ex VAT)
Stockist Discount For any 10+ units	35%	35%	35%	35%	35%
35% OFF PRICE	£194.35 (161.95 ex VAT)	£194.35 (161.95 ex VAT)	£194.35 (161.95 ex VAT)	£194.35 (161.95 ex VAT)	£194.35 (161.95 ex VAT)

FREE DELIVERY applies to one UK Mainland address only per order

Please note that the minimum price you may sell the Photizo units for is £299 each - see Page 5 for further explanation. The above chart shows the discount you will receive as a Reseller based on the quantity you purchase.

Our Business Values Pledge for Resellers

Our values may come as a surprise compared to other businesses who only seem to care about selling as much as possible at the cheapest price, which may be all well and good or even convenient for some folk, but this throw-away fast consumerism world is not our bag.

First and foremost, our small, dedicated team at Photizo UK are striving to develop our business in the most ethical and moral way we can. We want to operate honestly, openly and consciously to help bring positive change to perceptions on doing business which will help to sustain and future proof the existence of the sole trader or small business.

We believe this is the right path for us and needs to happen in this challenging time when there are huge global corporates taking over the world with no moral compass (the main one being that smiley business beginning with A) that are doing their best to exploit the small business or wipe them out altogether.

The credibility of the Photizo brand would not be where it is today without many years of support and willingness of many animal health professionals in our Photizo community to embrace the business model of recommending, educating and selling to their individual clients.

So, within our core business values, our pledge is to treat all our resellers equally, especially as many are small sole-practitioner or specialist small businesses. The expertise of our Photizo resellers is invaluable to help us educate others in the field of photobiomodulation (PBM) as well as helping their clients to get the best benefit from this burgeoning field of 'red light'.

For this reason, we want to work with resellers who fully understand our core principles of doing honest business and agree to maintain our price guidelines when selling to end customers. We ask everyone to mutually respect the hard work of the rest of the Photizo reselling community and not massively undersell from the price guideline in our Reseller Toolkit.

We believe our simple business model is fair. Offering large unauthorised discounts undermines the Photizo brand and negatively affects the honest and ethical Photizo community ethos we are creating. We have been incredibly honoured to collaborate with a great Photizo community but should we receive complaints from a reseller who is concerned about underselling activity, we will investigate and reserve the right to cancel reseller status if necessary.

By joining us as a Reseller, you are agreeing to uphold our business values pledge.

Our Education Pledge

From the launch of Photizo Vetcare in 2013, our primary mission is to help educate every Photizo user about the amazing benefits and potential of PBM. This education pledge centres around the concept of Photizo as an effective, simple, safe and versatile therapeutic integrative tool for home-use.

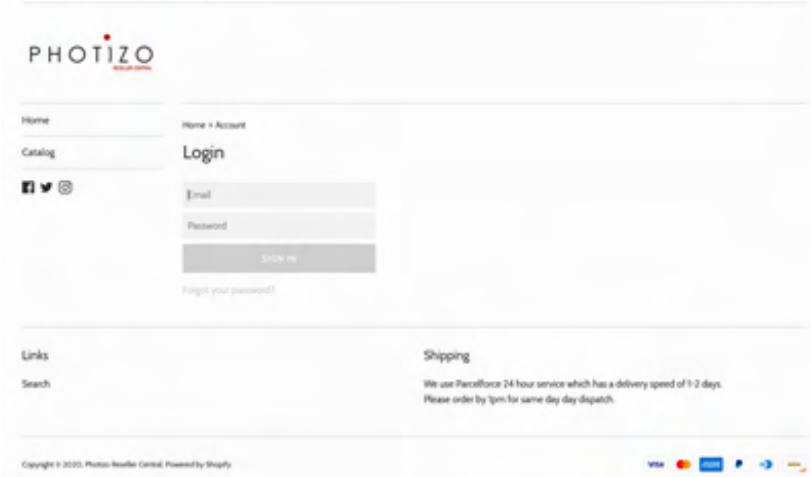
Embracing the Photizo concept includes complementing a professional therapeutic or rehabilitation programme after injury, for long term drug free pain management of chronic conditions, for sports warm up/recovery or, PBM can quite simply be used for general wellness & skin rejuvenation.

There is still a huge amount of education to be done, using light to heal is an energy therapy and the masses don't have a clue about what that means. This is why the animal and human health professional practitioners and reseller community are so important to our message. Many of you will be sole traders and small businesses and we want to help you develop your business further with the possibilities that a device like Photizo can bring as an extra service to your clients.



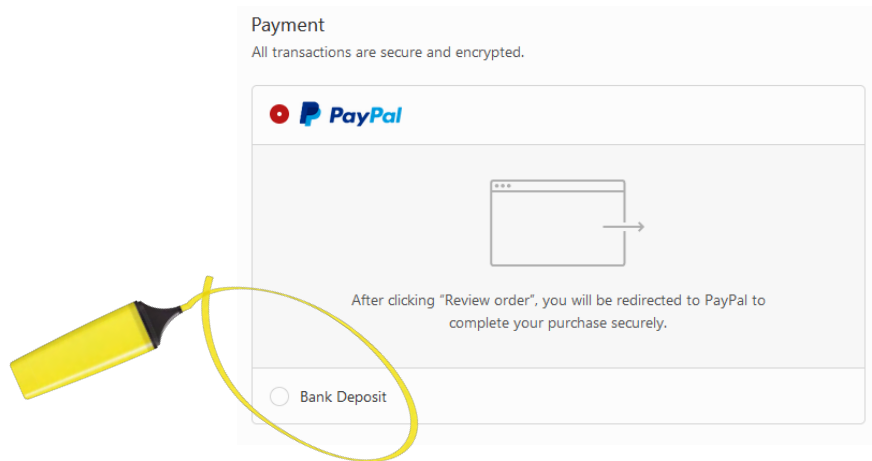
Ordering Process

To place your orders, log in to the [Photizo Reseller Central](#) online ordering platform.



Once your Reseller Account has been approved, you will receive an email from us which will include a link asking you to log in to Reseller Central and create a password to open your account. (If you do not receive an email with these details within 5 days of submitting your application form, please contact us). Once logged in there is a full video tutorial.

If paying by Bank Transfer, click the checkbox (shown below) when going through the checkout process.



The Dropship service offers delivery direct to your customer. When ordering for Dropship, ensure you include your client's address, email and/or mobile number (for automated tracking info). Make sure you advise your client that we are receiving their personal data in accordance with GDPR.

Please note - Dropship orders are invoiced at a 20% discount even when you are ordering 1 or more additional units. This is because of the extra handling, postage and packing costs incurred.

If you wish to include your own paperwork with the order, please email a PDF document to us at time of ordering so that we can enclose it. We will not send any other paperwork in a Dropship order.

Payment Terms

The Photizo Reseller Central portal accepts payment via Paypal and by most debit/credit cards as well as Bank Transfer.

For Resellers with agreed terms, and for any Reseller purchasing 10+ units, we request payment by Bank Transfer. Our bank details are below.

You may apply for trading terms once you have been an active Reseller for at least 6 months.

Applications are considered on a case by case basis.

We require payment at time of ordering or prior to despatch unless we have agreed to offer credit terms.

Danetre Health Products

bank details are:

Account No: 33568928

Sort Code: 52-30-21

Your name or business name must be included as the reference so we can identify the payment.



Delivery

Our standard delivery service is by 24-48 hour courier trackable service (normally Parcelforce) and delivery is free. All deliveries will need to be signed for by the recipient.

We are unable to fully guarantee a next working day delivery service as this depends on the location of the delivery address and other factors. Orders will be despatched within 1-2 working days (subject to stock availability and payment being received)

We close for public holidays and between Christmas and New Year so no orders will be despatched during these holidays.

If we are out of stock, we will advise you on receipt of your order if we cannot despatch immediately and let you know when we expect to have more stock available.

Should you experience any problems with our delivery service in your particular area, please notify us as soon as possible to help us rectify the situation and we can investigate an alternative delivery service in future for your delivery address.



Product Serial Numbers and Traceability

The Manufacturers are certified as a Medical Device Manufacturer and have to comply with ISO13485:2016 Quality Assurance and as part of the regulatory procedures for manufacturers of medical devices. All Photizo units are supplied with a unique serial number. The serial number of the device appears as a barcoded label on the outer retail packaging and on the unit itself (Photizo Home Care).

As Authorised UK Distributor, Danetre Health Products and our appointed Resellers are required to maintain a record of every serial number and date sold to a reseller/consumer in accordance with ISO regulations. Our sales invoice to you will also show the serial numbers of every unit sold.

Recording of the serial numbers is a way of establishing when the device is sold to an end customer (for the warranty period). However, the main reason is for regulatory compliance and the ability to recall a product throughout the supply chain should there ever be a problem with any component/part as Photizo devices are classified as Medical Devices. Even if only selling the Vetcare or Blush units, the traceability recording to the end customer will still apply as long as it is feasible to do so.

Medical device regulatory directives ultimately protect human patients of all types of medical devices (from implants to non-invasive therapy tools which have a proven effect in the human body). Product recalls of medical devices are extremely rare especially for non-invasive devices such as Photizo. We therefore kindly request all resellers keep a simple record of the serial number, date of sale and contact details of the end customer. Danetre Health Products does not need to see a copy of these records at the moment as far as the regulations stand, however, it will help the efficiency of the process in the unlikely event of a recall or audit by regulatory authorities.



Warranty and Repairs

Photizo Home Care devices include a 12-month manufacturer carry-In warranty from the date of purchase. It is the responsibility of the end customer to return the device for repair.

For further details about our Returns Procedure in the event you are contacted by a customer about a fault their Photizo unit needing repair, please refer them to our **Troubleshooting Guide** which includes the contact details of Authorised Repair Centre, **Trimbio Ltd.**

We encourage all Resellers to read through our Troubleshooting Guide to familiarise yourself on this process. We have experienced a number of unnecessary returns and even phone calls reporting problems when there is nothing wrong with their Photizo device. Therefore, whether a unit is inside or outside warranty period, all steps from our Troubleshooting Guide must be followed before returning to the Authorised Repair Centre for investigation and repair to avoid unnecessary and costly returns.

The manufacturer's warranty does not cover malicious or accidental damage, water damage or solvent damage.



Product Life and Replacement Parts

The LEDs (Light Emitting Diodes) in the Photizo devices are extremely robust and the manufacturers confirm that the life of the LEDs is up to 75,000 hours. Other parts/components of the device may fail a bit quicker from general wear and tear, such as the following.

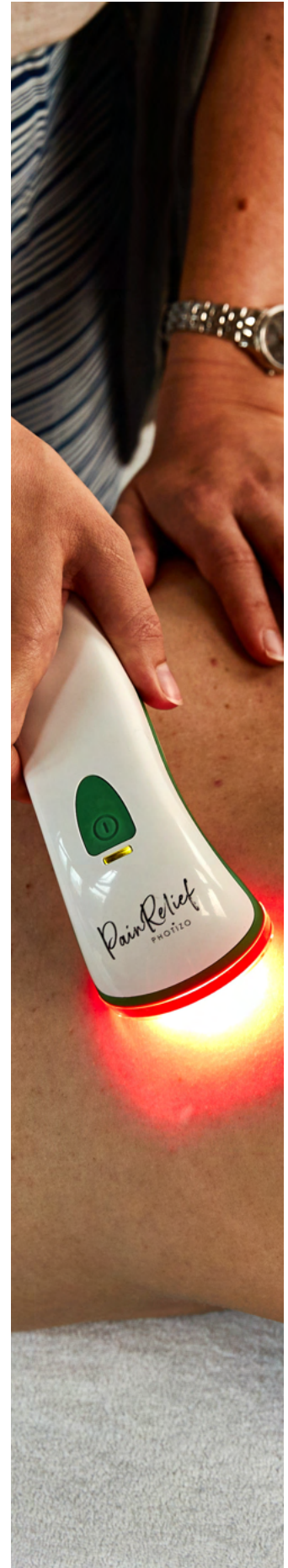
NiMH (nickel metal hydride) Rechargeable Battery. The number of doses a user should expect after purchase is a minimum of 140 doses. However, all rechargeable batteries will lose their charge capacity over time (expected life for the battery used in Photizo Home Care devices is between 500-1000 charge cycles). We recommend that users check out guidelines which are generally available online about correct charging of NiMH batteries which helps to maintain the capacity of the battery, such as the following:

NiMH charging guidelines

In view of the fact that NiMH battery charging must be undertaken in the correct manner, a few guidelines are often helpful.

- Never charge a NiMH cell with an incorrect charger: It is never acceptable to charge a battery of any form with a charger that may be unsuitable. NiMH cells cannot be charged with a NiCd charger as end of charge detection will not work.
- Charge at room temperature – NiMH cells do not like being charged at low or high temperatures.
- Manually check on charge status: With many lower end NiMH battery chargers there is a real possibility of overcharge and there may be no back up timed end of charge. It is therefore wise to manually check whether the battery is likely to be charged and charging should be terminated.
- Check for heat: If a NiMH cell becomes hot then the charging should be terminated.
- Avoid 'overcharging' the unit and unplug charger once battery is fully charged.

As NiMH cells are more sensitive to the way they are charged when compared to other forms of rechargeable battery, care needs to be taken to adopt the correct NiMH charger and also to use it properly. In this way, the cells will last longer and perform better.



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Product Life & Replacement Parts

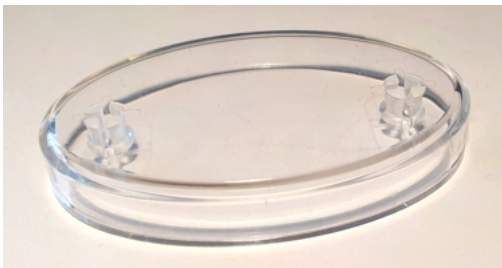
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Power Supply/Charger

Chargers can often fail if the lead is wound tightly around the charger for storage or the wire becomes trapped. The wires inside the strain relief at either end can also break if over-strained. The charger supplied with Photizo device must be used otherwise the device will not charge correctly and can damage the battery. If a customer suspects the charger has failed, a replacement charger can be purchased online from our website.

LED Lens Cover or Photizo unit case

These items are made from a robust plastic but may be damaged by severe scratching, severe blow or dropping. If the unit is still operational but outer plastic parts are broken/damaged, these can easily be replaced by Trimbio. Replacement Lens covers can be purchased online from our website and are easy to remove and replace.



Vetcare Pouch

The Photizo Vetcare Pouch provides protection, easy transportation and effective use of the Vetcare device whilst on the move. Especially developed for equine application, it is ideal to help protect your device for use in any animal application. Available online from our website.

Damaged Unit

For a broken case (top or bottom), the unit would need to be sent to our Authorised Repair Centre, **Trimbio Ltd**, for reassembly.

It is recommended to have the device inspected after a severe blow or being dropped as components inside may become loose or be broken.

We have produced a useful guide in our [Tips & Tutorials](#) on Looking After Your Photizo Device. Please send this link to your customers who buy from you as they may not see this unless they subscribe to our Photizo Newsletter.

Promotional/Marketing Information & Product Leaflets

In connection with the promotion and marketing of the Photizo products by the Reseller, the following must be adhered to:

- The Reseller is acting as 'reseller' and not as an agent of the manufacturers or UK authorised distributor
- Use product information provided by [Danetre Health Product's](http://www.danetrehealthproducts.com) website to ensure correct information/terminology is being used.
- Product images can be supplied by us or use your own application images for marketing and promotional activities. Contact us if you would like us to send you a set of product image files.
- If promoting/selling the product on your website, social media or at an event, ensure your customer knows they are dealing with a reseller of Photizo devices.
- Please obtain prior permission from Danetre Health Products for the use of Photizo trademarks or logos.



We provide free of charge product flyers for you to give to potential customers and for promotional activities.

These flyers have space for you to add your own details. Free packs are listed on [Reseller Central](http://www.resellercentral.com) so you can order easily order more.

Correct Terminology to Describe the Photizo Devices

Photizo Light Therapy Devices must be described online and when speaking to customers as LED light therapy or **LED Phototherapy** or even **PBMT (Photobiomodulation Therapy)**. Please do not describe or call Photizo a laser device. The biostimulatory effects are the same as laser but we believe it is very important that customers understand they are using or investing in a device which is not laser technology and therefore protective eyewear is not required.

Please ensure you use the correct terminology in any promotional material you hand out to potential clients or when describing Photizo verbally to clients or on your own website.



Customer Feedback

In 2017 the manufacturers of the Photizo devices were awarded ISO 13485:2003 and EN ISO13485:2012 Quality Assurance for the manufacture of medical devices. As a regulatory part of the QA process, distributors, resellers and consumers of the Photizo devices are invited to provide feedback regarding customer experience and use of the devices.

Please email any comments you may have to the Photizo UK marketing team at info@danetrehealthproducts.com.

Please inform us immediately in the unlikely event your customer reports an incident caused by a Photizo device.

How to Leave Reviews

We love to share customer experience on social media and website as news or testimonials to help other users considering using Photizo light therapy. A huge amount of education to others about the effects of simple LED phototherapy is still needed nationally and internationally and we believe our resellers play an invaluable role to help with this. Please encourage your customers to provide us with feedback on their results, good or bad. Suggestions on improving the Photizo device and accessories are also welcome. Clients and customers may leave their Photizo reviews on our Facebook Page or they can send us an email info@danetrehealthproducts.com.

Our Social Media Channels

Facebook - <https://www.facebook.com/PhotizoUk>

Twitter - <https://twitter.com/PhotizoUK>

Instagram - <https://www.instagram.com/photizouk/>

YouTube - <https://www.youtube.com/channel/UCjKPAOulErsa7RpSVw9WLtw>

As well as a Facebook page we have 2 Facebook Forums where Photizo users and therapists can share their success stories and ask questions.

- Human Facebook Forum - <https://www.facebook.com/groups/photizoukhumanphototherapyforum>
- Animal Facebook Forum - <https://www.facebook.com/groups/photizoukanimalphototherapyforum>





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