

# Dr. King's Brand Story: An Executive Summary

## OVERVIEW:

### **Dr. King's Becomes the Leading Brand for King Bio Natural Products**

King Bio, a trusted name in natural products for people, pets, and professionals since 1989, adopts Dr. King's as their signature brand for all their products.

Dr. King's will become the brand name on all of the King Bio products, including Natural Medicine, SafeCareRx, Aquaflora, Safecare, Life Formula, Natural Pet and Natural Vet.



“Although the product packaging may look different with the Dr. King's brand, the quality of our formulas and integrity of our products has not changed. We are extending our company mission with

the Dr. King's name and personalizing the way consumers engage with our brand. I am proud to put my name on each one of our products," states Dr. Frank King, King Bio owner and CEO.

For more than 40 years, Dr. King, who founded King Bio in 1989, has helped people, pets, and healthcare professionals and their patients overcome numerous ailments, from allergies to water retention, by using simple, natural and safe principles and remedies.

**TALKING POINTS:**

- King Bio, a trusted brand since 1989, has manufactured more than 500 natural products
- Retailers can expect packaging updates and improvements to support the Dr. King's brand
- Increased marketing support across the country for Dr. King's and the complete family of products (see marketing summary sheet)
- Launch of a new website with many interactive, social and personalized tools for healing, including the Whole Person Appraisal and Candida Tests: [www.kingbio.com](http://www.kingbio.com).
- Same quality, company ownership and commitment to our retailers and customers
- Continued product support and customer support
- Leading effective, natural products backed by Dr. King's personal commitment to integrity
- Certified organic facility and proud to report 0 regulatory issues in the history of the company
- An American company

For additional questions or more information, please contact:

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