

## DPMs Address Patient Demand and Boost Bottom Line with daniPro

By Debbie Burke

*“No one understands your patients’ toenail concerns better than you and I, podiatrists. That’s why I developed daniPro, a toxin free nail polish collection that can help nails look healthier with the use of safe ingredients that you know and trust.”*

—Dr. Gary Evans, Board Certified Podiatrist and Surgeon, Founder of daniPro Doctor Formulated Nail Color

At daniPro, we take nail health and your patient’s health seriously so all of our products are free from toxic chemicals. We only use ingredients that can provide optimal nail health. We don’t use formaldehyde, DBP, or toluene and our products have never been tested on animals. daniPro products are 8-FREE, and safe for everyone, including diabetics, pregnant women and those undergoing various medical treatments.



Acrylic display unit

benefits. Since daniPro is sold at podiatrist offices worldwide, these products are an extraordinary offer to your patients.

**What’s new?** This year we will expand our existing range of 20 shades with new seasonal collections. For Spring/Summer, daniPro is launching Lovely Lady, a rich wildflower purple and True Story, a natural with a touch of peach.

In addition to the daniPro color collection, we offer a Clear Base Coat, which is also loaded with the “good stuff” and can be worn alone or under a favorite daniPro color. It fills ridges, creating a smooth surface. Nothing is better than nourishing nails where it counts. And to ensure a high shine and durable wear for any manicure, our super fast drying Top Coat is a must. Both go on smooth and dry quickly, offering long lasting protection for nails.

**Don’t wait any longer.** Since 2010, top podiatric suppliers have called daniPro one of the fastest growing products

in the profession. And podiatrists who offer daniPro in their offices are reordering at an increasing pace to fill patient demand. And that adds to their bottom line with each bottle sold!

You can dispense this unique product directly to your patients and boost the bottom line of your practice. daniPro provides the tools you need to easily market and sell this unique product, from publicity coverage in national magazines to lightweight acrylic counter displays, which neatly organizes the collection.

Feature daniPro in your office today... Your patients will thank you!

daniPro is available now through Henry Schein, Moore Medical, Medline and Gill Podiatry Supply.

For more information, please visit our website: [daniProNails.com](http://daniProNails.com) or click here.

Or email us: [info@daniProNails.com](mailto:info@daniProNails.com)

### daniPro products are 8-FREE and safe for everyone.

**Why should you sell daniPro?** daniPro Doctor Formulated Nail Color is the first 8-Free line of nail polish infused with undecylenic Acid\* to be recognized by APMA to promote good foot health. No other brand uses this ingredient, which makes all the difference in nail care. And new for 2017, our innovative formula also contains Biotin—part of the Vitamin B complex—a group of nutrients known to help reduce brittle nails and promote nail growth. We’ve also applied antioxidants, Vitamins E and A, into the formula, which can enhance nail strength. Now your patients can simply use one product for multiple



Lovely Lady (left) and True Story (right) are daniPro’s newest offerings



daniPro’s Hot 4-Pack