

# Welcome to Alpha Dream Technologies

We would like to take a moment to personally thank you for taking an interest our company. If it is your desire to market pheromone products, you have made a very profitable connection. Alpha Dream is a major player in the world-wide market of human pheromone application. Our company comprises about 25% of pheromone products on the market. We manufacture some of the finest, and most technologically advanced pheromone products available - Our products, and our brand represent a **gold standard** of Quality, Performance, and Excellence.

Our utmost regard for Quality and Performance is demonstrated through hundreds of reviews concerning our products, written by customers, and hosted by an independent, third-party forum, of which we have no bias or censorship: [www.PheroTruth.com](http://www.PheroTruth.com). We invite you to visit pherotruth and read the overwhelmingly positive reviews by customers concerning our fine products.

Wholesale is an important ambition for us: constituting more than 50% of our total sales – in fact, we started out exclusively as a wholesaler and manufacturer, and after about 6 years of successful enterprise, we launched Alpha Dream as a retail outlet to make the very finest and best products we could, given the current understanding of human pheromone technology.

The initial founder, Chris Schraud, from a young age, had a natural prodigy for biochemistry, and decided in 2003 to dedicate his mind and his effort to the chemistry to human pheromones, having witnessing first-hand their power. Given a thorough understanding of organic chemistry, he has optimized the process of manufacturing the pheromones to yield lower costs, and much higher purity of ingredients.

We offer you the opportunity for a symbiotic relationship with us: no matter what your need, we have exactly what you are looking for – and since we are a full-scale manufacturer, from the ground-up, we can offer you what you need at a price which is extremely competitive.

What are you looking for?

If you are looking for information concerning wholesale prices for our premium pheromone cologne & perfume products (i.e. Alfa Maschio, Alfa Donna, etc.). We will discuss this in Section A and subsections. If you are interested in manufacturing your own private-brand pheromone products, please contact us, as the section explaining all of the options we offer will be included in the next version of this brochure . . . . See Table of Contents Below . . . .

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The below chapters will be included in Version 2.

## ( $\beta$ ) Products and services for Pheromone Manufacturing

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b.2) Purchasing pre-mixed proportions of pure pheromone formulas (chemicals?)

b.3) Purchasing Bulk Liquid



Section (A): Retail Products - wholesale Price & Information

We offer our finished pheromone cologne and perfume to retailers and distributors throughout the world. We ship to all countries, and welcome partnerships world-wide.

Before discussing prices, let us ask first: Why Alpha Dream? -- Allow a preamble:

We offer very attractive wholesale prices; Our brand name is established and recognized as among the best money can buy, The customer satisfaction rate for our products is among the highest in the industry; We offer you low prices for products of high value, high concentration, and 20% more 'free'; Our products are made from very high quality components; our products are silicone-based, and not considered hazardous unlike many fragrance products, eliminating a common logistical headache.

Section: (**α**).1. -- Our most common lineup of products is found below - the list begins with the best sellers first, with the approximate percentage of total sales listed next to each.

**Alfa Maschio**, for Men to Attract Women, with elegant **black** Cologne Box, 35% of total sales

MSRP: **\$60** / bottle | Your Price: **\$9 ½ - \$15** / bottle | Profit: **\$45 - 49** / bottle

**Alfa Donna**, Women's Perfume to Attract Men, ~ 15% sales vol., elegant white Box, 10% sales

MSRP: \$60 / bottle      ← | →      Profit: **\$45 - 49** / bottle

**L II K<sub>v.2</sub>** (Most Potent) Men's Cologne to Attract Women, 20% of total sales

MSRP: \$70 / bottle      ← | →      Profit: **\$55 - 59** / bottle

**Glance** Unscented Unisex 'Pure-Social' spray for men or women, 25% of total sales

MSRP: \$40 / bottle      ← | →      Profit: **\$25 - 29** / bottle

All below items constitute less than 10% total sales volume combined. Listed in order of sales volume:

Corporativo, For Men or Women to gain higher position in the corporate hierarchy.

L'uomo Amore, For Gay Men.

Charme, For Women age 45+ to Attract Men.

Certo, For Men to Attract Women: toned-down formula, for attracting long-term relationships.

Achar, For Women to Attract men to long-term relationships.

Donna Amore, For Gay Women

Exotique, For Transgender (Male-to-Female) to attract men and exhibit hyper-feminine pheromone profile.

We offer attractive wholesale prices for the products described above, according to the following rate table:

| Quantity:          | Price per bottle: |
|--------------------|-------------------|
| 25 – 49 bottles:   | \$18.00           |
| 50 – 74 bottles:   | \$15.50           |
| 75 – 99 bottles:   | \$13.75           |
| 100 – 199 bottles: | \$12.50           |
| 200 – 449 bottles: | \$11.25           |
| >500 bottles:      | inquire           |

Note that in terms of Quantity, this is for the Total quantity of bottles ordered. You may order any different formula (i.e. Alfa Maschio, Alfa Donna, etc.), in any different scent. The total number of bottles ordered, regardless of formula or scent, is what is taken into account for the quantity described above, and the associated price per bottle.

Section: (**α**).2.

**Payment:** We require payment in-advance for wholesale orders in most circumstances. For large orders, we may accept 50% in advance with the remainder in escrow. We do not accept letters of credit at this time. NET 15 – 45 payment plans (credit) may be extended to customers after developing a regular working relationship, on a case-specific basis.

Orders totaling in value of \$3,000 or less may be paid for online with any major credit or debit card. After you fill in our online Purchase Request form, and your order is accepted, we will promptly follow suite with a link to our secure shopping cart, which will accept credit card or paypal payment. There is no added fee for this method of payment.

Orders valued at higher than \$3,000 will usually require a bank-wire (or escrow if preferred). Credit card may be accepted at this amount only after the development of a working relationship, and Credit Card processing fees of 2% may be assessed.

**Turn-Around:** Wholesale Orders are prepared for you in-house, and the turn-around time is generally between 2 – 5 business days. As our products are hand-made and inspected for Quality one-at-a-time, turn-around time varies with the quantity of items ordered, and the priority of orders in queue.

The 2- 5 day window suggested earlier applies to orders for 100 bottles or less, which is the most common. Orders larger in size may take longer, however rank higher in priority over small orders. Generally, the turn-around time for orders of 150 – 400 bottles is 10 business days, and for 400 – 700 bottles, the turn-around time is about 15 business days.

**Section: (α).3. – Our Technological Superiority:**

**The Technology** and thought-process which goes into each bottle we produce is unparalleled. Alpha Dream leads the forefront in modern-day Research and Development of human pheromones, and spares no expense in product development and improvements. We interact with and listen to the feedback that customers provide to us. This interaction and hands-on-participation with customers has allowed us to precisely engineer our products to do exactly what customers demand and perform better than expected.

The pheromone formulas contained within our products have been developed and continue to be refined by Christopher Schraud, an expert in human pheromones, who in concert with co-developer Amara, have an unrelenting passion for performance, quality, and excellence above all else.

Allow us to detail some reasons why Alpha Dream products are superior:

- **Advanced Siloxane (silicone) Chemistry:** A novelty in human pheromone products, Alpha Dream uses siloxane chemistry to precisely control dissipation velocity, for maximum

performance under all conditions. Retailers in a geographic which is cold during winter months, or warm during summer months receive formula which has a precise viscosity, so the product dissipates at a rate which is universal regardless of temperature or season.

Using siloxane (silicone) chemistry also intelligent for other reasons:

- α) Our silicone base is 'Combustible,' rather than 'flammable.' This means that the products may be shipped by air, globally, and avoid the cumbersome regulations and problems one may encounter had flammable, alcohol-based products (the vast majority of pheromone products) been shipped.
  
- β) Our silicone base is Safer: Decamethylcyclopentasiloxane, or cyclomethicone for short, has a chemical structure of a large pentagon is unable to penetrate layers of skin due to its size on a molecular level. This means that in contrast to alcohol-based pheromone formulas, the pheromone compounds driving our formulas will not be absorbed through the skin, greatly reducing incidence of pheromone associated side effects to the wearer such as minor headache or tiredness, thus increasing the perception of overall quality and overall reception of the product as positive.
  
- χ) Our silicone base is more efficient: The pheromones in our silicone formula will stay locked onto the surface of skin (and not absorbed), thus increasing the potency of pheromone effects and duration of time which the pheromones last after application. As well, silicone has very high spread ability: when sprayed onto a single point of skin, the silicone will slowly spread out and cover up to a 12" area in radius from the application point, thus increasing surface area and specific heat, and thus equating to higher diffusion and more powerful effects.
  
- δ) Our silicone base diffuses intelligently: for long lasting effect with a precise timed release of pheromones. This is why our products are described as 'three-dimensional,' as they build in power and evolve in character as the night goes on after application.
  
- ε) Our silicone base is Resilient: Completely unique in the market, our pheromone products in a silicone base are resilient and waterproof, extending product life. Some of the surfactants included within our advanced silicone formula were added so that the formula as a whole bonds to skin and forms a water-proof layer of pheromones.

φ) Our silicone base has **great texture**: It feels like 'liquid silk,' say many, and while this is more of an ancillary benefit rather than one originally intended, our silicone base feels like an extremely smooth and non-tacky/greasy light mineral oil, which has skin-conditioning / moisturizing qualities. This is a welcome surprise to customers at first, and adds to the overall satisfaction our products deliver time and time again.

Section: **(Α).4.** – Non-Technological Superiority:

- **Professional, store-ready presentation**: Our top selling products, Alfa Maschio for men, and Alfa Donna for women, are provided with very attractive boxes enclosing the product, each with a unique Bar Code / UPC. These two products are ready for store shelves. We are currently working on creating boxes for all other products.
- **Diverse Line**: Each product is offered with the choice of 4 designer cologne scents (men's products), or 4 designer perfume scents (women's products), or without fragrance added. As mentioned in the next highlight, most returns of pheromone cologne or perfume are out of dissatisfaction with the scent, not the product itself. With 4 different designer scents to choose from 99.5% of our customers find the scent that is right for them.
- **Low Return / Chargeback rate**: Ourselves, being a primary outlet for retail sales, we experience less than ½% return rate of products for refund. While the return rate is a bit higher, at about 2% if product exchanges are taken into account, the vast majority of customers are satisfied with the product after the exchange. Most exchanges are requested for the same product, with a different scent. The industry average return-rate for exchange is between 3-4 ½%
- **Attractive, Resilient Enclosure**: Our products are enclosed in a unique, triangular, extra-thick glass bottle from an Italian manufacturer – so it is very rare that we experience breakage. The triangular shape of the bottle allows it to be comfortably held in the palm of the hand. The spray caps for the bottles are high quality and very rarely leak. The quality components used in our products ensure that you will rarely have to address the headache of broken bottles, or leaked products.
- **Going the extra mile**: The majority of pheromone products contain between ½ oz. to 1 oz. of pheromone formula per bottle. It is rare that you see a pheromone cologne or perfume product larger than 1 oz. in size. Our products contain 1.2 oz. per bottle, thus providing an "extra 20% of formula free."

- **The Extra Mile<sup>2</sup>** : in addition to a larger sized bottle, the liquid contained within the bottle is truly concentrated and potent. It is rare to find products on the market which contain more than 10 milligrams of actual pheromone content per bottle. Our products contain between 18 to 30 milligrams of actual pheromone content per bottle, at a price similar to or less than competing brands. “Actual,” as used in this paragraph, means not counting DHEA which is an exceptionally weak pheromone, used as ‘filler’ by some marketers to exaggerate the potency or pheromone content of a product. Since we manufacture the pheromone compounds, we can afford to offer more for less.
- **Reservation & Discretion:** Unlike a majority of pheromone products on the market, our products are presented with an elegantly simple and discreet product label. Our product resembles a high class cologne or perfume like those in department stores, without mention of the terms “Pheromone,” “Sex Attractant,” “Romance Enhancer,” or any other terms which might forfeit discretion on the product label. These terms do appear on the product box to help enable visibility on the store shelf. However once purchased, the vast majority of pheromone users prefer discretion over loud advertisements on the product itself.

Benefits we offer you:

Cutting-edge expertise rolled-over to you:

We will answer the difficult or technical questions for you. Whenever you receive difficult or challenging technical questions from customers you can omit their information and forward to us their questions, we will respond to your inquiry within 24 hours. Additionally you may call our staff whenever you have any other questions about pheromones, so that you may market and present them to customers in the most intelligent way possible.

### **(1.2) Limitations:**

We allow for retail sales of our cologne and perfume in the United States in some circumstances: our products may be sold in any brick-and-mortar shops, boutiques, or outlets, without any conditions. Retailers who operate and sell from primarily the internet have a few restrictions: the product can be sold on Amazon, eBay, or through specialized internet commerce venues. Any online resale by internet to the United States, by means other than Amazon or eBay will require specific approval.