

✓ COMPLETE RELIEF:

Lidocream is the only solution that combines the numbing, pain relieving power of lidocaine with natural ingredients that help reduce inflammation in the body and promote faster healing.

✓ NATURALLY SUPERIOR:

Formulated with botanicals to take advantage of their natural anti-inflammatory and healing effects.

- Emu Oil • Arnica
- Turmeric • Tea Tree
- Bergamot • Boswellia

Go beyond temporary relief and help your body heal.



✓ BROAD SPECTRUM CARE:

Lidocream promotes maximum strength relief from pain of the neck, muscles, nerves, joints, arthritis, skin, neuropathy, and back.

✓ MAXIMUM STRENGTH:

Topical 4% lidocaine solution offers the fastest, most effective relief all in an easy-to-use cream without a greasy feeling.



Our Mission



Our mission is to provide effective, accessible pain relief solutions to individuals worldwide. We are committed to delivering top-quality products that promote well-being, comfort, and a pain-free life for our customers.

Our Team

- Richard Guy, President/CEO
- Kimberly Gilbert, COO
- Robert Lee Guy, VP Sales
- Catherine Nagy, Charitable Organizations



Contact us:

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910-987-5034



Approximately **30,000,000** people per year receive professional medical care for spine problems and back pain



Approximately **15% of the global population** over 30 experiences osteoarthritis.

Lidocream is the answer for LIFE PAIN FREE



Model of Success



Richard Guy is the inventor and mastermind behind Blue Emu pain relief cream. He leveraged his connections with celebrity partners such as Richard Petty and Johnny Bench to build the Blue Emu brand into a household name recognized for its effectiveness in pain relief. He sold Blue Emu to UPM Pharmaceuticals in 2001.

He has over thirty years in the health industry and after years of research he invented the brand Lidocream Pain Relief Cream with 4% Lidocaine. Mr. Guy is one of the renowned experts in his industry. Richard Guy has endorsements of NFL greats Drake May and Joe Theisman in an aggressive marketing campaign to build the Lidocream brand to the levels of Blue Emu.

His goal is to place the Lidocream brand, 3.5 ounce tube in 25,000 stores using the same model he used with Blue Emu uncluding an aggressive advertisement campaign. He is looking for a 7-million-dollar investment for 70% of the Lidocream brand. The investor will have controlling interest.



Investor Incentive and ROI

\$7,000,000 for 70% Ownership of Lidocream

Controlling interest

25,000 stores, 4 tubes sales per week = 100,000 tubes weekly

Production Cost: \$3.50 per tube

Sell at \$4.71 per tube = \$2.29 profit per tube

\$2.29 x 400,000 x 12month = 10,992,000

Deduct 1.5 Million (Advertising) = 9,492,000 Annual ROI

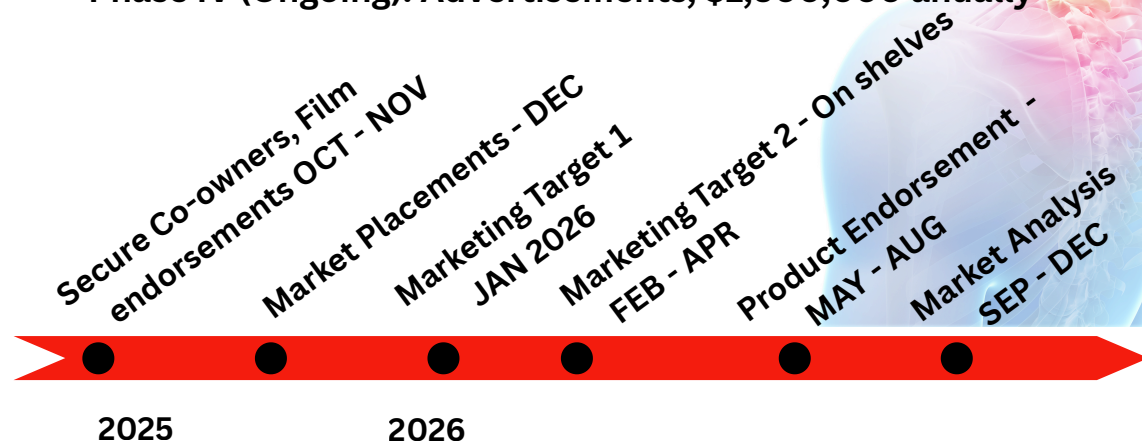
The product launch has four phases.

Phase I, 2025: Research & Development (Complete)

Phase II, 2025: Secure investors and Co-owners

Phase III, 2025: Secure product placement in key markets

Phase IV (Ongoing): Advertisements, \$1,500,000 annually



American Health First will target markets with the highest population of retirees, states with no personal income tax, and areas with highest numbers of hospitals per capita. The marketing will consist of commercial products, social media campaigns, and targeted print displays in hospitals, airports, and pharmacies.

Marketing Target I:

Texas
Florida
North Carolina
Arizona



Marketing Target II:

Virginia
Tennessee
California
Missouri