

WHEN PERFORMANCE IS A MUST



THIS DOCTOR MAKES HOUSE CALLS



Hand-Crafted Wooden Displays



When the sun set on Halloween 1981 I had no idea that by morning I would become Dr. Seltzer.



Myrtle Beach, SC 1985 My best Summer, EVER. We had Billboards, Limosine, 1931 Medicine Wagon, Genetically Blessed Nurses (hubba hubba) and Unlimited Bar Tabs.

Every Sport Drinkers Dream



Daytona Beach, Floriday 'Spring Break' 1986

That night, filled with 'Spirits of the Liquid and Labeless' variety (moonshine) I offered to my fellow 'Sport Drinkers'.

"If someone could make us feel better in the morning they'd be Zillionaires."



BEFORE DAWN A PRODUCT WAS BORN

Within a few months we had national distribution and won several National New Product Awards.

Testimonials came in from All Over the World

It was referred to as a Pet Rock with Redeeming Pharmacological Value



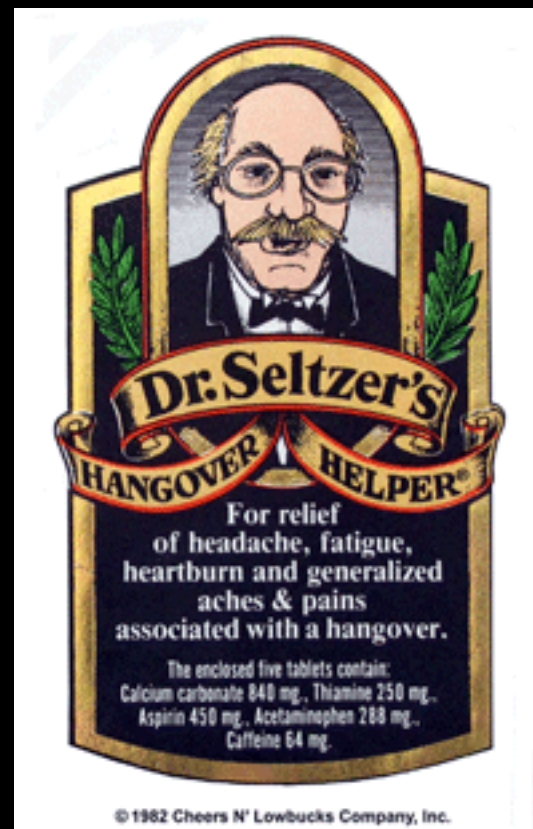
1986 The only Medicine Show in the United States. We had a complete line of accessories, including embroidered hats and jackets, T-Shirts and much more. We toured the Southeastern U.S. for 6 months Seltzerizing one and all.

Eric Summers, aka Dr. Seltzer

Painters Caps



The Original - One and Only



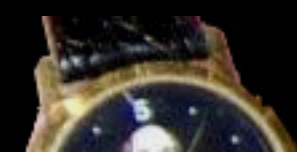
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Dr. Seltzer Watch

Always 5 O'clock in Seltzerland. A must for all Sport Drinkers.

The Unique Artwork with Hot-Stamped Gold Foil in hand-crafted





**RE-ENTRY GLASSES** When you are coming back through the earth's atmosphere burning up tiles, you need all the eye protection you can get.

**Medicine Chest**



wooden counter displays on sold the product.

**THE FORMULA:** The product contained Vitamin B-1, Aspirin, Acetaminophen, Calcium Carbonate and Caffeine.

**THE HUMOROUS INSERT READ:**

While Dr. Seltzer attempts to rid your body of its toxic wastes, Do not do the following:

- Do Not Look into Mirrors
- Do Not Try out your New Chainsaw, and
- Don't Read Packages with Small Print.

**In 1994 Rexall Drugs Bought the Trademark**  
One Year Later the FDA Illegalized the Formula.



**We Invaded Russia**

Dr. Seltzer's Hangover Helper

It was too easy. We sold 1 Million Doses to the Russian Government and they wanted to pay us with Vodka and Chandeliers.



Hilarious in bars and every drinker with a sense-of-humor will proudly wear this classic watch with leather band.

**ROCK AROUND THE DOC**

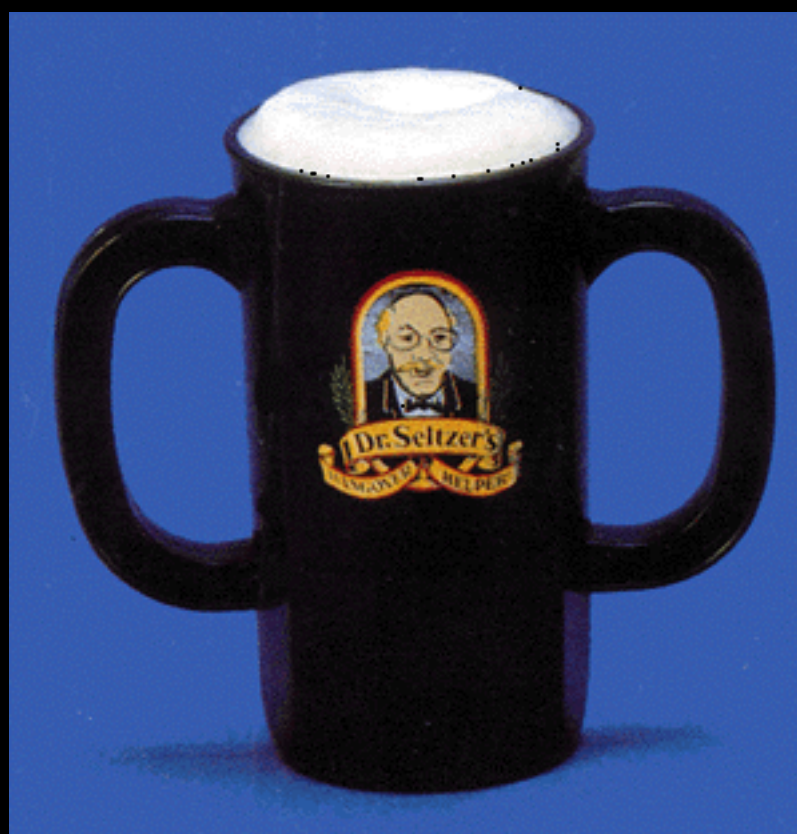
Dr. Seltzer's Hangover Helpers

Puts you back in the pink quick as a wink

Hangover Helper® is a therapeutic combination of 5 ingredients formulated to combat all of the major symptoms associate with the over-indulgence of alcoholic beverages. 2 COATED CAPLETS FOR EASIER SWALLOWING



Medicine Chest



**2 Handled Mug - Get a Grip**

We were convinced we would sell millions to major bar chains, like Fridays, with their logo on the other side, to be given away FREE with every Bloody Mary sold. MADD squelched our mug sales because we were allegedly promoting over-indulgence.







Distributor Pricing



Dr. FeelGood Laboratories, LLC

From the Inventor of



Dr. FeelGood's Mornin' Magic