

HEART HEALTH – STAFF QUICK GUIDE

Heartdrops + Cardio Calm + Kidney & Blood Pressure Drops

How to Recommend Cardiovascular Support with Confidence.

*Help staff confidently recommend the right product (or combination)
based on customer needs — and naturally increase basket size.*

THE STRAUSS HEART HEALTH SYSTEM

"It's not just the heart - it's circulation + heart function + fluid balance."

☞ 3-product system:

- **Heartdrops®** → Arteries, cholesterol, circulation
- **Cardio Calm Drops™** → Heart rhythm, stress, heart muscle
- **Kidney & Blood Pressure Drops™** → Fluid balance, blood pressure

WHO TO RECOMMEND TO

HEARTDROPS®

For customers who say:

- "Cholesterol / circulation"
- "Heart health / prevention"
- "Cold hands & feet"

☞ Foundation for daily heart health

CARDIO CALM DROPS™

For customers who say:

- "Palpitations / irregular heartbeat"
- "Stress affects my heart"
- "Heart racing / anxiety"

☞ Supports heart rhythm + calming

KIDNEY & BLOOD PRESSURE DROPS™

For customers who say:

- "High blood pressure"
- "Water retention / swelling"
- "Feeling puffy / bloated"

☞ Supports fluid balance + Blood Pressure

COMBINATION RULE (1 LINE ONLY)

☞ More than 1 symptom = combine products

Circulation + stress → Heartdrops + Cardio Calm

BP + circulation → Heartdrops + Kidney

Multiple concerns → All 3

POWER SELLING MOMENT

☞ **Most customers need more than one product**

"Heartdrops supports circulation"

"Cardio Calm supports heart function"

"Kidney Drops supports blood pressure"

☞ **Together = Complete Heart Health System**

PRODUCT OVERVIEW

Available in 100ml & 225ml



HEARTDROPS (FOUNDATION)

Best for:

- ✓ Cholesterol concerns
- ✓ Circulation issues (cold hands/feet)
- ✓ Arterial health

Long-term heart health

☞ "This is our foundation formula for circulation, cholesterol, and overall heart health."

Hero ingredient: Aged Garlic (high potency)



CARDIO SUPPORT (FUNCTION + CALM)

Best for:

- ✓ Irregular heartbeat / palpitations
- ✓ Stress affecting the heart
- ✓ Nervous system + heart connection

☞ "This supports heart rhythm and helps calm stress on the heart."

Hero ingredients: Hawthorn + Skullcap + Mistletoe



KIDNEY & BLOOD PRESSURE DROPS (FLUID + PRESSURE)

Best for:

- ✓ Water retention / bloating
- ✓ High blood pressure
- ✓ Kidney support

☞ "This supports fluid balance, which directly impacts blood pressure."

Hero ingredients: Juniper + Parsley + Goldenrod

KEY STAFF REMINDERS

- ✓ Always start with Heartdrops®
- ✓ Listen for symptoms → match product
- ✓ Recommend combinations, not just single SKU
- ✓ Keep it simple + confident

WHY STRAUSS

- ✓ Liquid format = fast absorption
- ✓ Clean, trusted herbal formulas
- ✓ Made in Canada ✓ Trusted for 45 years
- ✓ Satisfaction Guaranteed -

"An educated consumer is our best customer."