



Thanks!

Thank you for your interest in becoming a retailer of the Lexen line of products! This will provide some more information on becoming a retailer of our quality products. We believe that Lexen Products can provide your company with higher profits, while providing the end user with a quality machine which promotes a healthy lifestyle. We strongly believe that all of this can be achieved at a reasonable price without cutting any corners in quality. We aim to provide you with the highest support a manufacturer can give to help you achieve your sales goals. We are always working to improve our products and make them the best on the market.

Contact us in any of the five ways

Telephone

877-LEXEN-11 (877-539-3611)

Fax

206-203-2948

Web

<http://www.lexenproducts.com>

E-Mail

info@lexenproducts.com

Mail

Lexen products
10855 Sorrento Valley Rd
Suite 103
San Diego, CA 92121



Type of Juicer
Manual Masticating

Suggested Retail
\$49.95

Lowest Wholesale Price
\$27.38 (including ship)

Weight:
3 Pounds

Size:
Chamber 7.5"H X 8.5"L
Handle 8"L
Base 4.25"

Warranty:
1 Year

Accessories:
Plunger
Included Spare Parts
Juice Cup
Sieve
Wrench

Features
Combo Suction / Clamp Base
No Electricity Needed
Patented base and auger
Great for Traveling
High Juice Yield
A breeze to clean
Stainless Steel Grinding Plate
Made of **FDA approved** polycarbonate

Profit Opportunity

Wholesale	Markup %	Gross Margin\$	Gross Margin %
\$27.38	82.45%	\$22.57	45.19%



Type of Juicer
Electric Single Gear Masticating

Suggested Retail
\$149.99

Lowest Wholesale Price
\$120.00 (including ship)

Weight:
16.5 Pounds

Size:
Height 11"
Width 6"
Length 15"

Warranty:
8 Years Motor
1 Year Parts

Accessories:
Plunger
Rigatoni Attachment
Spaghetti Attachment
Juice Cup
Sieve Screen
Wheatgrass Auger
Fruit/Vegetable Auger
Waste Cup
Wrench

Features
Full Color Instruction Manual /
Recipe Book
Patented Auger
Stainless Steel Shaft
No screen to clean!
Make Nut Butters
Make Pasta
Make Frozen Desserts
Make Baby Food
76 RPM Motor

110v./60Hz / 100 Watt / 2.63hp / .84N.m Torque

Profit Opportunity

Wholesale	Markup %	Gross Margin\$	Gross Margin %
\$120.00	25%	\$30.00	20%



Healthy Juicer – Manual Wheatgrass Juicer

MSRP \$49.95
Carton Size: 52.X32.5X48 CM



8 Units Per Carton

<u>Total Cartons</u>	<u>Unit / Carton</u>
1 – 3 Cartons	\$29.38 / \$235
4 – 7 Cartons	\$28.38 / \$227
8 + Cartons	\$27.38 / \$219

Shipping: Included within the 48 States

Wholesale	Markup %	Gross Margin\$	Gross Margin %
\$27.38	82.45%	\$22.57	45.19%

Healthy Juicer – Electric Multi-Purpose Juicer

MSRP \$149.00
Carton Size: 57X43X30 CM



2 Units Per Carton

<u>Total Units</u>	<u>Unit Price</u>
2 Piece Minimum	\$120/\$240

Shipping: Included within the 48 States

Wholesale	Markup %	Gross Margin\$	Gross Margin %
\$120.00	25%	\$30.00	20%

Healthy Chef – 4 in 1 Kitchen Appliance!

MSRP \$179.00



2 Units Per Carton

<u>Total Cartons</u>	<u>Unit / Carton</u>
1 – 3 Cartons	\$135.00 / \$270
4 – 7 Cartons	\$130.00 / \$260
8 + Cartons	\$125.00 / \$250

Shipping: Included within the 48 States

Wholesale	Markup %	Gross Margin\$	Gross Margin %
\$125.00	44%	\$55.00	30.56%

Shipping to Alaska, Puerto Rico and Hawaii:
Please add \$70.00 per carton to be shipped via USPS Priority Mail

Profit Margin Results

Results Summary					
Product Name	Wholesale Cost	Markup percent	Selling price	Gross Margin \$	Gross Margin %
Healthy Juicer Electric	\$120	25.00%	\$149.99	\$30.00	20.00%
Healthy Juicer Manual	\$27.38	82.45%	\$49.95	\$22.57	45.19%

PAYMENT

We gladly accept Visa, MasterCard or Discover

You may send your check, money order or cashiers check to with our order form to:

Lexen Products
10855 Sorrento Valley Rd
Suite 103
San Diego, CA 92121

Wire transfers are accepted as well. There is a \$25.00 wire transfer fee which is waived if your order is \$1000.00 or more. All international orders require funds to be transferred via wire. Please contact us for more information on how to submit your wire.

Lexen Products Replacement Parts List

Healthy Juicer Manual

PART		MSRP	COST
#1	Handle <i>(Includes #2 Screw Knob)</i>	\$7.99	\$2.00
#3	Hopper Body	\$10.99	\$6.00
#4	Auger Bushing	\$3.99	\$1.50
#5	Auger	\$10.99	\$5.00
#6	Silicone Washer	\$1.50	\$0.75
#7	End Cap	\$5.00	\$2.00
#8	Small Screw Cap	\$1.50	\$0.75
#10	Locking Base <i>(Includes #9 knbo)</i>	\$10.00	\$5.00
#11	Pusher/Base Lever	\$4.50	\$2.50
#12	Juice Cup	\$6.99	\$4.50
#13	Clamp	\$7.99	\$4.00
#14	Sieve	\$4.50	\$2.50

Healthy Juicer Electric

PART		MSRP	COST
#1	Main Body	\$99.00	\$70.00
#2	Juicing Body	\$15.00	\$7.95
#3	Hopper	\$6.95	\$3.50
#4	Food Pusher	\$6.95	\$4.50
#5	Wheatgrass Auger	\$16.99	\$8.50
#6	Vegetable Auger	\$16.99	\$8.50
#7	Silicone Washer	\$1.50	\$0.75
#8	End Cap	\$5.00	\$2.00
#9, #10, #11	<i>Pasta Attachments (each)</i>	\$2.00	\$1.00
#12	Locking Collar	\$10.00	\$5.00
#13	Sieve	\$4.50	\$2.50
#14	Juice cup	\$6.99	\$4.50
#15	Waste Cup (White)	\$6.99	\$4.50
#16	Splash Guard	\$6.99	\$3.50
#17	Wrench	\$5.99	\$3.50