



Remember September!

September is National Cholesterol Month

Take advantage of these special offers from Alere!

Promotion Dates: July 1, 2013 - October 31, 2013

Offer 1: New Alere Cholestech LDX® Analyzer

Purchase one of the following:

- 40 boxes of Lipid Profile·GLU Cassettes (Item #10-991)
- 50 boxes of TC·HDL·GLU Cassettes (Item #10-990)

and Receive: an offer for a deeply discounted Alere Cholestech LDX® analyzer, power cord and optics check cassette (Item #14-658).

Printer and starter kit not included. Limit 10 offers per customer. For Offer 1, orders will drop-ship from Alere directly to the customer's facility. Offers cannot be combined.



Offer 2: Protect Your Investment

Purchase one of the following:

- 25 boxes of Lipid Profile·GLU Cassettes (Item #10-991)
- 45 boxes of TC·HDL·GLU Cassettes (Item #10-990)

and Receive: a certificate for a **FREE** Alere Cholestech LDX® analyzer to replace a non-functioning Alere Cholestech LDX® analyzer.

For Offer 2, once you have purchased the necessary products, fax a copy of your invoice to 1.858.430.9434 and include your contact information (name, e-mail, fax & phone number) to receive an electronic copy of your certificate. Technical Support will have your certificate on file. Certificates expire 1 year from date of issue. Offers cannot be combined.

Additional Offers for July and August

Promotion Dates: July 1, 2013 - August 31, 2013

Stocking Promotion: Buy 40/Get 50!

Offer 1: Purchase 40 Boxes of Lipid Profile·Glu (10-991) **Receive** 50 Boxes (Order item 10-991SP)

Offer 2: Purchase 40 Boxes of TC·HDL·Glu (10-990) **Receive** 50 Boxes (Order item 10-990SP)

Must order using special order item 10-991SP and 10-990SP for special offer. All Stocking Promotional Packs to ship from Alere directly to the customer's facility. Limit of 2 Stocking Promotional Packs per Customer.

All offers are mutually exclusive and cannot be combined.

To place your order, contact your Alere Distributor Representative.