

BPC FUEL

PERFORMANCE CAPLETS

HOW TO SHARE A PRODUCT DRIVERS ALREADY NEED

BEST

BEST PREMIUM CAPS
FUEL PERFORMANCE
CAPLETS

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What Is BPC?

- BPC is a fuel performance caplet.
- One caplet is designed to treat a full tank of fuel (11-20 gallons).*
- It dissolves into the fuel tank and acts as a combustion catalyst.*
- The goal is to support a cleaner, more efficient fuel burn.*

*Results may vary based on vehicle type, driving habits, maintenance, and fuel quality. This product is designed to support fuel system performance and is not intended to guarantee fuel savings or specific performance outcomes. Not for use in semi-trailer truck engines.



The Everyday Problem BPC Helps Address

Why Customers May Be Interested

- Fuel is a regular household expense.
- Many drivers are looking for ways to make each tank go further.
- Customers may also care about smoother vehicle performance and cleaner emissions.
- BPC gives Life Changers a product that connects to something people already do: filling up their vehicle.



How It Works in the Tank

- Use **one caplet per full tank**, up to 20 gallons.*
- Drop the caplet into the fuel tank before filling up.
- Fill the tank as normal.
- Use consistently with each fill-up for best tracking and product experience.
- Customers should track their mileage over multiple tanks to evaluate their own experience.

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What Customers May Experience

- Some drivers may notice smoother idle or throttle response early.*
- Measurable MPG improvements may take multiple tanks.*
- Performance results may stabilize after several consecutive tanks of continuous use.*
- Do not promise results after one use.

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Core Product Benefits

Life Changers may describe BPC around four main product benefit categories:

1. Fuel Economy Support

- Designed to help drivers get more miles per tank.*

2. Cleaner Combustion

- Designed to support a more complete fuel burn.*

3. Simple & Convenient

- One caplet per tank.
- No tools.
- No measuring.
- No mixing.

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How to Share BPC Compliantly

Safe Phrases:

- “Designed to support fuel efficiency.”
- “May help your vehicle get more out of each tank.”
- “Individual results vary.”
- “Track your own mileage over multiple tanks.”
- “Use consistently and compare your personal results.”
- “Performance may vary depending on your vehicle, fuel, maintenance, and driving habits.”
- “BPC is designed to support cleaner combustion.”

Avoid These Phrases:

- “You will save money.”
- “This guarantees lower emissions.”
- “This fixes fuel injectors.”
- “This cleans your engine.”
- “This works for every driver the same way.”
- “You will immediately notice results.”

Your Ideal Customers

BPC may be a good fit for:

- Daily commuters
- Parents driving children to school, sports, and activities
- Rideshare or delivery drivers
- Small business owners with vehicles
- People with trucks, SUVs, cars, light diesel truck engines
- Customers who are impacted by rising gasoline costs

Customer and Life Changer Pricing

Customer Pricing:

- \$59.95
- Customers receive 3 packs
- Each pack contains 6 tablets
- Total: 18 tablets / 18 fill-ups
- Based on one tablet per fill-up
- 40 Volume

Existing Life Changer Pricing:

- \$59.95
- Existing distributors receive 6 packs
- Each pack contains 6 tablets
- Total: 36 tablets / 36 fill-ups
- Based on one tablet per fill-up
- 40 PQV / 40 CV

Where Customers Purchase

- Customers and Life Changers should order through:

presale.totallifechanges.com

- Life Changers must log in with their existing email and password to receive wholesale pricing.

How to Start the Conversation

Suggested Script:

“Do you drive regularly or fill up your vehicle often? TLC has a fuel performance tablet called BPC that you drop into your tank before you fill up. It is designed to help support cleaner combustion and fuel efficiency. Results vary, so the best way to experience it is to track your mileage over a few tanks.”

Follow-Up Question:

“Would you like me to send you the presale order link? We are offering one FREE pack of 6 tablets during this pre-sale, too.”

Compliance Reminder:

Always include:

“Performance results vary and are not guaranteed.”

Remember the Rules

- Share what BPC is designed to do.
- Do not guarantee savings, MPG increases, or emissions reductions.
- Use the disclaimer whenever discussing performance claims.
- Encourage customers to track their own results.
- Send customers only to the TLC presale ordering site.
- Keep the conversation product-focused.

Your Next Step



- Learn the product.
- Use the compliant scripts.
- Try the product personally, if applicable.
- Share with customers who drive regularly.
- Encourage customers to track their own results.
- Direct all orders to:
presale.totallifechanges.com

All BPC 6-Pack Pre-Orders qualify for (1) FREE pack of (6) caplets.