



# **SMARTER NOT HARDER**

MEDIA KIT 2024



[snhlife.com](http://snhlife.com)

## WHO WE ARE

At **Smarter Not Harder ("SNH")**, we are more than a Life Sciences and Technologies Holding Company; we are a cradle of innovation and wellness.

Our subsidiary, **Troscripts**, revolutionizes health management by offering scientifically-formulated nutraceuticals delivered through an innovative buccal troche method.

In tandem, our sister nonprofit, **Health Optimization Medicine and Practice ("HOMeHOPE")**, empowers medical professionals and healthcare practitioners with the knowledge to focus on optimizing health rather than merely treating disease.

Our future ventures extend into the realms of artificial intelligence, consumer beverages, media, and exploring the medicinal potential of psychedelics. We are at the forefront of addressing some of the world's most critical health challenges.

## OUR MISSION- VISION

## DEMOCRATIZE ENLIGHTENMENT









# TROSCRIPTIONS TX

by Smarter Not Harder, Inc.



[troscritptions.com](https://troscritptions.com)



[@troscritptions](https://www.youtube.com/@troscritptions)



[@troscritptions](https://www.tiktok.com/@troscritptions)



[Troscritptions](https://www.linkedin.com/company/troscritptions)



[@troscritptions](https://www.instagram.com/@troscritptions)



[@troscritptions](https://www.facebook.com/@troscritptions)

## ABOUT US

Physician-formulated, pharmaceutical grade, precision-dosed health optimization formulations delivered through a buccal troche. Troscritptions provides "cheat codes" (i.e., troches) that improve mitochondrial health, brain function, relieve stress and tension, help you sleep, decrease pain, and more. Dynamic equanimity is just a troche away.

Since our launch in 2020...

**TOP 1%**

OF PODCASTS  
GLOBALLY

**TOP 100**

U.S. PODCAST FOR  
ALTERNATIVE HEALTH

**40,000+**

EMAIL SUBSCRIBERS

**3,078,656**

HOURS OF ENERGY

**1,942,336**

HOURS OF FOCUS

**934,656**

HOURS OF CALM

Featured and seen in...







## BLUE CANNATINE

Gives you clean, laser-sharp focus, massive productivity, and hours of pure flow.

**Benefits:** Focus, Flow States, Athletic Performance

## JUST BLUE

Pure cellular revitalization, brightening your focus, decreasing inflammation, and boosting your energy and endurance.

**Benefits:** Mitochondrial Health and Memory

## TRO CALM

Helps quiet your mind, liberate you from stress, and elevate your every moment with clarity and calm.

**Benefits:** Relaxation, Stress Relief, Calm

## TRO ZZZ

A complete sleep solution that helps you fall asleep, stay asleep, and wake up feeling refreshed.

**Benefits:** insert here



# OUR CURRENT PRODUCT LINE



# THE BUCCAL TROCHE

Our delivery mechanism is unique in the supplement industry.

The buccal troche is a small lozenge placed between the upper cheek and gums which dissolves over 15 to 30 minutes. The ingredients from the troche absorb directly into the bloodstream via your cheek mucosa and bypass metabolism in the liver. This leads to rapid onset of effect and the maintenance of a high level of ingredient bioavailability.

# THE TX AFFILIATE PROGRAM

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## Join a Thriving Community

Affiliates become part of a dynamic community of health enthusiasts, entrepreneurs, and practitioners. Our community fosters collaboration, support, and innovation in the pursuit of optimal health and well-being. As an affiliate, you'll benefit from networking opportunities, shared insights, and collective empowerment, amplifying your impact and success in promoting premium health solutions.

## Align with a Trusted Brand

Troscritptions is renowned for its commitment to the highest standards of quality and efficacy encapsulated in our 3Ps: Pharmaceutical Grade, Physician Formulated, and Precision Dosed. As an affiliate, you align yourself with a trusted brand known for its dedication to delivering premium health solutions backed by scientific rigor and expert guidance. This association enhances your credibility and trustworthiness as a promoter of health and wellness products.



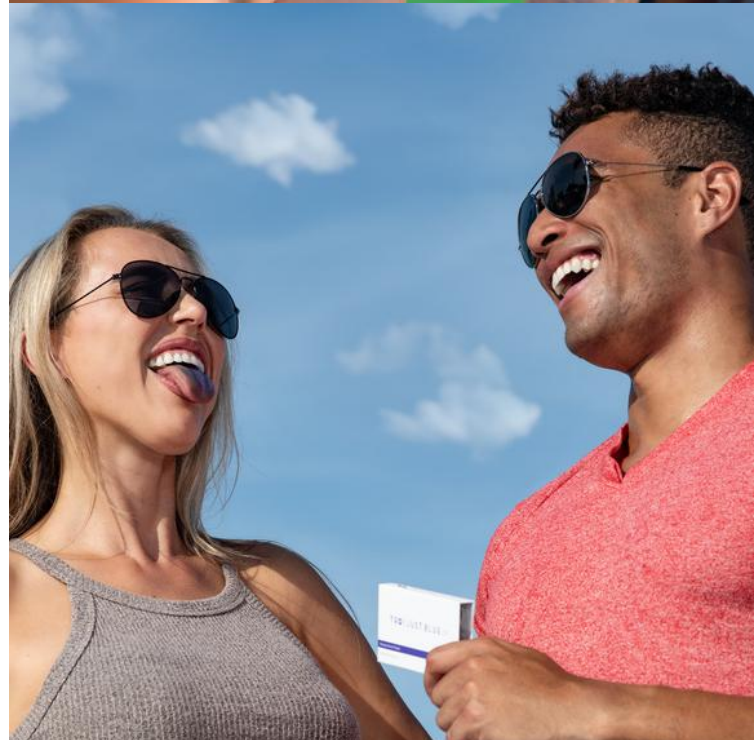


## Lucrative Commission Structure

Unlock your earning potential with our competitive commission structure designed to reward your dedication and effort. Troscriptions affiliates enjoy a generous 10% commission on every sale they refer, providing a reliable income stream and substantial financial rewards for their promotional activities. Our transparent and competitive commission rates ensure that your hard work is duly recognized and compensated.

## Access Exclusive Discounts and Offers

Affiliates gain exclusive access to discounts and offers available solely to our esteemed partners. By joining our affiliate program, you'll receive special discounts on our premium products, allowing you to experience their benefits firsthand. Additionally, access exclusive promotional offers to share with your audience, enhancing your marketing efforts and driving conversions. Leverage these exclusive benefits to elevate your affiliate business and maximize your earning potential.





 [homehope.org](https://homehope.org)

 [@homehope](https://www.linkedin.com/company/homehope)

 [@homehope](https://www.youtube.com/channel/UCv3v3v3v3v3v3v3v3v3v3v3)

 [@homehopeorg](https://www.facebook.com/homehopeorg)

 [@homehopeorg](https://www.instagram.com/homehopeorg)

## ABOUT US

Health Optimization Medicine and Practice (HOMeHOPE) is a 501(c)3 nonprofit organization in the United States. Unlike most courses for purchase, HOMeHOPE is a nonprofit organization. All profits from the purchase of HOMeHOPE certification coursework will go directly towards advanced HOMeHOPE coursework development.

**100%**

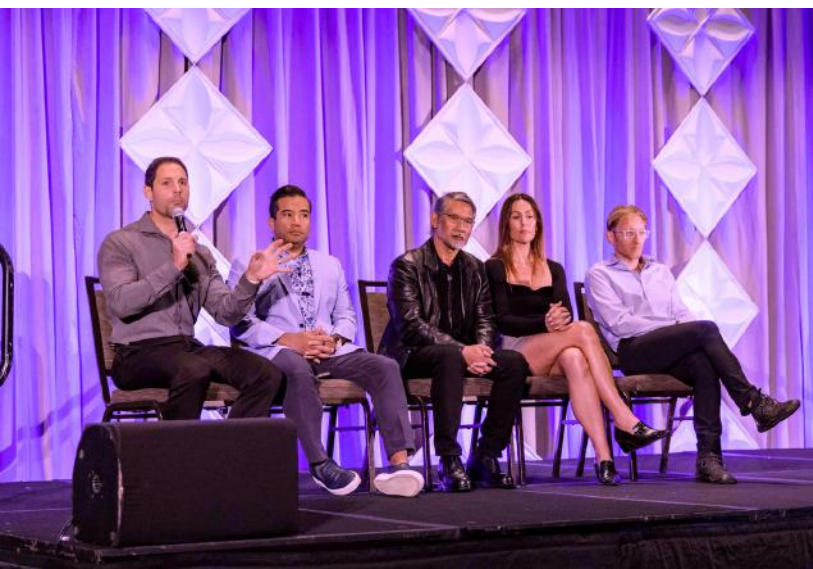
DELIVERED  
ONLINE

**20**

STUDENTS PER  
COHORT

**9**

CME CERTIFIED  
MODULES











## 7 ESSENTIAL PILLARS

- 1 Metabolomics
- 2 Gut Immune System
- 3 Epigenetics
- 4 Evolutionary Medicine
- 5 Exposomics (toxins)
- 6 Bioenergetics
- 7 Chronobiology

## ADVANCED MODULES

- 1 Cannabis
- 2 Peptides
- 3 Business as a practitioner

OUR  
HOMeHOPe  
MODULES



## Certification Details

HOMeHOPe offers a comprehensive 7-Module Essential Certification program with a total of 145 CME credits up for grabs.

## Module Pricing

Our modules are competitively priced, ranging from \$1200 to \$2000 each.

## Affiliate Commission

You can earn a lucrative 10% affiliate commission on every sale generated through your referral.

## Listener Incentive

Additionally, your audience receives an exclusive 10% discount as a token of appreciation.

# HOMeHOPe AFFILIATE PROGRAM

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Module Pricing  
**\$1200 to \$2000**

Affiliate Commission  
**10% on every sale**

Listener Discount  
**10% discount**



# OUR LEADERSHIP



# DR. THEODORE ACHACOSO



**Dr. Theodore Achacoso** is the founding pioneer of the clinical practice of Health Optimization Medicine and Practice (HOMeHOPE) and Chief Daydreamer at Smarter Not Harder, Inc.

He entered college at the age of 15 and has trained, researched, taught, worked, or founded companies in biology (BS), medicine (MD), pharmacology/ toxicology, interventional neuroradiology, neurology, medical informatics, sci-tech investing, groupware, AI-based FX quant trading, interventional endocrinology (anti-aging medicine) and nutritional medicine (board-certified in both, Paris), psychedelic plants, consciousness, and pharma-grade supplements including the Troscriptions brand.

He currently maintains a tricontinental HOMe practice (NA, EU, AS) and is chronologically 60, telomerically 32, and epigenetically 22.5.

## Expertise:

- The new clinical specialty of Health Optimization Medicine and Practice (HOMeHOPE)
- The hierarchy and roles of vitamins, minerals, co-factors, psychedelics, and tech in brain health and brain performance optimization
- The mathematics of consciousness

# DR. SCOTT SHERR



**Dr. Scott Sherr** is a Board-Certified Internal Medicine Physician Certified to Practice Health Optimization Medicine (HOME), a specialist in Hyperbaric Oxygen Therapy (HBOT), and COO of Troscriptions (a Smarter Not Harder company).

His clinical telepractice includes HOME as its foundation alongside an integrative approach to HBOT that includes cutting-edge and dynamic HBOT protocols, comprehensive testing (using the HOME framework), targeted supplementation, personal practices, synergistic technologies (new, ancient, psychedelic), and more.

## Expertise:

- Hyperbaric Oxygen Therapy
- Health Optimization Medicine
- Health Tech and Nootropics



# BOOMER ANDERSON



**Boomer Anderson** is the CEO of Smarter Not Harder, Inc. parent company of Troscriptions.

He is also the CEO of Health Optimization Practice Europe, a non-profit. In his health optimization practice, Boomer works with entrepreneurs leveraging large swaths of data and health technology. Before working on "projects that matter," Boomer was based in Singapore where he ran the South Asia Debt Capital Markets business for a bulge-bracket investment bank.

## Expertise:

- Hyperbaric Oxygen Therapy
- Health Optimization Medicine
- Health Tech and Nootropics



**Get in touch! Reach us at:**

✉ [buccalup@troscritptions.com](mailto:buccalup@troscritptions.com)