

This image is attention-getting. Copy around images often gets most readability. This copy tells the reader stuff they already believe.

Can You Really Build a Brand New Body —and Create a Dramatically Improved and Healthier Version of You... in Less than 365 Days?

Asking a question in a headline like this can be less hyperbolic than making a claim... It's inviting the reader to find out for themselves.

Little-Known Secret Supercharges Your Health And Wellbeing...

Supports Graceful Aging... Nourishes Prevention And Healing Of Chronic Diseases... And Even Enables You To Live Longer!

Note how emotionally resonant "Graceful Aging" is... A brilliant bit of copy I'll be using given the chance!

What if you could trade your present body for a much healthier one... just like trading in your old car for a newer and better model? Imagine how much better your life would be! Opens with a simple question, just like in the headline, repeating the promise.

Imagine how many health problems you'd avoid... how fast your supercharged immunity would allow diseases to disappear from your body... how much more energy you'd have... how vibrant and alive you'd feel... and how many more years you'd add to your lifespan.

If this sounds like a fantasy to you, I ask that you suspend your disbelief until you've **read the entire story**. You'll be amazed, intrigued and fascinated by the extraordinary information you're about to discover.

This is a powerful block of copy. It puts the reader in control. "Just hear me out then make up your own mind"! How can they refuse?

But first, let me ask you a question.

Which Of The Following Describes You? [Check All That Apply To You.]

- You're someone who has been living an unhealthy lifestyle—and wants to "start over" with a clean slate... **erase the "ghost of your body's past"**... and usher in a new healthier you.
- You suffer from a *chronic or degenerative disease*, and are seeking complete health restoration.
- You're seeing and feeling the symptoms of "getting older"—such as aches and pains, debilitating diseases, wrinkles and saggy skin, loss of vitality, poor memory—and wish to **regain your lost youth** — and look and feel young again.
- You're someone in fairly good health who wants to **maximize your health and well-being**, slow down your aging process, and live a long life.

This encourages engagement, the reader makes a small commitment with a psychologically big impact. Clicking a box now makes it seem like the sales letter will have a revelation about their personal situation, even though all of the above is actually very generic. Who hasn't been living an unhealthy lifestyle? Who doesn't want to maximize their health?

If you checked one or more of the above, this will be the most exciting information you'll ever encounter.

Here you go... If you clicked one of the above boxes then this message is **ESPECIALLY** for YOU!

As you *read this article in its entirety*, you will discover the recipe for **creating a brand new body**—a body that is capable of rebuilding itself and **dramatically improving your health and longevity**.

The above copy calls this sales letter an "article". Not sure any legal dept. would allow that today.

The Amazing Health Secret Of A Beverly Hills Millionaire

Think how "Beverly Hills" adds credibility here... It's where the rich and beautiful people live... So it's much more compelling than say, "The Amazing Health Secret of a Baltimore Millionaire." No offense to anyone reading this from Charm City!

Have you ever come across those rare people who never get sick—even with advancing age... those who always have high energy... who always look years younger than their actual age... who seem to be "born healthy" and never struggle with health problems—even while their friends and relatives suffer from a diverse array of diseases? Everyone knows such a person. They're actually quite common. But this question gets the reader to nod their head. "Yes"! And in selling, getting the prospect to agree with what you're saying is another step toward closing the sale.

"Mister B" is such a person.

Mystery stokes curiosity...

A *65 year old* self-made millionaire who lives in Beverly Hills, Mister B, is at the peak of health.

His biological age is proven to be that of a **31-year-old man!** (*verified by a recent biological age test in 2012*)

He's disease-free and never gets sick (*doesn't even get a cold or the flu*)—and has

Although this is about normal blood pressure, cholesterol, and blood sugar levels. "Mister B", they are promises to the reader and what their life could look like...

He has a **laser-sharp memory**.

He **looks decades younger** than his chronological age.

He has an **inexhaustible supply of energy**—and can outperform, outdance and outlast people half his age. "outdace" is a good example of a deeper benefit...

A social perk of being fit and healthy. He has amazing stamina and continues to do all the physical activities he did in his twenties.

He's **never been hospitalized** in his life!



In 2010, Mister B attended his 45 year *college* reunion. Many of his fraternity brothers—men his own age—didn't recognize Mister B at all... mistaking him for a man no older than 40. When he told them who he was, they stared in amazement because Mister B's face showed no signs of wrinkles or sagging skin—and he actually looked younger than the last time they saw him... just 10 years prior!

Furthermore, Mister B had a youthful physique... while most of his fraternity friends were overweight and out of shape.

They demanded to know the name of his plastic surgeon... the doctor who had "renovated" his face and body—and they didn't believe him when he swore he'd had no cosmetic surgery!

What reader isn't licking their lips over such a scenario? Especially men who want dominant status over their peers.

Mister B is not only a real-life Beverly Hills millionaire entrepreneur... he's also the poster child for optimum health and anti-aging. **But it wasn't always that way.**

Just like **YOU!**

Earlier in his life, Mister B was just like everyone else. In his mid-40s, he began to face the health challenges and aging symptoms so common among middle-aged people. He started rapidly losing his hair, getting wrinkles and gaining weight and flab... especially in his mid-section. He developed gum disease... suffered from undiagnosed prostate pain and even... a lymphatic disorder characterized by excessive mucous and occasional swelling of the lymph nodes.

Sound familiar? It's supposed to. If Mister B can do it, so can you!

Mister B was forced to realize, **"He was over the hill, and going downhill fast!"**

I love little phrases like this. There's alliteration with "hill", so helps with flow. It's conversational. It's a bit comical, too. So lightens up the tone a little and keeps the reader from getting too depressed. They need to be in a state of hopefulness. But one fateful day—that ultimately changed his life—a naturopathic doctor said these words to him:

"Your Body Tomorrow = What You Put In It Today"

Similar to "you are what you eat". This is old-timey wisdom the reader knows to be true. "Yes!"

This same wise doctor shocked Mister B when he told him... **"your entire body has the miraculous ability of rebuilding itself in less than a year!"**

"Every cell in your body dies and is replaced by new cells," his doctor explained...

Everyone has heard something like this before... "Yes!"

Your body builds...

A new brain in 1 year...

New blood in 4 months...

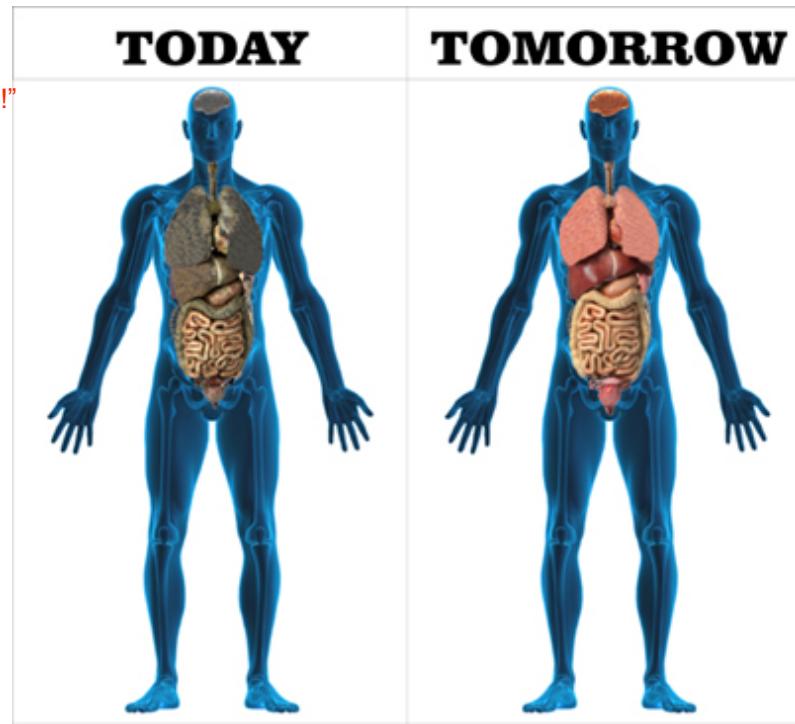
An entire skeleton in 3 months...

New DNA in 2 months...

A new liver in 6 weeks...

New skin in 1 month...

And a new stomach lining in 5 days!



Powerful graphic demonstrating the big difference a day can make.

"Your body has the power to literally rebuild itself from the way it is today... to a brand new body tomorrow," said the doctor, pointing to an illustration of the body's rebuilding mechanism.

Mister B's mind began spinning with amazement over his newfound knowledge of the human body's self-regenerating ability.

"But..." he asked, "if it's true that the body rebuilds itself, why are people still unhealthy, sick and deteriorating with age?" *Here, the copywriter masterfully acknowledges an objection of the reader's...*

The doctor replied, "The reason people continue to suffer from the same problems of aging... debilitating disease and sickness is because... people continue to recreate the same body by putting the same unhealthy food in it."

That's like tearing down a dilapidated house with a weak foundation—and rebuilding it with the same inferior building materials—that caused the weak

foundation in the first place!

Great analogy here to explain the inner workings of the body with something the reader can understand easier.

Upon hearing that... a light bulb went on in Mister B's head.

"Let Food Be Thy Medicine

... And Let Thy Medicine Be Food."

— Hippocrates, Father of Medicine

He spent the next 5 years seeking out the most nutrient-dense foods in the world to supply his body with the right raw materials to rebuild itself better than it was. After extensive research and grueling documentation, he was finally able to distill the long list of nutrient-rich foods down to the **8 most powerful super foods...**

This is laying the early foundations for the close. Creating

#1: *Is the world's greatest anti-aging super food...* value for the eventual proposition. "He did ALL this hard work, but you won't have to!"

#2: The miracle tree that *prevents and treats over 300 diseases...*

#3: A super herb with *spectacular health benefits more prized than gold...*

I love this... How can a herb be more valuable than gold!?

#4: The most nutrient dense food on the planet...

#5: The No. 1 superfood for *youth and longevity...*

#6: The absolute best for rejuvenation of aging cells...

#7: A superfood that contains 600 times more Vitamin C than oranges (and provides an extraordinary boost to your immune system...)

#8 And lastly, "*the most antioxidant-rich superfood on the planet.*"

Obviously, you're eager to discover the names of these 8 amazing and nutrient dense superfoods—and the recipe that made such a startling difference in not only Mister B's health but also his appearance! And don't worry because **the recipe** Tease to keep reading... **appears below.** But first, you need to know one of the *most important* things Mister B discovered during his extensive research...

You Cannot Build A Healthier Body By Simply Eating More Vegetables And Fruits

By denying a common-held belief like "eat your greens", the copywriter is shifting authority from the mainstream wisdom to them. "What you're about to learn ain't mainstream. In fact, mainstream is WRONG. Folks reading this far in already distrust mainstream medicine..."

If you're like most people, you've been told to "eat your fruits and veggies" since you were a child. Mainstream media including the *New York Times*, *Los Angeles Times*, most health and fitness publications, National Public Radio, as well as countless university studies have long proclaimed that a diet rich in vegetables and fruits can increase your energy levels... boost your immune system... reduce your risk of illness... and recharge your body.

But here's the rub... although fruits and vegetables are indeed good for your health... **eating them is no longer good enough** to promote anti-aging and lasting health—let alone help build a better body. Here are 4 big reasons why:

WARNING: Vegetables And Fruits That Are Conventionally Grown Are Nutritionally Depleted — And May Even Be Hazardous To Your Health

1. Today's produce is significantly lower in essential nutrients than foods produced 50 years ago because modern farming practices have depleted our soils of minerals. Many organic agricultural scientists agree, depleted soils yield **nutrient-poor produce**. You now need approximately **10 servings** of vegetables and fruits to obtain the nutritional equivalent of **1 serving** from 50 years ago. *Affirming what the reader already suspects...*
2. The long shipping and storage time between harvest and market **degrades the nutrient content further**. As a result, most vegetables and fruits sold in commercial establishments are even more nutritionally depleted.
3. The use of **pesticides** and other **chemical additives** in non-organic farming yield not only nutritionally deficient—but potentially poisonous produce—that may put you at even higher risk of **long-term health problems**.
4. *An estimated 80% of food crops including corn to tomatoes and alfalfa to sugar beets are now genetically engineered and snuck into much of the processed food we eat.* These genetically modified (GMO) crops have had their genetic material altered using complex engineering techniques. Genetically engineered produce has been shown to cause **serious health problems** to those who consume them.



And lack of food labeling regulation makes them even harder to identify in our food supply. *GMO is a fear hot-button. Especially for folks reading sales letters like this. So AGAIN, the copywriter emphasizes with the reader's beliefs and fears. "You are right to feel this way..."*

The first-ever long-term study of the health effects of GMO foods (conducted at the University of Caen in France) shows that a lifelong diet of genetically modified foods may be associated with tumors, organ damage and premature death in lab mice.

Knowing the drawbacks—and dangers—of consuming conventionally grown vegetables and fruits, Mister B had to look harder to find the exact nutritional value he was looking for. He turned his attention to the vast array of **vitamins and supplements** that flooded the market. Again, he was dismayed by what he found.

Why Multivitamin Supplements Are Not The Solution For Promoting Long-Term Health And Wellness

Once again, the copywriter destroys another potential solution. Leading the reader to the one and **ONLY** solution, which will be the supplements being sold below!

According to the world's largest study on multivitamins, people who take multivitamin supplements may not be gaining actual health benefits. Instead, most vitamins and minerals are actually excreted during a well-known bodily function... earning them the nickname: *Expensive Urine!*

Brilliant! It's saying people who take supplements are suckers, without actually saying it. Meanwhile, the reader ain't no dupe.

That's because the food nutrients found in vitamin and mineral supplements are **isolated** and **extracted**, and then put into a synthetic chemical structure the body does not recognize as food.

"Taking Multivitamins Doesn't Solve The Problem—It Is Impossible To Capture All Of The Vitamins, Minerals, Disease-Fighting [Nutrients]... In A Pill."

— Source: *National Cancer Institute*

PROOF from a third-part authority... It always amazes me how the reader can believe the mainstream is wrong and right at the same time because the NCI is a mainstream, government-run organization. You're not supposed to trust them, except in this instance when they agree with what you already believe...

It became clear to Mister B that only **real food**—not vitamin pills—can provide all of the health-enhancing factors needed to build a better body.

But clearly, conventionally grown fruits and vegetables (such as spinach, broccoli, blueberries and tomatoes, to name a few) were not the answer!

Only real, raw and organic superfoods could provide the fuel the human body needs to rebuild a healthier version of itself!

Continued below...

What Is A Superfood?

Superfood - *def.* A food with a high concentration of various nutrients and phytochemical content that delivers *exceptional health benefits*. The best superfoods are usually **scientifically proven foods** (also called "functional foods") that can be used in a targeted way to support natural healing of specific health problems and to enhance health and well-being.

This is a nice way to ensure the writer and reader is on the same page. Everyone has heard of superfood and the description is in the name SUPER FOOD, but this just makes it "official".

Yet, All Superfoods Are Not Created Equal

There are dozens of so-called "superfoods" in existence. Unfortunately, many claim health benefits and effects that are not supported by solid scientific studies. And some are only backed by pseudo-scientific research, exaggeration, misrepresentation and even old wives tales—and many have no **track record of verifiable success...** no real-life case studies of real people who have experienced real results in improving real conditions.

Mister B conducted intensive investigative work to catalog and document all the potential superfoods one by one into a huge master file—discarding those that had no substantiated merits—and doing more in-depth research on those that showed

promise. And, after over 5 years of commitment and research, he finally distilled his list down to the... **Creating value again with repetition of "5 years research"...**

Mega-8 Superfoods: The "A-Team" For Rebuilding Your New Body

With the problem well-established, (you're old and mainstream remedies ain't going to cut it!), here's the transition into the solution-segment of the sales letter...

It was a monumental day when Mister B discovered the "Mega-8" superfoods that have **remarkable health-enhancing and life-extending properties**. Little did he know that those 8 superfoods would change his life forever.

However, no matter how impressive the 8 superfoods appeared on paper, the question still remained: Would these 8 superfoods actually promote health and wellness that one could see and feel?

There was only **one way** to find out.

Mister B proceeded to buy bulk quantities of the raw and certified organic powder form of those 8 superfoods. He mixed each of the superfood powders into a glass of water, stirred the mixture—and drank his very own superfood concoction every single day for over 7 years! **Creates value by saying this was tested and proven (though not scientifically!) over 7 years...**

Although he could certainly afford to buy any nutritional or dietary supplement on the market—he chose to ingest only the mega-8 superfoods daily. He did not change his diet or lifestyle—he rarely went to the gym to work out, he still continued to drink beer, wine and other liquor—and he still binged on junk food every now and then.

This is music to the ears of every unhealthy, overweight person!

And his results are nothing short of amazing! **At age 65, his biological age is that of a 31-year-old man!** And after much prodding he's agreed to reveal his age-defying, fountain-of-youth recipe to you...

Now into the product specifics, the big reveal of exactly what this is...

Continued below...

Mister B's Secret Recipe Reveals The 8 Most Nutrient Dense Superfoods On Earth...

The nutritional properties of each of these nutritional powerhouses *could fill an entire book*. Every single one of them has been shown to single-handedly deliver powerful healthy aging benefits—but when combined, they produce a spectacular, synergistic boost to your overall health and well-being... like adding rocket-fuel to your car's gas tank!

Superfood #1: Chlorella - The World's Greatest Healthy Aging Food!

Chlorella is a single-celled, water-grown algae that contains more health-enhancing chlorophyll per gram than any other plant. It is extremely rich in vitamins, minerals, amino acids, essential fatty acids and many other nutrients that are beneficial to your health.

Chlorella also has an abundance of nucleic acids, which have *powerful rejuvenating properties* that **regulate the aging process**, supports youthful looking and wrinkle-free skin, and helps you have a longer potential lifespan.

Dr. Benjamin S. Frank, author of *The No-Aging Diet and Nucleic Acid Therapy in Aging and Degenerative Disease*, offered his patients with foods rich in nucleic acids, and reported that such a diet **helped his patient's look and feel 6 to 12 years younger** than their chronological age, and their overall health dramatically improved. They also experienced a substantial fading of the look and feel of lines and wrinkles, and developed healthier, younger-looking skin after only 2 months.



First mention of the product being sold...

The raw and organic chlorella in [Mega-Nutrition Organic Superfood](#) is "broken cell wall chlorella"—the most beneficial kind of chlorella. This means that the cellulose cell walls of chlorella have been pulverized or broken down, thereby making it bioavailable... or able to be easily absorbed and used by the body... giving it the power to deliver superior health benefits.

Superfood #2: Moringa - The "Miracle Tree" of Cell Rejuvenation and The Enemy of Abnormal Cell Growth

The moringa is a genus of trees indigenous to Southern India and Northern Africa, and now cultivated in Central and South America, Sri Lanka, Malaysia and the Philippines. The leaves of the species called *moringa oleifera*, have become recognized in recent years as being highly beneficial to human health.



Moringa leaves are a healthy aging powerhouse because they contain **several thousand times more of the powerful nutrient zeatin** than any other known plant. A study published in Rejuvenation Research shows the undeniable youth-preserving effects of zeatin are due to its ability to regulate cell division and growth, and delay cell aging. With the zeatin contained in moringa, new skin cells grow at a faster rate than old skin cells die. This results in a **marked reduction of look and feel of wrinkles** on the face and other parts of the body, and a **more youthful skin appearance**.

Moringa leaves also have 90 essential nutrients and 2 compounds that have been shown to **regulate abnormal cell growth** (or a retardation of their growth). This has earned moringa the reputation of being a plant that supports health. India's traditional natural Ayurvedic medicine currently uses moringa

leaves to in the care of over 300 diseases.

A Bureau of Plant Industry report states that, gram per gram, moringa leaves contain: twice the protein content of 8 ounces of milk (and 4 times the calcium); the Vitamin C equivalent of 7 oranges; the potassium content of 3 bananas; 3 times the iron of spinach; and 4 times the Vitamin A of carrots.

Powerful comparisons above.

Superfood #3: Maca - The Sacred Plant More Precious Than Gold!

Providing the Latin here looks "sciency" and adds credibility/authority.

Maca (*Lepidium meyenii*) is a hearty root vegetable that grows in the high Andean plateaus of Peru. It is full of essential nutrients drawn from the mineral rich soil of the high Andes and the ancient Inca **worshipped it as a sacred plant.**



Maca was so highly prized by the ancient Inca that Conquistadors often **asked to be paid their tributes in maca rather than gold!** Cool bit of trivia to wow the reader with, while also proving the power of this plant.

Maca has gained the reputation of being a **super herb** in recent years, but it has actually been traditionally used for over 2,000 years to address a variety of health conditions.

In 1960, Gloria Chacon de Popovici, Ph.D., a Peruvian biologist, isolated the 4 alkaloids responsible for maca's reputed positive support for hormonal issues such as hot flashes, fatigue, mood swings, memory loss—and even male impotence. Maca's reputation for restoring physical strength and libido has been remarked upon by many South Americans.

Maca is not only a powerful libido enhancer, but it also...

promotes reproductive health

promotes mental clarity

enhances fertility in both men and women

increases the body's resistance to stress, trauma, anxiety and fatigue

alleviates minor discomforts symptoms of menopause and PMS

has a high iron content

supports normal bone retention during menopause

helps maintain normal cholesterol levels

boosts energy levels and aids in athletic performance

When you have a lot of benefits like this, sometimes it makes sense to lay them out in easily digestible bullets like these. You're likely to catch the eye of skimmers too and suck them back into properly reading...

helps strengthen the body's immune system

Superfood #4: Spirulina - The Most Nutrient-Dense Food on the Planet!

Spirulina is a blue green algae, considered to be the most nutrient dense food on the planet.

Because spirulina's nutrient profile is more potent than that of any other food, plant, grain or herb, it is considered a superior whole food alternative to isolated vitamin supplements. In addition to its contribution to the body's nutritional needs, it has been shown to **support beneficial outcomes when concerned about:**

cancer (abnormal cell growth)	viral infections
allergies	cardiovascular diseases (heart concerns)
high cholesterol	liver damage (problems)
anemia	inflammatory conditions
elevated blood sugar	and immunodeficiency diseases (immune concerns).



Of course, no food, including spirulina, can treat any of these conditions, but good nutrition can offer support for good health and healing.

Spirulina is the **best source of vegetable protein**, containing about 65% protein — higher than any other natural food — far more than animal flesh (20%), eggs (12%), whole milk (3%), soybeans (35%), peanuts (25%) or grains (8 to 14%). It is considered a complete protein because it contains all the essential amino acids, which are the amino acids the body cannot make, but must ingest.

Spirulina also contains extraordinary concentrations of vitamins, minerals and other nutrients, such as beta carotene (10 times more concentrated than that of carrots), iron, potassium, magnesium, copper, calcium, chromium, manganese, phosphorus, selenium, zinc, essential trace minerals, and gamma-linolenic acid. It is also the **most abundant source of Vitamin B-12**, and is also rich in phytonutrients and functional nutrients that have a demonstrably positive effect on health.

Superfood #5: Cacao - The No. 1 Longevity Food

Cacao comes from raw cacao seeds, the product of a fruit grown on the cacao

tree (*theobroma cacao*), which grow naturally in the shade of tropical rainforests in South America and the West Indies.

Cocoa, a component of chocolate, is derived from cacao, which many researchers dub as "**one of nature's most fantastic superfoods.**" Here are just a few of cacao's far-reaching health benefits:



Increases blood flow to the brain and enhances brain function

Cacao is the **No. 1 source of magnesium** of any food. Magnesium balances brain chemistry... builds strong bones... helps regulate heartbeat and blood pressure... helps prevent constipation and even eases minor menstrual cramps.

Cacao beans contain certain compounds that can trigger weight loss, make you feel good and improve your mood considerably.

Cacao has more antioxidant flavonoids than any food tested so far —**more than blueberries, red wine, and black and green teas.**

Serotonin - Cacao raises the level of serotonin in the brain; thus acts to regulate mood, help with PMS discomfort, and promote a sense of well-being.

Endorphins - Cacao stimulates the secretion of endorphins, producing a pleasurable sensation similar to the "runner's high" a jogger feels after running several miles.

Sulfur - Cacao is high in the beauty mineral sulfur. Sulfur builds strong nails and hair, promotes beautiful skin, detoxifies the liver, and supports healthy pancreas functioning.

The key to gaining the most benefit from the world's No. 1 longevity food is to choose cacao that is **organic, raw, and cold-processed**, such as the cacao contained in the [Mega-Nutrition Organic Superfood](#) blend.

Second mention of the product being sold. The copywriter is soft-selling, getting the reader ready for the harder pitch to come.

Superfood #6: Wheatgrass - The Absolute Best Superfood for the Rejuvenation of Aging Cells

Wheatgrass is the young grass of the common wheat plant, *triticum aestivum*. Its leaves are juiced or dried into powder for human consumption.

This copywriter has done their homework. They've gone beyond Google and read books!

In *The Wheatgrass Book*, Ann Wigmore suggests that consuming wheatgrass juice promotes a healthy aging process because it cleanses the blood, thereby

helping to **rejuvenate aging cells** and helping to **tighten loose and sagging skin**.

The high chlorophyll content of wheatgrass, as well as the amino acids, minerals, vitamins and enzymes it contains enable wheatgrass to provide a wide range of health benefits, as follows:



Regulates normal cell growth: Studies show that wheatgrass juice has a powerful ability to regulate cell growth.

Powerful detoxifier: Wheatgrass protects the liver and the blood, and neutralizes toxic substances like cadmium, nicotine, strontium, mercury, and polyvinyl chloride.

Blood builder: The chlorophyll in wheatgrass is almost identical in chemical composition to hemoglobin, the compound that carries oxygen in the blood.

Superfood #7: Camu-Camu - The Superfruit with 600 Times More Vitamin C Than Oranges!

Camu camu is a bush that grows in the black water rivers of the South American Amazon rainforest. Its purplish red berries are a *rich source of antioxidants and powerful phytochemicals* that support and enhance health.

Camu camu berries contain the highest amount of Vitamin C of any botanical source—30 to 60 times more than a fresh orange. But when they are dried and reduced to powder form (as they are in [Mega-Nutrition Organic Superfood](#) blend), they deliver **600 times more Vitamin C than oranges!** This amount of Vitamin C provides extraordinary immune system support and enhances mental health.



The berries also contain beneficial phytochemicals, such as leucine, serine and valine, as well as significant levels of beta carotene, calcium, iron, potassium, niacin, phosphorus, riboflavin and thiamine—all of which provide these nutritional and therapeutic benefits:

Regulates soreness considerably	Helps support vibrant eyesight
Supports healthy respiratory function (helps keep your lungs healthy)	Strengthens tendons and ligaments
Maintains healthy skin, hair and nails	Helps to keep organs such as the eyes, brain, heart, skin and liver in good working condition

Dr. James Duke, Ph.D., the retired chief botanist for 30 years with the USDA (and author of several books on botanical medicine, including *The Green Pharmacy*) conducted an extensive study of hundreds of botanicals. He concluded that camu camu is **one of the most outstanding natural mood support nutrients**, and ranked it the **No. 1 Natural Remedy** for many traditional ailments.

Superfood #8: Acai - The Most Antioxidant-Rich Superfood in the World!

The acai berry (*Euterpe Oleracea*), the fruit of the Acai Palm tree which grows in the flood plains of the Amazon in Brazil, is a small, black-purple berry that is considered by many to be one of the world's most nutritious foods. That's because it's the most antioxidant-rich superfood in the world, with a phenomenally high ORAC (Oxygen Radical Absorbance Capacity) value.



These berries contain a high concentration of beneficial anthocyanins—up to **30 times more anthocyanins than red wine!** Anthocyanins are a group of polyphenols high in antioxidant value, and this gives them the ability to **support healthy aging.**

Don't assume the reader knows monosaturated is good. Tell them.

Acai berries are rich in dietary fiber, monounsaturated (healthy) fats and phytosterols that help promote healthy digestive and cardiovascular systems—and contribute to weight loss. They also have an abundance of essential fatty acids and an almost perfect essential amino acid complex and proteins that are essential for proper muscle contraction and regeneration.

Acai berries have been shown to support a graceful aging process... strengthen the immune system... **regulate normal cholesterol levels in the body...** reduce soreness... **improve circulation and cardiovascular function...** detoxify the body... improve vision... and help you sleep better, naturally.

Now that you understand the body's ability to rebuild itself—sometimes in just a matter of days... just imagine...

How much healthier you'd be if you drank these nutrition-packed mega-8 superfoods every day...

How fast your body might heal itself of diseases, aches and pains...

How much younger you'd look... The NLP crowd call this "future-pacing". I like the phrase. Put your reader in the shoes of his future self, show him what life is like AFTER he's taken your product...

How much more energy you'd have...

How good you'd feel...

And how many more quality healthy years you'd add to your life if you rebuilt your body—just like Mister B—with these natural, raw, organic mega-8 superfoods!

The good news is now you can experience the health-enhancing benefits of Mister B's superfood "fountain-of-youth" elixir—without the time, mess and hassle of searching for suppliers... measuring, preparing and blending the raw ingredients... and best-of-all without having to tolerate the elixir's strong, pungent, "natural" flavor.

Here's the pivot from the groundwork laid earlier, when the reader learned how much effort and time Mister B spent figuring all this out... Good news is you don't have to!

Introducing **Mega-Nutrition Organic Superfood** From Quantum Wellness Botanical Institute... Your "Fountain Of Youth" In A Jar!

We're not pretending this is an "article" anymore. It's time for a direct pitch...

Quantum Wellness Botanical Institute of Beverly Hills, has secured the recipe and the rights to Mister B's "Fountain of Youth" formula. It's called [Mega-Nutrition Organic Superfood](#), and combines the 8 powerful superfoods Mister B first discovered in a delicious, proprietary powder blend. The benefits of this readymade superfood powder blend are obvious:

1) **Unparalleled Nutrition** - It's the only superfood blend that contains the perfectly measured serving of all 8 stellar superfoods in their **raw and certified organic** form, which ensures extraordinary health benefits. The USP... The product or service you're selling must always be one-of-kind, else there's no reason to buy from you.

2) **Inexpensive** – A considerable savings over buying each individual ingredient in bulk form and measuring and mixing yourself.

3) **Convenient** - The recipe is already pre-mixed into a powder blend, ensuring you'll get the optimum and most nutritious amount in each serving —it's so easy, all you have to do is scoop and mix the delicious tasting powder into a glass of water or juice... you can even add it to your morning smoothie.

4) **Pleasant Taste** - [Mega-Nutrition Organic Superfood](#) has a mild, pleasant taste... unlike Mister B's original formula!

Continued below...

So Easy To Use... And Tasty Too!

There's only one way for you to find out. By trying it for yourself. All you have to do is this: Put one scoop of the **Mega-Nutrition Organic Superfood** powder blend in a glass of water, juice or smoothie... and drink the pleasant-tasting elixir once or twice daily. It's as simple as that. Bit of future-pacing here again, getting the reader to see themselves consuming the product.

When you try it once, you'll feel the difference. You'll begin to realize that your body can indeed rebuild itself everyday—and that you could have a brand new, healthier body in a matter of weeks or months.

Renovate your health today when you try **Mega-Nutrition Organic Superfood** risk-free!

For A Limited Time You Can Try **Mega-Nutrition Organic Superfood** At An Introductory Price Plus Get 4 FREE Gifts!

As always, the deal must be sweetened with bonuses!

It won't take long for you to start to feel the benefits of **Mega-Nutrition Organic Superfood**... in fact, I'm so convinced you'll find this "fountain of youth" formula the most powerful way to rebuild a whole new you...

I want to make sure you always have a supply of this age-reducing... energy-boosting... health-promoting superfood drink on hand.

That's why during this special offer... I want to send you two jars of Mega-Nutrition Superfood—valued at \$119.90 absolutely FREE! But that's not all...

You'll also receive the *Underground Health Reporter* e-book, a 227-page book that reveals little-known health breakthroughs that could make a dramatic impact on your health and the health of your loved ones. This book has a retail value of \$49.95, but it's yours free when you order by midnight. **Urgency!**

Here are just a few the anti-aging, health-boosting secrets you'll discover in the *Underground Health Reporter* e-book:



I've never figured out why... but health offers often have a coffee-table-sized print book, while in finance the bonuses are many, but short. Do you know the reasoning?

Two Rejuvenating Herbs Used by the World's Longest-Living Man

How to Make Your Cells Grow Younger

How to Turn Gray Hair Back to Its Natural Color Naturally

An Herbal Painkiller

The Most Powerful Natural Antibiotic

A 6-Minute Antidote for Stress

How to Zap Viruses and Harmful Bacteria in 17 Minutes

Drop Your Blood Pressure to Normal in Just Twelve Minutes

Boost Your IQ in Just 10 Minutes

A "Broom for the Stomach": Sweep Away 25% of the Calories You Eat

Rub Your Stomach Away in Just Two Minutes a Day

How Thoughts Spontaneously Heal Disease — Including Cancer!

New Science Reveals How Pre-Programming Dreams Can Cure Your Mind and Body — While You Sleep!

Melt Away Disease Using Nothing More than Your Fingertips

Remarkable Healing Herb Eradicates "Senior Moments"

Continued below...

Not Your Ordinary "Green Drink" Or Superfood Product

Whatever you do... don't mistake [**Mega-Nutrition Organic Superfood**](#) with other "green drinks" or superfood supplements that are available off-the-shelf at many supermarkets and health food stores. Although some of the ingredients in those products might contain some of the mega 8 superfoods, there are 4 big differences: *Again, this is unique... To be found nowhere else.*

Why Most Commercially Available Superfood Products Cannot Compare to **Mega-Nutrition Organic Superfood**

1. In an effort to impress consumers, most commercial superfood supplements contain a "kitchen-sink-ful" of ingredients—usually 15 to 71 ingredients or more. But many of the superfoods are in **trace amounts, too small to deliver any noticeable health benefits**. In contrast, [**Mega-Nutrition Organic Superfood**](#) did not throw "the entire kitchen sink" into its superfood blend. Instead, only the top 8 most nutrient-dense superfoods in the world made the cut—and every single one of the superfoods comes in significant amounts that have been shown to help enhance health... protect against disease and illness... and provide natural energy and well-being. *Turning a perceived negative into a positive. Less is more!*
2. Most superfood products are not certified organic. That means the superfoods they contain may be *nutrient-deficient* due to poor farming practices and the heavy use of pesticides and chemical additives. [**Mega-Nutrition Organic Superfood**](#) uses only **certified organic superfoods**,

certified by both the U.S. Department of Agriculture and Quality Assurance International (QAI), a USDA-accredited organic certification agency.

3. Most superfood supplements contain ingredients that are not raw, but instead are highly processed. Processing robs food of its nutritional value. Most vitamins and phytonutrients are destroyed or damaged when cooked or processed—and they become less available for assimilation by the body.

Only raw (and organic) superfoods preserve the full nutritional, medicinal and therapeutic health benefits that give them the name "superfoods" in the first place. The ingredients in **Mega-Nutrition Organic Superfood** are **100% raw and GMO-free**.

Plus, during this special introductory period, you'll also receive...

ANOTHER BONUS! Stack the value high so the price is nominal.

Life, Longevity And Youth—Through Superfoods!

Find out in this groundbreaking report! You'll learn everything you need to know about age-fighting, disease-fighting, stamina-boosting superfoods that can change your life. Discover...

The Superfood that contains 7,000 times the anti-aging power than any other plant source!

The Superfood considered to be nature's "most nearly perfect" whole food!

The Superfood the World Health Organization wants for the most malnourished regions of the world!

The Superfood that packs a whopping 90 essential nutrients!

And MORE!



And, when you accept our Premium Value offer, shipping and handling is on the house... that's right, we'll send your introductory order of Mega-Nutrition Superfood to you absolutely FREE!. That's \$20 you save by accepting our risk-free "Premium Value" offer.

That's Right! Risk-Free Because You're Covered By Our "See And Feel The Difference" Guarantee...

You'll never see good copywriters settle for a bland "satisfaction guaranteed".

Try **Mega-Nutrition Organic Superfood** for yourself for 30 Days... if it isn't the

best dietary supplement you have ever used... or if it doesn't revolutionize your health and well-being... or if you're not happy with it for any reason... just send it back within 30 days for a full refund of the purchase price. You have three whole months to prove to yourself that it works! And all your FREE bonuses are yours to keep as our way of saying thanks for giving Mega-Nutrition Superfood a try!

Try **Mega-Nutrition** **Organic Superfood** **risk-free now!**



Continued below...

Your Body Gives You A Second Chance To Be Healthy.. It's Never Too Late To Start Over

In the movie, *Forrest Gump* (starring Tom Hanks), Forrest is in a bar with Lieutenant Dan and two of his friends on New Year's Eve—at the stroke of midnight, "Long-limbs Lenore" uttered these now-famous words: **"Don't you just love New Year's? You can start all over. Everybody gets a second chance."**

That's exactly true when it comes to the human body. It doesn't matter how unhealthy your lifestyle has been... and it doesn't matter how much junk food you've eaten, how much alcohol or recreational drugs you've consumed... how much pollution you've been exposed to... or whatever you've done to compromise your health, youthfulness and vitality.

Your miraculous human body allows you to erase the health sins of your past... and you can start over with a clean slate. **Everyday is like New Year's Day!**

Your body's amazing self-regenerating ability gives you a second chance to build a brand new, healthier body—if you're willing to give it the nutritious raw materials it needs to rebuild itself into the new and improved version of you!

When you give your body a daily dose of **Mega-Nutrition Organic Superfood**, it's like **renovating your body** the way someone would renovate an old house that has seen better days.

Remember the words that started Mister B on his journey of renovating his body and his health: Your body tomorrow is what you put in it today.

When you flood your body everyday with the 8 most nutrient-dense superfoods in the world—chlorella, moringa, spirulina, cacao, maca, wheatgrass, acai and

camu camu—what kind of body do you think you'll have in one week... one month... one year?

You be the judge. But remember the words of Hippocrates, the Father of Medicine: "Let food be your medicine, and let your medicine be food."

There is almost no health problem or disease that food cannot help.

The day will come when your doctor will say: "Take 2 glasses of this superfood... and call me in the morning."

But only if... that food is nutrient-rich, raw and organic. Drink your way to optimum health with [Mega-Nutrition Organic Superfood!](#)



**Try Mega-Nutrition
Organic Superfood
risk-free now!**



Alliteration is a simple but powerful tactic for making copy sing.

**Rejuvenate... Revitalize... Regenerate... Renew...
And Rebuild Your Body—And Dramatically Improve
Your Health And Longevity With Mega-Nutrition
Organic Superfood!**

Dozens of biotech companies and university labs are developing ways to replace failed body parts, such as the liver, skin, bones, and knee cartilage. Yet they don't reveal that the body can actually regenerate those parts on its own... as long as it's given the right nutrition.

In the time it takes you to read this, you can begin to understand why you can't afford to waste any more time getting less than everything that your miraculous human body has to offer. Simply drink one glass (or two) of **Mega-Nutrition Organic Superfood** everyday... and see and feel what happens.

In as little as 30 days, you'll experience a dramatic transformation! When you flood your body with the 8 mega-superfoods that are contained in Mega-Nutrition Organic Superfood, you will begin seeing extraordinary changes as your body rebuilds itself with the best possible raw materials. You'll be renovating your body from the inside out!

[Click here to try Mega-Nutrition Organic Superfood Risk-Free yourself...](#) reclaim the energy and vitality of your youth... turn back the clock and live a full productive life well into your 80s... 90s...100s and beyond—without the need for dangerous drugs, and without suffering from the debilitating sickness, disease and degeneration that often comes with age!

Right now, you have in front of you the key to perfect health and longevity. You'll be able to feel the difference and see your body improving in as little as 1 week—and you can look forward to spectacular health breakthroughs in just 30 days!

One year will come and go—whether you like it or not. By this time next year, you can either have a brand new, healthier body that's getting better everyday... or you can choose to have the same old body with the same health challenges you have today. Decide right now to do something to help your body rebuild itself to be better and healthier than ever before... or do nothing. But by this time next year, you must accept the health consequences of the decision you are making today.

I trust that you'll choose the path that will change your life—and your health—forever by making [Mega-Nutrition Organic Superfood](#) a part of your life. This opportunity to rebuild, rejuvenate and renovate your body will rarely come your way.

May you enjoy perfect health and well-being,

Carla Davenport

P.S. Remember how Mister B's fraternity brother's wanted the name of his "plastic surgeon"... yet he'd had no "work" done? Remember how at age 65 Mister B's biological age is really that of a 31 year old man!? All thanks to the power of the Mega-8 Superfoods. Well you now know Mister B's secret to the Fountain of Youth... and through this special offer you can put his secret to work for you! What are you waiting for? Get your introductory supply today.

P.P.S I urge you to claim your \$299.63 in savings and FREE gifts now and start building your new body today! The sooner you start, the sooner you'll be on your way to new firmer, more attractive skin, a new more efficient Liver, a sharper Brain and more!

Note there are no testimonials in this sales letter, or any pictures of the youthful "Mister B."
Both could have made this stronger, perhaps...

Introductory Gift Certificate

Don't call your order form an order form, call it an "Introductory Gift Certificate" or something equally sexy.

**UP To \$299.63 In Savings
And FREE Gifts! • 100% Risk-FREE!**

Yes, I want to rebuild my body with the world's 8 most powerful and nutrient dense superfoods all conveniently packaged in a perfectly measured, proprietary, great-tasting blend. Please rush me my introductory order of **Mega-Nutrition Organic Superfood** today! I understand I'm covered by your "See and Feel the Difference" 100% money-back guarantee of satisfaction. If I'm in any way unsatisfied, I can cancel and claim a full refund within 30 days! All my FREE bonuses are mine to keep—no matter what!

Please select your choice from the options below...

At closing, you're not asking your reader if they want to buy or not.
Assume they are buying. Instead, you let them decide on what deal they're taking.

PREMIUM DEAL: I SAVE \$299.63 in Discounts and FREE Gifts and Bonuses!

6 month supply of **Mega-Nutrition Organic Superfood** for only \$269.87. (I save \$209.73 off the regular price!)

Plus I also receive:

2 FREE jars—a \$119.90 value—FREE!

BONUS: Underground Health Reporter E-book—a \$49.95 value—FREE!

BONUS: Life, Longevity and Youth—Through Superfoods—a \$19.95 value—FREE!

BONUS: FREE Shipping and Handling, a \$20 value!

\$299.63 in Discounts and FREE Bonuses and Gifts. Just \$33.73 per jar!



GREAT DEAL: I Save \$129.85 in Discounts and FREE Gifts and Bonuses!

3 month supply of **Mega-Nutrition Organic Superfood** for only \$179.85 plus S&H. (I save \$59.95 of the regular price.)
Plus I also receive:

1 FREE jar—a \$59.95 value—FREE!

BONUS: Underground Health Reporter E-book—a \$49.95 value—FREE!

BONUS: Life, Longevity and Youth—Through Superfoods—a \$19.95 value—FREE!

\$129.85 in Discounts and FREE Bonuses and Gifts. Just \$44.96 per jar plus S&H!



1 month supply of **Mega-Nutrition Organic Superfood** for \$59.95, plus shipping and handling.



[Ingredients List](#) | [Contact Us](#)

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These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. Testimonials represent a cross section of the results that appear to be typical with this product.

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