

How to restore your youthful physicality, increase your stamina and improve your sex life ... In just 4 weeks – Guaranteed

Client: Henry Wagner Clinic and Health Awareness Center

Project: Sales letter

Dear John Thomas,

Just recently, on the 4th of July, the Cameron and James family gathered in Central Park for a get-together to celebrate our country's independence. Lesley Cameron and Leroy James are brother-in-laws and hadn't seen each other in three years. You can only imagine how eager they were to see each other.

Both men were similar: they were both in their 60s – Lesley 65 and Leroy 61 – and like most middle-aged men, they worked hard and liked to travel; both were married, raised kids they'd watched go off to college and start careers.

But there was an obvious difference between these two men: Lesley Cameron walked onto Central Park with his beautiful wife, his daughter and grandkids, immaculate and distinguished, with an easy stride.

Leroy James wobbled onto Central Park with the aid of a cane and his wife by his side, for support, as he shuffled his way to the gathering spot.

What Caused This Difference

Have you ever wondered how some men are able to maintain good health, remain robust, virile, and active even into old age, while other men are beset by heart disease,

high cholesterol, high blood pressure, diabetes, lack of sexual stamina, and a host of other maladies?

It's not that some men want good health and some don't.

It's a question of lifestyle, who has access and means to the right product that enables you to maintain good health—a balanced state-of-mind, good physicality, fewer attacks of viruses, a renewed supply of energy, and a reduction in degenerative diseases....

It's a question of who has the knowledge ... the motivation to take advantage of all the benefits of such a product.

That is why I am writing to you today about something that is specifically for men. Because that is what it has done for thousands of men: It has given men in their 40s, 50s, 60s, 70s, and even 80s and 90s the means to be robust, active and full of physicality, with the urge to swim, jog, play with their children and grandchildren and travel.

Mr. Thomas, if it is improving the lives of thousands of men it will improve your life too.

As you know, there are many products on the market, and perhaps you, like me, have seen some advertised promising "instantaneous effect", and you may be using one with little success. So you may ask, correctly:

"Why should I use Your Product"? It's a fair question.

But before I answer your question, let me ask you something: Are you suffering from, or at risk of,

- High blood pressure;
- Heart disease;

- Cancer;
- High LDL (bad) cholesterol;
- Diabetes or obesity;
- Depression and isolation;
- Exhaustion after walking up the stairs?

Also:

- Are you having difficulty sleeping through the night because of fragmented sleeping pattern?
- Are you experiencing fatigue?
- Is your sex life diminishing because it's uncomfortable being romantic?

It doesn't have to be this way. Your body is designed to be active, robust, and full of vitality. It's only logical to make apart of your daily routine something that will help turn your life around, allowing you to experience the feeling of joy and happiness.

Are you the man you want to be? Is your life brimming with vitality? Or do you worry that as you get older you'll experience those abnormal conditions?

Back to The Question: Why Should You Use This Product?

If you are like most middle-aged and older men, you work hard, like to travel, and want enough energy to interact with your family...

You want to play catch, softball, or basketball with your son and grandson....

Or be able to take them to the park and play with them. The benefits of Better Life For Men reflect these habits.

And yes, you want to be romantic with your wife, and you should be able to. Better Life For Men Gives you the stamina you need.

Better Life For Men is a high-potency multivitamins that is based on your needs.

- Each vitamin and mineral in Better Life For Men is harvested — using a proprietary process — from nutrient-dense, super-potentiated plants. This proprietary process involves hydroponics in glass-lined steel tanks, which yields the purest and most concentrated form possible of each nutrient. The source of each nutrient is, in most cases, a single-celled plant most perfectly suited for the particular nutrient. Because your body identified these nutrients as life-giving “food,” your body doesn’t need to use its resources to assimilate “foreign” nutrients.
- Better Life For Men provides micronutrients, including super green foods, that are not part of the typical Western diet. This is the only multivitamins in America to contain a wild-harvested-rooted alga that is phytonutrient dense. It enhances the absorption of other nutrients and controls toxic reactions caused by drugs and chemical exposure of diet and environment. Better Life For Men contains certain exclusive enzymes not found anywhere else. It has been proven effective as a muscle builder, energy enhancer, anti-arthritic, and appetite suppressant.
- Better Life For Men contains whole-food extracts from pumpkin seeds that promote men’s prostate and genito-urinary tract health.
- Better Life For Men is packed with tonic whole-herb extracts from Siberian Ginseng Root, Fo-Ti root, Gotu Kotu Kola Leaf, Hawthorn Berry, Panax Ginseng Root, Ginseng Root, Sarsaparilla Root, Nettle Leaf, Licorice Root, and Ginkgo Leaf. Unlike isolated extracts that lack synergistic components, the herbal extracts in this formula utilize the whole plant and the full spectrum of each plant’s phytochemicals.

- These herbs are known for their health-enhancing capabilities and potent antioxidant activities for the heart, prostate, liver, brain, pancreas, and immune system.

Antioxidants help fight the damaging effects of free radicals in the body. Oxygen free radicals bombard DNA, causing gene to mutate. Your DNA sustains an estimated 10,000 oxidative hits per day. If antioxidant fails, you could get cancer. (You can't avoid free radical – they are produced when food are processed or cooked, but you can combat them.) That's why the antioxidants in Better Life For Men high-potency daily supplement have attracted so much attention.

- Better Life For Men uses only herbs classified by traditional Chinese herbal medicine as “superior” for their overall strengthening effect on the entire system. Unlike herbs classified as “inferia” (which act only on a single organ), these can be used for extended periods of time with cumulative benefits.

- The herbs in Better Life For Men allow for instant strength-building nutrient absorption, because they are derived from the part of the plant containing the nutrient. In some cases, the source of the plant's nutrient is only the leaf. Other inferior supplements often use only the stems, barks, or roots of the plants, causing problems for the digestive system. Better Life For Men takes these into account.

Better Life For Men consists of super foods and whole-food extracts so you can:

- Lower your blood pressure, improve circulation, improve your appetite, and strengthen the heart muscle – so you won't have to be one of the 555,000 American men who gets a heart attach each year;

- Enjoy greater mental and physical activity, invigorate your entire body, and prolong your life;

- Improve your libido – so you can make endless love;

- Build muscle, enhance your energy – so you can compete with younger men for women's attention;

- Keep up with the kids and grandkids.

Other multivitamins have copied some of these features.

You may also ask: Can't I get all these benefits from the food I eat?

Not even a hundred and fifty years ago when the farm wasn't overworked; when you had easy access to natural health produce; when our food wasn't being grown on farm with poor soil quality; before our environment became so polluted — this is the environment where our food is being grown and harvested — could you get all the benefits from food you're getting with Better Life For Men multivitamins, without overeating.

A large part of our diet comes from food that is refined and processed. Whatever healthy nutrients including vitamins, minerals, fats, protein, and enzymes were stripped away—

Let's be honest, Western diet is loaded with sugar, sodium, cholesterols, and other preservatives, and is depleted of nutrient.

Researchers at the Linus Pauling Institute state that a daily multivitamin supplement ensures an adequate intake of several micronutrients that are not always present in the diet in optimal amount. The researchers recommend taking a multivitamin that contains 100% of the Daily Value for folic acid, vitamin A, B6 and B12, C, D, E, K; and Biotin, Calcium, Iron, Selenium, Magnesium, and Potassium.

Better Life For Men high-potency multivitamins contains all of these nutrients and many more.

Further, researchers at Harvard Medical School have found that:

- High intakes of lycopene, the most potent antioxidant in the carotene family, and selenium, a mineral with antioxidant properties, are linked to substantial reduction in the risk of prostate cancer;

- Men who maintain ideal body weight have a 35 percent lower risk of heart disease than men who are obese;
- When a high fiber diet is accompanied by a high intake of potassium and other minerals it tends to lower blood pressure, reducing the risk of stroke as well as heart attack;
- A high consumption of folic acid and B6 can help reduce the risk of heart attack by 29 and 23 percent respectively;
- A high intake of folic acid appeared to reduce the risk of the benign intestinal polyps from which cancers arise;
- Men with low blood levels of folic and B6 tend to have an increased risk of heart attack;
- A high intake of dietary calcium appears to decrease the risk of painful kidney stone;
- A lack of vitamins and minerals can retard the working of your heart or make it susceptible to malign disease.

The researchers went on to suggest that men take a multivitamin that contains at least 400 micrograms of folic acid, 2-6 milligrams of B6, at least 2.4 micrograms of B12, and 400 IU of vitamin D.

The level of vitamins and minerals in Better Life For Men high-potency multivitamins meet, or exceed, the Harvard Medical School researchers recommendation.

Mr. Thomas, by now I hope what you've heard so far has cemented the belief that Better Life For Men high-potency multivitamins is like no other multivitamin on the market. So, let me tell you a little bit about how Better Life For Men came about.

Before developing Better Life For Men, I watched my once healthy and robust father become listless, sluggish and apathetic. It was then that I decided that no man should have to go through what my father went through – that he didn't want to go through it.

So I vowed to find a way to combat the damaging effect of the typical Western diet. In Linhail, just south of Shanghai, where I was researching herbs used by ancient Chinese healers, I discovered this secret formula.

But it would take me several more years of research and trial to develop this secret formula into what is now known as Better Life For Men high-potency multivitamins. And you can only get it through my clinic, the Henry Wagner Clinic and Health Awareness Center on Long Island City New York.

By the way, I'm so committed to improving men's health I'm donating all proceeds to my continuing research in men's health.

Jack LaLanne says, "Would you give your leg for a million dollars? Of course not. The greatest possession you have is your body; so take care of it."

If you don't make the change to Better Life For Men high-potency multivitamins, and make it apart of your daily routine, you will continue to face the physical and mental challenges you are struggling with – high blood pressure, diabetes, heart disease, fatigue, and other avoidable maladies.

And even if you're not facing them yet, isn't it smart to take a proactive stand?

A significant part of why millions of men choose Better Life For Men high-potency multivitamins is that they want to live a long, happy and healthy life. And they want to be there for their families – as these comments indicate:

"My wife's career is just as challenging and rewarding as mine. That makes the time we have together even more special. And amazingly, since I started taking your precious formula, I feel great! The problem is, though, my schedule is so hectic. Breakfast is a cup of coffee. Lunch is a cold sandwich ordered in from a local deli and eaten at my

desk. Dinner? Well, if I'm not eating heavy restaurant food with a client, I just order in pizza. By taking your formula I manage to replenish what my regular diet doesn't give me.... Your formula makes me feel better about missing a meal, especially when I'm flying, because I'm getting all of the vitamins, minerals, and nutrients I need ... even with airplane food!"

H. Walters, New York

"Being a single dad, I need to keep my energy level up to keep up with my 2 and 4 year old sons. It's not easy, I can tell you. I've found that your formula helps me to maintain the balance I need in the time I divide between work and home. I'm an associate at a busy law firm. But I made a promise to myself that I would never let my work interfere with those few hours between the time we get home and the time we go to bed. For all of us, the best time of the day is when we're all together – whether we're shopping for groceries or horsing around before dinner or cuddling together in front of the TV. That's why I make sure I have the reserves I need to give them the level of attention and quality time they deserve. After they go to bed, I usually put in another 3 hours on my computer. I feel a definite difference when I'm consistent about taking your product."

T. Young, Florida

I really looked forward to retirement. And I couldn't wait to cash in on all the hard work I'd put in when I was younger – Social Security, my pension plan, my IRA. I left the working world when I was 62. And I kept myself in good physical shape. Worked out two or three times a week. Watched my diet. When I turned 65, I started to feel my age. I thought my sexual prowess had gone the way of the Dodo. My wife didn't say anything, but I knew what she was thinking. After taking your formula for a number of months, all I can say is, talk to my wife. She says that she feels like she's living with a 25-year-old again! And, we don't need to eat out with the other "early birds." If we do decide to hit the sack early – well, more times than not – I keep my wife awake, if you know what I mean!"

K. Rogers, Florida

Every year, children and young adults watch their parents and grandparents die from avoidable diseases. At Better Life For Men, we believe you should be there for your children and grandchildren, living an active and robust life.

Don't you agree?

Then protect yourself from avoidable diseases, ensure a long robust and active life. Be there for your friends and families. For only \$49.95 you'll get a 30-day supply of Better Life For Men high-potency multivitamins.

Even better: Order a 60-day supply for only \$79.95, and save \$19.95. That's a saving of almost \$20.00 — money you can put toward food supply.

Whichever option you go with, Better Life For Men will be delivered to you free of cost, in amber glass bottle with tamper-proof seal. And here's my personal guarantee to you: If after taking Better Life For Men for 30 days and it hasn't lived up to your expectation, contact me and I'll give you a full refund — no questions asked.

Let me add that Better Life For Men multivitamins remains the choice for experts:

"I'm a nutritionist, and I can honestly say that I haven't seen a better or more natural product on the market that can restore a man's energy and vitality as well as your formula. I had researched and tried most of the products that were available over the counter, but I wasn't happy with the results. I do a good deal of testing on my clients; see the changes in their metabolism, their heart rate, their cholesterol count. I know that many supplements sold on grocery and pharmacy shelves are several years old by the time the consumer makes a purchase. Without overeating, it's practically impossible to get all the basic nutrients your body needs strictly from food sources. When you're dealing with trying to correct symptoms of nutritional deficiencies — like a lack of energy and sexual stamina — the situation gets even worse."

R. Beellows, Ph.D, California

If this thinking chimes with yours, and you want Better Life For Men high-potency multivitamins to do for you what it is doing for millions of men simply check-off your preference on the order form and mail it in the reply-paid envelop–

BUT WAIT!

I've put together a special for you with even more savings: The Deluxe Package. A 90-day supply of Better Life For Men high-potency multivitamins, for only \$105.95, less than \$1.18 per day.

That's right! That's less than the price of a small cup of Dunkin Donut coffee. I've never given this kind of saving before: A saving of \$43.90

If what you've heard resonates with you, then like millions of men, you'll want to make Better Life For Men part of your daily routine, and experience a renewed supply of energy; more zest for life; a reduction in degenerative diseases; fewer attacks of viruses; remain sexually active –simply check-off your preference on the order form and mail it in the reply-paid envelop. Or, order online at betterlifeformen.com. Or, you may call us directly at 1800-757- live.

It's important to note that these prices are promotional, and therefore temporary. But you can lock-in these prices by joining my automatic reorder program. Just choose from 30, 60, or 90 days option, and you'll automatically receive your supply of Better Life For Men high-potency multivitamins, shipped free to you.

Remember the Cameron and James family I talked about earlier: Lesley Cameron spent a big part of the 4th of July family gathering in Central Park playing Frisbee, soccer, and football with his grandkids. He even allowed himself to be tackled.

Leroy James spent the entire time sitting down, watching the activities. He was still recovering from triple-bypass surgery.

So what lead these two relatively similar men to the condition their in today?

Lifestyle. A lifestyle that includes adequate multivitamins.

An investment In Good Health

While I can promise you Better Life For Men high-potency multivitamins will give you all the benefits described above, I cannot promise you that you will live to be a100 years old. I'll promise you this though: Better Life For Men will allow you to live while you're alive.

Sincerely,

Dr. Henry Wagner,

Director

P.S. Order Better Life For Men high-potency multivitamins today and you get a FREE Bonus Gift: my 30-page Special Report, Fruitful Life: the Doctor's Report (list price: \$20).

In your free health report, you'll discover:

- The best way to drive your metabolism.
- How to prevent your body from catabolizeing itself.
- Which carbs to limit, which to avoid.
- Learn about the eating habits of our aunt sister and indigenous people.
- How to get the most out of your exercise.
- Learn the right questions to ask your doctor during physical check-up.
- Learn the standard cardiac risk factor.

- Which risk factor can be modified, which cannot.
- Learn the dangers of a lack of adequate vitamins and minerals.
- How to ensure a strong immune system.
- How to keep your body free of parasites.
- How to remain sexually potent even in your “golden years” without Viagra.

To order Better Life For Men high-potency multivitamins ... and get your FREE Bonus Report ... just return the order form in the reply-paid envelop, or order online at betterlifeformen.com, or call 1800-757-live (5483).

ORDER FORM

BETTER LIFE FOR MEN

Yes, Dr. Wagner! Please rush me my supply of Better Life For Men high-potency multivitamins. I understand that I'm getting this supply rushed to my home in amber glass bottle with tamper-proof seal ... and that it will restore my stamina, restore my virility, increase my sex drive, restore my youthful physicality, and reduce my chance of degenerative diseases.

I also understand that I am protected by your 100% no questions asked money back guarantee which states that if I am not satisfy after taking it for thirty days I'll get a full refund.

Please chose:

- Better Life For Men at \$49.95 for a 30-day supply.

- A 60-day supply at \$79.95.

Your best deal!:

- Save more with the Deluxe Package: A 90-day supply at only 105.95, less than a \$1.18 per day.

Additionally, I want to join your (choose one) 30-day, 60-day, or 90-day automatic reorder program.

Call 1800-757-live (5483), visit betterlifeformen.com or mail this form in the enclosed postage-paid envelope.

Payment options

- Check or money order in U.S. funds and drawn on a U.S bank
- International money order

Charge my: American Express Discover Master Card Visa

Cardholder Name_____

Card Number_____

Signature (required)_____

Phone_____

E-mail_____

Provide your e-mail and be the first to know about the latest medical and scientific breakthrough.

Mr. John Thomas

1941 Abbdy Road

West Palm Beach, Fl 33415

Please make any necessary change to your address above.

Other Side Of Order Card

PLEASE JOIN US AS A NEW MEMBER OF THE BETTER LIFE FOR MEN FAMILY
AND RECEIVE YOUR GIFT RIGHT AWAY.

Fruitful Life: the Doctor's Report (list price: \$20)

CALL 1800-757-live (5483), VISIT WWW.BETTERLIFEFORMEN.COM

Or MAIL IN THIS CARD TODAY – GET YOUR FREE REPORT

NOW

Dear friend,

Two years ago two unfortunate things happened to me. First, I lost my job as a housing inspector in Mount Vernon New York. With nothing to do I became listless. Next, I became impotent, which left me depressed.

I rationalized my impotency by convincing myself that many men my age (I was 61) were impotent; that they just didn't tell anyone. I'd comfort myself by trying to convince myself that I'd had my fair share of pleasure.

My wife acted as if it didn't bother her, but I was sure she'd rather have a virile husband than an impotent one.

And honestly, I yearned to make love to her. I wanted back my virility.

Then my wife told me about Better Life For Men, a remarkable men's supplement her friend's husband was using. (She had confided in her friend after all. I wasn't the only one with needs, if you know what I mean!)

But I was skeptical – multivitamins! I thought. Years back I'd taken multivitamins but stopped because I thought I didn't need them.

My wife suggested I talk to her friend's husband. I did. And he praised it, he extolled it as something he couldn't live without.

So I reasoned: it's cheaper than Viagra, which I couldn't afford. And it had all the nutrients to restore my virility ... restore my libido ... increase my stamina ... and protect me from viruses.

So I tried it. Within three weeks I felt the urge to socialize. I felt motivated. And more important, I became virile again, able to get and maintain an erection – all of this within three weeks. And because it doesn't have binders I can take it without eating.

Better Life For Men not only restored my sex drive, it boosted my testosterone.

Better Life For Men has so much energy, vitamins and nutrients that I'm able to mount the stairs like a 30 year old. I felt so energetic and motivated I even went out and got a job.

Sincerely

Joseph Chambers

Mount Vernon, New York