

Penny Thomas
Male Vitamin Live Practice Assignment for AWAI
Page #1

{Envelope: # 10, 2/c}

Smith Nutritional Products
1234 Main Street
Podunk, NJ 08840

**Open Now for
Your ticket to living your **Glory Days** again!**

{Main Sales Letter: 8 pages. 8 ½" x 11". White paper. 2/c}
{Letterhead of Martin Smith Clinic and Health Awareness}
{Picture of Dr. Martin Smith}

Say Hello to Glory Days Again!

Enjoy the Sex You Dreamed of in Your Teens

Ratchet up your stamina

Is it a fond and distant memory – those days when you ran, jumped and hit a ball? Danced all evening? Made love all night – every night?

Well, it doesn't have to be a memory. You can enjoy all of it again. You can boost your energy levels. Kick-start your libido. Enjoy life today as you did those many yesterdays ago.

Dear Friend,

We all know that deflating feeling. The times when no matter what the mind thinks – the body doesn't want to cooperate. Or the other, even more depressing time your desire for sex is so weak you wonder how on earth you managed to father those great – but exhausting – kids!

And, the only thought that crosses your mind when you see your wife walking to the bathroom is "I hope she won't be too long... I've gotta go!"

Well, it doesn't have to be that way. You don't have to drag through your life wishing you had the energy to have fun – to laugh and play with your family and friends. You can enjoy your life to the fullest. You can take back control over your health, appearance, fitness, energy and sexual enjoyment.

Throw a ball with your kids And have a ball with your wife – on the same day!

My name is Dr. Martin Smith, director of the Martin Smith Clinic and Health Awareness Center. Oxford University introduced me to Eastern philosophy and healing (my undergraduate degree). Johns Hopkins University gave me a western medical degree. These two complementary, but differing approaches to health and well-being intrigued me. I wanted to know how to use the best of both worlds to benefit:

- Men like you who believe there is more to life than working, watching TV and sleeping.
- Men over 40 who wanted – and deserved – a life full of energy, fun and satisfaction.
- Men who were tired of dragging their butts through the day and collapsing on the couch at night.
- Men who dreamt of satisfying their partners in bed like they used to in the not-so-distant past.

Potent Herbs for Increased Virility and Vitality

I traveled to China, to Linhai, south of Shanghai, the center for traditional Chinese healing medicine and research. I saw how healthy, young looking and vibrant the well-respected elders were – elders in their 70s, 80s, and 90s – some who had recently fathered children. They had a secret to energy and longevity that I wanted to bring back to the States to share with you.

The elders led me to rare plants full of whole nutrients that gave them their energy and vitality. So packed with goodness they are called “nutrient-dense.” Under super sterile conditions and a proprietary process – hydroponics in glass-lined steel tanks – so no contaminants were able to touch the plants, we extracted the purest and most concentrated nutrients.

Essential minerals and vitamins designed to promote virility, energy and vitality were added to the formula. I tested it on myself. The results were amazing. I had the get up and go like when I was in my twenties. I couldn’t wait to share this magical formula with you and my patients.

And now, this centuries old wisdom of health and healing from the ancient Chinese healers is here in the west waiting to help you.

Male Mega Energy is a breakthrough formula of health-building, purified whole-food nutrients essential to better performance, stamina and sexual potency – specifically formulated for your needs as a man that include prostate protection, energy and sexual performance. It can help you:

- Take back control over your health
- Improve your energy and stamina
- Increase your sexual appetite and performance

Boost your energy levels

Male Mega Energy’s super-dense, nutrient filled formula is filled with terpenes (one of the largest classes of phytonutrients) such as those found in green foods, soy products and grains. Terpenes function as antioxidants, protecting your body fluids from free radical assaults – the

things that age and debilitate you. Research has proven that free radicals are involved in almost every disease of modern life – everything from heart disease to Alzheimer’s disease.

When I turned 65 I thought my sexual prowess had gone the way of the Dodo. But, after taking your formula for a number of months, all I can say now is, talk to my wife --- she says that she feels like she’s living with a 25-year-old again! No “early bird” specials – But, if we do hit the sack early – well I keep my wife awake, if you know what I mean!

K. Rogers

The simple act of adding phytonutrients to your daily regime gives you:

Increased Energy, Stamina and Virility – which translates into an amazingly great sex-life!

Improved Immune System Function and Glucose Tolerance – your weight, body tone and overall health are all under your control. You reduce your risk of diabetes and other debilitating diseases.

Enhanced Ability to Adapt to Stress – your cardiovascular system will love this one. No more racing heart or sweaty palms in moments of stress. You will sail through those difficult business meetings without breaking a sweat. And you’ll smile all the way to the gym.

Kick-Start Your Libido

Male Mega Energy has the double punch of two kinds of Ginseng designed to boost your libido and enhance your performance:

Panax Ginseng Root – The “Root of Man” used by athletes worldwide to give them a steroid free and legal competitive edge. A stimulant and tonic that helps the body adjust to stressful situations.

Siberian Ginseng Root – The active component – eleutherosides – is used to relieve physical and mental stress, increase stamina, normalize blood pressure and reduce cholesterol.

Studies by Japanese scientists found that rats given ginseng were able to perform tasks at a faster rate and with fewer mistakes. And most important of all, it enhances sexual desire. Studies at Kyoto University and cited in the *Journal of Human Reproduction* in March of 2004 clinically proved Ginseng’s powers as a sex booster.

These two herbs – known to the ancient Chinese healers for thousands of years – and the other ingredients in **Male Mega Energy** will:

- Enhance physical performance so that the jocks at the gym want you on their basketball team.

- Help your body withstand stress so you're able to work more effectively on the job - using less energy and mental gymnastics.
- Improve circulation – your erections will always be rock hard.
- Help prevent heart disease by reducing cholesterol and blood pressure – no relying on pills to keep your heart ticking.
- Lower blood sugar levels – prevent diabetes and the constant blood testing and fear of amputation.
- Relieve swelling and soreness of rheumatism and arthritis so you can dance all evening and make love all night.
- Ease colds and infections – no more broken dates because of a dripping nose.

I'm a personal trainer. My clients are all "Fortune 500" types and I need to set a good example for them. Even when I'm supervising my clients, I'm working out all day. Your formula definitely keeps my energy level up, which in turn helps me to motivate my clients into reaching their fitness goals.

D. Brockman

A Natural Solution to an Unnatural State of Health

You'll never run out of steam again when your younger co-workers suggest a game of softball after a long day at work – you'll be first at bat.

Gone will be the feeling you're too tired in the evenings to do anything but hold the remote and stare at summer re-runs. What I'm saying – YES promising – is that no matter how energetic you feel right now, with *Male Mega Energy* you can feel a whole lot better!

Male Mega Energy has all the compounds to rejuvenate you, enhance your sex life, improve your memory and overall quality of life. Packed with herbs chosen specifically to help the heart, circulation and erections; it...

- Slows signs of premature aging – ginkgo, biotin and the B vitamins work to keep your hair and skin young.
- Enhances sexual desire – potassium, zinc, iron, sarsaparilla root and vanadium keep your prostate healthy and your testosterone levels up.
- Improves mental alertness and memory – choline, gotu leaf, and ginkgo support your brain.
- Boosts overall health and energy – the phytonutrient dense ingredients (hydrilla verticillata, alfalfa and pumpkin seed extract) along with other minerals and vitamins keep your energy up at optimum levels.

The Western Diet is Killing You!

We live our lives to the maximum, running from one appointment to another. Working long hours, playing hard. And, through no fault of our own, often the only food available is 'Fast Food.' Danish and coffee for breakfast. Whopper for lunch. Pizza and beer for dinner.

I've been driving 18-wheelers for the past 20 years – that's a heck of a lot of stops at greasy diners or making do with a sack of donuts in my lap and a thermos of coffee on the seat next to me. Life on the road takes its toll. Your formula gives me the energy I need to concentrate on the road and the vitamins I need to counteract my "trucker's diet." I'd definitely recommend it to all my good buddies out there. 10-4.

H. Haggerty

Male Mega Energy counteracts the daily abuse we subject our bodies to from the food we eat. Each tablet is packed with nutrient-dense Super Foods, rich in vitamins and minerals in quantities designed to keep our bodies functioning at the healthiest level. Studies by scientists at the University of Kazakhstan and published in *Modern Medicine* in February 2002 proved that:

Ginger Root – Aids digestion and eases cold symptoms.

Licorice Root – Good for soothing peptic ulcers, bladder and kidney ailments

Dandelion Root – Enhances liver and gallbladder function – one of the first places disease starts.

Alfalfa – Dubbed the "father of all foods" - an excellent appetite stimulant and overall tonic. Provides relief from constipation, bloating and water retention.

Nettle Leaf – A well-know remedy for hay fever and allergies. It also has been shown to lower blood sugar, which can help prevent diabetes.

I'm a nutritionist, and can honestly say I haven't seen a better or more natural product on the market as your formula. Without overeating, it's practically impossible to get all the basic nutrients your body needs strictly from food sources. My clients come to me suffering from lack of energy and sexual stamina. I recommend your formula and see their energy and vitality restored.

R. Bellows

High Blood Pressure – You Can Have It and Not Know It

Hypertension (high blood pressure) is called "The Silent Killer" because it has no symptoms and the only way to find out if you have it is to have your blood pressure measured.

The National Institute of Health reports that high blood pressure directly increases the risk of coronary heart disease (heart attack) and stroke (brain attack). As a middle-aged man, you have an increased risk of hypertension over women in the same age group. It is estimated that 1 in 5 men could have hypertension and not know it. You don't want to be the one in that statistic do you?

Once diagnosed, drugs and life-style changes can lower high blood pressure. Yet, the conventional medicines used can ruin your life – diuretics keep you running to the bathroom at inconvenient times and beta-blockers can cause impotence. Not a great way to live the rest of your life is it?

Male Mega Energy is packed with vitamins, minerals and extracts designed to lower blood pressure and -- an added bonus -- promote prostate health.

Fo-Ti Root – Known as Ho Shou Wu in China, Fo-Ti protects you against heart disease by preventing blood clots and reducing blood pressure. It is also used as a rejuvenating tonic. Fo-ti can prevent hair from going gray as well as prevent other signs of premature aging. Increases fertility and maintains strength and vigor.

Sarsaparilla Root – A tonic for male sexual potency. Its steroid like compounds, saponin glycosides, contains male hormones. It is a blood purifier and promotes healthy urination.

Hawthorn Berry – Rich in bioflavonoids that are essential for vitamin C function, hawthorn berry is a vasodilator – increasing the flow of blood and oxygen to your heart. This improves your circulation. Lowers your blood pressure and strengthens your blood vessels... protecting you from deadly aneurisms.

**Forgotten how good you felt in your twenties?
Forgotten your boss's wife's name?
Forgotten anniversaries, birthdays, or appointments?**

The American Medical Association, the Nutrition Foundation, the International College of Applied Nutrition and the American Dietetic Association have long believed that what we put into our bodies is directly related to how our bodies perform and age.

The nutrients we put into our brains, muscles and organs have a direct effect on our performance, memory, and health. But, with our hectic life, who has the time to buy, measure, and compute the nutritional value of the ton of fresh fruit and vegetables we would have to eat every day to achieve optimum health?

Cases of Alzheimer and dementia are on the increase – the latest findings from the NIH estimate that 1 in 10 Americans will suffer from Alzheimer over the next ten years. Modern medicine keeps us alive longer, but without proper nutrition, your brain will wear out before your body does.

Male Mega Energy's finely tuned dosage is not only designed to improve your heart, prostrate and libido, it also improve memory. All systems in our bodies are connected and the whole-food nutrients in **Male Mega Energy** are immediately recognized and assimilated by every part of your body to achieve maximum beneficial effect:

Ginkgo Leaf – For more than five thousand years, Chinese doctors have recommended the Ginkgo leaf to improve memory, relieve signs of senility, increase blood flow to the brain and lower extremities.

Gotu Kola Leaf - Used in by the Ayurveda medical practitioners in India for centuries as a nerve tonic to promote relaxation and enhance memory.

Feel Stronger and Younger Take Control of your Health, Energy and Enjoyment

Male Mega Energy formula is precisely calculated to administer the exact proportions and mix of vitamins and minerals to give you the optimum health benefits – all in the easy dose of one pill taken three times a day.

This amazing, age-conquering solution is easy to implement. You don't have to go on a diet. You don't have to follow an exhausting exercise plan. You don't have to give up the things you enjoy.

What you will **want** to do is eat great tasting, healthy food. You will **desire** to make long and satisfying love to your partner. You will **enjoy** pushing your body to perform like a 20 year old. And you will get **delight** from hearing people tell you how young you look.

Male Mega Energy is fully buffered so you can take it any time you want in your busy schedule. It has naturally occurring nutrients that are self-buffering - not acid-forming like chemically derived vitamins. It is the only vitamin supplement made of whole-food nutrients, which are immediately recognized and assimilated by the body. With 3 easy-to swallow supplements a day you can:

- Invigorate your sex life – make you and your partner happy
- Strengthen your heart and circulation – to keep up with the kids on the basketball court
- Strengthen your vision – throw out those glasses
- Reduce the aging effects on your skin and hair – thick hair and clear skin are yours to keep
- Keep your prostate healthy – stream like the Fountain of Trevi again!
- Improve your memory and brain – no more embarrassing forgetful moments
- Lubricate your joints – dance, job and play with no after effects
- Cleanse your liver, kidneys and digestive system – eat what you want. When you want and forget about the antacids

But, before I tell you how to order *Male Mega Energy* I want to tell you about the special report I commissioned just for you: **“Fun and Innovative Sex Games For You and Your Partner”**. When you use these games in your bedroom – it's be **“HELLO GLORY DAYS AGAIN!”** Your partner will be amazed and ecstatic by your technique. You will be a hero. Written by experts in the field, this report will add an amazing dash of spice to your sex life. It is yours **FREE** when you order *Male Mega Energy* in the next 10 days.

In addition to receiving **“Fun and Innovative Sex Games For You and Your Partner”** I want to send you **FREE** every month my **“Male Health Report”** – an e-zine packed full of the latest advances in male health with reports by leading experts in the field of medicine, nutrition and fitness. This easy-to-read report will give you cutting edge health news. All designed to make you the informed guardian of your health, happiness and fitness.

HEALTH, ENERGY AND LONGEVITY ORDER NOW!

Male Mega Energy High-potency daily supplement for men - Vegetarian formula – Buffered. Specifically formulated for male needs with prostate protection.

Male Mega Energy - 30-day supply for only \$49.95 in an amber glass bottle designed to keep the supplements fresh and free from oxidation. Or to make it even easier, order a 90-day supply for only \$1.18 a day – that’s less than a cup of coffee.

- ✓ Tamper-proof seal.
- ✓ No preservatives or binders.
- ✓ Protected from oxidation by vital food factors.

Good health is the most important asset in your life. Without good health you can’t make wealth. You can’t be part of a satisfying relationship. Without health you can’t enjoy the big and little every-day pleasures. Without good health you can’t easily travel, play sports, or explore the mysteries of the world.

Your health and happiness are vitally important to you and to me. I want you to be completely happy with **Male Mega Energy**. If at any time you’re not satisfied with the results just write and tell me why and I’ll reimburse you – everything.

MONEY BACK GUARANTEE

After trying it for 30 days, if you do not feel more energetic, more vital, happier and sexier than before – then simply return the balance of your order (opened and unopened) and I will completely **refund ALL** of your money – **Guaranteed**. **“Fun and Innovative Sex Games For You and Your Partner”** is yours to **Keep FREE** just for trying **Male Mega Energy**.

You make the decisions of what you put into your body. You make the decision of how much exercise and sleep you get. Now you can make the decision to add **Male Mega Energy** to your daily routine. I guarantee you will not regret it.

Yours in Good Health,
{Legible signature}

Martin Smith, M.D.
Director
Martin Smith Clinic &
Health Awareness Center

P.S. - But hurry, I only have a limited number of copies available of **“Fun and Innovative Sex Games For You and Your Partner”** –and from all the reports I have heard, this is a really popular publication for both partners. It has opened the bedroom door to FUN, FUN and more FUN. Order **NOW** to reserve your copy! Remember, you get to keep this great publication, even if you return the balance of your order of **Male Mega Energy** – I guarantee it.

{ Order Device – 1 page, double sided.2/c + plus stamped, addressed envelope }
{ First side of Order Device }

***Male Mega Energy*- Nutritional Supplement**

ORDER *Male Mega Energy* HERE
And get the **FREE GIFTS**

{ Picture of Free Gifts }

YES I want to improve my libido, energy and memory! Send me my *Male Mega Energy* today

FREE SHIPPING and HANDLING

BEST DEAL - ONLY \$1.18 a day!

____ Yes, please rush me my three-month (90 day) supply of *Male Mega Energy* for \$105.95. I save \$43.90! Don't forget my **FREE** gift - "**Fun and Innovative Sex Games For You and Your Partner**" and sign me up for a **FREE** year subscription of your monthly e-zine: "**Male Health Report**" delivered to my email address : _____

GOOD DEAL

____ Please send me two months supply of *Male Mega Energy* for \$79.95. I save \$19.95. And I get the **FREE** gifts.

____ Get me started on the road to good health. Send me a 30-day supply of *Male Mega Energy* for \$49.95 – don't forget my **FREE** gifts.

MAILING ADDRESS: Smith Nutritional Products...1234 Main Street ...Podunk, NJ 08840.

{ Second side of Order Device – 2/c }

Male Mega Energy- Nutritional Supplement

[Picture of Product]

Method of Payment:

Check Enclosed for \$ _____ payable to Smith Nutritional Products

Bill my _____ Master Card _____ Visa _____ American Express _____ Discover

Card # _____ Exp. Date _____

Signature: _____

Telephone number (in case we have a question about your order) _____

Email Address (for **Male Health Report** monthly E-zine) _____

Shipping Details:

Name: _____

Address: _____

City _____ State _____ Zip Code _____

For Faster Service use our TOLL FREE telephone 1-800-555-1234 Operators are standing by 8 am to 8 pm EST or FAX your order to 1-123-456-7890 (available 24 hours)

Your GUARANTEE: Feel better in 30 days or your money back!

Smith Nutritional Products and Dr. Martin Smith prides itself on the highest quality of its nutritional supplements. If you are not entirely satisfied with our product – or the results – return all unused portion within 90 days and we will give you a full refund. You get to keep your FREE gifts.

MAILING ADDRESS: Smith Nutritional Products...1234 Main Street ...Podunk, NJ 08840.

{Buck slip – One page 8 ½” x 11” – colored paper}

Memo

Hello, Joe Brown here – Manager of Client Services at Smith Nutritional Products. My job is to make sure our clients and patients are happy. Here’s what some of them are saying about **Male Mega Energy** – you could be as happy and satisfied as they are.

I live in Detroit – and you know how those Michigan winters are! And the kids pick up all kinds of germs at school and bring them home. I started getting lots of colds and flu-like symptoms just about every other week. Two months ago I started taking your formula – and have not experienced the slightest sniffle since.
J. Cromby

Being a single dad, I need to keep my energy level up to keep up with my 2 and 4 year old sons. I make sure I have the reserves I need to give them the level of attention and quality time they deserve. I’ve found that your formula helps me to maintain the balance I need in the time I divide between work and home.
T. Young

As Head Coach of Athletes of America, I do everything possible to help each young athlete to achieve “personal best.” For that they need the right fuel. I believe that supplementing with the right vitamins and minerals is of primary importance. All the athletes I have trained in the past year had added your formula to their diets. The results have been amazing. This product keeps world-class athletes in top form and the energy to go that extra mile.
J. Cunningham

I have a demanding career life and travel frequently. My schedule is so hectic, I rarely have the time to eat a healthy and nutritious meal. But, by taking your formula I manage to replenish what my regular diet doesn’t give me. I feel great. Your formula makes me feel better about missing a meal, especially when I’m flying. I know I’m getting all of the vitamins minerals, and nutrients I need Even with airplane food!
H. Walters

As Director of the Concord Health Institute, I have officially added your formula to the standard meal plan here at the spa. We do our best to teach our patients how important complete nutrition is for their overall good health and well-being. We send them home to the stressful world with a complimentary bottle of your formula. It does the job.
E. Lexton

{Lift note – one page – executive size paper – 7 ¼ x 10 ½ inches, 2/c. Typeface in ‘handwritten’ style}

{Chinese characters - logo/woodcut stamp in second color–left corner}

***From The Desk of
Harry Chin, M.D.***

Linhai
People’s Republic of China

Dear Friend:

As an American trained doctor, specializing in Western and Eastern Medicine, I have tested many different high potency daily supplements for men.

Of all of them, I have found *Male Mega Energy* to be the most superior. It perfectly unites the best of modern western science and the tried and true eastern philosophy and healing knowledge.

As a test, I prescribed *Male Mega Energy* to my patients – men who were in fairly good physical shape to start with. I was amazed at the results. These 80+ year old men started acting half their age – some even fathered more children. Their aches and pains disappeared. They laughed and performed physical acts they hadn’t been able to do in years.

I highly recommend Dr. Martin Smith’s *Male Mega Energy* supplements. I know from personal knowledge it will improve your enjoyment in life and your overall health and well-being.

Sincerely,

Harry Chin, M.D.