

Sheldon Gladstein  
EnerGex Promotion – Sales Letter  
July 28, 2003  
718-605-7655  
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[Copy for Sales Letter. 13 pages, double sided. Page breaks, font size and colors are intentional (heading space indicating copywriter contact info will obviously be removed). Product picture and other graphic design improvements are welcomed.]

**Every day you are ROBBED of your most precious possession - Your ENERGY.**

**Now an exciting new product lets you TAKE CONTROL of your Energy, your Health and your FUTURE.  
Find out how to -**

# **GET MORE AND MORE ENERGY AS YOU GET OLDER**

Dear Friend,

I can't stop thinking about my Dad.

I saw him again yesterday. There he was, on his front porch, just like last time, and the time before that and the time before that. Just sitting on his front porch, sitting, rocking in his rocking chair. Looking so tired, just kind of staring into space, rocking back and forth...

Oh, he was happy to see me, I know, I can tell. I know he loves when me and my wife and the kids come to visit. I see that smile in the corner of his mouth, that glimmer in his eye... Mom comes out to greet us, to hug us, to smother the kids with kisses. Dad just keeps on sitting there and rocking, barely managing a weak wave from that darned chair, just rocking back and forth.

Dad's 65. A tired, spent, withered, sixty-five years old. Now I don't think that 65 has to be this tired old age. But Dad, well, he still has that glimmer in his eyes, but no strength to act upon it...

I think back on the glimmer of pool water, not so long ago, when I was a kid. In my mind's eye I see Dad, laughing, swimming, picking me up with one arm and my

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brother with the other, and throwing us both, laughing, into the water...

I see Dad swinging at the plate at the company softball game. Mom and us kids cheering him on from the stands. And he hits that ball, goodness, I can still see the outfielders just shaking their heads and giving up on it, while he smiles and rounds the bases...

And I see him promising Mom to take her places when he retires. How they'd go see Paris, how they'd go see Spain...and I see that look Mom would give him as she hung on to his broad arms, that look I understand better years later...

Now those arms lay limp and folded in his lap. And he rocks back and forth.

A year ago, after one of my visits, I just couldn't stand it anymore. Right then and there, I made a vow, to my wife, and to myself. I swore – I would take care of my health. I would take care of my energy...I would NEVER run out of steam, and just sit there rocking back and forth like my Dad. I WOULD FIND A WAY to never run out of energy, even as I grew older. I would find a way.

And I did.

I did a lot of research. I racked the libraries, the Internet, health food stores...I interviewed nutritionists and chemists...I tried products...And then I found it.

I found the way to GET MORE ENERGY as I grew older. I started growing STRONGER and more ENERGETIC. In my work. In the fun I had with my family. In the love I shared with my wife. I felt it. I found it. And I would never go back to letting my energy ebb away, to letting it flow out of me while I just rocked back and forth...

Dad, I said, I love you. But when I get older, I am going to do all those things I promised I would do. I'm not going to run out of gas.

Son, he said, everybody says that. I said that. My Dad said that. But it's just the way things are. You get older, you get tired.

No Pop, I've found a way...

Son, he said, and smiled, you're off your rocker!

Dad, I said, fighting back tears, I wish you were off yours.

**IT'S TIME TO SPRINT, NOT FADE AWAY.**

People think that as they get older they start to naturally lose energy. Sadly, too

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many people just resign themselves to it, and, like my Dad, just plain give up. It does not have to be that way.

You don't have to. You see, it is possible, to get more and more energy, as you grow older.

You can slowly but surely do better and better at your job. While your working peers start to slow down, you start to sprint. You use the smarts you've gained through years of working experience, and combine them with the strength and drive of youthful energy.

Remember when you first started working, how you could work all hours, all day, all night, full throttle, full-speed ahead. But you were like a runaway train, without focus, without the smarts. Now you can have that energy back, with the know-how to direct it. You can channel that energy into ways that will help you race forward in your career.

While others are just hanging on, you start sprinting forward. More bonuses. More promotions. More salary. More working satisfaction. More money to get the things your family needs. More money to do the things you've always wanted.

## **YOUR FAMILY WILL NOTICE**

Your boss won't be the only one who notices. You were always "too tired" to spend real time with your kids – but now - Watch your son's jaw drop when you fake left and drive right past him for the smooth layup. He can't believe you can still beat him, let alone keep up with him. Dad, you're incredible...

Watch your daughter's face light up when you offer to go mountain biking with her. A whole day in the mountains, just with her, keeping up with her, talking to her, being an active part of her life...

Watch your wife's eyes sparkle with "that look" when you dress to the nines and take her for a night of dinner and dancing... You haven't looked more fit, more full of life, for years... Watch her shock when you give her that necklace she's had her eye on, that your bonus helped you earn... When you gently clasp it around her neck and whisper in her ear how much you love her... when you take her home and love her, with more energy, with more vigor than when you first started dating...

## **DO THE THINGS YOU VOWED YOU WOULD WHEN YOU RETIRE**

Watch your heart soar when your wife leaps into your arms after she sees those tickets... Honey, remember that cruise I've always promised we'd take one day... well, one day is here! Take a look! You kiss her and tell her how now you can really go to Paris, to Spain, to Australia... how next year you really will drive cross-country and see

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this beautiful land...how your retirement dreams are not just empty promises...

So many people make these promises, and then, when retirement finally comes, get too tired, too sick, to keep them. What a horrible shame. It's more than irony, it's tragedy!

But you won't let these just be a dream...you make them your reality!

You deserve to live the dreams that kept you going while you provided for your family. You hug your wife and shout with joy that you are living, you will keep on living, you will keep on enjoying this wonderful life. That you have the energy, more and more energy, to live your dreams!

## **THIS IS NOT A DREAM**

It's not a joke. It's not a dream. You can have more energy as you grow older, not less. And this dream is very much within your reach...

You need to reach three times a day for EnerGex. You need to open the amber bottle, and faithfully take one easy to digest, nutritious tablet, three times a day. You need to watch your energy grow, and grow.

## **ENERWHAT? ENERGEX.**

EnerGex is a super high-energy supplement that drastically improves your energy level. You will feel stronger, more vibrant, more alive, more full of energy, for as long as you take it, for days, for months, for years. Your energy will increase and keep on increasing, letting you live your life to its fullest, no matter how old you are.

EnerGex gives you more than 47 essential Whole Food Nutrients that are immediately recognized and assimilated by your body. It gives your body a complete, super-satisfying portion of the substances it needs, three times a day. Your body will respond to the dosage very fast... and your body will be eager and ready to respond to the demands you put on it, right away!

EnerGex gives you over 12 Naturally Occurring Food Factors. These food factors help give you essential vitamins that the body cannot manufacture by itself. It helps your body protect itself from negative external and internal factors...it helps defend you from the forces that destroy your energy, that destroy your health, that destroy the joy you promised yourself you would have.

## **THE DANGER IS REAL**

Forces that destroy energy, health...what forces? Are they real?

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Yes, the danger is very real, and it is all around us.

- The air you breathe is full of pollution and waste, from factories, from cars, from buses, from trucks...
- The meat we eat is full of unnatural growth hormones designed to make the food look good but actually robbing the natural nutritional value...
- The fruit we eat is full of chemicals that harm insects, but undoubtedly affect our bodies in unnatural ways...
- The meat and drinks and snacks we eat are full of fat and cholesterol...
- The bills are due...
- The kids are wild...
- The worries, the pressures, the tensions, the stresses...
- IT ALL ADDS UP AND HURTS US

And does it ever.

These factors affect our bodies from the inside –

They cause FREE RADICALS, which are extremely damaging to the human body.

Remember chemistry class?

The most important feature of an atom for determining its chemical behavior is the number of electrons in its outer shell. Atoms seek to reach a state of maximum stability by gaining or losing electrons to either fill or empty their outer shell. Alternately, they share their electrons by bonding together with other atoms to complete the outer shell.

Normally, bonds don't split in a way that leaves a molecule with an odd unpaired electron. But when weak bonds split, FREE RADICALS are formed. And the pollution, pesticides, fat, stress, and other factors make those reactions occur.

Free radicals are VERY UNSTABLE. They attack the nearest stable molecule, and steal electrons. When the attacked molecule loses its electron, it becomes a free radical. A chain reaction starts, called oxidation. Oxidation can cascade and ultimately

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disrupt and damage living cells.

Free Radicals attack any molecule in the body. They cause organ or tissue damage, inflammatory diseases, and other ailments. They produce injury, even to the point of cell death or mutation.

Free Radicals lead to energy depletion, heart disease, and cancer.

Now, some level of free radicals in the body is natural. In fact, the body produces some natural “antioxidants” which act as scavengers and “mop up.” But, in our modern, western lives, the free radicals are running wild, and our bodies are losing the battle.

## **ENERGEX FIGHTS BACK**

You do not need to lose the battle against free radical oxidation. You deserve to live the life you choose, to its fullest, with energy, with full health. You can. You can gain control. You can use EnerGex.

EnerGex is specially designed to fight the negative affects of Free Radicals, and to absolutely mop them away. .

EnerGex is full of PHYTOCHEMICALS.

Phytochemicals are naturally occurring biochemicals that give plants their color, flavor, texture and smell. In their purest forms, they have been found to restore energy, prevent disease, and remarkably aid the health of people who take them. Phytochemicals protect and defend against bacteria, fungus, virus...they prevent damage to cell structures, especially DNA...they defend against Free Radicals and the dangers they present. They stop loss of energy, loss of health, loss of life.

EnerGex is full of Phytochemicals.

EnerGex is the only product in the United States to contain a wild harvested rooted algae that is phytonutrient dense. It enhances the absorption of other nutrients and controls toxic reactions caused by drugs and the chemical exposure of diet and environment. It contains EXCLUSIVE ENZYMES not found anywhere else. It has been proven effective as a muscle builder, energy enhancer, anti-arthritis, and appetite suppressant.

EnerGex provides micronutrients, including Super Green foods, that are not part of the typical western diet. It contains Super Green foods that are high in chlorophyll. Magnesium rich chlorophyll is to plants what iron is to human blood, and is a very rich

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form of ENERGY.

EnerGex provides what you need.

## **ONLY ENERGEX**

Only EnerGex? Aren't there other sources of Phytochemicals, or other sources of vitamins, minerals that can help?

Only EnerGex. Only EnerGex can provide you with ALL the Phytochemicals you need. Only EnerGex can provide you with all the whole food nutrients you need. Only EnerGex can provide you with all the Naturally Occurring Food Factors you need. Only EnerGex can provide ALL YOU NEED to GAIN ENERGY, FIGHT DISEASE and STAY HEALTHY and ACTIVE.

Here's why:

- The makers of EnerGex use a special proprietary process to extract ingredients. The nutrients in EnerGex are hydroponically farmed. They are stored in glass lined steel tanks, and processed in a manner that yields the purest and most concentrated from possible of each nutrient.
- The nutrients are tested and harvested at the peak of ripeness. Identifying the peak of the growing and activation processes is critical to creating the best possible nutrients. Just like grapes, pick too early or too late and you don't have the best wine. The same is true with all foods. Wouldn't it be wonderful if we could test our broccoli to make sure it is at its most potent level? That's exactly what EnerGex does!
- EnerGex breaks down Food Cell Membranes to assure that they are in their most assimilable form. In the body, enzymes first break down raw food before it can be processed. The raw material in EnerGex is delivered in the form it would be if *previously* exposed to enzymes in the body. It is ready, right away, to be absorbed by your body and to provide an immediate burst of energy.
- EnerGex contains tonic whole-herb extracts from Siberian Ginseng Root, Fo-Ti root, Gotu Kola Leaf, Hawthorn Berry, Panax Ginseng Root, Ginger 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
- EnerGex uses only herbs classified by traditional Chinese herbal medicine as "superior" for their overall strengthening effect on the entire system. Unlike herbs classified as "inferior" (which act only on a single organ), these can be

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used for extended periods of time with cumulative benefits

- The herbs in EnerGex allow for instant strength building nutrient absorption. Other, inferior supplements often use only the stems, barks or roots of plants. The herbs in EnerGex are derived ONLY from the part of the plant that contains the nutrient.
- EnerGex uses Single Cell Nutrient Rich plants, including Saccharomyces Cerrevisiae (SC), one of the most nutritious plants known to man. Its nutrient profile includes:
  - All essential minerals and trace minerals
  - B Complex, SOD
  - Glutathione
  - Beta-Glucans
  - Cytochrome P-450
  - RNA/DNA
  - 40% protein
  - Branch Chanin Amino Acids
  - Lipoic Acid
  - 40 Proteolytic Enzymes
  - Polysaccharides
  - Skin Healing Factors
  - Growth Factors
  - and other Vital Food Factors
- EnerGex uses naturally occurring digestive enzymes that are necessary for all bodily functions. Proteolytic plant enzymes normally derived from the consumption of raw fruits and vegetables are concentrated in the formula. This relieves the pancreas of the task of compensating for a lack of enzyme consumption, so it can focus on its primary task of fighting disease
- Only EnerGex gives you the ENERGY, the HEALTH, the VIGOR you need

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as you grow into the prime of your life. Because ...

## **YOU EXPECT CHOICES. YOU DESERVE THE BEST.**

You know the importance of your health, your energy, your life. You know the value of LIVING THE DREAMS you promised yourself. You know that money well spent, is well worth it.

You expect choices. You expect value for your money. You deserve both.

You have the choice to choose other health supplements, that may help to some degree, but cannot provide the ENERGY and HEALTH BENEFITS that EnerGex can.

You have the choice to pay hundreds of dollars a month for bottles and bottles of vitamins, minerals, and other supplements. And you have the choice to spend an extremely reasonable amount for the energy and health benefits that are immeasurable.

Such as saving your life from one of the most common, horrible diseases men face these days –

Prostate cancer.

## **PROTECT YOURSELF FROM THE DREADED C**

EnerGex is specially designed for men's health needs. This is particularly so when it comes to prostate and genito-urinary tract health.

Prostate cancer is second only to lung cancer as the most common cause of cancer related death. Last year, almost 200,000 new cases were diagnosed in the United States...over 30,000 men died because of it.

Do not be 30,001. You have the choice to protect yourself. To be here for your wife, for your children, for many years. To live life with high energy, and great health, to live the dreams you promised yourself.

- EnerGex provides ANTIOXIDANTS to battle and conquer the Oxidation that leads to cancerous cell growth tumors, pain and death.
- EnerGex contains whole food extracts from pumpkin seeds. These have proven particularly effective in promoting men's prostate and urinary tract health, and preventing prostate cancer
- EnerGex contains 200 IU of Vitamin D, which has been determined to promote heart and prostate health
- EnerGex contains 9 mg of Iron, which has been determined to promote prostate health

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- EnerGex contains 20 mg of Potassium, which has been determined to promote prostate health
- EnerGex contains 10 mcg of Vanadium, which has been determined to promote prostate health
- EnerGex contains 15 mg of Zinc, which has been determined to promote prostate health
- EnerGex contains 10 mg of Sarsaparilla Root 4:1, which has been determined to promote prostate health

EnerGex contains the key to your future energy, health, and active lifestyle. It provides the energy you've started losing by pollution, stress, food...by living in the Western World. It gives you the key to your living the dreams you promised yourself you would.

## **BECAUSE YOU DEMAND HIGH VALUE AND QUALITY FOR YOUR MONEY**

You demand high value and quality for your money. You intend to live your life to its fullest, full of energy and good health. EnerGex will help you on both counts.

Consider the hundreds of dollars per month that just a portion of the vitamins, minerals and nutrients included in EnerGex will cost you if you buy them separately. Not to mention the inferior quality of other health supplements. Not to mention the UNIQUE factors that EnerGex contains that are designed exclusively to increase your energy and your health.

Consider the following pricing options:

<b><u>Option</u></b>	<b><u>Cost</u></b>	<b><u>Supply</u></b>
Option 1 (good value)	\$45	30 day supply
Option 2 (better value)	\$79.95	60 day supply
<b>Option 3 (best value)</b>	<b>\$105.95</b>	<b>90 day supply</b>

Consider the priceless value of having the energy of your youth, and having it

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continue and grow, as you grow older. Consider the priceless value of living your dreams.

## **Your Energy Back. Or Your Money Back.**

EnerGex is absolutely certain that you will notice a marked improvement in your energy level. You will feel more vigor, more energy, and better health. You will get the energy of your youth back, and more.

We are so sure of this, that if you don't feel your energy levels return and get even greater, we request that you send us back your unused portions of EnerGex. We will issue you a full refund. Guaranteed. With no questions asked.

You have nothing to lose, except the departure of your energy and health.

You have everything to gain. Your Energy. Your Health. Your Future.

Take the energy to fill out this order form, or to phone in your order. The ENERGY you gain will be yours, as will the fulfilled dreams you promised yourself.

Sincerely,

*Sam Williamson*

Sam Williamson  
on behalf of  
ENERGEX

P.S. I started this letter by telling you about how hard it is for me to watch my Dad, in his rocker, with all his energy robbed. I told you how I REFUSE to fade away as I grow older. And if you order EnerGex, well, that tells me that you refuse to fade away as well.

You know what?

THE ONLY ROCKER I EVER WANT TO SEE WILL HAVE AN ELECTRIC GUITAR!

And I know the same goes for you.

That's why, for a very limited time, when you order a 90-day supply of EnerGex we will make sure that that's the case.

Send us two ticket stubs, to any concert you attend after starting your 90-day supply of EnerGex. We will send you a check for the face value of those tickets!

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Again, this offer is for a limited time only. So hurry. Don't use the rocker. Rock and roll instead.

Order EnerGex. For more Energy. For your health. For the dreams you promised yourself.

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## ***ENERGEX ORDER FORM***

**YES!** I want to **increase my energy, protect my health, and live the retirement dreams I vowed I would.** Rush me EnerGex!

**Please send me (check one):**

A 90 day supply of EnerGex for \$105.95

A 60 day supply of EnerGex for \$79.95

A 30 day supply of EnerGex for \$49.95



**Please send my order to:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_

Zip: \_\_\_\_\_

**Please charge my credit card:**

Card Type (Visa, MC, Discover, Amex): \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please accept my enclosed check, payable to EnerGex, and sent to:**

ENERGEX

PO Box 1234

Graniteville, NM 03123

**I will PHONE in my credit card order at the following toll free #:**

1-800-555-5678

I understand that once the supply period concludes, EnerGex will automatically send me the next supply along with an invoice. I can contact EnerGex and change my ordering supply period at any time.

**SATISFACTION GUARANTEED:**

I understand that if I am not satisfied, I can return unused portions, at any time, for a full refund.