To: email address

Subject line: How to attend that special event looking & feeling fab!

Dear……

Did you ever have a special event you wanted to attend but didn’t because you weren’t feeling good, and you *thought* you didn’t look good either? I can relate. Listen to this.

My best friend called me in hysterics over a predicament she was in. In between gasps, shouts, and sobs, I learned the following:

Just a few weeks before she was to go to her cousin’s wedding, she became **frantic!** She wasn’t frantic over the wedding – her cousin was deeply in love and ready for marriage. It was the reflection of her face in the mirror that set her off.

She yelled, “I didn’t recognize myself. Who was that woman with dull skin and a frown looking at me? Are you kidding– another wrinkle and a pimple the size of a pea? Why am I so tired and having a hot flash? It’s only 9:30 in the morning - I need help, NOW!”

I tried calming her down and telling her it would be ok. I told her I’d order lab work for a complete hormone panel and schedule natural hormone pellet inserts immediately.

“In fact,” I said, “my office is offering a Complete Bloodwork Panel and a Complimentary 30-minute Consultation for just **$149.00**! If you call this week and schedule the appointment, I’ll have time to get the results back, insert the pellets, and have you feeling (and looking) much better - days before the wedding!”

She replied, “I’m only 45 years old; I eat healthy food, take organic vitamins, drink copious amounts of water, and I sleep on satin pillowcases. All of that should count for something - right, RIGHT? I can’t go to my cousin’s wedding like this. Can you help me….. pleeeeeaaseee?”

There was about a minute of silence… no crying, shouting, nothing. I asked her if she was still on the phone and she whispered, “Yes, I’ll get the bloodwork and the pellets, I just have to look and feel good at the wedding.”

Instead of having her call my office (she is my best friend), I scheduled the bloodwork panel and the 30-minute consultation for just **$149** and accepted her credit card payment– right over the phone.

I reminded her that once the lab results were in, we’d have a consultation (in person or via tele-med) to discuss the pellet dosage. She’ll come to the office for the procedure (which only takes about 30 minutes) and then get back to packing for the wedding!

And, because she paid **$149** for **the lab work and consultation** upfront, the cost of the hormone pellets will be greatly reduced. I offered her **25% off** the procedure for up to **five pellets**. *That’s quite a discount – over $155 in savings!*

Have you ever been in a similar situation (not that you would be yelling at your best friend over the phone because of how you look) but just not feeling your best?

I certainly have. And I own a medical spa, so you’d think I would always be at the top of my game. Not so. Shortly after the holidays, I began to feel drained. I was dragging, and the emotional roller coaster was my companion. I recognized the signs and symptoms; my hormone levels were depleted.

So, I scheduled lab work and pellet injections with my office - for myself. Within three days, I started feeling the boost of energy, the balance of emotions, and even my skin had a bit of a glow!

**Natural hormone pellets work!** They’re not just to help with menopause – **they help men and women who need a boost via a natural hormone adjustment.**

The benefits are numerous – HRPT helps

• alleviate symptoms of hormone imbalance

• regulate thyroid and adrenal levels

• decrease hot flashes

• increase bone health and density

• decrease body fat and increase muscle mass

• clear blemished and dull skin

• increase energy

• reduce anxiety and balance mood swings

• decrease sexual dysfunction

• increase concentration

Even if you don’t have a special occasion to attend, wouldn’t it be nice to look healthier and be healthier? Maybe you are experiencing some of the signs and symptoms, perhaps all of them.

No worries. Hormone Replacement Pellet Therapy can help get **you** back on track!

It works for me. I can better serve my patients because I feel and look healthier. And I want you to feel and look healthier too! I’m offering you the same pricing I gave to my best friend.

If you call my office this week **(928-xxx-xxxx)** and schedule an appointment, you will receive the following:

• complete hormone panel lab work order

• 30-minute consultation

• 25% discount for up to five pellet insertions

*But you must call* **928-xxx-xxxx** *this week to take advantage of this incredible savings!*

Remember, your hormonal health is vital to your overall health and well-being! **HRPT is affordable and effective**. I look forward to meeting you and helping you get the boost you need to be ready for anything – not just a “special occasion.”

Talk soon!

For your health,

XXXXXXXXXXXXXXX Name & Company

P.S., my best friend went to the wedding looking and feeling fabulous. She was radiant. She wanted me to tell you that HRPT does work, and she will continue with HRPT indefinitely. Good for her!