

This **sales letter** was written for Dr. Newton's Naturals, a vitamin supplement company in South Portland, Maine. It had an astonishing **14.5% response rate**.

(Envelope copy)

**Are *you* the winner of a FREE YEAR'S  
SUPPLY of OmegaKrill?  
Scratch n Win inside.**

**Don't let another day of chronic pain  
rob you of life's precious joys.  
*Open now...***

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(Sales Letter)

**“At times, the pain was so unbearable,  
I was bedridden for weeks.  
But not anymore...”**

Dear Greg,

“I'll never forget that day... It was a beautiful Saturday morning in May. I went out to play catch with my young son. But the pain in my shoulder was so bad - I couldn't even throw the ball back to him!

“It was devastating - because I was someone who used to throw 93 MPH fastballs for the **Kansas City Royals** baseball organization. And I was once an active fireman for the City of Minneapolis.

“But, crushing as this moment was, it was just the latest episode of chronic pain robbing me of so much that life has to offer. **And it's gone on for years now...**

“At times, the pain was so unbearable that I was bedridden for weeks.

“So many activities that I loved to do, I just couldn't do anymore. Bowling. Volleyball. Jogging. Taking my family to the Water Park.... Even tying my shoelaces, or getting in and out of a car, became an ordeal. And I'm only in my 40's.

“The sad truth is that I’ve been living with multiple herniated discs in my lower back, a bad shoulder and a bad knee for years now.

**“The pain was all day long - but nights were the worst.”**

“I can’t tell you how many nights the pain kept me up. Too many to count... And all those physical therapy treatments. I was taking steroid injections. Vicodin. Percoset. Tylenol. Motrin. And I absolutely hate taking drugs. Needless to say, I was a mess.

“That’s when Dr. Pinkus, who I’d been going to for years, suggested that I try OmegaKrill. He said that the ultra-high, pure concentration of Omega-3 fatty acids and anti-oxidants in this krill oil pill could significantly **reduce the inflammation, which was causing the pain.** And best of all? It was natural. I wasn’t taking a drug.

**“At that point, I was willing to try anything.”**

“Long story short? After three days of taking the supplement, the inflammation actually started to go down. I was blown away by it. For the first time in years, **I saw that there was hope.** It’s been 4 months since I’ve been taking OmegaKrill and I can honestly say that the pain is 90% gone - and I’m almost back to normal.

“I’m not throwing 93 MPH fastballs again... but I *can* tell you that I’m back playing volleyball, bowling and jogging. And, for the first time in years, I’m throwing batting practice to the high school baseball team that I coach.

“But most important? **I’m playing catch with my son again.**

“I don’t know what the future holds – but for now I’m just grateful to Dr. Pinkus and OmegaKrill for **giving me my life back.** It feels good.” **Mike Olson, Edina, MN.**

Mike is just one of many patients who have come to me with severe pain, and experienced significant pain relief by taking OmegaKrill on a daily basis.

What makes OmegaKrill so unique? It’s where these Omega-3 fatty acids come from. They’re extracted from Krill, the tiny shellfish that live **deep in the Antarctic Ocean.**

Krill have the highest and purest concentration of Omega-3’s found anywhere in the world’s oceans – free of the toxins, like mercury - found in so many of the world’s fish species today.

But Omega-3 fatty acids aren’t just for pain relief. Recently, **Time Magazine** reported that, “A new study finds that taking fish oil supplements may also reduce breast cancer risk by 32% in postmenopausal women.” (July 19, 2010. Vol. 176, No. 3)

In addition, studies suggest that higher concentrations of Omega-3 fatty acids – like those found in OmegaKrill – may help you...

- Improve cholesterol levels
- Lower blood pressure
- Reduce stress
- Regulate blood sugar levels
- Neutralize free radicals
- Prevent premature aging
- Fight depression
- Increase mental clarity, focus and memory
- Provide more restful sleep
- Improve your hair, skin and nails

“My wife was on several different steroid prescriptions for her high cholesterol. Each one made her muscles ache so much that she had trouble walking. She stopped taking the prescription meds and began taking OmegaKrill every day. After a few days, her muscle aches and pains stopped. And when she took her next blood test, her LDL cholesterol had dropped significantly.” Jonathan F., Scarborough, ME

Since the krill have a shorter life span than most fish, and are “cold processed” right on the boat, the extracted oil has no time to go rancid. Therefore, there’s virtually no fishy smell or after-taste - .and no burp back for you.

Also, **you only take two pills a day.** Why? Because OmegaKrill has triple the concentration of other Omega-3 fish oil pills.

And last, but certainly not least... OmegaKrill is **much smaller** than most other fish oil pills.

So, have *you* had it with chronic pain? Are you ready to sleep through the night? And cruise through the day? **Are you ready to get your old life back?** Because, if you are, I’m making you a very special offer today.

### **FREE Bottle of OmegaKrill**

If you call the toll free number, xxx xxx-xxxx, before xxx, I’ll personally add in a full bottle of OmegaKrill, absolutely free, with your order. That’s a \$29.95 value.

### **Free CD**

I’m also going to send you a copy of my audio CD, called “Inflammation Nation.” It describes the root causes of pain - and how you can *naturally* reduce and even eliminate the pain for good. This free CD is a \$19.95 value.

### **6 Free Special Reports**

You'll also receive 6 Free Health Reports by me, covering the nutritional benefits of anti-oxidants, calcium, vitamin C, digestive enzymes, vitamin B, and Omega-3 fatty acids. These reports alone are a \$59.95 value.

### **Free Gift**

And don't forget the free gift you're also going to receive. Just give the code to the person on the phone to find out what you've won.

The free bottle of OmegaKrill, the free CD and the 6 Free Reports have a **total value of \$109.85**. Plus – the value of your free gift! But in order to take advantage of all this, you must call before midnight, xxxxxx.

### **100% Risk Free Guarantee!**

I'm so confident that OmegaKrill will reduce, remove or eliminate the painful inflammation in your body - as well and increase your overall health and outlook - that I'm willing to make the following unconditional guarantee.

If you're not **100% satisfied** with OmegaKrill, for any reason whatsoever, I'll refund every penny. No questions asked... And I'm also doubling the refund period from 30 days to 60 days. But you can keep the free CD, the 6 free reports and the free gift.

Fair enough?

No one should have to live with constant pain. And, now, you no longer have to... Why would you wait another minute?

To your good health and happiness,  
Dr. Michael Pinkus

PS You must call (phone number) before midnight, xxxxxx, to receive your **free bottle of OmegaKrill, the free CD, the 6 free nutritional reports and your free additional gift**. Why put it off any longer?

All you have to lose... is the pain.