

Leisa Bain Good
Martin Smith Clinic and Health Awareness Center's Immuno-Max 5 Product
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Page #17

{Lift Note: 1 page, 8 1/2" x 11" to run on spa's letterhead, 2/c}

{Photo of E. Lexton standing and waving next to the *Welcome to Concord Health Institute* sign: shot on 12/1/04}

As Director of the Concord Health Institute, I see our job as being more than just a mini-vacation for our patrons. I see it as an educational experience.

While it's true, that most of them come here to relax and be pampered and coddled, they all go away glowing with health and bursting with energy.

They rave about our message therapy, our herbal wraps and our yoga classes. And our meals are first rate—low-fat gourmet food is one of our trademarks.

If you ask me, nobody gives enough credit to our nutritional program. Your formula has been officially added to the standard meal plan here at the spa. And we do our best to teach our patients how important complete nutrition is for their overall good health and well being. (The trick is to get them to keep it up once they get home!) And of course, returning to the stressful environment of their busy lives--most of our patrons are 6-figure businessmen and their wives--they need something to take back from the Institute to help them maintain their health and energy.

We send a complimentary bottle of your formula home with other materials that we include in our "Re-entry kit" (re-entry back to the stressful world). Your formula does the job at a very competitive cost for us.

-- E. Lexton