



Photo courtesy: CBS online

This car was buried for over half a century in concrete built to withstand a nuclear blast. But even that couldn't protect it from the hazardous, oxidizing effects of ...



..... **WATER!!!**

If the active oxidants in something as seemingly harmless as water can turn the outside of this car into rot and rust, just imagine what they could be doing to the inside of your body!

Hi, I'm [CLIENT], from [COMPANY], and I'd like to show you how to *easily and economically defeat rot and rust* by transforming ordinary tap water into an all-natural, super-potent, health-boosting, high-energy, ANTI-OXIDANT DYNAMO!

Introducing the [ABCD] Water Ionizer

We all know water is essential to good health. The human body is made up primarily of water -- around 62%. The other 38% is protein, fat, and nitrogen. That's why you should drink as much water as possible to replenish the water your body loses throughout the day.

But the *KIND* of water you're drinking can have a negative impact on your health if its pH -- its acid to alkaline ratio -- is out of balance.

The **ABCD Water Ionizer** quickly and easily adjusts the pH of regular tap water to the perfect, healthful alkaline balance you need to keep your body from turning to rust.

But the ABCD Water Ionizer does more than just stave off rot and rust ...

The **ABCD Water Ionizer** is your personal "Bio A-Team", providing potent anti-aging, enhanced health, and youthful energy support ... So you *feel - and look - your best* all day long!

Drink Your Anti-Oxidants

You already know eating anti-oxidant foods provides important health benefits.

But did you know an ABCD Water Ionizer can help boost your daily anti-oxidant intake *thousands of times* ... by drinking them? (And you won't have to load up your cabinets with all those anti-oxidant supplement bottles!) But that's just for starters ...

The ABCD Water Ionizer helps you:

- Adjust the alkaline pH of your water without adding any harmful chemicals ...**
- Refresh yourself twice as fast after exercise!** The amazing electrolytic process used by your ABCD Water Ionizer makes your water "wetter". So ABCD water is *twice as easy* for your body to absorb ...
- Prepare delicious, healthy meals for your family.** Alkaline water has no acid, so it

doesn't add "bite" to foods and concentrated beverages ...

Juices taste sweeter ... Coffee and tea taste rich and full-bodied ... Vegetables retain their natural texture and vibrant color ... Rice and rolled oats cook up fluffy and satisfying ...

Feel Better. Look Better. Live Better.

You'll enjoy *dozens* of amazing health benefits when you start drinking and cooking with ABCD Ionized water ... but I don't have enough space to list them all here. So please -- *Don't Wait* ...

Call ... Logon ... or Fill Out and Mail This Card Today!

To learn more, or purchase the **ABCD Water Ionizer**, please call me at **800.555.5555** -- log on at **www.[CLIENT URL].com** -- or fill out the other side of this **postage paid postcard** and send it back to me right away.

I'll answer all your questions and send you my free report, "[Report Name]", as my special "Thank You" for responding. Please contact me right away!

Call [CLIENT NAME] at 800-555-5555 ...

Logon at www.[CLIENT URL].com...

Or send in this card today!

Please fill out this short survey and return your card today:

Your Name: _____

Phone: _____

Email: _____

Preferred method of contact: _____

What city or area do you live in? _____

What is your age group (please check one)?

<input type="checkbox"/>	18 - 29
<input type="checkbox"/>	30 - 45
<input type="checkbox"/>	46 - 59
<input type="checkbox"/>	60 - 69
<input type="checkbox"/>	70 +

Are you a member of a health or fitness club? _____

What is the best day and time to contact you to tell you more about the amazing ABCD Water Ionizer? _____

Thank you! I look forward to helping you live longer, live better, and live healthier.

Please mail this card today for your free consultation.

Don't Wait ... Mail This Card Today!

For faster service: <i>Logon at www.[CLIENT URL].com</i>
For FASTEST service: <i>Call [CLIENT NAME] at 800-555-5555</i>

[Pre-paid postage]

[Client Company]
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