

# Information Packet

Cindy Reed



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*CINDY REED* Marketer.  
COPYWRITING

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# Introduction



*Hello.* You likely requested this because you need a B2C or B2B copywriter that specializes in health and wellness, supplements and remedies. No doubt you are looking for someone that is proven with articles, ads, blogs, ebooks, newsletters, sales letters, web pages, and white papers.

Whatever your reason for contacting me, you want to know more about me before you hire me to write for you. If we were sitting face-to-face, chatting in your office, you'd ask me questions. Let me try to answer a few of those questions right here...

## "What are your qualifications as a copywriter?"

I am an award-winning online marketing copywriter. With advanced training and certifications. Earned through specialized courses at American Writers and Artists, Inc.

I'm trained by some of the best and most sought-after copywriters in the business. People like Joshua Boswell, Bob Bly, Clayton Makepeace. Steve Slaunwhite, Katie Yeakle and Nick Osborne to name a few.

I am a published writer with *Nutritional Outlook*, the #1 award-winning nutraceutical magazine.

**"...one of those rare copywriters..."**

*"I've known Cindy for a few years now and have had the opportunity to work with her and see her output as a copywriter. Put simply, I'm a big fan. She's one of those rare copywriters who excels both at figuring out WHAT to say, and then HOW to say it for maximum impact. Highly recommended!"*

**NICK USBORNE**  
 Founder of Conversational  
 Copywriting

## “Do you have a direct response, public relations, and copywriting background?”

Yes, I do. Marketing is my profession. That includes writing copy for my clients from ads and direct response campaigns. To ebooks and websites... and just about everything in between.

I plan and develop marketing campaigns for clients, too.

That means I build profitable marketing and media programs designed to reach their prospects in specific ways... ways that weave together encounters... to have a conversation with their prospect about the brand.

This gives me a unique insight. To write high engaging copy that builds trust with the prospect and persuades him or her to action.

I use proven techniques that return results like:

- ✓ Driving 80% more prospects to client websites
- ✓ Increasing sales by 25%, and
- ✓ Getting record breaking open rates up to 65% for email marketing pieces.

### “...a creative genius...”

*“Cindy Reed is a creative genius. Her approach to writing, media planning and marketing is unique and engaging. Her amazing skill set is more than diverse and she always has the client’s best interest in mind.”*

#### **TIM BAUDLER**

**Publisher/Brand Director  
UBM Canon - Nutritional  
Outlook Magazine**

### “...a great writer narrator...”

*“Cindy is super responsive, and takes full advantage of opportunities for her clients with proven results. She works well in partnerships with other entities towards a common greater goal, and a great writer/narrator to boot.”*

#### **AARON TUELL**

**Public Relations Manager  
Outer Banks Visitors Bureau**

## “Do you have experience in the health and wellness space?”

Yes. I have worked in the health and wellness field for over 15 years. A sampling of my clients includes Amano Enzymes, GNC, MegaFood, Natrol. Benexia® Chia Seed, CranMax™, Celadrin®. Lactium®, Perluxan®, Phase 2 Carb Controller™, TeaVigo®, and many others. A list of clients is enclosed.

## “What kinds of assignments do you handle?”

I specialize in writing direct marketing pieces, websites, landing pages. Sales letters, emails (short, long and series), ads. Ebooks, newsletters, press releases, special reports, sales sheets and more.

I am very familiar with FDA regulatory issues applying to copywriting and marketing.

## “Do you offer consulting services?”

Yes. I offer a flexible suite of services including consulting, that are customized to meet your needs. You can use one or any combination of these services. You can find a description of my services and investment enclosed.

### “...integrity, character and credibility...”

*“Commitment, Understanding and Knowledge. Cindy digs deep to understand the market, understand the clients’ needs, their objectives, and products and works to find the best solution to get the best results! She cares and has an Integrity, Character and Credibility that is above all.”*

**RAY GINSBERG**  
Sales Strategist

BNP Media - Prepared Foods

### “...understands what communications is all about...”

*“I see Cindy as a marketing professional, who understands what communication is all about. She’s very thorough in her evaluation and assessment. Her passion shows! I enjoy working with Cindy, and it is my pleasure to be associated with her!”*

**RUSS FIELDS**

Associate Publisher  
VRM Media - Vitamin Retailer

## **"Your fee schedule lists a price for a 'copy critique.'**

### **What's that?"**

A copy critique is an objective review of an ad, email marketing campaign, landing page, newsletter or web page. You give me an existing piece or a draft of copy in progress, and I critique it. I tell you insights on what works, what doesn't work. What you should change and how to change it. I don't write or rewrite the copy.

A copy critique is a good way to sample my direct response copywriting services. It is less cost than you'd pay me to write the copy from scratch. If you want me to assess your marketing program, my consulting services can provide a more comprehensive analysis for you. I often find ways for you to get a better return on your investment, many times up to 60%.

## **"Speaking of money. What does it cost to hire you for a project?"**

Copy written in a way that engages with your audience boosts your sales online and offline. It's another device in a business' marketing toolbox.

Copywriting has a conversation with your customer in places you can't be... one-on-one. Building high-trust, ready-to-buy

***"...her caring about her clients is infectious..."***

*"Cindy's someone that makes great connections representing really good people. So I go out of my way to help her help her clients. Cindy's caring about her clients is infectious... she pulls me in too!"*

**LINDA JURKOWITZ**

Vice President

SLAM Publications, LLC -  
Outer Banks Sentinel

***"...collaborative team player..."***

*"...a very thorough researcher, collaborative team player, knowledgeable, willing to take risks (but not unreasonable ones), very professional, confident communicator...and super nice person to work with!"*

**LISA BELL**

Chief Creative Officer

Tivoli Partners

relationships with your top prospects. Like hearing a friend talk enthusiastically about one of his favorite products or services.

If you want to build your brand reputation, boost your sales. Improve marketing ROI, or grow market share. Then copywriting equates to a well-spent advertising investment. A schedule of my services and investment is enclosed.

### **“Who are your clients... and what do they say about your copy and counsel?”**

A list of clients and a testimonial sheet are enclosed.

### **“How long will it take you to write my copy?”**

Typically, you'll receive the first draft in 10-14 business days, depending on the project size and scope. For small projects, you'll receive the first draft in 24-48 hours.

When you get the first draft, please review it carefully. Also, have any applicable team members review it. The most important thing at this stage of the game is making sure that the tone, message, and offer are right. We'll fine-tune during the second draft ... and third draft, as needed.

***“...understand a range of complexity...”***

*“Cindy’s intelligence and tact stand out to me. She has a good ability to understand things of a range of complexity and tactfully communicate that understanding to others.”*

**DICK WAGNER**  
Technical Writer

***“...follow-through is awesome...”***

*“...very pleasant to work with and very thorough... receptive to new ideas. Cindy’s follow-through is awesome and she makes a smartly integrated plan and sees it through. Her dedication to the client to make sure the perfect plan is executed is one of the best!”*

**HEATHER WAINER**  
Publisher  
WFC Inc. - WholeFoods Magazine



## “What happens if we want you to revise the copy?”

I revise the copy as many times as needed for your approval process.

After you review the initial draft, it is likely that you’ll want some things changed.

I will review all your suggested changes within 24 hours of you submitting them to me. I will make my adjustments within 2-4 business days, depending on the breadth and complexity of your suggested changes.

In all cases, I recognize that these are your customers and will defer to you as much as possible.

Sometimes, there are cases where my clients make suggestions that I know will not work and will hurt profits. In those cases, you can expect me to be bold and direct in my feedback. When clients insist on changes that I feel will not work, I always recommend a simple A/B split test. Let the market vote.

After the first round of changes, there may be some additional fine-tuning needed. You can be confident that I’ll gladly work with you until you are delighted with the copy. In most cases, my clients find that one review volley is enough. When more are needed, it is usually just one or two and the process goes quickly. Typically,

### “...sincerity of heart...”

*“I’ve known Cindy for several years and have experienced her personal strengths beginning with her sincerity of heart... passion for excellence... and strong perseverance. Cindy is excellent at synthesizing what she learns about industries, companies, and people into understanding that equips her to deliver high-value solutions for her clients.”*

**DENNIS RICCI**  
Political Thriller  
Bestselling Author

### “...easy to work with...”

*“So easy to work with... she listens to all of my suggestions and truly cares about the success of my business. She’s professional, flexible, organized, creative, and amazingly thorough.”*

**AMANDA SONGER**  
Owner-Manager  
GNC



we can get to a final copy within 1-3 business days.

### **“How do I order from you?”**

You can email me at [cindy@cindyreedmarketer.com](mailto:cindy@cindyreedmarketer.com). Tell me about your project. Describe your vision for the outcome (1 or 2 sentences is fine for this). What audience do you want to reach? We'll set up a free 30-minute consultation. Together we'll come up with a roadmap to success to fit your business needs.

Drop me an email, and let's get started now.

To your success,



Cindy Reed

P.S. You're welcome to get in touch with me by phone, too. If you have an immediate need, call me right now at 386-576-7262. There is no charge to discuss your project with you and give you an estimate.

***“...sees my business through my customers' eyes...”***

*“Sees my business through my customers' eyes... grasps my needs... and writes PR and ads that my collectors and prospects can relate to.”*

**MELANIE SMITH**  
Owner  
Seaside Art Gallery

***“...thinks outside the box...”***

*“...she is a talented multi-tasker, performs thorough due diligence, and is always prepared. Cindy thinks outside the box. She understands the importance of reciprocity.”*

**LIZ SMITH**  
Senior Sales Account Manager  
William Reed Business Media  
Ltd. - [NutraIngredients.com](http://NutraIngredients.com)

## What Others Are Saying About Cindy

### *"...one of those rare copywriters..."*

"I've known Cindy for a few years now and have had the opportunity to work with her and see her output as a copywriter. Put simply, I'm a big fan. She's one of those rare copywriters who excels both at figuring out WHAT to say, and then HOW to say it for maximum impact. Highly recommended!"

~ **Nick Osborne**, founder of Conversational Copywriting

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~ **Aaron Tuell**, Public Relations Manager | Outer Banks Visitors Bureau

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~ **Ray Ginsberg**, Sales Strategist | BNP Media, Prepared Foods



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~ **Russ Fields**, Associate Publisher | VRM Media, Vitamin Retailer

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"Cindy's someone that makes great connections representing really good people. So I go out of my way to help her help her clients. Cindy's caring about her clients is infectious... she pulls me in too!"

~ **Linda Jurkowitz**, Vice President | SLAM Publications, LLC, Outer Banks Sentinel



***"...collaborative team player..."***

"...a very thorough researcher, collaborative team player, knowledgeable, willing to take risks (but not unreasonable ones), very professional, confident communicator...and super nice person to work with!"

~ **Lisa Bell**, Chief Creative Officer | Tivoli Partners

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~ **Dick Wagner** | Technical Writer

### *"...follow-through is awesome..."*

"...very pleasant to work with and very thorough...receptive to new ideas. Cindy's follow-through is awesome and she makes a smartly integrated plan and sees it through. Her dedication to the client to make sure the perfect plan is executed is one of the best!"

~ **Heather Wainer**, Publisher | WFC Inc., WholeFoods Magazine

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~ **Dennis Ricci**, Political Thriller Bestselling Author

### *"...easy to work with..."*

"So easy to work with...she listens to all of my suggestions and truly cares about the success of my business. She's professional, flexible, organized, creative, and amazingly thorough."

~ **Amanda Songer**, Owner-Manager | GNC

### *"...sees my business through my customers' eyes..."*

"Sees my business through my customers' eyes... grasps my needs... and writes PR and ads that my collectors and prospects can relate to."

~ **Melanie Smith**, Owner | Seaside Art Gallery



***"...thinks outside the box..."***

"...she is a talented multi-tasker, performs thorough due diligence, and is always prepared. Cindy thinks outside the box. She understands the importance of reciprocity."

~ **Liz Smith**, Senior Sales Account Manager  
William Reed Business Media Ltd., NutraIngredients.com

***"...always fully prepared..."***

"In our association of many years, I've found one of Cindy's unique strengths is her level of awareness of the topic at hand. She is always fully prepared, knowledgeable, and easy to talk to..."

~ **Steve Lipscomb**, Associate Publisher | Rodman Media, Nutraceuticals World



***"...she GETS it..."***

"Cindy's a conceptual thinker. She's not limited to analysis 'a-b-c'... she gets to the bottom of things. She GETS it. Cindy's easy to work with. Dependable. I trust Cindy as a person with integrity."

~ **Bob Connell**, Corporate Marketing Manager, retired | Consolidated Natural Gas

# My Clients And Experience

## **1st Link Medical LLC**, Bellair Bluffs, FL

Provides medical, laboratory screening, and blood testing services directly to the general public.

## **84 Lumber Company**, Eighty Four, PA

One of the largest privately held American building materials supply companies, with 250 stores in 30 states.

## **ABC Network**, New York, NY

Commercial broadcast television network.

## **Ace Hardware**, Oak Brook, IL

The world's largest privately owned hardware retailer cooperative with over 4,800 locations in 60 countries.

## **Adelphia Communications Corporation**, Coudersport, PA

Cable television company that was the 5th largest cable supplier in America.

## **AeroWhip™ Food Ingredient**, Covington, KY

A modified cellulose ingredient (hydroxypropylcellulose) for food applications.

## **Aflac**, Columbus, GA

Fortune 500 American insurance company and largest provider of supplemental insurance to businesses and consumers.

## **Albemarle Food Bank**, Pasquotank, NC

Nonprofit organization.

## **Alcoa Corporation**, Pittsburgh, PA

Fortune 500 company that is the 6th largest producer of alumina, aluminum and bauxite with operations in 10 countries.

**Alix Technologies**, Salt Lake City, UT

Hot and cold-fill bottling facility capable of producing turnkey functional beverage formulations.

**Amano Enzymes**, Elgin, IL

The world's largest privately held specialty enzyme producer, based in Japan. Supplies microbial enzymes for the food, dietary supplements, industrial, diagnostic, and regenerative medical industries worldwide.

**American Eagle Outfitters**, Pittsburgh, PA

American clothing and accessories retailer with over 900 stores in the USA.

**American Express Small Business Saturday**

The shopping event held the first Saturday after Thanksgiving Day to initiate the holiday shopping season for small businesses and shops.

**American Ingredients Inc**, Anaheim, CA

Manufactures and supplies calcium carbonate granulations, minerals, amino acids, botanical extracts, herbal powders, specialty ingredients, and probiotics to the dietary supplement industry.

**American Writers & Artists Inc**, Delray Beach, FL

Premier Copywriter Training Program.

**Amerifill International Inc**, Salt Lake City, UT

Contract formulator and manufacturer of liquid products.

**Arby's Restaurant Group**, Atlanta, GA

Quick-service sandwich restaurant chain with over 3,300 restaurants in North America.

**Asbury Heights Retirement Community**, Pittsburgh, PA

Provides high-quality compassionate care to older adults.



**Ashland Global Holdings Inc**, Covington, KY

Global specialty chemicals company operating in 100 countries. Ranging from food and beverage, nutraceuticals, and pharmaceuticals to chemical formulations, paint and coatings, and textiles.

**AT&T**, Dallas, TX

Fortune Global 500. The world's largest telecommunications company and the second largest provider of mobile telephone services. AT&T @Home ISP, AT&T Digital Cable, Roadrunner and more.

**Atlantic® Luggage**, Boca Raton, FL

Since 1919, crafting affordable, value-added and lightweight luggage that goes the distance with rugged fabrics and durability engineered into every piece of luggage.

**Auto Credit USA**, Ft. Wayne, IN

Financial institution for consumers purchasing automobiles.

**Avoca Inc.**, Merry Hill, NC

The largest botanical extraction facility in eastern United States. Processing superior clary sage from farm to market.

**Avoca BioProcessing**, Menomonee Falls, WI

Processing facility for dairy ingredients and natural products.

**Baierl Automotive Group**, Pittsburgh, PA

One of the largest auto dealerships selling Acura, Cadillac, Chevrolet, Ford, Honda, Kia, Subaru and Toyota automobiles.

**Bank of Currituck**, Moyock, NC

Independent community bank serving northeastern North Carolina and southeastern Virginia, established 1920.

**Bayer Corporation**, Pittsburgh, PA

Global Fortune 500 pharmaceutical and life sciences company based in Germany.

**BD&A Realty and Construction Inc.**, Corolla, NC

Premier construction company of commercial buildings.

**Benecel™ Cellulose Food Ingredient**, Covington, KY

A methylcellulose and hydroxypropylmethylcellulose ingredient for processed foods.

**Benexia™ Chia Seed**, Vitacura, Santiago - Chile

Specializes in quality, nutrient rich Chia products in the food and nutrition markets.

**BerryMax™ Super Fruit**, Brantford, Ontario - Canada

Line of potent berry concentrates featuring the most effective and bestselling super fruit berries, and used in dietary supplements, food and beverage worldwide.

**Best Western International**, Phoenix, AZ

Globally operates more than 4,100 hotels and motels worldwide.

**BilMax® Whole Fruit Bilberry Extract**, Brantford, Ontario - Canada

Proprietary concentrated whole fruit bilberry extract which may improve vision problems while improving circulation. Used in dietary supplements, food and beverage worldwide.

**Blue Cross Blue Shield Insurance**, Chicago, IL

American association of 36 independent companies providing healthcare solutions in more than 170 countries.

**BlueMax® Whole Fruit Blueberry Extract**, Brantford, Ontario - Canada

Proprietary concentrated whole fruit blueberry extract clinically which promotes mental and visual acuity. Used in dietary supplements, food and beverage worldwide.

**BNY Mellon**, New York, NY

The Bank of New York Mellon Corporation is a Fortune 500 global financial investment and wealth management company.

**Booty Treats Ice Cream & Shave Ice**, Nags Head, NC

Ice cream confectionary retail company, member of Gallery Row Arts District.

**Bowser Automotive**, Pleasant Hills, PA

Auto dealership selling Buick, Cadillac, GMC, Hyundai, Nissan and Subaru vehicles.

**Camp Emmanuel**, Kill Devil Hills, NC

Faith based retreat camp for fellowship and ministry functions.

**Catholic Diocese of Pittsburgh**

Faith based diocese serving counties of Allegheny, Beaver, Butler, Greene, Lawrence and Washington counties in southwestern PA.

**CBS Network**, New York, NY

Commercial broadcast television network.

**Cedar Point Amusement Park**, Sandusky, OH

"The Roller Coaster Capital of the World". Amusement and Water park destination.

**Celadrin® Joint Health Supplement**, Kearny, NJ

Clinically studied, all natural, proprietary ingredient for advanced joint health and mobility. Worldwide distribution in supplements, creams, and other applications.

**Centel Cellular Phones**, Chicago, IL

American telecommunications company that provided basic telephone service, cellular phone service and cable television service in 7 states.

**Charleston Metro Chamber of Commerce**, Charleston, SC

Distinguished as the first municipal Chamber of Commerce in the USA, and earning U.S. Chamber's 5-Star accreditation.

**Chatham University**, Pittsburgh, PA

Ranks in the best colleges by U.S. News & World Report in Regional Universities North category.

**Chef Pierre Bakery & Pies**, Downers Grove, IL

Exceptional pies and breakfast bakery selections crafted with quality sourced ingredients and time-honored recipes.

**CherryMax® Whole Fruit Cherry Extract**, Brantford, Ontario - Canada

Proprietary concentrated whole fruit cherry extract which contains bioflavonoids and anthocyanins that may reduce inflammation and support healthy joints. Used in dietary supplements, food and beverage worldwide.

**Chicamacomico Life-Saving Station Historic Site**, Rodanthe, NC

Established in 1874, the nation's first lifesaving station and predecessor to the modern U.S. Coast Guard, of which it became a part in 1915.

**Children's Faire and Storytelling Gatherings**, Manteo, NC

Preserving and telling the stories of our nation's birth with the first English settlement on Roanoke island, North Carolina in 1587.

**Christmas Mouse**, Williamsburg, VA

Eight locations richly decorated with an assortment of over 28,000 different ornaments, collectibles and accessories. Member of Gallery Row Arts District.

**Cloud Nine Creative Emporium**, Nags Head, NC

A creative emporium with a vast assortment of beads, gifts and jewelry. Member of Gallery Row Arts District.

**Community Savings Bank**, Edgewood, IA

Locally owned and operated bank with over 400 million in assets and 11 convenient locations.

**Consolidated Natural Gas**, Pittsburgh, PA

Fortune 500 company, it was the largest consolidated energy company in the world.

**Constant Contact**, Waltham, MA

An Endurance International Group company and a leader in email marketing solutions.

**Conversational Copywriting**, Montreal, Quebec - Canada

The no-hype, high-engagement, trust-building approach to selling more online.

**Copper Mermaid Art Gallery & Gifts**, Nags Head, NC

Gallery featuring photography, artwork, jewelry. Member of Gallery Row Arts District.

**Courtesy Ford Dealer**, Elizabeth City, NC

The largest family-owned Ford dealership in the region.

**CranMax™ Whole Fruit Cranberry Extract**, Kearny, NJ

Proprietary concentrated whole fruit cranberry extract clinically proven to support urinary tract health, used in dietary supplements, food and beverage worldwide.

**Creamer Advertising**, Pittsburgh, PA

The second largest advertising agency in the market, representing world class clients, and billings of \$750 million.

**Crest Toothpaste**, Cincinnati, OH

Brand of toothpaste and oral hygiene products made by Procter & Gamble, sold worldwide.

**Culligan Water**, Rosemont, IL

The world leader in residential, office, commercial, and industrial water treatment.

**DAP Inc**, Baltimore, MD

Manufactures products for all your home improvement needs.

**Dare County Arts Council**, Manteo, NC

Supporting the Arts which are vital to a thriving Dare County community.

**Dare County Friends of Youth**, Manteo, NC

Mentoring program to place at-risk youths between the ages of 6 – 17 with caring adult volunteers who serve as role models and friends.

**Dennis Ricci Author**, Los Angeles, CA

Political thriller bestselling author.

**Disney Channel**, Burbank, CA

TV shows, original movies, full episodes and videos.

**Dollar Bank**, Pittsburgh, PA

The largest independent mutual bank in the USA.

**Dominion Power**, Richmond, VA

6 million customers in 19 states heat and cool their homes and power their businesses with electricity or natural gas.

**Dove Ice Cream Bars**, McLean, VA

Rich vanilla ice cream with silky smooth dove chocolate.

**Dr. Laura**

For more than 30 years, Dr. Laura reaches millions of listeners each week with no-nonsense advice on one of the most popular talk shows in radio history.

**Dr. Oz**

Dr. Oz's syndicated television show reaches 3 million viewers weekly discussing viewers health and wellness concerns.

**ElderMax® Whole Fruit Elderberry Extract**, Brantford, Ontario - Canada

Proprietary concentrated whole fruit elderberry extract which is rich in vitamin C and flavonoids to boost the immune system. Used in dietary supplements, food and beverage worldwide.

**Elemental Processing**, Lexington, KY

Provides non-destructive, state of the art forms of analytical chemistry and ingredient extraction.

**Elizabethan Gardens**, Manteo, NC

Preserving the beauty and tranquility of the gardens as a tribute to the first English colonists in the New World at the site of the original settlement.

**Engredea Trade Show**, Boulder, CO

The world's largest natural, organic and healthy products event.

**Farmdog Surf School**, Nags Head, NC

Surf lessons and camps, standup paddleboards galore, yoga classes, and beach rentals. Member of Gallery Row Arts District.

**Feline Hope Animal Shelter**, Manteo, NC

Nonprofit organization.

**First Flight Rotary Club**, Kill Devil Hills, NC

A diverse global network of community, business and professional leaders who address relevant causes at home and abroad to improve lives and build goodwill.

**Flying Pirate Half Marathon**, Nags Head, NC

Nonprofit organization.



**Food Bank of the Albemarle**, Elizabeth City, NC

Nonprofit organization.

**FoodNavigator.com**, Crawley, UK

The leading online global news source with award-winning journalists providing daily news and analysis on food and beverage developments.

**Food Technology Magazine**, Chicago, IL

The leading publication addressing all facets of food science and technology.

**Foxy Flamingo Boutique**, Nags Head, NC

A casual style women's boutique "where everything is fun, sassy, and chic!" Member of Gallery Row Arts District.

**Gallery Row Animal Hospital**, Nags Head, NC

Veterinary practice, featuring an Art Gallery with animal-themed artwork by local artists. Member of Gallery Row Arts District.

**Gallery Row Arts District**, Nags Head, NC

Shopping district that is the "Heart of Outer Banks Arts and Local Fare."

**Gallery Row Roll & Stroll Event**, Nags Head, NC

An evening of family fun & festivities celebrating Outer Banks art & culture.

**Gateway Health**, Pittsburgh, PA

A group of health professionals who are dedicated to making sure members have everything needed to live a long and healthy life.

**Glenn Eure Ghost Fleet Gallery**, Nags Head, NC

Collagraphs, woodcuts, ink & brush, mixed media, and sculptural oil canvases – from abstract to nautical. Member of Gallery Row Arts District.

**GNC Corporate**, Pittsburgh PA

A leading global specialty health, wellness and performance retailer.

**Gulf Stream Gifts**, Nags Head, NC

Contemporary shop with jewelry, artwork, books, home decor, and nautical gifts. Member of Gallery Row Arts District.

**Health Alliance Insurance**

Health insurance plans in Illinois, Iowa, Indiana, Ohio, and Washington with trusted doctors and local customer service.

**HealthAmerica Insurance**

Provides a range of health insurance products to individuals and families, and businesses in Pennsylvania.

**Herr's Snacks**, Nottingham, PA

Pennsylvania-based brand of potato chips and snack foods distributed in North America.

**Icarus Monument to a Century of Flight**, Kitty Hawk, NC

Marked the 100-year anniversary of the first powered, controlled, sustained flight by Orville and Wilbur Wright.

**IFT Annual Meeting & Food Expo**, Chicago, IL

Attracts over 23,000 attendees representing food science professionals.

**Informa Publishing Company**, London, England - UK

A leading business intelligence, academic publishing, knowledge and events business.

**Institute of Food Technologists**, Chicago, IL

Since 1939, individuals from more than 90 countries collaborate in a dynamic forum and advance the science of food and its application across the global food system.

**International Ballet Theater**, Malvern, PA

Ballet school and theatre company with graduates who have gone on to dance in professional companies all around the world.

**Jewelry by Gail, Inc**, Nags Head, NC

Award-winning platinum/goldsmith Gail Kowalski's custom design jewelry has shown up on Hollywood's Red Carpet. Member of Gallery Row Arts District.

**Kate B. Reynolds Charitable Trust**, Winston-Salem, NC

Improves the quality of life and health for the financially needy of North Carolina.

**KDKA-TV**, Pittsburgh, PA

CBS affiliate television station.

**Kelly's Hospitality Group**, Nags Head, NC

Casual and fine dining restaurants, premier catering. Kelly's Restaurant & Tavern, Mako's Restaurant, Pamlico Jack's Restaurant, and Kelly's Outer Banks Catering.

**Kennywood Amusement Park**, West Mifflin, PA

"America's Finest Traditional Amusement Park" with a unique mix of classic rides and modern thrills.

**Kitty Hawk Heritage Days**, Kitty Hawk, NC

Celebration of the town's heritage through storytelling and displays of the Coast Guard, Wright Brothers first flight, and local crabbing industry.

**Kossmann Real Estate Development**, Pittsburgh, PA

Fully integrated organization devoted to the development of commercially viable real estate projects: Kossmann Office Complex, Chartiers Shopping Center, Lorraine Shopping Center, Parkway Center Mall, Penn Hills Shopping Center, Schenley Gardens Senior Living, Dino Kingdom.

**KWAI® Garlic Supplement**, Cologne, Germany

The most researched garlic supplement in the world, providing a guaranteed alliin yield of 1800 µg promoting heart health.

**Lactium® Ingredient**, Cedex, France

Ingredia laboratories developed this milk protein hydrolysate, a natural ingredient that is clinically proven effective in managing stress.

**Law Office of Patricia A Rodgers LLC**, Wooster, OH

Law firm.

**Liberty Bank**, Middletown, CT

The oldest mutual savings bank in the United States, and third largest bank in Connecticut.

**Liberty Christian Fellowship**, Kill Devil Hills, NC

Faith based nonprofit organization.

**Magnolia Plantation & Gardens**, Charleston, SC

South Carolina's most visited Plantation and Gardens. National Registry of Historic Places.

**MARC USA**

Privately held full service, integrated marketing agency with locations in Pittsburgh, Chicago, and Boston.

**March of Dimes**

Nonprofit organization.

**Marine Science Center**, Ponce Inlet, FL

TripAdvisor® #2 attraction in Ponce Inlet. Rescue, rehabilitation and release of sick and injured turtles and birds.

**Mary Reynolds Babcock Foundation, Inc, Winston-Salem, NC**

Help people and places move out of poverty and achieve greater social and economic justice.

**Materials Processing Technology, Inc, Norton Shores, MI**

An industry leader in fluidized bed, high-shear granulation and continuous processing technologies.

**McDonalds Corporation, Chicago, IL**

Leading global foodservice retailer with over 36,000 restaurants in more than 100 countries worldwide.

**Media Association of Pittsburgh**

The preeminent resource for the media buyers and sellers in the greater Pittsburgh area.

**MegaFood, Manchester, NH**

One of the first companies to make supplements from innovative FoodState Nutrients™, designed to deliver essential vitamins and minerals with a variety of nourishing whole foods.

**Michaels Gems & Glass, Corolla, NC**

A rock and mineral retail outlet established in 1990.

**Momentum Fitness, Nags Head, NC**

Fitness classes that are fun, challenging, and provide individuals of all fitness levels a great workout with world class surfer, Noah Snyder. Member of Gallery Row Arts District.

**National Endowment for the Arts, Washington D.C.**

Nonprofit organization.

**Natrol® LLC, Chatsworth, CA**

A leading manufacturer for over 35 years of vitamins, minerals & supplements. Dedicated to empowering consumers to "Own Your Health" with top-selling products.

**Natural Products Expo East**, Boulder, CO

The East Coast's leading trade show in the natural, organic and healthy products industry.

**Natural Products Expo West**, Boulder, CO

The world's largest natural, organic and healthy products event.

**Natural Products Insider**, Phoenix, AZ

Magazine for the global nutrition industry.

**NBC Network**, New York, NY

Commercial broadcast television network.

**Nescafé® Taster's Choice**, Arlington, VA

Coffee with exceptional taste and aroma that's simple to enjoy.

**Nestlé® USA**, Arlington, VA

The world's largest food and beverage company with more than 2000 brands in 191 countries around the world.

**New Hope 360**, Boulder, CO

The premiere digital marketplace that connects the healthy lifestyle industry from supply to shelf with news and trends about natural products.

**North Carolina Arts Council**, Raleigh, NC

A division of the Department of Natural and Cultural Resources, a state agency.

**North Carolina Aquariums**

Nonprofit organization.

**NC Department of Natural and Cultural Resources**, Raleigh, NC

The leading state agency in using the state's natural and cultural resources to build the social, cultural, educational and economic future of North Carolina.

**Nutraceuticals World**, Montvale, NJ

Magazine on ingredient suppliers, equipment, packaging and contract services.

**NutraIngredients.com**, London, England

Digital magazine with daily news on nutritional supplements, energy drinks, sport nutrition and vitamins.

**Nutritional Outlook**, Los Angeles, CA

The industry's number-one magazine for news and insight on dietary supplements and healthy foods/beverages.

**Outer Banks Chamber of Commerce**, Kill Devil Hills, NC

The area's largest business membership organization.

**Outer Banks Community Foundation**, Kitty Hawk, NC

Helps meet local needs across Dare county and the entire Outer Banks.

**Outer Banks Marathon**, Nags Head, NC

Nonprofit organization.

**Outer Banks Restaurant Association**, Nags Head, NC

A diverse and exceptionally talented community famous for culinary creativity, warm southern hospitality, and its annual "Taste of the Beach" event.

**Outer Banks Visitors Bureau**, Manteo, NC

Lead marketing and promotional agency for the Outer Banks of North Carolina.

**Perluxan™ Anti-Inflammatory Supplement**, Commerce, CA

A unique, all-natural anti-inflammatory supplement primarily used to support joint health and soothe daily aches and pains.



**Pharmachem Laboratories LLC, Kearny, NJ**

A leading American privately held contract manufacturer serving the global nutraceuticals, food and beverage industries. Ingredient processing, powders, premixes, custom blends, extractions, packaging.

**Phase 2 Carb Controller™ Weight Loss, Kearny, NJ**

A clinically studied, white kidney bean extract for weight management. Distributed worldwide in supplements, foods, and other applications for people and pets.

**Pittsburgh Civic Light Opera**

The “celebration of musical theater” dedicated to the preservation, creation and promotion of the American musical theater art form and education throughout Western Pennsylvania and the United States.

**Pittsburgh Cultural Trust**

Lauded as “the single greatest creative force in Pittsburgh because of its spirit of reinvention” by the Pittsburgh Post Gazette, the Trust strives every day to enrich the city of Pittsburgh’s vibrancy, diversity, and prosperity.

**Pittsburgh Dance Council**

Exceptional world-class contemporary dance in the Cultural District.

**Pittsburgh Penguins**

National Hockey League team with 5 Stanley Cup wins.

**Pittsburgh Pirates**

Major League Baseball team with 5 World Series championships, 9 NL Pennants, and 9 East Division titles.

**Pittsburgh Post Gazette**

Major daily newspaper serving the greater Pittsburgh area. Pulitzer Prize winner, 6 times.

**Pittsburgh Steelers**

National Football League team with 6 Super Bowl wins, 6 NFL Championships.

**Pittsburgh Tribune Review**

Daily newspaper serving Pittsburgh and surrounding area.

**Pittsburgh Zoo & PPG Aquarium**

Opened in 1898, the zoo is one of six accredited zoo – aquarium combinations in the USA. With naturalistic habitats for many species, and resources for conservation, education, and research.

**PNC Bank, Pittsburgh, PA**

Offers consumer and business banking services with 2,459 branches in 19 states and in the District of Columbia.

**Pocosin Arts School of Fine Craft, Columbia, NC**

TripAdvisor® top 10 things to do in Columbia. Art workshops in a variety of media in studios and lodge surrounded by the unspoiled beauty of the Scuppernong River and Pocosin Lakes National Wildlife Refuge.

**PomMax® Whole Fruit Pomegranate Extract, Brantford, Ontario - Canada**

Proprietary concentrated whole fruit pomegranate extract clinically that may provide cardiovascular benefits. Used in dietary supplements, food and beverage worldwide.

**Powder Processors, Inc, Ogden, UT**

Manufacturer of a wide range of nutritional ingredient powders, including tablet and capsule-ready blends.

**PPG Industries Inc, Pittsburgh, PA**

Fortune 500 company and global supplier of paints, coatings, optical products.

**PPG Pittsburgh Paints, Pittsburgh, PA**

PPG shares their technological advancements in paint from the home to the car.

**Prenulin® Nutraceutical Ingredient**, Kearny, NJ

A Natural Glucose Support complex that helps control blood sugar levels by reducing the body's ability to absorb sugar.

**Prepared Foods Magazine**, Troy, MI

Provides market trends, new product opportunities, ingredient formulation and product development solutions for those driving new product development within the food and beverage communities.

**Prevention Magazine**, Emmaus, PA

The world's most established healthy lifestyle brand for trusted information from nutrition to food, medicine to mood, and exercise to the environment.

**Professional Business Women Association**

Nonprofit organization.

**Professional Theatre Workshop**

Nonprofit organization.

**Proprietary Nutritionals Inc**, Kearny, NJ

A premier marketer of science-based branded ingredients for the nutritional supplement and functional food industries.

**Red Drum Grille and Taphouse**, Nags Head, NC

18 microbrews and domestic beers on tap. Fresh local seafood, steaks, pasta. Member of Gallery Row Arts District.

**Reducol® Ingredient Lowering Cholesterol**, Merry Hill, NC

Patented blend of plant sterols and stanols. Clinically proven ingredient for lowering LDL cholesterol safely and naturally. Used in dietary supplements, functional food, dairy, cereal, beverages, salad dressings.

**Rentals On The Ocean**, Nags Head, NC

Pet-friendly oceanfront and ocean view cottages. Member of Gallery Row Arts District.

**Roanoke Island Festival Park**, Manteo, NC

TripAdvisor® top 10 attractions in Manteo. "Where history comes alive" at a 25-acre historic site for the first English settlers in 1585.

**Roanoke Island Historical Association**, Manteo, NC

Commemorate the history of the first English colonies in North America on Roanoke Island, North Carolina through the production of the symphonic outdoor drama The Lost Colony, educational events and programs.

**Robert Morris University**, Moon Township, PA

Best Colleges U.S News & World Report in National Universities. Offering doctoral degrees, and 80 undergraduate and graduate programs.

**Rock the Cape Music Festival**, Hatteras, NC

Nonprofit organization.

**Rodef Shalom Temple**, Pittsburgh, PA

Faith based nonprofit organization.

**Rodgers, Rodgers and Cullis Law Office**, Greensburg, PA

Law firm.

**Rose, Harrison and Gilreath Law Office**, Kill Devil Hills, NC

Law firm.

**Rotary International**

Nonprofit organization.

**Seagreen Gallery**, Nags Head, NC

Art gallery with re-purposed furniture and works of art from salvaged materials. Member of Gallery Row Arts District.

**Seaside Art Gallery**, Nags Head, NC

Largest privately owned art gallery in the Southeast United States. Member of Gallery Row Arts District.

**Sharon Regional Medical Center**, Sharon, PA

Providing health care services to the region for more than 120 years.

**Sherwood Oaks Retirement Community**, Cranberry, PA

Premiere personal care senior living facilities for 35 years.

**Shooters at the Beach Photography**, Nags Head, NC

Capturing family portrait, weddings, ads, for over 20 years. Member of Gallery Row Arts District.

**Shopify Partner**, Ottawa, Canada

A diverse group of designers, developers, marketers, and affiliates who use the Shopify platform to build ecommerce websites, themes, and apps.

**SHPS Inc**, Louisville, KY

National provider of health improvement programs through its Carewise Health subsidiaries.

**Skip Bleecker Art Studio**, Mt. Pleasant, MI

Professional artist.

**Snyder of Berlin**, Berlin, PA

Since 1947, the "Snacks That Invite You to Taste The Difference".

**Snyder's of Hanover**, Hanover, PA

American bakery and snack food distribution company.

**South Carolina Aquarium, Charleston, SC**

Nonprofit organization.

**SPCA**

The first humane society to be established in North America and is, today, one of the largest in the world.

**Starchlite™ Weight Loss Ingredient, Kearny, NJ**

A clinically studied, white kidney bean extract for weight management. Distributed in Europe in supplements, foods, and other applications.

**Stephen Ministry, St. Louis, MO**

Independent Christian organization with trained Stephen ministers who provide high-quality, confidential, Christ-centered care to people who are hurting.

**Stouffer's Frozen Meals, Solon, OH**

Feeding friends and family since 1924. "Frozen dishes that are made with ingredients you can feel good about." Lean Cuisine. Pizza. Entrees.

**SupplySide West, Phoenix, AZ**

The largest industry event for dietary supplement, beverage, functional food, personal care and sports nutrition professionals.

**Surfin' Spoon Frozen Yogurt Bar, Nags Head, NC**

Radical little frozen yogurt bar established by pro surfer, Jesse Hines.

**Sytrinol® Ingredient, Benicia, CA**

A patented blend of natural citrus and palm fruit extracts and helps improve healthy cholesterol levels.

**TeaVigo™ Nutraceutical Ingredient**

A green tea extract known with powerful antioxidants.

**The Cannon Foundation, Inc**

This endowed Foundation accepts unsolicited requests for grants primarily for capital projects and equipment.

**The Duke Endowment, Charlotte, NC**

Since 1924, helping people and strengthening communities in the Carolinas by nurturing children, promoting health, educating minds and enriching spirits.

**The Herbal Pharmacist, Tampa FL**

David Foreman RPh, is a registered pharmacist, author, television correspondent, radio host known nationwide as the "Herbal Pharmacist."

**The Institute of Outdoor Theatre, Greensboro, NC**

The strongest and broadest network of theatre practitioners in the United States. Publications and services supporting the careers of emerging artists, seasoned professionals and academicians.

**The Lost Colony Theater, Manteo NC.**

First staged in 1937, the nation's first and longest-running symphonic drama performed at the Waterside Theatre. Winner of a Tony award and written by Pulitzer Prize-winning playwright Paul Green.

**Three Rivers Bank, Kalispell, MT**

Independently owned bank for personalized attention and quick answers.

**Transitions® Optical, Pinellas Park, FL**

Hassle-free lenses that make everyday life simpler by automatically adapting to changing light conditions and help protect against harmful blue light indoors and outdoors.

**UPMC Jameson, New Castle, PA**

Full-service community hospital serving the residents of Lawrence County and its surrounding communities.

**United Way**

Nonprofit organization.

**U.S. Air Force**

"The World's Greatest Air Force—Powered by Airmen, Fueled by Innovation."

**U.S. Department of the Interior**

"Protecting America's great outdoors and powering our future."

**U.S. Marines**

Branch of the United States Armed Forces responsible for conducting amphibious operations with the United States Navy.

**U.S. National Park Service**

Cares for special places saved by the American people so that all may experience our heritage.

**U.S. Steel, Pittsburgh, PA**

An integrated steel producer with major production operations in the United States and Central Europe.

**Visit Pittsburgh**

The official tourism promotion agency for Allegheny County.

**Vitamin Retailer Magazine, East Brunswick, NJ**

The first and leading trade magazine that specifically covers the category of dietary supplements.

**Walgreens, Deerfield, IL**

One of the largest drug store chains in America.

**Walmart, Bentonville, AR**

Helps people around the world save money and live better in retail stores and online.



**Waveriders Coffee Deli & Pub**, Nags Head, NC

Fresh coffee, latte, piled high paninis, wine & beers on tap. Member of Gallery Row Arts District.

**Weight Watchers**, New York, NY

A global wellness company and the world's leading commercial weight management program.

**Western Pennsylvania Conservancy**

Nonprofit organization.

**Western Pennsylvania Economic Development Group**

Nonprofit organization.

**WholeFoods Magazine**, South Plainfield, NJ

The leading source for health & nutrition articles, including natural health product news.

**Yellowhouse Gallery**, Duck, NC

Photography, pottery, jewelry, local artists. Member of Gallery Row Arts District.

**Z. Smith Reynolds Foundation**, Piedmont Triad, NC

A private, family foundation that has been a catalyst for positive change in North Carolina for more than 80 years.

# How I Write

## Contact and Communications Policies

As we work together, it is important that we have fast and easy communication.

During our project, I am available Monday through Friday, from 9 am to 5 pm EST. By far, the best way to reach me is by phone at 386-576-7262, or through email at [cindy@cindyreedmarketer.com](mailto:cindy@cindyreedmarketer.com).

## Discussing the Project and Questionnaire

To get started with a potential project, I will send you a complete Discovery Questionnaire or Creative Brief. This will help both of us clearly define the scope of the project and ensure maximum results.

I will send you a link to the Questionnaire or Creative Brief through Google Docs (or an MS Word file via email if you prefer). Please return it to me as quickly as possible — for most clients that is between 1 and 3 business days.

After I receive the Discovery Questionnaire, I review and study your answers, plus any other applicable initial research needed. From there, I will outline a short Project Roadmap. This will save you time and help you see that I fully understand the project. It will also be the basis for our Launch Call.

3-10 days after I receive the Discovery answers, we will schedule a 20-minute Launch Call. During this call, we will discuss the Project Roadmap. I will listen to any additional directions and insights you have on the project.

Following that call, I will draft and send you an Agreement. If your legal team has an Agreement, we can use that.

## Investment and Getting Started

The Agreement will contain all the specifics on what exactly I will deliver, including project deadlines. It will also list your investment for the project and terms of payment. (Note: I require 50% of the project total to begin. Most of my clients prefer to pay by bank wire or overnight payment.)

Once we have both signed the Agreement, I will begin working on your copy as agreed.

## Research

My research process is very comprehensive. I begin with a complete review of your website and any other materials you send me. From there, I will research the market, including your competitors. In some cases, I will ask to visit with your customer service team, past clients/customers, and different department heads.

As needed, I will reach out to you for additional details, product samples, and other resources.

You can be confident that I'll quickly and effectively understand your product, your voice, and your customer's core emotional purchase drivers.

## Collaboration

As we work on this project together, communication is critical. Some of my clients are very busy and prefer to hand off the project to me and review the first draft, with very little communication in between. Others like dealing with me on an almost daily basis and be

involved at just about every step of the way.

Which are you?

Please send me an email and let me know how often you'd like to communicate and what the best way is to reach out to you (i.e., email, phone, social media, text, etc. ... ).

One other point ... I require that you assign me a single point of contact on your team. I will communicate directly with that person and they will deal with your other team members as needed to obtain information and approvals.

Finally, I STRONGLY encourage you to become familiar with Google Docs. I do all of my writing with this word processing tool. It allows us to track changes, comment, and collaborate in real time. It can be shared with various team members and the working document is always the current document — no need to worry about sending wrong files or things getting lost.

## Review of First Drafts

Typically, you'll receive the first draft in 10-14 business days, depending on the project size and scope. For small projects, you'll receive the first draft in 24-48 hours.

When you get the first draft, please review it carefully. Also, have any applicable team members review it. The most important thing at this stage of the game is making sure that the tone, message, and offer are right. We'll fine-tune during the second draft ... and third draft, as needed.

## Revisions

After you review the initial draft, it is likely that you'll want some things changed. Please note those changes using the comment feature inside of Google Docs. You can also suggest changes using the Edit Mode feature, which I'll turn on when I share it with you.

I will review all your suggested changes within 24 hours of you submitting them to me. I will make my adjustments within 2-4 business days, depending on the breadth and complexity of your suggested changes.

In all cases, I recognize that these are your customers and will defer to you as much as possible.

Sometimes, there are cases where my clients make suggestions that I know will not work and will hurt profits. In those cases, you can expect me to be bold and direct in my feedback. When clients insist on changes that I feel will not work, I always recommend a simple A/B split test. Let the market vote.

## Additional Reviews

After the first round of changes, there may be some additional fine-tuning needed. You can be confident that I'll gladly work with you until you are delighted with the copy. In most cases, my clients find that one review volley is enough. When more are needed, it is usually just one or two and the process goes quickly. Typically, we can get to a final copy within 1-3 business days.

## Final Approval

Once all revisions are done, I will submit a final draft to you. At this point, you approve the copy by sending me an email stating that everything is ready for distribution.

Once I receive this final approval from you, I will invoice you for the remaining 50% of the project investment. The invoice is due upon receipt. I will make every effort to be prompt in responding to your requests and assume that, as a professional, you will do the same with my invoices.

In most cases, the final copy is sent to a designer for formatting. I strongly encourage you to send me a PDF of the final version. I will double check that any graphical elements added by your design team enhance the copy and make it more effective.

If I see something that is distracting and may hurt your response rates, I'll be direct in letting you know. If requested, I'm happy to work with your design team to make any changes needed to make the end version as effective as possible.

## Debrief and Transition to New Projects

Once the project is done, I provide all of my clients with a complimentary follow-up consultation. We spend a few minutes on the phone and discuss what went well and where improvements can be made.

We review the Discovery Questionnaire and discuss additional ways to uncover new profits. Where appropriate, we map out a new project to ensure that you continue to have excellent copy that meets your goals and grows your business.

# Getting To Know Cindy Reed

## What Happens When Plans Don't Work Out?

It was my first interview. The room was well appointed with a sleek conference table and plush seating for eight. It had contemporary conference cabinets designed with smooth edging and soft corners. The porcelain whiteboard was front and center... ready-to-go. This room is perfect for board meetings!

A friend I worked with suggested the meeting. We worked together at one of the top 25 ad agencies in the country, with billings more than \$400 million. I worked on major brands like Nestle, Taster's Choice, McDonalds and many more. We were in Pittsburgh, the 3<sup>rd</sup> largest corporate headquarters in America at the time.

But things were very different now. The recession was in full swing. Businesses were downsizing. Unemployment was rising. Ad budgets were being cut everywhere. Clients were bringing their marketing in-house.

Our agency had been sold... In the past year our office went from 300 people to just a handful of us. My work week chiseled down from 5 days to 2 ½.

Here I was... exploring moving to the client side. It was a pathway that proved to be successful for many of my colleagues. They were moving to Atlanta, Chicago, even California. Working at Pepsi, UPS, Alberto Culver.

A gentleman entered the conference room. He announced, "The Marketing Director job we were about to discuss was suspended by a hiring freeze." Well that didn't go as planned. He said it was okay to leave... or stay and talk anyway.

I chose to stay... we had an excellent conversation. He said he'd refer me to his contacts who might be hiring. I picked up my maroon leather briefcase and trench coat when it was time to go. Then he surprised me by saying, "...if you find another account like me, I'll hire you as my ad agency."

I didn't believe him at first. It sounded crazy! "I hadn't thought of that," I said. "Would you really do that? Hire me as an ad agency?" "Yes, I would," he replied.

I stopped by a coffee house and ordered a Walkover sandwich with a latte. How could I make this new idea of being a freelance ad agency for in-house marketing departments work? I changed my networking strategy and started making phone calls.

Two weeks later the jackpot call came in. I landed my first account. Consolidated Natural Gas... the largest integrated energy company in the world at that time. It was an exciting beginning to a new venture. With lasting friendships, and long-term productive relationships.

And the gentleman I interviewed with? I called him and he came on board, too!



## The Day The Ship Hit The Span

We were enjoying a family fun October vacation in paradise... Hatteras Island located off the coast of North Carolina. Crazy seashell collections. World class fishing. Relaxing on the sunny beaches in the Cape Hatteras National Seashore.

It's Friday morning. Our last day. We wake up to...what! Water all around. Our oceanfront beach cottage turned into a moat. The ocean was spilling between the sand dunes and surrounding the front steps. The sound waters were flooding across the highway to the driveway in the back. No electricity.

We grabbed the battery-operated radio to get a report. An offshore low pressure weather system sprang up overnight. It took everyone by surprise. A hard nor'easter was pounding Hatteras Island.

A runaway dredge, the *Northerly Island*, slammed into the Bonner Bridge at 1:28 am. The storm tossed vessel lost its moorings. Dragging its anchors and straining against the 90 mph wind gusts, the 200-foot vessel with 130-foot high cranes rammed the span. The impact caused a 370-foot section of the bridge to collapse into the watery Graveyard of the Atlantic. With it went the electric power and telephone lines that ran under the bridge. The island lost its only land link to the mainland.

The only way to get off the island was to take a 60-minute ferry to Ocracoke Island. Drive the 13-mile trip to the village. Then take a second ferry to the mainland that ran every 5 hours.

When the storm was over, we packed our bags in the car and drove to the ferry docks.

So did everyone else. The line of cars was huge! And going nowhere fast. The radio reported that so many people had taken the ferry to Ocracoke, they got stranded... lined up for miles... waiting in their cars all day and going nowhere. The Red Cross supplied them with sleeping bags, peanut butter and bologna sandwiches. The local residents were offering fresh coffee walking up and down the highway... it was a mess.

I reached into the glove box of our Ford Taurus and pulled out the owner's manual. With pencil and paper in hand, I began doing the math. The Taurus was 202.9 inches. We were 2 miles from the Hatteras ferry. Convert car inches to feet... the miles to feet... that's approximately 620 cars.

Two ferries take 30 cars a piece per trip, one hour each way. The cars drive 13 miles to Ocracoke village. Then catch the next ferry which carries 50 vehicles and runs every 5 hours... Monday. It would be until Monday before we could get off the island safely... taking 2 ferries to the mainland. Two more days.

We turned around. Went back to the beach cottage and hunkered in to wait where it was dry and we still had supplies.

The sun was shining again. Army helicopters flew generators back and forth between towns to give them a few hours of power. We used our canned goods and the extra water supplies on hand. Radio reports continued on the slow progress of the stranded motorists. Finally, it cleared out Sunday night. My calculations worked! We left at the crack of dawn Monday morning. And enjoyed dinner on the mainland.

## “You Build Trees Better Than Anyone Else I Know”

I was invited to a highly specialized live coaching program guaranteed to have an immediate impact on my writing career and income. My awesome coach gave me a preparation assignment to do before the program even started. He told me it was designed to help me discover my unique strengths and abilities. He asked me to email 20 peers. Ask them “what do you think I do better than anyone else in the world?”

My coach was right... I got so many insights from their replies. One resonated with me in a special way. It’s from a long-time friend and colleague... who used to be my boss.

He wrote, “I think you build trees better than anyone else I know. *Build* trees, not grow them.” He went on to say that I have an instinctive ability to identify a foundational goal. And set it “immovably in place” ... like a tree trunk. And, as I cultivate the tree and its branches to grow and flourish... I also embrace new and sometimes unforeseen elements... as branches to achieve a fuller, beautiful and complete tree. “I don’t know anyone else who does this better than you,” he wrote.

My friend empowered me to see myself better. I cherish his words. Like building trees, I find ways to build fuller, more significant, more compelling stories for my clients.

# Services & Investment

I specialize in the following services:

Service Description	Estimated Investment
Landing Page	\$950 - \$3,000
Long Copy Sales Letter	\$3,000 - \$5,000
Video Sales Letter / Script (short or long)	\$1,000 - \$5,000
Email, short copy	\$250 - \$2,000
Email, long copy	\$750 - \$3,500
Email Autoresponders (Series)	\$150 - \$1,000 / email
Ads (banner & text)	\$250 - \$1,000
Special Report (White Paper)	\$2,000 - \$7,500
Opt-in Form	\$150 - \$750
Thank You page	\$150 - \$300
Content – Article, Advertorial, How-To Videos	\$1 - \$1.50 / word
Website – home page	\$1,500 - \$3,500
Website – other page	\$750 - \$1,250 / page
Social Media set-up	\$500 / network
Social Media post and monitor/ manage feeds	\$1,000 - \$1,500 / month
Case Study	\$1,200 - \$2,000
Testimonials	\$500 - \$800

I also provide:

Microsite	\$3,000 - \$7,000
Site Audits	\$1,000 - \$2,500
Press Release (1 – 2 pages)	\$500 - \$1,000 / release
E-newsletter/ E-zine	\$800 - \$1,800 / page
E-book	\$2,000 - \$7,000
Blog Post	\$100 - \$800 / post
Print Ad	\$800 - \$2,000
Pay-Per-Click (PPC)/ AdWords Campaign	\$75 - \$350 / ad
Sell Sheet	\$500 - \$1,000
Brochure	\$750 - \$1,500 / page
Copy Critique	\$400 - \$1,200
Webcast	\$2,000
Marketing Strategy and Planning	\$150 - \$200/ hour

This schedule is an estimation. Investment may vary depending on the size of the project and research. My services are not limited to this chart. Estimates for other services are available upon request.

Graphic design and website services are quoted separately.

# Writing Samples

## Website - Celadrin® Joint Health Supplement

### Home Page

#### ***Get Moving Again...***

Improve Joint Comfort Quickly with Celadrin®

Celadrin® is the patented, fast acting solution for soothing everyday aches and pains. Athletes, health practitioners, those with joint discomfort, and millions of people use it worldwide.

### What is Celadrin®

#### **The Leading Cause of Discomfort**

The World Health Organization (WHO) estimates pain and stiffness of the joints and its associated conditions, as the leading cause of discomfort worldwide. It's giving rise to vast healthcare costs and loss of work.

It's also the leading cause of discomfort in the United States...nearly two-thirds of those affected are under the age of 65, including children.

It affects over 53 million Americans. One in four adults report severe joint pain. By 2040, this number is expected to exceed 78 million.

Celadrin® reduces discomfort quickly, with the additional benefits of restoring fluids, and cushioning bones and joints with long-term use.

#### **What Is Celadrin®**

Celadrin® is a natural proprietary ingredient for joint mobility and health. It lubricates cell membranes throughout the body, restoring fluids that cushion bones and joints to promote

flexibility and mobility.

It's comprised of esterified fatty acid carbons and other active synergists. The esterifying process makes the fatty acid stable so it doesn't react with oxygen.

## Celadrin® Features

### Celadrin® Features

- ✓ Available as capsules, tablets, or creams
- ✓ Fast acting within 30 minutes
- ✓ Clinically shown to promote healthy or normal joint function
- ✓ Relieves muscle stiffness caused by injury
- ✓ Significantly increase walking ability
- ✓ Decrease knee discomfort
- ✓ Enhance and lubricate cell membranes
- ✓ Enhance fluids that cushions bones and joints to maintain flexibility and mobility
- ✓ For temporary relief of minor aches and pains associated with simple backaches, strains, bruises, sprains, and inflammation and stiffness of the joints

## Pharmachem Labs

### About Pharmachem Labs

Pharmachem Laboratories, LLC is headquartered in Kearny, NJ in the USA. We are the exclusive distributor for **Celadrin®** in the United States, Mexico, Latin America and Canada.

At Pharmachem Laboratories, LLC we develop custom solutions that meet the specialized needs of our customers. We're a leading global contract manufacturer and supplier of high-quality specialty ingredients, and custom blends. We also provide advanced ingredient processing services for: Food & Beverage, Nutrition & Health, Personal Care and Pet Food industries.

## Certifications

Since our founding in 1979, we have achieved important industry certifications including NOP-certified organic, NSF cGMP, HACCP, AIB Superior, Kosher and Halal.

## Our Evolution

Through our strategic acquisitions and investments, we are a vertically integrated company. We add value, enhancing every step in the production process from field-to-market.

We currently own and operate 16 manufacturing facilities in North America, with bench top, pilot and commercial operations.

## Organic Green Initiative

We're committed to resource efficiency. We're mindful of recycling and reducing waste for positive environmental impact. As an example, we installed a biomass to energy system in our extraction facility, capable of generating 30,000 lbs. of steam per hour.

## Locations

Pharmachem Laboratories, LLC is a global leader with processing and manufacturing facilities throughout North America.

## How It Works

### How Celadrin® Works

There are over 37 trillion cells in one human being. Each cell is contained by a cell membrane... like a protective bag with tiny holes, holding fluids and components inside the cell. It's an organized structure protecting the cell from neighboring cells and the outside world.

Lipids are the major component in membrane structure. They regulate the nutrients, minerals,



electrolytes, drugs and other compounds across the cell membrane.

This regulation is critical to the adequate function and health of the individual cell.

### **Celadrin Improves Functionality of The Cell Membrane**

Celadrin® delivers the ideal blend of lipids to the cell membrane, enhancing its function.

Body stressors impair lipids, damaging the peak functioning and health of the membrane and cell. This reaction damages the membrane and can cause the cell's demise.

Consuming or applying Celadrin® improves the functioning of the cell membrane, protecting the cell and repelling the stressors. The result is a more efficient, fluid, permeable and youthful cell membrane.

### **Celadrin Reduces Discomfort Quickly**

Stressors can stiffen the cell membrane, reduce its integrity, and have adverse affects including pain and discomfort. Stressors can occur with age, dietary conditions, free radicals, injury or the like.

Celadrin® reduces discomfort quickly in endothelial cells (thin cells that line the inside of some body cavities.) It works directly on white blood cells reducing the production of immune factors responsible for discomfort, and playing a role in the lubrication of affected joints.

Celadrin's special fatty acid profile may relieve various areas of skin discomfort, and enhance bone and oral gum health.

It also inhibits arachidonic acid, one of the main promoters of the discomfort cascade of immune factors, by inhibiting 5-lipoxygenase – another mediator of joint discomfort. Flexibility is restored... discomfort is reduced. And, restoring the body begins on a cumulative basis.

Celadrin® improves cellular membranes, protecting them from the adverse action of immune

messengers. This unique enhancement of the cell membrane leads to the restorative attributes of Celadrin® – including discomfort relief and supporting joint health.

## Celadrin® & Glucosamine

### How Celadrin® And Glucosamine Work Together

- Inflammation, insufficient lubrication, and lack of cell membrane fluidity can cause wear on the joint area.
- Glucosamine is clinically studied. It increases the range of motion and relieves pain at the same rate of Ibuprofen.
- Glucosamine assists in rebuilding cartilage and the overall structure of the joint. However, it's shown moderate effects on people affected by osteoarthritis.
- Celadrin actually lubricates the cell membrane continuously, enabling the cell membrane to repel inflammatory chemicals.
- Celadrin stops the cascade of inflammation and assaults on the membrane, which cause it to stiffen.
- Celadrin empowers glucosamine to perform faster and more efficiently in building joint cartilage.
  
- The synergistic dual-action of Celadrin & glucosamine provides rapid joint cushioning, quickly alleviating inflammation, building cartilage and restoring the entire joint area.

*Website copy written by Cindy Reed and published by Celadrin®*

## Newsletter - Phase 2 Carb Controller® Weight Loss

### Subject Line

How to Get Ready for the Growth in Weight Control Dietary Supplements.

### Body Copy - Section 1

#### **How to Get Ready for the Growth in Weight Control Dietary Supplements.**

The latest study by Persistence Market Research (PMR) anticipates a healthy growth for the weight control dietary supplements market. "The market is likely to register a 6.0% CAGR (Compound Annual Growth Rate) throughout the forecast period 2017 – 2026," says a spokesperson for PMR. "The global weight control dietary supplements market is also estimated to bring in \$37.1 million (U.S.) by 2026 end."

As the documented number of overweight Americans continues to climb, so does their use of weight management products. Consumers are embracing weight control supplements in varying forms including pill, liquid, and powder. By the end of 2026, pills/ soft gels are expected to dominate the market and exceed \$7.9 million (U.S.)

With the persistent focus on quality of ingredients used, and a large pool of weight management ingredients from which to choose, one weight control ingredient, Phase 2 Carb Controller®, leads the pack.

"There are so many possible causes why people have struggles with their weight," says Dave Foreman, RPh, ND. a.k.a. The Herbal Pharmacist. "As for each individual ingredient, there needs to be a good body of evidence with science on humans that clinically validates their true effectiveness on people, and substantiates claims that are made on it." Foreman continues, "Phase 2 carb controller is the one ingredient that has been scientifically shown to block up to

65% of dietary starches from becoming unwanted calories and sugar in the body.”

Foreman says one study comes to mind “with staggering results.” It’s a 30-day study of 50 overweight and obese individuals in Mexico. They used 1000 milligrams of Phase 2®, 3x a day with a high carbohydrate meal. “In my opinion, to combine it with high carb meals shows the effectiveness of Phase 2®” says Foreman. He states that 98% of the people in the study had a reduction in their body weight of 3.9 lbs. to 8.3 lbs. “Even the low end of 3.9 lbs. is significant weight lost in a 30-day period,” remarks Foreman. “I’m not an advocate of people not changing their lifestyle and eating habits, but in this case with no special requirements, people still lost weight, with no adverse effects.” (Random, multi-center evaluation to test the efficacy of Phaseolus Vulgaris, PreCarb in obese and overweight individuals. Lucilla Velasco Osorio dietician, Jorge Alberto Zavala Gamboa Q.I.)

Did you know there are more than a dozen published clinical studies on Phase 2® dating back nearly two decades? This remarkable body of evidence has proven Phase 2® to be an integral ingredient in the growing weight management supplement marketplace. Phase 2® is derived with a proprietary process from Phaseolus vulgaris, the white kidney bean, and reduces the amount of carbohydrates absorbed by the digestive system. It’s in many forms including powders, tablets, capsules and chewables.

You can get ready for the growth in the weight control dietary supplement market. Contact our Phase 2® experts and find out how you can formulate your next product with Phase 2®.

Yes, connect me with a Phase 2® expert.

## Body Copy - Section 2

### **What is the Best Way to Find an Effective Weight Control Ingredient?**

It's a Matter of Science. The number of Americans overweight continues to increase at an alarming rate. Phase 2 Carb Controller® is the one science-backed weight control ingredient leading the pack. It's the first and only dietary ingredient with over a dozen completed clinical trials since 2001. Learn how Phase 2® can work for you.

Download our Free New Ebook, "[How to Find an Effective Weight Control Ingredient? It's a Matter of Science.](#)"

### Body Copy - Section 3

#### Take the Diet Quiz

Millions of Americans are attempting to lose weight at any given time. They spend billions of dollars each year on weight control products and services, from diet books to shoe inserts. Learn more about diets and weight control by taking this quiz, compliments of the University of Rochester Medical Center, based on information from the Federal Trade Commission (FTC) and Weight-control Information Network (WIN). [Take the quiz now.](#)

### Body Copy - Section 4

#### Do You Want to Know How Phase 2® Can Work for You?

Feel free to contact us and talk with a Phase 2® expert. We look forward to hearing from you.

[Yes! Tell me more about Phase 2®]

*Newsletter copy by Cindy Reed, published by Phase 2 Carb Controller®.*

## Ebook - Phase 2 Carb Controller® Weight Loss

### Title

**"Phase 2®: An Ingredient Supported by Science."**

### Body Copy

The number of Americans overweight continues to increase at an alarming rate. Over two billion people are significantly overweight, including children. Being overweight is a major risk factor linked to a half-dozen leading causes of death, and contributes to rising medical costs.

*"The number of Americans overweight continues to increase at an alarming rate." [inset text]*

Amid these factors, many people are worried about their weight. Consumers know "eating less and exercising more" is easier said than done. They often seek natural products to help them manage their weight. But many want to believe that one pill will let them eat pizza and be thinner the next day...and too many marketers sell that false hope in a bottle.

The good news is helpful options do exist. Research shows there are dietary supplement ingredients that successfully help consumers manage their weight. Phase 2 Carb Controller® is the weight loss ingredient leading the pack. It's the one researched with more than a dozen published clinical studies over two decades, showing its effectiveness in aiding people's weight management efforts.

*"Phase 2 Carb Controller® is the weight loss ingredient leading the pack." [inset text]*

## What is Phase 2® and How Does It Work

Phase 2® is derived with a proprietary process from *Phaseolus vulgaris*, the white kidney bean, and reduces the amount of carbohydrates absorbed by the digestive system. The body uses the enzyme *alpha-amylase* to digest the carbohydrate molecule. This enzyme converts carbs into sugar to use for energy, or store as fat. Phase 2® acts on *amylase*, reducing the digestion and absorption of starches as much as sixty-six percent.

## Key Studies that Support Phase 2®

There are more than a dozen well-constructed studies dating back nearly two decades. Each has shown Phase 2® to be an essential ingredient in the weight management supplement marketplace.

Four impressive studies exemplify why Phase 2® is the leading ingredient in weight management nutraceuticals:

1. *Study 1: A synopsis of the study, published in the Obesity Journal. (2011 – 2012)*

The safety and efficacy of Phase 2® in weight management was studied in a 12-week randomized, double-blind, placebo-controlled study at two centers in Berlin, and was then followed by a weight maintenance study over 24 weeks.

66 overweight Caucasian adults aged 18 to 60 years old, who followed a strict diet plan, participated. 2 tablets with Phase 2® containing 500 mg each, were administered 3 times per day with meals. Subjects in the *Phase 2® group lost significantly more weight* than those in the placebo group. Over 24 weeks, *73.5% of the subjects maintained their weight without dietary restrictions.*

*"73.5% of the Phase 2® group maintained their lost weight without dietary restrictions." [inset text]*

2. *Study 2: Controlled trial by Leiner Health Products (2003)*

A statistically significant weight reduction was shown for those taking Phase 2® in a 12-week, randomized, double-blind placebo controlled trial. 60 overweight individuals consumed 2 soft chews containing either Phase 2® 1000 mg, or placebo, before each meal. The groups were compared at 6, 8 and 12 weeks. *Individuals taking Phase 2® lost nearly 7 lbs. compared with a gain of almost 1 lb. in the placebo group after 12 weeks.*

3. *Study 3: From the International Journal of Medical Sciences (2007)*

In a bit stricter 30-day study, 60 participants were all overweight by 5 to 15 kg and showed a stable weight the previous 6 months. They also underwent a 2-week single-blinded, run-in period prior to randomization. Participants took either an active tablet, or placebo, each day before a 2,000 to 2,200 calorie carbohydrate-rich meal.

*The active group lost an average of 6.45 lbs. in 30 days with an impressive 10.43% reduction in body fat, compared to the placebo group with an average loss of 0.77 lbs. and only a 0.73% reduction in body fat.*

*"Those in the Phase 2® group lost  
6.45 lbs. average in 30 days" [inset text]*

4. *Study 4: Published in The Journal of Applied Research (2010)*

In a 60-day Chinese study, 101 volunteers with a BMI between 25 and 45 were given a single capsule with 1,000 mg Phase 2®, or placebo, 3 times per day, before meals. After 30 and 60 days, significant weight loss was observed in the active group compared to the placebo group. After 60 days, the active group average weight loss was 4.18 lbs. compared to the placebo group weight loss at 0.88 lbs. *Significant waist measurement reduction in the active group was also observed.*



Today, Phase 2® is available in a variety of applications including tablets, capsules, stick packs and chewables. Contact us about how Phase 2® can work in your new product.

*"Available in tablets, capsules,  
stick packs and chewables." [inset text]*

Clinical research continues on Phase 2® as does research into exciting new formulations, including functional seasonings, food and beverages.

*More than fifteen years of research and published clinical studies show that Phase 2 Carb Controller® is effective in aiding people's weight management efforts. Download our new white paper here, "Phase 2 Carb Controller: Weight Management Ingredient Supported by Science."*

*Yes! Download my free white paper now.*

*Phase 2 Carb Controller® is a natural extract clinically proven to reduce the enzymatic digestion of dietary starch. Phase 2® is the first and only dietary ingredient with over a dozen completed clinical trials since 2001.*

*See Clinical Studies here.*

*"Do You Want to Know How Phase 2® Can Work for You?"*

*Feel free to contact us and talk with a Phase 2® expert.*

*We look forward to hearing from you.*

*[Yes! Tell me more about Phase 2®]*

## Article – Boomer Magazine

### The Lasting Beauty of the Seaside Art Gallery

**“It’s Quite Possibly the Most Exquisite Gem I’ve found on the Outer Banks Seashore, and it’s Been There for 55 Years!”**

I don’t know how I missed it! I’ve traveled to the Outer Banks of North Carolina so many times... weekend getaways ... family vacations ... holiday celebrations. Just like any traveler, I enjoy digging my toes in the sand on the expansive natural beaches, exploring the lighthouses, and shopping just about what I thought was every unique shop on the beach.

And then I found Seaside Art Gallery. At first, it looks like an interesting gallery in a familiar red brick building. Being at the beach, I expected to see some local artist seascapes, a couple of framed prints, and some cool seashore items for my desk back at the office.

Then I stepped inside!

What I found was hundreds of paintings and Disney animation cells on the walls around me. A friendly face pops around the corner and greets me with an inviting smile, “Hi! How are you!” I respond, “Wow! You have a lot of art here!” “Oh yes,” she says. “We have 12 rooms full.”

#### **12 Rooms-full**

This is my best discovery yet. Paintings, studio animation cells, etchings, sculptures, jewelry, wood carvings... all quality original art.

In all, the gallery has more than 3,500 works of original art, with over 500 local and international artists in varying genre and tastes. From quality abstract art to more traditional

realism, wildlife, seascapes, landscapes, and more.

The same Masters and Classic artists that are in New York City galleries are also found in Seaside Art Gallery: Disney, Hanna Barbera, Warner Brothers animation art... Audubon... Chagall... Dali, Durer... Federic Sackrider Remington... Renoir... Rembrandt, to name a few.

There is a wide selection of local and national artists from which to choose. Richmond's own Suzanne Morris is represented at the gallery along with other well known Virginia-based artists like Debra Keirce. The stunning watercolor paintings by the Latham family are here, too. Karen, and daughters Bonnie and Rebecca Latham raise funds for wildlife with their art.

The gallery also has notable Outer Banks collectibles: fascinating pottery pieces from the Algonkian Collington tribe, historical documents and artifacts for the Lost Colonists, Civil War Burnside Expedition, and the Wright Brothers First Flight.

### **Art Shows and Artist Demos**

It was amazing to meet an artist on-site and watch him give live demonstrations on how etchings are made. It was like watching the history of etchings unfold right before my eyes. The gallery schedules several artist live demonstrations throughout the year, and there's likely to be a new art exhibit going on too.

Notably, Seaside Art Gallery hosts its International Miniature Art Show each year. Mini art is big! Popular that is. There are 20 recognized Miniature Art shows in the USA, and 1 of these shows is at the gallery each May.

The 2016 show is April 30th – May 30th and will be the gallery's 25th International Miniature Art Show. It showcases 600 miniature works of art, with 200+ acclaimed artists across 5 continents, 8 countries, and 36 states in the USA.

## A Family Gallery

Chances are, you'll meet the owner, Melanie Smith. She is at the gallery daily. Her parents, Chester and Barbara Smith, established the gallery in 1961 in the town of Nags Head, and the family has owned and operated it ever since. Melanie and the staff are most helpful and reputed for their expertise. They are happy to tell you anything you want to know about the art. Melanie is an accredited fine arts appraiser with the International Society of Appraisers. The authenticity of the gallery's art is fully guaranteed.

Seaside Art Gallery is at 2716 South Virginia Dare Trail in Nags Head NC. The gallery is open year round. Stop in or check [online](#) to see what's new or browse around. Their toll-free number is 800-828-2444.

The gallery has a generous policy of 30-day refund or 5-year exchange. They ship anywhere. What's not to find in a gallery like this with 55 years of excellence and reputed customer service!

*This article is written by Cindy Reed, and published in Boomer Magazine March 2016.*

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## Article – Nutritional Outlook Magazine

### The Growing Pet Supplements Market

A recent TechNavio market research report charts out a bright future for dietary supplements in the global pet-health market. The market researcher predicts a compound annual growth rate (CAGR) of 5.26% for the global pet-supplements market moving forward between 2016 and 2020.<sup>1</sup>

One of the contributing factors to this market growth will be the continuing increase in the number of patents in the ingredients marketplace, as manufacturers of pet-health dietary supplements continue to strive to formulate better products. Another significant influencing factor for growth in the global pet dietary supplements market is the onset of a number of age-related health issues in pets of all kinds, which can lead to a number of disorders.

#### Outlook in the United States

Projections for pet supplements and nutraceuticals in the United States mirror the generally positive outlook for supplements in the human-health market. According to market researcher Packaged Facts, projected retail sales for pet supplements and nutraceutical treats in the U.S. continue to be promising and are expected to grow through 2017, to an estimated \$1.6 billion.<sup>2</sup>

“The pet market is split approximately 50% dog and cat, and 50% for horses,” says Bill Bookout, founder and CEO of the National Animal Supplement Council (NASC; Valley Center, CA), pointing out that due to a horse’s larger size, a horse will naturally account for a higher percentage of ingredients. NASC is a nonprofit trade association devoted to protecting and enhancing the health of companion animals.

Bookout adds, "Most people think of their pets as their children or their own extended family members. We see the trends for animal supplements following similar trends for human supplements." What's also promising for this market, he says, is "as consumers become educated on human supplements, that [knowledge] extends naturally to animal supplements as well."

Bookout ticks off a list of ingredients that he says still command a lot of attention in the pet-supplement space. Glucosamine, chondroitin, MSM, boswellia, yucca, and other joint-support products are still popular ingredients in the market for supplements and nutraceutical treats for dogs, cats, and horses. Bookout also says that omega fatty acid are popular for seasonal allergies, itchy and flaky skin, unwanted or excessive shedding, and skin and coat health. For healthy horse hooves, omega fatty acids are often combined with biotin. Other ingredients he feels have promise are probiotics ("up-and-coming," he says) and weight-management ingredients "to help address obesity- and health-related issues for pets."

Here are some additional ingredients to watch for in the pet supplements and nutrition industry.

### **Joint-Health Support**

Joint support continues to be a pressing need for our aging animal friends. Luckily, those looking for natural solutions can find some good options in the ingredients space. In 2015, the joint-health category represented a whopping 39% share of the pet-supplements market, according to TechNavio's market research report, and is forecasted to grow further.

One ingredient option is NEM, a branded natural ingredient obtained from eggshell membrane and supplied by Stratum Nutrition (Carthage, MO). It helps to support joint comfort, flexibility, and a healthy range of motion.

Last fall, Stratum, along with ESM Technologies (Carthage, MO), the supplier and manufacturer

behind NEM, announced the results of a first-of-its-kind canine study<sup>3</sup> on the ingredient in dogs experiencing joint discomfort and function. The six-week, double-blind, randomized, placebo-controlled clinical trial was conducted at eight veterinary clinics.

Researchers found that NEM eggshell membrane significantly improved joint function and joint pain compared to placebo at one week (22.5% improvement according to a Canine Brief Pain Inventory (CBPI) questionnaire, and 19.4% CBPI improvement, respectively), but noted that the results “just fell shy of significance” after six weeks of supplementation.

During the study, researchers also tracked serum levels of c-terminal cross-linked telopeptide of type-II collagen (CTX-II), a biomarker for cartilage degradation. CTX-II levels were found to be substantially reduced at the end of the study for dogs taking NEM versus the placebo.

Another ingredient popular in the joint-health space is Regenasure, a branded glucosamine ingredient that is vegetarian-sourced and supplied by Cargill (Minneapolis, MN). It has been shown to support cellular joint health and healthy tissues.

In one study<sup>4</sup>, researchers evaluated whether glucosamine has beneficial effects in cellular and animal models of osteoarthritis, and whether it can activate autophagy *in vitro* and *in vivo*. The researchers found that glucosamine may help activate autophagy and support healthy joints in the aging process.

Ingredients like these will continue to find demand in the animal space. Says TechNavio, “The demand for [joint-health] supplements will continue to increase worldwide in the coming years as they help in treating arthritis and crippling effects of osteoarthritis, which are very common in aging dogs....With the growing awareness about joint problems in their pets, several pet owners are increasingly demanding joint-health supplements as a preventive measure, which in turn, will be a major factor contributing to the growth of this market.”

## Weight Management

Interest in weight-management interventions is growing in the pet sector. Reports point to an increase in the number of obese pets along with obesity-related health conditions in pets, including damaged joints and ligaments, and digestive, heart, and other disorders.<sup>5-7</sup>

“For many of us, pets are like members of our families,” says Mitch Skop, senior director, new product development, Pharmachem Laboratories (Kearny, NJ). “So, it may not come as a surprise that pets often suffer from some of the same maladies as humans, including being overweight and obese. In fact, there is a major trend in the pet food industry for foods that meet some of the same health requirements as the human owner, including that they be organic, non-GMO, low-carb, to name a few.”

One particular branded ingredient, Phase 2 Carb Controller, a white kidney bean (*Phaseolus vulgaris*) ingredient supplied by Pharmachem, has been clinically shown to promote weight loss and reduce the digestion of starch. It is believed to possess benefits for both human and pet health.

In a 2004, 17-subject study<sup>8</sup>, Phase 2 Carb Controller was shown to help canine subjects lose weight. According to Pharmachem Laboratories, during the eight-week canine trial, 88% of the dogs in the study lost weight after consuming a supplement containing Phase 2 Carb Controller, without any additional changes in diet or exercise. The study also showed that 76% of the dogs that took Phase 2 Carb Controller lost inches around their abdomen, and none of the dogs gained inches in that area.

## Digestive Support

Tracking along with the human gastrointestinal-health (GI) market, the demand for pet supplements for GI health is reported to be increasing, too. Numerous ingredients, including



digestive enzymes and probiotics, can lend support in this area. And although animals' GI tracts contain different types of bacteria compared to those found in humans, unique formulations of prebiotics, probiotics, and digestive enzymes can also help animals maintain the balance of good and bad bacteria levels, and promote healthy digestion in pets just as they do in humans. In particular, TechNavio's report notes that, "The demand for probiotics has increased among the dog owners to improve gastrointestinal problems in their pets."

One company, Hyperbiotics (Henderson, NV), says that it has created a probiotic ingredient composed of six probiotic strains that are found to reside in the animal gut and that helps support and balance dog and cat gut health. The ingredient is called Pro-Pets, and Hyperbiotics produces it using the company's patented Bio-tract time-released process, which ensures that probiotics bypass the acids in the animal's stomach and are delivered to the intestinal tract.

The company says that the product is formulated with three billion CFU and requires no refrigeration because Hyperbiotics uses its patented LiveBac process, which ensures an eighteen-month shelf life.

### **More Research**

The hope is that more companies will study the effects of their ingredients in pet populations. Just this April, Lonza (Basel, Switzerland) announced the results of a brand-new study<sup>9</sup> on the companion-animal version of its L-carnitine ingredient, Carniking, in working dogs (Labrador Retrievers). Published in the *Journal of Nutritional Science*, researchers found that supplementing the dogs with Carniking resulted in positive effects related to activity intensity, body composition, muscle recovery, and oxidative capacity.

"The positive results clearly demonstrated that Carniking L-carnitine helps recovery after exercise in active dogs and has significant effects on muscle mass," said Dr. Craig Coon, CEO and co-owner for Four Rivers Kennel LLC (Walker, MO), where the study was conducted. "These

effects provide the first evidence of Carniking L-carnitine's specific positive impact on working dogs. This finding is promising as the increase in lean mass, recovery, and activity can provide better quality of life and function for working animals and house pets, for example."

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*This article is written by Cindy Reed, and published in Nutritional Outlook magazine, May 3, 2017.*

## Article - Nutritional Outlook Magazine

### 5 Growth Factors for Collagen in 2017

Collagen protein is found abundantly in the human body. The word collagen is derived from the Greek word kola, meaning "glue." Collagen is the foundational "glue" that helps hold the body's flesh and connective tissues together. Collagen is found in hair, nails, skin, muscle tissue, blood vessels, and bones. Tendons, cartilage, the digestive tract, heart, kidneys, gallbladder, and other organs also contain collagen. Collagen gives our skin elasticity and strength. It even plays an integral part in helping our bodies replace dead skin cells.

Collagen comprises nearly one-third of the body's protein content, with 90% of the collagen types 1, 2, and 3 collagen.(1, 2) Over time, the body's production of collagen slows, which is when dietary supplementation can play a role. As consumer awareness of collagen supplementation in health and personal care grows, along with expanding nutraceutical products, market researchers predict a strong collagen market. Global Market Insights' "Competitive Market Share & Forecast 2016 – 2023" estimates that the global collagen market, valued at more than \$3 billion in 2015, is likely to exceed \$5 billion by 2023, with a CAGR of 7% between 2016–2023, with growth expected for gelatin, collagen peptides, and marine collagen markets.

"The market for collagen products is on the rise in the U.S.," says Katie Stevenson, business development manager, Nitta Gelatin NA Inc. (Morrisville, NC). "Innovative applications that we see driving growth this year include ready-to-drink products and gummies, as well as shots containing collagen for beauty-from-within, joint health, overall health and wellness, and as a protein source."

## Beauty from Within

Collagen is one of the leading natural skincare ingredients targeting skin health and signs of aging with its ability to support the health of deep skin layers while providing visible beauty benefits from within. One well-known benefit of collagen is its ability to improve the overall health of hair and skin. Increasing collagen levels can help skin look radiant and healthy, even reducing the appearance of fine line and wrinkles associated with aging or environmental effects.

A double-blind, placebo-controlled study on the effect of oral supplementation of specific collagen peptides on human skin physiology found that 2.5–5 g of collagen hydrolysate used once daily for eight weeks significantly improved skin elasticity compared to placebo. Positive benefits were also observed for skin moisture. The randomized study was conducted among women aged 35 – 55 years. No side effects were noted.(3)

With nutricosmetics expanding in the health and beauty industry, collagen doesn't just address an aging audience. With consumer awareness of the benefits of nutricosmetics increasing, skin care is beginning in early adulthood. More collagen products, combinations, and delivery systems are being offered, and manufacturers are stepping up their efforts to create supplements with claims backed by scientific research and proven efficacy. For instance, Biocell Technology LLC's (Newport Beach, CA) type II collagen ingredient BioCell Collagen has been clinically shown to significantly reduce skin aging, facial lines, and wrinkles, including in a 2012 study published in *Clinical Interventions in Aging*.(4)

## Joint and Bone Health

Aging and other stressors can reduce collagen levels, leading to joint discomfort as ligaments and tendons move with less ease. Collagen supplementation can support joint health and reduce discomfort.(5) Bone- and joint-health supplements like Wellnex collagen peptides by Nitta Gelatin NA Inc. have been clinically shown to prevent joint cartilage and subchondral bone cell

deformation in both laboratory and human clinical studies.

## **Sports Nutrition**

The benefits of collagen for joint and bone health have expanded into the athletic arena, where collagen has been shown to support joint health and reduce the risk of joint deterioration in athletes.(6) In sports, collagen supplementation has been shown to support the recovery and strength of muscles and protect joints and connective tissues, as well as assist with injury prevention.

## **Health and Wellness**

Collagen is an efficient protein source for overall health. Glycine, an amino acid in collagen, converts glucose into energy, helping to form muscle tissue. It supports the digestive and central nervous systems, encourages cell longevity, and is a building block for healthy cell structure.

## **Unlocking New Insights**

Emerging research points to new horizons in collagen's beneficial effects on protecting cardiovascular health, promoting tissue regeneration, effecting healthy granulation of tissue supporting wound care, improving liver health, and more.

"While research continues to grow that supports collagen's beneficial effects on blood sugar, the potential for growth for this ingredient is endless," says Stevenson. And because collagen is cold-water-soluble, she says, expect to see more collagen in ready-to-drink beverages moving forward.

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*Article written by Cindy Reed, and published in Nutritional Outlook website, July 11, 2017.*

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## Article - Nutritional Outlook Magazine

### 5 Satiety Ingredients for Weight Management

Each year, an estimated 45 million Americans diet and spend \$33 billion on weight-loss products. (1) Despite this investment, the World Health Organization (WHO) estimates that 1.9 billion adults worldwide are overweight, including 70% of American adults. Overweight and obesity rates have more than doubled, with overweight and obesity now linked to more deaths globally than being underweight (malnourished). Associated health risks include of overweight and obesity include heart disease, stroke, diabetes, osteoarthritis, and even some cancers, among others.(2)

Many people want to lose weight. A recent study found that reasons overweight and obese people want to lose weight fall into three broad categories: 1) 50% of the participants cited improved health as their number-one reason for wanting to lose weight, followed by 2) appearance, and 3) mood.(3) Yet, as motivated as dieters are each year, many find it challenging to keep up with their weight-loss diet or quit altogether for a number of reasons. One of those reasons is feeling hungry.(4)

"I think the satiety category is a great idea because there are so many possible causes for why people have struggles with their weight, and feeling satiated is definitely one of them," says Dave Foreman, RPh, ND. "Being satiated means you feel full, but at the same time there are other things that contribute to what makes you feel full, and that could be health issues like low blood sugar that would make you feel hungry. Satiety is important in the supplement industry with regards to overall health care, not just weight loss."

When seeking ingredients that can support the satiety arm of weight management, Foreman adds that, "As for each individual ingredient, there needs to be a good body of evidence with

science on humans that clinically validates their true effectiveness on people, and substantiates claims that are made on it.” With that in mind, here are five ingredients that may help.

### **Pharmachem’s Phase 2 Carb Controller**

The branded ingredient Phase 2 Carb Controller is the first proprietary extract of the white bean clinically shown to reduce the digestion of starch and promote weight loss. It is made in the United States by Pharmachem Laboratories (Kearny, NJ) from non-GMO white kidney beans (*Phaseolus vulgaris*).

In the largest human study conducted on the ingredient, to date, subjects taking Phase 2 Carb Controller lost an average of seven pounds more than those on placebo after 12 weeks. In addition, 73.5% of the participants in the weight-management phase successfully maintained their body weight after 24 weeks.

The subjects in the study also completed the “Control of Eating Questionnaire” (COEQ), which uses visual analogue scales to assess subject’s feelings such as hunger, satiety, and food cravings. “Based on the results from the questionnaire, after 12 weeks, the active arm in the weight-loss study experienced a statistically significant decrease in their desire, as well as in their frequency and strength of food cravings, for chocolates and other sweet foods,” said Mitch Skop, senior director, new product development for Pharmachem. “In contrast, the placebo group had a significant increase in the difficulty in resisting certain foods.”

Phase 2 Carb Controller is FDA-GRAS affirmed and has accepted claims and structure/function claims in the U.S. and Canada.



## **Kemin's Slendesta**

Slendesta is a branded, natural potato protein-based dietary ingredient from Kemin Human Nutrition and Health (Des Moines, IA). The active molecule in Slendesta is proteinase inhibitor II (PI2). PI2 works by promoting and extending the body's natural release of cholecystokinin (CCK), which is a peptide that signals key organs, including the stomach and brain, to induce feelings of fullness.

A randomized, double-blind, placebo-controlled crossover study on Slendesta conducted at Iowa State University explored supplementation in healthy individuals who took 300 mg or 600 mg of Slendesta 60 minutes before breakfast. According to the study authors, the study participants reported feeling significantly fuller, with decreased motivation to eat compared to the placebo group. In addition, post-meal CCK levels were found to be significantly increased in Slendesta subjects and remained elevated longer compared to the placebo group. These findings support the satiety-signaling mechanism of action for Slendesta.

"Today, consumers recognize and understand that dieting isn't easy and success won't happen overnight. They are committed to building healthy habits, but need products like Slendesta that will improve their chances of reaching their long-term goals. Slendesta works by promoting satiety, which is crucial for helping individuals gain control over their hunger," says Dana Yonker, Slendesta product manager, Kemin.

## **Gencor's Slimaluma**

Slimaluma is Gencor's (Anaheim, CA) proprietary *Caralluma fimbriata* extract. The company says that its patented process enables it to extract the key constituents of the whole *Caralluma fimbriata* plant associated with appetite suppression.

In 2007, an eight-week, double-blind, randomized placebo-controlled clinical trial (5) conducted

in India found that Slimaluma supplementation in 50 overweight adult subjects resulted in significant results for waist circumference and hunger level when combined with a healthy diet and exercise.

### **Bioriginal's SolaThin**

SolaThin is a branded vegetarian protein made solely from potatoes and supplied by Bioriginal (Irvine, CA). Comprising 90% protein, SolaThin is standardized to 40% PI2, the proteinase inhibitor that increases satiety signals to both the brain and gastrointestinal tract.

During a 21-day study at Swinburne University in Australia, 60 participants were given dosages of either 500 mg or 1000 mg of SolaThin, or a placebo. Compared to the placebo, SolaThin subjects experienced an increase in pounds of fat lost after 21 days; those taking 1000 mg of SolaThin demonstrated, on average, about 2 pounds of fat loss during the study.

### **OmniActive's OmniLean**

OmniLean is a *Salacia* extract from OmniActive Health Technologies (Morristown, NJ) designed to support multiple facets of metabolic health, including healthy weight, reducing hunger, and helping ease the urge to snack. It may also reduce high blood glucose levels resulting from consuming a high-carb meal.

The company says that in an unpublished randomized, double-blind, placebo-controlled trial, researchers found that OmniLean had positive effects on postprandial rise in blood glucose and insulin, as well as a positive impact on additional markers of satiety (GLP-1 and amylin). The study demonstrated that OmniLean reduced feelings of hunger and the urge to snack and confirmed prior research supporting healthy glucose metabolism.

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*Article written by Cindy Reed, and published in Nutritional Outlook website, July 13, 2017.*

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# Newsletter – CranMax® Whole Fruit Cranberry Extract

## Subject Line

How to Get the Most Out of a Cranberry Without the Sugar

## Body Copy – Section 1

### **How to Get the Most Out of a Cranberry Without the Sugar**

The cranberry is known for its effective role in supporting urinary tract health. However, the cranberry source is important. If your prospective customer is drinking cranberry juice for bladder and urinary tract health, the low cranberry and high sugar content they're consuming may not be giving them the benefits they seek. Cran-Max® does more than a standard fruit juice capsule. Its unique concentrated form of whole cranberries is clinically shown to effectively support a healthy environment for the urinary tract. It's preferred for those who are sugar-conscious, and is convenient, too.

### **Cran-Max® Concentrates the Rich Nutrients of the Whole Cranberry**

The whole cranberry is packed with nutrients that are healthy to ingest. Cran-Max® is a whole-berry concentrate made from raw cranberries, and contains the vital parts of the fruit, skin, seeds, pulp, juice and fiber. It's the only cranberry concentrate made using the patented Bio-Shield® technology that delivers a high concentration of proanthocyanidins.

### **The Power of One Cran-Max® Capsule**

Cran-Max® is also the first dosage confirmed, (500 mg) cranberry product delivering relief with just one capsule per day. In comparison, most cranberry supplements take much longer to get

into your system before seeing a result.

Cran-Max® does not contain solvents, preservatives, sugars, water, flavorings or color.

## Body Copy – Section 2

### **How to See Excellent Results for Cran-Max® in Clinical Studies**

Cran-Max® has always shown strong clinical results. Several published human clinical studies show supplementing with Cran-Max® is a cost-effective way to support urinary tract health without side effects.

A study published in the Journal of Antimicrobial Chemotherapy found Cran-Max® was comparable and effective in maintaining urinary tract health in older women. In another study, Cran-Max® was nearly twice as effective as cranberry extract containing 36 mg of proanthocyanidins (PACs).

[See Clinical Studies Here](#)

## Body Copy – Section 3

### **Watch the Latest Webcast On Demand**

“How to Select a Cranberry Ingredient for Urinary Tract Support”

Presented by Whole Foods Magazine

Holistic Pharmacist Sherry Torkos presents this webcast, moderated by WholeFoods Magazine Editor Julissa Catalan. Sherry is a pharmacist, author, and health enthusiast with a passion for

prevention, and is practicing in Ontario. Sherry delivers lectures to medical professionals and the public. She's frequently interviewed by radio and TV talk shows on health matters.

[Watch Webcast Now.](#)

## Body Copy – Section 4

### **A Billion Reasons to Formulate with Cran-Max® Now.**

- Over \$1 billion dollars are spent per year on UTIs.
- Over 8 million visits to health care providers for UTIs every year.
- 30 million unreported UTI cases, and involve self-medication.
- One in five women will have at least one UTI in her lifetime.
- Nearly 20% of women who have a UTI will have another, and 30% of those will have yet another. Of this last group, 80% will have recurrences.
- UTIs are the 2nd leading cause of lost work days for women.

*This (these) statement(s) have not been approved by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.*

*Enewsletter and website are written by Cindy Reed.*

*Enewsletter is published by Pharmachem Laboratories, Inc.*

## Press Release – Dennis Ricci, Bestselling Author

### Announcing The Release of The Powerful New Book *Perilous Judgment*, A Political Thriller, May 17th, 2016

*Just how far will a Federal Judge venture in the dark recesses of political corruption to save his long-lost son's life? The powerful new book *Perilous Judgment* by award-winning author Dennis Ricci, reckons the dilemma of law and love. It promises to take thriller fans into an enthralling page-turning experience through the intricate workings of the power elites.*

Los Angeles, CA – There's a new author joining the ranks of top political thrillers...his name is Dennis Ricci. You're bound to hear a lot more about him in the near future. Especially when readers get ahold of his heralded novel, *Perilous Judgment*... it debuts May 17th, 2016.

Think political and legal thriller authors like David Baldacci...Robert Dugoni...Joel C. Rosenberg. Move over Tom Clancy. Forget the 'good reads'...here comes one of the best suspense thrillers in a while.

Ricci says *Perilous Judgment* is a 'political thriller'...call it what you want. You'll hold his book in the clutches of your hands...turning each page to find out what his lead character Judge Edward Lamport, will do next...to see what you would do next... as Lamport wrestles with when...and how... does doing the right thing justify breaking the law.

It's more than a thrill ride. Ricci's *Perilous Judgment* immerses you in a whole new world as he propels you through the halls of power, justice, and the tension between law, retribution and mercy.

## Endorsed by Bestselling Authors

Bestselling authors are already talking about it.

"A big story that pulls no punches and keeps you in its grasp until the final page. A masterful debut thriller." – Robert Dugoni, #1 Amazon and New York Times Bestselling Author of *My Sister's Grave* and *Her Final Breath*.

"A new thriller writer joins the throng of Grisham, Patterson, Crichton, and Clancy. Ricci creates an intricate story that begs for an answer and leaves the reader breathless. What would you do if everything you held dear was at stake?" – DiAnn Mills, National Bestselling and Christy Award Winning Author.

## A Real Justice Thriller

Perilous Judgment's lead character Federal Judge Edward Lamport, is no stranger to controversy and danger. He's under U.S. Marshal protection from two death threats. But when he receives a plea for help from a woman in his past, he faces a new kind of peril. One that involves his long-lost son, Carlos.

Carlos has discovered an international money-laundering scheme while working at a bank in Mexico. Now he's on the run from those who want him dead.

Having appealed to his Washington connections to get asylum for his son, and running into puzzling dead ends, Lamport finds himself caught between law and love...and takes matters into his own hands.

With only his faith in God to guide him, how far is he willing to venture into the dark recesses of political corruption to save his son?



“I believe real justice pursues restoration, not retribution,” says author Dennis Ricci. “*Perilous Judgment* explores real justice for a federal judge who finds the laws he’s sworn to defend will cost his son his life – unless he takes matters into his own hands. I’m grateful to Waterfall Press for bringing my story to readers everywhere.”

### **Published by Waterfall Press**

*Perilous Judgment* is published by Waterfall Press, the imprint of Amazon Publishing that specializes in Christian fiction and nonfiction. Amazon Publishing’s mission is to invent new and better ways to connect authors and readers. Their thirteen imprints publish international best sellers, debut fiction, faith-based fiction and nonfiction, books for kids of all ages, heart-pounding romances, high-velocity thrillers, and stunning science fiction to a global audience.

### **Available Online and at Retailers**

You can get *Perilous Judgment* now at online retailers: Amazon in paperback, e-book, audio CD, mp3CD, Kindle e-book, and audible download and Christianbook.com.

Paperback and audiobooks, available at Barnes & Noble, Books-A-Million, and Walmart.

### **About the Author**

Dennis Ricci is a suspense/thriller author and a member of the American Christian Fiction Writers, the International Thriller Writers, and winner of the distinguished American Christian Fiction Writers Genesis Award.

Before penning fiction, Dennis worked as a freelance marketing strategist, copywriter, and

instructional designer. He also mentors aspiring writers, conducts writing workshops, and advises marketing professionals on strategy and content.

Ricci lives in Thousand Oaks, California, with his wife, where they serve their community through a Healing Rooms ministry dedicated to praying for the sick. He has three grown children.

He is represented by Jessica Kirkland of The Blythe Daniel Agency. For media interviews and speaking engagements, Dennis can be reached by phone at 805-428-4261 or email [dennis@dennisricci.com](mailto:dennis@dennisricci.com).

To learn more about Dennis, his upcoming events, or to follow his blog, visit [www.dennisricci.com](http://www.dennisricci.com).

*This press release is written and published by Cindy Reed.*

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## Email – Benexia™ Chia Seeds of Wellness

### Subject Line

NEW! Chia-licious Seeds of Wellness Food Line at #SFFS17

### Body Copy

#### **Benexia Presents Seeds of Wellness Food Line**

#### **Multiple Nutritional Benefits of Chia Seed**

**#SFFS17 at Booth #317-2**

#### **Introducing Seeds of Wellness (SOW)**

More consumers are preparing their meals at home – in fact, Millennials are cooking at home at least four days a week. They want delicious nutritious meals, and they love adding a healthy and creative twist of their own. Benexia's new SOW chia food products offer an excellent source of plant-based protein so versatile, they can be used in making the more sophisticated elaborate dishes – and weekday quick meals, too.

#### **A Wealth of Nutrition for a Diversity of Dishes**

An ancient whole grain, Benexia chia is nutrition-packed. It's high in fiber, protein, omega-3 ALA, vitamins, minerals and antioxidants. It's all natural, non-GMO and gluten-free! The SOW line features:

- ◇ **Chia Pasta:** Nutritious gluten-free fusilli and penne.
- ◇ **Chia Milk:** A smooth dairy-free alternative to cow and nut milks, high in Omega-3 ALA.
- ◇ **Chia Shake:** Chia protein for healthy shakes.
- ◇ **The Chia Baker:** 100% chia flour for homemade breads and baked goods.

- ◇ **Chia Crunch:** Toasted white or black chia seed for any recipe.
- ◇ **Chia Oil & Flavored Chia Oil:** High-stability oil for any recipe, rich in Omega-3 ALA.
- ◇ **Wake Up!:** White or black chia for boosting smoothies, cereals, muffins, pancakes and waffles.

**Let's Connect!** [Link]

**To learn more about Benexia's new nutrient-packed SOW chia food line, visit us at Booth #317-2.**

*Benexia Chia is grown and processed by Functional Products Trading, S.A. (Santiago, Chile). The company's production is vertically integrated facilitating quality control from farm to finished product. Benexia is superior quality, sustainable and fully traceable. Learn more at [www.benexia.com](http://www.benexia.com).*

*Email written and published by Cindy Reed, Benexia*

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## Email – Lactium® Ingredient

### Subject Line

What Keeps You Up At Night?

### Body Copy

#### **What Keeps You Up at Night?**

**52% of Millennials Report They Lie Awake at Night due to Stress!  
And They're Having a Hard Time Finding Relief. \***

Healthy lifestyle goals, like nutritious meals and physical exercise, help manage stress. But a whopping 70% of Americans feel they have a hard time accomplishing these goals.

Lactium ® is the perfect answer to stress management.

It's a patented casein decapeptide, an all-natural ingredient made from milk proteins. Lactium ® is clinically shown to regulate stress symptoms and promote relaxation. And its safety profile is GRAS and NDI-approved.

You can tap into a growing \$28 billion market now with Lactium ®. Give us a call: 800-526-0609; 201-246-1000 outside the U.S. Email [sales@pharmachemlabs.com](mailto:sales@pharmachemlabs.com).

To review our clinical studies and download a presentation, visit [lactiuminfo.com](http://lactiuminfo.com)

*\*Forbes Magazine (February 18, 2016) "8 Habits That Make Millennials Stressed, Anxious and Unproductive", American Psychology Association "Stress in America"™ survey."*

*Email written by Cindy Reed, published by Lactium®*

## Blog Post – Pharmachem Laboratories LLC

### 10 Valuable Questions For Choosing A Contract Manufacturer

The role of the contract manufacturer (CM) involves more than manufacturing and supplying ingredients.

The CM plays a critical role producing a compliant quality product for your label that stands up to all regulatory scrutiny and consumer safety parameters. As such, they should function as a reliable extension of your organization.

The real value the CM brings is building a dependable lasting partnership with you and bringing you peace of mind.

Here are valuable questions helping you choose the right Contract Manufacturing Partner.

**1. All-In-One Custom Manufacturing Resource:** *"What types of turnkey processes do you have?"*

In a total turnkey process, you and your CM outline, define and agree on respective responsibilities and deliverables.

Common discussion topics include sourcing of raw materials, meeting specifications, testing standards, QA & QC, R&D, SOP, and meeting label claims, among other areas pertaining to the specific needs of your organization.

Also inquire what are the CM's first-order lead times. Are their lead times current, and is there a cost to do a trial or scale ups.

An experienced staff with an extensive knowledge base can walk you through the varying nuances in processing.

**2. Certifications:** *"What types of certifications do you have...cGMP, NSF, NOP Certified Organic, FDA GRAS, Non-GMO, HAACP, Halal, Kosher... and do they fall within my end product?"*

This includes the CM supplying full dossier of statements that your organization needs for your regulatory file. And, the CM verifying the existence of any allergens, investigating non-GMO or other status required for your ingredients.

**3. Insurance:** *"What levels and types of insurance do you carry...are you fully insured for general liability, umbrella, product liability, and claims-made coverage?"*

Just as the CM performing to your expectations is important, so is having proper insurance minimizing potential liability in the event something happens to your product.

**4. Local Health Certifications:** *"Do you have all of the appropriate plant facility registrations required by state, health, and other applicable governing agencies...and what are they?"*

Registrations, rules, and regulations pertaining to operating plant facilities vary by state, and by location.

**5. FDA Registration:** *"Are you registered with the FDA?"*

In addition to asking this question, arrange an on-site tour of the plant facilities. The condition of the site, documentation preparation and review, material safety data sheets (MSDS) being onsite in the laboratory, and other manufacturing requirements will be transparent to you.

**6. Laboratory:** *"What kinds of testing can your in-house lab do...micro, stability, active ingredients, gluten, melamine, Prop 65...and do you send any testing to a third-party accredited lab?"*

The CM assures proper certifications and registrations for its in-house laboratory and / or certified third party. Ideally, they will also have a sample retention program in place to help achieve compliance.

Additionally, nationwide distribution for the end product means the CM's lab testing for ingredients must meet Prop 65 scrutiny.

Working with an experienced CM staff familiar with the potential "chemistry response" of some ingredients that don't pair well can avert negative impact on the finished product.

**7. Regulatory Documentation:** *"Do all of your ingredients have all the regulatory documentation I need for my label?"*

An experienced CM staff will guide you through all regulatory documents required for the end product including SIDI documentation.

**8. Environmental Safety:** *"What is your recent safety and environmental history?"*

Topics may include environmental impact, cross contamination, resource efficiency, recycling, or other applicable concerns.



**9. Warehousing:** *"What kinds of warehousing facilities do you have available and where are they located?"*

Warehouses convenient to your locale or distribution centers factor into your timeline and costs. Refrigeration and frozen capabilities may also be required for the stability of certain products, such as probiotics.

**10. Alternate Location:** *"Do you have an alternate location with the same production capabilities in the case of emergency planning?"*

Asking the right questions will bring you one step closer to finding the right contract manufacturer that works for you. Pharmachem Laboratories, LLC has served as contract manufacturer for a variety of customers since 1979.

To learn about Pharmachem's certifications, processing services, and more, visit [pharmachemlabs.com](http://pharmachemlabs.com), or call 800-526-0609 (201-246-1000 outside the U.S.).

*This blog post is written by Cindy Reed. It also appears in an Ebook and an Enewsletter published by Pharmachem Laboratories, LLC.*

## Press Release – Seaside Art Gallery

### If You Could Own One Exquisite Miniature Painting, Where Would You Find It?

#### The Fine Art of Miniature

*Nags Head, NC* - For more than a millennium, collectors from around the world have sought after miniature art. The U.S. White House, Smithsonian American Art Museum, and the U.K. Royal Collection all have notable collections of original miniature art. Private collectors are known to enjoy these unusual beauties in their collections. And so can you.

So Where can You Find these Miniature Beauties?

There are only 20 recognized Miniature Art Shows in the USA. And, 1 of them is right here at Seaside Art Gallery in the Outer Banks of North Carolina. The gallery opens its heralded 'Annual International Miniature Art Show' on April 30th, and it runs through May 30th, 2016. This April marks the gallery's 25th year for this amazing art show.

"The International Miniature Art Show is an exciting time around here at the gallery," says owner Melanie Smith. "In fact, it's one of our favorites. More miniatures are arriving daily, and I have to say they are amazing. From paintings ...to etchings ...to sculptures. There is a diverse palate for every taste."

#### You can Own Original Art from Across the Globe

This amazing miniature art show is sure to delight.

The pieces are instantly engaging. 200 of the very best miniature artists have entered their art in the show. And they come from 5 continents, 8 countries, and 36 states in the USA.

You can see the different flavor of each artist's country, and the influence their surroundings have in their art. Each piece of art interprets a window of exquisite beauty expressed through the eyes of the artist's heart.

These miniature gems are in watercolor, graphite, paper, sculpture, oils, pastels, ink, mixed media...just about anything you can imagine.

Artists use special techniques to transform subjects from life-sized to 'minute' in scale. They even use magnifying lenses and close-range binoculars to miniaturize each brush or pencil stroke.

The results are remarkable.

The fine detail, excellence, and visual expression are brilliant.

### **Your Friends Will Think You Spent a Small Fortune for Your Treasure. But the Secret is Yours!**

The 25th International Miniature Art Show is an excellent opportunity to own an original work of art by a renowned artist for an affordable price.

Show dates are April 30th – May 30th, 2016. All artwork for the show is for sale now.

Prices begin at \$100.

There are hundreds of exquisite miniatures in this show and collectors are buying them... you can too.

You can see these miniature works of art [here](#).

There are hundreds of these 'little jewels of the art world' for you to choose from with just a click. And you can purchase them online, or call the gallery and ask for Melanie. When the show is over, the gallery will send your purchase to you, with free shipping in the USA.

The judges for the show this year are the esteemed miniaturists, Wes and Rachelle Siegrist. They are members of The Miniature Artists of America, The Miniature Art Society of Florida, The Miniature Painters, Sculptors & Gravers Society of Washington DC, The Society of Animal Artists, and The World Federation of Miniaturists.

### **A Family Gallery**

Seaside Art Gallery is one of the largest galleries in the Southeast with 55 years of excellence and reputed customer service. It is owned and operated by the Smith family. The gallery is located at 2716 South Virginia Dare Trail in Nags Head NC. Their toll-free number is 800-828-2444.

*Press release copy is written and published by Cindy Reed. It appears in blog posts, too.*

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## Website – Lactium® Ingredient

### Home Page

#### **Finally. A Breakthrough Natural Ingredient in Stress Management.**

Lactium® is an all-natural ingredient made from milk proteins. It's the 1st patented ingredient of its kind shown to be safe and effective. It's the perfect answer to stress management.

### What Is Lactium®

#### **Why Manage Stress?**

The World Health Organization (WHO) estimates that 450 million people in the world suffer from stress. Healthy lifestyle goals, like nutritious meals and physical exercise, help manage stress. But a majority of people feels they have a hard time accomplishing these goals.

Increased stress levels can cause anxiety and loss of sleep. It can result in unproductivity on the job or at school. It can even contribute to stress-related health issues.

Lactium® is the perfect answer to stress management.

#### **What is Lactium®**

It's a patented casein decapeptide, an all-natural ingredient made from milk proteins. Lactium® is clinically shown to regulate stress symptoms and promote relaxation. And its safety profile is GRAS and NDI-approved.

#### **Lactium® is Breakthrough Innovation**

Lactium® is a food-grade product and is a breakthrough in the nutrition field.

In 2004, Lactium® received the Bronze Award for the Best Innovation in Health Ingredients. The

Health Ingredients Europe (HIE) exhibition awarded this prestigious recognition.

Over a decade ago, Ingredia partnered with a university in France. They discovered a peptide with relaxing properties within a milk protein hydrolysate.

### **The Secret to Calming Babies**

Researchers observed the calm state of a baby after drinking milk. They attempted to identify a relationship between milk consumption and calmness. Using a well-known digestive enzyme, Ingredia developed a milk casein hydrolysate. This hydrolysate contains a 10-amino-acid peptide with obvious anti-stress properties.

This peptide has been identified by and characterized within the hydrolysate. It has been studied extensively through collaborations with research laboratories.

### **Lactium® Features**

- Provides relief from stress related symptoms
- Clinically shown to improve sleep quality
- Improves cognition
- Naturally maintains healthy blood pressure
- Clinically shown to promote healthy cortisol levels
- May improve athletic recovery
- GRAS, Kosher, Non-GMO, NDI- approved
- Ideal for foods, beverages and nutritional applications

### **Lactium is totally natural**

The product is a hydrolysate of milk proteins that contain a bioactive peptide with relaxing properties.

## Lactium is patented internationally

- Clinically proven efficacy
- No side effects (sedation, memory loss, addiction)
- Innovative and unique

## About Pharmachem Labs

Pharmachem Laboratories Inc. is headquartered in Kearny, NJ, USA. We are the exclusive distributor for Lactium® in the United States, Mexico, Latin America and Canada.

At Pharmachem Labs we develop custom solutions that meet the specialized needs of our customers. We're a leading global contract manufacturer and supplier of high quality specialty ingredients, and custom blends. We also provide advanced ingredient processing services for: Food & Beverage, Nutrition & Health, Personal Care and Pet Food industries.

## Certifications

Since our founding in 1979, we have achieved important industry certifications including NOP-certified organic, NSF cGMP, HACCP, AIB Superior, Kosher and Halal.

## Our Evolution

Through our strategic acquisitions and investments, we are a vertically integrated company. We add value, enhancing every step in the production process from field-to-market.

We currently own and operate 16 manufacturing facilities in North America, with bench top, pilot and commercial operations.

## Organic Green Initiative

We're committed to resource efficiency. We're mindful of recycling and reducing waste for positive environmental impact. As an example, we installed a biomass to energy system in our extraction facility, capable of generating 30,000 lbs. of steam per hour.

## Locations

Pharmachem Laboratories is a global leader with processing and manufacturing facilities throughout North America.

## How It Works

### How It Works

Lactium® works with certain GABBA receptors in the central nervous system. Lactium® increases the activity of a neurotransmitter called gamma-Aminobutyric acid (GABA). GABA inhibits action on anxiety and promotes relaxation.

Lactium® is all-natural. It is a casein decapeptide made from milk protein and is hypoallergenic. Clinical studies show it regulates stress symptoms and promotes relaxation. Its safety profile is GRAS and NDI-approved, with no side effects or toxicity.

### Lactium Anti-Stress Efficacy on Stressed Women

A double blind, crossover study was conducted on 63 female volunteers – 150 mg/ day. The group taking Lactium® demonstrated a significantly greater positive evolution of stress symptoms in five different areas, in comparison to the group taking the placebo:

- Digestive (+ 29.5%)
- Cardiovascular (+ 12.5%)
- Intellectual (+ 28.1%)
- Emotional (+20.3%)

Lactium® was particularly efficient for subjects who demonstrated the highest initial intensity of symptoms at a dose of 150 mg/ day. This was true after a 15- and 30-day treatment.



**Clinical Studies:**

- 5 studies on 190 healthy volunteers
- Anti-stress efficacy confirmed at 150 mg/day

**Tests and Measures used in the Studies:**

- Psychometric tests: Cattell's and Spielberger's anxiety scale
- Mental provoked stress: Stroop test, attention-concentration test and Pacaud's mental rapidity test
- Physical provoked stress: Cold pressor test
- Hormonal assays: Cortisol and ACTH
- Cardiovascular parameters: Blood pressure, heart rate

[\[View Chart\]](#) [\[Clinical Studies\]](#) [\[Testimonials\]](#)

## What They're Saying

**Testimonials**

Read what people are saying about Lactium® below. [Click here to share your success story!](#)

"I am not so stressed and tense since I've been taking Lactium, and I have a little more energy."

~ Emeline - student, 24 years old

"Lactium made me feel good, especially in the first few days. I felt calmer and more relaxed."

~ Michelle - retired, 57 years old

"With Lactium, I felt less anguished, more confident, I went to sleep more easily, and I wasn't tired in the morning."

~ Celine - housewife, 36 years old

"I have to admit that my stress has diminished, and I feel calmer in the morning."

~ Sabrina - student, 22 years old

"Despite many personal problems that are affecting me right now, I'm really sleeping better and longer and I feel less tensed physically"

~ Laure - student, 21 years old

"My level of stress has gone down and I didn't have any side effects whatsoever."

~ Emilie - student, 21 years old

"Real quality sleep. My daily problems don't seem as important."

~ Patricia - employed, 38 years old

"I am calmer and can discuss things without being aggressive."

~ Paulette - employed, 51 years old

"I do not wake up in the middle of the night anymore and I see things more positively."

~ Marjorie - student, 21 years old

"I am more tolerant, less aggressive toward people."

~ Armelle - housewife, 50 years old

## Footer

This (these) statement(s) have not been approved by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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*Website copy by Cindy Reed, published by Lactium®*

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## Email – Pharmachem Laboratories, Inc.

### Subject Line

[Free Webcast] Powder Engineering: Producing Customized, Multi-Ingredient Blends

### Body Copy

**Missed Our Webcast, “Powder Engineering: Producing Customized, Multi-Ingredient Blends”?**

**Now You Can Watch it on Demand!**

**[Watch our new webcast on demand!](#)** [Link]

Here’s a 2<sup>nd</sup> chance to see our August 22<sup>nd</sup> webcast. Functional powder systems have many applications in the food, beverage, flavor, and dietary supplements markets. Powder-blending can be straightforward, yet there are times when you need customization, multi-integrated systems, or multi-step processes for your project.

Lynn Dahle, Vice President and General Manager of Pharmachem Laboratories, Inc. discusses how partnering with a knowledgeable third-party manufacturing expert can make a difference.

### **You’ll find out:**

- The major considerations involved in custom blending.
- What processes and techniques can be used to engineer an array of products.
- How quality testing and finished-product reviews play a key role in meeting regulatory specifications.
- How selecting a blending partner helps you achieve the best outcome for your product.

**Powder Engineering: Producing Customized, Multi-Ingredient Blends** [Link]

Lynn Dahle, Vice President and General Manager, Pharmachem Laboratories, Inc. has over 20 years' expertise in the nutrition industry. Following in his father's footsteps in manufacturing custom process equipment, he studied engineering at Utah State University. He started his own company, Powder Processors, Inc. in 1998. He partnered with Pharmachem Laboratories in 2013, strengthening his services and knowledge base with Pharmachem's shared understanding of particle dynamics. Dahle is passionate about understanding and meeting the needs of customers.

The webinar is presented by Nutritional Outlook, and sponsored by Pharmachem Laboratories, Inc.

**See the FREE webcast now** [Link]

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*Email copy by Cindy Reed, published by Pharmachem.*

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## Email – Phase 2 Carb Controller® Weight Loss

### Subject Line

What is the Best Way to Find an Effective Weight Loss Ingredient?

### Body Copy

#### What is the Best Way to Find an Effective Weight Loss Ingredient?

##### *It's a Matter of Science.*

As the New Year approaches, many Americans make healthy 2018 New Year Resolutions. The most popular are to exercise more, lose weight, and eat healthier. These are also the most popular ones to get broken, and Americans admit they need help!

Phase 2 Carb Controller® is the one science-backed weight loss ingredient leading the pack:

- ✓ More than a dozen clinical studies published over two decades.
- ✓ Effective in aiding people's weight management efforts.
- ✓ Reduces digestion and absorption of starches as much as 66%.
- ✓ Derived from phaseolus vulgaris, the white kidney bean.

Learn how you can tap into the growing weight loss market with Phase 2 Carb Controller®.

#### Download our Free Ebook:

"How to Find an Effective Weight Control Ingredient? It's a Matter of Science."

Clinically Proven • FDA GRAS • USA Made • Fully Traceable • Non-GMO

[Logo] [Disclaimer]

*Email copy by Cindy Reed, published by Phase 2 Carb Controller®.*

## Press Release – Cindy Reed Marketer

### Cindy Reed Marketer Earns 2017 Constant Contact Solution Provider All Star Award

*Recognized for achievements using online marketing tools to drive success*

Cindy Reed Marketer, a public relations and digital marketing firm serving clients in the health, wellness, and natural products industries, has been named a 2017 Solution Provider All Star Award winner by Constant Contact, an Endurance International Group (Nasdaq: EIGI) company and a leader in email marketing solutions. The annual award recognizes the most successful 10 percent of Constant Contact's customer and Solution Provider base, based on their significant achievements using email marketing to engage their customer base and drive results for their organization during the prior year.

Cindy Reed Marketer is a public relations and marketing firm serving Fortune 500 and small businesses for over 25 years. They specialize in developing marketing communications and branding programs for their clients, employing a variety of techniques from advertising and digital marketing to web development to social media.

"We're happy to be recognized by Constant Contact for achieving strong marketing results for our clients and engaging with their customers. Constant Contact's tools have helped us test different angles, call-to-actions, open rates and better manage customer relationships," said Cindy Reed, Founder of Cindy Reed Marketer. "It's our most effective marketing channel for acquiring and retaining customers. We're leveraging new email campaigns to develop our clients' customer relationships in the year ahead."

Constant Contact Solution Providers are businesses that provide services tailored to the needs of small businesses or nonprofits—everything from web developers, to online marketing consultants, to advertising agencies and more. They use Constant Contact’s online marketing tools to generate more business for both themselves and their clients. Criteria used to select this year’s All Stars included the following during 2017:

- Level of engagement with email campaigns
- Open, bounce, and click-through rates
- Use of social sharing features
- Use of mailing list sign-up tools
- Use of reporting tools

“Email marketing continues to deliver the highest returns of any marketing channel. Our Solution Providers are a core extension of our business, helping those small businesses and nonprofits that need guidance and assistance with their marketing,” said Jamie Waldinger, Vice President of Marketing, Constant Contact. “We’re thrilled to recognize Cindy Reed Marketer for their achievements in helping their small business customers become better marketers.”

### **About Cindy Reed Marketer**

Cindy Reed Marketer is a public relations and marketing firm serving Fortune 500 and small businesses for over 25 years. They specialize in developing marketing communications and branding programs for their clients in the health, wellness, and natural products industries, employing a variety of techniques from advertising and digital marketing to web development to social media. They are based in North Carolina. For more information about their flexible suite of services, visit: [www.cindyreedmarketer.com](http://www.cindyreedmarketer.com).



## About Constant Contact

Constant Contact, an Endurance International Group company and a leader in email marketing since 1995, provides hundreds of thousands of small businesses around the world with the online marketing tools, resources, and personalized coaching they need to grow their business.

## About Endurance International Group

Endurance International Group Holdings, Inc. (em) Powers millions of small businesses worldwide with products and technology to vitalize their online web presence, email marketing, mobile business solutions, and more. The Endurance family of brands includes: Constant Contact, Bluehost, HostGator, iPage, Domain.com, BigRock, SiteBuilder and SinglePlatform, among others. Headquartered in Burlington, Massachusetts, Endurance employs over 3,600 people across the United States, Brazil, India and the Netherlands. For more information, visit: [www.endurance.com](http://www.endurance.com).

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*Press Release written and submitted by Cindy Reed, published in Nutritional Outlook, Nutraceuticals World, Vitamin Retailer and WholeFoods Magazine.*

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## Article – Boomer Magazine

### Richmond Native Breaks the Artist's Mold

*Boomers grew up believing anyone could become an artist. And that's just what Suzanne Morris did. Here's the secret to her success!*

It's a cool mid-50's morning at Nags Head, N.C. The air is pleasant...the sun is peeking through the clouds... sunlight sparkling off the ocean waves.

Suzanne Morris is in her Nags Head home, on the ocean. Waves gently kiss the sand. The light scent of white spring flowers budding on trees drifts in the air.

"It's one of my favorite places to paint," says Suzanne. "From my back porch here, in my home on the ocean. Many of my paintings that got into the national shows were painted right here."

Boomers are viewed as the first generation that made it possible for anyone to become an artist...like Richmond native, Suzanne Morris.

#### Growing up Richmond

"In school, I got a 'C' in art!" Suzanne reveals. "No one told me drawing was something you had to learn. I just thought I wasn't good at it."

So she painted instead. Painted this...painted that...painted lots. Her parents, while not art collectors, encouraged her that she could do anything in art.

## Life Changing Experience

“Then I had a life changing experience,” she describes. “It was in my late 40’s...two dear friends died suddenly, back-to-back. My husband Robbie said ‘Let’s do this now. Let’s pack your paintings and go for it.’ So we did!”

They traveled the country together, showing her paintings in galleries, pursuing Suzanne’s passion in art. “My husband is my biggest supporter,” she affirms.

## Painting Her Dream

Suzanne is predominantly self-taught. And, she sought out the best painters in the country. She studied with Kevin Macpherson, Scott Christensen, and Charles Sovek. They are known for Plein Air, play of light, landscapes, and much more.

She tells the story of meeting famed, impressionist, abstractionist painter James Kerr. It was through a workshop on the Outer Banks. “I moved to Delray Beach through the winter to study with him for four months!” says Suzanne.

She recently returned from a trip to Cuba. She was in a group of 100 plein air artists. Cuba recently opened its borders to tourism. Her group was among the first new visitors to see Cuba. “As artists, our paintings captured a Cuba that will probably be very different 5 years from now,” she reflects.

## Why Plein Air

Suzanne paints “Plein Air” style, which is a French expression for “open air” and painting outdoors. Artists started this practice in the late 1800’s.

“Plein Air style suites my personality,” says Suzanne, “it’s outdoors. I love being outdoors. All of the plein air artist’s senses are in the painting. I hear the waves crash, the birds singing, smell the fresh flowers...it’s better than anything I do in a setting. Everything I take in is in my painting.”

This past year, Suzanne has been in 10 plein air competitions. A testament to her passion and that this Boomer is fulfilling her dream as a professional artist.

She loves capturing the surrounding beauty on canvas. “Living on the ocean,” says Suzanne, “it’s different every day.” Suzanne gazes over the ocean. Today the light is hitting the water in such a way that it reflects a crystal clear Caribbean emerald.

### **Represented in Galleries all over**

This Boomer is living the professional artist’s life for 15 years now. Her award-winning art is in galleries throughout the Southeast U.S. – including Virginia, North Carolina and Florida.

She belongs to and exhibits with prestigious painting organizations including *The American Society of Marine Artists* (signature member), *Oil Painters of America*, *The American Impressionist Society*, *Women Artists of the West*, *Women Painters of the Southeast*, *The California Art Club*, and the *Laguna Plein Air Painters Association*.

Suzanne teaches students to paint plein air style in workshops in her Outer Banks studio. “The student average age is 65 and they want to paint. You can start a career at age 60 and do it well into your 80’s” says Suzanne. “When our parents were age 60, it was old. Today, Boomers have no mindset toward age.”

Want to see more of Suzanne Morris’ artwork? You can see this award-winning artist’s paintings at Seaside Art Gallery. It’s one of the largest galleries in the Southeast with 55 years of

excellence and reputed customer service.

Seaside Art Gallery is at 2716 South Virginia Dare Trail in Nags Head, N.C. Their *toll-free* number is (800) 828 – 2444.

The gallery has a generous policy of 30-day refund or 5-year exchange. They ship anywhere.

*This interview article is written by Cindy Reed, and published in Boomers Magazine  
September 2016.*

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## Newsletter – Celadrin® Joint Health Supplement

### Subject Line

What is Celadrin® and How Can It Get You Moving Again?

### Body Copy – Section 1

#### **What is Celadrin® and How Can It Get You Moving Again?**

Celadrin® is a patented, fast acting natural temporary pain relief solution, backed by several clinical studies. Athletes, health practitioners, those with joint discomfort, and millions of people worldwide are using it.

It's a natural proprietary ingredient for joint mobility and health. It lubricates cell membranes throughout the body, restoring fluids that cushion bones and joints to promote flexibility and mobility.

Celadrin® is comprised of esterified fatty acid carbons and other active synergists. The esterifying process makes the fatty acid stable so it doesn't react with oxygen.

#### **How Celadrin® Improves Functionality of The Cell Membrane**

One human being has over 37 trillion cells. Each cell is contained by its protective cell membrane, with Lipids being the major component of the membrane structure. Lipids regulate the nutrients and other compounds across the cell membrane. This regulation is critical to each cell's health and adequate function.

Celadrin® delivers the ideal blend of lipids to the cell membrane, enhancing its function. Body stressors impair lipids, damaging the peak functioning and health of the membrane and cell. This reaction impairs the membrane and can cause the cell's demise.

Consuming or applying a product formulated with Celadrin® improves the functioning of the cell membrane. It reduces pain quickly, with the additional benefits of restoring fluids, and cushioning bones and joints to promote flexibility and mobility. The result is a more efficient, fluid, permeable and youthful cell membrane.

## Body Copy – Section 2

### **How Did Celadrin® Do in the Clinical Studies?**

Celadrin has been clinically studied at various times with results published in scientific publications, technical reports, and research publications. Results have also been published in The Journal of Rheumatology and the Journal of Strength and Conditioning Research.

[Click here for clinical studies](#)

## Body Copy – Section 3

### **Do You Know What is the Leading Cause of Discomfort?**

The World Health Organization (WHO) estimates pain and stiffness of the joints and its associated conditions, as the leading cause of discomfort worldwide. It's giving rise to vast healthcare costs and loss of work.

**It's also the leading cause of discomfort in the United States:**

- Over 53 million Americans are affected.
- 1 in 4 adults report severe joint pain.
- Nearly 2/3 are under the age of 65, including children.
- Over \$150 billion annually in lost wages and medical expenses.
- By 2040, this number is expected to exceed 78 million.

This (these) statement(s) have not been approved by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

*Enewsletter and website are written by Cindy Reed. Enewsletter is published by Celadrin®*

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## Press Release – Seaside Art Gallery

### Announcing: Artist David Hunter Demonstrates Etchings at Seaside Art Gallery, August 31st – September 3rd, 2018

*Do you know what the art of printmaking really is?* Meet David Hunter. He's a master in the art of printmaking... or the process of creating etchings.

"I start with a clean smooth polished zinc plate. I paint an acid resistant coating on the plate. Then I take a sharp needle and do a free hand drawing through the coating so each line exposes the plate," explains Hunter. "When the drawing is finished, I put the plate in nitric acid... this etches each line into the plate."

When Hunter is satisfied that the zinc plate is etched, he takes it out of the acid and removes the coating.

"The plate is not the artwork," says Hunter. "The print from the plate is the final definitive artwork."

#### **The Art of Etching**

Hunter uses his hand-etched zinc plate to make the original etchings.

David Hunter demonstrates making the original etchings at Seaside Art Gallery, August 31st through September 3rd, 2018. You'll see original art created right before your eyes! Hunter inks and hand-presses each beautiful piece with his own etched zinc plate. Each etching is signed and numbered by the artist.

You'll see how each etching is unique as the plate wears down a bit with each run through the press. This creates small changes in the image and the tone of the lines. Additionally, the plate must be re-inked by hand for each etching. This results in amazing minor differences between the etchings. Hunter creates only 100 etchings from his plate. The integrity and quality of each one is stunning.

Ask him how he etches his free-hand drawing into the zinc plate. He'll show you his techniques for highlighting and inking his etched plate. Then hand-press it with his own equipment right there in the gallery. Each beautiful piece is transformed into an original work of art!

### **The Artist Unveils His New Etching**

Every year, Hunter creates a new etching only for this event. This year's creation is a secret... it will be unveiled in the gallery on August 31st. Only 100 of these gems will be issued. You'll be the first to see them!

Hunter's etchings are very popular with the collectors. During the show, you can ask Hunter to sign and dedicate your own limited edition etching.

A beautiful selection of his most sought-after etchings and artwork will be at the show.

### **About the Artist**

David Hunter lives in Central Florida. He participates in art shows and competitions throughout the United States. His award-winning artwork is in galleries throughout the United States. And is in the permanent collection of the London Maritime Museum in England.

## One of the Largest Galleries in the Southeast

Seaside Art Gallery is one of the largest galleries in the Southeast. With 57 years of excellence, the gallery is reputed for outstanding customer service. The Smith family established it in 1961. Owner Melanie Smith is an accredited fine arts appraiser. She is a member in the International Society of Appraisers.

The authenticity of the gallery's art is fully guaranteed. The gallery has a generous policy of 30-day refund or 5-year exchange. They ship anywhere.

Seaside Art Gallery is located at 2716 South Virginia Dare Trail in Nags Head, North Carolina. You can shop art both in the gallery and online. Their toll-free number is 800-828-2444.

*Press release is written by Cindy Reed, and published in online and print newspapers throughout the United States.*

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