

Headline/Lead – Spec.

“How to Write Kick-Butt Health Copy: Carline Anglade-Cole’s CRAZY Way”

Pre-head: There’s a menace lurking in your medicine cabinet...and it’s disguised as a medical miracle.

Headline: What your doctor isn’t telling you about lowering your cholesterol could KILL you...

Subhead: And the drug companies are making a killing from it!

Dear Friend,

Do you suddenly get tired and forgetful without knowing why? Do you walk into a room and then wonder why you’re there? Do you have to read a recipe over and over while cooking a meal? Have you been getting short of breath lately – and you haven’t exercised?

Are you taking drugs to lower your cholesterol? [In italics]

Well, take a moment to read this urgent notice. Because age is NOT responsible for your sudden memory decline. It’s not to blame when you forget where you placed your readers. It’s not age making you breathless when you get up from your couch. And it’s not age when your heart flutters for no reason.

Nosiree, it’s a deadly side effect of the drugs you’re taking to lower your cholesterol, and you’re being kept in the dark while the drug companies are making millions!

Drugs that lower high cholesterol are doing the Texas two-step on your arteries. These drugs, known as “statins,” are draining your body of a natural nutrient it produces to keep your heart and arteries running like a well-oiled machine. This nutrient is CRITICAL to a healthy heart – lose enough and your heart can just...stop!

And your doctor can’t (or WON’T) share this with you. Why? Because Big Pharma has a choke hold on the medical industry, preventing important information from reaching regular folks like you and me.

Despite numerous studies and mountains of proof, the drug industry doesn’t want you to know there’s a natural, safe remedy for the danger posed by these statins. These companies don’t make a dime on remedies they can’t manufacture. In fact, one of the giants of the industry has suppressed this information for 18 years - and they’re fighting tooth and nail to prevent you and me from finding out about it!

Does this make you angry? It makes me FURIOUS!

But I’ve discovered what they’re desperately trying to hide. Let me explain...