

Shea McNaughton  
Email: [shea@sheamcnaughton.com](mailto:shea@sheamcnaughton.com)  
Cell: 972-849-1520

### **Spec Challenge #3: Headlines/Lead**

**Headline #1:** What do bloating, weight gain, and depression have in common?

(Subhead) – You diet and exercise, but there’s little to no change...WHAT GIVES?!

**Headline #2:** Newsflash! It’s not YOUR fault your belly is bulging and you don’t go to the gym!

(Subhead) – You could starve yourself and still have a “muffin top.” Find out why – and what you can do about it!

**Headline #3:** There’s a toxic cesspool in your belly, and it’s unleashing chaos throughout your body!

(Subhead) – How to REALLY get rid of that muffin top (and feel great while doing it)!

[insert picture]



Shea McNaughton  
Email: [shea@sheamcnaughton.com](mailto:shea@sheamcnaughton.com)  
Cell: 972-849-1520

Dear Frustrated Friend,

Do you feel bloated, even when you're hungry? Are you gaining weight but you're eating less and less? Do you take frequent naps during the day (or wish you could)? Do your joints ache? Are you sad and moody most of the time?

If so, you may have a serious problem. And it's NOT what you think.

You think if you eat less and exercise more, you'll lose weight and feel better. You think if you starve yourself and spend hours at the gym, your clothes will fit better, and your mood will improve. But you're too tired, so you stay home and feel miserable, guilty and angry instead.

Get this - the culprit isn't food... and you're not lazy. The *real* culprit may be your *gastrointestinal tract*, which is the fancy schmancy way of saying your **gut**. Yep, your gut may be in trouble, *serious* trouble, and diet and exercise may be making the problem WORSE.

### **Your body is poisoning itself!**

Did you know your gut is the gateway to your body's health - from head to toe? That's right – your gut is in charge, and when it's sick, the rest of your body gets sick too!

Your gut lining is like a net with tiny holes letting certain substances pass through. But poor diet, stress and drugs (prescription or over-the-counter) can cause tears in this net allowing larger particles through, including undigested food, bacteria and toxic waste. Wait...*WHAT?!*

It's shocking and disturbing and quite nasty, but yes, TOXIC WASTE can leak into your body! This leads to inflammation running helter skelter throughout your entire system which can lead to depression... anxiety... frequent colds... acne... eczema... headaches... constipation or diarrhea... fatigue... and yes, that unsightly belly bulge known as a "muffin top" for women. Or "Dunlap's Disease" for men (where their belly "done laps" over their belt.)

[insert pictures]



Shea McNaughton  
Email: [shea@sheamcnaughton.com](mailto:shea@sheamcnaughton.com)  
Cell: 972-849-1520

Smarty pants doctors call this condition “*intestinal permeability*,” but we know it as “leaky gut syndrome.”

Fortunately, the remedy for a leaky gut is simple. The problem is, *you can't buy it at any store*. Why not? I'll explain in a moment.

### **The “new” miracle cure...thousands of years old**

Our early ancestors discovered this medical wonder long before modern medicine came on the scene. And despite fancy cures on the market nowadays (with names that sound like gibberish), this natural powerhouse is still the MOST effective remedy for gut problems.

Not only does it immediately go to work soothing and restoring your gut's torn lining, this ancient cure contains healing compounds, trace minerals and amino acids which aid in reducing those gross fat deposits known as... you got it, CELLULITE!

But the healing benefits don't stop there! This delicious medical miracle also...

- rejuvenates skin cells for a smooth, glowing appearance
- restores cartilage worn down by age...
- builds stronger hair and nails...
- mends aching, arthritic joints...
- boosts your immune system...
- reduces inflammation...
- improves digestion...
- and more!

Think back to when you were a child. Do you remember your grandparents complaining about bloating? Did your grandmother fuss about unexplained weight gain? Did your grandfather have a bulging belly? They knew about the magical healing properties of this amazing antidote I'm going to share with you.

### **Not found in stores, and here's why...**

I promised to tell you why you'll never find this elixir of life on grocery shelves or in your local pharmacy. This ancient miracle cure is so organic and natural, the food manufacturers won't spend the time and energy to make it! They offer their cheap, quick imitations, but they fill their knock-offs with preservatives, additives, and artificial flavors and colors. And lots and lots of sodium (salt!). In fact, because of these nasty ingredients, their fakes contribute to your gut problem!

But there's a better way, and I feel it is my duty to share it with you. *Because your immune system and joint health may depend on it*. Let me explain...