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Kick-Butt Peak Pure Spec Package

Lead Gen Squeeze Page

Worried about your heart's health? Your heart could be a ticking time bomb... and you don't know it! (Your doctor has no clue either!)

FREE REPORT uncovers the simple truth - you could drop dead tomorrow and never see it coming!

Plus, it reveals the Nobel Prize-winning discovery of the "Miracle Vitamin" which scrubs the calcium out of your arteries and puts it back in your bones - where it belongs! (Hint: your heart's life *could depend* on this!)

You know something's wrong...

You're tired all the time. Your ankles, feet and legs are swollen. You've gained weight, but you eat like a bird. And you're out of breath after a short walk to your mailbox.

Your doctor has run numerous blood tests and proclaims you "fit as a fiddle." So why do you feel like a truck ran over you?

You may be suffering from a condition in your arteries your doctor can't see without a certain, specific test. And doctors often don't recommend this test because they can't see the problem!

A heart disaster in the making...

You've been told all your life calcium is essential for strong bones and teeth. But what you may not know is when this same calcium ends up in your arteries, it hardens into plaque, narrowing the artery walls. This forces the blood to squeeze through the arteries and makes the heart struggle to keep pumping. Let me explain...

Free Health Report

Just enter your name and email address in the boxes below, then click "Submit" to claim your FREE Heart Health Report.

You'll get instant access to your free "Cardio Breakthroughs" Report via email. You'll also receive our *Virginia's Health Kick* email newsletter. Once a week, we'll send you valuable hints and breakthroughs from the healing world of nutrition and dietary supplements.

<First Name>

<Email Address>

<Claim My FREE Report button>

We have a strict anti-spam policy. Your privacy is important to us and we won't share your email address with anyone. Plus, you may unsubscribe at any time.

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Researchers call it “the calcium paradox.”

Calcium heads for your arteries when your body is deficient in a certain nutrient. Because of this deficiency, your bones can't absorb the calcium. It has to go somewhere, so it goes to your arteries!

Your arteries become “calcified,” or hard and rigid... setting you up for a HUGE heart disaster!

Your arteries may be filling up with calcium deposits which harden, turning your elastic arteries into rigid “lead pipes” waiting to burst! And without a specific test known as a Coronary Heart Scan, you and your doctor will have no clue your ticker is a ticking time bomb!

You could drop dead in an instant **and never see it coming!**

The *American Heart Association* says one American drops dead of a heart attack every 40 seconds...**without warning**. That's 2,150 people every. single. day.

Heart disease claims more lives than all forms of cancer COMBINED. And the scariest part? Once you start feeling the symptoms, it could already be too late!

For 50% of folks, a heart attack is their first, and **last** symptom of heart disease.

Clinical research uncovered the pure, natural secret to sparkling clean arteries

Danish scientist Henrik Dam conducted extensive research in the famous Rotterdam study and discovered a compound needed for blood clotting. He called it the “koagulation vitamin” – and it earned him the Nobel Prize. It's so powerful, not only does it remove the calcium from your arteries, it relocates it to your bones - where it belongs!

Think of this nutrient as a plumber unclogging a drain full of gunk. It moves the calcium out of your arteries and redirects it toward your bones.

Now to be clear, this nutrient isn't the grocery store kind - it is very different, and it's the key nutrient that **controls calcium utilization** in your body. Or put another way, this nutrient determines “what goes where.”

Start protecting your heart NOW by claiming your FREE “Cardio Breakthroughs” Report and discover...

- The miracle nutrient which scrubs your arteries whistle-clean and reroutes calcium to your bones...
- The “gas” produced in the lining of your arteries which controls the open/close action which directs blood flow...
- The hidden cause of poor blood circulation...
- How warmer hands and feet lead to a better sex life (!)...

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- How a certain natural element in your arteries leads to stronger hair and nails... plus it helps keep skin soft and supple...
- Which protein-based enzyme dissolves blood clots, keeping your blood flowing clean and smooth through elastic arteries...
- The “energy switch” nutrient which floods your cells with boundless energy, protects your memory and repairs damaged cells...
- Why your heart desperately needs this enzyme, especially if you’re taking cholesterol-lowering statins!

Be aware...

Doctors today are using science formulated back in the 1960’s for standard health solutions – but is that good enough for you?

You owe it to your heart and arteries to take advantage of modern, cutting-edge research allowing you to heal your heart and arteries the safe, **natural** way.

Claim your FREE health report NOW and take advantage of clinically-proven research to help flush deadly plaque from your arteries and feel GOOD again!

Free Health Report

Just enter your name and email address in the boxes below, then click “Submit” to claim your FREE Heart Health Report.

<First Name>

<Email Address>

<Claim My FREE Report button>

We have a strict anti-spam policy. Your privacy is important to us and we won’t share your email address with anyone. Plus, you may unsubscribe at any time.

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Lead Gen Email (to drive traffic)

Subject: **Your heart is under attack... and the outcome could be DEADLY!**

Dear Fatigued Friend,

You're tired, and you know you're sick, but you don't know HOW sick. Your doctor takes blood test after blood test, and each time he says, "Nope, nothing's wrong with you." But you KNOW there's something wrong. Why else would you be so tired? Why would your feet and ankles keep swelling to the point where your shoes don't fit anymore? Why would walking from the living room to the kitchen leave you out of breath and wheezing?

The answer, my friend, may lie in your heart.

STOP treating your heart like yesterday's news!

- Maybe you've always been active and never thought about your heart...
- You think foot swelling and shortness of breath "just come with age..."
- You'll get a checkup "one of these days..."

Think again.

Your heart, the muscle that does the gigantic job of pumping blood throughout your body, may be warning you it's about to kick the bucket, putting YOU six feet under.

To your friends and family, it'll look like a sudden heart attack. But to your poor heart and arteries, it was a long time coming.

Because something innocent, yet deadly, is corrupting your arteries.

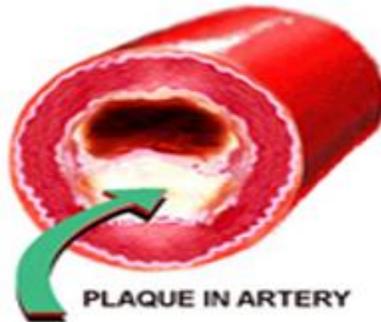
Calcium - it does a body good. Or... does it?

One of the most important minerals in the human body is calcium, which builds strong bones and teeth. But calcium needs a special nutrient to aid its absorption into your bones. (I'll explain more in a moment.) If this nutrient is in short supply (as it is in 80% of the American population), your bones won't be able to absorb the calcium, and your greedy arteries will take it instead.

And arteries DON'T need calcium! Let me explain...

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Starting as early as your 20's, calcium can deposit itself on your artery walls, building layer upon layer over time. These layers harden into plaque, which turns your elastic arteries into rigid "lead pipes." Eventually the layers of calcium narrow those pipes so much your blood slows to a crawl, and your heart, which has struggled too hard for too long just... stops.



There's a simple test to diagnose how much calcium is in your arteries – it's called the Coronary Calcium Scan – and it can tell you how much danger you're in. If your score is anything higher than ZERO, you've got calcium in your arteries, **and you need to do something about it - STAT!**

Knock out calcium with a special "K"

Fortunately, Henrik Dam and fellow researchers uncovered a "miracle vitamin" in the landmark Rotterdam Study. This vitamin *dissolves* invading calcium and escorts it back to where it belongs – your bones! Dam called it the "koagulation vitamin," – shortened to Vitamin K2 – which won him the Nobel Prize.

Now this isn't the kind of Vitamin K you find in leafy green vegetables. Vitamin K2 – also known as menaquinone – is THE key nutrient to control "calcium utilization" in your body. That's just the fancy schmancy way of saying Vitamin K2 is the "traffic cop" who safely directs calcium out of your arteries and back into your bones.

And when your arteries are clear...

- ❖ Your blood flows faster...
- ❖ Your blood pressure lowers significantly...
- ❖ Your heart can relax...
- ❖ And you feel SUPERCHARGED!

I urge you to **claim your FREE "Nature's Artery Opener" Report NOW** [{link to squeeze page}](#) and rescue your arteries from the deadly effects of "Calcium Clog."

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To your health,

Virginia Tims-Lawson
Chief Research Officer
Peak Wellness Nutrition

P.S. Can you *really* afford to ignore your arteries any longer? **Claim your lifesaving FREE report NOW!**
{link to squeeze page} You have nothing to lose... and your life could depend on it!

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Follow-up Hard Offer Auto-responder Email

Subject: **Dead in 40 seconds – and you could be NEXT**

Dear <insert name>,

This is not a scare tactic to get you to read further – this is recorded FACT.

According to the *American Heart Association*, one American drops dead of a sudden heart attack **every 40 seconds**. And if you haven't had a heart scan, it could be YOU!

Now before you read any further, if you HAVE had a heart scan, *and your score is a perfect ZERO*, stop reading now. But if you haven't (or your score isn't), then keep reading, because...

Your arteries are under attack!

A heart scan, known as a Coronary Calcium Scan, examines the arteries leading in and out of your heart for calcium deposits.

Wait...you say you didn't know calcium could land in your arteries? It can, AND IT DOES. Starting as early as your 20's, calcium can start building in your arteries, layer by layer. It then turns into plaque which hardens, turning your arteries from soft elastic into rigid "lead pipes."

Over time, this plaque buildup narrows your artery walls until the blood is forced to squeeze its way through, sending your blood pressure skyrocketing. Sooner or later, your worn-out heart just...quits.

And you or your loved one has suffered a "sudden," devastating heart attack.

This process is called "arterial calcification," which is another way of saying "*You might be a statistic soon!*"

The worst part is, doctors tell you there's nothing they can do about it! Sure, they give medication for high blood pressure, but it has serious side effects... and it doesn't get rid of the calcium! Eventually, your doctor may even recommend surgery. But...

Nature offers a better option.

In a Nobel Prize-winning study conducted by Danish scientist Henrik Dam, a nutrient was discovered which actually *dissolves* calcium from your arteries and puts it back in your bones – where it belongs!

By doing so, it...

- Returns your arteries to their healthy size and elasticity...
- Significantly lowers your blood pressure...
- And literally takes the pressure off your heart!

As I said before, doctors say they can't do anything about it, to which I say, "FIDDLESTICKS..."

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Take charge of your health, and click here to discover “Nature’s Artery Opener” ASAP and scrub your arteries squeaky clean the safe, NATURAL way! [{insert link to sales page}](#)

To your good health,

Virginia Tims-Lawson
Chief Research Officer
Peak Pure & Natural

P.S. Can you afford to ignore your arteries another day? [I urge you to click here and discover the clinically-proven, NATURAL way to sweep them clean.](#) [{Insert link to sales page.}](#) There’s ZERO risk to you, but it *could* save your life!