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David Coyne Communications

Client: SierraSil Health Inc.
Project: Email for Joint Formula14
Job#: **DCC-074**

Dear Friend,

In November, you completed our questionnaire on TV Week's website indicating your interest in SierraSil's Joint Formula14™. Thank you for taking the time to complete the information.

I realize your time is limited. But if you're enduring joint pain and stiffness, you know how that can deeply affect your quality of life.

If you'll just take a moment, I'll show you why SierraSil's Joint Formula14™ is being recommended -- and used -- by DOCTORS, ATHLETES and THOUSANDS of other PEOPLE everyday to get lasting relief from joint pain.

I'll provide you with the OBJECTIVE SCIENTIFIC EVIDENCE that supports its powerful, fast acting, pain-relieving action ...

In fact, our Joint Formula14™ was granted a rare U.S. PATENT as a NUTRITIONAL SUPPLEMENT for OSTEOARTHRITIS.

SierraSil is one of the few nutritional supplement companies in Canada to be awarded a patent.

And studies reveal the EFFECTIVENESS of SierraSil's Joint Formula14™:

--Clinically proven to reduce inflammation as well as the breakdown of human cartilage by up to 78%

--Reduces inflammation throughout your ENTIRE BODY as well as your joints (I'll tell you in a moment why this is so important)

--Soothes joint pain quickly and consistently

--Relieves stiffness

--Improves mobility

--Helps to detoxify your body of pollutants, pesticides and other

harmful substances

It's an all natural, mineral-based formula that's different from other pain relief supplements on the market.

<http://www.sierrasil.ca/shop.php>

*****RISKY BUSINESS: ANTI-INFLAMMATORY DRUGS*****

Over-the-counter and prescription NSAID/COX-2 medications are often prescribed to reduce joint pain and inflammation. But their long-term use can cause a host of serious side effects, including gastrointestinal bleeding.

You don't need to take my word for it. Google the side effects or look at the fine print that comes in the box.

What's even more shocking? Some of these drugs are linked to a higher risk of heart failure!

With SierraSil, you don't need to choose between freedom and safety.

But what about popular joint pain supplements?

***** BEYOND GLUCOSAMINE*****

You may have used glucosamine supplements to improve your joint health.

But there are distinct DISADVANTAGES with GLUCOSAMINE ...

--You may have to take glucosamine for several months to feel any pain relief (And some people NEVER get relief)

--Glucosamine does NOT remove toxins from your body

--Not everyone can use glucosamine as some types of glucosamine supplements can cause allergic reactions

-Glucosamine does not reduce inflammation throughout your entire body

There's also another vital point you must know about inflammation ...

*****THE DANGER OF "SILENT" INFLAMMATION*****

Some inflammation is a normal part of your body's healing process, especially when you're injured. Unfortunately, your body

could be affected by more dangerous CHRONIC inflammation. And you may not even know it.

This type of inflammation doesn't always announce itself through physical pain. However, it's linked to some of our most serious health conditions, including ...

- Alzheimer's disease
- Atherosclerosis
- Arthritis
- Cancer
- Congestive heart failure
- Diabetes
- Digestive diseases

But research shows SierraSil's joint formula actually suppresses inflammation right down to your body's cellular level.

So your whole body -- not just your joints -- benefits from a reduction in inflammation.

But our joint formula offers another powerful health booster you won't find in other joint health supplements ...

EASILY DETOXIFY YOUR BODY

SierraSil's joint formula has a unique clay mineral structure. And this provides a detoxifying effect in your body. According to the Canadian Journal of Microbiology, clay can absorb pesticides, herbicides and even viruses!

<http://www.sierrasil.ca/shop.php>

***THE TEST RESULTS ARE IN ***

I've told you about the great benefits of SierraSil's Joint Formula14™. But you wouldn't be convinced if we couldn't provide the science to back our claims. Not only were we awarded a U.S. patent, but our joint formula has undergone extensive independent testing.

Here's what researchers say -- in their own words ...

In an internationally registered, double blind, randomized, placebo-controlled human clinical study of more than 100 osteoarthritis patients, the study authors stated ...

RESULTS: "This study provides clear evidence that SierraSil, at high and low doses, provides relief of the symptoms of osteoarthritis within TWO WEEKS of therapy."

In a human pilot study, the researchers reported ...

RESULTS: "100% of the patients had a positive response and a reduction or elimination of their symptoms of osteoarthritis of their knees within one week of treatment. There were no reported undesirable side effects."

A mechanism of action study concluded ...

RESULTS: "SierraSil appears to be an effective anti-inflammatory agent in the treatment of joint pain..."

And in a sub-acute oral toxicity study they reported ...

RESULTS: "SierraSil did not cause any adverse responses at the highest level taken (35 times the daily recommended amount)."

You can see more research related information on our website

<http://www.sierrasil.ca/shop.php>

*** WHAT DOCTORS SAY ABOUT SIERRASIL ***

We've received tremendous feedback from medical professionals about how well our joint formula helps their patients...

"I've known about the anti-inflammatory properties of SierraSil for some time, from my own experience and having had patients who use it. So SierraSil's effectiveness is no surprise to me and I congratulate the company for the patent and the recognition that it brings to the research to date on this unique mineral supplement."

-Dr. Alan Brookstone, MD

"I've been recommending SierraSil and I've seen some excellent results. My patients have reported less pain and restored mobility. I've found that SierraSil is one of the best options available. Seldom have we found an ingredient as effective as SierraSil in treating stubborn arthritis."

-Dr. Peter Sharky
Professor of Orthopedic Surgery
Jefferson Medical College
Philadelphia, PA

"Whereas supplements featuring glucosamine and chondroitin sulfate often requires two to three months of use for appreciable control of discomfort and arthritic-like symptoms, SierraSil demonstrates effectiveness within a very short time."

-Dr. Meg Jordan
LaFayette, CA

<http://www.sierrasil.ca/shop.php>

HERES WHAT ATHLETES SAY

In 2007 I received a product called SierraSil Joint Formula14™ and a topical spray for Pain Relief. The game of football is a violent sport and there are times when sore muscles, aches and pains come from playing a hard fought game. I have been playing in the CFL for 23yrs as Quarterback, so I know about aches and pains. When I turned 40, after games it would take me much longer to recover from a game than in the past. So I started taking SierraSil and after about a week, I noticed from workouts, practicing and games that my soreness and aches and even at times my back pain was subsiding. I started telling my teammates and they started taking the product out of my locker, they really liked the topical spray. So what am I telling you? The product is great!! I'm 44yrs old, in my off season still taking SierraSil, I'm training and my body feels great.

-Damon Allen

2005 CFL M.V.P and M.V.P of the 2004 Grey Cup, Toronto, ON

SierraSil has exceeded my expectations. SierraSil has made practicing and playing golf easier on my body and given me faster recovery to full energy and comfort levels following golf. And yes, it may even have helped improve my range of motion, adding a few yards to my drives within two weeks of starting on SierraSil. I continue to use it! If golf is starting to get uncomfortable for you, try SierraSil and see what it can do.

-Dick Zokol

PGA Tour Professional,
Richmond, BC

And SierraSil Joint Formula14 is Informed Choice certified: tested to be free of banned substances as listed by the World Anti-Doping Agency.

<http://www.sierrasil.ca/shop.php>

HERE'S WHAT CUSTOMERS SAY

Local radio personality Shell Busey is one of our many satisfied customers. Not only has he recommended SierraSil to his friends and family, but he's talked about our Joint Formula14™ on his radio program.

We've also gotten some other amazing feedback ...

"There months ago I heard of SierraSil, I began taking it and within two weeks that pain was gone. I was going to have knee replacement but cancelled. My knees and joints are as good as when I was a young man. I can walk any place I want to, but best of all there is no pain. I can sleep for 8 hours and never did that for years. Thanks SierraSil."

-Angus Kennedy
Holdfast, SK

"As an RN working those long 12 hour shifts, my knees and legs ached to the point I thought I'd have to quit work. After only 4-5 days I was back working my 12-hour shifts - with NO PAIN! Thanks SierraSil."

-Barb Todd
Vancouver, BC

"For someone such as my self with such debilitating joint pain and overall arthritis - this product has been such a blessing to me. Within a few days I began to feel much better - really all over my body! It has even helped my condition of acid reflux, a very big improvement."

-Audrey Gough
Calgary, AB

I love this product! After trying several natural anti-inflammatory products with minimal success in pain reduction I tried SierraSil Joint Formula14™. Within 3 days I had no Fibromyalgia muscle pain!!! My digestive system also felt much better. I will never stop taking this product and I recommend it to everyone I meet who has Fibromyalgia or Arthritis. Thank you SierraSil!

-Audrey Kenny
Burlington, ON

I have been using SierraSil for almost two years now and started taking it for chronic inflammation in my lungs and chest brought on by allergies to pet dander. Especially cat and dog dander within moments of contact my eyes would get itchy my chest start to fill up and become itchy and wheezing would set in. After trying 2 sessions of antibiotics my doctor recommended with no success and hearing so many great testimonials on people having such amazing results with inflammation from Osteoarthritis to Crohn's and Colitis I decided to see what it could do for my lungs. After 3 days my chest started to feel clearer and within a few more days I was breathing better and no wheezing. I still take it today and have had no asthmatic or allergy attacks. Thanks to Sierrasil and all the great people who believed in sharing this

awesome product.

-Jan Wing
Toronto, ON

See more of what doctors, athletes and everyday folks have to say about Joint Formula14™ on our website ...

<http://www.sierrasil.ca/shop.php>

100% SATISFACTION GUARANTEE

You don't need to live with joint pain. Try SierraSil's Joint Formula14™ -- absolutely risk free.

If you're not completely satisfied, return it within 60 days, and we'll promptly give you a full refund.

Feel better in 14 days. And get back to enjoying life to the fullest.

<http://www.sierrasil.ca/shop.php>

Sincerely,

Michael Bentley
President,
SierraSil Health Inc.
"Health You Can Feel™"

Phone: 1-877-743-7720

<http://www.sierrasil.ca/shop.php>

P.S. Find out how you can save money and get FREE shipping for Joint Formula14™. Get the details here...

<http://www.sierrasil.ca/specials.php>

*These statements have not been evaluated by the US Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. Pregnant or nursing women and persons with known medical conditions should consult with their physician prior to use.