



September 22, 2004

Addressee Name Here
Addressee Street Address Here
Hamilton, TX 76531
Addressee Phone Number Here
Attn: Addressee First & Last Name Here

Addressee,

Thank you for taking the time to take my call yesterday. I enjoyed talking with you in the nail salon in Arlington as well as yesterday afternoon. It is so interesting to me how we met via the common bond of Rice University. I think you will agree that it is a fantastic institution of higher learning!

Per our discussion, enclosed is information pertaining to AdvoCare, International. AdvoCare is truly an elite health and wellness product engineered by a world renowned Medical & Scientific Advisory Board. I have marked the Scientific & Medical Advisory Board with a **red** tab and the Sport's Advisory Board with a **green** tab. Also, I marked with a **blue** tab the pages identifying our ever-growing list of **UNPAID** endorsers.

Along the lines of athletics, Leslie, I feel very confident that Rice University coaches would have never considered recommending Advocare products to my son if the products had any potential to produce negative benefits to his body. After all, at the Division I level of football, the coaches are paid to produce wins on the scoreboard!

Leslie, because your level of interest was peaked with the weight management area of our product line, I have enclosed our STEP 1-2-3 program for patients focused on weight management issues. While AdvoCare is not just a weight loss company, weight management is a HUGE area of health improvement that is most obvious from a visual perspective. I feel AdvoCare has great potential to add tremendous value to your husband's medical practice in two ways:

- ❑ Improving the quality and lifestyle of patients focused on overall health improvement, weight management improvement, and/or general wellness.
- ❑ Improving the wealth of his practice by serving as the introducer of our products. After all, in today's medical infrastructure, there is zero economic advantage for physicians to assist with the healthy to stay healthy.

I have enclosed a Power Trend magazine for your review and enjoyment. I encourage both you and your husband to read the Power Trend from front to back as there are many, many success stories pertaining to weight health improvement as well as financial health improvement.

Because of our products performance, AdvoCare is an enormous opportunity for health and financial benefits. Our products are marketed in a direct sales environment for two **very** important reasons:

- ❑ Persons receiving information about a life-changing product, from a trusted relationship, are more apt to use the product correctly in order to achieve self-defined benefits/results
- ❑ Our founder, Charlie Ragus, had a strong desire to impact **millions** of people physically and financially versus **one** account manager working for a Wall Street exchanged company lucky enough to obtain the AdvoCare account! Charlie knew he would accomplish his goal by building a life changing, health improvement, consumable, science-based product. The product provides the vehicle for both physical and financial changes!

Feel free to visit our website at www.myadvocare.com/lstephens to read our AdvoCare story.

I look forward to talking with you soon. Please feel free to contact myself with any questions. I may be reached at 817.572.0131 or 817.988.1086.

Loyd & Denise Stephens
Independent Distributors

Enclosure