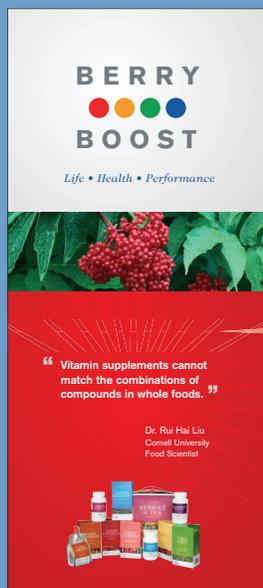


Eileen Coale Copywriter



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Client: BerryBoost Products

Project: Trifold brochure

Objective: This startup nutraceutical company needed an evergreen brochure to introduce their product line and position the company as a serious player in the market.

With a limited budget, this brochure had to connect with 3 distinct audiences: CAM practitioners, affiliate marketers, and consumers. Well over a year later, this brochure is still being distributed to prospects and customers.

COPY COMMENT 1

"Vitamin supplements cannot match the combinations of compounds in whole foods."

Dr. Rui Hai Liu, Cornell University, Food Scientist

This quote does double duty. First it serves as a positioning statement for the company. Second, the attribution to one of the country's foremost nutrition researchers establishes instant credibility.

COPY COMMENT 2 *BerryBoost FORMULAS FOR OPTIMUM HEALTH Immune Booster harnesses the anti-viral, anti-bacterial, anti-inflammatory properties of concentrated elderberry. Scientific studies indicate that elderberry may help protect against colds, flu, cancer, and herpes.**

Concise descriptions of each item in the product line convey the clear health benefits of each formula.

COPY COMMENT 3 *102 STUDIES CAN'T BE WRONG*

The scientific evidence is overwhelming; super food concentrates promote good health. Here's just a small sampling of what nutritional researchers have to say:*

Scientific support is essential for building credibility in the nutraceuticals market. Quotes from objective sources support the company's proposition, and the reference to an underlying body of research undergirds it even further.

"You know exactly how to write for my market and audience. Your continuing involvement with copy and promotional materials allows me to concentrate on things I do best. For a fleeting moment, I fancied myself a copywriter ...until I read your work. I immediately retired my copywriting aspirations."

Dave Copeland, President and Founder, BerryBoost Products

