



your hired pen

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Dear <name of nutritional retailer>:

Let the Buyer Beware. In the multi-billion dollar a year unregulated sports nutrition industry, consumers are well advised to proceed with caution.

Since 1994, the U.S. government has not closely regulated the dietary supplement industry. Quality problems, adulterated products, and false label and performance claims are tarnishing our industry's reputation and risking your customer's health.

At ThermoLife International, we're not waiting for the FDA – or anyone else – to hold us to the highest possible standards of quality, potency, and purity. Since 1998, ThermoLife has been *Driven by Excellence*, searching the world over for products that are safe, potent, and deliver on their promises.

As a former owner and operator of Gold's Gym in Santa Cruz, California and serious bodybuilder for more than 20 years, I know all about the media machine that pumps out promises in one slick advertisement after another. Forget promises – here's my commitment:

ThermoLife International offers a 100% money-back guarantee on every product we sell.

ThermoLife is the only nutritional supplement company to offer this guarantee. Why? Because our competitors would rather invest millions of dollars each year in advertising than in quality ingredients or product testing.

And why should they? In this largely unregulated industry, my competitors don't have to sell products that work. They only need you – and your customers – to *believe* it works.

ThermoLife International has higher standards. Every product we carry is tested for purity, potency, and efficacy. Any product with the ThermoLife name *can do what its label claims*. I reject dozens of product offers each month, because very few products can hold up to this scrutiny.

Nowhere is purity and efficacy more important than in the drug-free sport of natural bodybuilding. Chris Faildo – **The World's Greatest "Natural-for-Life" Bodybuilder** – has been a loyal ThermoLife customer for the past four years, spending nearly \$7,000 *of his own hard-earned money* to purchase ThermoLife products each year.

With his reputation and career on the line, Chris can't afford to use just any product. Using a combination of ThermoLife products, including Ecdysten, Tribosten, G-TEK, Protein Booster, and Lipodryl, Chris added more muscle to his physique than he imagined possible and **won the Team Universe World Championship in Summer 2003.**

Chris Faildo – like ThermoLife – is the *real thing*. As our newly appointed spokesperson, the World's Greatest Natural-for-Life Bodybuilder is living proof that the World's Greatest Natural Sports Supplements deliver RESULTS. Not many supplement companies can *honestly* say that their spokesperson's physique resulted from the company's products... **but we can!** Please contact me directly at (480) 704-7536 to arrange an in-store guest appearance or speaking engagement with Chris.

ThermoLife's commitment to excellence includes its sales staff. Scott Fahnestock, our Director of Sales, is your direct connection to ThermoLife's quality products and expertise. With over six years of experience in the nutritional supplement industry, Scott has the skills and experience to help you be successful. Whether you have a question, need advice, or want to place a rush order, Scott is there to support you.

ThermoLife is here to help you succeed in the nutritional supplement industry by providing quality products you can be proud to offer. If you *ever* have a question, concern, or idea, please feel free to contact me directly at (480) 704-7536 or RonK@ThermoLife.com. It's an honor to serve you.

Respectfully yours,

Ron Kramer, President
ThermoLife International

Shannon M. Dougherty