

Dear

I hope you are well and enjoying using our products.

Please find enclosed some further information regarding the xxxxxxxxxx which you are currently using, I thought this would be of interest to you.

Your health is obviously of concern, and there are times when I am sent brief, up to date information which I pass on via email to my customers.

If you would like to email me on you@youremail then I would be delighted to include you in any future mailings, and rest assured that your details remain private at all times.

Kind regards.

Dear

Are you aware of some of the ingredients in your toiletries?

Do you know that Sodium Laurel Sulphate which is a very cheap foaming agent used in toothpaste, shampoo, washing up liquid, soap and even washing powders is known to mix with other ingredients and can become cancer causing?

I have enclosed a brief 7 ½ minute video tape which features health professionals discussing the effects of this chemical, their conclusions are shocking but the good news is there are less expensive, equally effective products available from Neways, which do not contain any harmful ingredients whatsoever.

Please watch the tape and then take advantage of this special offer.

CONVERT YOUR BATHROOM FOR JUST £30

That's right! A large shampoo, conditioner, toothpaste, mouthwash, deodorant, shaving gel and bath and shower gel soap replacement which normally retail for £42 are yours to try for just £30 – and the good news is that it is money you would have spent in the supermarket anyway!

You have nothing to lose and everything to gain so just choose your method of ordering and find out for yourself how great Neways products really are.

Just watch the tape and now choose –

- A) Pick up the phone and call me on xxxxx xxxxxxxx with your credit card details and you will receive your Bathroom Pack in a couple of days.
- B) Email me at you@youremail and I will rush your Pack to you
- C) Fax this letter to me on xxxxx xxxxxxxxxxxx, or
- D) Tear off the slip below and send it to me in the envelope provided and you will soon be enjoying good safe products

Reply before the xxxxxx of xxx to receive FREE delivery, saving another £5.00!

Yes Please rush me a Convert Your Bathroom Pack. I enclose payment of £30 including P+P. Please allow 14 days for delivery;

Title _____ First Name _____ Surname _____

Address _____ Town _____

County _____ Postcode _____ Tel _____

Please indicate payment method and complete as follows;

Credit card or switch; Indicate type Visa Mastercard Switch

Number _____

Valid from _____ Expiry date _____ Issue No (Switch only) _____

Please make cheques payable to ?????????????? and send in the FREEPOST return envelope provided.

Distributor

Dear Distributor

“Did you clean your teeth with rat poison this morning?” House of Horrors

“Sodium fluoride is a poison: a toxic substance. It is more poisonous than lead and just slightly less than arsenic. Sodium fluoride’s primary use was as a rat poison.” Natural Health Magazine.

Some time ago you made the extremely wise decision to use Neways products. Unfortunately it has been a while since your last order. I thought the information provided might encourage you to become active again because it would be a shame to lose your account. If your account remains inactive for over 8 months your subscription will cease, and you will not be able to rejoin for a year.

DID YOU KNOW

The US government Department for Occupational Safety and Health studied 2983 chemicals used in the personal care and household cleaning product industry? It found: 884 ingredients to be toxic and 778 of these were classed as acutely toxic.

DID YOU KNOW

Of these chemicals, 125 are known cancer-causing agents (carcinogens). This was confirmed in another study carried out by the US government headed by Senator Edward Kennedy. Many of these chemicals have the potential to cause reproductive complications and over 370 are known skin and eye irritants.

DID YOU KNOW

Everyday bathroom products in USA now have to carry health warnings because of some of their ingredients.

DID YOU KNOW

The corrosive chemical ingredient used in industry to manufacture garage floor cleaner, engine de-greasant, car wash and locomotive shampoo is also one of the main ingredients in practically every major brand of shampoo, bubble bath, face wash, shaving gel and toothpaste. The same chemical is used as a standard skin irritant (because it is highly irritating) in laboratory tests of the irritancy of other chemicals. This chemical is readily absorbed through the skin and accumulates in body organs and tissues where it has the potential to cause harm.

DID YOU KNOW

The main ingredient in practically every skin moisturiser is used as the base ingredient in the manufacture of brake fluid, hydraulic fluid and industrial anti-freeze. This ingredient is also irritating to the skin and inhibits the skin’s natural biology.

DID YOU KNOW

These ingredients are used in household and bathroom products mainly because they are cheap and effective, regardless of the evidence that shows that they clean by corrosion

Distributor

and that some are carcinogenic and can inhibit the natural biology of the skin. Tests in the USA have shown that the ingredients in a one hundred dollar top of the line face cream cost only 20 cents to manufacture. A five-dollar bargain face cream was also tested and found to have the same 20 cents worth of ingredients. The only differences between the two creams were how they were packaged and marketed, and the extra \$95 the customer had to pay.

DID YOU KNOW

One company in the USA provides the ingredients for 500 of the world's leading cosmetics manufacturers. Often the ingredients for different company's products actually come from the same vat, a practice known as common vatting.

DID YOU KNOW

The most expensive part of the shampoo you may be buying is usually the cap, then the bottle, then the label and lastly the ingredients. Most of the cost goes on marketing and advertising.

DID YOU KNOW

THERE IS SOMETHING YOU CAN DO ABOUT THIS!

TRANSFER YOUR SPENDING TO A SAFER ALTERNATIVE. SHOP AT NEWAYS.

I have been using these products since November 1999. My daughter's skin has improved (she suffered with eczema), and my health has never been better.

I hope that the information will encourage you to continue using Neways for your personal care and health care products.

Yours sincerely

XXXXXX

Ps If you have any queries regarding Neways. Please do not hesitate to call. I'm here to help you in any way I can. If you would like copies of HOUSE OF HORRORS, please contact me on XXXXXXXXXX)

Dear

As a customer of Neways products you are aware that our aim is to provide the result rather than market some hype and hope.

Please find enclosed a short 7 ½ minute video tape which features three health professional discussing the potentially harmful ingredients contained within everyday toiletries and kitchen product we all use in our homes.

Neways have made safe effective alternatives to high street brands for fourteen years and the loyalty shown by our customers is immense. Why? Because not only are all the products completely safe but they are highly effective and very competitively priced - an ideal combination.

Please watch the tape and take advantage of our special offer

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That's right! A large shampoo, conditioner, toothpaste, mouthwash, deodorant, shaving gel and bath and shower gel soap replacement which normally retail for £42 are yours to try for just £30 – and the good news is that it is money you would have spent in the supermarket anyway! So just choose how you order.

- A) Pick up the phone and call me on xxxxx xxxxxxxx with your credit card details and you will receive your Bathroom Pack in a couple of days.
- B) Email me at you@youremail and I will rush your Pack to you
- C) Fax this letter to me on xxxxx xxxxxxxxxxxx, or
- D) Tear off the slip below and send it to me in the envelope provided and you will soon be enjoying good safe products.

Reply before the xxxxxx of xxxxxxxxxxxx to receive your FREE hair travel pack and FREE delivery, saving another £2.50!

Yes Please rush me a Convert Your Bathroom Pack. I enclose payment of £30 including P+P. Please allow 14 days for delivery;

Title_____ First Name_____ Surname_____

Address_____ Town_____

County_____ Postcode_____ Tel_____

Please indicate payment method and complete as follows;

Credit card or switch; Indicate type Visa Mastercard Switch

Number_____

Valid from_____ Expiry date_____ Issue No (Switch only)_____

Please make cheques payable to ?????????????? and send in the FREEPOST return envelope provided.

Use in conjunction with Neways Customer Order Form and A5 brochure.

Dear

You are now coming to the end of your current supply of
and will be running out shortly.

Please call me to place a further order or simply complete the order form enclosed and either return it to me in the addressed envelope provided or fax it to me on XXXXX XXXXXXXXXX before the xxx of xxxxxxx and take advantage of our special offer.

Repeat your order and receive a FREE travel pack of Hair or Dental Products

OR

Buy a 3 month supply of any product of your choice, including combinations and receive either a 10% discount or £20 of FREE products.

Offer valid for 21 days from today

Alternatively you may wish to discuss even greater savings by opening your own Manufacturer's Direct Account. Contact me on XXXXX XXXXXXXX to discuss the option most suited to you.

I look forward to speaking with you soon

Kind regards

XXXXXXXXXXXXx

Dear

It has been a while since I heard from you, perhaps you have lost my address, or mislaid your order form. Whatever the reason, please accept this voucher with my compliments, and get in touch soon.

I know you have already experienced the benefits of taking xxxxxxxxxxxx for yourself, so why not recommend to a friend and on their first purchase, you can receive another 10% discount voucher redeemable against a future order too*. Or why not open a wholesale account and save even more money.

I look forward to talking with you again soon,

Best wishes,

* Only one voucher redeemable per order.

Welcome Back

10% DISCOUNT

OFF YOUR NEXT PURCHASE

Please enclose this voucher with your order form, or mention by telephone

Voucher valid until

Script2- Follow up call for reorder

This is your choice, either send the follow up reorder letter or make this call to your customer.

Hello it's how are you.

Great!

I know you are about to run out of your Maximol Solutions and I 'phoned just to go over some options with you. Is now a good time? (If not arrange to call at a convenient time)

Great.

Last time you purchased a one month supply at £28.65 including postage, do you know that we do a three month supply at £74.95 which is a saving of £11.00? Obviously this is a considerable saving would you like to take advantage of that for this next order?

Wait for them to answer.

Make up your own offers for the three month supply depending on the product they are buying. Have an order form handy.

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Dear

Thank you very much for your order of I am delighted you have realised the benefits Neways' products can bring.

Now you have validated our products I would like to suggest that we talk about opening your own account with direct access to further supplies at wholesale prices, saving a considerable amount on future purchases. Please contact me to discuss this on

My business is based upon personal recommendation and I would be very grateful if you could suggest a couple of people to whom I could send brief information. As you know we do not employ any 'hard sell techniques', rather preferring to make people aware of the choices they have and the benefits our products can achieve.

I will contact you over the next couple of days, and in the meantime please accept this voucher which I will be delighted to validate in return for your help.

My thanks in anticipation of your kind help.

Warm regards,

Dear

Thank you very much for your order and welcome as a customer of Neways.

Neways products are at the leading edge of chemistry designed to work with your body to help you achieve optimum health and slow down the effects of ageing, please read the instructions carefully to ensure you use the products correctly and do not hesitate to call me if you have any questions on usage.

I have enclosed some more information about the product for you to look at together with a tape for you to pass on to a friend.

Please me know of any other products you would like more information about and I will be happy to forward it to you.

Kind

Dear

Thank you very much for your order and welcome as a customer of Neways.

Neways' products are at the leading edge of chemistry designed to work with your body to help you achieve optimum health and slow down the effects of ageing, please read the instructions carefully to ensure you use the products correctly and do not hesitate to call me if you have any questions on usage.

I have enclosed some more information about the product for you to look at, plus an additional audio tape for you to pass on to anyone else you feel may find the information of interest and please me know of any other products that you would like more information about.

Once you have validated our products then I would suggest that we talk about opening your own account with direct access to further supplies at wholesale prices, saving a considerable amount on future purchases. Please contact me to discuss this once you are happy to become a regular customer.

Kind regards.

Yours sincerely

Script1 - Third Day follow up telephone call

It is important that you do nothing else and do not try to mention other products on this call unless they ask you about them, that way they will be happy to take your future calls. Keep this call very simple.

Hi it'sfrom, how are you?

I simply called to make sure your order of was delivered OK?

Great.

If I can just remind you (dosage instructions or usage tips)

Don't forget if you have any questions, don't hesitate just give me a ring.

Good bye