First Letter E-mail Template – Microbiome

(Customize to your personal style and situation)

We all want health and happiness and I have learned that the best place to start is in your gut also known as your microbiome. Your microbiome (the trillions of microbes in your gut) has an enormous impact on how you feel—physically, and emotionally. That’s because:

- 70% of immune cells live in your gut
- 90% of your body’s serotonin (a mood boosting neurotransmitter) is produced in your gut
- Gut microbes secrete neurotransmitters like GABA and dopamine
- Gut microbes produce essential nutrients like vitamins B12, folate, and K
- Gut microbes aid nutrient digestion and absorption
- Certain gut microbes have the ability to actually reduce stress and anxiety

As long as your microbiome stays in balance, you’re well on your way to health and happiness. The problem is that your microbiome is under attack every day. A typical modern lifestyle—with processed foods, artificial sweeteners, high stress, lack of sleep, and other environmental factors—damages the beneficial microbes in your gut, leading to dysbiosis (unbalanced gut). What does this look like? GI discomfort, stress, bloating, digestive issues, mood swings, anxiety, the inability to relax, and any number of other problems related to your health or your mood. Sound familiar?

But I have great news, Plexus offers a regimen of 5 products to help you make sure your microbiome stays in balance. I’m enclosing a document that has all of the details on each of the products, but here is a brief summary. Your microbiome is like a garden and therefore to have it thrive you need to do the following.

WEED: Just like in any garden, weeds can strangle everything else if they are allowed to grow. The weeds in your gut are the things like intestinal yeast and bad microbe overgrowth which can harm good gut microbes. Therefore, the first step in achieving overall gut health is to eliminate the bad actors. Use Plexus ProBio5™ to help keep the intestinal yeast in balance and take Plexus BioCleanse™ to help cleanse the GI system and remove harmful microbes.

SEED: If you plant it, it can grow. The best seeds for your gut and microbiome are probiotics which provide your gut with a healthy dose of good microbes keeping your gut balanced and healthy. Therefore, once the weeding is complete, you will want to seed your gut with VitalBiome. It is a revolutionary probiotic with clinically demonstrated ingredients that improve your health and your mood. Its exceptional formula delivers eight special probiotics strains that r4ebalance your gut microflora and dramatically affect your health and happiness. No other product can say the same.

FEED: Feed your gut with Plexus Slim® Microbiome Activating formula. When you drink Slim® Microbiome Activating its microbiome activating formula delivers powerful prebiotics that help your gut thrive. Slim® MBA has been clinically demonstrated to increase good gut microbes like Lactobacillus, Bifidobacterium, and Akkermansia by over 250 times. Drink it every day for the best results!

PROTECT: You wouldn’t leave your carefully tended garden exposed to extreme elements would you? Compounds hidden in common foods can end up wreaking havoc in your gut undoing the hard work you’ve put into staying healthy. Protect your gut with XFactor Plus’ Microbiome Activating Complex. This power polyphenol blend has been shown in independent and scientifically validated in vitro human gut microbiome simulator study to reduce the production of undesirable compounds in the gut such as ammonium by 18%.

There are scientific studies that have clinically demonstrated that these products work; however, since you may still have reservations Plexus Worldwide® is so confident that our products work, we offer a 60-day money back guarantee on all of our products. With the guarantee, you can use the product for 60 days, follow the simple directions I will provide, and if you aren’t satisfied with your results, I’ll help you get your money back within that 60 day window. You have nothing to lose and better health to gain.
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When you are ready to place your order, the following link will take you my website: [INSERT the URL for your personal Plexus website here]. You will want to order the TriPlex Combo (Contains Slim, ProBio5 and BioCleanse) and then add in VitalBiome and Xfactor Plus.

You’ll see there are two methods to purchasing.

- Retail method (one time purchase) is $229.85 for 30-day supply of the five products.
- Preferred method (monthly bill/shipment) is $197.85 for the 30-day supply.
- For your reference, I am attaching to this email an overall product price sheet that shows all of the options that are available for all of our products.

If you decide to try it then please go the preferred to save you money. $30 bucks is $30 bucks and I would rather you keep it in your pocket. It sets up a monthly recurring order, but don’t be afraid to go with preferred. You will not be locked into anything, because the order can be easily changed or cancelled at any time. AND, there is the 60-day money back guarantee I mentioned earlier. To order simply click either the Preferred or Retail button and follow the prompts.

If you want to know more about Plexus Worldwide as a company, here is the link to an excellent article:
http://directsellingnews.com/index.php/view/plexus_worldwide_a_partnership_for_success#.VjQml7erRD8

Take some time to consider this information and do some independent research if you feel the need. Message me back if you have any questions or want some specific information on any aspect of this.

Enclosures:
- 10n1 – Gut Health - Understanding Your MicroBiome
- 10n2 – Gut Health - Macro benefits of a Healthy MicroBiome
- 10n3 – Gut Health - Understanding Dysbiosis
- 10n4 – Gut Health - How your MicroBiome affects your mood
- 10n5 - Gut Health - The gut-brain connection
- 09b01 – Plexus Slim Microbiome Activating Information Sheet
- 09b04 – Plexus ProBio5 Information Sheet
- 09b05 – Plexus BioCleanse Information Sheet
- 09b07 – Plexus XFactor Plus Information Sheet
- 09b17 - Vitalbiome Information Sheet
- 2k - How to Order the Plexus TriPlex Combo
- 2l – Plexus Product Catalog
- 2m – Plexus Price Sheet