

Alt Headline #1:

How An Apple And A Daisy Can Teach Your Skin To Be Young Again

If you bit into an Uttwiler Spatlauber apple, you probably wouldn't like it. It's not tasty. Its sourness would make your lips pucker. In fact, these trees were almost forgotten. There are only 20 left on the entire planet.¹ [design note: good pic of apple in this article.]

But by the time you're done reading this you'll think otherwise.

Because these apples can do something unique . . . **Something any woman who has tried to erase the wrinkles time leaves on her face would be envious of . . .**

These apples can heal themselves quickly and thoroughly.

Cut into them . . . And the apple will swiftly form a new protective layer of skin.

In winter storage, they outlast all other fruits, **staying firm and smooth when other apples wrinkle and shrivel.**²³

Now, I've traveled around the world, digging up nutritional treasures . . . I've pioneered formulas that change your cells' age at the genetic level . . .

But even these remarkable discoveries pale in comparison to what Swiss scientists have managed to extract from these apples.

¹A Swiss Apple A Day Keeps Wrinkles Away. Swiss Broadcasting Service. Viewed 8/1/13 at http://www.swissinfo.ch/eng/swiss_news/A_Swiss_apple_a_day_keeps_wrinkles_at_bay.html?cid=7668056

²ibid

³Santisi, E.The Super Apple.Vogue. November 2009. Viewed 8/1/13 at http://www.mibellebiochemistry.com/pdfs/The_Super_Apple_US_Vogue_November_2009_TEST.pdf

Sarah Clachar, Healthy Marketing Ideas

sarah@healthymarketingideas.com

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Because these scientists didn't settle for just concentrating this vital apple's juice . . . They didn't just hope for the best by plopping it into a skin cream . . . They went a step further . . .

They figured out how to isolate and extract special signal molecules that trigger this apple's healing ability . . .

Scientists took this apple's unmatched ability to regenerate itself and figured out **how to get it to *teach* your skin to do this too.**

Yes, I said *teach*.

We're entering into a whole new chapter in natural skin care. Forget loading your skin up with antioxidants and moisturizers. That's part of it. But this takes skin care to a whole other level . . .

With this new skin care breakthrough,

**We can now transfer that apple's *wisdom* to your body and
Reawaken your own skin's own ability to heal**

Because of this extraordinary power, when the Uttwiler Spatlauber apple extract became public, the whole world of elite anti-aging skincare went into a frenzy. I'll admit, I'm not the only anti-aging expert to jump on it . . .

Michelle Obama wrote a letter about it . . . Jennifer Lopez swears by it . . . *Vogue* ran a full page article on it . . . Savvy, beauty-conscious women worldwide are singing its praises.⁴⁵

But there's one problem . . .

Most Celebrity Skin Care Formulas Didn't Go Far Enough!

Most skincare companies stopped short, relying heavily on just the apple extract's benefits alone to wow their customers.

They neglected to tap into the real newsworthy breakthrough here when it comes to skincare and health.

As someone who has a long history of looking beyond the latest fad, I knew there was something more. I wanted to take full advantage of this . . .

⁴ibid

⁵Hardy, L. Could The Extract Of A RARE Swiss Apple Extract Really Get Rid Of Your Wrinkles.UK Daily Mail.November 2009.Viewed 8/1/13 <http://www.dailymail.co.uk/femail/article-1231889/Could-extract-rare-Swiss-apple-REALLY-rid-wrinkles.html>

Sarah Clachar, Healthy Marketing Ideas

sarah@healthymarketingideas.com

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Natural Skin Care Revolution

See, while this rare apple's ability to heal itself is extraordinary, the apple really isn't the star of this show.

The real breakthrough is that scientists have *figured out how to transfer plant's knowledge to your skin*.

Using the same extraction technique, scientists have figured out how to transfer other plant wisdom to your skin.

Like the defensive know-how of a hardy alpine daisy . . .

This tiny purple flower— called the globe daisy – blooms despite the extreme weather it endures perched on the side of the Alps.⁶ And by using this extraction process to draw out the secrets of this daisy's amazing resilience, you can . . .

Teach Your Skin How To Ward Off The Ravages Of The Environment

Like heat . . . pollution . . . wind . . . and sun.

With this new knowledge, your skin can look radiant and fresh. Instead of weather beaten and – well - old.

And by combining these two special extracts . . . by transferring to your skin the wisdom of two special plants . . . you

- **Give your skin the power to fight the ravages of time.** The apple extract *brings back your skin's abilities* to restore itself that you've lost with age.

And

- **Bolster your skin's resistance to environmental damage.** The daisy extract *resurrects your skin's memory* of how to be young, resilient and supple again. No matter what weather you face off with!

Together These Two Extracts Change The Behavior Of Your Skin . . .

⁶GlobulariaCordifolia.Royal Horticultural Society. Viewed 8/1/13 at <http://apps.rhs.org.uk/plantselector/plant?plantid=885>

Sarah Clachar, Healthy Marketing Ideas

sarah@healthymarketingideas.com

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I know by now you're excited about this . . .

Nothing in skincare promises to bring your skin *this close* to the glory days of childhood – naturally and safely.

You're probably already imagining what it would be like to see wrinkles start to fade as your skin becomes more vibrant and elastic, stretching taut across your face . . .

But I'm sure you're also a little skeptical – the world of skincare is full of promises.

And too many times these promises fall flat when you look in the mirror and see the same skin, the same lines, the same blemishes and dullness.

So let's step back a moment . . . Let me explain how your skin works . . . and why these extractions wake up your skin's ability to keep itself young and beautiful unlike any other skin care ingredients . . .

For The First Time, We Know How Skin Regenerates

Until recently, **scientists have not been able to agree about how the skin works.**

But then in June, 2013 Dr. Xinshan Li and a team of researchers at Sheffield University in England changed that. They showed incontrovertibly how your skin renews itself.⁷

See, battered by the environment, the cells at the surface of your skin are constantly dividing to replace themselves.

However, there's only so many times each of these surface cells can divide before they give out.

That's where a special group of cells hidden in the deeper layers of your skin comes in . . .

Unlike the cells near the surface, these hidden cells don't divide much at all. They mostly "sleep". They only "wake up" and start dividing if your skin suffers a serious wound. Or to replenish the stock of quickly dividing skin cells near the surface.

Then these special cells– called *stem* cells - rouse themselves. And start a whole new line of skin cells.

If you didn't have the stem cells deep inside your skin, it wouldn't take long for your skin to fall apart and die.

But thankfully, because you have these stem cells, your skin can keep bringing new life to the surface. Your skin can consistently recharge your skin's outer layers with new cell lines.⁸

⁷Virtual Skin Model Shows Secrets Of Aging. Viewed 8/1/13 at <http://www.sheffield.ac.uk/news/nr/virtual-model-skin-aging-sheffield-university-1.282738>

Sarah Clachar, Healthy Marketing Ideas
sarah@healthymarketingideas.com
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The problem is over time, this population of skin stem cells dwindles away.⁹

That's why as we get older our skin doesn't heal as quickly. That's why you start to see more wrinkles . . . more blemishes . . . more bags and sags.

If you could only keep the numbers of these cells up, you could keep your skin not just young-*looking*. But actually . . . *young*.

But unfortunately, no one could figure out how to maintain their numbers better or replenish them.

That is until now . . .

The Secret Language Of Cells

You and I both know we can't talk to our stem cells and get them to step it up a notch.

But plants can. More specifically, plant *stem* cells can.

It turns out our cells and plant cells speak basically the same language. They speak a language made up of signal molecules.

Remember that rare apple that seemed to stay forever young? And that daisy that bloomed beautifully despite the roughest alpine weather?

The cells from those plants can teach your skin cells how to do the same thing. By harvesting these signal molecules from plants, ***we can remind your skin cells of activities they've forgotten how to do.*** So they can act like young cells again.¹⁰¹¹

So your skin can become radiant again like a child's . . . So it can recover from harsh, drying winds . . . so it can restore collagen levels to smooth out wrinkles . . .

All these plant extracts do is give your skin cells a refresher course on what they used to do eons ago . . . but had forgotten how to do with age and the loss of stem cells.¹²¹³

⁸ X. Li et al. Skin Stem Cell Hypotheses and Long Term Clone Survival – Explored Using Agent-based Modelling *Scientific Reports* 3, Article number: 1904 doi:10.1038/srep01904

⁹ <http://www.sheffield.ac.uk/news/nr/virtual-model-skin-aging-sheffield-university-1.282738>

¹⁰ Jacknin, J. Stem Cells In Skincare . . . What Does It Really Mean? *World Health Net*. March 2009. Viewed 8/1/13 http://www.worldhealth.net/news/stem_cells_in_skin_care_what_does_it_rea/

¹¹ Bird, Katie, "Edelweiss stem cells could help in the fight against ageing", *www.Cosmeticsdesign.com*, 10/22/08. Viewed 8/1/13 at <http://www.cosmeticsdesign-europe.com/Formulation-Science/Edelweiss-stem-cells-could-help-in-the-fight-against-ageing>

¹² Bird, Katie "Stem cell technology is the 'new age of anti-aging' skincare, say top scientists at HBA", *www.Cosmeticsdesign.com* 9/10/08. Viewed 8/1/13 at <http://www.cosmeticsdesign.com/Formulation-Science/Stem-cell-technology-is-the-new-age-of-anti-aging-skincare-say-top-scientists-at-HBA>

Sarah Clachar, Healthy Marketing Ideas

sarah@healthymarketingideas.com

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How do scientists capture this language and send the message to your skin cells in an extract?

It's actually pretty simple.

They cut the apple. And just as the apple starts to regrow the new skin, they take those cells and grow them into a larger culture.

Essentially, they've captured the cells at the moment they are spreading the word to rebuild and renew.

Out of this culture they get not only the regenerative cells, but also the signal molecules that tell the cells to renew.¹⁴

Of course all this sounds good . . . *but does this really work?*

Scientists Demonstrate Amazing Results With New Plant Extracts

Well here's the proof of how good this is . . .

Researchers mixed some of the apple extract with a culture of human stem cells taken from an umbilical cord.

The apple extract just about doubled the number of stem cells in the culture!¹⁵

But researchers didn't stop there. They wanted to see what happens when the stem cells are being attacked . . . what would happen if they used UV light to damage the stem cells . . . would the apple extract make a difference?

When exposed to UV light, 50% of the stem cells died.

But when they added the apple extract, a tiny number - *less than 10%* -died.

Even with damaging UV light,

Almost twice as many stem cells survived thanks to the apple extract!¹⁶

The amazing results kept coming . . . the apple extract seemed to turn on genes that prevented stem cell death . . .protect cells against free radical destruction . . . and even repaired their DNA!

And when 20 volunteers used the extract on their skin, the results were indisputable . . .

¹³Coleman, Claire, "Could stem cell cream be future of face care?" www.dailymail.co.uk 3/20/07. Viewed 8/1/13 at <http://www.dailymail.co.uk/femail/article-443115/Could-stem-cell-cream-future-face-care.html>

¹⁴Phyto Cell Tech Malusdomestica data sheet

¹⁵PhytoCell Tech MalusDomestica data sheet.

¹⁶ ibid

Sarah Clachar, Healthy Marketing Ideas

sarah@healthymarketingideas.com

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100% of the volunteers saw their wrinkles noticeably smoothed away after just 28 days!¹⁷

Researchers saw equally stunning results with the extract from the alpine flower . . .

- ✓ The alpine flower extract more than doubled the number of human stem cells in the test cultures. . .¹⁸

This same extract

- ✓ Increased the number of skin cells in test cultures,¹⁹ [Design note: Good photographs for this on data sheet]
- ✓ Stimulated the production of a protein (sirtuin-1) essential for skin longevity;²⁰²¹ and
- ✓ Sped up skin's production of the super antioxidant SOD that protects against damage and hypersensitivity.²²²³²⁴

When volunteers used this on their skin, they saw more beautiful, luminous skin. Less redness and blemishes. More smooth, radiant beauty.²⁵

*In fact even smokers saw significant changes in their skin thanks to this extract.*²⁶

As one researcher explained, this mountain flower extract *is like a self-defense class for your skin cells!*²⁷ It tells your cells how to step up their self-protection.

No other ingredient can do this for your skin.

Imagine what your skin would look like if you could double the amount of regenerative stem cells you had . . .

Imagine if you could help your stem cells resist UV or free radical damage . . .

With these two ingredients, you can *transform* your skin by *reminding* it how to be young and supple again.

¹⁷ ibid

¹⁸ Resistem data sheet

¹⁹ ibid

²⁰ ibid

²¹ Moreau, **Metal**. Enhancing cell longevity for cosmetic application: a complementary approach. J Drugs Dermatol. 2007 Jun;6(6 Suppl):s14-9.

²² Niwa Y et al. Lipid peroxides and superoxide dismutase (SOD) induction in skin inflammatory diseases, and treatment with SOD preparations. Dermatologica. 1989;179Suppl 1:101-6.

²³ Kim Y. Regulation of skin inflammation and angiogenesis by EC-SOD via HIF-1 α and NF- κ B pathways. FreeRadicBiol Med. 2011 Dec 1;51(11):1985-95. doi: 10.1016/j.freeradbiomed.2011.08.027. Epub 2011 Aug 30.

²⁴ Resistem data sheet

²⁵ Resistem data sheet

²⁶ Resistem data sheet

²⁷ Sederma launches Resistem – a natural ingredient with anti-aging benefits. Special Chem. 2011. Viewed 8/1/13 at <http://www.specialchem4cosmetics.com/services/news.aspx?id=6447>

Sarah Clachar, Healthy Marketing Ideas

sarah@healthymarketingideas.com

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And you can get both of these powerful plant extracts in a revolutionary new anti-aging serum,

Introducing Renew SCII

Renew SCII taps into the wisdom of not just one *but two* amazing plants using this breakthrough extraction process . . .

- **Renew SCII *teaches* your skin to renew itself** with the smarts of the Uttwiler Spatlauber apple. So your skin stays smooth and supple no matter how many years of wear you've got on it.

And

- With the prowess of an alpine daisy, **Renew SCII shows your skin how to minimize environmental damage** from heat, pollution, wind and sun.

With these two extracts alone you'll love what you'll see in the mirror . . .

But I'm not one to give you an incomplete formulation.

That's why I included some additional ingredients that will complement the work of these two special plant extracts . . .

Renew SCII gives your skin a complete formula to . . .

✓ **Fight Off Damaging Free Radicals**

Free radicals are perhaps one of the biggest threats to your skin's health, breaking down the molecules that hold your skin together.

- Renew SCII's Japanese Green Tea extract, Pantothenic acid (vitamin B5), vitamin C and L-Carnosine support your skin's endless battle against free radicals.

✓ **Restore Your Skin's Natural Healthy Ecology**

You've probably heard about how helpful probiotic bacteria can keep your body stay healthy inside. *But did you know they're also critical for your skin's health?* Research indicates they help with everything from warding off damage caused by UV light²⁸ to keeping inflammation down.²⁹

²⁸Guéniche et al. Probiotics for photoprotection
Dermatoendocrinol.2009 Sep-Oct; 1(5): 275–279.

Sarah Clachar, Healthy Marketing Ideas

sarah@healthymarketingideas.com

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- Instead of using harsh preservatives and antibacterial chemicals like some skincare products, Renew SCII nourishes a healthy skin ecology with yogurt and fermented radish extract.
- These two skin-ecology supporting ingredients help keep your skin tone even, rebalance your skin's natural pH and moisturize.³⁰³¹

But it doesn't matter how much good nutrition and healthy probiotics your skin has. If you don't have the most essential skin nutrient of all . . . your skin suffers. That's why Renew SCII also helps your skin . . .

✓ **Hold On To Every Drop Of Water, Just Like A Baby's Skin**

Your skin's most precious nutrient is water.

- Renew SCII helps your skin hold moisture in by nourishing its outer layers with rich Moroccan argan nut oil and a special mixture of skin-healthy oils called ceramides.
- Renew SCII gives your skin more hyaluronic acid (HA). HA, found in high concentrations in a baby's skin, forms a special water-holding matrix.³² So your skin can hold onto every drop of moisture you bring in.

✓ **Experience An Instant Face Lift**

- Extracts from yeast and DMAE help fuel skin cell regeneration and elasticity³³³⁴³⁵ . . .
- And a special microalgae extract combined with special sugars gives you *almost instant results*. Within minutes of application you'll feel your skin tauten up.³⁶

You'll redefine your face with your cheekbones and beautiful brows – not with lines and bags.

And unlike other quick fixes like Botox, these skin tighteners are healthy and safe. In fact your whole experience with Renew SCII will be enjoyable . . .

PMCID: PMC2836434

²⁹Mestel R. Squeaky clean mice show that skin bacteria help shape immunity. LA Times July 2012. Viewed 8/1/13 <http://articles.latimes.com/2012/jul/26/news/la-heb-bacteria-skin-immunity-20120726>

³⁰Leuconostoc data sheet

³¹Yogurtene Balance. Adina Cosmetic Ingredients. Viewed 8/1/13
at http://www.cosmeticingredients.co.uk/news_a.asp?story=41

³²Ghersetich I et al. Hyaluronic acid in cutaneous intrinsic aging. *Int J Dermatol.* 1994 Feb;33(2):119-22.

³³Blanes- Mira, C et al. A synthetic hexapeptide (Argireline) with antiwrinkle activity. *International Journal of Cosmetic Science*, 24: 303-310. 2002.

³⁴Uhoda I et al. Split face study on the cutaneous tensile effect of 2-dimethylaminoethanol (deanol) gel. *Skin Res Technol.* 2002 Aug;8(3):164-7.

³⁵Grossman R et al. The role of dimethylaminoethanol in cosmetic dermatology. *Am J Clin Dermatol.* 2005; 6(1): 39-47.

³⁶Pepha-Tight data sheet

Sarah Clachar, Healthy Marketing Ideas

sarah@healthymarketingideas.com

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Renew SCII Feels Good On Your Skin!

When you smooth Renew SCII on, your skin will feel good. No irritation like those Retinol-infused products . . . no skin dandruff from too much exfoliation . . . no redness . . . no dryness.

Your skin will drink it up, almost sighing with delight . . .

Sensitive skin . . . oily skin . . . delicate older skin . . . it doesn't matter what your skin type, you'll enjoy how it feels.

The beautiful thing about the Renew SCII approach is that it works *with* your skin, nourishing it and guiding it. *Not manhandling it like so many rough anti-aging lotions do.*

Renew SCII gives your skin a gentle, complete and effective formula for beating back the claws of time and the savage attacks of the environment.

It's got everything your skin needs to rediscover its youth . . . and revel in it. So now let me ask you an important question:

What Is Beauty And Youthfulness Worth To You?

Some people think investing in your looks is frivolous. I disagree whole heartedly.

Why else would powerful, famous women pay \$935 for a 50 ml bottle of the latest fad - Cult 51 skin cream? Or a more modest \$290 for a 30 ml bottle of De La Mer Essence serum – the biggest rage among beauty mavens.

Savvy women like you know investing in their beauty is invaluable. It changes how people treat you. It changes how you feel about yourself.

And this self-confidence – in turn - goes full circle back into how people respond to you.

But while I think beauty and youthful, healthy skin is an invaluable asset, I don't think you need to waste money on useless ingredients like Cult 21's diamond dust or the puffed-up brand recognition like De La Mer!

No, I look for functionality. And as a smart woman, focused on natural health and beauty, I know you're looking for the same thing.

That's why we made sure to give you only premium ingredients – the most powerful natural anti-aging ingredients available - and nothing more. Our price reflects that focus on results.

With Renew SCII,

Sarah Clachar, Healthy Marketing Ideas

sarah@healthymarketingideas.com

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- **You get *more* anti-aging power** – 2 revolutionary stem-cell regenerating plant extracts and special skin-soothing ingredients like yogurt and Japanese green tea – without the hype.
- You get a formula that is so rich . . . so powerful . . . **just a few dabs can trigger a transformation.**

And unlike these overpriced, overhyped fads, I'm happy to make this exceptional formula available to you for only \$149 a bottle.

In essence, you get the confidence and respect that comes with radiant beauty for less than it costs to enjoy dinner for two and a bottle of wine at your favorite restaurant.

In other words – for the cost of one night's pleasure you get the beauty transformation of a lifetime . . .

Clearly an easy choice for a woman who knows how much beauty counts.

See For Yourself How Renew SCII Can Revitalize Your Skin *Completely Risk Free*

Of course, as a knowledgeable woman when it comes to beauty products, you know not everyone's skin is the same. Even though you're eager to see what Renew SCII does for you, you still can't help but worry, "What if once again I'm disappointed?!"

That's why - unlike so many companies - I offer a 100% no questions asked, no time limit guarantee.

I love hearing from women who have discovered Renew SCII. I love hearing how it has changed not only their skin . . . but their life . . .

They feel more confident . . . more beautiful . . . more glamorous.

I love hearing stories of women kindling a new fire in their marriage sparked by how radiant they feel . . . Or women who report they've gain an edge at work thanks to their new self-confidence. . .

I know how well Renew SCII works. I know how beauty changes everything in how you present yourself and how others react to you.

And I'd hate for you to miss out trying it for yourself because you were worried about wasting your money.

Because I know you'll be ecstatic when you try this, I'm happy to take the risk away from you.

My 100% Satisfaction Guarantee – No Questions, No Time Limits

I promise you Renew SCII will . . .

Sarah Clachar, Healthy Marketing Ideas

sarah@healthymarketingideas.com

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- ✓ Transform the way your skin behaves, reminding it of its youth so you'll see wrinkles smoothed away significantly and your skin tone become soft and even;
- ✓ Nourish your skin with natural and potent anti-aging ingredients;
- ✓ Make you feel 10 years younger – with the confidence and joy that comes with it;

If it doesn't do this to your satisfaction, you can send me back the empty bottle or bottles *at any time* and get a 100% refund of your purchase price minus shipping and handling.

I'm that confident that you're going to love what you see happening to your skin once you try it.

Don't Let Time Steal Any More Of Your Beauty Away From You!

Special Limited Time Offer For Women Who Are Ready To Get Started Now!

If you've read this far, you're as excited as I am about this development in anti-aging skincare.

But if you haven't jumped to purchase Renew SCII yet, you're clearly a tough, discriminating customer, smart about how you buy. The kind of woman I love to have using Renew SCII because you really value a good product.

So let me add one more enticing piece to make this irresistible . . .

For a limited time, when you purchase the BEST DEAL, I'm offering a generous discount.

While a bottle will last a long time (you only need a few dabs a day to enjoy its benefits), you won't have to worry about running out.

Each of these packages comes with the same 100% satisfaction, no time limit guarantee.

As you can see now, this is an offer too good to pass up.

With my 100% satisfaction guarantee and these special discounts, you now have no reason not to see how Renew SCII can transform your skin.

Bring your skin back to its youthful glory days . . . enjoy that delicious feeling of watching old friends do a double-take when they see you . . .

Enjoy the confidence that comes with Renew SCII . . .

To Your Good Health,

Dr. Al Sears, MD

Sarah Clachar, Healthy Marketing Ideas

sarah@healthymarketingideas.com

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P.S. Special coupon for your best friend: Since I'm so excited to take the anti-aging skincare world by storm, I'm adding a special gift so you can help me do it . . . If you take me up on one of the multi-bottle offers right now, I'll send you a special coupon for Renew SCII with your order.

All you have to do is give this coupon to your friend so she can try Renew SCII out too.

And when she orders, not only will she get a discount . . . *but you'll get a discount coupon sent to you as well that you can use on your next order!*

P.P.S. As a special incentive, if you buy more than one bottle today, I'm also going to add in one more special gift: "Unlocking The Beauty Code", my special e-Report (Valued at \$19.99). With this gift, you'll get *a complete beauty transformation package.*

But keep in mind, it's only available if you order within the next 10 days. If you wait too long, you'll miss out on this bonus.

Order your complete beauty package with your special quick-response bonus right here:

BEST DEAL!

You'll save 30% when you order 3 bottles of Renew SCII for just...\$

And receive my latest e-Report "Unlocking The Beauty Code" (a \$19.99 value).

Great Value!

You'll save 10% when you order 2 bottles of Renew SCII for just...

And receive my latest e-Report "Unlocking The Beauty Code" (a \$19.99 value).

Trial Offer

Order 1 bottle of Renew SCII for just \$149 + shipping and handling.

(insert image of bottle to right side of page)

(insert orange and yellow button with "Order the Trial Offer now!")