

{NOTE - ALL FIVE ELEMENTS OF THE VITAMIN PROMOTION ARE INCLUDED}

{Element 1 - Envelope Copy - Front of envelope}

***Breaking News! After four years of tireless research...***

**Maverick MD Perfects a Men's Formula That's Guaranteed to Make You Feel Stronger, Younger And More Virile!**

{Envelope Copy Continued - Back of envelope}

***Limited Time Free Shipping - Details I***

{ELEMENT 2 - LIFT NOTE:}

**Announcing a Men's Supplement That Makes You Feel 20 Years Younger**

**- From the Desk of Dr. Joseph Conrad**

Dear Friend,

Allow me to introduce myself. I'm Dr. Joseph Conrad, a middle-aged man and the father of two pre-teen girls. I'm also an avid (and admittedly lousy) golfer.

I have an unusual occupation - I'm a molecular biologist, specializing in vitamin and mineral analysis. During my 25-year-career I've analyzed thousands of supplements to measure how potent and pure they are.

You know what? Most of them turned out to be a total waste of money because they were made with synthetic ingredients and loaded with undigestible binders and fillers.

Very little of the nutrients in these supplements are absorbable.

And this is the case with nearly every nutritional supplement available today.

But there is one notable exception. It's the newest men's vitamin and mineral supplement on the market - **Vita-Man Formula For Men.**

I was on the research team that perfected this formula. It took us two years of countless clinical trials and experiments. Then we spent another year observing its effects on hundreds of men.

The results were astounding - over 95 percent of these men reported having more energy, more stamina and feeling younger.

I know you're skeptical about this claim. And to tell you the truth, my research team and I had a hard time accepting this data ourselves. So we reran our core tests for another year to make sure our findings were accurate.

And they were. Once again, the results came in showing that over 95 percent of the men taking this formula felt better.

So we gave our seal of approval to this formula. And now it's available to you and men everywhere in the country.

If you want to feel like you're 20 again, or get over a nagging ache or pain or just want to maintain your good health, you should start taking **Vita-Man Formula For Men** today.

Thank you for your time.

In good health,

**Dr. Joseph Conrad, Head of Nutritional Studies, Tufts University Medical Center**

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{Element 3: Buckslip}

**FREE - When you order within the next 10 Days!**

**SPECIAL REPORT: How to Crack the "Chick Code" and Become a Master at Seduction**

Here's *the* secret of great pick-up artists: To get a woman to respond to you – be it your wife, your girlfriend or a woman you just met – you have to approach her indirectly.

Sure, a direct approach will work once in awhile, but for consistent success at seduction you have to slip by a woman's defenses. You have to "speak" with her in her language, in what I call the "chick code."

Did you even know that women communicate in code? It's true. But few men know about it. Not even the lucky "naturals" who are great at picking up women.

What these guys do is talk to women in their “code” without realizing it.

Can you imagine how your love life would improve if you knew how to talk to women in their own language?

Well, now you can see for yourself with the “How to Crack the Chick Code.” In this never-before-released special report, you’ll discover

- 19 power words that make women tune into you instantly (they work like magic!)
- why women only feel complete when they’re pregnant or having sex
- why directly approaching women actually scares them away
- why you should never shower before a date
- that women interpret everything you say in “double pictures” and how to use that to create an unfair advantage over other men
- why woman attach meaning to everything, and how to use this knowledge to your advantage
- and much, much more!

**“How to Crack the Chick Code”** is unavailable in stores, catalogs or on the Internet. But you can get your copy FREE just for ordering a three month supply of **Vita-Man Formula For Men** through our Auto-Ship Program within the next 10 days.

Details are inside this letter.

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{Element 4 - Sales Letter}

{Note - The first part is deck copy that precedes the actual sales letter}

## **New Men’s Vitality Supplement Stuns Researchers**

Dear Reader,

Imagine that you’re a doctor.

And imagine that your father - the man who took you to ball games, taught you how to fish and was always there when you needed him - is slowly dying.

Everything you learned about healing in Med school, everything Western medicine has to offer, did *nothing* to help him.

So what would you do?

Well, that was my predicament four years ago. What I did was shut down my practice and go to China in a desperate search for a cure.

For two years I spent every day in a dingy laboratory mixing and matching countless combinations of Chinese “miracle” herbs, convinced they held the answer to my father’s illness.

Then – unexpectedly - I discovered a nutritional formula so potent I just knew it would not only cure my father, but would be destined to revolutionize men’s health.

Keep reading for the whole story - and discover the terrible truth about why most other men's supplements are a scam.

To your good health,

**Martin Smith, MD**  
**Director of the Martin Smith Clinic and Health Awareness Center**

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{Note - This is the body copy for the sales letter}

## **Exposed - The Dirty Little Vitamin Secret...And How You Can Use It To Feel 20 Years Younger!**

Dear Health Conscious Friend,

I have shocking medical news.

Almost every vitamin manufacturer in the country is misleading you - *lying to you* - just to make a buck.

They know something that they don't want you to know. Something they have *always known*.

So what is it? It's this biological fact:

You only absorb about 50 percent of the vitamins and minerals you ingest because of the way the human digestive system works.

Here's another shocker.

Synthetic vitamins are less "biologically active" than natural vitamins. *50 to 70 percent less*. That means you can't absorb 50 to 70 percent of the nutrients in synthetic vitamins.

So now you know the truth. You're only getting half - at best - of the advertised potency in synthetic supplements. And no matter what kind of supplement you take, only half of the bioavailable nutrients in it are absorbable.

That's a lot of money to pay for glow-in-the-dark urine.

## **So Just Get Your Vitamins and Minerals From Wholesome Food, Right?**

Well...a thousand years ago you could have. But not now. That's because we've been cultivating the same surface soil for centuries. And because of this stupidity, we've slowly leached all the minerals out of it.

Even worse, since the 1930s we've been spraying powerful pesticides on all our crops...and we've been treating our soil with herbicides.

Sure, this has kept the insects away. Killed the weeds. But at the same time we've also killed beneficial microorganisms that keep the soil fertile. **Even Congress knows this** (Senate Document No. 264, 74th Congress, 2nd Session).

According to the World Health Organization, the soils of North America are *the worst in the world*. We got this distinction because our soil has lost *85 percent* of its mineral content in the last 100 years.

The bottom line, my friend, is that if life-giving minerals aren't in the soil, *then they're not in your food*.

# The Answer - Just Take a High Quality Nutritional Multivitamin

That's easier said than done. Why? Because most nutritional multivitamins are synthetic. Especially the cheap drug store supplements that most people buy.

The problem is that synthetic supplements are *not* identical to the molecular structure of natural nutrients. This means your body doesn't recognize them as food. And as a consequence, it has to expend a vast amount of energy to extract even a tiny bit of nutrition from them.

The result? What little is extracted is improperly assimilated and poorly utilized - you might as well try to absorb Jell-O with a sponge.

So if you're taking synthetic supplements - which comprise about 90 percent of the vitamin market - you're literally flushing your money down the toilet.

But I discovered the solution. It's my patented **Vita-Man Formula For Men**, the most potent and absorbable men's supplement on the market today.

## Vita-Man Gives You So Much Energy It Makes You Feel 20 Years Younger

Flash back to your 20s. Remember all the energy you had? Hunting and fishing all day without fatigue...competing in 7-mile runs (or even marathons)...playing full-court basketball, blocking shots with abandon?

Now perhaps you're still a stud. Perhaps you're still tough to beat on the court, in the boardroom, on the dance floor.

You want to keep your edge, right?

And if your performance at work and play *is* suffering, don't you want to regain the strength and stamina you used to have?

Well, when you start taking **Vita-Man**, you'll feel younger. Stronger. More energetic. More virile.

But don't just take my word for it...

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“As Head Coach of Athletes of America, I work with many promising young athletes.

“All the athletes that I have trained in the past year have added your formula to their diets. The results have been amazing. This product even keeps world-class athletes in top form.”

- J. Cunningham, Chicago, Illinois

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## **TAKE VITA-MAN AND COMPETE AT THE HIGHEST LEVEL (IN THE BOARDROOM *AND* THE BEDROOM)**

Imagine *smoking* a man half your age at a game of one-on-one basketball. Or canoeing all day without missing a beat. Or busting out a 20-mile hike - and feeling great the next day.

Your friends will wonder just how in the world you got all that energy.

(They may even accuse you of being on steroids!)

How does Vita-Man do it?

Well, for starters **Vita-Man** is made from raw whole superfoods. And as you may know, superfoods have a much higher phytonutrient content than typical foods. That means they pack a nutritional whollop your groceries can't match.

And compared to synthetic vitamins? Forget it. **Vita-Man** blows them away.

How? Absorbability. Your body absorbs the vitamins and minerals in **Vita-Man** like a dry sponge absorbs spills.

In fact, the source of each nutrient in **Vita-Man** comes from single-celled plants. Your body immediately recognizes these nutrients as life-giving food. And because they *are* pure food, your body absorbs them with minimal effort.

## **VITA-MAN IS MADE HYDROPONICALLY FOR MAXIMUM PURITY**

Unlike other nutritional supplements, the sources of **Vita-Man** are not derived from mineral-deficient soil.

Nor do we trust third-party suppliers for our sources (like most other vitamin manufacturers).

What makes **Vita-Man** unique? It's that the raw materials used to make it are grown via a special hydroponic process. This process is so secret we've patented it.

This yields the purest, most concentrated form possible of each nutrient in **Vita-Man**.

## **VITA-MAN CONTAINS CHINESE SUPERIOR HERBS THAT SET IT APART FROM OTHER MEN'S' SUPPLEMENTS**

During my two years of research in China, I found - to my delight - that Chinese Superior Herbs have a nourishing, normalizing effect on all body systems. And in the world of herbs, they are virtually unsurpassed at imparting strength and tone throughout your entire body.

This is especially true of the oxygen-carrying capacity of your blood. In fact, Chinese superior herbs improve the efficiency of your entire cardiovascular system better than any known substance.

And **Vita-Man** is *loaded* with fo-ti root, gotu kola leaf, ginger root and other nourishing, oxygen-boosting Chinese herbs.

That's why when you take **Vita-Man**, you can run faster, longer...can compete with men half your age on the tennis court...and can keep the lady (ladies?) in your love life happy and satisfied.

Superior herbs also boost your immune system.

Thirty years of Western medical research backs this up.

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“Before I got married and had the kids I was never sick. But...the kids come home with a new sniffle...and of course you wind up sick yourself.

“Not anymore! I've been taking your formula for two months now and I have not experienced even the slightest sniffle.”

- J. Cromby, Dallas Texas

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In ancient China, superior herbs were only available to the upper crust of society. Noblemen. The wealthy. Village elders. Now they're a part of everyday life.

And when you take **Vita-Man**, they'll be part of your everyday life too.

# Take Vita-Man Every Day and Say Goodbye to Low Libido (and Throw the Viagra Away)

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“I left the working world when I was 62. I swear I didn't look my age....and I kept myself in good physical shape.

“But all of a sudden, when I turned 65, I thought my sexual prowess had gone the way of the dodo.

“(But) after taking your formula for a number of months, all I can say is, talk to my wife! She says she feels like she's living with a 25-year-old again.”

- K. Rogers, Butte, Montana

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Our files are full of testimonials like these.

You see, **Vita-Man** increases your libido with a powerful pair of male sex enhancers: ginkgo biloba and ginseng.

Ginkgo biloba works by dilating blood vessels. This improves circulation and helps restore the ability to get an erection.

A European study on impotence in 2002 bears this out. 76 percent of the men in that study who took ginkgo biloba regained their ability to get an erection.

As for ginseng, a study by the Southern Illinois School of Medicine in 2002 found that ginseng enhances libido and sexual performance.

While I'm on the subject of sexual performance, I'd like to show you...

## How to Become a Master of Seduction

Did you know that most men who are successful with women speak with them in a secret "code?"

I call this the "chick code." Crack this code and you'll have more women than you can handle.

And if you're married or involved with a long-term girlfriend, talking with your lady in this special language will make her want you more - *much more*.

So how do you learn to talk with women this way?

You have to engage women with the creative side of your mind - your right brain.

This involves retraining yourself. You have to change the way you think about women...how you approach women...and how you observe women.

You actually have to learn to see the world through a woman's eyes.

How do you do that? One way is to hire one of the many pickup artists who give seduction courses. Or go to one of their seminars.

If you choose this route, you'll certainly learn some tricks that will help you get women. Only problem is, it will take you months...maybe years...to master them.

But even then you still won't understand the underlying principles as to why they work. And your training will cost thousands of dollars.

(A 3-day seminar by "Mystery," perhaps the most famous pickup artist in the world, is \$2,995).

Fortunately there's another (and much better) way you can attract women - get my new special report, **How to Crack the Chick Code**.

Everything you need to master the art of seduction is in this tight, meaty report.

Inside you'll discover:

- the seductive power “internal” language has on women
- why approaching women directly actually scares them away
- how to use the power of storytelling to sweep women off their feet
- how to communicate with women indirectly (and thereby bypassing her protective screening system)
- how to use descriptive language to make a woman melt in your hands
- and much, much more!

You can't buy **How to Crack the Chick Code** anywhere for any price. But you can get it for FREE. I'll tell you how in a few minutes.

But first, I want to talk about how...

## **Vita-Man Protects You From Prostate Trouble**

All the powers of seduction in the universe will be useless to you if you have prostate problems.

But when you take Vita-Man every day, you're giving your prostate the best protection against disease available in any men's supplement.

(If you get up to pee at night...or have the urge go a lot during the day...or if you have trouble emptying your bladder, **Vita-Man** will *really* help you!)

That's because **Vita-Man** has critical nutrients that protect your prostate. Perhaps the most important of these is zinc.

## **YOUR PROSTATE NEEDS ZINC TO WARD OFF BPH AND ENSURE A HEALTHY SEX LIFE**

If you're like most men, zinc is sorely lacking in your diet.

Zinc is not only essential for a healthy sex life, it helps keep your prostate from absorbing too much of a bad form of testosterone known as DHT.

Normal testosterone boosts your libido, sharpens your mind and helps keep your muscles toned. It's the primary hormone that makes you a man (and although women have it too, men have 40 to 60 times more of it).

Unfortunately, as you age some of this testosterone transforms into DHT. And study after study has shown that DHT causes prostate enlargement (and male pattern baldness).

And in prostatitis – infection of the prostate – zinc levels are only 1/10 of that of healthy prostates.

So without ample supplies of zinc in your diet, you may be putting your prostate health at risk.

**Vita-Man** gives you plenty of this important mineral to protect your prostate. It comes from whole food extracts of pumpkin seeds, one of the most zinc-dense foods in the world.

## Keep Your PSA Levels Low With Vitamin E

The antioxidant Vitamin E is perhaps the most versatile vitamin in the world. Its effects run the gamut from immunity boosting to injury healing.

But Vitamin E really shines when it comes to prostate protection.

According to a study cited by the July, 2002 edition of *Urology Times*, Vitamin E lowers your blood levels of Prostate Specific Antigen (PSA).

You probably know that the vast majority of doctors believe PSA is a biological marker that can help detect prostate problems.

That's why most doctors urge all men to aggressively supplement their diets with Vitamin E.

And I agree. That's why I've made sure that **Vita-Man** has the most absorbable form of Vitamin E available.

## Boost the Benefits of Vitamin E With Selenium

Scientists believe that selenium works with Vitamin E to enhance prostate health. And like zinc, selenium levels plummet the older you get.

That's why most men's supplements contain selenium. But **Vita-Man** has over *twice* as much selenium as some of the leading brands. And it's in a form that's far more bioavailable.

## Are You Taking A One-A-Day Multivitamin?

If you are, I've got bad news: There's *no such thing* as a one-a-day vitamin that has all of the vitamins and minerals you need.

According to Mark A. Stengler, a naturopathic physician at La Jolla Whole Health Clinic, any one vitamin pill that had all the supplementation you need would be like a golf ball - too big to swallow!

And I'll tell you what, he's right. In fact, it's difficult to get enough vitamins and minerals in a *two-a-day* supplement.

We packed so much bio-available nutrition in **Vita-Man** that we had to stretch the dosage out to three times a day.

At first glance, that might seem like a lot. However, you *don't* have to take **Vita-Man** at specific intervals. And you *don't* have to take **Vita-Man** with meals. In fact, you can take it on an empty stomach because it's whole food.

## Vita-Man - a Growing Company Committed to Men's Health

We consider ourselves to be the guardian of your health. It's a responsibility we take very seriously.

We started by treating individual patients. They were the first to reap the benefits of **Vita-Man**. Then we added other whole food supplements to our line and made them available to the public.

Now – in just four short years of business - we provide health products to customers in 37 countries.

Everything we make is doctor-reviewed and endorsed. Our products are also endorsed by chiropractors and alternative health practitioners.

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“I'm a nutritionist and I do a good deal of testing on my clients, both before and during their treatments with me.

“I can honestly say that I haven't seen a better or more natural product on the market that can restore a man's energy and vitality as well as your Vita-Man Formula.”

- R. Bellows, Cincinnati, Ohio

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For about the price of your daily Starbucks coffee, you can ensure you get all the nutritional support you need with **Vita-Man**. And we're making it even more affordable for you through a special, limited time offer that locks in the current price...for the rest of your life!

But before I give you the details, there's something else about **Vita-Man** I want you to know.

# **NOT EATING RIGHT? NO PROBLEM! VITA-MAN GIVES YOU ALL THE NUTRITION YOU NEED, *NO MATTER HOW BAD YOUR DIET IS!***

That's right. Because your body recognizes **Vita-Man** as whole food - it *is* whole food! - you'll get all the vitamins and minerals you need, regardless of your diet.

Now, as a doctor, I'm not giving you permission to just eat donuts and hot dogs. Obviously, that will cause other health problems that no nutritional supplement can cure.

However, taking **Vita-Man** three times a day provides you with a nutritional "cushion." In fact, many busy men whose diets fall far short of ideal take Vita-Man solely for its ability to provide the energy they need.

Men like H. Haggarty...

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“I've been driving 18-wheelers for the past 20 years. You know what that means, a heck of a lot of greasy diners...

“Your Vita-Man formula gives me the energy and vitamins I need to counteract my ‘truckers' diet.’ I definitely recommend it to all my good buddies.”

H. Haggarty, Winslow, Arizona

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# Take My Vita-Man Challenge and See For Yourself How Much Better You Feel

You can't put a price on your health, but you can insure it for about the cost of your daily cup of coffee. One month's worth of **Vita-Man** - 90 nutrient-dense, easy-to-digest, highly bioavailable tablets - is only \$49.95. And it's fully guaranteed.

You either feel younger...feel the difference in your energy...your strength...your stamina...

Or you get your money back.

And I mean *all* your money. If you don't feel healthier and more energetic after taking **Vita-Man**, I'll cheerfully refund every penny to you - including shipping.

Is that a fair deal or what?

And if you order a three-month supply, you'll only pay \$105.95. That's a savings of \$43.90.

And if you want to save even more money, then sign up for our Auto-Ship Program. You get the same moneysaving deal - three months worth of **Vita-Man** for \$105.95 - PLUS you get free shipping. That boosts your total savings to about \$50.

Plus, by taking advantage of Auto-Ship, you won't have to worry about reordering. Every three months you'll get three fresh bottles of **Vita-Man**. Best of all, you'll lock in our current price *for the rest of your life*.

And of course, you can adjust your shipping schedule any time you want just by calling us toll-free at 888-111-1111.

## A WORD OF WARNING...

Look, I have to level with you. If you can't be bothered to take a convenient, proven formula *that's guaranteed* to rejuvenate your immune system...make you feel younger...supercharge your strength and stamina...rev up your manhood...

Then I don't want your money.

Frankly, if you feel it's just too much trouble to take **Vita-Man** three times a day, then please don't order. Because if that's the case, you obviously aren't serious about your health.

But since you've read this far, we both know that's *not* you. You obviously *do* care about your health, you obviously *do* care about having the highest quality of life.

And if **Vita-Man** doesn't live up to all my promises? What if it fails to give you more energy, more stamina? What if you don't feel a difference in your health?

Then just call us toll-free at 888-111-1111 and say so. Say you want a refund. Make this call *any time*. And forget about shipping us anything back.

Just make one toll-free phone call to get a prompt, courteous refund. What could be simpler?

Well my friend, thanks for taking the time to read this admittedly long letter. I do hope you take me up on my offer.

In good health,

Dr. William Smith, MD

**P.S.** I almost forgot - if you allow me to Auto-Ship you a three-month supply of **Vita-Man** within the next 10 days, I'll send you **How to Crack the Chick Code** absolutely free.

In this groundbreaking report, you'll discover the secret of seduction that the great pickup artists use to get all the women they want.

You can use this secret to get more women, get higher quality women, or to make your wife or girlfriend even more receptive to you.

You can't buy "**How to Crack the Chick Code**" for any price, but you can get it for free if you sign up for our **Vita-Man's** Auto-ship program within the next 10 days.

And best of all, "**How to Crack the Chick Code**" is yours to keep even if you decide to ask for a refund!

So why not give **Vita-Man** a shot? You've got nothing to lose - I guarantee it!

**P.P.S.** About my father. I perfected **Vita-Man** too late to save him.

But I'm sure he's up there smiling, knowing that he didn't die in vain.

{Element Five - Order Device - 1 page, double-sided}

## Start feeling healthier, stronger and more energized **OR GET YOUR MONEY BACK**

### EXCLUSIVE 100 PERCENT RISK-FREE TRIAL CERTIFICATE

#### **X** **YES!**

Please send me my risk-free supply of **Vita-Man**! I can't wait to be stronger, feel younger and have more energy than I've had in years. I understand that if I'm not delighted with Vita-Man, I can get a full, hassle-free refund just by calling your toll-free number.

       **BEST DEAL - AUTOSHIP** - Sign me up for a three-month supply of Vita-Man through your Auto-Ship Program. I understand that I will receive 3 bottles of Vita-man every three months for \$105.95 per shipment, and with free shipping and handling (saving \$43.90).

       **GOOD DEAL** - Please rush 3 bottles of Vita-Man to me for \$105.95, plus \$7.95 for shipping and handling for a total of \$113.90.

       **ONE BOTTLE** - Please rush 1 bottle of **Vita-Man** to me for \$49.95, plus \$7.95 shipping and handling for a total of \$57.90.

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       **FAST REPLY BONUS** - I'm ordering a three-month supply of **Vita-Man** via your Auto-ship Program within 10 days, so please send me my free bonus report, "**How to Crack the Chick Code.**"

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{Note - The following copy is centered}

For fastest service, order TOLL-FREE  
1-800-111-1111  
24 HOURS A DAY/ 7 DAYS A WEEK  
OR FILL OUT THE FORM ON THE OTHER SIDE OF THIS PAGE  
ID #8UD3

VITA-MAN, LLC, Dept. #8UD3, PO BOX 10, ANYTOWN, CA 99999

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{Note - End of Centering...also, following copy begins the ordering information page, which is on the back of the page the preceding copy is on}

## Payment Method

\_\_\_ My check or money order is enclosed for \$ \_\_\_\_\_

payable to:

VITA-MAN , LLC, PO BOX 10, ANYTOWN, CA 99999

\_\_\_ Please CHARGE my (check one if charging)

\_\_\_ VISA \_\_\_ MASTERCARD \_\_\_ DISCOVER

\_\_\_ AMEX \_\_\_ DEBIT (VISA/MASTERCARD)

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_

Signature \_\_\_\_\_

## Ship to:

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

(Just in case we have a question about your order)

Yes! Please e-mail my order confirmation, as well as product updates and special offers. I understand I can unsubscribe at any time.

My e-mail address is: \_\_\_\_\_

Return your order to:

\_\_\_\_\_  
VITA-MAN, LLC, DEPT. 8UD3, PO BOX 10, ANYTOWN, CA 99999