

The Anatomy of a Good Testimonial

Case Study – Tammy Hester

Tammy didn't feel that she had a powerful testimonial since she didn't have diabetes or high blood pressure. But she did have hardening of the arteries, which was discovered when she was screened on a MaxPulse device. We decided to approach her testimonial from a prevention perspective.

Goal: Develop a powerful testimonial that can be delivered in under 2 minutes.

Tammy's first draft

Hi, I'm Tammy Hester and I'm from just outside of Tampa, Florida!

I was introduced to Synergy products a couple of years ago. I was screened by an FDA approved device that basically shows a snapshot of your cardiovascular system. **The technology is Pulse Wave Velocity.** I was always curious as to what the inside of my arteries looked like, so I decided to find out.

The results were concerning, as it indicated that I had hardening of the arteries, which meant the flexibility of my arteries were quite poor. On a scale of 2 – 98 (2 = most compromised, 98 = clear arteries). I was a 2. I didn't feel like a 2, as a matter of fact, I didn't feel bad at all. I felt "normal". I wasn't on any medications, and didn't have high blood pressure. But I was now concerned.

I was surprised to hear that 50% of the population was walking around with cardiovascular disease, and not even know they have it.

I decided to try the NO to find out if any improvements could be made. NO was validated back in 1998 when 3 Americans were awarded the Nobel Prize in Medicine for discovering it. **Where one of them wrote a book called No More Heart Disease – where he proves in his book how NO may prevent, even reverse heart disease and strokes.**

This NO was actually in the PDR since 2014.

I was recently screened, and my results went from a 2 to a 46.22, which is the normal range. My arteries are more flexible, and I can only contribute these changes to the NO therapy, as there were no other changes that I had made besides taking ProArgi9+.

By using NO therapy, my quality of life has improved considerably! I was able to address the hardening of the arteries issue. My vascular system is a whole lot better.

I am grateful to have been introduced to ProArgi9+, and would never consider ever going without. I personally feel that everyone should be on this product. **ProArgi9+ is a vasodilator that helps get more oxygen, and better flow into your vascular system, so that it may help the body heal itself, naturally.**

First Revision

Hi, I'm Tammy Hester and I live just outside Tampa, Florida.

I'd like to share with you **the value of prevention** especially as it applies to your cardiovascular system. Over half the people walking around don't know they have issues in this area. I was one of them until a friend of mine suggested I get screened on an **FDA approved device** that provides an accurate snapshot of the health of your arteries.

My results indicated I had hardening of the arteries, which meant the my arteries were not a flexible as they should be. And while I didn't have any symptoms I was concerned because of my family history in this area.

My friend suggested that I use **Nitric Oxide Therapy** to help address my concern. I had never heard of this but she reassured me that this is **Nobel Prizing winning research**. She suggested a product called **ProArgi-9+**, which has been listed in the **Physicians' Desk Reference for the last 3 years**.

So I did what my friend told me to do, which was to consistently take ProArgi-9+ every day and then get retested to see if there were any improvements. **My original score was a 2**, which means my vascular system was most compromised. **My last score was a 46** which means that I'm now in the normal range and my arteries are more flexible.

I can only attribute this to **Nitric Oxide Therapy through the use of ProArgi-9+** as I did not made any other changes in my lifestyle. I believe my quality of life has significantly improved and my cardiovascular system is in better health. I want to thank my friend for sharing this product and helping me to understand the benefits of Nitric Oxide Therapy.

Alex from Synergy Worldwide's Compliance Department

Tammy,

If you wanted to keep the content, I would recommend not mentioning PA9 specifically. This way you don't have to remove/change anything else and you could even add more detail if you wanted to.

If you do mention Pro-Argi9+, the testimonial would have to be changed and stated in more general terms (see example below). "prevention" and "FDA approved" would have to go. You would also have to remove the details about the results.

To give you an idea of the kinds of things we can say, here is a link to our corporate page where we talk about the benefits of PA9+. <http://www.synergyworldwide.com/en-us/Content/products/proargi-9benefits>

On that link you will also find several testimonials on our page that have been approved and you can use them as guides for your own testimonial.

Here is one example:

HEATHER HOLKER: MRS. UTAH INTERNATIONAL, FITNESS PROFESSIONAL AND MODEL

I have been in the health and fitness industry my entire life. I hold degrees in Exercise Physiology and Fitness Sciences; I'm also an endurance trainer, a former professional fitness competitor, and a fitness model for companies such as Nike and Adidas. Because of this background, I am very conscientious about my health and the health of my family. For me, the biggest benefit of using ProArgi-9 Plus is how my energy levels and mental acuity have improved. Since having two children, my energy has been greatly affected. It's hard to get the rest you need when you keep a busy schedule and have little ones. ProArgi-9 Plus has given me back much of the physical and mental vitality I need to perform at a high level and succeed with my demanding schedule.

Logos and other images are found in your back office under resources. Let me know if you have any other questions or if you need a specific logo/image. I can get you in touch with our marketing team to provide them to you.

Second Revision

Hi, I'm Tammy Hester and I live just outside Tampa, Florida.

I'd like to share with you **the value of taking care of your cardiovascular system.** Over half the people walking around don't know they have issues in this area. I was one of them until a friend of mine suggested **I get screened on a device that provides an accurate snapshot of the health of your arteries.**

My results indicated I had hardening of the arteries, which meant that my arteries were not as flexible as they should be. And while I didn't have any symptoms I was concerned because of my family history in this area.

My friend suggested that I use Nitric Oxide Therapy to help address my concern. I had never heard of this but she reassured me that this is Nobel Prize winning research. She suggested a product called ProArgi-9+, which has been listed in the Physicians' Desk Reference for the last 3 years.

So I did what **my friend told me to do**, which was to consistently take ProArgi-9+ every day and then get retested to see if there were any improvements. **My original score was a 2, which means my vascular system was most compromised. My last score was a 46 which means that I'm now in the normal range and my arteries are more flexible.**

I can only attribute this to Nitric Oxide Therapy as I did not make any other changes in my lifestyle. I believe my quality of life has significantly improved and my cardiovascular system is in better health. **One of the benefits stated for ProArgi-9+ is that it combats the negative**

effects of premature cardiovascular aging. It seems to have worked for me.

I want to thank my friend for sharing this product and helping me to understand the benefits of Nitric Oxide Therapy.

Alex's Response Back

My only recommendation is to replace the specific scores with something along the lines of, "Before Nitric Oxide Therapy, my score indicated that my arteries may not be as flexible as they should be. After Nitric Oxide Therapy, my score improved drastically, which means that I'm now in the normal range and my arteries are healthier".

Final Approved Revision

Hi, I'm Tammy Hester and I live just outside Tampa, Florida.

I'd like to share with you the value of taking care of your cardiovascular system. Over half the people walking around don't know they have issues in this area. I was one of them until a friend of mine suggested I get screened on a device that provides an accurate snapshot of the health of your arteries.

My results indicated I had hardening of the arteries, which meant that my arteries were not as flexible as they should be. And while I didn't have any symptoms I was concerned because of my family's history in this area.

My friend suggested that I use Nitric Oxide Therapy to help address my concern. I had never heard of this, but she reassured me that this is Nobel Prizing winning research. She suggested a product called ProArgi-9+, which has been listed in the Physicians' Desk Reference for the last 3 years.

So I took her advice, which was to consistently take ProArgi-9+ every day and then get retested to see if there were any improvements. Before Nitric Oxide Therapy, my score indicated that my arteries may not be as flexible as they should be. After Nitric Oxide Therapy, my score improved drastically, which means that I'm now in the normal range and my arteries are healthier.

I can only attribute this to Nitric Oxide Therapy as I did not made any other changes in my lifestyle. I believe my quality of life has significantly improved and my cardiovascular system is in better health. One of the benefits stated for ProArgi-9+ is that it combats the negative effects of premature cardiovascular aging. It seems to have worked for me.

I want to thank my friend for sharing this product and helping me to understand the benefits of Nitric Oxide Therapy.

Contact Information

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<http://www.synergyworldwide.com/en-us/Content/products/proargi-9benefits> Approved Benefits for ProArgi-9+

<https://app.box.com/s/zqlmzrhv6hifqmqsqhmhc88ms0qhooh> Social Media Tips and Guidelines

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