

client: UniScience
project: MEM-Plex
objective: Spec assignment (headline and lead)

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copy excerpt

Subject: Forgot where you put your car keys—again?

Dear Reader:

It's OK, you'll find them. You always do. But why do you keep losing your keys? It's aging, and the memory loss that comes with it. But do you have to put up with it? No—it's NOT inevitable. Within two weeks, you could be remembering your keys without a second thought. . .grocery shop without a list. . .feel energy you thought you'd lost. . .and have clarity you never thought possible.

Forget ginko biloba—no pun intended. Forget expensive pharmaceutical drugs and their dangerous side effects. If you've tried "memory formula" supplements before and weren't impressed, it may be because it contained one or two "brain-power" ingredients and something else added for good measure—calcium, zinc, Echinacea. But you may not need those, especially if you already take them. And the amount of "memory formula" ingredients may not have been enough to help. You need MEM-Plex.

What makes MEM-Plex different?

MEM-Plex's cutting-edge formula combines 14 natural brain boosters in one economical tablet. Top-quality ingredients are scientifically combined for optimal results. It would cost over \$100 a month* to get the same nutrients every day that are in 2 MEM-Plex tablets. You'd also be swallowing a lot more than just two tablets every day.

Do you see the value here?

[Click here now to order MEM-Plex and get your memory back!](#)

Have questions? Just call us at 1-866-766-3600.

Not sure? We offer a ONE-YEAR money back guarantee. If you don't find MEM-Plex to be everything you want, we'll refund your money, no questions asked.

**Compared to buying similar formulas at a leading retail vitamin store*

Note: This is a spec assignment I wrote after AWAI's 2011 Copywriting Bootcamp for the UniScience Group. It was an email campaign for one of their popular nutritional supplements, MEM-Plex.

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