

POWERFUL ANTIOXIDANT PUMPS 28,800% MORE NUTRIENT POWER INTO YOUR DOG FOR A GLOWING COAT, HEALTHY JOINTS AND A ROCK HARD IMMUNE SYSTEM

[start body copy]

[design: insert picture of family cuddling a dog]

You've heard of antioxidants, right? They're those powerful and critical nutrients found in foods — especially fruits and vegetables — that fight free radical damage.

And your dog suffers from free radical damage just like you do. Free radicals can ...

- Wreak havoc with your dog's blood sugar levels
- Weaken her immune system – This makes her more susceptible to all sorts of ailments
- Blur his vision – There's lots of oxidative stress in eye tissues
- Plummet energy levels, and
- Allow the onset of serious disease like diabetes and cancer

[design: turn bullets points into paw prints]

Free radicals cause oxidation inside your dog just like the rust you see on a junker left in the parking lot at the beach. And when that rust eats all the way through the metal?

The car falls apart.

[design: insert picture of rusting car in a beach parking lot next to an ailing dog]

Oxidative damage can happen to the trillions of cells found inside your furry companion's brain, heart, lungs, kidneys and liver which will suppress her immune system and make her sick until she can't take another step no matter how hard she tries.

You've no doubt heard about the antioxidants provided by vitamins A, C and E but here's the problem: Most of them need to be taken in pill form and who wants to stuff a huge pill down their dog's throat every day?

[design: picture of a huge horse pill]

And other forms of those vitamins taste so bad your dog will turn his nose up at it in a heartbeat.

But I want to tell you about something so groundbreaking it will blow your mind.

Researchers and scientists have now revealed a new MEGA powerful antioxidant that beats the pants off all others on the market.

This is truly a **master antioxidant**.

I'm talking about an anti-oxidant found in specific types of mushrooms that's called L-Ergothioneine ... "Ergo" for short ... that is drawing rave reviews from researchers and clinicians alike.

What Makes Ergo Such a Superstar Antioxidant? Nearly Instant Bioavailability!

Professor Robert Beelman and researchers at **Penn State University** discovered in human trials that **Ergo showed up almost immediately in participants' blood streams**. Do you know what that means? It means as soon as you give a product containing Ergo to your dog it becomes bioavailable and accessible. Their cells and tissues can just lap it up and experience mega protection!

Here's the best part:

It is **EASY** to administer has no taste so your dog gets great nutrition along with outstanding health protection

My name is XXXX and when I saw the data and research about this revolutionary discovery I dropped everything I was doing to get my hands on some for my dog as fast as I could.

What's the name of this phenomenal supplement? It's XXX and it has exactly what you're looking for to enhance your dog's health and vigor for years to come.

[design: place an image of the product here]

Are you ready to get your hands on some right now? [\[link to order page\]](#)

The Ergo in Healthy Pet Matrix Lasts **Up to 30 Days**
In Your Dog's System for Superstar Energy and Vitality

Here's what's really interesting: Most powerful antioxidants like selenium, lycopene, lutein, glutathione, flavonoids and vitamins A, C, and E can last anywhere between 30

seconds to 30 minutes in your dog's cells.

But Ergo can work its magic in your four-legged buddy's body nourishing her cells, organs and bloodstream for a **whopping 30 days!**

That means protection that lasts longer with antioxidant power to help extend the health of your dog and help fight off health issues like ...

- Arthritis
- Tummy trouble
- Allergies
- Skin and coat issues, and
- Blood sugar spikes

[design: paw prints in place of bullets]

That's right. With Ergo your dog gets 24/7 antioxidant protection for all of life's challenges like your dog getting into the neighbor's garbage, or when she eats road kill or even when you board him while you're on vacation.

The protection from Ergo lasts and lasts.

And what about viruses or bacteria? They don't stand a chance of thriving with Ergo on guard.

Check out what pet parents say about XXX: [testimonials here]

Give Your Dog 86,400 Times More Antioxidant Power for the Rest of His Long, Healthy Life

AMAZING doesn't even BEGIN to describe the antioxidant power you get from Ergo to help your pet:

1. Maintain a Fort Knox immune system for continuous robust health!
2. Preserve energy levels so he can continue to play hard like when he was a puppy!
3. Fight off free radical damage so she doesn't look like a senior dog ... when she's only two!
4. Sustain healthy blood sugar levels to keep diabetes at bay!
5. Help combat inflammatory illness!

I just had to get this news about Ergo out to everyone who has or is contemplating

buying or rescuing a pet because, in my opinion, this is the one staple daily food you must use to keep him or her healthy, strong, vibrant and disease free.

A Special Report on Ergo Just for You ... Absolutely Free!

The best way I know to spread the word and get all the crucial information out to you as fast as possible is by sending you this special report today called **XXX**. I know there are lots of folks out there who would charge you as much as \$9.95 for a report like this but, rest assured, this is at my expense because it's that important.

[design: image of special report plus small burst with FREE! in it]

This report will show you how you can help your pet to experience healthier, vibrant living all thanks to the antioxidant power found in Ergo!

Our Proprietary Formula is Like a Doggy Fountain of Youth

Something I found out when researching Ergo is that it's a complex that your dog's body cannot manufacture on its own. When I realized that the only delivery system for Ergo is through diet I reached out to Generex Labs and we got to work on this immediately.

[design: bowl of mushrooms image here plus a stock shot of Generex Labs]

Generex is a nationwide leader in cutting edge nutritional medicines and, together, we've created an amazing proprietary health matrix formula that combines **7 powerful mushrooms** for one of the most potent antioxidant punches your pup needs to fight off daily free radical damage and maintain her vibrant good health.

One of the obstacles we faced when creating this product was the issue of taste. After all, if this formula tastes bad your dog won't eat it or her food and then you've just thrown your money down the drain, right? Right! That's why I insisted that our powder have no taste at all so your dog will continue to enjoy her great tasting food without a hint of anything added.

[link to order form]

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7 Medicinal Mushrooms LOADED with Antioxidant Power



A Specially Researched Pet Mineral Complex

Long Lasting and Vibrant Good Health

Every single serving of XXX gives your dog her own personal health security team thanks to the following excellent ingredients:

1. King Trumpet
2. Reishi
3. Cordyceps
4. Lion's Mane
5. Agaricus
6. Shiitake
7. Antrodia

... plus a host of Zinpro Minerals!

Let's take a look at each of these powerful antioxidants one by one so you can see the kind of 24/7 protection your dog will get with your own eyes.

#1. King Trumpet [aka King Oyster]

[design: place an image of mushroom somewhere in the text under the subhead]

When it comes to an antioxidant punch the King Trumpet mushroom is the GRANDDADDY of 'em all!

Why?

Because King Trumpets contain the **HIGHEST LEVELS of Ergo** than any other mushrooms discovered to date. I'm talking up to **40 times** the amount of Ergo found in wheat bran which is the food previously thought to contain the highest level of this critical antioxidant.

[CALLOUT: Ergo every day delivers a constant and long-lasting antioxidant health safeguard for your dog]

So what does that mean for your pet? With ultra-high levels of Ergo on board, your pet's body can quickly transport the antioxidants to problem areas and ...

- Fight off free radicals
- Repair existing damage, and even
- Prevent FUTURE damage!

Remember, Ergo's antioxidant power stays in your pet's cells for a whopping 30 days giving them their own personal force field of protection. That's essential because your dog's body creates new cells on a daily basis just like you do so having Ergo every day delivers a constant and long-lasting antioxidant health safeguard.

Now, I've got to tell you this: Having the highest levels of Ergo is only one reason King Trumpet mushroom is included in the unique **XXX** formula.

In some research studies, King Trumpet scored high in helping subject dogs maintain a healthy cholesterol levels, too. <http://products.mercola.com/healthypets/mushroom-complex-for-pets/>

[insert testimonial]

Here's Another Reason to Love King Trumpet ...

King Trumpet mushrooms boost bone health to fight premature aging and related joint issues! Yes, you read that right. King Trumpet has been shown to stimulate osteoblasts which is the bone growing phase that usually slows down as your dog ages. You'll no longer have to worry about your pet stumbling, breaking a bone or having to sling a towel under her belly to help her up the stairs.

This is PHENOMENAL news for your pet!

In addition to the King Trumpet mushroom there is also a mushroom that Chinese medicine has dubbed "the mushroom of immortality" and it's the ...

#2. Reishi Mushroom

[design: place an image of mushroom somewhere in the text under the subhead]

I realize that telling you this mushroom carries a nickname with "immortality" in it means it has some pretty big shoes to fill.

But Reishi mushrooms consistently deliver the goods right into your dog's belly!

That's because it's a known fact: For your dog to live a long, healthy life she's got to have a strong immune system. Reishi has been shown for centuries to strengthen and stimulate her immune system so she's always "battle ready".

And the real key to a healthy immune system lies in a dog's gut.

Did you know that sometimes stress can affect your pet just like it affects you? Whether

it's from staying at a boarding kennel, visiting the vet or a move across the country, a dog's system can react to stress by attacking her immune system.

But Reishi is known as an "adaptogen" which means that it helps your dog adapt to stressful situations without compromising her immune system which can make her susceptible to colds or viruses like kennel cough.

Mushrooms by nature provide a bountiful source of fiber and nutrients, his stomach will be full of the good bacteria that will help keep his immune system running like a well-oiled machine.

Amazing!

And if that weren't enough for you to be sold on the benefits of Reishi for your dog, there have been a number of clinical studies that have shown that this awesome mushroom can help ...

- ✓ Increase oxygen utilization in your dog's cells for more energy and vitality – He'll fetch that ball until you can't throw it any more
- ✓ Enhance energy and endurance while fighting fatigue and physical stress – Your dog will come home from the groomer ready to rock and roll
- ✓ Lower blood pressure – Stress can increase her blood pressure but Reishi can answer the rallying cry to keep her cool and calm
- ✓ Act as a powerful antibacterial agent – Dogs can pick up bits of bacteria anywhere especially at the dog park. Reishi will be on guard to douse any inflammation bacteria throws at it
- ✓ Enhance concentration and cognitive function – Dogs can experience dementia just like humans and this powerful antioxidant can help keep her mind sharp and focused

Woo hoo! That's why you get Reishi in **every** serving of **XXX**.

Reishi and King Trumpet are just two of the superstar ingredients but there's a third and it's ...

#3. Cordyceps

[design: place an image of mushroom somewhere in the text under the subhead]

You know what it feels like to see your dog slow down or not have enough oomph to keep up with you on your morning walks. It's heartbreaking to start out and then see him lay down and wait for you to return.

Enter the Cordyceps mushroom which is jam packed with a power source for energy and stamina.

Cordyceps has been tested on humans with stellar success. Clinical studies of elderly

patients experiencing fatigue and other age-related symptoms were split into 2 groups. Group 1 was given Cordyceps and Group 2 was given a placebo.

The results?

The Cordyceps patients showed clinical improvements in their ability to fight fatigue, tolerate cold temperatures, dizziness and tinnitus, sleep problems and memory loss.

The placebo-treated patients exhibited no improvement in their symptoms at all!

Now, Cordyceps has been tested on dogs and even race horses worth millions of dollars which is a huge trust factor! The benefits of Cordyceps date back over 2,000 years. In Traditional Chinese Medicine, tonics made from these remarkable mushrooms have been used to:

- ❖ Increase vitality and energy
- ❖ Enhance blood flow and circulation
- ❖ Protect lung and kidneys
- ❖ Combat stress
- ❖ Control blood sugar levels
- ❖ Balance blood pressure

The research is simply overwhelming on the power of Cordyceps. Even Dr. Oz recently named our species of Cordyceps [Note: Please state what this species is] as “One of the 5 Best Cures from Around the World”!

[design: Picture of Dr. Oz here]

That’s why your dog gets Cordyceps in every serving of XXX. Ready to start your dog on her path to long lasting good health? Click here. [design: make “click here” a link to the order page]

So far we have shown you three powerhouse mushrooms in our dog mushroom complex but there are four more to heighten the protection. Next in the lineup is ...

#4. Lion’s Mane

[design: place an image of mushroom somewhere in the text under the subhead]

With a name like Lion’s Mane you might be picturing something pretty exotic, right? Well, you’re not far off.

The Lion’s Mane mushroom ... also known as sheep’s head, white pom pom or hedgehog mushroom ... have spines that fall down over their globe like bodies which is where white spores develop and it looks just like a lion’s mane.

[CALLOUT: Lion’s Mane helps regenerate and regrow neurons and nerve cells in your dog’s brain!]

Yes, you read that right.

Exciting developments about this remarkable mushroom — besides its antioxidant power — were reported in several journals including the *Journal of Health Science*. It's been discovered that Lion's Mane contains a group of compounds that can stimulate the re-growth of neurons and nerve cells! In other words this medicinal mushroom can help your dog fight off brain aging and age related mental decline.

Your pet will enjoy playing again, will be curious just like when she was a pup and interested in learning new things. Don't toss that clicker you used for training because your dog will be more than ready to learn new tricks.

How does Lion's Mane do all that? This amazing mushroom contains Nerve Growth Factors (NGF) and powerful neuro-protectors that help your dog's brain cells communicate. This helps keep your dog's nervous system engaged and strong so his brain can talk to all the other organs in his body.

With optimum neurotransmission your dog will learn faster and be mentally sharp as a tack. And that's why I'm making sure you can tap into its healing power RIGHT NOW in every serving of XXX.

Here's a question I get all the time: Does your dog suffer from occasional constipation or intestinal issues? With the next ingredient, I tell my clients to put all those worries in the rear view mirror thanks to ...

#5. Agaricus

[design: place an image of mushroom somewhere in the text under the subhead]

This common button mushroom with a strong almond like flavor is super-rich in fiber making Agaricus a godsend if your dog experiences occasional constipation or digestive problems. Here's why:

Agaricus contains significant amounts of immune modulating polysaccharides to give your dog's immune system powerful nutrients to fight off bad bugs, germs and viruses

A whopping 70% of your dog's immune system is found in his or her digestive tract and with Agaricus on board, she will quickly experience the benefits of a smooth functioning gut which will help her ...

- Ditch the diarrhea
- Stop the gas attacks
- Dump carpet scooting because of digestive problems

What's more, Agaricus contains non-digestible dietary fibers that can absorb harmful toxins from your pet's intestinal tract. And these fibers serve as "platforms" to allow the growth of the good and beneficial bacteria called probiotics.

So when your dog goes out to do her business, not only is she more regular but runny

stools or diarrhea should be a thing of the past.

And that's not all.

Agaricus is loaded with beneficial digestive enzymes such as amylase, trypsin, maltase, tyrosinase, lactase and protease in a bioavailable format to help your dog break down foods faster and digest them easier for better more complete nutrition.

[insert testimonial here]

Speaking of nutrition, do you cook with Shiitake mushrooms? Well, then you're in for a treat because that's our next dynamic ingredient!

#6. Shiitake

[design: place an image of mushroom somewhere in the text under the subhead]

This mushroom is credited with attacking the source of foul doggie breath.

Wait, what?

I know you've experienced this because I certainly have. When your dog is a puppy, she has the sweetest smelling breath because of her milk teeth. But as soon as she loses those and grows her permanent teeth, decay and tartar begin.

And so does nasty dog breath.

Bad dog breath can be a sign of serious illness and, if left uncared for, the bacteria can drip into your pet's bloodstream and cause a whole host of other health issues. But this well-known culinary mushroom – the Shiitake – can help fight cavities and improve your pet's gum health to boot!

The oral health benefits of Shiitake have been reported in notable journals including *Applied Microbiology and Biotechnology*.

So what makes this super mushroom such a big player? Shiitake contains all 8 essential amino acids in a higher, more condensed and concentrated proportion than soy beans, meat, milk or eggs. It's also a rich source of protein, B vitamins, vitamin D, minerals and several antioxidants including selenium, seleno methionine and our megastar Ergo!

That's why Traditional Chinese Medicine has long used Shiitake to...

- ✓ Accelerate vital energy known as "qi"
- ✓ Boost your pet's resistance to stress
- ✓ Strengthen your pet's immune system
- ✓ Help your pet bounce back from bronchial and upper respiratory infections
- ✓ Improve recovery from chemo and radiation

<http://allnaturalpetcare.com/blog/2013/01/08/are-edible-mushrooms-good-for-dogs-cats->

[horses-and-other-pets/](#)

Now, imagine getting up in the morning and knowing that you are giving your pet the super nutrients he or she needs to stay healthy and vibrant every day in each serving of **XXX**.

We've made it 90% of the way through our ingredients list but there's one more mushroom you may not be as familiar with as the others and that's ...

#7. Antrodia

[design: place an image of mushroom somewhere in the text under the subhead]

[CALLOUT: Antrodia helps increase the production of liver enzymes and bile salts that are essential for healthy liver function!]

Antrodia is a well-known and highly valued medicinal mushroom in Taiwan. Why is that? Because the health powers of Antrodia are nothing short of spectacular!

Check this out ...

Traditional Taiwanese Medicine has used Antrodia for centuries to **protect and restore kidney and liver health**. And this is especially important for older pets who suffer from chronic kidney disease which can lead to kidney failure.

Did you know that as many as 1 in 10 dogs will develop kidney disease in their lifetime? That's a huge number that can be helped with a mushroom like Antrodia.

Here's what happens: Kidney disease crops up when your dog's kidneys stop filtering her blood which can lead to a build-up of wastes.

Sadly, this disease typically goes undetected until the kidneys are functioning at only 25% or so. And by then it's too late.

He will die from kidney failure.

How can you tell if that's happening?

One of the side effects of chronic kidney disease is that your dog will become dehydrated faster and will drink more water. And you know what happens then! Accidents all over the house. <http://www.pethealthnetwork.com/dog-health/dog-diseases-conditions-a-z/chronic-kidney-disease-what-does-kidney-failure-dogs-really>

But a supplement mixture that includes Antrodia will help keep your pet's liver and kidneys functioning at optimum output because Antrodia helps increase the production of liver enzymes and bile salts that are essential for healthy liver function!

If that information doesn't convince you, take a peek at this research from the:

Journal of Agricultural and Food Chemistry

Antrodia can ...

- Heal an injured liver
- Improve the health of a “fatty liver”, and
- Enhance the function of a liver that’s full of scar tissue

It’s just common sense. When you keep your dog’s liver and kidneys in optimum health he can regularly eliminate toxins that can bog him down which can age and damage his cells.

That alone can help add years of energy and LIFE to your best friend!

I didn’t want to leave out trace minerals so here’s an added special bonus that your dog gets in each and every serving of **XXX**:

#8. Availa-Pet with ZinPro Minerals

Just as they do in human diets, trace minerals play a crucial role in the overall health of your dog. And Availa-Pet with ZinPro minerals offers just the right amount of these three important nutrients:

1. Zinc amino acid complex – Critical for shiny, lustrous coats and healthy skin
2. Manganese amino acid complex – This makes a huge difference in the building of a puppy’s immune system
3. Iron amino acid complex – Iron aids in a healthy metabolism which helps your dog utilize carbohydrates and proteins for robust vitality

I decided to use ZinPro because of their superior bioavailability which means that, just like Ergo, these minerals will get into your dog’s system faster and last longer than other brands.

So here’s the question ...

Are you ready to release an antioxidant force field that gives your pet a whopping 86,400 times longer-lasting power to fight off accelerated cellular aging ... energy drain ... skin irritations ... blood sugar spikes ... and joint issues plus a whole lot more?

That's exactly what will happen when you sprinkle a ½ teaspoon of XXX powder (per 25 pounds of weight) on your dog's food every day. That's all it takes to enhance and protect her health for years to come!

I want your dog to get started on this amazing mushroom blend immediately so you can see the difference with your own eyes! I'm going to make it is as simple as 1-2-3 for you to get this unique, immune-boosting wonder formula into your hands RIGHT NOW!

I'm so positive that adding XXX daily to your dog's diet will deliver superior nutrition that I'm putting my money where my mouth is!

Here's My One of a Kind 90-day Down-to-the-Last-Teaspoon Offer

[design: put the words "RISK FREE" in red in a burst]

Test drive XXX and see for yourself. If your dog ...

- ✓ Isn't as peppy as a puppy
- ✓ Doesn't have a full coat as smooth as silk
- ✓ Isn't eager to learn new things

... send XXX back to me for a full refund -- even if you've finished it!

Now, truth be told, I can't give out this kind of no-questions-asked guarantee forever. If your pet isn't, well, a whole new dog just return the product to me within 90 days and you'll get a 100% refund of the purchase price. [Note: Rob, are you paying return shipping as well?]

What does this mean for you?

You get to try XXX **entirely at my expense** without any risk. But I'm so sure you'll be astounded at the results that this guarantee is a no-brainer for me.

Are you just waiting for the "But wait! There's more"? Here it is!

For giving XXX a trial run I want to send you **3 FREE** gifts that are yours to keep even if you ask for a refund. And the best part? They're all digital so you can just download them without having to wait several weeks or even shell out for shipping & handling. That's like putting money right back into your pocket!

Take a look at these helpful resources I've put together just for you:

FREE GIFT #1:

FREE GIFT #2:

FREE GIFT #3:

(need to think of the best free gifts)

I'm convinced you simply won't believe how good your dog (and you!) will feel — and how FAST she will experience results.

Now, I can't guarantee exactly what improvements your pet will feel ... or what you will notice ... first.

It may be ...

- Sharper learning and retention
- A higher, more consistent energy level without the hyperactivity, or even
- A shinier healthier coat or better overall movement...

But I can GUARANTEE this: You'll notice a significant boost to your pet's health!

To a happy, healthy and vibrant dog,

[scanned signature here]

Typed name

PS:

CTA

[end body copy]