

Finally...a piece of training equipment with proven benefits...that won't take up another square- inch of your facility's valuable floor space...

>At no cost to you

>With additional income stream potential

Dear Fitness Professional,

I don't need to remind you that training equipment is among your biggest facility investments. Yet, if you provided members every piece of equipment available to accomplish their goals you'd need thousands of square feet.

You provide the best equipment to assure that your members have what they need to achieve their fitness goals. They trust your expertise...your equipment...and your eye for the latest...most effective tools to get stronger...lose weight...maintain a healthy lifestyle to look and feel good.

Physical...Emotional...and Financial Rewards

When your members improve and show it...they talk about it and where they achieved it. Their success is traceable to your facilities...the equipment you provide...and recommend.

Give your current and potential members the edge they need. Whether they're athletes in training or everyday people focused on becoming fit and healthy – there's new...personal equipment by *UnderArmour*® that's gaining attention.

Every day you see the grimacing faces of people pushing weights and pumping out the cardio. They set their jaw...clench their teeth...grunt and grind out every ounce of energy pushing themselves to the next level.

But now research shows that uncontrolled jaw clenching restricts athletes from reaching their full potential. Your members could be getting better results. We'd like to help.

UnderArmour® delivers patented technology that enables properly equipped athletes—"Jaw-setting performance enhancement." Numerous pro-athletes are using this new equipment and extolling the benefits.

Finally...Equipment That's Engineered to Unlock Power and Potential (Without Taking Up More Floor Space)

The applications and benefits – too numerous to list here – have one thing in common for your fitness-focused members: *UnderArmour*® *Performance Mouthwear* maximizes the human body's instinctive reflex systems – teeth clenching.

As a dental professional I know about teeth. I also know a wise investment when I see one.

That's why I'm an authorized provider of customization for the *UnderArmour Performance Mouthwear*. And I want to offer you an exclusive invitation...

- Helping your members – athletes and everyday fitness minded people – improve their performance!
- Creating a secondary income stream for you!

PRACTICENAME wants to partner with your facility by equipping your members with customized Under Armour Performance Mouthwear

We'll provide the distribution and dental expertise to assure that the equipment is performing safely and effectively. You'll not only earn the continued trust of your members by providing them the latest in performance solutions but an additional income stream too.

I can't cover everything about this promotional invitation in a single letter; but I'd welcome the opportunity to speak with you about the details. Please call me on my personal cell phone to discuss this further—###.###.###

And go online – [**www.URL.com**] – to learn more about this effective and increasingly popular performance solution.

I'll follow up with you on Monday, January 25th.

Sincerely,

FIRSTNAME LASTNAME, DMD

P.S. THIS OFFER IS TIME SENSITIVE! We're scheduled for a media launch of this product...on Channel 8 - January 28th. We'd like to have our strategic alliances (that's you!) in place prior to going on the air.

P.P.S. We're launching a dedicated website to showcase this technology. We'll be heavily marketing this site to local athletes and fitness focused people via *Facebook*, *Google*, *YouTube*, and *Vype Sports Magazine*. This website will feature the business logos of our fitness center partners and a link to their respective websites. I'd like to include you and your facility in this listing. Call me today – ###.###.###