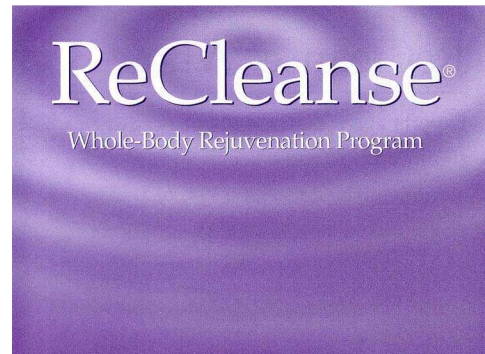


Case Study

Connect with the value of a high tech product.

client: GFR Pharma / Prairie Naturals
project: brochure



Connection inspires participation.

How do you help potential customers feel connected with the value of a technical product? This is a challenge faced every day by high-tech companies.

GFR Pharma and their distributor, Prairie Naturals, wanted a new brochure for their ReCleanse line of natural health products. They had created a key visual metaphor to convey the benefits of ReCleanse. When they came to me to rewrite the copy, I focused on creating connection.

The communication challenge was to make technical concepts seem clear and comfortable in the minds of non-technical readers, and to help them identify with the products.

To create clarity, the text uses the key metaphor and plain English. It also introduces technical concepts gradually. In this way, readers are able to start from a familiar place and extend their understanding. To help the reader identify with the products, the text briefly paints a picture of what using them might look like. It also highlights the new possibility of a healthier life, a vision which resonates in the target audience.

Results

GFR Pharma and Prairie Naturals have a new marketing tool that has raised their profile.

*"Galen created a verbal picture of the theme of the ReCleanse program.
The new brochure is effective and has been well received by our retailers."
RoseMarie Pierce, B.Sc., Education Director, Prairie Naturals*

ReCleanse® Whole-Body Rejuvenation Program

Experts agree that a well-balanced diet, efficient digestion and proper elimination all contribute significantly to better health and longevity. We are what we eat, digest and absorb ... minus what we eliminate. The ReCleanse Whole-Body Rejuvenation Program is designed to enhance the digestive process by utilizing the ReCleanse "Ripple Effect".

As part of the ReCleanse Whole-Body Rejuvenation Program, ReCleanse Herbal Cleanse, Fibre Powder and Fibre Chewables are designed to help:

Optimize Whole-Body Health

Improve Digestive Disorders

Support Immunity

Regulate Bowel Function Detoxify Liver

Prevent Degenerative Diseases

Eliminate Toxins

Normalize Hormonal Levels



You're feeling better ... and better ... and better.

The ReCleanse "Ripple Effect"

When a pebble is dropped into a pond, it makes a series of ever-expanding ripples. This principle, known as the "Ripple Effect", also applies to the body's ability to heal and function optimally. Eating a high-fibre diet, supporting the digestive system and cleansing regularly is like dropping a pebble into a pond: it creates a healthy "Ripple Effect" in your body.

Regular use of the ReCleanse Whole-Body Rejuvenation Program will support the natural, ongoing processes of digestion, elimination and detoxification. Start your own "Ripple Effect" today with ReCleanse.

For healthy recipes and more information please visit:
www.recleanse.com or call 1-877-560-8440

Distributed by:

Exclusively Yours
Prairie Naturals

You're feeling better ... and better ... and better.