

Who am I talking to?

40-60 Year olds (both male and female)

Current state?

Overweight, neglected their body for a while as life has got in the way (job and children) and they are trying to find a weight loss solution which is realistic and that they can stick to.

Dream state?

Feeling confident in their own bodies once again, start to prioritize their health more as they are getting older and to be able to stay dedicated to a healthier way of living.

What do I want the reader to do?

Click the link and see if they are eligible for our programme and to become a member
(Pay££££££)

Subject line: The last weight loss programme you will ever need

Introducing the UK'S leading medicated weight loss programme, with over 10,000 UK members

Clinically proven to banish at least 10% of your body weight within 6 months

Reduces hunger and cravings

Paired with clinical support

97% of members are confident they will keep the weight off for good

84% of members say this is the most effective program they have tried

180 days Money Back Promise

Click the link below to find out if you are eligible

[LINK](#)

Lose 10% of your body weight or get your money back