

BODY BURDEN:

THE TOXINS WE CARRY

Body Burden documentary - Social Media Strategy (May 11-June 1 launch)

Body Burden: The Toxins We Carry is launching as a free documentary event from May 25th to June 1st. After sixteen years investigating environmental toxicity, citizen journalist Nick Pineault flies to a leading environmental medicine clinic to test the doctors' claim.

He didn't expect to discover he needed their help himself: his own lead came back at 34 times the reference range. It documents a fifty-year-old branch of medicine, refined by pioneers like Dr. William Rea and Dr. Walter Crinnion, that has been quietly healing patients conventional medicine couldn't.

Launch Timeline:

- **Promotional window:** May 11 - 24
- **Free documentary screening:** May 25 - June 1
- **Detoxification course promo:** June 2-8

When someone clicks your affiliate link during the promotional window (May 11-24), they gain free access to watch the complete 61-min. documentary during the free screening window (May 25 - June 1). This creates natural urgency while showcasing the work of environmental medicine doctors and the protocols they have refined since the 1970s.

BODY BURDEN:

THE TOXINS WE CARRY

Need Support?

- **Affiliate links:** <https://affiliates.theemfguy.com>
- **Affiliate resources:** <https://emfguylearning.com/bb-jv2605>
- **For affiliate support,** email partners@theemfguy.com
- **For emergencies,** text 514-316-0923
- **Forward customer support enquiries** to support@theemfguy.com

BODY BURDEN:

THE TOXINS WE CARRY

Menu

[Need Support?](#)

[Menu](#)

[Core Messaging](#)

[Elevator pitch:](#)

[Affiliate Link Guidelines for Social Media](#)

[Affiliate Strategies - Instagram](#)

[Affiliate Strategies - Facebook](#)

[Affiliate Strategies - LinkedIn](#)

[Promotional Timeline](#)

[Medium-Length Posts \(Instagram, Facebook, LinkedIn\)](#)

[Tagging Nick:](#)

[POST #1 - MICROPLASTICS](#)

[POST #2 - HOPE AND SOLUTIONS](#)

[POST #3 - "FAIRLY HEALTHY" / NICK'S STORY](#)

[POST #4 - BODY BURDEN AT BIRTH](#)

[POST #5 - PFAS / FOREVER CHEMICALS](#)

[POST #6 - LEAD IN WATER](#)

[POST #7 - ENVIRONMENTAL MEDICINE](#)

[POST #8 - URGENCY \(send 24-48 hours before May 25\)](#)

[Short-Form Posts \(X, Telegram, etc.\)](#)

[POST #1 - MICROPLASTICS](#)

[POST #2 - HOPE AND SOLUTIONS](#)

[POST #3 - "FAIRLY HEALTHY" / NICK'S STORY](#)

[POST #4 - BODY BURDEN AT BIRTH](#)

[POST #5 - PFAS](#)

[POST #6 - LEAD IN WATER](#)

[POST #7 - ENVIRONMENTAL MEDICINE](#)

[POST #8 - URGENCY \(send 24-48 hours before May 25\)](#)

[Recommended Hashtags](#)

BODY BURDEN:

THE TOXINS WE CARRY

Core Messaging

Body Burden: The Toxins We Carry investigates a branch of medicine most people have never heard of: environmental medicine. Rather than focusing on how toxic our world has become (a message audiences are growing tired of), this documentary pivots to solutions: what environmental medicine doctors say they can do to help people reduce their accumulated toxic burden.

This is NOT a doom-and-gloom documentary. It is a journalistic investigation into real patient outcomes, backed by decades of clinical practice. Nick Pineault went in as a skeptic with a film crew and documented what he found.

Your audience is likely one of two types:

1. "Aware and Concerned": already knows about toxins, wants solutions, not more problems. Lead with the hope angle. Finally, a documentary about what we can actually do.
2. "Frustrated and Stuck": has been dealing with unexplained health issues and suspects environmental toxins might be a factor. Lead with Nick's story. If a "fairly healthy" 37-year-old can have welder-level lead toxicity without knowing it, what might be hiding in their body?

Remember: Focus on education and hope, not fear. The documentary's competitive advantage is that it offers real solutions and documented patient outcomes.

About The Film:

- 61-minute documentary, 100% free to watch May 25 - June 1
- Environmental medicine pioneers, refined since the 1970s by Dr. William Rea and Dr. Walter Crinnion: fifty years of clinical work most people have never heard of
- Real patient recoveries documented on film
- The investigator becomes the subject: Nick's testing and the year of disciplined detox that followed

BODY BURDEN:

THE TOXINS WE CARRY

Elevator pitch:

Body Burden: The Toxins We Carry follows citizen journalist Nick Pineault as he tests the claims of doctors who say they can measurably reduce chronic toxic burden, and discovers he needs their help himself. It's the environmental health documentary many have been waiting for: a credible answer to "what can I actually do about it?", from doctors who've been delivering it for fifty years.

Affiliate Link Guidelines for Social Media

Always use your unique affiliate link from <https://affiliates.theemfguy.com>

Your social media goal: during the promotional window (May 11-24), direct your audience to register for the free screening happening May 25 to June 1. Registering now is how they lock in their free access before the screening opens.

Affiliate Strategies - Instagram

- 1)** Add your affiliate link to your bio or LinkTree
- 2)** Use official promotional images in Stories, posts, and Reels (available at <https://emfguylearning.com/bb-jv2605>)
- 3)** To maximize Instagram conversions, consider using a chatbot tool like ManyChat: people who comment a keyword on your Reel or post automatically receive your affiliate link via DM
- 4)** Feel free to tag @theemfguy in relevant posts

BODY BURDEN:

THE TOXINS WE CARRY

Affiliate Strategies - Facebook

- 1) Manual image uploads with your affiliate link in the description
- 2) Share in relevant health-focused groups (where permitted)
- 3) Create topic-specific content matched to your audience's interests (microplastics, lead, PFAS, or the general environmental medicine angle)
- 4) Use Facebook Live to discuss environmental toxin topics and direct viewers to the free documentary
- 5) Feel free to tag @emfguynick in relevant posts

Affiliate Strategies - LinkedIn

- 1) Share posts as articles or standard feed updates with your affiliate link
- 2) The hope/solutions angle (POST #2) and the environmental medicine intro (POST #7) tend to perform best on LinkedIn: professional audiences respond to credibility-forward framing
- 3) Feel free to tag Nicolas Pineault (<https://www.linkedin.com/in/nicolas-pineault/>) in relevant posts

BODY BURDEN:

THE TOXINS WE CARRY

Promotional Timeline

Week 1 (May 11-17):

- Announce your promotion of the documentary
- Share the hope and solutions angle
- Introduce Nick's story (the "fairly healthy" 37-year-old)

Week 2 (May 18-24):

- Post data-driven content (PFAS, lead in water, body burden at birth)
- Build urgency as the May 25 screening approaches
- Create topic-specific content matched to your audience

Screening Reminder (May 23-24):

- Last-chance reminders to register
- Remind your audience that free access opens May 25

During Screening (May 25 - June 1, optional):

- Remind your audience the film is now live
- Share your own reactions or highlights

BODY BURDEN:

THE TOXINS WE CARRY

Medium-Length Posts (Instagram, Facebook, LinkedIn)

These posts are written for you to adapt to your own voice. They are longer-form, designed for feeds and captions where people have a moment to read. We recommend 2-4 posts during the promotional window (May 11-24), spaced out based on your posting frequency.

- **POST #1** leads with the microplastics discovery: a recent finding that is both alarming and shareable.
- **POST #2** is the hope angle: for audiences exhausted by doom-and-gloom environmental content.
- **POST #3** leads with Nick's story: the "fairly healthy" 37-year-old with welder-level lead toxicity.
- **POST #4** leads with the body burden at birth research: toxic exposure starts before the first breath.
- **POST #5** focuses on PFAS, the "forever chemicals" found in 97% of Americans tested.
- **POST #6** leads with the lead-in-water story: 3,000 US neighborhoods worse than Flint.
- **POST #7** introduces environmental medicine as a field: for audiences who have never heard of it.
- **POST #8** is your urgency post: send 24-48 hours before the free screening opens on May 25.

Tagging Nick:

[@theemfguy](#) (Instagram) / [@emfguynick](#) (Facebook) / [Nicolas Pineault](#) (LinkedIn) / [@nickpineault1](#) (X) / [@theemfguy](#) (YouTube)

POST #1 - MICROPLASTICS

BODY BURDEN:

THE TOXINS WE CARRY

Scientists found the equivalent of a plastic spoon inside human brain tissue.

Not in a lab animal. In human brains.

The May 2025 issue of Brain Medicine documented it: measurable quantities of microplastics lodged in brain tissue. And microplastics are just one of dozens of toxins researchers have found accumulating in our bodies.

The bigger question: is it possible to actually reduce this "body burden"?

That is the question my colleague Nick Pineault, a citizen journalist, set out to investigate. He visited an environmental medicine clinic with a film crew to document what these doctors say they can do.

What he found became a 61-minute documentary.

This is not another film about how toxic everything is. It is an investigation into what environmental medicine doctors say they can actually do about it, backed by decades of real patient outcomes.

Register here, screening May 25 - June 1: [\[your affiliate link\]](#)

#bodyburden #microplastics #environmentalhealth #detox #environmentalmedicine
#toxins #functionalmedicine #naturalhealth #holistichealth #BodyBurdenDoc

BODY BURDEN:

THE TOXINS WE CARRY

POST #2 - HOPE AND SOLUTIONS

Tired of hearing how toxic everything is... with no solutions?

Same.

Most environmental health content follows the same pattern: scary statistics, alarming headlines, and then nothing. Or a list of products to buy.

This documentary is different.

"Body Burden: The Toxins We Carry" is a 61-minute investigation into environmental medicine: a branch of medicine that has been quietly helping people with environmental illness for decades.

My colleague Nick Pineault, a citizen journalist, visited one of the top environmental medicine clinics in North America to find out whether their claims about reducing toxic burden were actually true.

Real patients. Real protocols. Outcomes documented over decades of clinical practice.

Register now to reserve your free access. No cost, no catch.

Register here, screening May 25 - June 1: [\[your affiliate link\]](#)

#bodyburden #environmentalhealth #detox #holistichealth #functionalmedicine
#nontoxicliving #naturalhealth #environmentalmedicine #BodyBurdenDoc

BODY BURDEN:

THE TOXINS WE CARRY

POST #3 - "FAIRLY HEALTHY" / NICK'S STORY

He thought he was "fairly healthy" at 37.

Low body fat. Amateur athlete. Organic diet. Quality supplements.

Sure, there was some brain fog, lifelong acne, and low energy... but nothing alarming.

Then Nick Pineault, a citizen journalist, visited an environmental medicine clinic to investigate their claims about treating environmental illness. As part of his research, he tested his own body for heavy metals.

His lead came back at 34 times the reference range. His mercury 29 times the reference range.

Three different doctors confirmed the results. The numbers they were seeing are what they normally find in professional welders after decades of industrial work.

Nick had never welded anything in his life.

He then followed the protocols developed by environmental medicine doctors. Four days at the clinic, the rest of the year at home. By the end, his motivation, mental clarity, daily mood, and overall health had all measurably changed.

Watch his story in this free 61-minute documentary.

Register here, screening May 25 - June 1: [\[your affiliate link\]](#)

#bodyburden #heavymetals #leadtoxicity #detox #environmentalmedicine
#functionalmedicine #naturalhealth #holistichealth #BodyBurdenDoc

BODY BURDEN:

THE TOXINS WE CARRY

POST #4 - BODY BURDEN AT BIRTH

In 2005, researchers tested umbilical cord blood from 10 newborns.

They found 287 different industrial chemicals already present.

Of those 287: 180 are known to cause cancer. 217 are toxic to the brain and nervous system. 208 cause birth defects in animal studies.

These babies had not eaten a single meal. Had not breathed outside air for more than a few minutes.

And they were already carrying a measurable chemical burden.

This is what researchers call "body burden": the accumulation of toxins that build up in our tissues over time. For these newborns, the accumulation had already started in the womb.

My colleague Nick Pineault, a citizen journalist, set out to find out whether this accumulated burden could actually be reduced. The investigation became a documentary.

Register here, screening May 25 - June 1: [\[your affiliate link\]](#)

#bodyburden #toxins #environmentalhealth #detox #environmentalmedicine
#chemicalalexposure #newbornhealth #BodyBurdenDoc

BODY BURDEN:

THE TOXINS WE CARRY

POST #5 - PFAS / FOREVER CHEMICALS

They are called "forever chemicals" because they never break down.

Not in the environment. Not in your body.

A CDC study found PFAS in the blood of 97% of Americans tested. A separate analysis found PFAS contamination in roughly 45% of US tap water samples.

The sources: non-stick cookware, waterproof clothing, food packaging, firefighting foam. Products that became household staples over the past 50 years.

There is no biological process that removes them naturally. They accumulate.

My colleague Nick Pineault, a citizen journalist, investigated whether environmental medicine doctors had developed ways to actually measure and reduce this accumulated burden. He visited one of North America's top environmental medicine clinics with a film crew.

The result is a 61-minute free documentary about a branch of medicine that has been quietly helping people with environmental illness for decades.

Register here, screening May 25 - June 1: [\[your affiliate link\]](#)

#pfas #foreverchemicals #bodyburden #environmentalhealth #detox
#environmentalmedicine #drinkingwater #toxicload #BodyBurdenDoc

BODY BURDEN:

THE TOXINS WE CARRY

POST #6 - LEAD IN WATER

When Flint, Michigan made international headlines, most people assumed it was an isolated case.

It wasn't.

A Reuters investigation analyzed blood-test data from hundreds of thousands of children across the US and found 3,000 neighborhoods where childhood lead poisoning was worse than Flint at the height of its crisis.

Lead is a neurotoxin with no safe level of exposure. It accumulates in bone tissue for decades. And it doesn't leave on its own.

My colleague Nick Pineault discovered this firsthand while investigating environmental medicine. When he tested his own body for heavy metals, his lead levels came back 34 times above the reference range. Three doctors confirmed it.

He had never worked in an industrial setting in his life.

He then followed the protocols developed by environmental medicine doctors. This documentary shows what he found, and what happened after one year.

Register here, screening May 25 - June 1: [\[your affiliate link\]](#)

#lead #leadpoisoning #bodyburden #waterquality #environmentalhealth #heavymetals
#detox #environmentalmedicine #BodyBurdenDoc

BODY BURDEN:

THE TOXINS WE CARRY

POST #7 - ENVIRONMENTAL MEDICINE

There is a branch of medicine that most people have never heard of.

It has been quietly helping people recover from environmental illness since the 1970s.

Environmental medicine doctors focus on something conventional medicine rarely addresses: the accumulated burden of toxins in the human body, and how to actually reduce it.

My colleague Nick Pineault, a citizen journalist, went to one of North America's top environmental medicine clinics to investigate whether their claims about helping people with environmental illness were actually true.

Real patients. Documented protocols. Measurable outcomes tracked over decades of clinical practice.

The investigation became a free 61-minute documentary.

Drop a “?” below if you've never heard of environmental medicine.

Register here, screening May 25 - June 1: [\[your affiliate link\]](#)

#environmentalmedicine #bodyburden #environmentalhealth #detox
#functionalmedicine #naturalhealth #holistichealth #integrativemedicine
#BodyBurdenDoc

BODY BURDEN:

THE TOXINS WE CARRY

POST #8 - URGENCY (send 24-48 hours before May 25)

The free screening of Body Burden: The Toxins We Carry starts tomorrow.

If you haven't registered yet, now is the time.

This is the environmental health documentary many have been waiting for: one that goes beyond the problems and shows what doctors have actually been able to do.

You'll meet the environmental medicine pioneers behind a field that's been quietly healing patients since the 1970s. And you'll see what their protocols did for citizen journalist Nick Pineault, whose own lead came back at 34 times the reference range during the investigation.

61 minutes. Free access starting May 25.

Register before it starts: [\[your affiliate link\]](#)

#bodyburden #environmentalhealth #detox #environmentalmedicine #heavymetals
#documentaryfilm #freefilm #BodyBurdenDoc

BODY BURDEN:

THE TOXINS WE CARRY

Short-Form Posts (X, Telegram, etc.)

Shorter versions of the same angles, optimized for platforms where brevity is key. Replace [link] with your unique affiliate link. On X, tag @nickpineault1.

POST #1 - MICROPLASTICS

Scientists found the equivalent of a plastic spoon in human brain tissue.

Not in an animal. In humans.

Environmental medicine doctors have been working on ways to reduce accumulated toxic burden for decades. A new free documentary investigates what they've found.

Register now, May 25 - June 1: [\[your affiliate link\]](#)

#bodyburden #microplastics #environmentalhealth #detox #BodyBurdenDoc

POST #2 - HOPE AND SOLUTIONS

Tired of environmental health content that only talks about problems?

"Body Burden: The Toxins We Carry" is 61 minutes of actual solutions. Environmental medicine doctors. Real patient outcomes. Documented protocols.

Register now, May 25 - June 1: [\[your affiliate link\]](#)

#bodyburden #detox #environmentalhealth #BodyBurdenDoc

BODY BURDEN:

THE TOXINS WE CARRY

POST #3 - "FAIRLY HEALTHY" / NICK'S STORY

Lead 34X the reference range. Mercury 29X. The kind of numbers seen in welders.

Citizen journalist Nick Pineault tested himself during an environmental medicine investigation. He had never welded anything in his life.

Four days at the clinic, the rest at home. The protocols delivered.

Register now, May 25 - June 1: [\[your affiliate link\]](#)

#bodyburden #heavymetals #leadtoxicity #environmentalmedicine #BodyBurdenDoc

POST #4 - BODY BURDEN AT BIRTH

287 industrial chemicals found in the cord blood of 10 newborns.

They hadn't eaten a single meal yet.

Body burden starts before birth. A free documentary investigates whether it can be reduced.

Register now, May 25 - June 1: [\[your affiliate link\]](#)

#bodyburden #toxins #environmentalhealth #BodyBurdenDoc

POST #5 - PFAS

PFAS found in 97% of Americans. In 45% of US tap water.

BODY BURDEN:

THE TOXINS WE CARRY

"Forever chemicals" because the body has no natural way to remove them. They accumulate.

A free documentary investigates what environmental medicine doctors have found.

Register now, May 25 - June 1: [\[your affiliate link\]](#)

#pfas #foreverchemicals #bodyburden #environmentalhealth #detox #BodyBurdenDoc

POST #6 - LEAD IN WATER

3,000 US neighborhoods have worse lead contamination than Flint at its worst.

Lead accumulates in bone tissue for decades. No natural way to clear it.

A free documentary investigates what environmental medicine doctors have found.

Register now, May 25 - June 1: [\[your affiliate link\]](#)

#lead #leadpoisoning #bodyburden #environmentalhealth #BodyBurdenDoc

POST #7 - ENVIRONMENTAL MEDICINE

Environmental medicine: helping people reduce their toxic burden since the 1970s.

Most people have never heard of it.

A free documentary investigates what these doctors do and what their patients experience.

BODY BURDEN:

THE TOXINS WE CARRY

Register now, May 25 - June 1: [\[your affiliate link\]](#)

#environmentalmedicine #bodyburden #detox #naturalhealth #BodyBurdenDoc

POST #8 - URGENCY (send 24-48 hours before May 25)

Free screening starts tomorrow: Body Burden documentary.

61 minutes. Environmental medicine. Real patient outcomes. No cost.

Register before it starts: [\[your affiliate link\]](#)

#bodyburden #environmentalhealth #freefilm #BodyBurdenDoc

Recommended Hashtags

These are researched and verified for engagement. A note on volume: Instagram performs best with 15-25 hashtags per post. X performs best with 3-5 focused ones. Do not stack hashtags on X.

Campaign hashtag (use in every post on every platform):
#BodyBurdenDoc

General environmental health (use 3-5 of these per post):

#bodyburden #environmentalhealth #environmentalmedicine #functionalmedicine
#integrativemedicine #holistichealth #holistichealing #detox #nontoxicliving

Avoid these... too generic or flagged for reduced reach:

BODY BURDEN:

THE TOXINS WE CARRY

#health #wellness #healthy #healthtips (too broad, poor targeting, some shadowbanned on Instagram)

Topic-specific clusters (add 3-5 per post based on the angle):

- **Microplastics:** #microplastics #plasticpollution #plasticfree #toxicload
- **Heavy metals / Nick's story:** #heavymetals #leaddetox #metaldetox #chelation
- **Body burden at birth:** #newbornhealth #chemicalalexposure #toxinfreeiving #plasticfree
- **PFAS:** #pfas #foreverchemicals #everywherechemicals #cleanwater #watercontamination
- **Lead in water:** #lead #leadpoisoning #cleanwater #watercontamination #drinkingwater
- **Environmental medicine:** #naturalmedicine #naturopathicmedicine #integrativemedicine #functionalmedicine
- **Documentary promotion:** #healthdocumentary #documentaryfilm #independentfilm #freefilm
- **LinkedIn-specific (professional framing):** #functionalmedicine #environmentalmedicine #environmentalhealth #healthinnovation #BodyBurdenDoc