

Name: David Tomen
Product: Ginger Rescue
Prospect: Al Sears, M.D. Center for Health and Wellness
Price of product: \$35.95
Lead Type: Problem/Solution

Subject Line: Surprising spicy secret rescue from heartburn

Dear {Firstname},

If you have ever popped a “purple pill” after a big meal you’re putting your health at risk.

I don’t like any of those medications that Big Pharma is pushing on us to handle this very common problem.

But it’s what the media and ads condition us to do when reacting to the panic caused by heartburn. Of course, heartburn is generally not a problem with your heart. It starts in your stomach.

You know that feeling you get when you reach for a favorite food? “I really shouldn’t be eating this”. It’s a mixture of ecstasy and dread.

Experience tells you that your favorite food will hijack your digestive system. And the better part of your day.

But heartburn is just one disorder caused by a condition called acid reflux. You may feel a burning sensation in the back your throat. A sour taste in your mouth. Even worse, it can feel like something coming back up after eating.

If it happens more than twice a week, it could cause some serious health problems.

A good way to illustrate what’s happening... we get some monumental rains where I live in South Florida. 4 – 6 inches in an hour or two. That’s a lot of water. And the storm-drains often back up and flood the streets, and my yard.

Something in the drainage system goes haywire. It could be a plugged drain. Or a back-flow valve gets stuck in an underground pipe. All that water and debris has no where to go but back up.

This is kind of what’s happening in your digestive system. Stomach bile and partially digested food backs up into your esophagus. The pipe that carries food and drink from your throat into your stomach.

David Tomen | Copywriter | david@swiftcurrentmarketing.com | cell: 954-614-1663
2001 Atlantic Shores Boulevard, #409, Hallandale Beach, FL 33009

Surprising Spicy Secret Rescue from Heartburn

But here's the good news. I have found a natural solution that *rescues* you from this problem with no side effects. And it's likely already in your kitchen.

I'm talking about *one of my favorite spices* - **ginger**.

Here in the US we mostly use ginger as a spice. It's in our pumpkin pies, gingerbread cookies, baked apples, stir-fried vegetables, and sauces.

But there's so much more about ginger you need to know...

Ancient Solution for Acid Reflux

Did you know ginger has been prized for its health benefits for at least 3,000 years?ⁱ Ginger was being used therapeutically every where I went in Asia.

Although it is native to Asia, I found it valued for its health-giving qualities when visiting Africa, the Middle East, and the Caribbean.

You'll find most of the health benefits in the woody root of the plant. It's call the rhizome. Ginger is loaded with antioxidants too. People around the world value it for its antibacterial, antiviral, antioxidant, and anti-parasitic properties. And to calm stomach and digestive problems.

Immediate Support for Healthy Digestion

You won't be surprised to know that nearly half of all Americans have symptoms for acid reflux.ⁱⁱ Many of them come into my Palm Beach clinic.

I mentioned before I don't recommend acid blockers. Too much stomach acid may not be your problem. Your digestive system produces less as you age, so too little stomach acid is more likely.

The problem is, when you shut down your stomach's natural acid production, you're asking for trouble. Potentially very serious health problems.

Long-term use of proton pump inhibitors like the "purple pill", can make it difficult to absorb some nutrients. Studies show consistent use can prevent your body from getting all the important vitamins and minerals it needs. Including iron, magnesium, calcium and Vitamin B12.ⁱⁱⁱ

I recommend **ginger** as a gentler way to balance natural acid production. And without side effects.

Before You Reach for an Anti-Inflammatory

The torment of splitting headaches has driven many people into my clinic over the years. First on my list for a better day is ginger. One study in 2014 echoes what we've seen here. 100 people participated in this research. And many continued to use ginger after the one month trial finished.^{iv}

Ginger works for healthy knees too. In 2013, one study had female athletes using less than a teaspoon of ginger daily. Ginger promoted proper inflammatory response in their knees.^v

Promise to Restore Healthy Cells

I like to stay up to date on the latest advances in natural medical research. Most of these clinical trials never make it to the mainstream news. And often I'll see something that has potential for use here in my Palm Beach practice.

This is one the more exciting things I've come across lately. Just this last September researchers found that 6-shogaol targeted the root cause of breast malignancy in the lab. 6-shogaol is one of the many components of ginger.^{vi}

Other research shows ginger has anti-tumor activity that may help the lungs, ovaries, colon, breast, skin and pancreas. One study out of England in 2012 demonstrated in the lab that ginger may be effective in promoting a healthy prostate.

Modern science has shown in the lab and clinical trials what our ancestors already knew.^{vii} **Ginger** has demonstrated its usefulness in supporting youthful health for thousands of years.

What's the Best Way to Use Ginger?

By now you can see why I like to keep a stock of ginger on hand.

You may experience a benefit from fresh and even dried ginger. You can get it at most supermarkets. Your local Chinese or natural food market may have the freshest selection.

I enjoy a hot or iced cup of ginger tea. Simply chop off a couple of inches of ginger root and let it steep in hot water for 30 minutes.

You can peel it with a paring knife and slice it thinly to add to your tea or cooked dishes. I like adding it to stir fries or homemade chicken soup.

When shopping for ginger make sure it's firm and feels fresh. Unpeeled, fresh ginger can be stored in the fridge for up to 3 weeks. Or in your freezer for up to 6 months.

Ginger to the Rescue

David Tomen | Copywriter | david@swiftcurrentmarketing.com | cell: 954-614-1663
2001 Atlantic Shores Boulevard, #409, Hallandale Beach, FL 33009

With all it does, you can see why I love ginger. And recommend it to my patients. But because ginger can be tough and woody it can hard to work with.

An easier way is using ginger in supplement form.

You can find ginger supplements in your local health food store. The most common is ginger ground up and put into capsules. Or an extract in an alcohol-based liquid. The problem is every ginger product I looked at contained several additives. Even the capsules containing ginger powder.

That's why I've been searching for a better way to put ginger's power to work. So I had my team scour the US for the freshest organic ginger. And developed a concentrated form I call "**Ginger Rescue**".

Just ½ teaspoon of Primal Force **Ginger Rescue** gives you the equivalent of 6,000 mg of dried ginger. It's an easy-to-use liquid in a light-protected brown glass bottle. I added just a touch of natural honey too so it tastes great!

Unlike all the other ginger products out there, **Ginger Rescue** has no unnecessary additives.

And of course I use **Ginger Rescue** myself. I was the first test subject. And the results were amazing.

I take it with me on my travels instead of carrying fresh or dried ginger. You can imagine the benefits while climbing Mt. Kilimanjaro... trekking through the jungles of Peru... sampling odd dishes in places most wouldn't think of eating...

And since I've been using **Ginger Rescue** it never crosses my mind to reach for an acid blocker. With this concentrated form of ginger, *you now have that option too*. You can enjoy meals without worrying about the consequences. No more acid reflux or heartburn!

So to find out what **Ginger Rescue** can do for you, [just go here and try a bottle](#).

To Your Good Health,

Al Sears, MD, CNS

ⁱ Benzie IFF, Wachtel-Galor S, editors. *Herbal Medicine: Biomolecular and Clinical Aspects*. 2nd edition. Boca Raton, FL: CRC Press/Taylor & Francis, 2011: Chapter 7.2

-
- ⁱⁱ Rabin, Roni Caryn. "Combating Acid Reflux May Bring Host of Ills," The New York Times. well.blogs.nytimes.com. June 25, 2012. Retrieved on November 18, 2015.
- ⁱⁱⁱ Rabin, Roni Caryn. "Combating Acid Reflux May Bring Host of Ills," The New York Times. well.blogs.nytimes.com. June 25, 2012. Retrieved on November 18, 2015.
- ^{iv} Maghbooli M, Golipour F, Moghimi Esfandabadi A, Yousefi M. "Comparison between the efficacy of ginger and sumatriptan in the ablative treatment of the common migraine." *Phytotherapy research*. 2014 Mar; 28(3): 412-5.
- ^v Mashhadi NS, Ghasvand R, Askari G, Feizi A, Hariri M, Darvishi L, Barani A, Taghiyar M, Shiranian A, Hajishafiee M. "Influence of ginger and cinnamon intake on inflammation and muscle soreness endured by exercise in Iranian female athletes." *International Journal of Preventive Medicine*. 2013 Apr; 4(Suppl1):S11-5
- ^{vi} Anasuya Ray, Smreti Vasudevan, Suparna Sengupta. "6-Shogaol Inhibits Breast Cancer Cells and Stem Cell-Like Spheroids by Modulation of Notch Signaling Pathway and Induction of Autophagic Cell Death". Public Library of Science. journals.plos.org. September 10, 2015. Retrieved on November 20, 2015.
- ^{vii} Siddaraju MN, Dharmesh SM. "Inhibition of gastric H⁺, K⁺-ATPase and Helicobacter pylori growth by phenolic antioxidants of Zingiber officinale". *Molecular Nutrition and Food Research*. 2007 Mar; 51(3): 324-32