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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Lift Visage Selling With False Professional Endorsement

By Nanci Holloway-Prince

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Consumer Report Skin Care Alert:
Lift Visage, Selling Very Expensive Skin Care
With False Professional Endorsement

Lift Visage, The Essence Of Youth and Jevene by Lift Visage, both developed by Dr. Santimoy Banerjee Scientist & CEO Emulgen Laboratories, has been marketed and sold with a false endorsement.

In 1997 I, Nanci Prince, endorsed Juvenesse, The Essence of Youth, a 5 in 1 moisturizer, which retailed for up to \$22.95. The value was consistent with the price and in 1997 it was the best product I had ever used, for the money. Most skin Care companies had products with Alpha Hydroxy Acids, Juvenesse was no exception.

Lift Visage , The Essence Of Youth and Jevene by Lift Visage, is valued at \$89.95, a discount is available with a membership that automatically charges your credit card. I have not and do not endorse , Lift Visage,The Essence Of Youth and Jevene by Lift Visage.

Formerly I was a professional skin care consultant, make up artist and business manager for companies like Estee Lauder, Christian Dior and Elizabeth Arden. I have 30 experience in the professional salon, retail cosmetic and cosmetic merchandising industries.

For the last five years I have been a Consumer Reporter investigating and proving expert reviews of, skin care companies and anti-aging products and procedures. I conduct frequent search engine queries of my name, Nanci Prince, I never thought to look for my name as N. Prince. Dr. Banerjee uses N. Prince instead of Nanci Prince as it appears in the original endorsement.

My writing credits include: "Never Buy Expensive Skin Care Again, Could This Be the Fountain of Youth, and Secrets Skin Care Companies & Dermatologists Don't Want You To Know".

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If Dr. Banerjee who has a PHD in Biochemistry and have post–doctoral training in reputed academic institutions such as Harvard University, University of Chicago, and University of Illinois, had bothered to ask me before he used my name I would have told him no.

The false endorsement reads: "I have been a Professional Skin Care Consultant and Make–up Artist for companies like Estee Lauder and Christian Dior. Jevené is significantly more effective than any other product I have ever used! In just 30 days I know some women will look ten years younger!"

–N. Prince

I found my original endorsement on the Juvenesse (which is a registered trademark)

<http://my.execpc.com/~tnt/skincare/testimon.htm> the copyright on the page is 1997–1998.

This endorsement is now seven years old and I believe women can make skin care more effective than they can purchase even with a prescription, in less time than it takes to make an Internet purchase, I

do. Estee Lauder and Elizabeth Arden both starting making skin care products from all natural ingredients and developed chemicals to mimic the effectiveness of those natural ingredients.

If you or someone you know has purchased or tried Lift Visage, The Essence Of Youth and Jevene by Lift Visage because of my false professional endorsement, my attorney J. Drew St. Thomas, USVI wants to know. Please send us an E–Mail webmaster@worlddome.com , you may be entitled to a refund. For more information on the false endorsement, please visit www.worlddome.com/skincare.html

Thank you, Nanci Prince 8/26/2004

President, Image Research & Communication

Established since 1989 www.worlddome.com

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"Magnify Your Sales Letter's Potential By 50% Or More With A Technique That 95% Of Website

Sales Letter's Aren't Using!"

By Mike Jezek

You don't want your competitors to read this!

Friend, in the next few moments, I'm going to go ahead and reveal to you a simple and yet, little known technique that's being neglected by 95% of the website sales letters out there.

This technique when applied to your website's sales presentation can increase response. What am I talking about?

I'm talking about the "Lift Letter."

Lift Visage Selling With False Professional Endorsement

Having a lift letter integrated with your website's main sales letter may just be the shock force that sends a surge of more sales rolling in. Ok, you may be asking, "What is a lift letter?"

A lift letter is nothing more than another one or two page sales letter in addition to your main sales letter. Question.

Have you ever gotten a direct mail package containing a little folded note urging you to buy, which was usually a canary yellow or light blue color? That's a lift letter.

Many direct mail packages use them. However, there has been debate as whether they are worth the cost. Why? As you know, conducting a direct mail campaign can be expensive!

And most savvy companies, once they have a successful direct mail package, try to streamline it to make it more cost-effective without suppressing response. And sometimes that lift letter is scrapped. But how does this apply to you?

You have a website business. And chances are, you have a 6–14 page website sales letter. To add a link on your website to a web page with a lift letter on it won't cost you a cent! How do you set up a lift letter?

At the remaining last 2–3 closing paragraphs of your website's sales letter, simply add a link saying something like this:

Still unsure? [Click here.](#) /Want more proof?

[Click Here.](#) /Need another opinion? [Click Here.](#)

These links simply lead to a web page with a 1–2 page lift letter.

You could even have a lift letter of 5 pages, as there are no set rules here. You can also place one of these links in a P.S. as well. Or even on an order page.

Tips for creating a compelling lift letter:

It can simply be a long testimonial or endorsement.

It can be in a memo format. It can be in a news release format.

It can simply be a sales letter with someone else's signature at the end. The main point to remember here is that your lift letter needs to be signed by someone else other than you or your company to make your sales presentation more believable and persuasive.

Go ahead and start testing a lift letter to see if it pulls in more sales for you. And tell me about your success.

Yours FREE! Free 10–minute Sales Letter Critique! I'll reveal the weak spots of your sales letter and show you how to boost your response. Just email me the link to your sales letter. Hurry, available for only the first 25 who respond! www.irresistiblecopywriting.com Psychological Sales Letter Specialist (TM) Mike Jezek

"Magnify Your Sales Letter's Potential By 50% Or More With A Technique That 95% Of Website Sales Letter's Aren't Using!"

The Art of Endorsement

Lift Chairs: Making Use Of Technology In Taking Care Of The Elderly

Purpose And Aspects Of Chair Lifts

Disability Living Aids - Stair And Bath Lifts

Email Spider Software

Natural Pain Management

Gag Gifting.

How to Buy a Car Without Getting Ripped Off!

Audio Player Pro



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