



Medical Service Options, Inc.

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Dear Customer,

Thank you for inquiring about RESPeRATE to Lower Blood Pressure.

When you have high blood pressure, you are at increased risk for stroke, heart failure and other life threatening disorders. Unfortunately, diet, exercise, and medications often are not enough to keep your blood pressure under control. Now you can do more!

RESPeRATE offers you a new clinically proven way to further lower your blood pressure with no side effects.

Experts overwhelmingly agree that getting high blood pressure sufferers to the “goal” pressure of 140 mmHg systolic over 90 mmHg diastolic, or below, is a high priority and that every millimeter (or point) reduction in blood pressure can reduce health risks. RESPeRATE has been clinically proven to deliver a significant and sustained average reduction of 14 points systolic and 9 points diastolic (in addition to any reductions achieved with other therapies) within just eight weeks of use.

According to the American Heart Association, over 70% of people with high blood pressure do not have their condition under control.

Sounds too good to be true? Well it's not.

We are confident that the enclosed information packet will answer all of your questions about RESPeRATE, including: How It Works, Why It Works, Clinical Proof, and how RESPeRATE can easily and comfortably fit into your life.

RESPeRATE does not require a prescription from your doctor. We have however included a “Clinical Information” brochure to share with your doctor, as he/she is the person responsible for your overall treatment program. Since RESPeRATE is a new product, this information may be your doctor's first exposure to RESPeRATE's clinically proven benefits, latest clinical trials, and RESPeRATE's world-renowned Scientific Advisory Board.

For more information, please visit our website at www.msobiz.com/resperate where you will find a video demonstration of the product, customer testimonials, additional clinical information and much more.

Finally, you may order RESPeRATE for \$350.00 (+ \$15 S&H) online at www.resperate.com or by calling (201) 794-9502.

RESPeRATE... Now you can do to more to further lower your blood pressure.

Sincerely,

MSO

Money-Back Guarantee: For purchases made directly at RESPeRATE we guarantee that if you use RESPeRATE as recommended for 8 consecutive weeks from date of purchase and your blood pressure does not go down, you can return the device and we will refund the purchase price, less the cost of handling and restocking which is \$40.

Information Kit

RESP@RATE™
TO LOWER
BLOOD PRESSURE



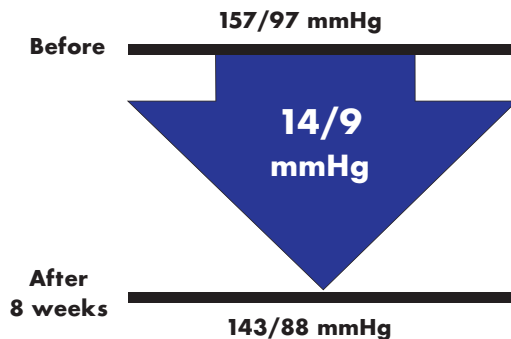
Lower Your Blood Pressure
...With No Side Effects

Medications, diet and exercise often are not enough to keep your blood pressure under control. Now you can do more.

RESPeRATE offers you a new way to further lower your blood pressure without side effects

- ▶ RESPeRATE is the first non-drug medical device clinically proven to lower blood pressure.
- ▶ RESPeRATE's therapeutic benefit was validated in 6 separate clinical studies, delivering a significant and sustained average reduction of 14 mmHg (or points) systolic blood pressure and 9 points diastolic blood pressure, within 8 weeks.
- ▶ RESPeRATE's treatment has no side effects and no interaction with medications.
- ▶ RESPeRATE is pleasant and easy to use.

Average High Blood Pressure Reductions With RESPeRATE*



* When used for 15 minutes per session, at least 3-4 times per week. The average users with high blood pressure were 55 years old and were not adequately controlled despite taking more than one anti-hypertensive medication.

How RESPeRATE Works

RESPeRATE's patented technology interactively guides you through therapeutic breathing exercises that have been proven to deliver significant and sustained reductions in blood pressure. RESPeRATE enables you to effortlessly slow your breathing from the normal range of 14 to 18 breaths per minute to the "therapeutic zone" of under 10 breaths per minute with prolonged exhalation.

These breathing exercises are difficult to properly perform without continuous individualized coaching. RESPeRATE provides this individualized coaching. After each RESPeRATE session, breathing returns to normal, but the beneficial effects on blood pressure accumulate. Within 8 weeks of use, a sustained reduction in blood pressure can be achieved. Like other physical exercises, regular use is required to maintain the benefits.

Why RESPeRATE Works

RESPeRATE's unique therapeutic breathing exercises relax the muscles surrounding the small blood vessels, allowing blood to flow more freely. RESPeRATE's patented method of interactively synchronizing the inhale-exhale tones with your constantly changing breathing pattern is key to maximizing the effectiveness of the therapy as it allows you to "effortlessly" reach the therapeutic breathing zone.

Order at www.resperate.com or call toll free 1-877-988-9388

The RESPeRATE Experience

- ▶ Place the elastic belt with the respiration sensor around your torso over your clothes, and put on the headphones. Turn on the device and breathe normally.
- ▶ During each exercise session, **RESPeRATE** automatically analyzes your breathing pattern and creates a personalized melody composed of two distinct tones which guide you to inhale and exhale.
- ▶ Simply listen to the melody and synchronize your breathing to the inhale and exhale tones. By prolonging the exhalation tone, **RESPeRATE** slows your breathing and guides you to the "therapeutic zone" of under 10 breaths per minute.
- ▶ **RESPeRATE** is *interactive*, which means that during each session it constantly and automatically adjusts and customizes the melody to optimally guide your breathing according to your individual needs.

For best results use **RESPeRATE** for 15 minutes per session, at least 3-4 times per week.

See free video demonstration at www.resperate.com



RESPeRATE includes everything you need to start lowering your blood pressure today:



* A carrying case and 4 AA batteries are included

Order at www.msobiz.com/resperate or call (201) 794-9502

Do more to lower your blood pressure!

1 Order now at www.resperate.com
or call **1-877-988-9388**

2 Use **RESPeRATE** for 15 minutes per session,
at least 3-4 times per week

3 Get your blood pressure checked
regularly

Please Note: RESPeRATE should only be used as a part of an overall health program for achieving goal blood pressure, as recommended by a doctor. RESPeRATE can be safely used in conjunction with medication and lifestyle modifications such as diet and exercise.