

Regain Your Brain Launch Audience Warm-up Emails For Opt-in's

EMAIL 1

Subject line: The Regain Your Brain event is coming soon...

Subject line: Here's what's in store for you from March 1-12...

Subject line: The brain health breakthroughs you don't want to miss...

Subject line: Congrats, your front seat to the world premiere is saved...

Hi Name,

Thank you again for signing up to watch the complimentary world premiere of ***Regain Your Brain***, our exclusive online video event happening **March 1-12**.

You've taken a giant step in your own cognitive health and future by stepping up to **learn the unique needs of your brain**.

With Alzheimer's disease on the rise, it's no longer an option to take care of your brain, and who better to teach you than the **pioneers who are making history** by making Alzheimer's, and ALL types of dementia, a thing of the past.

This is for everyone: because you're going to **learn how to make your brain young again - *even if you've been bad to it!***

When you understand what steals your memory, and you have the steps from these doctors to **reverse cognitive decline, you can get and stay mentally sharp, regardless of your age**.

Host Peggy Sarlin and I kick off the event on March 1st with the first of twelve episodes, where we'll give you a **plan** on Day 1.

Then, each day until March 12, you'll "sit down" with a different pioneer in brain health, most who are world-renowned experts in neuroscience.

For example, on Day 8 of the event, Dr. Joseph Maroon, a world-renowned neurosurgeon, will tell you about the effects of stress on your brain, and give you **practical everyday techniques to de-stress your brain and your body**.

Dr. Maroon is consistently listed in *America's Best Doctors* for the past 20 years and is renowned for his inspiring lectures on the importance of balance in life. He's also the Medical Director of World Wrestling Entertainment and the Pittsburgh Steelers, so he certainly knows about head trauma and brain injury, and how to heal them.

In his interview, "***Overwhelmed, Overworked, and Overstressed: Preserving the Body & Mind***," Dr. Maroon talks about feeling overcommitted and overstressed, and what that constant stress is actually doing to your brain and body.

There can be times where we have intense stress that we KNOW is affecting our health... but did you know that **even the little daily stress you experience can change your brain?**

That's why it's so important to get Dr. Maroon's unique prescriptions to calm your brain and body -- sometimes in just a few minutes! Followed consistently, these protocols can help you feel and think better, and fight off the cognitive decline caused by stress.

"Stress is an absolutely huge problem," says Dr. Maroon, especially when you think about chronic stress... the millions who are living with dementia, the hardships of being a caregiver, people with traumatic brain injuries, countless families with kids who have opioid problems, handicaps, or other disorders, the challenges of single mothers... and every other life situation you can possibly encounter.

Don't miss Dr. Maroon's information-packed episode on March 8 because he gets it... *life is stressful!* As a top expert in stress and in brain health, he can help.

Remember, the *Regain Your Brain* event runs from March 1 through March 12. Watch your inbox over the next few weeks for more information about the event and special opportunities from the team at *Regain Your Brain*.

Sign-off

P.S. This is a mark your calendar, don't miss this complimentary online video event, starting March 1st! Join us for 12 days of direct conversations about what's actually working to get the best results in preventing and reversing Alzheimer's... and more importantly, the exact steps to take for you and your family to get these results too.

EMAIL 2

Subject line: The most popular psychiatrist in the U.S. wants to help your brain!

Subject line: The Dr. recommendations that can save your memory...

Subject line: Brain health 101 from the most popular psychiatrist in the country...

Hi Name,

On March 3 when you tune in to watch *Regain Your Brain*, you'll "sit down" with yet another world renowned doctor who is known as the most popular psychiatrist in the country...

Dr. Daniel Amen is a world-renowned neuroscientist, 10-time *New York Times* bestselling author, and founder of The Amen Clinic. Today his seven Amen Clinics across the U.S. house the largest collection of before-and-after SPEC brain scans that prove dementia and other brain-related problems can be reversed – *you just have to know how!*

That's why we're giving you complimentary access to Dr. Amen's exclusive interview. **He's going to tell you exactly what to do** to not only save your memory from slipping, but make your brain younger and healthier than it's been in years.

Once you learn what is damaging your brain and stealing your memory, you'll have the tools to make **smart choices** in your everyday life that will substantially lower your risk for memory and other brain-related diseases. Plus he'll talk about how to improve other neural conditions such as ADHD and autism.

Make sure you **mark Saturday, March 3 to see Dr. Amen's episode** on your calendar!

Remember, the kick off the world premiere of *Regain Your Brain* is Thursday, March 1st.

See you there!

Sign off

P.S. This is the world premiere that you won't want to miss! The *Regain Your Brain* online video event will start on March 1 and end on March 12. **Look out for an email from us on March 1 with your personal access link.**

EMAIL 3

Subject line: Remarkable discoveries and recoveries in Neuroplasticity...

Subject line: Your brain can grow new cells and create new networks - here's how

Subject line: *Repair and reverse degenerative brain disease with Neuroplasticity...*

Subject line: What changes your brain structure, and how you can re-wire it back...

Subject line: *Repair and reverse degenerative brain disease...*

Hi Name,

We have a very special pioneer lined up for you during our ***Regain Your Brain*** video event. It's an exclusive opportunity to discover cutting-edge brain health from one of the world's top doctors in **Neuroplasticity: the ability to grow new brain cells and create new neural networks.**

This new development in brain science has proven to be enormously important for healing a very wide range of neurological problems – from learning disorders, to traumatic brain injury, to Parkinson's, Alzheimer's and dementia.

This exciting episode called “***Repair & Reverse Degenerative Brain Disease Through Neuroplasticity***” features Dr. Norman Doidge, who will share the latest breakthroughs in Neuroplasticity.

You may be surprised to find out that **what you do, what you experience, what you think, and even what you imagine can actually change your brain's structure.** However, thanks to the science of Neuroplasticity, you can adjust certain thoughts, habits, and beliefs to “re-wire” the brain's structure and heal the brain.

According to Dr. Doidge:

*“In small parts of the brain, **you can actually grow new cells**, and it turns out that those small parts of the brain are relevant for Alzheimer's. Throughout the brain, **you can change the connectivity between the cells. You can grow new connections, or prune away various other connections to actually **change the networks in the brain.**”***

Dr. Doidge is a psychiatrist and a psychoanalyst with the University of Toronto and Columbia University in New York. He has traveled the world to find **new techniques to stimulate Neuroplasticity in your brain**, and is the best-selling author of *The Brain's Way of Healing* and *The Brain That Changes Itself*.

Remember to tune into **Dr. Doidge's groundbreaking episode on March 9th**, and make sure you mark your calendar from March 1 - 12 to see the entire extraordinary 12-day world premiere of *Regain Your Brain*.

Gain the knowledge you need to properly care for your brain and reverse cognitive decline... directly from world-renowned pioneers in neuroscience.

I look forward to seeing you on March 1st for the kick-off of this extraordinary event!

Sign off

P.S. Get all the information you need to make your brain young again and reverse memory loss... regardless of the type or degree of impairment. **Join us for the world premiere** of the exclusive *Regain Your Brain* online video event from March 1 - 12.

EMAIL 4

Subject line: Meet 3 people who regained their brain - and see how they did it!

Subject line:

Hi Name,

We're just 5 days away from the world premiere of the ***Regain Your Brain*** online video event! Be sure to mark your calendars from **March 1 - 12** so you can see all 12 of the leading brain health experts we have lined up for you.

I want to highlight our video interview on March 10th with Dr. Shari Caplan, because she is going to introduce you to 3 people who made real-life recoveries. And they were able to regain their brain through simple Functional Medicine protocols.

Dr. Caplan is a board-certified family medicine physician and a fellow in Anti-aging and Regenerative Medicine, and Metabolic and Nutritional Medicine.

After many years in medical practice, it wasn't until Dr. Caplan started having her own health issues that she realized that **conventional medicine wasn't providing the answers**. She found the answer in **Functional Medicine**.

Functional Medicine looks at more than just symptoms and drugs... Instead of asking, "What drug matches up with this disease?" Functional Medicine asks the vital questions like: "Why do you have this problem in the first place?" and "Why has function been lost?" and "What can we do to **restore function**?"

For example, we've probably all heard of bioidentical hormones, but what you might not know is that different hormones have different risks. In addition, hormones are only one piece of the puzzle to feeling balanced, energetic, and mentally sharp every day. It's also about lifestyle, how we eat, how we sleep, and how we manage our stress.

Find out how Function Medicine might work for you on March 10th, and meet two more patients who came to see Dr. Caplan for a myriad of health issues you may relate to. Today, thanks to simple functional protocols, many people are symptom-free and feeling better mentally and physically.

“See you” in 5 days for the world premiere of ***Regain Your Brain*** online video event.

Sign off

P.S. Remember, the premiere of *Regain Your Brain*, ***our complimentary online video event starts Thursday, March 1 with Episode 1. Look for an email from us on March 1, with your personal access link to watch the first premiere episode.***

EMAIL 5

Subject line: Coming tomorrow! Here's the entire Regain Your Brain episode line-up...

Subject line: Tomorrow's the day! Don't miss out!! Entire programming schedule here...

Subject line: Regain Your Brain goes LIVE tomorrow at 9am ET!

Hi Name,

Tomorrow's the day! In less than 24 hours, we go live with the world premiere of *Regain Your Brain*... our exclusive 12-day complimentary online video series event, where you'll watch one-on-one interviews with 12 of the world's foremost experts in brain health.

This is a **once-in-a-lifetime opportunity** to learn directly from today's **pioneers** in neuroscience, who are going to teach YOU how to **protect yourself** and **restore your mind** to optimal health!

You'll discover new ways to create the environment your brain needs to thrive, and how to regain the brain you had when you were young – no matter what your age!

Be the first to witness ***dramatic, unprecedented results in memory restoration***, even for those who already have Alzheimer's.

Starting March 1, you'll get a daily email with a personal access link to each day's video. You'll have a full 24 hours to watch each interview before the next day's interview is loaded.

Day 1, Thursday, March 1

Getting Started: The Master Plan to Reverse Memory Loss & Regain Your Brain

Featuring myself, Lee Euler, and Regain Your Brain host Peggy Sarlin

Featuring: Peggy Sarlin, your host of *Regain Your Brain* and author of *Awakening from Alzheimer's*.

Lee Euler, Executive Producer of *Regain Your Brain*, and the highly acclaimed documentary series, *Awakening from Alzheimer's*. Executive Publisher and Editor of: *Cancer Defeated*, *Aging Defeated*, *Natural Health Insiders*, and *Brain Health Breakthroughs*.

Day 2, Friday, March 2

The "Silver Buckshot" Protocol: Identifying and Reversing the 3 Primary Forms of Dementia

Featuring Dr. Dale Bredesen, M.D., President & CEO, Buck Institute for Research on Aging, Novato CA

Day 3, Saturday, March 3

How to Make Your Brain Better – Even When You've Been Bad to It

Featuring Dr. Daniel Amen, M.D., Clinical Psychologist, Amen Clinic, Distinguished Fellow of the American Psychiatric Association, and 10-time New York Times Best-Selling Author, Los Angeles, CA

Day 4, Sunday, March 4

"The Power of When" – Harness Your Body's Internal Clock to Get Smarter, Think Faster, and Remember More

Featuring Dr. Michael Breus, Ph.D., Clinical Psychologist, sleep disorders specialist, and both a Diplomat of the American Board of Sleep Medicine and a Fellow of the American Academy of Sleep Medicine, Los Angeles (one of only 163 psychologists in the world with these credentials and distinctions). Clinical advisor for The Dr. Oz Show, appearing regularly on the show.

Day 5, Monday, March 5

Your Toxic Brain: How to Test For and Treat the Metals, Molds, and Toxins Erasing Your Memory

Featuring Dr. Mary Kay Ross, M.D., Functional Medicine specialist, Founder of the Institute for Personalized Medicine, Savannah, Georgia

Day 6, Tuesday, March 6

What You Must Know About Memory Loss, and How to Stop It

Featuring Dr. Pamela Wartian Smith, M.D., Founding Director, Center for Healthy Living & Longevity, Grosse Pointe Farms, MI

Day 7, Wednesday, March 7

The Ketogenic Superfood that Reverses Memory Loss, Tames Blood Sugar, and Slashes Inflammation

Featuring Dr. Mary Newport, M.D., author, Alzheimer's Disease: What If There Was A Cure? The Story of Ketones, Spring Hill, FL

Day 8, Thursday, March 8

Overwhelmed, Overworked, and Overstressed: Preserving the Body & Mind of the Caregiver

Featuring Dr. Joseph Maroon, M.D., world-renowned Neurosurgeon, Medical Director of World Wrestling Entertainment and the Pittsburgh Steelers, author of Square One: A Simple Guide To A Balanced Life, Pittsburgh, PA

Day 9, Friday, March 9

Repair & Reverse Degenerative Brain Disease Through Neuroplasticity

Featuring Dr. Norman Doidge, M.D., Psychiatrist, Psychoanalyst, researcher, New York Times best-selling author, Faculty at the University of Toronto's Department of Psychiatry, and Research Faculty at Columbia University, New York

Day 10, Saturday, March 10 – TWO Episodes!

Tune Up Your Brain to Think and Feel Better: The SHINE Protocol for Memory
Featuring Dr. Jacob Teitelbaum, M.D., Developer of MIND Protocol to Reverse Memory Loss

Real Life Recovery: Meet 3 People Who Regained Their Brain Through Functional Protocols

Featuring Dr. Shari Caplan, M.D., Board Certified in Anti Aging and Regenerative Medicine, Fellowship in Functional Medicine, and Metabolic and Nutritional Medicine with the Metabolic Medical Institute Toronto, Canada

Day 11, Sunday March 11

A Second Chance for a Better Brain

Featuring Dr. David Perlmutter, M.D., Neurologist, 4-time New York Times bestselling author including *The Grain Brain*, recipient of numerous awards, including the *Linus Pauling Award* for his innovative approaches to neurological disorders, and the National Nutritional Foods Association *Clinician of the Year Award*, Naples, FL

Day 12, Monday, March 12

The Immortal Brain: New Frontiers in Genetic Expression

Featuring Dr. Michael Fossel, M.D., Ph.D. (neurobiology), M.A. Psychology, Stanford Medical School, founder and former editor-in-chief of *Rejuvenation Research*, author of a major book on *Telomerase Therapy* which was named as one of the five best science books of the year by the Wall Street Journal, respected lecturer around the world.

Make sure you **mark your calendar for March 1 through March 12** so you don't miss any of these important video interviews. Then, look for your free personal viewing link delivered to your inbox each day during the event.

Sign off

P.S. Check your email first thing tomorrow for your first access link to watch. Just click on the link in your daily email and you will be taken straight to the video for that day. Each day you'll get a new unique viewing access link, so be sure to check your email every day from March 1 - 12. There's no software to install or passwords necessary to log into the event.