



Desert Doze

Nature's Answer to Rejuvenating Sleep

Greetings Purchasing Manager,

DATE: 1 AUGUST, 2016

We are thrilled to introduce you to a truly unique all-natural sleep supplement that we believe to be the most effective, all-natural sleep aid available on the market today. As a store that focuses on health and wellness; we know that Desert Doze would be a perfect addition to your product offerings.

Sleep is a biological function of paramount importance. In our modern, fast-paced, digital lives, we rarely allow ourselves enough time for sleep, let alone high-quality sleep. However, as research has consistently shown, sleep is an essential element to health, productivity, and happiness.

Millions of Americans struggle with falling and staying asleep every night. According to the American Academy of Sleep, 30 to 35% of adults in the U.S. experience some form of insomnia and 10% suffer from severe chronic insomnia. That is why there are so many sleeping aids on the market, both prescription and over-the-counter, all claiming to hold the answer to our sleeping issues. Unfortunately, most of them are plagued by sub-par performance and annoying side effects, which often increase the consumers' frustration and challenge their trust towards the industry.

Desert Doze is here to improve the effectiveness of the natural sleep aid supplement segment, restore consumer health and, as a result, boost your sales. We developed Desert Doze as an alternative to the over the counter sleep drugs and ineffective melatonin sleep aids currently on the market.

Combining the proven efficacy of three potent, 100% natural ingredients – Chamomile and Melatonin to promote sleep, and our 'secret weapon', Prickly Pear Cactus, a nutritional powerhouse - Desert Doze will help your adult customers improve their natural sleep cycle, and wake up the following day feeling refreshed, calm and rejuvenated. What's more, the product is competitively priced and offers a healthy profit margin.

I am enclosing a sample of Desert Doze and comprehensive reading materials about our product for your reference. Should you need additional information, or have questions that need answers, we will be more than happy to help you out; you can reach us at (480) 426-8718.

We look forward to hearing from you.

Elliot R. Hutchens

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Co-Founder



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