



New Hope[®]
NETWORK[™]

NEW PRODUCT SOLUTIONS CREATIVE SPECIFICATIONS:

Text:

50-60 words in the following format:

Examples:

[Insert Company Name here]

introduces [Insert Product Name here] two additions to its line of skin products: Vitamin P Day Cream and Varicose Vein Lotion, [Insert about two sentences here to explain Product Features] which help reduce the appearance of spider veins on the face and legs, the company says. Vitamin P Day Cream also contains sunscreen and vitamin C. **Call 800.XXX.XXXX or visit www.yourwebaddresshere.com.**

OR

[Insert Company Name here]

introduces [Insert Product Name here]. Infusions is a unique line of sparkling, all natural beverages infused with natural vitamins, sourced from fruits and vegetables, natural calcium, EGCG, a powerful antioxidant extracted from Green Tea and just the slightest bit of cream for a wonderful mouth feel and texture. The result is a light, refreshing, great tasting product that's good for you. **Call 800.XXX.XXXX or visit www.yourwebaddresshere.com.**

Please be aware text is subject to review by our Standards Department for claims issues, they will contact you directly if there is a problem.

EXAMPLE:

NOW

introduces new **Ultra Omega 3-D™**, our most potent omega-3 supplement yet with 600 mg of EPA and 300 mg of DHA per one softgel serving, as well as 1,000 IU of vitamin D3 as cholecalciferol from lanolin. We use a natural fish oil concentrate that's molecularly distilled and manufactured under strict quality control standards.* **Call 888.669.3663 or visit www.nowfoods.com.**



Art options:

- Photoshop files 300 dpi, 3" x 3" minimum (jpg, tiff or eps)
- Adobe Illustrator files

PLEASE SUBMIT CREATIVE VIA EMAIL TO:

Lori Suzanne Howard, Client Support Manager
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