

*Agency: The Bamboo Agency
Spectrum Media*

Client: Full

Writer: Jeff Mustard

*Assignment: Web Copy for New
Product Launch*

Nutrition -- For Men and Women on the Go!

AVO is the first highly nutritious and delicious meal replacement/supplement product designed for the person living today's hectic lifestyle. Produced as a handy take-along stick pak, Avo goes where you go. Whether you're an entrepreneur, business executive, a stay-at-home mom or even a stay-at-home dad, you're one busy person. You've got places to go, people to see, meetings to attend, a house to manage and kids to raise.

Don't Compromise Your Health

Or maybe you're one of the 60% of this country's divorced men or women and you're doing everything yourself. Let's face it, there's a lot going on in your life, but that's no reason to compromise your health. You need a health and nutrition product that isn't just good for you, but one that works for the never-ending go-go-go lifestyle you lead.

AVO, Now More than Ever!

In fact, now more than ever you need to have the strength and energy to not just get through the day, but get through it with a vitality, vigor and confidence that shows you're in charge of your life, and your health, and that's exactly why you need AVO.

The Energy Boost You Need, When You Need It

Avo gives you that boost you need in the morning between breakfast and lunch. Maybe you skipped breakfast, well then you need AVO. AVO gives you that charge you need in the middle of the afternoon between lunch and dinner. Maybe you skipped lunch, well then for sure you need AVO. If you're eating regular, well AVO can help reduce cravings and also supports weight management. It's a potent body detoxifier, as well as colon and body cleanser.

Get All the Benefits of Eating Fruits & Vegetables, Without All the Chewing

Best of all, AVO is a potent and powerful, delicious and nutritious organic powdered Super Foods meal replacement/ supplement teeming with more than 49 fruits and vegetables. Imagine, with just one easy-to-mix glass you get the equivalent of more than a dozen servings of fruits and vegetables. So, whether you're a stay at home mom or dad, or even a power-player in business, AVO has exactly what you are looking for. Finally, a way to get all of the benefits of fruits and vegetables without all the shopping, chopping, cooking, or even chewing!

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AVO. It has what you want. It has what you need.

At only 45 scrumptious calories per serving AVO packs a powerful nutritional punch. Experts agree that adding fruits and vegetables to your diet may help: Boost your energy, decrease cravings, support weight management, enhance your weight loss program, improve your immune system, balance your blood sugar, reduce acidity, alkalize and PH balance your body. Packed with fiber, AVO provides potent body detoxification and colon cleansing properties, and also helps reduce constipation and improve bowel regularity.

No Measuring. No Mess.

Unlike other powdered products that come in big and bulky large containers, AVO was created to be fast, easy and most of all convenient. No more scooping, no more measuring, no more messy kitchen counter or appliances.

You're on the go, and so is AVO.

Produced in a stick pak, AVO's individual portion-controlled servings go with you wherever you go (show photo of the stick pak) So whether you're running down the block, running to the bank, or rushing off to the office, slip your AVO travel stick right in your pocket or your purse. With AVO you'll always have at your finger tips a handy, convenient, nutritious meal supplement/replacement.

AVO. It's Delicious Too.

You want great taste and flavor. With AVO that's exactly what you get. What good is suffering through your health improvement or weight loss plan if you can't stand what you're eating or drinking? AVO is the best tasting powdered nutritional supplement on the market. We're so confident you will love AVO that if you don't agree, you can return it for a full refund, no questions asked. That's our guarantee. How's that for confidence?

Easy to Mix. No blender Required.

Unlike other powdered products that are chalky, gritty and clumpy that you have to mix in a blender or shake until your upper arms hurt, AVO dissolves virtually instantly. Whether you mix with a spoon in a glass of water, or give it a quick jiggle in our shaker cup, AVO blends easily and goes down smoothly. So, no matter where you are, you can do AVO. In a car, at a bar, on the road, at your desk or even while waiting on line. Just add AVO to your bottled water and you're good to go. Actually, you're good to go AVO!

AVO – made for men and women who live life on the go. Live Avo. Love Avo.