

*[author's name]*

[date]

Dear [insert their name here],

Thank you for your purchase of [product name], and welcome to the growing number of people who are interested in a lifestyle of healthy eating.

You have joined a discerning group of individuals who recognize their need to modify the eating habits that have created unwanted issues with their health. Now comes the task of completing that transition.

Poor eating practices are often the result of advertising and other marketing influences, but the tide is turning. Fresh information regularly emerges about high-quality foods and their healthy preparation. New programs, articles, and books can be discovered almost weekly—and that's where we need your help.

[company name] and [company Web site] are dedicated to easing people's transitions into healthy diet patterns. Our [page name] Website page will soon be adding a Comments feature where you can share your experiences, suggestions, even your own healthy recipe variations. And [Webpage name] is not the only portion of [company name] intended to help people make these important changes.

Are you willing to try new recipes? Do you find books at the store or tips on-line that can benefit others? The best methods of food preparation are those passed from friend to friend and one generation to the next. You are one of the new generation of health-conscious cooks and we need your input. Many people working together, sharing their discoveries, suggestions, tips, and recipes will not only benefit those who are already on this course but will encourage others to take the steps toward better health.

The task ahead is large, but with your help it will be possible to see significant advances in the market for healthy foods. Share your discoveries, and enjoy connecting with all those who have chosen to eat for health!

To your health,

[author's signature line]