**E-mail to launch email campaign:**

To optimize the aging process and to improve our overall well-being and health, there are a number of easy and effective strategies that we can all adopt to ensure a healthy life!

Over the course of the next 7 days/weeks [USE WHAT YOU WISH IN TERMS OF DURATION!!!], enjoy reading about some aging and disease defence strategies to optimize your life!

Read, share with others, or take home to your families! We challenge you to defend your mind and body against illness and disease by incorporating each strategy into your life.