

## Breaking News and Brand Advocacy Re-engagement Email Series

# Symlicity renal denervation system

Product: Blood-Pressure Supplement

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### Email #1

Subj. Line: Breaking News: I don't want to alarm you...

Hey, **XXXXX**

I don't want to alarm you, but a dangerous hypertension procedure is coming back. And unless you know what to look out for, you could land on an operating table.

What's the procedure?

Believe it or not, executives at a big medical device company still think it's a good idea to shove a tube of electrodes into your kidneys and shoot you with radio-frequency energy (RF) on the off chance this invasive procedure may do something to lower your hypertension.

No, I'm not kidding.

Even though thousands of people like you know there are effective nutritional and lifestyle solutions for lowering and controlling high blood pressure...

...and even though those solutions have NEVER involved putting a foreign object into your body...

...a roomful of CEOs who have never met you have decided what's best for you.

Now I don't know about you, but that kind of thing can make my blood boil.

I mean, you KNOW what's best for you.

You know that every time your inner voice cautions you against some food or activity that may make your blood pressure worse.

Yet those CEOs have decided that, instead of listening to your inner wisdom, you should go to a hospital, lie on a cold operating table and have an electrified tube shoved into your kidneys.

And to get you there, they're going to influence and even pressure doctors to tell you to do it.

Who are these people?

Why has their bizarre invention been called “one of the most spectacular flops in cardiovascular medicine”?

What are they doing at this moment to re-peddle their flop in new packaging?

More importantly, how do you protect yourself from all that?

It starts by knowing their name.

A few years ago, the medical product corporation Medtronic Vascular invented a device called the Symplicity renal denervation system.

The procedure involves inserting a tube (or catheter) into your renal arteries. Once inserted, the tube generates low-level RF. The idea is that RF energy can selectively calm hyperactive renal nerves and reduce hormones that can raise blood pressure.

On paper, it sounded like a smashing idea—and the medical community raved, even if some of those raves may have been paid endorsements.

According to the non-profit news agency ProPublica, Medtronic Vascular paid \$106 million to 32,983 doctors from August, 2013 to December, 2015. So it’s reasonable to assume that some of those doctors cheered in support of their benefactors.

Anyhoo...

Symplicity turned out to be an embarrassing world-class flop that pretty much defines the phrase, “Ooh, that’s gonna leave a mark.”

Medtronic Vascular took its Symplicity gadget to scientific trials in 2014 at the 63<sup>rd</sup> scientific session of the American College of Cardiology, and before a packed house, the procedure spectacularly failed.

You can Google “Simplicity HTN-3 trial” to get all the cringe-worthy details, but after you stop laughing, you should know two things:

- That’s where the funny part of the story ends.
- That’s where the truly scary part starts.

And the scary part is happening right now as a big threat to you and anyone else with high blood pressure.

Now I've already taken up a lot of your time. And no I'm not trying to sell you anything. I'm writing as a public health service because no one else is even talking about all this. So I'll make sure you get the rest of the story in my next email.

Cheers for now,

**XXXXX**

**PS:** What's significant about the year 2020 to your health and blood pressure? I'll tell you about that as well in my next email.

**PPS:** To make sure you don't miss part 2, make sure to add this email to your Safe Sender or Contacts list, if you haven't already done so. Thanks. :)

## Email #1

Subj. Line: Why Big Medical refuses to let dangerous ideas die...

Hey again, **XXXXX**

If you recall in my last email:

In 2014, the medical corporation Medtronic Vascular failed to show the efficacy its invasive Symplicity device and procedure for lowering high blood pressure.

Given all the hype, Symplicity's failure in such spectacular public fashion remains one of the funnier examples of corporate advertising gone wrong.

Yet that's where the story stops being funny and becomes a threat right now to you and anyone else you know with high blood pressure.

Rather than admitting defeat, Medtronic Vascular gave Symplicity a new paint job and came back in 2017 with its revamped Symplicity Spyral multi-electrode renal denervation catheter.

Now at first, the story almost sounds inspirational like the big comeback scene in a movie where the underdog finally shows the world that he was right all along.

Medtronic Vascular even commissioned another study called the Spyral-HTN-ON-Med—but in a repeat of history, the study yielded highly questionable and “extremely uneven” blood-pressure results at its unveiling in Barcelona, Spain.

Yet in seeming determination to ignore the facts and get its product to market one way or another, Medtronic Vascular says its study won't be completed until September of 2020.

In other words, despite the facts, Medtronic Vascular gave itself another three years to find the facts the company wants to hear. And once they do, you can bet they'll roll Symplicity Spyral into hospitals and clinics everywhere and “incentivize” doctors to spiral that gadget into the kidneys of people with hypertension, even though independent studies show that a renal denervation procedure can cause:

- Pain during application of radiofrequency pulses.
- Bradycardia (slow heartbeat) requiring atropine medication.
- Damage to the femoral artery (the main blood supply to your lower limbs).
- Renal artery dissection.

In other words, the story of the Symplicity renal denervation system isn't some amazing comeback story.

The tale of Symplicity is the depressingly old story of a greedy corporation that refuses to let a bad idea stand in the way of making money at your expense.

That story, of course, includes the big drug companies, who continue peddling so-called "safe" blood-pressure pills even though countless independent studies show blood-pressure drugs carry the risk of terrible side effects, including:

- Heart attack and stroke
- Erectile dysfunction
- Tinnitus, hearing loss and/or auditory hallucinations
- Nausea and vomiting
- Fatigue and dizziness

The good news, of course, is that if you're currently controlling hypertension naturally, companies like Medtronic Vascular don't have much leverage to convince you that you need their procedure.

The bad news is that they'll be targeting people who still believe blood-pressure drugs are the only way to beat hypertension.

You can Google all this to see what I'm talking about, and to those people, they'll undoubtedly say things like, "Your blood-pressure drugs obviously aren't working. So you need our procedure."

Yet you and I both know that's a lie. You don't need their procedure when there are many natural alternatives:

- Diet
- Exercise
- All-natural nutritional supplements

Yet many people don't know what you know.

They don't know the sad reality that corporations put countless doctors in their pockets to push questionable drugs and procedures. They haven't managed to put the pieces together like you have, and that makes them easy pickings for companies like Medtronic Vascular...

...and that's just not right.

We all deserve protection and freedom from people like that.

So I'd like to encourage you to help expand this movement of freedom.

If you know someone currently taking drugs to control high blood pressure...

...or even if you just think someone is taking them...

...please share this information with them.

Believe it or not, people are counting on you to give them the health information they need, whether they know it or not.

And if those people need additional info...

>> [Click here to discover how all-natural XXXXX slays high blood pressure](#)

Here's to your health and freedom, always.

Best,

**XXXXX**