

Prospect Re-engagement Email
Natural Cleanse Product

Subj. Line: Indulge in THIS craving to beat belly bloat...

[CUSTOMER NAME],

I'm sure this has been drilled into your head:

"You must resist ALL food cravings to avoid belly bloat."

But what if I told you that they haven't been giving you the whole story?

What if I told you there are really three types of cravings, and that by NOT indulging in one of them, you might be making belly bloat worse.

Sounds like clickbait, right?

That's what I thought so too...

...until I discovered new information from one of America's most well-respected scientific journals that sheds new light on cravings.

Now just to be clear...

What I discovered has nothing to do with emotional cravings... where some 12-slice pizza or carton of ice cream seems like the perfect solution to feel better (however briefly) after some bad news or stressful situation.

And I'm not talking about those false hunger cravings caused by many comfort foods, where hidden sugars can throw levels of your "hunger hormone" ghrelin out of whack and start a vicious cycle of more bloating and weight gain.

All of us would do better to ditch those two types of cravings. And believe me. I'm speaking from experience (with the pizza slicer and ice-cream scoop to prove it).

I'm speaking about an entirely different kind of craving that you may know as intuition... that little voice that seems to speak inside your head.

Believe it or not, that voice may be actual communication, and here's how listening to that voice can reduce belly bloat.

You live with a complex community of microbes inside your digestive tract called your microbiota, which digests food and plays a key role in your immune health. When you eat foods that increase good microbes, you avoid bloating by

maintaining optimal digestive health. When you eat foods that feed bad microbes, your digestive health suffers, you weaken your immunity and you find yourself with a bloated belly that at best feels uncomfortable or at worst feels painful.

Scientists have long speculated that we live in an interactive relationship with our gut microbes. That is, in addition to impacting the balance of good and bad microbes in our microbiota by what we eat, our microbes might also send messages to our brains, telling us what they need to maintain their balance, and the idea makes sense.

As organisms, microbes are wired for survival just like animals and humans, and since microbes are wholly dependent on food from their hosts, it also makes sense that microbes might influence the food choices of their hosts to get what they need.

It's always been a theory, until recently.

Neuroscientists have found that specific types of gut microbes tell animals what kinds of foods they're missing in their diet and how much they need to eat to maintain good health.

In studies published in PLOS Biology, researchers demonstrated how the gut microbes of fruit flies determined what nutritional choices those fruit flies made.

The studies shed new light on the co-evolution of microbes and their hosts, and while the studies did not 100% confirm this type of microbe relationship in humans, other researchers suggest microbes do work this way.

In a 2014 co-study by UC San Francisco, Arizona State University and the University of New Mexico, researchers concluded that our gut microbes influence our food choices in the form of cravings. And according to Carlo Maley, PhD (one of the researchers), our gut microbes have many ways of getting what they want. They can change our taste receptors and they can also alter our mood, and different microbes want different things. Bad microbes will want more of the bad foods that created them, and good microbes will want more good food.

So to summarize what science is saying:

- **When you have bad gut health**, you have a lot of bad microbes asking for unhealthy food in a really loud voice (cravings) that only causes more bad microbes, bloating, bad digestion and illness from weakened immunity.

- **When you have good gut health**, you have a lot of good microbes asking for healthy foods in a strong voice that makes resisting bad foods easier, that makes more good microbes, that gets rid of belly bloat through healthy digestion and maintains better overall health and stronger immunity.

So what's the easiest way to get more good gut microbes working for you?

Two things:

1. **Really listen to your next craving.** Emotional and false-hunger cravings can make this hard to do, but really listen. If science is right, your bad microbes will be screaming hard for what they want. However, listen beyond that. Your good microbes are probably asking for foods that feed good gut health, like probiotics. So indulge in this craving!

Easy daily sources of probiotics include kefir, sauerkraut, kimchi and kombucha. If fermented drinks and finely shredded cabbage aren't your thing, you can also choose pickles. Just make sure to choose pickles that haven't been made using vinegar, which kills the probiotic effects.

2. >> **Cleanse your body of toxins with the right all-natural nutrients** to quickly restore optimal gut health and get rid of belly bloat.

Toxic pollution in your body from fast foods, personal-care products and environmental pollution doesn't just cause illness from weakened immunity. Toxic build-up causes bad gut health and belly bloat.

When you **rid your body of toxins**, you restore balance to your gut health, which gets rid of belly bloat and builds stronger defense against illness.

And here's the amazing part.

Research from the 2014 study mentioned earlier shows that measurable changes in gut health can happen in one day.

If you don't know where to get started, here are the all-natural cleansing nutrients that I use. They're gentle, fast-acting and simple, and don't interrupt your day.

>> **Discover how to naturally restore gut health and blast belly bloat...**

Believe me, they gave me everything my body had been asking for.

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