

This was an educational piece that later had 2 very successful sales letters and a squeeze page spun off of it. It was also made into an online brochure that got very good feedback.

About The shelley collection

In an era when health and beauty aids are notorious for toxic additives, binders, solvents and chemicals, it is my pleasure to introduce you to The shelley collection, an uncompromising line of 100% pure, natural skincare and body products.

The shelley collection is the result of over 10 years of unrelenting research and represents our commitment to providing you with the **cleanest, safest and most effective line of Hair and Body Care products in the world**. Absolutely chemical-free, The shelley collection outperforms most of today's expensive salon-only lines.

Many commercial brands use harsh, industrial-grade high-sudsing agents, such as sodium lauryl or laureth sulfate to create the illusion of clean. These toxic solvents strip hair and skin of natural oils and moisture while the scalp, skin and mucous membranes absorb poisonous, deadly chemicals into the blood stream (Please see the Body care be aware document for a list of many of the chemicals they use) .

Motivated by concern for the safety of our families and for our generations yet to come, The shelley collection has combined the natural body-care wisdom of our ancestors with innovative, cutting-edge formulations. All products are handmade from the highest quality herbs and oils collected from around the world. No harm is done to the environment in the manufacture of these products, nor is there any animal testing.

Our full-disclosure labeling policy will educate and inform you about what you will be using on your body. Literally "food for the skin", these products nourish the body "from the outside in", replenishing the moisture and nutrients your body needs to reclaim its natural vitality.

The shelley collection has been created with your beauty and well-being foremost in mind. Please accept my invitation to nourish your body and enhance the radiance of your good health begin your shelley collection journey today.

NEW! Young Radiance Shampoo and Conditioner

"The Best Organic, 100% Natural Shampoo & Conditioner on the Planet!"

Unconditionally Guaranteed to be the finest Shampoo and Conditioner you've ever used BAR NONE!

Your Young Radiance™ Shampoo and Conditioner will give you a better than Salon quality experience with ZERO TOXIC CHEMICALS.

Bold statements, yes. But as you'll experience for yourself ones that are 100% TRUE!

And if you think that was HUGE, now we're really going to go out on a limb.

We actually want you to compare us against EVERY other product in the world!

We're not kidding!!!

At the bottom of this page we provide a link to a document called "Body Care Be Very Aware!"

We want you to download it. Then take it into your bathroom and find all of the ingredients in your shampoo and conditioner that your currently using.

Chances are YOU'RE GOING TO BE SHOCKED BEYOND BELIEF!

Virtually everyone who discovers their old products have been hiding dirty little secrets from them go through the following 4 phases:

1. **Shock and disbelief.** They wonder can this really be true? Can my shampoo and conditioner that I thought were harmless really be so unbelievably full of toxic chemicals?
2. **They then become angry.** Most ask; How dare they put all these toxic poisonous chemicals on my skin (and therefore IN my body because I WILL absorb them) without my permission!

I thought all these things were supposed to be safe! I never gave them my ok to poison me and my entire Family!

3. **What can I do about it?** So as everyone reaches this stage they naturally start looking for answers.

Well, are there any 100% toxic chemical free Shampoo & Conditioners that actually work? The key words being "that actually work". Because as most people know the vast majority of the so called natural products out there either aren't 100% chemical free Shampoo & Conditioners or they just plain don't work.

4. **New found Happiness.** They then experience for themselves firsthand the Natural Results that ONLY their Young Radiance™ Shampoo & Conditioner can deliver and become considerably more than just happy. Read for yourself what 2 Young Radiance™ users want to share with you:

"My hair loves this stuff.... I am still amazed at how my hair looks when it dries." ~ Lisa Knopp

"They give me far more body, volume, manageability and silkiness than any other hair products I've ever tried in my life." ~ Judith Clifft

Here's WHY Your Young Radiance™ Natural Shampoo & Conditioner are the Very Best on the Market Today!

- **They Work!** In the past it has been impossible to find "LEGITIMATE" natural, organic hair care that actually works as good as or even better than the best salon products... Until Now, that is!

They are Truly 100% Non Toxic, Chemical Free Shampoo & Conditioner!
No SLS (Sodium Lauryl or Laureth Sulfates), No Parabens or ANY other dangerous chemicals.

You will even see with your own eyes the slight natural color variances that our truly natural product have.

Why? Because we don't bleach your product or put in artificial dyes and colors that you and your family might be allergic too. And just like food (apples, pears, lettuce or even fresh juice) there are slight variations from apple to apple or pear to pear. If there weren't that would mean your food had been dyed to make it all look the same.

Get Your Free Report: "Body Care Be Very Aware" for details on how to read the labels in your own home. Discover for yourself what these dangerous chemicals are doing to you and your loved ones without your knowledge. Just click on the link below to download your Free Report today.

- **Look Salon Fantastic Everyday** without putting yourself and your Family at risk.
- **Smooth, silky, youthful, manageable, radiant looking hair** is what we all want. Now for the first time, you will get exactly what you want from your Young Radiance™ Truly Natural Shampoo & Conditioner hair care essentials!

Finally, you too can have that awesome, natural glow that always gets you noticed!

The Difference is YOU can do it Naturally!

Facial Cleanser

Go Way Beyond the Surface

To keep the face looking youthful, you've got to have a great cleanser: the purer and more natural the better. Most facial cleansers are full of chemicals and while they may clean the skin, to some degree, they also expose it to damaging toxins. And these toxins will age your skin even faster than many of your environmental concerns.

NutriHarmony's Facial Cleanser is as pure and natural as it gets. It deep cleans the skin of dirt and excess body oils. It goes way beyond the surface of the skin to clean the pores, remove blackheads and exfoliate. The rich Macadamia nut oils create a soft, smooth and silky like feeling on the skin. Facial Cleanser is also fortified with olive oil to provide your skin with the essential fatty acids it needs to help fight against the onslaught of time.

Facial Toner

Tone, Tighten and Lift

With aging comes sagging skin. It's a fact of life. That's why you have Skin Toner: to tone, tighten and lift your skin back to an earlier more youthful appearance. NutriHarmony's Skin Toner is a way to compensate for the effects of gravity, Mother Nature and time. Help tone your sagging skin back to a look of Young Radiance. Help stave off the appearance of aging, with Skin Toner. It's 100% natural & free of toxic chemicals.

Face Cream

Create Radiant Skin

Our customers rave about our Face Cream. They love the way it makes their face feel...smooth and silky but not greasy. It's a super rich, deep penetrating formula of the purest ingredients available, including Lanolin, Avocado and a number of important essential oils. It's a luxurious moisturizer for dry skin. It's free of toxic chemicals, so now you can create radiant skin the way nature intended.

Citrus Mist

Energize the Air Around You!

The first word that comes to mind with NutriHarmony's Citrus Mist is refreshing. The second word: Energizing. Composed of the finest essential oils, Citrus Mist can be sprayed on the face, body or the air around you for a wonderfully rejuvenating scent. With the power of aromatherapy, it has an awakening, uplifting and energizing effect. Energize the air around you with Citrus Mist today!

Lavender Mist

Calm the Air Around You!

The first word that comes to mind with NutriHarmony's Lavender Mist is calming. The second word: Restfulness. Composed of the finest essential oils, Lavender Mist can be sprayed on the face or body for a wonderfully soothing scent. Lavender Mist your pillow prior to sleep and create the restful mood of softly slumbering in an English garden of lavender. Calm the air around you with Lavender Mist today!

Citrus Body Wash

For a Chemical Free Clean Body

Most body washes are loaded with chemicals. Toxic chemicals, that is. And with these chemicals come side effects — far too many to mention here. * (please see our document, Body Care Be Very Aware for a comprehensive list).

NutriHarmony's Citrus Body Wash is unbelievably natural! No Sodium Lauryl Sulfates or Lauramide DEA. Only the very purest ingredients to help clean, exfoliate and revitalize. Citrus Body Wash feels wonderfully smooth and silky with the inclusion of Essential fatty acids designed to gently cleanse, soften and nourishing your skin.

Coconut Body Lotion

Get That Silky, Smooth Look and Feel

One of the main reasons our skin looks older and tired is it loses its moisture. The older we get, the more difficult it becomes to properly hydrate the skin. One way or the other, if we want our skin to look and feel young, we've got to restore its lost moisture factor. We have two choices: to take the harsh chemical route or the natural way. One's toxic, the other is not.

Truth be known, there are very few purely natural body lotions on the market today — and none are like NutriHarmony's Coconut Body Lotion. It's 100% natural, incredibly pure, with a luscious fragrance. Unlike so many other lotions, our product does not contain Methyl, Propyl, Butyl, or Ethyl Parabens. Our body lotions (coconut and vanilla) work quickly to properly hydrate your skin and conserve your precious moisture. Now you can soften rough spots, replenish essential fatty acids and get that silky, smooth look — by replenishing lost moisture from your daily grind, naturally.

Vanilla Bean Body Lotion

Get That Silky, Smooth Look & Feel

One of the main reasons our skin looks older and tired is it loses its moisture. The older we get, the more difficult it becomes to properly hydrate the skin. One way or the other, if we want our skin to look and feel young, we've got to restore its lost moisture factor. We have two choices: to take the harsh chemical route or the natural way. One's toxic, the other is not.

Truth be known, there are very few purely natural body lotions on the market today — and none are like NutriHarmony's Vanilla Bean Body Lotion. It's 100% natural, incredibly pure, with a luscious fragrance. Unlike so many other lotions, our product does not contain Methyl, Propyl, Butyl, or Ethyl Parabens. Our body lotions (coconut and vanilla) work quickly to properly hydrate your skin and conserve your precious moisture. Now you can soften rough spots, replenish essential fatty acids and get that silky, smooth look — by replenishing lost moisture from your daily grind, naturally.