

YA Youthful & Ageless™

Bringing Information to Billions™
An Honorable Cause

Our revolutionary and Proprietary Youthful and Ageless™ Platform

*We've developed an anti-aging informative platform accommodating the most needed, but least known anti-aging and health conscious consumer's needs via broadcasting health and anti-aging related information, products and services. The platform ensures constant exposure for those on the platform through us airing an editorial message to a target demographics (your exact demographics) **400 times a year on exquisite Cable and TV networks that includes, but are not limited to our current broadcast on Oxygen, Fox Business and the Travel Channel.** The total potential viewership within a year is about **240,000,000 that include the very own target demographics of anti-aging companies and practitioners, which are the affluent Baby Boomers, Generation X, and the Millennials.***

*According to University studies, at the very least 2% of the viewers will buy what they learn about through our message, however usually this number is averaging 4%. Our message summarizes the core information about a healthy, youthful and anti-aging lifestyle expressed with simplicity and sophistication by engaging the consumer within the first few seconds with a memorable and easy to understand message. This attention from the consumer (statistically with a 7 second attention span) results in obtaining an established and recognized name for yourself over time due to the frequency of the message, through a number of the most trusted TV Networks that would be too costly and unaffordable otherwise individually. Yet TV viewers and readers of printed publications are the affluent demographics of those providing anti-aging products and services, which is you, your products and your services. Through a pleasant consumer journey, which is the corner stone of modern day marketing, you will be sought out. The entire structure of this comprehensive platform is based on consumer convenience. By leveraging technology we simply put the written words on the air. **The platform is free for a limited time only.***

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Please find more detailed information below:

In our editorial style broadcast, the spoken words are as simple, sophisticated and memorable as possible, and the visuals are engaging, which is the only way to capture attention in our speedy society. The average attention span is 7 seconds. This editorial message, which was simply impossible to get on TV before (advertisement maybe, but not editorial style messaging) is easily remembered as we use every day words, but “buzz” words that trigger an immediate response from the consumer.

By leveraging technology we have, for the first time, overcome the facts that

- a) consumers do not remember names and titles. Sadly, this happens even to those who spend hundreds of thousands of dollars or even millions.*
- b) a small company or entrepreneur cannot afford to pay for broadcast that runs with enough frequency, or better yet, nonstop, on reputable, expensive and demographic-oriented, TRUSTED TV and Cable Networks that target your very specific demographics: the Baby Boomers, Generation-X and the Millennials. Paying for it individually would be impossible.*
- c) We explain your products and services and rank them. We tell your true story, which emotionally engages your consumers taken that people relate to people and not to products, or services. This is called the “human element” story. (Even children are taught by association to a story!) This is how the consumer will remember and trust you.*
- a) Your story must be heard from a third party: most definitely trustworthy and reliable journalism, AND in an on-going fashion. This would be impossible to achieve without the platform. Even ads are too expensive to sponsor non-stop, not to mention the fact that ads do not bring in the attention of the consumer. Ads are discounted in the consumer’s mind in our modern world lifestyle.*

In an oversaturated Internet pool a pleasant, and satisfying consumer journey must be the focal point of attention of your company or services. It is no longer what we want to “sell,” but what the consumer wants to hear as fast as possible and in the simplest way possible. “Tell me how I stay Youthful? That is ALL I want to know in the simplest and most trustworthy way. I do not know what is on the market, anyone can say anything on their website, and I just cannot find the time to sort it all out,” is what we hear from our readers and target consumers.

The simple fact is that the affluent buyers and seekers of a youthful and anti-aging lifestyle must be educated about what is on the market and helped to be able to find and locate YOU, - the provider of such products and services. This generation did not grow up with the Internet and social media, nor do the Internet, or social media all by themselves select the demographics that you need.

Your consumers are established, they are the elite CEO's and successful hard working entrepreneurs with disposable income with families, and literally hardly any time for anything else. They simply do not find you because one cannot ask for that, which one does not know exists. Especially sort out and understand the best.

*There is a misconception even amongst our own clientele between branding and selling. Branding takes statistically 17 years and millions in marketing dollars in order for your name and what you are selling, and how it helps the consumers, to settle in the mind of people, especially your TARGET audience. **How about selling while branding? Which is what our platform offers.***

Just one example: If a consumer happens to go on Amazon for instance, they must know your EXACT NAME to locate you. This also applies to SEO, which is why getting on the first page does not matter or works unless you are showing off to your already existing client-base, who does indeed know your name, otherwise those who do not know your exact name will not find you. Adding to this comes the problem that in most cases, just like in the case of Amazon, we only know what the company has to offer because Amazon have been at it for some 20 years, but the name alone does not suggest what Amazon is all about. And, even when a consumer locates your products on Amazon, Amazon will bring up a large sum of competitors and you might end up promoting another company as even your own consumers might find a less expensive product or service. Your background, your true human element story is not explained on Amazon and the consumer actually is buying from Amazon and not from you.

Sadly, this is another example of how important it is to a) be consistently in front of your target audience at all times, b) filter the demographics not by only the proper media venues that your demographics are receptive to but also c) by definition of your name you actually can pre-select the demographics, which ability not everyone has. When we are on TV every day with Youthful and Ageless™ it does not only suggests very clearly what we are all about, but it pre-qualifies and filters the demographics by definition of our name: a lesser income consumer will NOT look for anti-aging products. But, the ones who can afford YOU, will! Therefore, we pre-qualify your demographics. No need to pay for messages that are ending up in thin air.

With us education and a pleasant consumer journey along with a simple Internet based next generational platform is a priority. The consumer conveniently can understand in minutes what you have to offer and buy it directly from you in a

nanosecond from your website. Actually, with one click. Youthful and Ageless is only INFORMATIONAL and does not take your brand away, instead it builds it.

With our Youthful and Ageless platform not only you have publicity for life due to the fact that there is simply no other way to reach this many target demographics, but you are talking ONLY to your target demographics. We simply revolutionized the industry where PR and advertisement has never really worked and especially will not at all going forward. Our commitment is to tell your story continuously so that you can focus on your skills as opposed to look after your marketing needs. There is simply no other way to achieve the goal described above either for you or for the consumer, who wants ONE place, one easy way, but wants to be given the opportunity to understand and discover independently on her/his own what is available on the market today and going forward in the field of anti-aging.

We are broadcasting right now every day on Television in rotation between Fox Business News, Oxygen and the Travel Channel, therefore the Platform, which is free for a limited time only (you are featured on the platform and broadcasted every day) is an incredible added value to the following:

- 1) Being featured as “Editor’s Choice Best of the Best “ in a reputable printed publication, which gives you the title that consumers look for: \$ 5,800. Or with syndication to over 2,000 prime media outlets add \$ 1,800. You can see a sample of this here: <http://www.atlanticpublicity.com/branding-icon-nick-mysore/> Pls scroll under the article and hit “Load More” to see our syndication pick up by publications. Platform is an add-on value for a limited time. Editor’s Choice description is attached to this email.*
- 2) Printing a full feature journalistic article about you, which is the memorable human element story we addressed above. This is your core article to be used for as long as you wish, taken that the elementary story will never change. This is a piece about your life, legacy, why you chose the profession you are in and what you have to offer.*

Being a feature piece allows us to fully explain how the consumer benefits from your products and services. We have to always keep in mind that although the Baby Boomers pour over 500 billion dollars/yr. into this industry, - and this amount only reflects spas and recreational full service centers, - they really do not know what is new on the market, which sometimes even doctors are not informed about either. (An excellent example is Coolsculpting, where the biggest challenge was to make people understand what it does. Years after its existence even doctors outside of the anti-aging field did not know/ understand about it. Most of them never even heard about it, again due to the fact that people do not even know what to

search on because the technology is unknown to them.) On top, unless this article is a journalistic editorial it does not bear any relevance at all.

Cost, including syndication, copyrights, repurpose rights and free ongoing TV broadcast daily: Youthful and Ageless™, America's Most Promising Companies, for a limited time: \$ 17,000. This is a two-page spread feature article and will describe your best skills and distinguishes you from everyone else journalistically. Please see the description of the Best of the Best: Editor's choice as attached to this email for further details. Samples of full feature articles can be viewed here: <http://youthfulandageless.com> and will attach individually to an email upon request.

- 3) *Being featured exclusively (about you alone) on the Oprah Winfrey Network (OWN.) This is solely about your brand broadcasted every third day for a month, and includes point 1) and 2) for the sum total of \$ 25,000 including free placement on our platform for life and production costs. "Youthful and Ageless is bringing you America's Most Promising Companies" is also included. This 30- second editorial style commercial is produced by us from your still photography or footage. The process is very turn key, and does not require your time. You can see samples of our various productions as linked in above but also a lot more here: <http://www.atlanticpublicity.com/americas-most-promising-companies/> and here: <http://www.atlanticpublicity.com/tv-networks/>*

*This package is offered as the best value you can ever achieve because it puts you on high-end television networks every day, and also in a physically distributed, and nation-wide reputable printed publication that is delivered to the highest income category demographics and the elites of the entertainment industry, hard to reach CEOs and exquisite spa destinations even on television. This is the demographics that are looking for the fountain of youth and with Oprah you are personable and trustworthy. The \$ 25,000 would not cover 1 minute on any Cable or TV Networks and requires exquisite information printed on you. One page in Hollywood weekly cost \$ 8,000. You are receiving a double page. The Best of the Best editor's choice with syndication cost \$ 6,300, both packages individually transferring the copyrights over to you. Production cost for OWN would cost at least \$ 20,000 if not more. Labor is even more expensive and complying with legal TV Networks broadcast guidelines including the submission of supporting documentation is even more labor intensive and time consuming. **However, we created this ongoing educational publicity for small companies and the brave entrepreneurs of this great country and we ourselves were featured as such here:** <http://www.atlanticpublicity.com/platform-for-small-companies/> and here*

<http://www.atlanticpublicity.com/entertainment-and-media-mogul/> and here: <http://www.atlanticpublicity.com/branding-icon-nick-mysore/>

You can pay the \$ 25,000 cost in installments and have publicity for life including technology updates on your website. We want to free you up to do only what you are best at and leave the rest to us.

We take pride in being able to help and support you on your journey with the highest quality and most consumer friendly publicity available as the first concept in the world. We are proudly supporting America's Most Promising Companies and sponsor your airtime.

*We are booking guests now for this revolutionary presentation, targeting the Christmas shoppers and holiday travelers; therefore we are unfortunately on deadline! Please indicate your intention as soon as possible. **This is a one-time opportunity and a lifetime solution!***

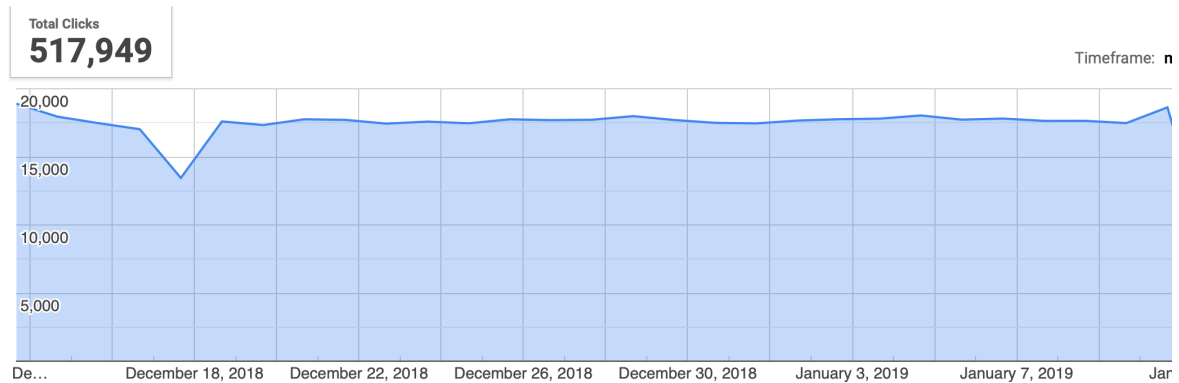
From all marketing research, and focus groups, we know that what is generally being referred to as "chaos economy," and from the direction the Internet is moving, exclusion from the platform may place you behind those that are featured on it.

This is not only due the fact that new technologies and discoveries in the anti-aging field and in Academia are coming out every day that the consumer does not know about, but also the fact that Google is attempting to clean up the Internet. What it means in very plain terms is that the search engines crawl around the whole day long looking at every website. If the engine lands on a Car Company's website, lets say BMW, the engine is going to conclude "it is all about cars, cars, cars and car related blogs and issues," therefore it categorizes it into "cars." Same with any other website: "beauty, movies, etc....." But, Google is interested in content. It likes a content rich website.

*Therefore, when they land on Youthful and Ageless™ they see everything from the latest organic, raw, etc...way of life to various anti-aging products and services, academic research in 6 categories (according to Google Statistics 300 million people search on academic research every day out of their general statistics as quoted on Google by Google "Google Search Statistics: Google now processes over 40,000 search queries every second on average (visualize them here), which translates to over **3.5 billion** searches per day and **1.2 trillion** searches per year worldwide.) Adding to our Youthful and Ageless™ platform is our "True Stories" movie page that we feel belong with the subject matter of how people beat certain age related diseases. We feel that these inspirational true stories must be shared. Therefore, due to it's logistics, Youthful and Ageless™ eventually will attract a lot more visitors than we can even predict. Not only our comprehensive approach to the subject*

invites that, but each research institute, or sponsor, on our platform brings in their own demographics sooner or later, as Google ranks us higher than a singly small website all by itself. This can be seen just by putting in the search engine bar the every day expression of "An Honorable Cause," which is ONLY a tab on our platform, and you will see the result: we come up immediately above more than 30 million hits.

That is why we do encourage you to join us while early adaptors receive a special package. See our data at attached.



Thank you for your earliest attention,

Most sincerely,

The team of Atlantic Publicity, Atlantic Publisher and Youthful and Ageless™

"Helping small companies and entrepreneurs stay in business and afford the exposure only the giants can."



Repetitive, easy to remember message broadcasted as described above drives the consumers to discover you, which is our mission.

Please view our broadcast here:

https://www.reddit.com/r/awesomelife/comments/a153nj/presented_exclusively_by_youthfulandageless/