

Copy Draft #1, 2, 3 combine

Erchonia PL-5 Headlines

Copy by: Mike Shubic on 1/15/03

Top Five

1. The PL-5 Laser: Appreciated by patients, revered by doctors
2. Profits soar at the speed of light. The PL-5 Laser
3. The PL-5 Laser: Incredible healing power equaled only by its incredible earning power
4. The PL-5 Laser: Helping patients see the light; helping you see the profits
5. Healing at the speed of light. Your practice? Along for the ride. The PL-5 Laser

Secondary Five

1. The PL-5 Laser: So much healing power, evangelists are beginning to sweat
2. The last time lasers generated this much cash flow; they were choreographed to rock songs at the planetarium. The PL-5 Laser
3. A patients delight, a doctor's dream. The PL-5 Laser
4. The PL-5 – so fiscally sound, we're beginning to think "PL" actually stands for "Profit-Launcher."
5. The Last Light Source With This Much Healing Power Was A Nifty Little Creation Called The Sun.

1. Step Aside, Debby Boone. Erchonia's new PL-5 laser is about to light up your life.
2. The PL-5 Laser: So Much Healing Power Evangelists Are Beginning to Sweat.
3. The Last Light Source With This Much Healing Power Was A Nifty Little Creation Called The Sun.
4. The PL-5 – Helping Patients See the Light.
5. Of All These Great Healers, Ours is The Most Profitable
(Photos of an Evangelist, The Dalai Lama, a Voodoo "New Orleans" Gypsy, and the PL-5
6. The PL-5 Laser: Changing the Way we Heal
7. The PL-5 Laser: The Power to Heal
8. The PL-5 Laser: Healing at the speed of light
9. The PL-5 Laser: A tool with powerful results
10. The PL-5 Laser: A patients dream...no pain
11. The PL-5 Laser: Pleasure without the pain
12. At the speed of light, pain has no chance The PL-5 Laser:
13. More than just a ray of light The PL-5 Laser:

14. The PL-5 Laser: Cutting edge technology for *today's* practice
15. A patients delight, a doctors dream The PL-5 Laser:
16. The PL-5 Laser: Appreciated by patients, revered by doctors
17. Profits soar at the speed of light The PL-5 Laser:
18. Profits up, pain down The PL-5 Laser:
19. The PL-5 Laser: High profit margin, low investment
20. Dollars for pence a session The PL-5 Laser:
21. No pain with plenty of gain The PL-5 Laser:
22. Incredible healing power equaled only by its incredible earning power.
23. The PL-5 – so fiscally sound, we're beginning to think "PL" actually stands for "Profit-Launching."
24. The PL-5 – Increases Profit. Decreases Pain. And Doesn't Even Need Kryptonite To Do It.
25. The Last Time Lasers Generated This Much Cash Flow, They Were Choreographed To Rock Songs At The Planetarium.
26. The PL-5 Laser? Healing at the speed of light. Your practice? Along for the ride.
27. The PL-5 – Helping Patients See the Light; Helping You See A Pofit
28. The PL-5 Laser: Healing at the speed of light, with a remunerative return
29. At the speed of light pain has no chance, but your practice surely does. The PL-5 Laser
30. $H_2O + 2 NADP^+ + nADP + nP_i + hv \rightarrow O_2 + 2 NADPH + 2 H^+ + nATP = \text{Light Reaction};$
 PL5000+(Dr. Donald Chu/seminar) = Profit Margin