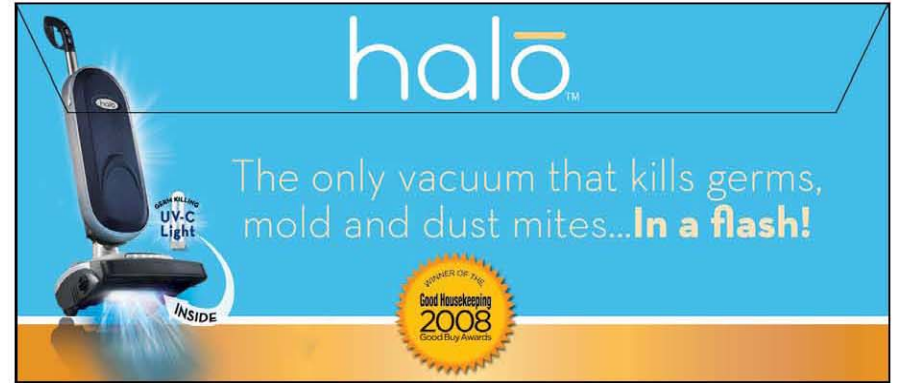
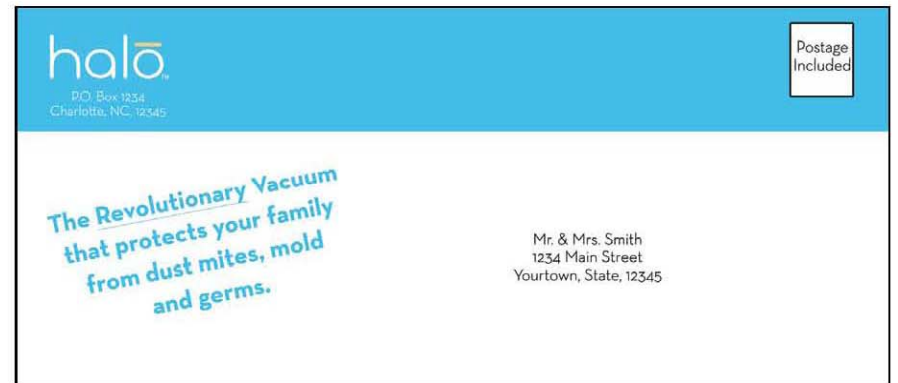


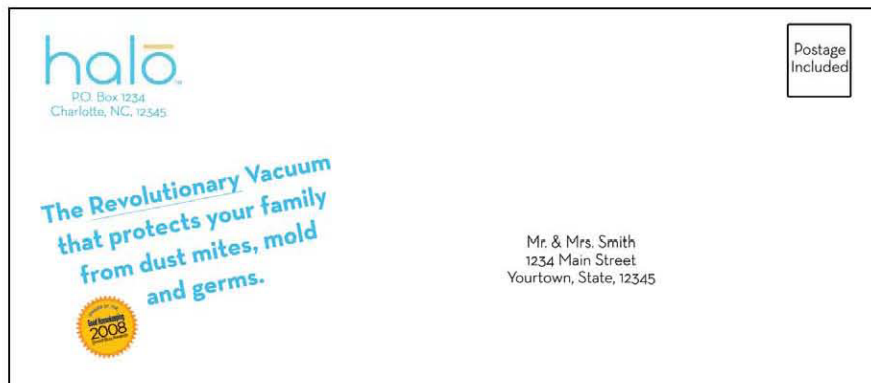
Flap b



Flap a




Front b



Front a

front

 The only vacuum that kills germs, mold and dust mites. Is a Halo?

<Date>  
<first name>  
<last name>  
<address>  
<city><state><zip>

Dear <first name>,

**How our family's health scare inspired us to create the germ-killing Halo™ vacuum.**

When our triplets were born prematurely, their tiny bodies weren't ready for some of the harsh realities of the world we share. We spent months in the hospital with them while they gained their strength. But even to have the chance to hold them, we had to go through a sterilization process. That's how delicate and vulnerable they were.

**The Carpet was the Culprit.**

When they were finally ready to come home, the doctor told us to rip up the carpets in our house. He told us they are the main breeding ground of germs and allergens in the home. The dust mites that live in carpets are the #1 cause of indoor allergies. And that's not all: carpets also harbor molds, viruses, fleas and many other kinds of unhealthy organisms.

**Children Most at Risk.**


The doctor explained that for children up to 24 months old, these pests can cause respiratory problems that will trouble them for the rest of their lives. Then he dropped a bomb on us. He said for our preemie triplets... a respiratory illness could be fatal. As you can imagine, we could hardly sleep after that. We had no idea that vacuums left so many threats to our health living there in our carpet. Pulling up the carpet would address the problem, but it wouldn't solve it. We focused our concern on the goal of finding a solution that could help everyone.

**UV-C light: A Proven Technology.**

We knew from Ken's work in the water treatment industry that high-power UV-C light has been used to kill germs and sterilize water for years. So, it seemed natural to wonder why similar high-power UV-C lights couldn't be built into a lightweight, powerful vacuum cleaner to kill all those pests and get a carpet truly clean.

**The Birth of the Halo Vacuum.**

So, it was the birth of our triplets that led to the birth of the world's only germ-killing vacuum. And, with it, a whole new kind of clean...without chemicals. We named our vacuum the Halo™ partly because of the glow of light you can see around it as it works. But we also called it the Halo™ because it creates a halo of protection by killing the pests that live in your carpet.



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back

**Halo™ beats Oreck® and Dyson® in Head-To-Head Competition.**

But we didn't stop there, because we knew that even the world's first germ-killing vacuum would have to be great at the basics, too...and that means deep down carpet cleaning. So we engineered it to provide superior lifting power. In fact, independent tests show that the Halo™ can remove 60% more dirt and solids than the vacuums from the leading competitors.

**Protect Your Family and Get Your Home Halo™ Clean.**

Now, our new mission is to give people who are concerned about their family's health the opportunity to experience this new kind of clean. And so far, the results have been very rewarding. Testimonials by Halo™ users, and our recent selection as the winner of the 2008 Good Housekeeping Good Buy Award tell us that the Halo™ is truly a breakthrough product whose time has come.

We invite you to explore the material we've enclosed with this letter and take advantage of the chance to try Halo in your own home risk-free. From the very first time you vacuum with the Halo, you'll be giving your family a healthier home.

*By the way, seven years later, our triplets couldn't be healthier!*

Warm Regards,



Ken and Carrie Garcia  
Halo Vacuum Founders

P.S. We are so confident that you will find the Halo™ to be the best vacuum you've ever owned, we offering our **risk-free 60-day free trial!** So call 800-555-5555 or visit [www.<first name><last name>.myhalovac.com](http://www.<first name><last name>.myhalovac.com) today.



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Front a

## How UV-C Works



This glow is Halo's UV-C light killing germs, mold and dust mites in your carpet.

The same revolutionary UV technology that's been used to purify air and drinking water for decades now comes home in the Halo vacuum.

Scientists divide UV light into a number of categories. UVA is what we know as black light. UV-B is what's used on tanning beds. And UV-C, also known as Germicidal UV, has been used for decades in water treatment plants and to purify the air in hospitals, laboratories and other facilities where air quality is critical. Now that same Germicidal UV light technology comes home with Halo.

**GERM KILLING UV-C Light**



**INSIDE**

WINNER OF THE Good Housekeeping 2008 Good Buy Awards

Make Your Home A Halo Home  
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Back a

# halo™

Nothing kills germs like a Halo vacuum. And it does it all with ZERO chemicals

You have a thriving community of uninvited neighbors in the pile of your carpet: germs, dust mites, fleas, mold, cold virus, flu virus, MRSA and E Coli. And the amazing Halo vacuum kills them all! In a flash! UV-C light zaps the DNA of dust mites, bacteria, viruses and other germs, stops their ability to multiply and ultimately kills them dead in a second or less.

### The Halo Healthy Home Advantage

Oreck	Hoover	Eureka	Dyson	Bissell	HALO	UV-C Light that...
					✓	Kills dust mites
					✓	Kills influenza
					✓	Kills bacteria
					✓	Kills fleas
					✓	Kills lice
					✓	Kills mold



**GERM KILLING UV-C Light**

**INSIDE**

WINNER OF THE Good Housekeeping 2008 Good Buy Awards

Front b

# halo™

The Good Housekeeping Research Institute tested thousands of new products launched in 2007 to identify the ones that will make life easier and safer for all of us. Of these products, they found only 8 to be worthy of receiving their Good Buy Award. The Halo vacuum is one of them.

WINNER OF THE Good Housekeeping 2008 Good Buy Awards

Good Housekeeping called the Halo™ vacuum the "next revolution in floor care" with their outstanding pick-up performance and unique disinfecting capabilities and named Halo™ the winner of the 2008 Good Housekeeping Good Buy Award.

For more information, visit [www.mail.myhalovac.com](http://www.mail.myhalovac.com) or call toll-free 1-800-555-5555

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## Don't wait! Protect Family Now! with the Halo Vacuum

The sooner you start vacuuming your carpet with the amazing Halo vacuum, the healthier your home will be for you and your family. Get a Halo today and start removing cold viruses and the leading causes of allergy and asthma symptoms from their favorite hiding place!

**60-day, risk-free, in-home trial**

Try the Halo vacuum in your own home for 60 days. If you're not completely satisfied, you can return it for a full refund.

halo 60 Day Risk Free Trial

Order now and get **FREE shipping**

When you order your Halo vacuum through our toll-free number or on our web site, we'll pay the cost of shipping to your home. That's a \$2995 value!

**FREE 3-pack of vacuum bags**

You'll also receive a bonus pack of 3 true HEPA vacuum bags for your Halo vacuum. That's a \$1095 value!

**GERM KILLING UV-C Light**



**INSIDE**

WINNER OF THE Good Housekeeping 2008 Good Buy Awards

For more information, visit [www.mail.myhalovac.com](http://www.mail.myhalovac.com) or call toll-free 1-800-555-5555