

Samples of Journalistic Copywriting and Newsletter Writing

Agora newsletter copy

Keep those health newsletters coming! More evidence proves that even with ongoing genetic mapping, it's prevention that matters most. Since the Human Genome Project has dominated the airwaves, more consumers worry that their road to disease is hardwired. Not so says Dr. Robert Hoover of the National Cancer Institute. Statistical evidence from the recent NEJM Finnish, Dutch, and Swedish Twins Study shows a much lower than expected correlation.

Consider you've had a close relative who's experienced cancer, according to this study your genetic predisposition may be as low as 27% of all associated risks for breast cancer, 42% for prostate, and 35% for colorectal. The rates for leukemia, stomach, lung, pancreas, ovary, and bladder cancers are even lower.

You might say, 42 percent – that's high! But not when you consider that NEJM did not consider genetic interaction with the environment in the statistical equation. Doctors suggest a healthy lifestyle, plus avoiding the habits that may have triggered a relative's cancer, could reduce your risk to zero. Not bad. So keep reading your health letters and subscribe today for another year. Knowledge may be the only way to dodge the time bomb of family genetics – and live!

Medical Writing (Published -Mosby Medical)

As with any sincere theory in medical care, chiropractic care has a colorful history in its attempts to establish itself over the years. Its fundamental premise resides in evaluating the healthy - or healing state - as a function innate in the human process. This essentially means that chiropractic care does not attempt to "produce" a cure by challenging or eliminating a condition with a prescribed mechanism. It is more that through readjusting the spinal column which affects the brain and nervous system, the body will be able to move back into homeostasis – or its curative state of natural balance.

Doctors of chiropractic care assert that subluxation, or alignments in the spinal column brought about through injury or stress, reduce the body's ability to correct itself by cutting off avenues of neurologic activity. It is believed that by readjusting to the opposite direction of the misalignment (subluxation) that the body will restore optimum function. It is this theory of affecting health by enhancing the brain's ability to stimulate the immune system that locks chiropractic so firmly with alternative care.

Journalistic Web "Flash" – sold to 24-7 Media

A new tomato is being developed through genetic engineering that will have twice as much of the antioxidant lycopene. Judging by the hype of this emerging *ubermato*, the fortified plant industry will be a growing field to watch, especially since competition for the most powerful food product known to man will undoubtedly clog the commercial netwaves of the future. Could we possibly become over nutrified? Dr Autar K. Mattoo, a

plant physiologist at the USDA told Reuters Health News that, "At the moment, we don't think there are any health risks." Doesn't sound real convincing to us. We'll keep watching.

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