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HEALTH & WELLNESS

WRITING SAMPLES

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Health and Wellness Copywriting Samples

The following are excerpts of published copywriting pieces for a variety of private medical practices, blogs, brands, and other clients.

Cosmetic Dentistry Practice

Nothing's sexier than a confident smile. But when your teeth are stained, damaged, or crooked, your smile can become one of your biggest insecurities.

At [practice name], we can help you achieve the stunning, radiant smile of your dreams with premium veneers. These wafer-thin porcelain shells are as slender as contact lenses, but you won't ever have to take them out. In just a few visits and with very minimal adjustments to your original teeth, our cosmetic dentists can change the color, shape, and length of your teeth to create the smile that *you* have always wanted.

PERFECTION IS IN OUR DNA

Transforming smiles with porcelain veneers is what we do every day here at [practice name]. Veneers are thin medical-grade porcelain shells that get attached to the front of your teeth. These delicate pieces are hand-crafted specifically for your individual teeth and are made with premium materials that look and feel just like your natural enamel.

Veneers can be used for a variety of cosmetic corrections, including:

- Chipped teeth
- Stained teeth
- Uneven and crooked teeth
- Orthodontic adjustments
- Dental rejuvenations

In addition to creating bright, attractive smiles with beautifully aligned and shapely teeth, veneers protect the surface of damaged teeth and may even eliminate the need for more extensive treatments.

TRANSFORMING YOUR SMILE AND YOUR LIFE

Veneers are one of cosmetic dentistry's most popular and trusted procedures. They can transform your dental aesthetics and drastically improve the way you feel about your smile and overall facial structure.

Here at [practice name], our cosmetic dentists can restore your teeth' natural radiance or design the smile you've always wanted in just two visits to our luxury dental boutique. Your transformation can range from your one veneer to change the appearance of a single tooth, to a full set of veneers for a flawless, picture-perfect smile.

Our cosmetic team excels at crafting beautiful veneers that look and feel like upgraded versions of your natural teeth. Here, you won't find fake-looking smiles or poor-quality appliances that damage your teeth.

And best of all, we also offer an exclusive selection of surgical and nonsurgical cosmetic enhancements to match your new, impeccable smile.

Plastic Surgery Practice

(excerpt)

Chin Implants in Milwaukee and Madison, WI

The humble chin is one of the most undervalued facial areas. On the surface, it doesn't seem to serve any particular purpose. In fact, humans are the only species with a chin; even our closest cousins, the apes, don't have proper sticking-out chins – theirs turn slightly inwards, pointing towards the back of their heads.

The chin and its exact function are surprisingly controversial topics. Some researchers have hypothesized that the chin is there to support the forces the face experiences during chewing. Others believe humans first grew chins to assist with speaking. In either case, the chin has always been a major focal point in cosmetic medicine, because it helps bring balance to other important attributes, like the eyes, nose, cheeks, and lips.

What Are the Benefits of Chin Implants?

People that are unhappy with the proportions of their face don't usually consider the chin as part of the issue. When looking to enhance facial harmony or balance, we think of the nose, lips, and eyes as the most prominent features. This is why rhinoplasty, eyebrow surgery, and lip fillers are among the most popular aesthetic procedures nowadays.

But the chin is a critical attribute for facial harmony. A receding or “weak” chin that slopes backward can make the nose look too large, the neck shorter, and the cheeks and jawline rounded and poorly defined. Chin augmentation surgery is a fantastic alternative for restoring a sense of balance between the chin and the rest of the face. In the hands of a skilled plastic surgeon like [doctor's name], chin implants can:

- Increase the projection of the chin
- Strengthen a weak or underdeveloped chin
- Bring the chin into better proportion with other features
- Counter-balance other prominent features like your nose
- Correct a weak or recessed chin

- Improve definition of the neck and jawline or improve a “fleshy” neck
- Reduce the appearance of jowls or double chin

Nursing Salary White Paper

(excerpt)

Challenges and Opportunities of a Nursing Shortage Crisis Ten Years in the Making

The COVID-19 pandemic has put enormous pressure on the United States' nursing workforce, leading to severe shortages and sky-high rates of burnout, exhaustion, and trauma.

Unfortunately, these pandemic-related issues have taken place in the context of significant pre-existing systemic challenges, including a preceding nursing shortage crisis that started back in 2012 and is expected to continue at least through 2030.

Our nation's current nursing shortage is driven by many factors: an increased demand brought forth by an aging population that outweighs the number of nurses available to work, a large number of healthcare workers reaching retirement age, a lack of nurse educators and faculty to train new nurses, as well as a volume-driven healthcare system that pushes nurses to leave the field due to high levels of stress and job dissatisfaction. Nurses across the country are struggling regardless of their experience, specialty, age, or state of practice. In a recent Nurse.org survey¹ of nearly 1,500 responders, nurses revealed some sobering truths about the state of nursing in 2022:

- 87% of nurses feel burnt out as a result of their jobs
- 84% of nurses are frustrated with administrators
- 84% of nurses think that they are underpaid
- 83% of nurses think that their mental health has suffered
- 77% of nurses feel unsupported at work
- 61% of nurses feel unappreciated
- 60% of nurses have felt uncomfortable having to work outside of their comfort zone in the past year
- 58% of nurses have felt frustrated with their patients
- 58% of nurses have felt unsafe at work in the past year

Finding Opportunity in Adversity

Despite the heartbreaking reality that our healthcare workforce is mentally, physically, and emotionally exhausted, there is still hope on the horizon. In the same report, 70% of nurses said

that they believe that nursing is still a great profession, and 64% shared that they'd recommend it to anyone thinking about pursuing nursing as a career. In fact, surveys show that although nurses are profoundly dissatisfied with several aspects of their current roles and the overall state of America's healthcare system, the vast majority of them report feeling happy about their career choice and line of work².

For working nurses contemplating their next professional move or those considering nursing as a career, one thing is for certain: ten years of staffing crises compounded by one of the largest pandemics in recent history have made it so **nurses of all specialties are in an excellent position for job growth between now and 2030**, with nearly 200,000 new openings projected each year throughout the next decade³. Moreover, healthcare organizations are increasingly taking steps to alleviate nursing shortages as well as to recruit and retain an adequate supply of top-notch nurses, including:

- Higher salaries, sign on bonuses and perks, and relocation packages
- Greater scheduling flexibility
- Enhanced job benefits, including child care and better retirement plans
- Increased access and incentives to pursue continuing education opportunities
- Loan forgiveness and tuition assistance
- Increased nurse leadership roles
- More short-term vacancies and opportunities for travel nursing

So, what's ahead for nurses and aspiring healthcare workers in the coming years – and how can nurses not only survive but *thrive* during the current healthcare staffing crisis? This report outlines the state of nursing careers in the United States in 2022, including current salary and job benefit trends, education requirements, and opportunities available for nurses of all types and specialties, with a special emphasis on travel nursing, its benefits and challenges.

Wellness Blog

(excerpt)

Introducing Your New Favorite Superfood: Mankai Duckweed

Many foods have earned the superfood moniker over the past few years: quinoa, spirulina, açai berries, beets, chia seeds, avocado... But have you ever wondered, what's so super about these foods anyway?

A superfood is defined as any food that is rich in compounds, such as antioxidants, fiber, or fatty acids, considered beneficial to a person's health. While there are no official criteria for determining what is or isn't a superfood, most superfoods pack an exceptional nutritional density for very few calories.

Speaking of packing a colossal nutritional punch, I recently came across an article about Mankai, a new lab-grown strain of duckweed that's supposedly the world's tiniest leaf vegetable. Duckweed has been consumed for hundreds, or perhaps even thousands of years in Southeast Asia, where it is informally known as the "vegetable meatball" thanks to its high-protein content and impressive nutritional profile (it's the only plant source containing all nine essential amino acids and a cornucopia of other important nutrients).

Mankai duckweed is still relatively unknown in the United States, so it isn't as widely available as other superfoods. However, thanks to technological advances and an increased demand among health and wellness enthusiasts, Mankai is now making its way to the Western world. And many experts forecast that this revolutionary superfood is going to start popping up everywhere within the next few years.

Ok, but what the heck is duckweed?

Duckweed is a teeny tiny free-flowing water plant that grows as a sort of 'green carpet' on the surface of different bodies of water, like lakes and ponds. It is one of the smallest flowering plants in the world, measuring 1/16 to 1/8 of an inch (0.159 to 0.318 cm) long, and has one to three light green leaves with a flat, oval shape.

Mankai is a cultivated subspecies of duckweed that goes by the scientific name *Wolffia globosa*. It is currently being grown in Israel and other countries in a closed environment for human consumption.

Preliminary research suggests that cultivating Mankai is incredibly environmentally sustainable, since it requires only a fraction of the water that's needed to produce each gram of protein compared to other plant-based alternatives, like soy, kale, or spinach. Another advantage is that Mankai can be grown year-round using hydroponic cultivation, so it's not dependent on the season or weather.

Regardless of how you feel about eating or not eating meat, it is no secret that beef production is a major driver of climate change. For example, according to UK-based animal charity PETA (People for the Ethical Treatment of Animals), it takes 2,500 gallons of water to produce a pound of meat, compared to only 25 gallons to produce a pound of wheat. And making one single hamburger uses enough fossil fuel to drive a small car for about 20 miles.

Mankai, on the other hand, offers an extraordinarily complete nutrition for vegetarians and meat-eaters alike without the environmental toll. Proponents of Mankai claim that the tiny vegetable could be an answer to producing a highly nutritious meal with a minimal ecological footprint, while addressing the impending food shortage crisis that many countries will face as climate change worsens globally.

Benefits of consuming Mankai

Although Mankai has been consumed for ages in countries like Thailand, investigators have just recently begun studying its effects on human health. And preliminary research looks highly promising. Here's why Mankai could be a wonderful addition to your diet, according to science.

- It is packed with vitamin B12, which was once thought to be only available through animal sources and fortified foods, like breakfast cereals and some soy products
- It is a nutritional powerhouse containing all nine essential amino acids, bioavailable iron, zinc, dietary fibers, vitamin A, vitamin B complex, and more
- It is very rich in polyphenols (plant compounds high in antioxidants that potentially boost health and immunity)
- It is high in protein, could [help](#) manage weight, and lower LDL cholesterol
- It might improve [blood sugar levels](#) in people with metabolic disorders

- It is a great way of getting your daily serving of vegetables fast. A single spoon full of Mankai contains over 3,000 tiny leafy greens
- It is very low in fats, sodium, calories, and sugar
- It has a neutral taste and can be easily added to smoothies, soup, breakfast bowls, and more

Print Media

Psychologist Newspaper Column

I think my friend may have an eating disorder

In our image-obsessed culture, we spend a lot of time thinking and talking about our bodies. But this fixation can have harmful effects on a person's body image and mental health, no matter their size, age, or gender. Eating disorders are complex mental health conditions characterized by unhealthy eating behaviors. People with an eating disorder may go on extreme diets that lead to anorexia. Others may eat unusually large amounts of food, known as binge eating. And people with bulimia may try to compensate for their eating by vomiting, taking laxatives, or exercising excessively.

If you have a friend who has an eating disorder, or you suspect they have one, you may be wondering what to do (or if you should do anything at all). The sensitive nature of eating disorders makes it tricky to know what to say. But as a friend, you can play an important role in helping them get the support they need. Since this is a delicate subject, you will need to approach your friend very gently. Asking a simple "Do you want to talk?" on a regular basis can be extremely helpful for someone struggling with disordered eating. Mental health conditions thrive on secrecy and shame, so trying to break the silence is the right thing to do.

If your friend is not ready to talk, reassure them that you'll be there when they are. And if they're fearful or hesitant about finding help, take away some of the burden by researching useful resources, like therapists nearby. Above all, remember that you can't force someone to seek help or change their habits. But you can help them make meaningful progress by honestly sharing your concerns and offering non-judgemental support.

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Start your next copywriting project today

I am happy to take on any health and wellness copywriting tasks, big and small, to help elevate your business, educate readers, and connect with your target audience. I've created three packages based on my most popular services, you can view them by [clicking here](#). You can also mix and match services to create a package tailored to your needs.

Great copywriting is an investment that will pay for itself multiple times over the years. To get started with your next copywriting project, [click here](#) to schedule a free discovery session or visit dianazambranocopy.com for more information.