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From: Kristen Latto

Sent: Fri 11/9/2012 12:21:13 AM

Subject: Theranos MAR/COMM - contact report

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[Theranos Brand Archetypes.pdf](#)

[Theranos nov7 audience insight v1.pdf](#)

[Theranos nov7 consumer world.pdf](#)

[Theranos Contact Report Nov7.pdf](#)

Hi Team-

Please see attached contact report and materials from MAR/COMM yesterday.

Let us know if there are any questions/concerns.

Thanks,

Kristen

Business & Audience Streams (updated per our discussion):

<https://slingshot-us.mytbwa.com/50bc935beb92af9afdbe99555f8cd0d60>

For security reasons, this link will expire in 7 days.

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