

Complaint

IN THE MATTER OF

VALUEVISION INTERNATIONAL, INC.CONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATIONS OF
SEC. 5 AND SEC. 12 OF THE FEDERAL TRADE COMMISSION ACT*Docket C-4022; File No. 0023308*
Complaint, August 22, 2001--Decision, August 22, 2001

This consent order addresses representations about two weight-loss products, an internal cleanser, an anti-cellulite lotion, and a topical anti-hair-loss solution disseminated by Respondent ValueVision International, Inc., which operates a live, 24-hour per day television home shopping network. The order, among other things, prohibits the respondent from making any claim not substantiated by competent and reliable scientific evidence that the WeightPerfect Fat Loss Accelerators, Fight the Fat, NutriFirm Perfect Body Solution – or any other food, drug, dietary supplement, or cosmetic – causes substantial weight loss or fat loss; causes substantial loss in body weight or body fat without exercise or restrictions on caloric intake; prevents weight gain, regardless of exercise or caloric intake; increases metabolic rate or burns calories; reduces or eliminates cellulite; suppresses the appetite; causes substantial loss in body weight or body fat while sleeping; prevents the human body from absorbing fat; or enables consumers to lose weight even if they eat foods that are high in fat. The order also prohibits unsubstantiated claims that NutriFirm Internal Cleanser – or any other food, drug, or dietary supplement – alleviates back aches, muscle aches or headaches; alleviates colds, influenza or allergies; or improves impaired memory. In addition, the order prohibits unsubstantiated claims that NutriFirm Vitamin H Serum – or any other food, drug, dietary supplement or cosmetic – prevents or slows the rate of hair loss, including hair loss in women after pregnancy. The order also requires the respondent to offer a complete refund for up to three bottles of the product – or a credit toward the purchase of other ValueVision merchandise– to all purchasers of the covered products from the respondent since February 1, 2000.

Participants

For the Commission: *Keith Fentonmiller, Daniel Kaufman, Mary K. Engle, C. Lee Peeler, and Mark Hertzendorf.*

For the Respondent: *Ronald J. Greene, Wilmer, Cutler & Pickering, and Nathan Fagre, ValueVision.*

Complaint

COMPLAINT

The Federal Trade Commission, having reason to believe that ValueVision International, Inc., a corporation (“respondent”), has violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent ValueVision International, Inc. (“ValueVision”) is a Minnesota corporation with its principal office or place of business at 6740 Shady Oak Road, Eden Prairie, Minnesota, 55344. ValueVision operates a cable shopping service and is principally engaged in the marketing of a variety of consumer products by means of live, customer-interactive, televised sales programs and through its Internet website (www.vvtv.com). ValueVision produces and disseminates advertising in the form of television programming that is disseminated through cable channels, broadcast stations and satellite dish receivers. This programming markets consumer products directly to viewers.
2. Respondent has advertised, offered for sale, sold and distributed products to the public, including WeightPerfect Fat Loss Accelerator Daytime, WeightPerfect Fat Loss Accelerator Nighttime, Fight the Fat, NutriFirm Perfect Body Solution, NutriFirm Internal Cleanser and NutriFirm Vitamin H Serum. These products are “foods,” “drugs” and/or “cosmetics” within the meaning of Sections 12 and 15 of the Federal Trade Commission Act.
3. The acts and practices of respondent alleged in this complaint have been in or affecting commerce, as “commerce” is defined in Section 4 of the Federal Trade Commission Act.

WeightPerfect Fat Loss Accelerators

4. Respondent has disseminated or has caused to be disseminated advertisements for WeightPerfect Fat Loss Accelerator Daytime and WeightPerfect Fat Loss Accelerator Nighttime (collectively

Complaint

“Weight Perfect Fat Loss Accelerators”), including but not necessarily limited to the attached Exhibits A through C. According to the product labels, WeightPerfect Fat Loss Accelerator Daytime contains, among other ingredients, pyruvate, citrus aurantium, guarana, St. John’s Wort, white willow bark, ginger root and 5HTP, and WeightPerfect Fat Loss Accelerator Nighttime contains, among other ingredients, pyruvate, melatonin, and various amino acids. The advertisements for the WeightPerfect Fat Loss Accelerators contain the following statements:

A. ALAN NORTH: This is such an amazing product because it contains -- it contains special proteins amino acids. I'm not going to, you know -- you don't need to hear this but ornithine, arginine, glutamine. Those are natural protein amino acids.

But together in the right combination, what it does is it helps directly -- during sleep, directly stimulate the pituitary gland in the brain to release growth hormone. Why is that important? Because growth hormone which we all have peaks during the night.

And if you're not sleeping well enough, then you're not giving your body an opportunity to repair itself to the cells that have been damaged during the day. So, together with this combination and the melatonin, you're going to help induce sleep and raise the levels of growth hormone and that equals into greater fat mobilization. In other words, you're going to help lose body fat while you're sleeping because of the higher levels of growth hormone.

(Exhibit A, pp. 10-11) (Exhibit A is a transcript of a segment from the ValueVision television show that aired on July 17, 2000).

B. PAULA (via telephone): Well, Alan mentioned something on his first time on the show about this molecule that's

Complaint

sleeping and some people have it and some people don't have it. Mine went to sleep for years. And this -- these pills I think woke it up.

ALAN NORTH: You know, it's interesting --

HOST: Hum.

ALAN NORTH: It's interesting that you should mention that Paula and a lot of times I'll talk about -- you're referring to the UCP molecule that's located in brown fat.

ON SCREEN:

WeightPerfect

V-11550

Fat Loss Accelerator

Night time formula helps you lose weight by:

Restoring healthy sleep patterns

**Repairing and rejuvenating metabolic functions to
better burn fat**

Supplying body with important nutrients

1-800-788-2454

VALUEVISION

vvtv.com

PAULA: Yes.

ALAN NORTH: That's interesting because, you know, some people that they really -- if that molecule is sort of what I would call shut off -

PAULA: Uh-huh.

ALAN NORTH: -- then this could, of course, like it's done for you, it's reactivated your fat burning molecule --

ON SCREEN:

WeightPerfect

Complaint

V-11550**Fat Loss Accelerator****Daytime formula helps you lose weight by:****Boosting your metabolism****Decreasing your appetite****Increasing energy****1-800-788-2454****VALUEVISION****vvtv.com**

PAULA: Right.

ALAN NORTH: -- and simulated that thermogenic effect which is the production of heat within the body. And truly, for some people -- you know, and everyone responds differently but you're obviously someone that this was -- this product was perfect for. . . .

. . .

ALAN NORTH: A lot of people think 50 pounds is so much weight in three months but 50 pounds is not -- I mean, I have seen so many people lose 50 pounds --

PAULA: I know.

ALAN NORTH: -- in 12 weeks.

PAULA: I still have another 50 to go, Alan.

ALAN NORTH: That's very realistic. It's very realistic.
Paula --

HOST: It's exciting.

. . .

Complaint

ALAN NORTH: . . . And see, with Paula, she's now using it. Of course, she's also eating good and she's making better choices. But occasionally, as she mentioned, it's not -- I mean, it's not -- it's not brutal. She's having occasional popcorn. This isn't about deprivation. . . .

(Exhibit A, pp. 18-22) (Exhibit A is a transcript of a segment from the ValueVision television show that aired on July 17, 2000).

C. ON SCREEN:

**before after (printed above before-and-after
photographs that show dramatic contrasts in body fat
composition)
Individual results may vary (printed below photographs
in extremely small, poorly-contrasting type obscured by
background graphics)**

ALAN NORTH: Check this out. This is -- this guy is so awesome. This guy is Johnny. He is somebody that I work with. The funniest guy you can imagine. But 50 pounds overweight and just -- I mean, two knee replacements, had trouble exercising. I mean, he could barely ride a bike for five -- for five minutes and he had trouble exercising.

HOST: Well, look at that difference.

ALAN NORTH: Look at the difference. And, again, that is only 12 weeks, and just like Paula, he also lost 50 pounds.

HOST: Excellent.

ALAN NORTH: Fifty pounds, 12 weeks --

HOST: Incredible.

ALAN NORTH: -- gone.

Complaint

HOST: Incredible.

(Exhibit A, p. 24) (Exhibit A is a transcript of a segment from the ValueVision television show that aired on July 17, 2000).

D. ON SCREEN:

**before after (printed above before-and-after
photographs that show dramatic contrasts in body fat
composition)
Individual results may vary (printed below photographs
in extremely small, poorly-contrasting type obscured by
background graphics)**

ALAN NORTH: . . . This is Elda, another interesting story. Elda lost 38 pounds in 12 weeks. Elda's weight wouldn't budge because she had back problems, was pretty much immobile. Immobile. She had back problems. Her husband calls me every week still to thank me. She's -- she's lost --

HOST: Her husband calls you.

ALAN NORTH: Her husband calls me. She --

HOST: Because she feels good. Her -- and she's happy and she's alive.

ALAN NORTH: I've got to get an updated after [photograph]. That's a 38 pound difference. She's already lost 60. She has lost 60 --

HOST: Oh.

ALAN NORTH: I can't keep up with all the afters. We've got one more, I think. Juanita, again, I can't keep up with the after photos. She's lost 75 pounds. Her weight loss is up to 115. One hundred and fifteen.

Complaint

HOST: Congratulations to all of these people because you know what, they were probably feeling helpless, too, until they met you.

ALAN NORTH: Now -- now, this is an interesting story, too, because now -- now, Hal is somebody that did the Weight Perfect Nutritional Program, got excellent results, had heart problems, was in -- he was actually in the hospital when I met him. Now, he got -- he just -- again, he also plateaued. The Accelerator helped him get to his goal lean weight.

HOST: And Alan is not telling you to go and buy all these special foods. He's saying sit down and eat with your family --

ALAN NORTH: Yes.

HOST: -- and just use some good old-fashioned common sense.

ALAN NORTH: Absolutely.

(Exhibit A, pp. 25-26) (Exhibit A is a transcript of a segment from the ValueVision television show that aired on July 17, 2000).

E. ON SCREEN:

before after (printed above before-and-after photographs that show dramatic contrasts in body fat composition)

Individual results may vary (printed below photographs in extremely small, poorly-contrasting type obscured by background graphics)

ALAN NORTH: . . . This is an individual that had two knee replacements. He couldn't hardly walk let alone exercise.

Complaint

HOST: That is so dramatic.

ALAN NORTH: Fifty pounds. Fifty pounds, 12 weeks. I'm going to show how to use the program it's so easy. Fifty pounds in 12 weeks. Look at that. Protected his lean muscle tissue, lost the body fat that was stored, trapped, had nowhere to go.

HOST: That's the deal guys. It has to be easy, too. I mean, there is not a single program that could be easier. I've used it. I know.

(Exhibit B, p. 6) (Exhibit B is a transcript of a segment from the ValueVision television show that aired on July 19, 2000)

F. **ON SCREEN:**

before after (printed above before-and-after photographs that show dramatic contrasts in body fat composition)

Individual results may vary (printed below photographs in extremely small, poorly-contrasting type obscured by background graphics)

ALAN NORTH: . . . This is Elda. Elda had chronic back pain. Again, like Johnny who you saw earlier who lost fifty pounds in 12 weeks, she couldn't work out either as she was in constant pain. And you can imagine -- I mean, you know, the food that she ate just went to fat. It went straight to fat. Even -- you know, again, if you're totally immobile and you can't move, even if you're making good food choices, a lot of it could go to fat if you're not active.

HOST: Yes.

ALAN NORTH: This is Juanita, 70 pound difference. Look at the difference. You can visually see a big difference. That is, again, in the realm -- this was

Complaint

somewhere between 12 and 14 weeks. Seventy pounds between 12 at 14 weeks. I think it was somewhere --

HOST: Gosh.

ALAN NORTH: I don't know exactly. It was between 12 and 14 weeks. Seventy pounds. She's already lost 115. I've got to get another picture of her. We have another individual I think. Look at this.

HOST: That -- that is the most dramatic one.

ALAN NORTH: Hal, is somebody that did do the Weight Perfect Nutrition but kind of plateaued toward the end. Wanted to get rid of -- they wanted to get rid of their last bit of weight. Put them on the Accelerator, two capsules in the morning, two in the afternoon, a tablespoon of the Nighttime right before they go to sleep. Look at the remarkable difference in 10 weeks.

HOST: You can't even tell this is the same person.

ALAN NORTH: I know.

HOST: Literally can take --

ALAN NORTH: Look at the face.

HOST: He looks 20 years younger.

ALAN NORTH: Look at the chin area, the face area --

HOST: Um-hum.

ALAN NORTH: -- and, of course, the stomach and the arms. Look at the definition. And, again, you can't hold that in. You can't hold that in.

Complaint

(Exhibit B, pp.7-8) (Exhibit B is a transcript of a segment from the ValueVision television show that aired on July 19, 2000)

G. ALAN NORTH: I'll tell you about the great work. It's funny, Michelle. I had a call -- this was two days ago as a matter of fact --

HOST: Still thick, yes.

ALAN NORTH: -- and it was from a guy -- his name was Tony in New Jersey. And he said Alan, I've been watching and I've ordered the product, I want to just ask you a question. He goes does it work for everybody. I'm like, well, there's a host of factors involved. I mean, you know, it's hard to answer doesn't work for everybody because I don't know what everybody does.

But does it work for everybody? There are certain -- there are certain people that could take this product, the daytime and nighttime, and really be on a very poor nutritional program, be very sedentary, and may not see a difference. He goes well let me tell you something, I have been -- I've tried all the diets that around there, the popular no carb diets and this is the only thing that's worked. I have lost 25 pounds in a matter of two months.

So, again, he really responded to the 24-hour fat loss Accelerator. But, you know, I always recommend -- you don't hear me talking about hey, take these two products and eat whatever you want.

HOST: No.

ALAN NORTH: Nutrition is very, very important.

HOST: Um-hum.

Complaint

ON SCREEN:

**before after (printed above before-and-after
photographs that show dramatic contrasts in body fat
composition)**

**Individual results may vary (printed below photographs
in extremely small, poorly-contrasting type obscured by
background graphics)**

VALUEVISION

ALAN NORTH: But a lot of times -- I've heard a lot of feedback. I talk to a lot of the people that order this as you well know and they call the office and they'll ask me questions and they'll talk about their success stories. And so many people have lost a tremendous amount of weight by taking the Accelerator and/or the nutritional system.

But it's interesting. The people that I get that call that say well, I'm having trouble with the eating part of it so I've ordered the Accelerator and I'm on a poor eating program but I wanted to see if this would work. Sometimes they'll say well, gosh, I haven't noticed a lot of difference in weight loss but I've noticed my clothes fitting looser or --

At any rate, see -- and most times -- and, Michelle, you know this, either you all are -- if you have a tendency to put on weight, you're either gaining weight or you're losing weight.

And most people don't really maintain because people with slow metabolic rates tend to accumulate body fat almost on a weekly basis. And I've noticed that even with the people that don't say they've lost a lot of weight with the Accelerator, it's at least preventing a lot of the people from gaining weight.

(Exhibit C, pp. 15-17) (Exhibit C is a transcript of a segment from the ValueVision television show that aired on July 17, 2000).

Complaint

5. Through the means described in Paragraph 4, respondent has represented, expressly or by implication, that:

- A. The WeightPerfect Fat Loss Accelerators cause substantial loss in body weight or body fat in one to twelve weeks, without exercise or restricting caloric intake.
- B. The WeightPerfect Fat Loss Accelerators prevent weight gain, regardless of exercise or caloric intake.
- C. The WeightPerfect Fat Loss Accelerators increase the body's metabolic rate and burn calories.
- D. The WeightPerfect Fat Loss Accelerator Daytime suppresses the appetite.
- E. The WeightPerfect Fat Loss Accelerator Nighttime causes substantial loss in body weight or body fat while sleeping.

6. Through the means described in Paragraph 4, respondent has represented, expressly or by implication, that it possessed and relied upon a reasonable basis that substantiated the representations set forth in Paragraph 5, at the time the representations were made.

7. In truth and in fact, respondent did not possess and rely upon a reasonable basis that substantiated the representations set forth in Paragraph 5, at the time the representations were made. Among other reasons, the studies relied upon by ValueVision involved subjects who were on restricted calorie diets, and/or exercise programs, and the studies did not involve the specific formulation of the WeightPerfect Fat Loss Accelerators. Therefore, the representation set forth in Paragraph 6 was, and is, false or misleading.

Complaint

Fight the Fat

8. Respondent has disseminated or has caused to be disseminated advertisements for Fight the Fat, including but not necessarily limited to the attached Exhibits D and E. According to the product label and product materials, Fight the Fat contains, among other ingredients, a liquid form of chitosan derived from glucosamine. Advertisements for Fight the Fat contain the following statements:

A. You may have lost the battle, but with “Fight the Fat,” you can win the war. . . . A remarkable 12 to 14 drops absorbs 15 grams of dietary fat. . . . Just add drops to a cold, non-dairy drink, and it helps to reduce caloric intake. . . . You can lose up to five pounds in one month without changing your diet.

(Exhibit D) (Exhibit D appeared on ValueVision’s home page on the Internet, <http://www.vvtv.com>).

B. FEMALE HOST: Those ten pounds have crept up and you just cannot maintain. Maybe you go on a fad diet, you lose the five pounds, you lose the ten pounds and you can't maintain it. No matter what your age, no matter what your lifestyle, no matter what your eating habits are, this system will help you lose weight. It will quite literally melt the pounds off you. I want to introduce FTF. . .

. . .

FEMALE HOST: All right. Who's addicted? Chocolate --

MALE HOST: Chocolate, me.

FEMALE HOST: -- butter, salt, chips. These are foods you can continue to eat, continue to enjoy on July 4th, on your birthday parties, every single day if you want to because this

Complaint

product will take the fat components, from what I understand --

MALE HOST: Right.

FEMALE HOST: -- in whatever food you're eating --

MALE HOST: In whatever you're eating.

FEMALE HOST: -- and just escort it right out of your body.

MALE HOST: Before it can stick to your chin, to your jowls, to your belly, to your buttocks. It is an amazing product. . . .

(Exhibit E, pp. 1-2) (Exhibit E is a transcript of a segment from the ValueVision television show that aired on June 6, 2000).

- C. MALE HOST: One of the things that we do know, that the way to lose weight is exercise. We do encourage you to exercise because if you exercise, just a simple walk around the block every day, is going to help you lose fat even faster when you use FTF. The other item is that you need to reduce your fat caloric intake.

FEMALE HOST: Um-hum.

MALE HOST: FTF does that

. . .

FEMALE HOST: I love meat. I'm just one of those people that I crave having beef. Take a look at what's going to happen if you eat your one hamburger. 31 grams of fat, right?

Complaint

ON SCREEN: Value Vision Showcase
One Hamburger Has 31 Grams of Fat
2 Squirts of FTF will absorb 24 Grams of Fat versus 24
capsules of Chitosan
1-800-788-2454

MALE HOST: That's right.

FEMALE HOST: All you need are less than two squirts, is that about the 14 drops?

MALE HOST: About 14 to 20 drops of FTF.

FEMALE HOST: Okay.

MALE HOST: And I'm going to show you how easy it is to use because you just -- I mean, we're talking drops.

FEMALE HOST: Let's take a look at it.

...

MALE HOST: -- and we're going to just drop -- I'm going to take -- I had a steak for dinner tonight.

ON SCREEN: Value Vision Showcase
Pizza Has 20 Grams of Fat
Just 14 drops of FTF will absorb the Fat
Versus 12 capsules of Chitosan
1-800-788-2454

FEMALE HOST: What do I drop this into safely?

MALE HOST: So, one, two, three, four, five, six. You can take this into any kind of fruit juice, grape juice is my personal favorite.

FEMALE HOST: Um-hum.

Complaint

. . .

MALE HOST: I just -- I am just taking out the fat right now from the filet mignon that I had at dinnertime.

FEMALE HOST: That's amazing.

MALE HOST: It is absolutely amazing, and it works, folks. The thing is that it is just that easy. What, ten seconds it took me? Ten seconds and I'm going to lose the fat from the steak that I had at dinnertime. It is an amazing product and you need to order it right now.

(Exhibit E, pp. 4-7) (Exhibit E is a transcript of a segment from the ValueVision television show that aired on June 6, 2000).

**D. ON SCREEN: Value Vision Showcase
Fried Chicken has 21 Grams of Fat
Just 14 drops of FTF will absorb the Fat
Versus 12 capsules of Chitosan
1-800-788-2454**

MALE HOST: It's a real big thing in this country and I'm going to tell you it is all fat. Well, I'm going to tell you also, fried chicken, a great staple of the Southern part of this country, it's popular throughout the country. FTF will remove the fat in that chicken before it sticks to your thunder thighs, your big derriere or your chin.

FEMALE HOST: Um-hum, wherever, wherever.

(Exhibit E, p. 22) (Exhibit E is a transcript of a segment from the ValueVision television show that aired on June 6, 2000).

E. MALE HOST: It is hard to lose weight when you have to be controlled, if you will, okay?

Complaint

FEMALE HOST: Oh, forget about it.

MALE HOST: But with FTF, you've got two times -- two times a day. Can you afford to give us ten seconds twice a day? Twenty seconds a day, the pounds are going to start dropping off. Six to 12 drops in your drink and I am telling you, you're going to feel better because you're going to look better.

FEMALE HOST: Um-hum.

MALE HOST: Get up and walk around the house a little bit. Get up and walk around the block. Start a little bit of an exercise routine, it's going to help.

FEMALE HOST: Um-hum.

MALE HOST: You're going to drop weight because you're going to be reducing your fat calorie intake because the fat is now bio-unavailable. Give us a call now. Order the product. It's going to change your life, I guarantee it.

. . .

FEMALE HOST: All right. What happens to that fat after the product takes hold of it and escorts it out of your body? Well, the only way I know of it escorting out of your body is in waste. Does it come out in your waste?

MALE HOST: That's it. Yeah, you --

FEMALE HOST: You don't sweat it out, right?

MALE HOST: No, you don't sweat it out. You kind of poop it out.

FEMALE HOST: You poop it out.

Complaint

MALE HOST: You poop it out.

FEMALE HOST: It's as simple as that.

MALE HOST: But it's not a big ton and it's not going to -- it doesn't -- no, I mean, you know, you're asking the question, I'm going to tell you.

FEMALE HOST: Yeah.

MALE HOST: You know, you're not going to get diarrhea from this, you won't get the runs. It's not going to happen all of a sudden. It just -- it flows. Trust me, folks, it's easy. It's very, very easy.

(Exhibit E, pp. 26-28) (Exhibit E is a transcript of a segment from the ValueVision television show that aired on June 6, 2000).

9. Through the means described in Paragraph 8, respondent has represented, expressly or by implication, that:
 - A. Fight the Fat enables consumers to lose substantial weight without the need for a change in diet or exercise.
 - B. Fight the Fat enables consumers to lose substantial weight even if consumers eat substantial amounts of foods that are high in fat, including steaks, pizza, hamburgers, butter, fried chicken and chocolate.
 - C. Fight the Fat prevents the human body from absorbing substantial amounts of fat consumed.
10. Through the means described in Paragraph 8, respondent has represented, expressly or by implication, that it possessed and relied upon a reasonable basis that substantiated the representations set forth in Paragraph 9, at the time the representations were made.

Complaint

11. In truth and in fact, respondent did not possess and rely upon a reasonable basis that substantiated the representations set forth in Paragraph 9, at the time the representations were made. Among other reasons, the studies relied upon by ValueVision involved subjects who were on restricted calorie diets, and the studies did not involve the specific formulation of Fight the Fat. Therefore, the representation set forth in Paragraph 10 was, and is, false or misleading.

NutriFirm Perfect Body Solution

12. Respondent has disseminated or has caused to be disseminated advertisements for NutriFirm Perfect Body Solution, including but not necessarily limited to the attached Exhibits F through H. According to the product label, NutriFirm Perfect Body Solution contains, among other ingredients, coco-caprylate/caprate, and a variety of extracts, including barley, ivy, ladies thistle, mushroom, sweet clover, aloe vera, butchers broom and ginkgo. Advertisements for NutriFirm Perfect Body Solution contain the following statements and depictions:

- A. Soften the look of cellulite on your body. This skin firming product targets the cellulite in your skin by using your own body's natural chemistry. This process tightens and tones the skin while also eliminating sponginess and the orange peel look.

* * *

The "Nutri-Firm Perfect Body" uses the liposomes in your body to move herbs to "target" areas of your skin. Then these herbs release trapped elements in your skin that can cause cellulite.

(Exhibit F) (Exhibit F appeared on ValueVision's home page on the Internet, <http://www.vvtv.com>.).

Complaint

B. HOST: I love this demonstration. It's every woman's nightmare seeing this.

MANUELLA: Cellulite?

HOST: Yes, cellulite. Cellulite.

MANUELLA: Cellulite was my -- cellulite was my big problem. And the reason I -- I think I had it was because I was in really, really good shape. I was not overweight.

. . .

MANUELLA: So, I went to Darius who -- we were in university at the time and I said listen, come up -- make something for me. So, he did. He started working with all these plant extracts and he created the Perfect Body Solution.

ON SCREEN:

NutriFirm 3rd Anniversary Body Kit

C-17392

Includes:

(2) Perfect Body Solution \$29.99 each

(3) Stimulating Body Wash \$ 9.50 each

Total Retail Value \$88.48

You Save \$43.53

HOST: Oh, my gosh.

MANUELLA: He goes I've got that answer for you. I started using it and I tell you, the results I got so quickly. We started giving it to other people because I said, you know, I can't believe it.

And that's how Isomer's Laboratories was created by this Perfect Body Solution. What we've done to it now to make it even better is instead of seven plant extracts in a liposome

Complaint

formulation, it has more than 10 plant extracts now. We've added the red and brown algae.

(Exhibit G, pp. 1-3) (Exhibit G is a transcript of a segment from the ValueVision television show that aired on August 10, 2000).

C. HOST: This is the demo. I love this.

MANUELLA: [holding jar containing red gelatinous substance] This is the stuff underneath the skin. This is sticky. It doesn't work very well. This is lab created problem. The reason is we don't do animal testing so we have to create a synthetic model of what the problem is.

We wanted something to break this down. Now, people say if you have cellulite, if you have cottage cheese loss of elasticity on the skin, they say drink water or --

HOST: Right.

MANUELLA:-- exercise. Well, you know what? We're exercising. [stirs jar] Does it break it down? No. Doesn't break it down. And you know what? This didn't break it down either. I've tried.

HOST: You can spin that for an hour and it wouldn't change.

MANUELLA: It wouldn't change.

HOST: It would just be that thick goop.

MANUELLA: Then they say drink water. [pours water in jar] Believe me, I have drunk swimming pools full of water to get rid of it. What happened? Actually, it absorbs it. Look, it absorbs all the water.

Complaint

HOST: Oh, my gosh. It gets thicker.

MANUELLA: It gets thicker.

HOST: Ooh.

MANUELLA: And that's why some days your clothes are even tighter or you feel hotter in that area because it's absorbing and it's bloating up. What we did -- this is the plant extracts. This is in the Perfect Body Solution. [pours solution into jar]

You go in, you rub it in on that area, and what you find -- look. It breaks it down.

HOST: Wow.

MANUELLA: It liquefies it.

HOST: Fun.

MANUELLA: Now, when you drink water, now if you exercise, what happens? You can literally get rid of the problem. You can actually smooth your skin --

HOST: Oh, my gosh.

MANUELLA: -- and this is what we want to do. With the Perfect Body Solution, we are going to address the needs of your body. Is it slimming? Is it toning? Is it lifting? Is it firming? This system will do it for you.

The reason is the plant extracts in that liposome formulation. It's got the red and brown algae to give you that instant lift. It is very, very nourishing, very, very moisturizing.

Complaint

I tell you as a women and as a scientist, this is the best body cream for you. And I'll tell you why. Nutritionally it is complete for the body. Structurally it is the molecular size the pores need, not to be clogged, but to be moisturized.

(Exhibit G, pp. 5-7) (Exhibit G is a transcript of a segment from the ValueVision television show that aired on August 10, 2000).

- D. HOST: Not on your life. I love capri pants. I can tell you that. But it's -- but it's very true. When you look in the mirror and you don't like what you see, the first thing that you do is try to hide it. Let's try to correct it. And there's a difference.

So, now if you help to correct the problem, if you help to minimize the appearance of the cellulite and you actually break that up underneath the skin so it's all smooth and wonderful, you have a whole new way of looking at yourself in the mirror.

Cellulite has nothing to do with weight, does it?

MANUELLA: It has nothing to do with weight.

HOST: No. No.

(Exhibit H, pp. 5-6) (Exhibit G is a transcript of a segment from the ValueVision television show that aired on August 11, 2000).

- E. MANUELLA: What I did is I went to my husband, I said you've got to come up with something, you've got to create something for me and he did. He went to the laboratory, came up with all the plant extracts, butcher's broom, ladies' thistle, mushroom, all things that are known to help with that problem.

Complaint

What I'm going to do now is I'm going to show you how this product actually works. This is a lab-created sample of the problem. This is the guck that is underneath our skin that creates that cottage cheese look.

HOST: Can you imagine? Yikes.

MANUELLA: Right. And what you can see is that -- it's not --

HOST: It's very goopy and sticky.

MANUELLA: It's very goopy, sticky, and you can't massage it away. They say, you know, massage and exercise. You'll get rid of it. Take a look at female marathon runners. They're in excellent shape and they have cellulite because it has nothing to do with exercise.

Drink water. Well, I'm adding water and massaging. What happens? It absorbs all the water.

HOST: Um-hum.

MANUELLA: Why? Because this is -- it loves water. It needs to expand. It's going to grow. That's why when you wear certain outfits, they are snug on you sometimes because of the fact that the cellulite is actually growing, you're becoming bloated.

What you want is the eight plant extracts in the liposome formulation. You just take it, rub it in, and what you're going to find, it's going to decongest. Look at that. It breaks it down.

Why is this important? Now, this is underneath your skin. You don't have that cottage cheese look. It is soft. It is smooth. It is much better underneath the skin to give you that streamline, that contoured look that you want.

Complaint

(Exhibit H, pp. 6-7) (Exhibit H is a transcript of a segment from the ValueVision television show that aired on August 11, 2000).

- F. HOST: All the time. Because I just think women get very distressed about seeing cellulite on their bodies. Other people get distressed about seeing cellulite. You know what? And it seems like they look at the cellulite. They don't see anything else.

MANUELLA: Um-hum.

HOST: They don't see anything else about you. They see the cellulite. It's like a little magnet that just draws the eye to that area to that imperfection. Well, you have a way to help with that problem and it is called Perfect Body.

We do have it available for you here at Value Vision. And if you get it in the anniversary kit, you're going to save \$43.53. The total retail value -- here at Value Vision the retail value is \$88.48.

...

HOST: You have an alternative and your alternative is Isomers. Your alternative is Manuella and Darius because they're scientists. So, we're getting this directly from them. There are no middlemen. There are no big huge department stores that you have to pay overhead for. That's the beauty of this product.

So, we hope that you can dial through and take advantage of it, and as we like to say, just say no to cellulite. Just say no to cellulite. That's what's so important. This is a lot of fun.

(Exhibit H, pp. 26-28) (Exhibit H is a transcript of a segment from the ValueVision television show that aired on August 11, 2000).

Complaint

13. Through the means described in Paragraph 12, respondent has represented, expressly or by implication, that NutriFirm Perfect Body Solution substantially reduces or eliminates cellulite.

14. Through the means described in Paragraph 12, respondent has represented, expressly or by implication, that it possessed and relied upon a reasonable basis that substantiated the representation set forth in Paragraph 13, at the time the representations were made.

15. In truth and in fact, respondent did not possess and rely upon a reasonable basis that substantiated the representation set forth in Paragraph 13, at the time the representations were made. Therefore, the representation set forth in Paragraph 14 was, and is, false or misleading.

NutriFirm Internal Cleanser

16. Respondent has disseminated or has caused to be disseminated advertisements for NutriFirm Internal Cleanser, including but not necessarily limited to the attached Exhibits I and J. According to the product labels for NutriFirm Internal Cleanser, the first part of the system, "Detox," contains, among other ingredients, psyllium husk powder, alfalfa leaf powder and dandelion root powder; the second part of the system, "Restore," contains, among other ingredients, lactobacillus acidophilus and bifidobacterium longum. Advertisements for NutriFirm Internal Cleanser contain the following statements:

- A. Internal Cleanser feeds the cells and removes pollutants, aiding those who suffer from constipation, colds, flu, headaches, allergies, weight problems, impaired memory, stress, back and muscle ache, breath and body odors and skin problems. . . . The greatest benefits of this detoxification program is [sic] for those who are very busy and are exposed to processed foods, stress and environmental pollutants. It also helps those who suffer

Complaint

from headaches, allergies, fatigue, digestive problems, skin problems, smoke, drink or cravings.

(Exhibit I) (Exhibit I appeared on ValueVision's home page on the Internet, <http://www.vvtv.com>).

B. MANUELLA: If you suffer from a lot of headaches, a lot of times you'll notice that they will -- they will pass. If you have a lot of allergies, you'll notice that they'll subside. So, you'll see a lot of changes in your body once you detoxify.

(Exhibit J, p. 5) (Exhibit J is a transcript of a segment from the ValueVision television show that aired on August 11, 2000).

C. ON SCREEN:

**NutriFirm Detox and Restore Capsules - 2 bottle set
C-17395**

**An Internal Cleansing Program may help those who
suffer**

from:

...

Colds

Flu

Headaches

Allergies

...

Impaired memory

HOST: Okay. Colds, flu -- well, you know, if you've got a lot of bacteria hanging around in your body, of course -- I mean, really. If you've got a lot of stuff that isn't supposed to be there, bacteria, it's going to wreak havoc. It's going to be in a big play ground. Oh, let's have a good time.

MANUELLA: Um-hum.

Complaint

HOST: We're just going to do whatever we want to right now.

MANUELLA: Um-hum.

HOST: So, it is very important that we get rid of it.

(Exhibit J, p. 7) (Exhibit J is a transcript of a segment from the ValueVision television show that aired on August 11, 2000).

D. MANUELLA: -- two in the morning, and you're done. This is going to pass through your system. It's going to clean it up. It's going to wake in the system. You're going to find that the headaches subside. You feel better. You look better. You have energy because the body --you're taking rid of all of that sediment --

HOST: Um-hum.

MANUELLA: -- that's been hanging around. Think about this. You wash your dishes every day after each meal, right? If you didn't wash your dishes, what would happen after a week? If you kept eating off the same dish -- we do the same thing with our body.

(Exhibit J, p. 13) (Exhibit J is a transcript of a segment from the ValueVision television show that aired on August 11, 2000).

17. Through the means described in Paragraph 16, respondent has represented, expressly or by implication, that:

- A. NutriFirm Internal Cleanser alleviates backaches, muscle aches, and headaches.
- B. NutriFirm Internal Cleanser alleviates colds, influenza and allergies.

Complaint

C. NutriFirm Internal Cleanser improves impaired memory.

18. Through the means described in Paragraph 16, respondent has represented, expressly or by implication, that it possessed and relied upon a reasonable basis that substantiated the representations set forth in Paragraph 17, at the time the representations were made.

19. In truth and in fact, respondent did not possess and rely upon a reasonable basis that substantiated the representations set forth in Paragraph 17, at the time the representations were made. Therefore, the representation set forth in Paragraph 18 was, and is, false or misleading.

NutriFirm Vitamin H Serum

20. Respondent has disseminated or has caused to be disseminated advertisements for NutriFirm Vitamin H Serum, including but not necessarily limited to the attached Exhibit K. According to the product label, NutriFirm Vitamin H Serum contains biotin and soy isoflavones. Advertisements for NutriFirm Vitamin H Serum contain the following statements:

A. MANUELLA: But this serum does many things. When you put it up or on it, apply it to the scalp, the works on strengthening the hair, on the - strengthening the shaft, on cleaning up the follicle, improving the circulation, and feeding your scalp the Vitamin H.

HOST: So if you're losing hair, balding -

MANUELLA: If you know when you -

HOST: - gray -

MANUELLA: Exactly. Exactly. When you shampoo your hair and you see all that hair fall out in the bathtub, you know, in the shower, and you -

Complaint

HOST: Yes.

MANUELLA: - say, "Look at that," or it's in your brush, you will notice a remarkable difference when you start -

HOST: Oh, my gosh.

MANUELLA: -- using this product.

. . .

HOST: Women of all ages, and men, too.

MANUELLA: Especially women after pregnancy, when they give birth, they usually tend to lose their hair in clumps, that didn't happen to me because I'm using the serum. I got to keep my hair longer -

HOST: You're lucky.

MANUELLA: Which is what we want to do. We want to slow down the fall-out. And this is what Vitamin H serum is designed to do. It helps us with the scalp. It moisturizes. It nourishes. It softens. It strengthens the hair.

(Exhibit K, pp. 1-2) (Exhibit K is a transcript of a segment from the ValueVision television show that aired on February 29, 2000).

B. MANUELLA: That's the thing. What happens is your hair starts to fall out. Remember your hair grows in three stages; okay? So when you were - when your hair is coming out of your head you - you want it so that the growth stage and the fall-out stage actually match each other so that it's not falling out faster than it's growing.

HOST: Very -

Complaint

MANUELLA: With most people what happens is your fall-out happens faster than your growth, so you end up with splitting hair. You end up with bald patches. With this Vitamin H serum we have put amino acids and strengtheners in there that help allow the scalp to retain the hair. It actually helps keep it right in there.

So that what I noticed after pregnancy was that I was not like my girlfriends, who were losing clumps and clumps of hair. I wasn't losing. I was taking my shower and I'm looking down and there was nothing on the bathroom floor. There was nothing on the bathroom floor-

HOST: You're kidding me. Nothing?

MANUELLA: - nothing on the shower curtain.

(Exhibit K, pp. 8-9) (Exhibit K is a transcript of a segment from the ValueVision television show that aired on February 29, 2000).

C. MANUELLA: - what we're doing with this product. We are reducing the rate that it falls out at, so - which is very important, so that you get to retain the hair.

HOST: Uh-huh.

MANUELLA: The hair stays fuller and it's thicker.

(Exhibit K, p. 11) (Exhibit K is a transcript of a segment from the ValueVision television show that aired on February 29, 2000).

21. Through the means described in Paragraph 20, respondent has represented, expressly or by implication, that NutriFirm Vitamin H Serum prevents or reduces hair-loss, including hair-loss in women after pregnancy.

Complaint

22. Through the means described in Paragraph 20, respondent has represented, expressly or by implication, that it possessed and relied upon a reasonable basis that substantiated the representations set forth in Paragraph 21, at the time the representations were made.

23. In truth and in fact, respondent did not possess and rely upon a reasonable basis that substantiated the representations set forth in Paragraph 21, at the time the representations were made. Therefore, the representation set forth in Paragraph 22 was, and is, false or misleading.

24. The acts and practices of respondent as alleged in this complaint constitute unfair or deceptive acts or practices, and the making of false advertisements, in or affecting commerce in violation of Sections 5(a) and 12 of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this twenty-second day of August, 2001, has issued this complaint against respondent.

By the Commission, Chairman Muris not participating.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27

VALUEVISION

WEIGHTPERFECT FAT LOSS ACCELERATORS

DATE RECORDED: JULY 17, 2000

Exhibit A

1
2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7

2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7

3
4
5
6
7
8
9
0
1
2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7

4
5
6
7
8
9
0
1
2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7

5
6
7
8
9
0
1
2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7

6
7
8
9
0
1
2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7

7
8
9
0
1
2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7

8
9
0
1
2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7

9
0
1
2
3
4
5
6
7
8
9
0
1
2
3
4
5
6
7

10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27

11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27

15
16
17
18
19
20
21
22
23
24
25
26
27

19
20
21
22
23
24
25
26
27

22
23
24
25
26
27

27

1 HOST: Hello. Thank you. This is my -- this is my man.

2 ALAN NORTH: We haven't worked together in what, a decade?

3 **ON SCREEN: Alan North vvtv.com Lynne Schacher**

4 HOST: I know. I know. It's been a long time. Guys, I am so, so

5 serious. This is -- this is something that if you have not ordered this before, you need

6 to do it today and here is why. I'm just going to let you talk in a minute.

7 ALAN NORTH: We have a special price, too.

8 HOST: I will let him talk then just a minute. But this works. This

9 works. I have two children under my belt. I have always been a little apprehensive --

10 ALAN NORTH: Um-hum.

11 HOST: -- of going to the beach. I just went to the beach and I was not

12 apprehensive and it is thanks to this guy. If you have been using Weight Perfect, if

13 you've been using the powder formula, if you've been using the Accelerator, call us.

14 We want to hear from you.

15 ALAN NORTH: Absolutely.

16 HOST: This is your time to get on the air and say you know what, I

17 have got the before and after picture, too, and I am going to show it off.

18 ALAN NORTH: Right.

19 HOST: Okay. But you know what? We have to take care of business.

20 **(Break in tape.)**

21 HOST: -- the basic premise is a what your basic premise is. Eat -- you

22 have to supply your body with food --

23 ALAN NORTH: You've got to eat. You've got to.

24 HOST: -- then just get up off the couch.

25 ALAN NORTH: You have to eat to lose body fat. Remember,

26 traditional diets don't work.

27 HOST: I used to starve myself as a dancer.

1 ALAN NORTH: You know what?

2 HOST: The least amount you could eat was the best.

3 **ON SCREEN:**

4 **V-11550**

5 **Retail Value \$99.95**

6 **S&H \$4.49**

7 **REGULAR PRICE \$59.95 (slashed out)**

8 **SPECIAL PRICE \$49.95**

9 **This Visit Only**

10 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

11 **1-800-788-2454**

12 **VALUEVISION**

13 **vvtv.com**

14 ALAN NORTH: I'm telling you I starved myself. When I was 18

15 years old, I went on one of those -- you remember when all of the yogurt places -- the

16 frozen yogurt shops were all over the place --

17 HOST: Oh, yeah, yeah, yeah.

18 ALAN NORTH: You couldn't walk around the corner --

19 HOST: Yeah.

20 ALAN NORTH: -- without seeing a frozen yogurt place. I ate only

21 yogurt for six weeks. I became emaciated. I went from 215 pounds to 165, lost

22 nothing but muscle, was sluggish, had headaches all day, and then I gained all the way

23 up to 300 pounds and I was just sick about it.

24 HOST: Now --

25 ALAN NORTH: I --

26 HOST: -- Alan, let's focus on this right now.

27 ALAN NORTH: Okay. Let's go for it.

1 HOST: We -- you know what we're doing is we're probably switching
2 the show order
3 around --

4 ALAN NORTH: Okay.

5 HOST: -- because I'm really a little bit nuts for this product --

6 ALAN NORTH: I know. It's so great.

7 HOST: -- and it is a relatively new product as well.

8 ALAN NORTH: Right.

9 HOST: It has to be easy, right? Alan is not telling you to eat
10 everything that you want to eat in the world, oh yeah, you're going to drop the weight.
11 No, no, no, that's not what he's telling you. He's telling you common sense take care
12 of yourself. But this is a product, guys, that really -- it does --

13 ALAN NORTH: It --

14 HOST: -- what our body doesn't do anymore. That's what I've found,
15 Alan.

16 ALAN NORTH: It is so -- I mean, this is -- as far as a fat burning
17 product, I mean, I cannot think of a product on the market that comes close. My job
18 is to work with our researchers --

19 HOST: Um-hum.

20 ALAN NORTH: -- and create products for you that are -- that are real.
21 I mean, I am so tired of the junk out there. This is a two-part product. Okay. It has
22 daytime and nighttime formula. The daytime formula is packed with the safest
23 ingredients. Again --

24 HOST: I love that word.

25 ALAN NORTH: -- we needed the -- we needed the product to work
26 but so many products out there have ingredients and they actually do work as far as fat
27 loss but they have negative effects. You know what I'm talking about. You've heard

1 about ephedrine. You've heard about mahuang, ephedra.

2 HOST: Yeah.

3 ALAN NORTH: It does burn body fat. However, associated with that

4 body fat some people have major jitters, feel nervous, feel anxious --

5 HOST: Like you drank a pot of coffee.

6 ALAN NORTH: -- feel --

7 HOST: That's what you feel like.

8 ALAN NORTH: Yeah. More than a pot of coffee.

9 HOST: Um-hum.

10 ALAN NORTH: Your heart is racing, your blood pressure can be

11 elevated, you have headaches, and that's not what this is all about. This is a product

12 that is extremely effective. Instead of ephedrine, the main ingredient in the daytime

13 formula is a very simple ingredient called citrus aurantium. It is derived -- it's a

14 natural herb derived from the bitter orange tree. It contains --

15 HOST: What does it do for my body?

16 ALAN NORTH: It helps you -- it helps -- what it helps is stimulate

17 cells that would otherwise burn fat. See, all of us have special cells in the body that

18 work as fat burning incinerators. That's why some people can get away with eating

19 hot dogs -- you know people who can eat pizza and burgers and hot dogs.

20 HOST: Well, I could do that when I was 18.

21 ALAN NORTH: Yes. Yes.

22 HOST: I can't do that anymore.

23 ALAN NORTH: And some people could have done it when they were

24 younger.

25 HOST: Um-hum.

26 ALAN NORTH: The fact is sometimes those cells shut down and they

27 no longer work if some genetic process that shuts those cells down. What citrus

1 aurantium does is it stimulates those cells to be reactivated so that you can naturally
2 increase your metabolic rate.

3 So, what happens to ingested food that you eat, it has a better
4 opportunity to be burned rather than stored. Also, in addition -- see, this is a product
5 that helps attack fat in a variety of ways. It helps you burn fat, ingested fat that you
6 eat, and also stored fat.

7 See, the fat that's stored -- that gets stored on your body, you know --
8 you know what I'm talking about. You have it on your stomach, on your legs,
9 anywhere on the body. It is just trapped energy that has nowhere to go because -- and
10 this is partly due because of those cells being inactive.

11 Citrus aurantium, which is the main ingredient that has no negative
12 effects, reactivates those cells so that you can become a fat burning machine. Now,
13 along with that, there's other ingredients that work and have been proven to work by
14 themselves.

15 For example, citrus aurantium we know works by itself. Now, there's
16 other ingredients. Guarana. Guarana is a natural form of caffeine. It's not mega
17 dosed because you don't need to mega dose it. Guarana by itself helps you burned fat.

18 Well, scientists in recent discoveries have found that when you
19 combine the two together, you have an even greater fat burning effect. But not only
20 that, there's also pyruvate), a very effective fat burning ingredient. In fact, the more
21 weight you need to lose, the better pyruvate works.

22 So, again, you're having a very good synergy with all of these
23 ingredients. Not only that -- and we haven't even gotten to the -- to the nighttime
24 product. So, it is --

25 HOST: It's incredible, guys. Get to the phones. I'm going to call you
26 to action.

27 ALAN NORTH: It's going to help -- is going to help you with your

1 appetite because there's 5HTP, hydroxytryptophen (phonetic). It's a protein that helps
2 -- that's an immediate precursor to serotonin. What does that mean?

3 Serotonin -- if your levels of serotonin are low, your appetite -- you're
4 never going to feel full. That's going to help you with your appetite. And in addition,
5 there is trace essential minerals that most people do not get enough of such as
6 chromium, magnesium, and vanadium..

7 HOST: So, you're nourishing the body as well?

8 ALAN NORTH: Absolutely.

9 HOST: Um-hum.

10 ALAN NORTH: And then not only that, see, this is designed to help
11 you burn fat throughout the day but then you have the nighttime formula that does a
12 complete different function. The --

13 HOST: So, let's go -- that's
14 there -- before we move on --

15 ALAN NORTH: Okay.

16 HOST: -- the daytime, when I take it?

17 ALAN NORTH: You take it real simply in the morning at 10:00 a.m.
18 and in the afternoon at 2:00 p.m.

19 HOST: So, you get up and you have your breakfast --

20 ALAN NORTH: Right.

21 HOST: -- and you let your body do whatever it needs to do, and then -
22 - the kind of time where we do feel -- we tend to drag a little bit that late morning,
23 that's when we want to take this.

24 ALAN NORTH: Absolutely.

25 HOST: On an empty stomach?

26 ALAN NORTH: Absolutely. On an empty
27 stomach --

1 HOST: Um-hum.

2 ALAN NORTH: -- to see -- just do it either an hour before you eat or

3 an hour after. It's really simple.

4 **ON SCREEN:**

5 **WeightPerfect**

6 **V-11550**

7 **Fat Loss Accelerator**

8 **Daytime formula helps you lose weight by:**

9 **Boosting your metabolism**

10 **Decreasing you appetite**

11 **Increasing energy**

12 **1-800-788-2454**

13 **VALUEVISION**

14 **vvtv.com**

15 ALAN NORTH: Now, with the nighttime, this is an incredible

16 product. And, again, I want you to point

17 out --

18 HOST: It tastes really good, too.

19 ALAN NORTH: It tastes great. The nighttime product is not a

20 capsule. It happens to be a liquid.

21 HOST: Um-hum.

22 **ON SCREEN:**

23 **V-11550**

24 **Retail Value \$99.95**

25 **S&H \$4.49**

26 **REGULAR PRICE \$59.95 (slashed out)**

27 **SPECIAL PRICE \$49.95**

1 **This Visit Only**
2 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**
3 **1-800-788-2454**
4 **VALUEVISION**
5 **vvtv.com**
6 ALAN NORTH: Okay. The nighttime formula focuses on the
7 relationship between body fat and sleep. A lot of people are thinking what is he
8 talking about, what in the world would sleep have to do with weight loss. Sleep has
9 so much to do with weight loss.
10 **ON SCREEN:**
11 **WeightPerfect**
12 **V-11550**
13 **Fat Loss Accelerator**
14 **Night time formula helps you lose weight by:**
15 **Restoring healthy sleep patterns**
16 **Repairing and rejuvenating metabolic functions to better burn fat**
17 **Supplying body with important nutrients**
18 **1-800-788-2454**
19 **VALUEVISION**
20 **vvtv.com**
21 ALAN NORTH: We have a clinical nutritionist that we work with.
22 One of the very first questions that he asks his clients -- asks the people that we work
23 with is how much sleep do you get and what is the quality of sleep like that you get?
24 First of all, you need to get seven -- seven to nine hours of sleep a night and it needs
25 to be a very good quality of sleep.
26 HOST: Yeah, right.
27 ALAN NORTH: Because if it's not -- you really do. You really do

1 because --

2 HOST: I know I need it but how do you get it?

3 ALAN NORTH: Well, this is a product that helps with that.

4 HOST: It does. That's my point. It really does allow your body
5 somehow to go into that deeper sleep pattern. I have a problem getting there and this
6 really does that.

7 **ON SCREEN:**

8 **V-11550**

9 **Retail Value \$99.95**

10 **S&H \$4.49**

11 **REGULAR PRICE \$59.95 (slashed out)**

12 **SPECIAL PRICE \$49.95**

13 **This Visit Only**

14 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

15 **1-800-788-2454**

16 **VALUEVISION**

17 **vvtv.com**

18 ALAN NORTH: This is such an amazing product because it contains -
19 - it contains special proteins amino acids. I'm not going to, you know -- you don't
20 need to hear this but ornithine, arginine, glutamine. Those are natural protein amino
21 acids.

22 But together in the right combination, what it does is it helps directly --
23 during sleep, directly stimulate the pituitary gland in the brain to release growth
24 hormone. Why is that important? Because growth hormone which we all have peaks
25 during the night.

26 And if you're not sleeping well enough, then you're not giving your
27 body an opportunity to repair itself to the cells that have been damaged during the

1 day. So, together with this combination and the melatonin, you're going to help
2 induce sleep and raise the levels of growth hormone and that equals into greater fat
3 mobilization. In other words, you're going to help lose body fat while you're sleeping
4 because of the higher levels of growth hormone.

5 HOST: Now, Alan has given you all of the specifics about both of
6 these. I want to talk to you emotionally. I don't care if you're female, male, whatever
7 it is. I'm going to go into my world for just a minute. I had -- just to tell you how I
8 felt like there was nothing else that I could ever do and how --

9 ALAN NORTH: Right.

10 HOST: -- when I met Alan I really thought, you know what, I'm going
11 to try this just because I'm supposed to, to air it for you, I'd better know what they
12 taste like, I'd better know if this works or not just so I could give you my
13 interpretation of it.

14 ALAN NORTH: Right.

15 HOST: I kept saying to people like my mom, oh, I just had a baby, I
16 just had a baby. Finally after about two years after my second child was born, she
17 said no, you didn't and it woke me up like crazy.

18 ALAN NORTH: Interesting.

19 HOST: And it was about that same time that I met you.

20 ALAN NORTH: Interesting.

21 HOST: I met Alan and I said you know what, I'm going to try. I don't
22 have the time to diet. I hate that word. I don't have the time to exercise. This better
23 be easy and it better be good or I'm not going to have anything to do with it. And,
24 Alan, this product I -- I could do it without having to interrupt what my family ate --

25 ALAN NORTH: Um-hum.

26 HOST: -- and interfere with them in anyway. It tastes great. I feel
27 like I'm having a milkshake --

1 ALAN NORTH: Um-hum.

2 HOST: -- instead of depriving my body. And because Alan was
3 telling me to eat all the time and nourish my body, I never felt hungry, I never got
4 crabby.

5 So, if you're the same way like I was and you're thinking you know
6 what, I don't have the time, it's got to be easy, nothing works, I've tried everything,
7 call me. I want your testimonials if you've been using this. And if you look in the
8 mirror -- this is beach season for you. And if you tend to hide and not go out there
9 and not want to let anybody see you --

10 ALAN NORTH: Right.

11 HOST: We've all been there. The majority of us have been there.
12 Call me, guys. This works.

13 ALAN NORTH: And there's nothing more rewarding for me to hear
14 somebody call and say Alan, this has finally worked. And, again, this -- this -- the
15 process of losing weight --

16 HOST: Um-hum.

17 ALAN NORTH: -- is difficult because -- in reality, it's difficult in
18 your own imagination because of all the past diets that you've done. Your
19 expectations for future diets -- you can -- you can say well gosh, how could this work,
20 everything else has failed.

21 But remember, this is about nutrition. Again, I know that this is a
22 popular product but I want people to focus on nutrition because that's going to
23 maximize your results and, of course, do a little bit of exercising. But, again, this is
24 about facts. All you do with this product -- it's really simple. You're going to take --
25 you're going to take two capsules in the morning. I just want to show you this, too --

26 HOST: Um-hum.

27 ALAN NORTH: -- how gentle on the -- it's not a big horse tablet.

1 Look at that. It's a very fine powder. You're taking two capsules. It's very gentle on
2 the stomach. It's very highly absorbable.

3 And then now, you take the nighttime. I'll just show you how this
4 works. First off, you want to shake a nighttime up. You do want to refrigerate the
5 nighttime right before going to sleep. And you take the nighttime product -- the
6 nighttime liquid which is --

7 HOST: I would taste it for you but I can't because it does relax your
8 body.

9 ALAN NORTH: It does. It gives you a night's calming -- it doesn't
10 give the tranquilizer effect --

11 HOST: Um-hum.

12 ALAN NORTH: -- but it does give you a relaxing and calm effect.

13 HOST: Guys, get to the phones.

14 ALAN NORTH: It helps you sleep.

15 HOST: Don't wait until the end, guys. Okay.

16 ALAN NORTH: Mix it with water and that's it. You take this right
17 before going to sleep. We do recommend to try not to eat three hours prior to taking
18 because that will interfere with the uptake of the nutrients in the nighttime formula.

19 So, again, two capsules in the morning, two the afternoon, a
20 tablespoon -- a full tablespoon right before going to sleep of the nighttime and you're
21 going to give your body 24-hour help. Twenty-four hour help.

22 If your body just kind of -- no matter what you eat -- if you're one of
23 those people that no matter what you eat and it just kind of -- your cells are sort of
24 lazy, it just doesn't process the food and it naturally just distributes that food and
25 stores it as fat, this is a product that can help you lose body fat, but more importantly,
26 help you twenty-four hours a day.

27 Again, I encourage you, please, if you are on the program -- a lot of

1 people ask if I'm on the Weight Perfect Nutritional Program, can I use the
2 Accelerator. The answer, of course, is yes. You're going to --
3 HOST: Oh, they were all designed to go together.
4 ALAN NORTH: You're going to maximize your results. Now --
5 HOST: Um-hum.
6 ALAN NORTH: -- the answer is can I use it if I'm not on the Weight
7 Perfect Program, the answer is still yes. But I encourage you to if you're just starting
8 off and you want to make the most incredible difference, you want to shock yourself,
9 also ask your sales operator about the nutritional food supplements either in the form
10 of the powder which is what I recommend before the bars and use the bars as backup.
11 HOST: The bars are backup.
12 ALAN NORTH: And, you know, if you can --
13 HOST: Um-hum.
14 **ON SCREEN:**
15 **ValueVision Credit Card Payments as Low as**
16 **\$10.00/mo**
17 **V-11553**
18 **Retail Value \$135.00**
19 **S&H \$7.99**
20 **\$89.95**
21 **WeightPerfect**
22 **Advanced Weightloss Formula**
23 **60 meals (Choice)**
24 **1-800-788-2454**
25 **VALUEVISION**
26 **vvtv.com**
27 ALAN NORTH: If you can, you want to cover all bases, get all three.

1 But, again, just think about what product would work best for you based on what I'm
2 telling you and just choose.

3 HOST: Let's go to the phones and chat with Paula. Hi, Paula.

4 **ON SCREEN:**

5 **V-11520**

6 **SA&H \$6.79**

7 **\$44.95**

8 **WeightPerfect**

9 **WeightPerfect Nutrition Bars**

10 **24-Bars (Choice)**

11 **1-800-788-2454**

12 **VALUEVISION**

13 **vvtv.com**

14 ALAN NORTH: All right.

15 HOST: Welcome to the show.

16 PAULA: Yes. Hi, Lynne.

17 HOST: How are you?

18 PAULA: Hi. I spoke to Alan before.

19 ALAN NORTH: Hi, Paula.

20 **ON SCREEN:**

21 **V-11550**

22 **Retail Value \$99.95**

23 **S&H \$4.49**

24 **REGULAR PRICE \$59.95 (slashed out)**

25 **SPECIAL PRICE \$49.95**

26 **This Visit Only**

27 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

1 **1-800-788-2454**
2 **VALUEVISION**
3 **vvtv.com**
4 PAULA: Hi, Alan. I bought -- I bought when you first introduced the
5 program.
6 ALAN NORTH: Uh-huh.
7 HOST: Okay.
8 PAULA: And I just bought my fourth kit.
9 ALAN NORTH: Oh, wow.
10 HOST: Good for you.
11 ALAN NORTH: Wow. What's --
12 PAULA: I lost 50 pounds in three months.
13 ALAN NORTH: Wow.
14 HOST: Fifty pounds.
15 ALAN NORTH: All right.
16 HOST: Paula, congratulations.
17 PAULA: See, I don't know how -- Lynne, you were always thin. I
18 mean, I stopped smoking and I got really big. I have another 50 to lose.
19 ALAN NORTH: Fifty pounds in three -- oh, that's awesome. Yep.
20 HOST: How do you feel?
21 PAULA: I feel wonderful. It's -- my daughter-in-law is on it also. It
22 really works.
23 HOST: It does. Thank you.
24 PAULA: Tell everybody not to hesitate. The shakes are delicious.
25 HOST: Um-hum.
26 PAULA: The bars are delicious.
27 ALAN NORTH: So, Paula, you basically covered all bases. You did

1 the shakes, the bars, and the Accelerator?

2 PAULA: Right. Right. And I eat --

3 ALAN NORTH: Oh, that's awesome.

4 PAULA: And I eat two meals a day because I work.

5 **ON SCREEN:**

6 **before & after (photographs)**

7 **Individual results may vary**

8 **VALUEVISION**

9 ALAN NORTH: What about -- did you do any exercising?

10 PAULA: Yeah. I go over a treadmill. I do a mile a day on the

11 treadmill.

12 ALAN NORTH: Paula, will you do me one favor?

13 HOST: Incredible.

14 ALAN NORTH: Just do me one favor.

15 PAULA: Um-hum.

16 ALAN NORTH: I want your before and after and I want to show you

17 off the next time I come to Value Vision.

18 PAULA: Yeah. But, Alan, I never took a picture of myself.

19 ALAN NORTH: Find one.

20 HOST: Find one.

21 ALAN NORTH: You've got one. Find one. Find one. You sound

22 like me. I never want to dig up those before.

23 PAULA: I hate it.

24 HOST: Okay.

25 PAULA: But the thing is nobody should hesitate. I tried everything. I

26 mean --

27 HOST: Um-hum.

1 PAULA: -- I tried the Dr. Atkins. That's too brutal with the -- no
2 carbohydrates. That's brutal.

3 ALAN NORTH: Right.

4 HOST: Right.

5 PAULA: At least with Alan's diet you can go to the movies and have
6 popcorn.

7 HOST: Um-hum.

8 ALAN NORTH: Right.

9 PAULA: You can have a baked potato.

10 HOST: That's right.

11 PAULA: You can eat the good carbos.

12 HOST: It just works with life.

13 ALAN NORTH: Exactly.

14 PAULA: It's good. It's really good. I mean, you can't go have a hot
15 fudge sundae. I mean, that you can't have. I mean, let's face it. But you can still lose
16 a lot of weight eating sensibly and not bad.

17 ALAN NORTH: Well --

18 HOST: Why do you think, Paula -- why do you think if when you've
19 gotten to the point where you've tried everything and nothing was working for you,
20 why do you think this worked? What was it?

21 PAULA: Well, Alan mentioned something on his first time on the
22 show about this molecule that's sleeping and some people have it and some people
23 don't have it. Mine went to sleep for years. And this -- these pills I think woke it up.

24 ALAN NORTH: You know, it's interesting --

25 HOST: Hum.

26 ALAN NORTH: It's interesting that you should mention that Paula
27 and a lot of times I'll talk about -- you're referring to the UCP molecule that's located

1 in brown fat.

2 **ON SCREEN:**

3 **WeightPerfect**

4 **V-11550**

5 **Fat Loss Accelerator**

6 **Night time formula helps you lose weight by:**

7 **Restoring healthy sleep patterns**

8 **Repairing and rejuvenating metabolic functions to better burn fat**

9 **Supplying body with important nutrients**

10 **1-800-788-2454**

11 **VALUEVISION**

12 **vvtv.com**

13 PAULA: Yes.

14 ALAN NORTH: That's interesting because, you know, some people

15 that they really -- if that molecule is sort of what I would call shut off --

16 PAULA: Uh-huh.

17 ALAN NORTH: -- then this could, of course, like it's done for you,

18 it's reactivated your fat burning molecule --

19 **ON SCREEN:**

20 **WeightPerfect**

21 **V-11550**

22 **Fat Loss Accelerator**

23 **Daytime formula helps you lose weight by:**

24 **Boosting your metabolism**

25 **Decreasing you appetite**

26 **Increasing energy**

27 **1-800-788-2454**

1 **VALUEVISION**
2 **vvtv.com**
3 PAULA: Right.
4 ALAN NORTH: -- and simulated that thermogenic effect which is the
5 production of heat within the body. And truly, for some people -- you know, and
6 everyone responds differently but you're obviously someone that this was -- this
7 product was perfect for. So --
8 **ON SCREEN:**
9 **V-11550**
10 **Retail Value \$99.95**
11 **S&H \$4.49**
12 **REGULAR PRICE \$59.95 (slashed out)**
13 **SPECIAL PRICE \$49.95**
14 **This Visit Only**
15 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**
16 **1-800-788-2454**
17 **VALUEVISION**
18 **vvtv.com**
19 PAULA: Right. Because I was a smoker. I was a very heavy smoker.
20 And I stopped smoking and that's when you blossom.
21 ALAN NORTH: Right.
22 PAULA: And no diet in the world helped me.
23 ALAN NORTH: Well --
24 PAULA: Nothing.
25 HOST: Well, you --
26 PAULA: It was a nightmare.
27 HOST: Well, you took care of the most important thing first --

1 ALAN NORTH: Fifty pounds.

2 HOST: -- when you quit smoking. Congratulations on that.

3 ALAN NORTH: A lot of people think 50 pounds is so much weight in

4 three months but 50 pounds is not -- I mean, I have seen so many people lose 50

5 pounds --

6 PAULA: I know.

7 ALAN NORTH: -- in 12 weeks.

8 PAULA: I still have another 50 to go, Alan.

9 ALAN NORTH: That's very realistic. It's very realistic. Paula --

10 HOST: It's exciting.

11 ALAN NORTH: -- thank you so much.

12 PAULA: Thank you, Alan.

13 ALAN NORTH: Thank you --

14 HOST: Bye, Paula.

15 ALAN NORTH: I just want to kind of --

16 HOST: Bye-bye.

17 ALAN NORTH: -- want to recap on what Paula

18 was saying because it's very important. See, what happens is --

19 HOST: Incredible.

20 ALAN NORTH: See -- and I don't want to get -- I know -- you know,

21 the producer might complain that I get too technical and I don't want to sound

22 technical but this is body fat -- this is what body fat looks like in the body. Okay. It's

23 this -- you know, it doesn't look good. It's very unpleasant looking.

24 This is commonly referred to -- even though this is yellow, this is

25 commonly referred to by scientists as white fat. Okay. White fat is the bad fat. It's

26 the bad fat that makes you look unpleasant. It's the dimply fat, you know, with all the

27 funny names that people have made of it.

1 HOST: Fat is fat.

2 ALAN NORTH: Yeah. Fat is fat.

3 HOST: Fat is fat.

4 ALAN NORTH: And 95 percent of your -- the body fat on your body
5 is made up of white fat. But there's also what's called a good fat. There's a good fat
6 that's called brown fat or otherwise known as BAT, brown adipose tissue. That
7 brown fat is located in the neck area, above the kidneys. That fat actually helps keep
8 your body warm when you're cold.

9 But scientists made it, like Paula was mentioning, a very important
10 discovery. They found located within brown fat, the good fat, there's special
11 molecules that help incinerate fat. They're called fat burning incinerators. And in
12 some people that have a genetic tendency to put on fat easily, that -- that molecule is
13 actually turned off.

14 By adding these substances that are safe and natural, you're
15 reactivating those fat burning processes and creating what's called thermogenesis
16 which is a natural fat -- it's a natural process like digestion.

17 And see, with Paula, she's now using it. Of course, she's also eating
18 good and she's making better choices. But occasionally, as she mentioned, it's not -- I
19 mean, it's not -- it's not brutal. She's having occasional popcorn. This isn't about
20 deprivation. You're turning those fat -- you're unlocking --

21 HOST: It's tools.

22 ALAN NORTH: It's like a key. It's like a key that you're ingesting
23 that's unlocking your body's own fat burning potential.

24 **ON SCREEN:**

25 **before & after (photographs)**

26 **Individual results may vary**

27 **VALUEVISION**

1 HOST: Guys, get to the phones. Please don't wait until the end of the
2 show. I have done enough shows with Alan --

3 ALAN NORTH: This --

4 HOST: -- to see what happens at the end of the show.

5 ALAN NORTH: Especially -- especially at this price. It was tough to
6 come up with this price. Again, this was the introductory price. We sold out over
7 7,000 units. We -- we sold out, basically. And so, now it's back at this price. The
8 phones are packed. So, please if you really want to try this, don't wait until the end of
9 the hour because you're going to be on hold.

10 HOST: This visit only. Let's talk about some of these before and
11 afters they've been showing up here, Alan.

12 ALAN NORTH: If we could -- if we can go through all of them, that
13 would be great. This is Todd. I think we're going to go back to the beginning. I'll
14 show you everybody. Everyone has a little bit of a story here.

15 This is CB. CB was making some better food choices, had a very
16 sluggish metabolic rate. She was working out with the trainer, couldn't get the results.
17 This is only -- this is less than 12 weeks.

18 Now, I also want to point out that something -- about something that's
19 interesting. I got a call from CB because I wanted to get -- she was looking so great, I
20 saw her -- I saw her in the gym, my brother's gym in Dallas and I go CB, you are
21 looking awesome. We've got to get an after photograph of you. She goes you better
22 hurry because I'm two months pregnant.

23 HOST: So, in that photo, Alan --

24 ALAN NORTH: That photo --

25 HOST: -- she's two months pregnant?

26 ALAN NORTH: -- she's two months pregnant --

27 HOST: Excellent.

1 ALAN NORTH: -- just to give you an idea how wonderful --
2 HOST: Excellent.
3 ALAN NORTH: -- the wonderful results that she got. And she's
4 doing incredible. Of course, now she's pregnant. So she's not on the Accelerator but
5 she is still using the drinks. And, of course, you don't want to be on any type of
6 caloric restriction when you're pregnant. But, again, she's still using the drinks
7 because her protein requirement, of course, goes up when she's pregnant.
8 HOST: Get to the phones, guys. They're heating up.
9 ALAN NORTH: Look at some more --
10 HOST: I'm so excited for every single one of you.
11 ALAN NORTH: Check this out. This is -- this guy is so awesome.
12 This guy is Johnny. He is somebody that I work with. The funniest guy you can
13 imagine. But 50 pounds overweight and just -- I mean, two knee replacements, had
14 trouble exercising. I mean, he could barely ride a bike for five -- for five minutes and
15 he had trouble exercising.
16 HOST: Well, look at that difference.
17 ALAN NORTH: Look at the difference. And, again, that is only 12
18 weeks, and just like Paula, he also lost 50 pounds.
19 HOST: Excellent.
20 ALAN NORTH: Fifty pounds, 12 weeks --
21 HOST: Incredible.
22 ALAN NORTH: -- gone.
23 HOST: Incredible.
24 ALAN NORTH: We got a whole bunch more. This is Todd who you
25 saw a minute ago. Todd -- interesting story about Todd is he lost a lot of weight.
26 See, this before -- in fact, I wish I had another before of him because -- you see, look
27 at that before photograph. That before photograph is actually -- was his after because

1 he was 50 pounds heavier than that before.

2 HOST: Heavier than that one.

3 ALAN NORTH: So -- and he was kick boxing. He was -- he was
4 doing aerobic exercise. But what happened with Todd is see, he plateaued. It's
5 interesting to point this out because see, people have a set point in their weight, okay,
6 where their weight -- he -- you know, we know people -- look -- well, I'm just going
7 to point out the after.

8 HOST: You get stuck.

9 ALAN NORTH: I'll talk about this when we get back in a second but
10 look at the after. This is an eight week difference. Eight week difference.

11 HOST: Eight weeks.

12 ALAN NORTH: Look at the difference. He just plateaued --

13 HOST: What are you waiting for?

14 ALAN NORTH: -- he plateaued on his weight loss program. Think
15 we have a couple more --

16 HOST: Um-hum.

17 ALAN NORTH: -- pictures. I'll show you some more. This is Elda,
18 another interesting story. Elda lost 38 pounds in 12 weeks. Elda's weight wouldn't
19 budge because she had back problems, was pretty much immobile. Immobile. She
20 had back problems. Her husband calls me every week still to thank me. She's -- she's
21 lost --

22 HOST: Her husband calls you.

23 ALAN NORTH: Her husband calls me. She --

24 HOST: Because she feels good.

25 Her -- and she's happy and she's alive.

26 ALAN NORTH: I've got to get an updated after. That's a 38 pound
27 difference. She's already lost 60. She has lost 60 --

1 HOST: Oh.

2 ALAN NORTH: I can't keep up with all the afters. We've got one
3 more, I think. Juanita, again, I can keep up with the after photos. She's lost 75
4 pounds. Her weight loss is up to 115. One hundred and fifteen.

5 HOST: Congratulations to all of these people because you know what,
6 they were probably feeling helpless, too; until they met you.

7 ALAN NORTH: Now -- now, this is an interesting story, too,
8 because now -- now, Hal is somebody that did the Weight Perfect Nutritional
9 Program, got excellent results, had heart problems, was in -- he was actually in the
10 hospital when I met him. Now, he got -- he just -- again, he also plateaued. The
11 Accelerator helped him get to his goal lean weight.

12 HOST: And Alan is not telling you to go and buy all these special
13 foods. He's saying sit down and eat with your family --

14 ALAN NORTH: Yes.

15 HOST: -- and just use some good old-fashioned common sense.

16 ALAN NORTH: Absolutely.

17 HOST: We have to go the phones and talk with Susan.

18 ALAN NORTH: All right.

19 HOST: Susan, thanks so much for waiting. Welcome to the show.

20 SUSAN: Hi. Hi, Alan.

21 ALAN NORTH: Hi, Susan.

22 SUSAN: You know, I just bought the product the last time you -- it
23 was on the show.

24 ALAN NORTH: Right.

25 SUSAN: And I started taking it I'd say the end of last -- the beginning
26 of last week and -- and since last Wednesday, I've lost 13 pounds.

27 ALAN NORTH: All right. Since last Wednesday?

1 SUSAN: Since last Wednesday.

2 ALAN NORTH: Wow. Now, which product --

3 HOST: Susan, you go.

4 ALAN NORTH: Now, Susan, which product are you talking about?

5 SUSAN: The daytime and the nighttime formula.

6 ALAN NORTH: Okay.

7 SUSAN: I've been taking them together. And one of the things that's

8 been very helpful is I'm -- I have terrible insomnia and I'm sleeping so much better.

9 HOST: I noticed that difference, too, Susan.

10 ALAN NORTH: Oh, gosh. Susan, that is an excellent point that I

11 don't even talk about enough that so many people have insomnia and that could be a --

12 I've spoken with a sleep specialist -- a sleep doctor who said you're right, Alan, I've

13 seen you on tv, insomnia can be -- I mean, not being able to sleep can have a major,

14 major negative effect on your metabolic rate. So, gosh, congratulations.

15 HOST: Susan, tell us a little bit about yourself. I mean, I always like

16 to ask this question. Did you feel like you were just hitting a wall, that nothing was

17 working?

18 SUSAN: I have tried everything, everything you can possibly imagine,

19 and I feel like nothing -- no matter how much I stick to a food plan and watch what I

20 eat, nothing has helped me jump start my metabolism.

21 ALAN NORTH: That is so great.

22 SUSAN: And I've been so depressed about it because I've been getting

23 some problems --

24 ALAN NORTH: Sure.

25 SUSAN: -- with my legs and my mobility and I've been in and out of

26 work.

27 ALAN NORTH: Oh, man.

1 SUSAN: You know, I don't want to lose my job because of my
2 mobility problems.

3 ALAN NORTH: Sure.

4 SUSAN: So, this has been the first thing that's been actually giving me
5 any ray of hope. So, thank you so much.

6 **ON SCREEN:**

7 **WeightPerfect**

8 **V-11550**

9 **Fat Loss Accelerator**

10 **Night time formula helps you lose weight by:**

11 **Restoring healthy sleep patterns**

12 **Repairing and rejuvenating metabolic functions to better burn fat**

13 **Supplying body with important nutrients**

14 **1-800-788-2454**

15 **VALUEVISION**

16 **vvtv.com**

17 HOST: So, everybody at home -- everyone who's watching right now,
18 Susan, tell everybody again, just in case people are -- you know, have the sink on, the
19 water going, something like that --

20 ALAN NORTH: Right.

21 HOST: -- how much by using the product for a week and how much
22 did you lose in a week?

23 SUSAN: Thirteen pounds.

24 ALAN NORTH: That's great.

25 **ON SCREEN:**

26 **WeightPerfect**

27 **V-11550**

1 **Fat Loss Accelerator**
2 **Daytime formula helps you lose weight by:**
3 **Boosting your metabolism**
4 **Decreasing you appetite**
5 **Increasing energy**
6 **1-800-788-2454**
7 **VALUEVISION**
8 **vvtv.com**
9 SUSAN: It's amazing.
10 HOST: How do you feel? I mean, how does your body feel? How
11 does your energy level feel?
12 SUSAN: Oh, I feel so much better. I'm moving so much better. It's
13 amazing.
14 ALAN NORTH: Susan --
15 HOST: And you're sleeping better.
16 ALAN NORTH: Now, Susan, let me ask --
17 SUSAN: I'm definitely sleeping better. I haven't slept in years.
18 **ON SCREEN:**
19 **V-11550**
20 **Retail Value \$99.95**
21 **S&H \$4.49**
22 **REGULAR PRICE \$59.95 (slashed out)**
23 **SPECIAL PRICE \$49.95**
24 **This Visit Only**
25 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**
26 **1-800-788-2454**
27 **VALUEVISION**

1 vvtv.com

2 ALAN NORTH: Susan, let me ask you this. I know that you're using
3 the Accelerator. You've lost 13 pounds. What about as far as -- have you made any
4 changes nutritionally?

5 SUSAN: Oh, absolutely.

6 ALAN NORTH: Good..

7 SUSAN: I've been eating less -- one of the things that, you know, it
8 said on the bottle and I was
9 a little skeptical, it said that -- you know, that it had -- it helped your appetite.

10 ALAN NORTH: Yes.

11 SUSAN: I am not as hungry. And -- you know, that's never been quite
12 my -- always my reason for eating. But I found that since I haven't been as hungry, I
13 really have not felt the need to eat.

14 ALAN NORTH: Right.

15 SUSAN: So, I'm eating much less food. I'm pretty -- sticking between
16 about 1800 calories which has been very helpful.

17 ALAN NORTH: That's good. If you're not using the food
18 supplements, Susan, definitely keep your protein levels up, try to eat frequently
19 throughout the day, eat five smaller meals throughout the day, and in combination
20 with the Accelerator, the weight loss is going to continue to melt off. Great story.

21 SUSAN: Thank you so much.

22 ALAN NORTH: Thank you, Susan.

23 HOST: Susan, thank you for taking the time to call. Appreciate it.

24 ALAN NORTH: That's so awesome.

25 SUSAN: Thank you.

26 HOST: That's really awesome.

27 ALAN NORTH: And I do want to point out, again, I know that -- I

1 know that this is a very exciting program. Obviously, it's at a great price.

2 HOST: Look at our phones. Stay on there, guys. Don't hang up.

3 We're very, very busy as you can imagine. Everybody --

4 **(The program was concluded.)**

5

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27

VALUEVISION

WEIGHTPERFECT FAT LOSS ACCELERATORS

DATE RECORDED: JULY 19, 2000

Exhibit B

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27

PROCEEDINGS

- - - - -

WEIGHT PERFECT

HOST: Hello, everyone. Welcome back to ValueVision. I'm so excited. Alan North, I get -- you know, I came in last night during my night off --

ON SCREEN: Alan North vvtv.com Lynne Schacher

ALAN NORTH: I know.

HOST: -- during my night off and I stayed here because this is your last show and I'm so excited to have one final opportunity to let everybody get on this.

ALAN NORTH: Oh, that's wonderful.

HOST: I'm Lynne Schacher. This is Alan North, Weight Perfect.

ALAN NORTH: I have a 6:00 a.m. flight tomorrow.

HOST: This -- it's now or never. You're gone at 6:00 a.m..

ALAN NORTH: Thanks for coming in again.

HOST: Not a problem. Happy to do it.

ALAN NORTH: Appreciate it.

HOST: Here's why. I started this product about a year ago with the powders. We're going to show you everything that Alan has to offer. When I had hit a dead end and thought all those extra 15 baby pounds are never going to go away, I met Alan. So, we're going to talk about it. But before we do, call early to do --

(Break in tape.)

HOST: We do have to focus on basically two items and that's because you're leaving --

ALAN NORTH: Right.

HOST: -- and the price goes up.

ALAN NORTH: Right.

1 HOST: So, that's why if you're wondering well, Lynne, why aren't you
2 spending as much time on the powders -- on the meal replacements as you are some
3 of these other items, that's because in about 55 minutes, the price will change.

4 **ON SCREEN:**

5 **V-11550**

6 **Retail Value \$99.95**

7 **S&H \$4.49**

8 **REGULAR PRICE \$59.95 (slashed out)**

9 **SPECIAL PRICE \$49.95**

10 **This Visit Only**

11 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

12 **1-800-788-2454**

13 **VALUEVISION**

14 **vvtv.com**

15 ALAN NORTH: Right.

16 HOST: And that's -- we were doing a special for this visit that Alan is
17 here, and that's it guys. This is where we're going to start the presentation.
18 Everything else though we will show is coming up and will show as still available
19 because we want you to have access to everything that Alan has to offer. But this is
20 , where we're going to start.

21 If you are someone who needs to lose that last five pounds and your
22 metabolism has stopped, if you needed to lose -- you have 30 pounds left but your
23 body has hit a set point --

24 ALAN NORTH: Yes.

25 HOST: -- Alan, you have found for us -- you've created for us
26 something that's going to work for every single person out there to get their
27 metabolism revved back up and ready to go.

1 ALAN NORTH: Well, this is a product that can really be influential in
2 helping you speed up that metabolic rate so you can burn more calories faster, more
3 calories and fat more efficiently while -- during the day while you're awake and
4 working and doing all the activities that you do during the day. But there's also a
5 product that helps while you're sleeping at night because so many companies don't
6 focus on what happens during the night.

7 HOST: Um-hum.

8 ALAN NORTH: And during the night is so important. Lots of
9 metabolic processes are happening while you're sleeping. And why not ingest
10 something that's healthy that's going to help you burn those calories not only during
11 the day but while you're sleeping. So, you have a two-part product here, daytime and
12 nighttime formula.

13 HOST: Oh, I love that. Say that again.

14 ALAN NORTH: It's a -- it's a --

15 HOST: Two part product.

16 ALAN NORTH: It's a two-part product. It's really -- this is a -- this is
17 a weight loss system that was designed specifically -- now, keep in mind if this is you,
18 then this is for you.

19 HOST: Um-hum.

20 ALAN NORTH: If you are somebody that has a struggle like I do -- I
21 was a hundred pounds overweight. If you're just tuning in and you haven't seen me
22 before, I was a hundred pounds overweight. I've worked with so many different types
23 of people.

24 My average client -- I used to train people every day all day long and
25 counsel people nutritionally. My average client, when I first met somebody, was a
26 hundred pounds overweight. So, again, of course, I recommend a good eating and I
27 recommend some moderate exercise. You don't need to kill yourself in the gym. But

1 why not make it easier --

2 HOST: Um-hum.

3 ALAN NORTH: -- and that's what we've developed. We have
4 developed a system that's a supplement is to complement. It's designed to
5 complement a good nutritional program, a good exercise program, and can help you --
6 at -- first of all, it can put an end to the weight gain because people that put on body
7 fat -- and believe me I can -- I can identify.

8 If you put on fat real easily, the one thing that's interesting is that
9 we've noticed that people constantly are putting on weight. It's just like this never-
10 ending cycle. When you have fat cells and -- and you efficiently store fat, those fat
11 cells can expand indefinitely.

12 HOST: Um-hum.

13 ALAN NORTH: In other words, you can continue to gain body fat
14 and keep piling on fat and what happens to that stored energy, it just sits there. It gets
15 --

16 HOST: It does.

17 ALAN NORTH: It gets trapped. This is what it is.

18 HOST: It does.

19 ALAN NORTH: This is what it looks like. It's trapped energy.

20 HOST: Um-hum.

21 ALAN NORTH: And we have designed a formula that helps you burn
22 calories. It's been scientifically proven with many, many different studies. It's a two-
23 part product. The daytime formula has specific ingredients that stimulate a process
24 known as thermogenesis, that fat burning process. It creates -- it creates energy, heat
25 production within the body naturally.

26 And, again, some people that lack the capacity to burn fat and calories
27 on their own, what happens to the food that you eat? Several things. One of three

1 things can only happen. There's only three things that can possibly happen. One, you
2 eat food, what happens to it? It meets the energy requirements for the day. Okay.

3 HOST: And then what does it do?

4 ALAN NORTH: Two -- two, it gets either -- if it doesn't do that, it
5 gets stored as fat.

6 HOST: Um-hum.

7 ALAN NORTH: Or three, which is real important, it gets burned off.
8 It gets burned off by special cells of the body that are located within brown adipose
9 tissue, brown fat. Those cells help incinerate the fat that you eat and store in fat so
10 that you don't store it.

11 Well, that latter process is known as thermogenesis and some people
12 naturally lack this capacity. And scientists have found that certain people -- and this
13 is one of the problems with obesity and there's lots of problems. There's -- there's
14 genetics. In fact --

15 HOST: Um-hum.

16 ALAN NORTH: -- scientists have found an OB -- it's called the OB
17 gene where certain people have a gene where you put on fat easily and you can, of
18 course, identify with it because your mother may be overweight or your father may be
19 overweight or both parents could be overweight and you can see a lot of your relatives
20 are overweight. But one of the reasons that people put on fat is because they lack the
21 special molecule to burn fat that's located in cells throughout the body.

22 HOST: Do you mean they literally lack it?

23 **ON SCREEN:**

24 **before & after (photographs)**

25 **Individual results may vary**

26 **VALUEVISION**

27 ALAN NORTH: Well, no, I'm sorry. Let me rephrase. I made a

1 mistake. You don't lack it. You have it. You have the cell but it's just turned off.

2 HOST: It's turned off.

3 ALAN NORTH: This is an example of somebody that --

4 HOST: Uh.

5 ALAN NORTH: -- that has the capacity to lose weight but those cells

6 weren't working properly. Look at the difference here. This is an 11 week difference.

7 She lost over 30 pounds in 11 weeks.

8 HOST: In 11 weeks.

9 ALAN NORTH: And she was eating right. She was exercising. This

10 is an individual that had two knee replacements. He couldn't hardly walk let alone

11 exercise.

12 HOST: That is so dramatic.

13 ALAN NORTH: Fifty pounds. Fifty pounds, 12 weeks. I'm going to

14 show how to use the program it's so easy. Fifty pounds in 12 weeks. Look at that.

15 Protected his lean muscle tissue, lost the body fat that was stored, trapped, had

16 nowhere to go.

17 HOST: That's the deal guys. It has to be easy, too. I mean, there is

18 not a single program that could be easier. I've used it. I know.

19 ALAN NORTH: Got some more photographs.

20 HOST: Um-hum.

21 ALAN NORTH: We have a whole bunch of photographs we're going

22 to show you in just a couple --

23 HOST: We'll just keep moving on through them for you.

24 ALAN NORTH: Let's go right down.

25 HOST: Absolutely. How much did this guy lose?

26 ALAN NORTH: Fifty pounds. This is 30 pounds in eight weeks.

27 HOST: Wow.

1 ALAN NORTH: Thirty pounds in eight weeks. And that before
2 photograph when I first met Todd, he was a hair- dresser. He is a hairdresser, he was
3 kick boxing, he was working out with a trainer, he was on the treadmill, and his
4 weight just plateaued. He needed that extra lift, that extra boost.

5 And, again, I don't recommend taking the ephedrine-based products.
6 This is not about ephedrine. It's not about mahuang. It's not going to make you jittery
7 --

8 HOST: Um-hum.

9 ALAN NORTH: -- not going to make you
10 feel nervous, not going to make you feel depressed.
11 This is Elda. Elda had chronic back pain. Again, like Johnny who you saw earlier
12 who lost fifty pounds in 12 weeks, she couldn't work out either as she was in constant
13 pain.

14 And you can imagine -- I mean, you know, the food that she ate just
15 went to fat. It went straight to fat. Even -- you know, again, if you're totally
16 immobile and you can't move, even if you're making good food choices, a lot of it
17 could go to fat if you're not active.

18 HOST: Yes.

19 ALAN NORTH: This is Juanita, 70 pound difference. Look at the
20 difference. You can visually see a big difference. That is, again, in the realm -- this
21 was somewhere between 12 and 14 weeks. Seventy pounds between 12 at 14 weeks.
22 I think it was somewhere --

23 HOST: Gosh.

24 ALAN NORTH: I don't know exactly. It was between 12 and 14
25 weeks. Seventy pounds. She's already lost 115. I've got to get another picture of her.
26 We have another individual I think. Look at this.

27

1 HOST: That -- that is the most dramatic one.

2 ALAN NORTH: Hal, is somebody that did do the Weight Perfect

3 Nutrition but kind of plateaued toward the end. Wanted to get rid of -- they wanted to

4 get rid of their last bit of weight. Put them on the Accelerator, two capsules in the

5 morning, two in the afternoon, a tablespoon of the Nighttime right before they go to

6 sleep. Look at the remarkable difference in 10 weeks.

7 HOST: You can't even tell this is the same person.

8 ALAN NORTH: I know.

9 HOST: Literally can take --

10 ALAN NORTH: Look at the face.

11 HOST: He looks 20 years younger.

12 ALAN NORTH: Look at the chin area, the face area --

13 HOST: Um-hum.

14 ALAN NORTH: -- and, of course, the stomach and the arms. Look at

15 the definition. And, again, you can't hold that in. You can't hold that in.

16 **ON SCREEN:**

17 **V-11550**

18 **Retail Value \$99.95**

19 **S&H \$4.49**

20 **REGULAR PRICE \$59.95 (slashed out)**

21 **SPECIAL PRICE \$49.95**

22 **This Visit Only**

23 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

24 **1-800-788-2454**

25 **VALUEVISION**

26 **vvtv.com**

27 HOST: I know. It really is dramatic. Let's tell everybody how you use

1 this because you know what?

2 ALAN NORTH: Okay.

3 HOST: For it to work with me -- I have a career. I have two children.

4 For this to work for me, it had to be easy. It had to be.

5 ALAN NORTH: I'm going to --

6 HOST: Let's tell everybody how easy this is.

7 ALAN NORTH: I'm going to show you how easy it is to use --

8 HOST: Yeah.

9 ALAN NORTH: -- and then I'm going to give you a little bit of the

10 mechanics of how it works in the body.

11 HOST: Um-hum.

12 ALAN NORTH: Okay. Look, you have -- the daytime is capsules.

13 Okay. So, you want to take the daytime, of course, during the day right in the

14 morning. On the bottle, it's going to say at 10:00 in the morning and then at 2:00 in

15 the afternoon. You don't have to take it at 10:00 and 2:00, although we recommend it.

16 It could be at 9:00 and 1:00 or 11:00 and 3:00. But I want to demonstrate that it's not

17 a horse tablet.

18 HOST: That's what I love.

19 ALAN NORTH: This is just very natural herbal ingredients that have

20 been proven to burn fat.

21 HOST: That -- so, that just means it's going to go to work so fast --

22 ALAN NORTH: Very --

23 HOST: -- into your system, isn't it?

24 ALAN NORTH: It is. It goes --

25 HOST: Yeah.

26 ALAN NORTH: -- right to the system. It's not going to sit there. It

27 doesn't -- there's no binders and fillers. This doesn't disintegrate. Look how -- look

1 how gentle it is. It's very gentle on a stomach. Easy to swallow.

2 HOST: Twenty four hours.

3 ALAN NORTH: Basically -- you'll notice on the bottle, too, it says

4 take on an empty stomach. By definition, it's real easy. Don't be confused. You take

5 an hour before you eat or an hour after.

6 HOST: Um-hum. Um-hum.

7 ALAN NORTH: So, two in the morning, two in the afternoon. And,

8 again, it could be at 11:00 and 3:00, it could be 10:00 and 2:00, it doesn't matter.

9 HOST: And you -- and you know what I do though? If I'm off, I just

10 take it no matter what time.

11 ALAN NORTH: Yes.

12 HOST: Like if I don't have it with me and I forget --

13 ALAN NORTH: Well --

14 HOST: -- and I go home and I take it right away.

15 ALAN NORTH: Now, with the nighttime, all you do -- then you don't

16 even need this much water and I don't even have a tablespoon but you do use a

17 tablespoon. Shake --

18 HOST: Excuse me. I can get one for you.

19 ALAN NORTH: Shake the nighttime -- I think we might have one in

20 there.

21 HOST: I do as a matter of fact.

22 ALAN NORTH: Okay. On the nighttime product, it's a liquid form.

23 It tastes great. You mix it with water or you can -- even if you want to you can mix

24 with crystal -- there we go.

25 HOST: That's the beauty of live television. Okay.

26 ALAN NORTH: Okay. Now, I want you to zero in here because I

27 want you to have a full tablespoon right before going to sleep. This is going to help

1 all that metabolic activity.

2 HOST: And it taste good. And it taste good too.

3 ALAN NORTH: Look at this. You mix it -- you don't even need that

4 much water. I put a little bit too much. Okay. You can mix it with Crystal Light.

5 We do recommend not mixing it with juice because you want to avoid calories --

6 HOST: The extra calories.

7 ALAN NORTH: -- at night, and, of course, you want to avoid simple

8 sugars at night.

9 HOST: Um-hum.

10 ALAN NORTH: Now, here's the difference in here. I do want -- as

11 you'll notice, on the bottle -- it's so easy, too. You'll notice -- I'm just going to tell

12 you. It says add one tablespoon to eight ounces of water, you don't even need that

13 much, to cold water just before going to sleep. Okay.

14 Now, take this on an empty stomach. Try not to -- like if you go to bed

15 at 10:00 and you're going to take this right at 10:00, do not eat after 7:00. Try to let

16 three hours go prior to taking this product. And that's all that you do. That's all that

17 you do.

18 HOST: And it's that -- yeah.

19 ALAN NORTH: And it's going to provide those nutrients --

20 HOST: I'd just like just a sip --

21 ALAN NORTH: Yeah. Now --

22 HOST: -- because I'm not going to bed.

23 ALAN NORTH: Take a sip and I'll tell you why I don't recommend

24 taking it right now. Okay. Now, here's the key.

25 HOST: It's good.

26 ALAN NORTH: I'm going to show you this works. Okay. What's in

27 here? You don't need to be confused with the science of all this. It's so simple.

1 These are ingredients -- we didn't just put a bunch of ingredients in here and just, you
2 know, we keep our fingers crossed, let's hope that this burns fat.

3 HOST: Just hold on.

4 ALAN NORTH: This was based on real science, based on a lot of
5 research. It took two years to develop this program. Okay. There's citrus aurantium
6 which is a safe alternative to ephedrine. Ephedrine -- you know you've taken
7 ephedrine before. That's the big horse tablet in the kiosk. It -- it makes you jittery.

8 HOST: Um-hum.

9 ALAN NORTH: I've taken it before. We at first considered using it
10 but it raises your blood pressure, it makes you nervous, it gives you headaches, and it
11 could also lead to depression.

12 In fact, some people have -- there hasn't been -- there have been deaths
13 linked to that supplement. This is a product that is safe. It's natural. Citrus
14 aurantium is one of the ingredients but it's the main ingredient.

15 HOST: Um-hum.

16 ALAN NORTH: Okay. It's the main ingredient because citrus
17 aurantium is from the bitter orange tree. It contains something that's called syneferine
18 (phonetic). Okay. That's the active fat burning ingredient. It's very safe.

19 It's going to burn fat in a similar fashion to ephedrine because it's
20 actually scientifically considered to be a cousin of ephedrine. But the great thing
21 about citrus aurantium is that it's natural, it's derived from the bitter orange tree, and it
22 has none of the negative side effects like ephedrine.

23 Okay. In addition -- see, that's
24 going to stimulate that thermogenic, that fat burning process that you may lack. In
25 addition, there's pyruvate. Pyruvate -- here's the interesting study about pyruvate.

26 HOST: You get so excited. You can just tell.

27

1 ALAN NORTH: Pyruvate actually has been shown to work better if
2 you have more weight to lose. Okay. In fact --

3 HOST: Oh.

4 ALAN NORTH: In fact, pyruvate doesn't really work as well with
5 people that are leaner. It works better if you have more fat to lose and it works
6 especially well with both men and women but even better with women. Okay. So --

7 HOST: Because we have more fat.

8 ALAN NORTH: Better --

9 HOST: Our tissues are made into more fat.

10 ALAN NORTH: Scientists don't even know why it works better with
11 women but pyruvate specifically seems to work better with women. Now, citrus
12 aurantium works better -- works equally on both men and women.

13 So, you're getting not just one fat burning ingredient, you're getting
14 several. You're getting also guarana. Now, here's what's interesting about guarana.
15 It's natural caffeine. It's as safe as coffee.

16 HOST: We like guarana.

17 ALAN NORTH: Now, interesting, a lot of people ask when they're on
18 the WeightPerfect Program, can you have coffee. Actually, coffee does have caffeine.
19 We know that. That actually helps you burn fat. Caffeine is a well-known fat burner.
20 We didn't megadose it though.

21 And the interesting thing about the study is with the citrus aurantium
22 and pyruvate is that when studied, we find -- scientists have found that they all work -
23 - if you just use citrus aurantium by itself, it works.

24 But recent studies show that if you combine it with a natural form of
25 caffeine, it actually makes the citrus aurantium burn more fat which means that it's
26 synergistic. It works better and in combination.

27 So, what -- unlike a lot of the supplement companies that will just stick

1 one fat burning ingredient at the incorrect levels, you're getting the right ingredients at
2 the right levels but in a very unique combination.

3 **ON SCREEN:**

4 **WeightPerfect**

5 **V-11550**

6 **Fat Loss Accelerator**

7 **Daytime formula helps you lose weight by:**

8 **Boosting your metabolism**

9 **Decreasing you appetite**

10 **Increasing energy**

11 **1-800-788-2454**

12 **VALUEVISION**

13 **vvtv.com**

14 **ALAN NORTH:** So, you're getting four unique combination fat
15 burning ingredients that all have a synergy. The synergistically work to get that
16 metabolism going without any of the negative effects. Now, that's the whole concept
17 of the daytime formula.

18 **ON SCREEN:**

19 **V-11550**

20 **Retail Value \$99.95**

21 **S&H \$4.49**

22 **REGULAR PRICE \$59.95 (slashed out)**

23 **SPECIAL PRICE \$49.95**

24 **This Visit Only**

25 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

26 **1-800-788-2454**

27 **VALUEVISION**

1 vvtv.com

2 ALAN NORTH: Now, let me go to the nighttime formula because the

3 nighttime formula you want to focus on at night. Okay. A lot of people neglect sleep

4 and a lot of companies neglect sleep.

5 Our clinical nutritionist the first thing -- and people always wonder

6 why he asks this. When he sits with somebody that has a real serious problem with

7 being overweight, what do you think the first question he asks?

8 HOST: Do you sleep?

9 ALAN NORTH: Do you get enough sleep? Do you get enough sleep?

10 HOST: Who gets enough sleep?

11 ALAN NORTH: Do you get the right quality of sleep?

12 HOST: Yeah.

13 ALAN NORTH: Because sleep -- if you are not sleeping, if you have

14 insomnia, if you're tossing and turning, you may be adding body fat to your body. It's

15 real simple.

16 HOST: Wait. Just by sleeping

17 there --

18 ALAN NORTH: Don't --

19 HOST: -- I don't -- I don't get my body to go into that, deep sleep,

20 what am I doing?

21 ALAN NORTH: By -- by not sleeping, you're adding -- you're

22 contributing the body fat. And let

23 me -- and, again, I don't want to get to scientific --

24 HOST: Wow.

25 ALAN NORTH: -- but let me explain how this works. There are

26 special processes that happen during -- you know, constantly. Your body is

27 constantly at work. A lot of people think that when they go to sleep, their bodies are

1 simply in this docile state, that you're at rest, and nothing is happening, but lots of
2 things are happening with your body. Lots of processes are happening.

3 And the body, while you're sleeping, -- that's the only time during the
4 day where your body has to heal itself, has to really rejuvenate and repair itself.

5 HOST: Um-hum. Um-hum.

6 ALAN NORTH: And how does it do that? It does that by feeding
7 your body with the right nutrients, the right amino acids, protein. Protein amino
8 acids, this is what your muscle is made of.

9 **ON SCREEN:**

10 **WeightPerfect**

11 **V-11550**

12 **Fat Loss Accelerator**

13 **Night time formula helps you lose weight by:**

14 **Restoring healthy sleep patterns**

15 **Repairing and rejuvenating metabolic functions to better burn fat**

16 **Supplying body with important nutrients**

17 **1-800-788-2454**

18 **VALUEVISION**

19 **vvtv.com**

20 ALAN NORTH: Your muscle is made of protein amino acids. So,
21 naturally, one of the key factors here is that the nighttime formula contains amino
22 acids that are found in food, although most people aren't getting them from the foods
23 that they eat.

24 HOST: Alan, I sleep better. I am not a good sleeper. I have two kids
25 so I always kind of go with one eye open and one ear, you know, always open and
26 listening. I sleep better. I am more restful with the nighttime formula.

27 **ON SCREEN:**

1 **V-11550**
2 **Retail Value \$99.95**
3 **S&H \$4.49**
4 **REGULAR PRICE \$59.95 (slashed out)**
5 **SPECIAL PRICE \$49.95**
6 **This Visit Only**
7 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**
8 **1-800-788-2454**
9 **VALUEVISION**
10 **vvtv.com**
11 ALAN NORTH: I'll tell you something. I have a 6:00 a.m. flight
12 tomorrow morning. I -- after doing the show, I get all excited. I get hyped up. I'm
13 not going to be able to go to sleep naturally. I'm going to be up. I'm going to want to
14 watch TV.
15 HOST: Yes.
16 ALAN NORTH: I will need to take this in order for me to sleep.
17 Now, I have a slow metabolism so I'm not just -- you know, I'm not preaching that
18 this -- you know, this is for you if you're overweight.
19 I know what it's like being overweight. I was a hundred pounds
20 overweight. I've worked with people -- I do it every -- I don't just come to Value
21 Vision and act as the spokesperson. I work with people every day --
22 HOST: Um-hum.
23 ALAN NORTH: -- you know, and a lot of people that are watching
24 right now you've called me and you know that if you -- you can call me -- that's --
25 that's my job is to work with people. That's -- that's what I like doing. I like helping
26 people get leaner and healthier at the same time --
27 HOST: Um-hum.

1 ALAN NORTH: -- because what good is being leaner if you're not
2 going to be healthier. But here is the key to the nighttime formula. It's so important
3 that while you're sleeping, in addition to all those metabolic processes that are
4 happening, growth hormone is released. Growth hormone is released naturally within
5 all of us -- within all of us.

6 That's why kids grow. Kids, you know, grow faster as teenagers and
7 through adolescence because they have lots of growth hormones. But as you get
8 older, the growth hormone levels in your body decrease. So, what's interesting about
9 growth hormone is that it is an amino acid-based hormone that peaks while you're
10 sleeping.

11 And guess what? If you're not sleeping, levels will be very low and
12 especially in combination as you age, they're already getting lower. That's why
13 doctors are even recommending as people get older they take growth hormone shots
14 but you don't need to do that. That's synthetic.

15 HOST: I know people who do that. It costs a fortune.

16 **ON SCREEN:**

17 **before & after (photographs)**

18 **Individual results may vary**

19 **VALUEVISION**

20 ALAN NORTH: A lot of -- it costs thousands to do that, but you can
21 do it naturally with nutrients. Again, what are those nutrients? Amino acids, protein
22 amino acids, natural nutrients that you're going to provide for your body that's going
23 to help increase the levels of growth hormone while you're sleeping. And what does
24 that mean? What does that mean?

25 That means you're going to help protect your muscle tissue which is
26 going to help burn more fat and you're going to help utilize fat so that you don't store
27 it. You're going to utilize fat and -- so that it gets mobilized so you actually use it

1 while you're sleeping.

2 But in addition, why this helps you sleep, because it has those amino
3 acids, gamma amino butyric acid which helps -- it has a calming effect. In addition
4 though, there's melatonin. Melatonin and vitamins, B vitamins. You have melatonin
5 which will help induce sleep which will further augment the levels of growth
6 hormone.

7 That's why these people that you're seeing, they're not hired models.
8 They were just like you that had trouble, but by implementing this simple supplement,
9 they're able to, in addition to their diets --

10 HOST: Um-hum.

11 ALAN NORTH: -- in addition to their
12 exercise -- I hate to use the word diets. I should say their nutritional program.

13 HOST: Yes.

14 **ON SCREEN:**

15 **V-11550**

16 **Retail Value \$99.95**

17 **S&H \$4.49**

18 **REGULAR PRICE \$59.95 (slashed out)**

19 **SPECIAL PRICE \$49.95**

20 **This Visit Only**

21 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

22 **1-800-788-2454**

23 **VALUEVISION**

24 **vvtv.com**

25 ALAN NORTH: They're able to lose the fat and it's -- what it is -- it's -
26 - do you need this product? You don't necessarily need the product. The most
27 important factor is nutrition. That's why I'm always talking about nutrition. But why

1 not take a supplement that will make it easier for you --

2 HOST: Um-hum.

3 ALAN NORTH: -- and is what this -- that's our whole company goal
4 is to help this whole process which is very difficult for a lot of people to make it
5 easier.

6

7 **(The program was concluded.)**

8

9

10

11

12

13

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27

VALUEVISION

WEIGHTPERFECT FAT LOSS ACCELERATORS

DATE RECORDED: JULY 17, 2000

Exhibit C

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27

PROCEEDINGS

- - - - -

WEIGHT PERFECT

ON SCREEN: Alan North vvtv.com Michelle Murphy

HOST: We really want you to call in with your testimonials. We want to hear how much weight you've lost. We want to hear how easy the program is. How you haven't been hungry. How it's been effective for you. How you've felt more energy.

ON SCREEN:
V-11520
S&H \$6.79
\$44.95
WeightPerfect
WeightPerfect Nutrition Bars
24-Bars (Choice)
1-800-788-2454
VALUEVISION
vvtv.com

HOST: And speaking of more energy, we have a show coming up --
(Break in tape.)
HOST: Why do you do the Accelerator? Because there's a few problems we have when we try to go on a weight loss program.

ON SCREEN:
V-11550
Retail Value \$99.95
S&H \$4.49

1 **REGULAR PRICE \$59.95 (slashed out)**

2 **SPECIAL PRICE \$49.95**

3 **This Visit Only**

4 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

5 **1-800-788-2454**

6 **VALUEVISION**

7 **vvtv.com**

8 HOST: And we really want you to call in with your testimonials. If
9 you've lost weight on this program --

10 ALAN NORTH: Right.

11 HOST: -- or you've gone on another program you're like look, I've
12 been on every program, I'm going to give up. Do not give up. Because if you give up,
13 you're going to be at the same place in six months as you are today. The other thing
14 you said these, you know, results are very quick.

15 ALAN NORTH: Right.

16 HOST: We don't want you to think this is a crash diet though.

17 ALAN NORTH: No, not at all.

18 HOST: This is a program that your body loves and you're feeding your
19 body, you're feeding your brain, and when you give your body what it actually needs
20 and not these other wasteful things --

21 ALAN NORTH: Right.

22 HOST: -- you're going to lose weight. The Accelerator is going to
23 increase the process. It's going to make your body a fat burner and it's going to
24 increase your metabolism.

25 Now, I've got to tell you also the other benefit is you're not hungry. If
26 you take those and don't feel the cravings and that's, to me, the most important thing
27 about the Accelerator. Because when you go on a diet, the worst thing is -- because

1 you know what? Your stomach -- they say your stomach can't shrink and get bigger
2 but in a way it does because --

3 ALAN NORTH: Yeah, it does.

4 HOST: -- you really -- if you're used to eating, you know, 5000
5 calories a day and you cut down even to 3000 calories or 2500, you're going to feel
6 hungry. This is going to help you so you're not going to be hungry and you're going to
7 stick on your program. Because you know what, what's the goal? The goal is to lose
8 weight. That is more important than any brownie or any, you know, dessert that you
9 see in the stores.

10 ALAN NORTH: This is a product that's really -- we've had an
11 unbelievable response with. This is a two part product. It's designed to help you
12 really increase your metabolic rate. The fact is all -- all people are different and here's
13 the thing. If you have a slow sluggish metabolism, there's a scientific reason.

14 HOST: Um-hum.

15 ALAN NORTH: I mean, a lot of people will blame you. They'll think
16 well gosh -- you know, you'll even blame yourself. You'll think I'm just lazy, you
17 know -- you know, I don't eat the right foods. I'm not active enough. And that may
18 be partially --

19 HOST: I don't have discipline.

20 ALAN NORTH: -- true. That may be partially true. There's lots of
21 different ways -- reasons why people gain weight. One of those reasons is because
22 certain people lack the capacity to create a process known as thermogenesis.

23 Thermogenesis is a production of heat, the production of energy, the
24 fat burning process that's natural that goes on with some people but not others. Think
25 of it this way -- and I'm not -- I don't want to get too scientific but let me describe it
26 this way.

27 HOST: Um-hum.

1 ALAN NORTH: You have two different types of fat on your body.
2 You have the good fat which is often referred to as brown adipose tissue, brown fat,
3 and you have the bad fat that's often called white fat. The white fat is the body fat that
4 you can see. It's the stored energy.

5 And a lot of times what happens if you have a slow metabolism, no
6 matter what you seem to eat, it gets stored efficiently into fat cells, while other people
7 can kind of eat whatever they want --

8 HOST: Um-hum.

9 ALAN NORTH: -- pizza, hot dogs --

10 HOST: And it burns up.

11 ALAN NORTH: -- and they burn it up. And there's a reason for that.

12 HOST: Teenagers.

13 ALAN NORTH: There's a natural capacity located with brown
14 adipose tissue -- this is probably one of the most significant discoveries in weight loss
15 management in the last 50 years. In brown adipose tissue, the good fat which only
16 represents three percent of the fat in your body, you have special molecules -- they're
17 actually sometimes referred to as fat burning molecules.

18 **ON SCREEN:**

19 **before & after (photographs)**

20 **Individual results may vary**

21 **VALUEVISION**

22 HOST: Um-hum.

23 ALAN NORTH: Okay. And what happens is
24 those -- they're fat burning incinerators that help burn not only stored fat but ingested
25 fat that you eat. Well, if you have a really slow metabolism, for some reason it's like
26 a genetic cue that -- that doesn't allow you to burn the fat naturally. So, what ends up
27 happening is in the daytime form -- these are two different products. We have a

1 daytime formula and a nighttime formula.

2 HOST: But it's one price and it's a price that's only good for this visit.

3 So, when you're seeing these before and afters, you know -- I mean, think about it.

4 Everybody says well, it's easy for you.

5 ALAN NORTH: Right.

6 HOST: Now, is -- do they think it's easy for this man as before? Do

7 you think it's that easy for all of the other before?

8 ALAN NORTH: Look at the difference. Look at the difference. This

9 is an Accelerator difference. And, again, I put him on both products, the daytime and

10 the nighttime. It's all in one.

11 And what ends up happening is you have citrus aurantium, the top fat

12 burning ingredients. Citrus aurantium which contains a natural ingredient called

13 syneferine (phonetic) that's the active fat burning ingredient that stimulates those

14 molecules that are located within brown adipose tissue and they work like fat burning

15 incinerators throughout the body.

16 What it does it carries white fat and carries it to the fat burning

17 incinerators throughout your body. So, the effect is a faster metabolism naturally.

18 There is no ephedrine in this product.

19 HOST: And ephedrine is what people have linked to heart problems.

20 There is nothing -- none of that in that. I just want --

21 ALAN NORTH: Right.

22 HOST: -- to mention to you what this is and how you take it. You

23 take this product --

24 **ON SCREEN:**

25 **V-11550**

26 **Retail Value \$99.95**

27 **S&H \$4.49**

1 **REGULAR PRICE \$59.95 (slashed out)**
2 **SPECIAL PRICE \$49.95**
3 **This Visit Only**
4 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**
5 **1-800-788-2454**
6 **VALUEVISION**
7 **vvtv.com**
8 ALAN NORTH: Two capsules in the morning.
9 HOST: -- two in the morning and two in the afternoon, and they're
10 capsules. We've learned a lot about vitamins lately here at ValueVision. And I want
11 to share with you, this is soft. Okay. I can open this up and I'm just going to pour it
12 out because I want you to see how easy the body is going to be able to assimilate this
13 material. Okay.
14 So, it's not going to sit in your stomach. Because you know what?
15 Especially if it's a fat burner, you want it to work right away. You don't want it to just
16 sit there for five hours.
17 ALAN NORTH: Exactly.
18 HOST: Now, there's two products for \$49.95. You take this twice a
19 day --
20 ALAN NORTH: Right.
21 HOST: -- and you take this
22 product at night. There's also other nutrients in this product --
23 ALAN NORTH: Right.
24 HOST: -- and trace minerals that your body needs. It's a supplement
25 that you're not getting anyway. So, even if you didn't have to lose weight, this would
26 be something, you know, the vitamin A, the vitamin C, the calcium, something that
27 you need. Now, I want to mention also your studies because, you know --

1 ALAN NORTH: Right.

2 HOST: -- here you're talking very scientifically.

3 ALAN NORTH: Right.

4 HOST: You do a lot of work

5 that other diet, you know, doctors would have you do not do --

6 ALAN NORTH: Right.

7 HOST: -- because really this is not a government regulated kind of a

8 thing. So -- but you are regulating yourself.

9 **ON SCREEN:**

10 **WeightPerfect**

11 **V-11550**

12 **Fat Loss Accelerator**

13 **Daytime formula helps you lose weight by:**

14 **Boosting your metabolism**

15 **Decreasing you appetite**

16 **Increasing energy**

17 **1-800-788-2454**

18 **VALUEVISION**

19 **vvtv.com**

20 ALAN NORTH: Nutritional supplements are -- you can't patent a

21 nutritional supplement, although a lot of the drug companies are familiar with these

22 substances for burning fat, they don't get involved in them because it is a nutritional

23 supplement that cannot be patented. Therefore, the drug companies can't make money

24 with it.

25 But we have a research team -- of course, I'm not a doctor. This is not

26 intended to prevent, treat, or cure any type of disease but it can be very, very useful in

27 the treatment of weight loss.

1 HOST: Um-hum.

2 ALAN NORTH: Especially -- what happens is especially if you have a

3 slow metabolic rate, you take two capsules in the morning and two in the afternoon.

4 That product specifically, the daytime that you're looking at, is designed to help burn

5 adipose tissue, burn body fat.

6 HOST: Whether you're on this program or any other program --

7 ALAN NORTH: Right.

8 HOST: If you're already on a program --

9 ALAN NORTH: Right.

10 **ON SCREEN:**

11 **V-11550**

12 **Retail Value \$99.95**

13 **S&H \$4.49**

14 **REGULAR PRICE \$59.95 (slashed out)**

15 **SPECIAL PRICE \$49.95**

16 **This Visit Only**

17 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

18 **1-800-788-2454**

19 **VALUEVISION**

20 **vvtv.com**

21 HOST: -- let's say you went to a doctor and he put you on, you know,

22 a certain type of diet regimen --

23 ALAN NORTH: Right.

24 HOST: -- this is still something that you can take. Take it to your

25 doctor. Everything is on the bottle.

26 ALAN NORTH: Right.

27 **ON SCREEN:**

1 **WeightPerfect**
2 **V-11550**
3 **Fat Loss Accelerator**
4 **Night time formula helps you lose weight by:**
5 **Restoring healthy sleep patterns**
6 **Repairing and rejuvenating metabolic functions to better burn fat**
7 **Supplying body with important nutrients**
8 **1-800-788-2454**
9 **VALUEVISION**
10 **vvtv.com**
11 HOST: You get all the information. You get the information on the
12 nighttime. So, you can take this in conjunction. That's why this is the hottest selling
13 diet product we have.
14 ALAN NORTH: This is --
15 HOST: V-11550. You got to get on the line. There's a wait in the
16 phone room. You need to use automated ordering. And if you've lost weight on this
17 program, you need to call. Now, I'm taking this -- these capsules twice today.
18 ALAN NORTH: Right.
19 HOST: The nighttime formula, it's pineapple flavored. Very, very
20 slight flavor. You're going to -- you know, it's very -- I mean, it's not a strong
21 pineapple flavor but it's very pleasant.
22 **ON SCREEN:**
23 **V-11550**
24 **Retail Value \$99.95**
25 **S&H \$4.49**
26 **REGULAR PRICE \$59.95 (slashed out)**
27 **SPECIAL PRICE \$49.95**

1 **This Visit Only**
2 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**
3 **1-800-788-2454**
4 **VALUEVISION**
5 **vvtv.com**
6 ALAN NORTH: It's very --
7 HOST: What does this do for me?
8 ALAN NORTH: Now, there are two different products because,
9 again, it's a two-part series that helps burn body fat throughout the day. So, how
10 many companies neglect -- you know, they neglect the time when you're sleeping and
11 sleep is so critical. This product, the nighttime formula, focuses on the relationship
12 between sleep and burning body fat.
13 **ON SCREEN:**
14 **WeightPerfect**
15 **V-11550**
16 **Fat Loss Accelerator**
17 **Night time formula helps you lose weight by:**
18 **Restoring healthy sleep patterns**
19 **Repairing and rejuvenating metabolic functions to better burn fat**
20 **Supplying body with important nutrients**
21 **1-800-788-2454**
22 **VALUEVISION**
23 **vvtv.com**
24 ALAN NORTH: So, if you have difficulty losing fat, one of the
25 reasons -- okay. Again, we talk about different reasons why people put on weight.
26 One of the reasons may be because you're not sleeping enough or you're not getting
27 the quality of sleep that you really need. Why is that important and why is this --

1 where does this product fit in?

2 **ON SCREEN:**

3 **V-11550**

4 **Retail Value \$99.95**

5 **S&H \$4.49**

6 **REGULAR PRICE \$59.95 (slashed out)**

7 **SPECIAL PRICE \$49.95**

8 **This Visit Only**

9 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

10 **1-800-788-2454**

11 **VALUEVISION**

12 **vvtv.com**

13 ALAN NORTH: Well, it's real simple. This

14 is -- these are two different --

15 HOST: We're going to show you how it works.

16 ALAN NORTH: -- formulations. The first product is a capsule that

17 you take --

18 HOST: Um-hum.

19 ALAN NORTH: -- for fat burning throughout the day. The second

20 product is a nighttime product that you take right before going to sleep. And what it

21 has in it is nutrients, amino acids, ornithine, glutamine, taurine, lysine rather and

22 there's melatonin.

23 And the whole concept of this product is to help induce a very relaxed

24 state of sleep. Why is that important? Because what ends up happening during sleep

25 your growth hormone levels tend to peak during the night while you're sleeping.

26 Now, why is that important? Because growth hormone levels, which

27 we all have, decrease as you get older and number -- number two, they will be

1 decreased if you're not sleeping enough because growth hormone levels which is --
2 growth hormone is directly signaled by the pituitary gland in the brain. If you're not
3 sleeping enough or you're not sleeping enough -- you're not getting the right quality of
4 sleep, your growth hormone levels will be low.

5 HOST: And they also have said that the metabolism is low and you
6 don't metabolize carbohydrates as well.

7 **ON SCREEN:**
8 **before & after (photographs)**
9 **Individual results may vary**
10 **VALUEVISION**

11 ALAN NORTH: You don't and your metabolism will be slower if
12 you're not sleeping enough because of growth hormone being low. Growth hormone
13 is the hormone that helps you burn body fat, help regulate your metabolic rate while
14 sleeping.

15 So, again, how many products out there can offer a 24-hour metabolic
16 support? You're getting the right amino acids in combination with melatonin, in
17 combination with vitamins which will altogether help induce sleep.

18 HOST: Oh, it's great.

19 ALAN NORTH: So, you're burning body fat really around the clock.

20 HOST: Well, the other thing is how many of you -- we want you to
21 call. Please call with your testimonials. Call with your questions. How many of you
22 have gone on a diet program and you're great during the day -- is I'm a -- I mean, I'm a
23 night eater for one thing --

24 ALAN NORTH: Um-hum. Um-hum.

25 HOST: -- and I can't go to bed hungry. So, this is the perfect program
26 for me because you sit in bed and you're thinking I'm hungry --

27 ALAN NORTH: Right.

1 HOST: -- I can't sleep, I'm hungry. I mean, how many of you -- and
2 some people, you know, can sleep on a concrete floor. But for those of us -- and it's a
3 perfect time right now. It's 6:24 in California. You know, it's early enough. Did you
4 sleep well last night? Are you trying to, you know, lose weight? Especially when
5 you're busy during the day --

6 ALAN NORTH: Right.

7 HOST: -- is probably easier to not eat as much, to not overeat, to not
8 choose the wrong foods, but when that nighttime comes, when it's a little bit quieter,
9 when you're having that down time --

10 **ON SCREEN:**

11 **V-11550**

12 **Retail Value \$99.95**

13 **S&H \$4.49**

14 **REGULAR PRICE \$59.95 (slashed out)**

15 **SPECIAL PRICE \$49.95**

16 **This Visit Only**

17 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

18 **1-800-788-2454**

19 **VALUEVISION**

20 **vvtv.com**

21 HOST: -- it's really difficult to not run down to the refrigerator. It's
22 almost like your defenses are low.

23 ALAN NORTH: It is.

24 HOST: Have you had this problem? I mean, anybody? I know you
25 have. This is great because you can take it at night. You're going to sleep better.
26 Now, Melatonin is really the sleep aid that is in here.

27 ALAN NORTH: Yeah. Well, also the amino acids. There is GABA -

1 HOST: Um-hum.

2 ALAN NORTH: -- which is gamma amino butyric acids (phonetic).
3 It's a protein amino acid. It's very natural. And that helps -- that has a calming effect.
4 The amino acids help relieve stress.

5 And, again, altogether the concoction of amino acids together in the
6 right combination will further help augment levels of growth hormone. That
7 translates into greater fat mobilization. You're going to utilize fat more efficiently
8 while you're sleeping.

9 So, again, it's a two-part product. The interesting thing about the
10 daytime formula -- it's very comprehensive. There's not just one ingredient. citrus
11 aurantium we know works.

12 HOST: Um-hum.

13 ALAN NORTH: But scientific studies show that it has a synergy with
14 other ingredients like for example guarana. Guarana is a natural form of caffeine.

15 HOST: Um-hum.

16 ALAN NORTH: Together, both guarana and citrus aurantium, work
17 by themselves, but when placed together in a formula --

18 HOST: Oh, it's --

19 ALAN NORTH: -- they work even better.

20 HOST: Wonderful.

21 ALAN NORTH: And, again, not only that, there's pyruvate. Pyruvate
22 --

23 HOST: Um-hum.

24 ALAN NORTH: -- is a very well known fat metabolizer, especially --
25 especially -- and studies show that it works better on people that have more fat to lose.
26 So, you have pyruvate, citrus aurantium, you have guarana, you have 5HTP, you have
27 trace minerals, you have ginger root, and together -- again, together it creates the

1 synergy to help burn fat.

2 HOST: Let's talk about the price for a moment because the price, you

3 know --

4 ALAN NORTH: Okay.

5 HOST: Is price an issue? I guarantee you -- I mean, we can ask Amy

6 who lost -- how much weight did you lose, Amy? Almost 85 pounds.

7 ALAN NORTH: Wow.

8 HOST: Okay. She's our producer today. She's lost weight on the

9 program. The thing about losing weight is I know that if I told you you could lose 20

10 pounds, 10 pounds, whatever you need to lose, 80 pounds, you'd pay anything. I

11 mean, you'd pay dearly. I guarantee you \$5,000 would not be too much to ask. This

12 is only \$49.95.

13 ALAN NORTH: Summer special.

14 HOST: It's one visit. This is the only price that you're going to see

15 this visit. Next visit it's going to be higher. Now, my question is there's a lot of

16 kiosks that are out there --

17 ALAN NORTH: Right.

18 HOST: -- that are offering you --

19 ALAN NORTH: Right.

20 **(Break in tape.)**

21 HOST: Good luck.

22 NATALIE: Okay. Thank you.

23 ALAN NORTH: Thanks, Natalie.

24 HOST: Bye-bye, Natalie.

25 ALAN NORTH: I'll tell you about the great work. It's funny,

26 Michelle. I had a call -- this was two days ago as a matter of fact --

27 HOST: Still thick, yes.

1 ALAN NORTH: -- and it was from a guy -- his name was Tony in
2 New Jersey. And he said Alan, I've been watching and I've ordered the product, I
3 want to just ask you a question. He goes does it work for everybody. I'm like, well,
4 there's a host of factors involved. I mean, you know, it's hard to answer doesn't work
5 for everybody because I don't know what everybody does.

6 But does it work for everybody? There are certain -- there are certain
7 people that could take this product, the daytime and nighttime, and really be on a very
8 poor nutritional program, be very sedentary, and may not see a difference. He goes
9 well let me tell you something, I have been -- I've tried all the diets that are out there,
10 the popular no carb diets and this is the only thing that's worked. I have lost 25
11 pounds in a matter of two months.

12 So, again, he really responded to the 24-hour fat loss Accelerator. But,
13 you know, I always recommend -- you don't hear me talking about hey, take these two
14 products and eat whatever you want.

15 HOST: No.

16 ALAN NORTH: Nutrition is very, very important.

17 HOST: Um-hum.

18 **ON SCREEN:**

19 **before & after (photographs)**

20 **Individual results may vary**

21 **VALUEVISION**

22 ALAN NORTH: But a lot of times -- I've heard a lot of feedback. I
23 talk to a lot of the people that order this as you well know and they call the office and
24 they'll ask me questions and they'll talk about their success stories. And so many
25 people have lost a tremendous amount of weight by taking the Accelerator and/or the
26 nutritional system.

27 But it's interesting. The people that I get that call that say well, I'm

1 having trouble with the eating part of it so I've ordered the Accelerator and I'm on a
2 poor eating program but I wanted to see if this would work. Sometimes they'll say
3 well, gosh, I haven't noticed a lot of difference in weight loss but I've noticed my
4 clothes fitting looser or --

5 At any rate, see -- and most times -- and, Michelle, you know this,
6 either you all are -- if you have a tendency to put on weight, you're either gaining
7 weight or you're losing weight.

8 And most people don't really maintain because people with slow
9 metabolic rates tend to accumulate body fat almost on a weekly basis. And I've
10 noticed that even with the people that don't say they've lost a lot of weight with the
11 Accelerator, it's at least preventing a lot of the people from gaining weight.

12 HOST: You know, what it is? And I'll -- and the reason why -- and I
13 still go back to this. The reason why -- the number one reason -- I feel I, you know,
14 the top 10. The number one reason why I take these capsules is because it -- I'm not
15 hungry because I can be on a, you know, more -- you know, better diet when I'm not
16 hungry.

17 ALAN NORTH: Right.

18 HOST: When I'm hungry, I'm going to eat everything.

19 ALAN NORTH: Sure.

20 HOST: And if you are the kind of person that does not eat during the
21 day and you get home from work, especially if you have children, it's crazy. At 5:30,
22 6:00 at night or whenever you get home, you could eat everything.

23 **ON SCREEN:**

24 **V-11550**

25 **Retail Value \$99.95**

26 **S&H \$4.49**

27 **REGULAR PRICE \$59.95 (slashed out)**

1 **SPECIAL PRICE \$49.95**
2 **This Visit Only**
3 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**
4 **1-800-788-2454**
5 **VALUEVISION**
6 **vvtv.com**
7 ALAN NORTH: Right.
8 HOST: And remember, the figure in the car counts. The food you eat
9 off your children's plate counts. The food you eat before you eat dinner counts --
10 ALAN NORTH: Right.
11 HOST: -- and I think a lot of people forget that. If you eat bread
12 before you -- you know, like when you go to a restaurant, this is a great item to have
13 because you're not going to want it. You're not going to want it. That's the beauty of
14 this program.
15 ALAN NORTH: It -- it does have 5HTP. 5HTP stands for five
16 hydroxytryptophen (phonetic) which acts as an immediate precursor to serotonin.
17 Serotonin levels are often linked to obesity because when the levels of serotonin are
18 low, the appetite is high. So, this is a product to -- it's a very comprehensive product
19 and we're just talking about the daytime. The daytime has 5HTP.
20 HOST: Um-hum.
21 **ON SCREEN:**
22 **WeightPerfect**
23 **V-11550**
24 **Fat Loss Accelerator**
25 **Daytime formula helps you lose weight by:**
26 **Boosting your metabolism**
27 **Decreasing your appetite**

1 **Increasing energy**
2 **1-800-788-2454**
3 **VALUEVISION**
4 **vvtv.com**
5 ALAN NORTH: -- which acts as a mild -- even more than a mild
6 appetite suppressant and because it's an immediate precursor to serotonin. The drug
7 companies have known about this for years. Of course, again, they don't get involved
8 because they won't make money because it can't be patented.
9 Now, also, in addition though, the product basically helps -- as far as
10 the daytime is concerned, helps reactivate your natural fat burning process. See, we
11 all have the --
12 HOST: And boosting your metabolism is another way to say that,
13 right?
14 ALAN NORTH: Boosting your metabolism, reactivating your natural
15 fat burning process by stimulating the cells that burn fat. See, some of those cells are
16 -- you know, in a nut shell, they're turned off. In some people, they are literally turned
17 off.
18 **ON SCREEN:**
19 **V-11550**
20 **Retail Value \$99.95**
21 **S&H \$4.49**
22 **REGULAR PRICE \$59.95 (slashed out)**
23 **SPECIAL PRICE \$49.95**
24 **This Visit Only**
25 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**
26 **1-800-788-2454**
27 **VALUEVISION**

1 **vvtv.com**

2 HOST: They're waiting.

3 ALAN NORTH: In the brown fat located within the body, the good

4 fat, those brown fat -- that's called the UCP molecule but I don't want to get technical.

5 It's called uncoupling protein.

6 That uncoupling protein molecule helps burn fat, but in some people,

7 it's active, and that's why some people can get away with eating whenever they want

8 and not gain weight, while some of us -- in a way, those cells are just turned off.

9 They're lazy.

10 HOST: Um-hum.

11 ALAN NORTH: So, what they do -- the food that you eat, it just -- it's

12 sluggish and it just puts the food right to body fat. And that's why you're seeing so

13 many before and after photos where look at the before, they're pretty heavy. Heavy

14 people. But after a short time, eight, 12 weeks, look at the difference here.

15 **ON SCREEN:**

16 **before & after (photographs)**

17 **Individual results may vary**

18 **VALUEVISION**

19 ALAN NORTH: Now, this is a gentleman that happens to have been

20 on the Weight Perfect Nutritional Program, used two shakes a day in conjunction with

21 regular food. And, again, it doesn't omit all of your favorite foods. You get to have

22 some of your favorite foods on the program. But he got great results. But to really

23 lose the last bit of weight, we put him on the Accelerator. Look at the definition

24 going down in his stomach area.

25 HOST: Um-hum.

26 ALAN NORTH: I mean, let me just run down and explain some of

27 these people that have done this. We've got some or people -- this is Juanita. Juanita

1 is unbelievable. This is a 70 pound difference.

2 HOST: Wow.

3 ALAN NORTH: She's up to 115 pounds gone and it's primarily the
4 main focus -- the main product that she focused on was the Accelerator because she
5 was doing the right thing, she was in the gym, she was eating right, but couldn't get
6 the weight to move because she had such a slow metabolism.

7 HOST: Well, it's great if you're
8 on a plateau, too. How many of you have been on a program -- and I'll guarantee you
9 if you're going to lose this much weight --

10 ALAN NORTH: Look at this.

11 HOST: -- you're going to plateau, you know. There's a great way --
12 it's like -- it's like cross training. When you go into the gym and you cross train,
13 you're going to break through that plateau. The same thing with the 24-hour program.

14 ALAN NORTH: In fact, in one scientific study, one of the doctors that
15 was analyzing citrus aurantium and doing studies said that citrus aurantium, which is
16 in the daytime formula, may be the ideal supplement if you've plateaued on your
17 weight loss program.

18 You're looking at Elda. Elda basically was a pretty tough case. Elda
19 was on -- you know, eating light but she couldn't -- she was very immobile --

20 HOST: Um-hum.

21 ALAN NORTH: -- because she had back problems and she could -- I
22 mean, she had trouble standing taking these pictures. And so, look at the difference
23 38 pounds -- I mean, I keep -- I still get calls from her husband thinking because she's
24 done such great -- her energy level. She's happier.

25 HOST: Well, she feels good.

26 ALAN NORTH: And her back pain has lessened.

27 HOST: You know, and there's a little bit of St. John's Wart also in the

1 daytime formula.

2 ALAN NORTH: Yes.

3 HOST: Not -- you know, if you -- you know, it's not going to cure

4 depression but there's a little bit in here. So, it is going to make you feel better.

5 ALAN NORTH: It is.

6 HOST: And when you feel better -- I guarantee you when you feel

7 better, you're going to eat better --

8 ALAN NORTH: And --

9 HOST: -- you're going to -- and you're going to want to exercise.

10 ALAN NORTH: Um-hum. You're going to want to move. You're

11 going to lose body fat. Your energy level is going to skyrocket. This is a gentleman -

12 -

13 HOST: This is great.

14 ALAN NORTH: It's also an interesting story about Todd. Todd was

15 really not that overweight. You can see the, you know, in the face area and the

16 stomach area. But the interesting thing about Todd is he was working out with a

17 personal trainer three days a week, he was kick boxing, he was on the treadmill

18 everyday and he couldn't get the last 30 pounds off.

19 HOST: I know a lot of people like that. They say they run three miles

20 a day and they're still overweight. I mean, can you imagine?

21 ALAN NORTH: This was the kicker that he needed and look at the

22 difference.

23 HOST: And this will work for you.

24 ALAN NORTH: That's eight weeks. Eight week difference.

25 HOST: Here's the deal. You have a couple -- three item numbers here

26 to worry about.

27 ALAN NORTH: Look at that.

1 HOST: One is the shake program that is individually packaged.
2 You're going to love the taste. It's either chocolate, vanilla, or strawberry or you can
3 get --
4 **(The program was concluded.)**
5
6
7
8
9
10
11
12
13
14

vvtv.com [Home](#) [Store](#) [Channels](#) [Auction](#) [Program Guide](#) [Help](#) [My Account](#)

[Jewelry](#) | [Watches](#) | [Collectibles](#) | [Electronics](#) | [Computers](#) | [Health & Beauty](#) | [Outerwear](#) | [Toys](#) | [Fashions](#) | [Miscellaneous](#)

SHOP NOW
shopping
departments

find your product

[Clearance/Sale Items](#)
[Collectibles](#)
[Computers](#)
[Fashions/Clothing](#)
[Health and Beauty](#)
[Jewelry](#)
[Miscellaneous](#)
[Outerwear](#)
[Toys](#)
[Watches](#)

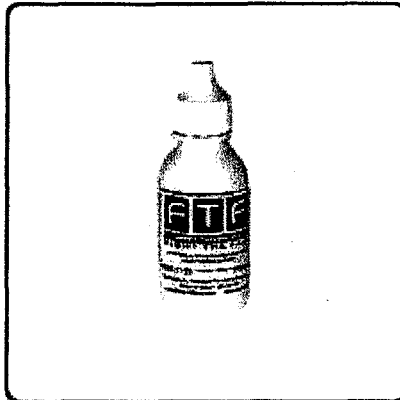
browse our specialty stores

[Electronics](#)
[Movies](#)
[Pets](#)
[Wine](#)
[Dads and Grads](#)
[Gift Advisor](#)

quickpick!

Roberge Orbit Gents
 Black & Gold Felt Pen
 Retail: \$1,050.00
 VTV: \$449.00

[add to cart](#) [quick buy](#)

Store Front: Health and Beauty: Weight Management

To order by Phone: 1-800-884-2212

[add to cart](#) [quick buy](#)
[create reminder](#)

Fight the Fat

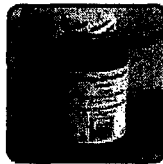
Product Number: C17291

VTV Price: \$34.95

Shipping: \$3.99

You may have lost the battle but with "Fight the Fat," you can win the war. This amazing product is derived from the eksoskeleton of shellfish. A remarkable 12 to 14 drops absorbs 15 grams of dietary fat. It is 100% natural without stimulants or drugs. Just add drops to a cold, non-dairy drink and it helps to reduce caloric intake. It also aids in lowering cholesterol. You can lose up to five pounds in one month without changing your diet!

[more info](#)

more high quality at low prices

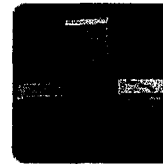
Femme Nutrients
 VTV: \$14.95

[add to cart](#) [quick buy](#)



Skin Lab Youth
 Duplication Kit
 VTV: ~~\$23.50~~
 Sale: \$9.95

[add to cart](#) [quick buy](#)



Meredith's Signature
 Collection Moisturizing
 Gift Set
 Retail: \$45.00
 VTV: \$29.95

[add to cart](#) [quick buy](#)

more information...

Do not take if you are allergic to shellfish. Consult a physician if pregnant, lactating, seriously ill, or under a physicians care.

To order by Phone: 1-800-884-2212

[About Us](#) / [Auctions](#) / [Channels](#) / [Help](#) / [Home](#) / [Investor Relations](#) / [Press Releases](#)
[Program Guide](#) / [Search](#) / [Shopping Cart](#) / [Store](#) / [Your Account](#)

search **VTV**

I'm looking for...

virtual values

**be our partner
 and make money!**



**a great gift
 for only \$15.95**



**classic jewelry
 with Shelley's
 distinctive touch**



Exhibit D

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24

VALUE VISION
FIGHT THE FAT

DATE: RECORDED JUNE 6, 2000

1
2 **PROCEEDINGS**

3 - - - - -

4 FEMALE HOST: Those ten pounds have crept up and you just cannot
5 maintain. Maybe you go on a fad diet, you lose the five pounds, you lose the ten
6 pounds and you can't maintain it. No matter what your age, no matter what your
7 lifestyle, no matter what your eating habits are, this system will help you lose weight.
8 It will quite literally melt the pounds off you.

9 I want to introduce FTF, but before we do, I want you to listen to a
10 gentleman named Randy --

11 MALE HOST: No, that's the --

12 FEMALE HOST: Oh, that's the next one, I'm sorry.

13 MALE HOST: That's okay.

14 FEMALE HOST: Everyone is going to listen to two women.

15 MALE HOST: This is going to be two women right now.

16 FEMALE HOST: Two women.

17 MALE HOST: Who will tell you about FTF. It's perfect.

18 FEMALE HOST: Ahhh, take a look at these testimonials and then
19 we'll talk so much about really the breakthrough technology you're getting.
20

21 **(Testimonials)**

22 **ON SCREEN: Leann L. Individual results may vary**

23 LEANN L.: Well, I think FTF is definitely a dieter's dream. It is the
24 most easy and convenient product that you could ever hope to use. I put the FTF in
25 my purse, I put a few drops in my drink, I don't have to think about, you know,
26 planning, I don't have to plan taking it ahead of time.

27 I can take it before or I can take it after a meal. It has go to be

1 absolutely the easiest product to use that's on the market today.

2 **ON SCREEN: Cam C. Individual results may vary**

3 CAM C.: Okay. FTF allows me to eat chocolate and I'd say most of
4 my fat is in the foods that I really enjoy, and if I forget to take it before a meal, I can
5 always take it after. And I've lost, oh, about eight and a quarter pounds in the last two
6 weeks and I really haven't changed my eating habits that much.

7 FEMALE HOST: All right. Who's addicted? Chocolate --

8 MALE HOST: Chocolate, me.

9 FEMALE HOST: -- butter, salt, chips. These are foods you can
10 continue to eat, continue to enjoy on July 4th, on your birthday parties, every single
11 day if you want to because this product will take the fat components, from what I
12 understand --

13 MALE HOST: Right.

14 FEMALE HOST: -- in whatever food you're
15 eating --

16 MALE HOST: In whatever you're eating.

17 FEMALE HOST: -- and just escort it right out of your body.

18 MALE HOST: Before it can stick to your chin, to your jowls, to your
19 belly, to your buttocks. It is an amazing product. Now, you may have heard of
20 something called chitosan.

21 **ON SCREEN: FTF Value Vision Showcase**

22 **C-17291**

23 **S&H \$3.99**

24 **\$34.95**

25 **Fight the Fat**

26 **1-800-788-2454**

27 FEMALE HOST: Um-hum.

1 MALE HOST: What FTF is is a refined form of chitosan, okay? It's
2 taken the active ingredients in chitosan --

3 FEMALE HOST: Um-hum.

4 MALE HOST: -- and it has concentrated them, made them super-
5 powerful. We've done a -- we had an independent laboratory test, FTF, and what they
6 found is it actually absorbs 16 -- over 16 times its weight in fat.

7 FEMALE HOST: Wow.

8 MALE HOST: So, drop for drop, think about that. We have some
9 pictures that we're going to show you that have absolutely -- that show you -- the
10 American staple is the hamburger, right?

11 **ON SCREEN: Value Vision Showcase**

12 **C-17291**

13 **Fight the Fat**

14 **12-14 drops will absorb up to 16 times its weight in dietary fat**

15 **All natural**

16 **Does not contain stimulants or drugs**

17 **Should not be taken by pregnant women, children or anyone**
18 **allergic to shellfish**

19 **1-800-788-2454**

20 FEMALE HOST: Incredible. Take a look at this, 12 to 14 drops --

21 MALE HOST: Right.

22 FEMALE HOST: -- of this product will absorb up to 16 times its
23 weight in dietary fat. Think about that for just a second. It will actually absorb that
24 fat from the grams of fat that you're consuming and escort them right out your body.
25 It's all-natural. It does not contain any stimulants or any drugs. The only people that
26 really shouldn't be taking this -- but of course ask your doctor about it -- are pregnant
27 women, children or anyone allergic to shellfish.

1 MALE HOST: Right. That's because --
2 FEMALE HOST: That's an ingredient?
3 MALE HOST: -- the main ingredient is based from shellfish.
4 FEMALE HOST: Okay.
5 **ON SCREEN: FTF Value Vision Showcase**
6 **C-17291**
7 **S&H \$3.99**
8 **\$34.95**
9 **Fight the Fat**
10 **1-800-788-2454**
11 MALE HOST: One of the things that we do know, that the way to lose
12 weight is exercise. We do encourage you to exercise because if you exercise, just a
13 simple walk around the block every day, is going to help you lose fat even faster when
14 you use FTF. The other item is that you need to reduce your fat caloric intake.
15 FEMALE HOST: Um-hum.
16 MALE HOST: FTF does that, and as we get older, sometimes your
17 cholesterol level goes up.
18 FEMALE HOST: Um-hum.
19 MALE HOST: Well, I'm going to tell you, if you take FTF regularly,
20 your cholesterol will drop. It will go down, studies conclusively prove that.
21 FEMALE HOST: Take a look at this. Let's take a look at the kind of
22 foods we eat especially this time of year. I have grilled out for the last two weeks and
23 I've had plenty of hamburgers.
24 MALE HOST: Absolutely. It's an American staple.
25 FEMALE HOST: I love meat. I'm just one of those people that I
26 crave having beef. Take a look at what's going to happen if you eat your one
27 hamburger. 31 grams of fat, right?

1 **ON SCREEN: Value Vision Showcase**
2 **One Hamburger Has 31 Grams of Fat**
3 **2 Squirts of FTF will absorb 24 Grams of Fat versus 24 capsules of**
4 **Chitosan**
5 **1-800-788-2454**
6 MALE HOST: That's right.
7 FEMALE HOST: All you need are less than two squirts, is that about
8 the 14 drops?
9 MALE HOST: About 14 to 20 drops of FTF.
10 FEMALE HOST: Okay.
11 MALE HOST: And I'm going to show you how easy it is to use
12 because you just -- I mean, we're talking drops.
13 FEMALE HOST: Let's take a look at it.
14 MALE HOST: Let's --
15 FEMALE HOST: Let's take a look at what it will do.
16 **ON SCREEN: FTF Value Vision Showcase**
17 **C-17291**
18 **S&H \$3.99**
19 **\$34.95**
20 **Fight the Fat**
21 **1-800-788-2454**
22 MALE HOST: I stole the bottle. I'm sorry, I didn't mean to do that.
23 FEMALE HOST: That's all right. You can steal all you want.
24 MALE HOST: Okay, here we go. I'm going to move the potato chips.
25 FEMALE HOST: Um-hum.
26 MALE HOST: Okay. This is some peach nectar --
27 FEMALE HOST: Okay.

1 MALE HOST: -- and we're going to just drop -- I'm going to take -- I
2 had a steak for dinner tonight.

3 **ON SCREEN: Value Vision Showcase**

4 **Pizza Has 20 Grams of Fat**

5 **Just 14 drops of FTF will absorb the Fat**

6 **Versus 12 capsules of Chitosan**

7 **1-800-788-2454**

8 FEMALE HOST: What do I drop this into safely?

9 MALE HOST: So, one, two, three, four, five, six. You can take this
10 into any kind of fruit juice, grape juice is my personal favorite.

11 FEMALE HOST: Um-hum.

12 MALE HOST: Orange juice, soda pop, tea, water. It has very little
13 taste. You will not even notice it. Now, you can't use it in coffee because coffee has
14 some fat in the beans.

15 FEMALE HOST: Interesting.

16 **ON SCREEN: FTF Value Vision Showcase**

17 **C-17291**

18 **S&H \$3.99**

19 **\$34.95**

20 **Fight the Fat**

21 **1-800-788-2454**

22 MALE HOST: You can't put it in milk, you can't put it in anything
23 that contains fat. It will bind the fat causing it to appear to curdle. Now --

24 FEMALE HOST: Now, how many times a day do I do this?

25 MALE HOST: Twice a day.

26 FEMALE HOST: Okay.

27 MALE HOST: I just -- I am just taking out the fat right now from the

1 filet mignon that I had at dinnertime.

2 FEMALE HOST: That's amazing.

3 MALE HOST: It is absolutely amazing, and it works, folks. The thing
4 is that it is just that easy. What, ten seconds it took me? Ten seconds and I'm going
5 to lose the fat from the steak that I had at dinnertime. It is an amazing product and
6 you need to order it right now.

7 FEMALE HOST: Take a look at that burger graphic one more time,
8 and then we'll show you a couple other of your favorite foods.

9 Get the two pack. Put one in your purse so you've always got it, you
10 never have an excuse not to get rid of the fat you're ingesting.

11 **ON SCREEN: Value Vision Showcase**

12 **One Hamburger Has 31 Grams of Fat**

13 **2 Squirts of FTF will absorb 24 Grams of Fat versus 24 capsules of**
14 **Chitosan**

15 **1-800-788-2454**

16 FEMALE HOST: Two squirts will automatically absorb 24 of those
17 31 grams of fact from that hamburger and escort those 24 grams of fat right out your
18 body before they even have a chance to attach to wherever it is you're putting the fat.

19 MALE HOST: Wherever it -- think about this, including your arteries,
20 your veins. Okay? So that it's not going to stick there either. So, it's going to make
21 you healthier all around. It's very, very important to be healthy.

22 **ON SCREEN: Value Vision Showcase**

23 **Pizza Has 20 Grams of Fat**

24 **Just 14 drops of FTF will absorb the Fat**

25 **Versus 12 capsules of Chitosan**

26 **1-800-788-2454**

27 MALE HOST: Now, we're getting into the summer months, and as we

1 get into the summer months, people start shedding clothing, right?

2 FEMALE HOST: Absolutely.

3 MALE HOST: Women are going to start wearing bikinis, guys are

4 going to wear those short swimming trunks.

5 FEMALE HOST: Um-hum.

6 **ON SCREEN: FTF Value Vision Showcase**

7 **C-17291**

8 **S&H \$3.99**

9 **\$34.95**

10 **Fight the Fat**

11 **1-800-788-2454**

12 MALE HOST: You've got to get in shape. Now, how do you do that?

13 Well, you eat less, you exercise and you probably need a little -- maybe a secret.

14 FEMALE HOST: Um-hum.

15 MALE HOST: And a secret is FTF. If you take FTF, if you use FTF

16 on a regular basis, you're going to see amazing results, it's going to be fast, it's going

17 to be easy. It is not a diet. This is a food supplement. It's going to work for you.

18 And if you've used the product, call us up, tell us about your successes because I

19 know that there are thousands of people in this country who have used FTF and that

20 you can share your results with us right now.

21 FEMALE HOST: This is a dream come true for those of you that don't

22 want to have to work for it, for those of you like me that have a very busy lifestyle, I

23 work full-time, I'm a full-time mom, I have an almost two-year old.

24 MALE HOST: Oh, boy.

25 FEMALE HOST: And you can only imagine how busy she's keeping

26 me. I do not have time to plan meals. I have been trying to put my husband and I on

27 a diet for -- since I had the baby, which was two years ago. It hasn't happened in two

1 years, and if it's not happened yet, it's just not going to happen.

2 This is as easy as putting one of these on my counter in my kitchen,
3 another one of these in my purse. I do a couple of drops at lunch, I do a couple of
4 drops at dinner and that's all I have to do and the fat that I'm eating will automatically
5 leave my body without really having to work for it.

6 Now, as Mark has mentioned, we do recommend that you eat a healthy
7 lifestyle or --

8 MALE HOST: Right.

9 FEMALE HOST: -- at least try to. We do recommend that you get
10 some exercise. But for a busy full-time working mom, let me tell you what, this is
11 absolutely positively a dream come true. Now, this is breakthrough technology.

12 I want to show you a little bit of footage and I want to have Mark
13 explain --

14 MALE HOST: Okay.

15 FEMALE HOST: -- what you're seeing here because I know a lot of
16 you have heard of chitosan products and chitosan-based products, and you've heard of
17 them somehow melting the fat and taking it out of your body. Take a look at what
18 this product scientifically does. What are we looking at, Mark?

19 MALE HOST: Okay. We have two beakers. In both beakers we put
20 water. The water has been chemically treated to appear to be -- to act as if it were the
21 contents -- the chemical composition of a normal human stomach.

22 FEMALE HOST: Um-hum.

23 MALE HOST: We've just added chitosan to that and we're stirring it
24 in.

25 FEMALE HOST: On the right hand side?

26 MALE HOST: On the right hand side --

27 FEMALE HOST: Okay.

1 MALE HOST: -- as we're watching. It will take these capsules
2 anywhere from two to four hours to begin to work.

3 **ON SCREEN: Capsules Take 2-4 Hours to Work**

4 FEMALE HOST: Oooh.

5 MALE HOST: To begin to work.

6 FEMALE HOST: So, you have to plan on what you're going to eat
7 two to four hours ahead of time.

8 MALE HOST: You have to take -- right.

9 FEMALE HOST: It's like, oh my gosh.

10 **ON SCREEN: Actual Time: 20 Seconds**

11 MALE HOST: So, at 9:00 in the morning, you have to take it because
12 you may be eating a hamburger at lunch three hours later. Maybe.

13 FEMALE HOST: See, I'm not -- I don't plan like that.

14 **ON SCREEN: Works Almost Instantly**

15 **FTF Absorbs Fat Faster and Quicker**

16 **Capsules**

17 MALE HOST: I can't do it. Now, watch this, within 20 seconds -- we
18 did the same thing, we've added drops of the FTF.

19 FEMALE HOST: Um-hum.

20 MALE HOST: Watch what happens. It starts clearing at the bottom
21 because what happens is that the FTF works instantly.

22 FEMALE HOST: Oh, my gosh.

23 MALE HOST: Within 20 seconds, it has taken the fat and it has made
24 it bio-unavailable. Bio-unavailable, a very important word. What bio-unavailable
25 does to you and your body, it takes the fat that you're eating in your steaks, your pizza,
26 your hamburgers, your cheese, your macaroni and cheese.

27 FEMALE HOST: Chocolate.

1 MALE HOST: Chocolate, which I like, too.

2 FEMALE HOST: Butter.

3 MALE HOST: Butter, all those --

4 FEMALE HOST: Bread.

5 MALE HOST: -- and it makes it so it doesn't stick to your chin, to
6 your stomach, to your derriere, to your thighs. I mean, this is a breakthrough
7 technology, folks.

8 FEMALE HOST: Um-hum.

9 MALE HOST: It is not magic, it just appears to work like magic. It is
10 easy, it is fast and you need to order right now.

11 FEMALE HOST: Oh. If we can see that -- if we can see that one
12 more time because I know a lot of you didn't believe your eyes. If we can rewind that
13 and show that B-roll one more time and show you what this is going to do for you.

14 MALE HOST: Right.

15 FEMALE HOST: I know a lot of you take chitosan, a lot of you are
16 taking what you're seeing on the right, and that is the capsules.

17 MALE HOST: And what they --

18 FEMALE HOST: How many capsules do I need to take in a day,
19 Mark?

20 MALE HOST: Well, every time you're going to take maybe 12 to 14
21 grams of fat, you're going to need to take anywhere from 20 to 24 pills.

22 Now, there's a couple of problems with this, it takes two to four hours
23 for the capsules to work, two to four hours to work. It's not my words, these are --
24 this is what the research indicates.

25

26 **ON SCREEN: Capsules Take 2-4 Hours to Work**

27 FEMALE HOST: Um-hum.

1 MALE HOST: It also means that your food could be gone by the time
2 you're -- the chitosan is ready, so that there's nothing for it to react to, so it's just
3 pushed through the body, it doesn't actually work.

4 **ON SCREEN: Actual Time: 20 Seconds**

5 **Works Almost Instantly**

6 **FTF Absorbs Fat Faster and Quicker**

7 **Capsules**

8 MALE HOST: What actually happens with the FTF, because it is a
9 liquid, it instantly binds with the food and within seconds, as you see here in the
10 beaker, it starts clearing from the bottom --

11 FEMALE HOST: Um-hum.

12 MALE HOST: -- and works its way up and within 20 seconds or so, it
13 absorbs the fat. It is faster, it is quicker, it is a lot less expensive, it won't irritate your
14 stomach. If you took 24 capsules, I am going to tell you, you have the possibility of
15 having --

16 FEMALE HOST: I couldn't.

17 MALE HOST: -- some kind of gastroenterology -- FEMALE
18 HOST: I couldn't take 24 capsules.

19 MALE HOST: No. Twice a day.

20 FEMALE HOST: In one sitting? You're kidding.

21 MALE HOST: In one sitting.

22 FEMALE HOST: I would imagine that the expense would be
23 enormous in taking that many capsules over the course of a day.

24 MALE HOST: Absolutely. There is no question. There is absolutely
25 no question. One bottle, one little tiny bottle of FTF has the same fat fighting power
26 as four to six bottles of regular chitosan.

27 Now, what this is -- what FTF is is they take all the active ingredients

1 in chitosan --

2 FEMALE HOST: Okay.

3 MALE HOST: -- they condense them.

4 FEMALE HOST: Um-hum.

5 MALE HOST: They make it super-powerful and then they put it in

6 this little bottle just for you.

7 FEMALE HOST: How long will this bottle last me?

8 MALE HOST: About a month.

9 FEMALE HOST: This is a good -- this is a good two fluid ounces.

10 MALE HOST: Yes. It is -- it will last about a month. We recommend

11 that you take it, as I said, lunch and dinner.

12 FEMALE HOST: Um-hum.

13 MALE HOST: We don't recommend you take it three times a day

14 because it does take -- what it does do is it takes fat, all fats out. So, we want you to

15 take a multiple vitamin in the morning, we want you to be over the age of 16, we don't

16 want you to be pregnant or a nursing mom.

17 FEMALE HOST: Okay.

18 MALE HOST: Or allergic to shellfish.

19 FEMALE HOST: All right. Other than that, you're set to go. Get the

20 double pack. Please call. If we can show the graphic for the double pack real

21 quickly, guys.

22 **ON SCREEN: Value Vision Showcase**

23 **C-17357**

24 **S&H \$3.99**

25 **\$65.95**

26 **Fight the Fat - Two Pack**

27 **1-800-788-2454**

1 FEMALE HOST: Not only are you going to save money on the double
2 pack, but in addition to that, the shipping and handling for the double pack is exactly
3 the same as the single pack. So, share it with a friend, share it with a mom, share it
4 with a sister, have one in your purse and one at home, have one in your briefcase if
5 you travel a lot and one at the office, perhaps.

6 \$65.95. It is as easy as at lunch and at dinner -- does it matter if I do it
7 before lunch, during lunch, after lunch?

8 MALE HOST: No, this is one of the things that's so interesting. With
9 the regular old-fashioned powdered capsule chitosan, you have to take this in
10 advance.

11 FEMALE HOST: Okay.

12 MALE HOST: But with the FTF, you take it before lunch, before
13 dinner, during dinner or after dinner. It does not matter. I prefer taking it just after
14 dinner. I don't know why I do it, but that's how I take it.

15 FEMALE HOST: Um-hum.

16 MALE HOST: And at lunchtime I take it either during or just after.
17 It's my personal preference. It works quickly, fast. It is safe. There are no medical
18 interactions. You know, there are some medical drugs that are available now.

19 FEMALE HOST: Okay.

20 MALE HOST: And the side effects from some of these --

21 FEMALE HOST: Absolutely.

22 MALE HOST: -- which grab the fat in your food are horrendous.

23 FEMALE HOST: Um-hum.

24 MALE HOST: First of all, some of them can be embarrassing and you
25 can suffer some very, very serious consequences. Why not, for less money, try FTF?
26 Because we know that you'll be very happy with it. Look, Americans love this stuff.

27 FEMALE HOST: Oh -- I mean, who put the chocolate in front of me?

1 MALE HOST: Yeah, exactly.

2 FEMALE HOST: Who did this? Who did -- see, this is mine. Some
3 people, it's the chips and the salt and the fat. Me, it's the chocolate chip cookies.

4 MALE HOST: I can't believe I'm eating again.

5 FEMALE HOST: I'm never giving these up and FTF will allow me to
6 not have to ever. Now, this is scientific fact. We're just going to briefly put up two
7 studies on the screen for you. There are two studies that have proven that this concept
8 works. Anything that is chitosan-based, all right, is going to help to escort the fat out
9 of your body.

10 **ON SCREEN: Value Vision Showcase**

11 **Helsinki Study**

12 **Chitosan group averaged: 15 lbs. weight loss**

13 **Placebo group averaged: 5 lbs. weight loss**

14 **Source: Study performed at the ARS Medicine in Helsinki,**
15 **Finland from mid August - October 1994**

16 **1-800-788-2454**

17 FEMALE HOST: What FTF is, it is the purest form, it's the most
18 concentrated form, it is the safest and most natural form, no side effects, no
19 stimulants, no drugs. It's not going to change what happens to you over the course of
20 the day other than the elimination of the fat, which is fabulous, and I'll tell you right
21 here, it's proven, look at that, from 15 to 5 pounds.

22 MALE HOST: Exactly. What happened is --

23 FEMALE HOST: Oooh.

24 MALE HOST: -- that the chitosan worked. It does work. And in the
25 control group or the placebo group, they only lost five pounds. FTF takes the same
26 fat fighting power that is found in chitosan and superifies it if you will, and the fat
27 rolls off just like magic. It's very, very interesting.

1 **ON SCREEN: Make-Up Brush Kit**

2 FEMALE HOST: I don't know what the make-up brush kit is all

3 about.

4 MALE HOST: I don't either.

5 FEMALE HOST: But we're not selling that today.

6 MALE HOST: No.

7 FEMALE HOST: At any rate, here's what I want to do. If we can

8 show you the value page. If we can show the value page of how much money you're

9 saving to get the double pack today. The phone lines have just exploded. I want to

10 also get that automated ordering number up on the screen.

11 **ON SCREEN: Value Vision Showcase**

12 **New Zealand Study**

13 **Lowered Cholesterol Lost Inches On Waist**

14 **Lost Weight**

15 **Source: Dr. David Gligen, New Zealand Medical Journal,**

16 **January 1997**

17 **1-800-788-2454**

18 FEMALE HOST: This is dedicated truly to all of you who not only

19 want to lose fat, but want to lower your cholesterol, that want to lose inches, that want

20 to lose weight. This will give you all of those effects. My husband has scary

21 cholesterol.

22 MALE HOST: Oooh.

23 FEMALE HOST: He eats well. He really does eat well. It's

24 hereditary and there's not a lot that he can do about it. This will help in that fight?

25 MALE HOST: Absolutely. He should exercise, of course.

26 FEMALE HOST: Right.

27 **ON SCREEN: Value Vision Showcase**

1 **C-17357**

2 **Fight the Fat 2-Pack**

3 **1 bottle of FTF \$34.95**

4 **FTF 2-Pack \$65.95**

5 **(that's just \$32.98 a bottle)**

6 **You save \$3.95**

7 MALE HOST: We always recommend that you exercise. We also

8 recommend that you watch what you eat. I mean, this is not a panacea, folks. You

9 can't eat ribs and chips and potato chips every day.

10 FEMALE HOST: Um-hum.

11 MALE HOST: You can't do it. But what you

12 can do is that if you do eat it on a regular basis, because we -- we in America love

13 fatty foods.

14 FEMALE HOST: Um-hum.

15 MALE HOST: If you use FTF on a regular basis, it's going to take

16 those inches off just like it did in the study that we showed you just a moment ago

17 from New Zealand.

18 **ON SCREEN: Value Vision Showcase**

19 **C-17357**

20 **S&H \$3.99**

21 **\$65.95**

22 **Fight the Fat - Two Pack**

23 **1-800-788-2454**

24 FEMALE HOST: Now, you know what, if we could show that page

25 one more time, guys? There are not enough of you getting the double pack, and here's

26 what's going to happen. That month is going to fly by and then you're going to have

27 two or three weeks because you're going to have forgotten to reorder it.

ON SCREEN: Value Vision Showcase

C-17357

Fight the Fat 2-Pack

1 bottle of FTF \$34.95

FTF 2-Pack \$65.95

(that's just \$32.98 a bottle)

You save \$3.95

MALE HOST: Right.

FEMALE HOST: Here's what you need to do right now. Now, if you want to order one bottle, it's \$34.95. If you order the two pack, it is \$65.95. You're automatically saving money because you're only paying \$32.98 a bottle, plus you're saving on the shipping and handling, because the shipping and handling, whether you choose one bottle or two bottles today, is the same amount of money.

This is a dream product. It is going to help reduce calories, lower cholesterol, block the fat, grab it, tackle it and escort it out your body before it's able to do any damage.

How long is this going to take to work? How many pounds am I going to lose and when?

ON SCREEN: Value Vision Showcase

C-17357

S&H \$3.99

\$65.95

Fight the Fat - Two Pack

1-800-788-2454

MALE HOST: You're going to watch the fat start rolling off almost immediately, within days.

FEMALE HOST: Wow.

1 MALE HOST: And that's something that's really amazing. Can you
2 imagine if you're a new mom, okay, and you have a baby say maybe a year old, and
3 you've been trying to lose that last 10 or 15 pounds. And I know you can relate to me,
4 right? Yeah, I'm talking to you.

5 And what that is is you just -- you've tried everything. You can't seem
6 to lose those pounds. FTF is going to help you. If you've been struggling with weight
7 all your life, if you are very, very overweight, FTF is going to help give you the
8 motivation to get started on an exercise program because you are going to see results
9 immediately.

10 Now, this is -- again, I don't want you to go out and say, I'm going to
11 change my eating habits and eat everything in sight. No, no. This is to help you start
12 on a new healthier way of living.

13 FEMALE HOST: If you've been roller-coastering, if you've been
14 overweight your entire life, if you've just turned that 35, just turned that 40 and you've
15 found that those 5 pounds have crept on you, and perhaps you've tried that fad diet for
16 a couple of weeks and you've lost it and then it comes right back, you're not able to
17 maintain, take a look at what this product can do for you today.

18 This is breakthrough technology, and yet, it really doesn't mean that
19 you have to take any time -- there's no planning, there's no effort, there's no diet. You
20 don't have to change what you eat, you don't have to change what your cravings are,
21 and you know what, the pounds melt off not a month from now, not two months from
22 now, immediately.

23 **ON SCREEN: Capsules Take 2-4 Hours to Work**

24 MALE HOST: Immediately. Watch how fast it works. The capsules
25 take two to four hours to begin to work. They have to liquify in your stomach before
26 they can grab the fat. However, FTF, because it's pure and all-natural, it actually
27 takes seconds. Look at this beaker, we've just put the fat in it. We've mixed in the

chitosan droplets, and within 20 seconds, watch from the bottom of that beaker.

ON SCREEN: Actual Time: 20 Seconds

Works almost instantly

FTF Absorbs Fat Faster and Quicker

Capsules

FEMALE HOST: It's amazing.

MALE HOST: It is absolutely amazing. It's almost like a magic trick.

FEMALE HOST: Is this the only concentrated form that's out there?

ON SCREEN: Value Vision Showcase

C-17357

S&H \$3.99

\$65.95

Fight the Fat - Two Pack

1-800-788-2454

Automated ordering 1-800-788-2452

MALE HOST: Absolutely. This is the only concentrated form. It is the only form of chitosan and it is a form of chitosan, it's not chitosan --

FEMALE HOST: Um-hum.

MALE HOST: -- that is considered a food grade. In other words, the Food and Agricultural Department have said this is a food grade product. This is a food supplement. It will not interact with any drugs you're taking, it will not hurt you in any way, shape or form, and I'm going to tell you something else, it -- you can't take too much of it. You cannot take too much of it. It will work for you. It's worked for me and I know it will work for you.

FEMALE HOST: It's pure, it is natural. So, you don't have to worry about it at all. There are a lot of you out there taking chitosan tablets right now. Are

1 you enjoying taking 20 to 30 capsules at a sitting? I would gag after the fifth pill.

2 MALE HOST: Oh, absolutely.

3 FEMALE HOST: I'm sorry.

4 MALE HOST: And probably you're not taking 20 or 24 capsules

5 because --

6 **ON SCREEN: Value Vision Showcase**

7 **One Hamburger Has 31 Grams of Fat**

8 **2 Squirts of FTF will absorb 24 Grams of Fat versus 24 capsules of**

9 **Chitosan**

10 **1-800-788-2454**

11 FEMALE HOST: You're not taking enough of them.

12 MALE HOST: You're not taking enough.

13 FEMALE HOST: Okay.

14 MALE HOST: And you probably have noticed that your weight loss

15 isn't going the way you want it to.

16 FEMALE HOST: Um-hum.

17 MALE HOST: Well, that's because you can't -- you need to be careful

18 in taking all those pills. This is the way to get around that. FTF will take the fat out.

19 I mean, we all eat hamburgers. I mean, I'm busy during the week and I have to say I

20 stop at every fast food place along the way.

21 **ON SCREEN: Value Vision Showcase**

22 **Pizza Has 20 Grams of Fat**

23 **Just 14 drops of FTF will absorb the Fat**

24 **Versus 12 capsules of Chitosan**

25 **1-800-788-2454**

26 FEMALE HOST: Especially when you've got a two-year old.

27 MALE HOST: Absolutely. Or --

1 FEMALE HOST: McDonald's is very attractive when you've got a
2 two-year old.

3 MALE HOST: Exactly. I have a 17-year old and a McDonald's or a
4 Wendy's or whatever they are, we have to get those a couple of times a week.

5 FEMALE HOST: Um-hum.

6 MALE HOST: Pizza is a big thing.

7 FEMALE HOST: Yeah, huge.

8 **ON SCREEN: Value Vision Showcase**

9 **Fried Chicken has 21 Grams of Fat**

10 **Just 14 drops of FTF will absorb the Fat**

11 **Versus 12 capsules of Chitosan**

12 **1-800-788-2454**

13 MALE HOST: It's a real big thing in this country and I'm going to tell
14 you it is all fat. Well, I'm going to tell you also, fried chicken, a great staple of the
15 Southern part of this country, it's popular throughout the country. FTF will remove
16 the fat in that chicken before it sticks to your thunder thighs, your big derriere or your
17 chin.

18 FEMALE HOST: Um-hum, wherever, wherever.

19 **ON SCREEN: Value Vision Showcase**

20 **C-17357**

21 **S&H \$3.99**

22 **\$65.95**

23 **Fight the Fat - Two Pack**

24 **1-800-788-2454**

25 **Automated Ordering 1-800-788-2452**

26 MALE HOST: And it will push the fat through, it will bio-unavailable
27 and you will lose weight because you are reducing your fat calorie intake.

1 FEMALE HOST: If we could, guys, I'd love to get a two-minute clock
2 on the screen. When that two-minute clock runs out, we're going to show you another
3 set of testimonials, and then when we come back, we're going to talk about alleviating
4 pain.

5 Because chances are, if you're over 30, over 35, over 40, and in
6 addition to have turning that milestone have been a little overweight, let me tell you,
7 the effects of gravity have probably caused a little bit of creakiness, a little bit of
8 aches and pains, I'm talking anywhere from my shoulder, from carrying my two-year
9 old around all day long, to the knees, to the elbows, depending on what you do for a
10 living and what you've done over the course of your life, we are going to help to
11 alleviate pain. For those of you that have really suffered from osteoarthritis over the
12 course of the years, we have a dream product for you next.

13 But right now, take it into your own hands, don't wait to have someone
14 else tell you what diet you need to be on, what food you need to -- I mean, I've got a
15 two-year old, I've got a husband that travels a lot, he's in sales, I work full-time and
16 I'm a full-time mom, I haven't had time to get through this diet book that I want to, let
17 alone plan out the meals, count the calories, count the fat. There's no counting
18 involved here.

19 MALE HOST: And you don't have to do it.

20 FEMALE HOST: Except for counting drops, right?

21 MALE HOST: Counting drops. And listen, this is not a diet. This is
22 not a diet at all. This is a way of life.

23 FEMALE HOST: Um-hum, absolutely.

24 MALE HOST: Okay. If you are on a diet, it doesn't matter if you're on
25 a high protein diet, I don't care if you're on a -- whatever kind of diet you're on.

26 FEMALE HOST: It works with it?

27 MALE HOST: It works with it. So, if you're on any other kind of diet

1 program or diet system, you can use FTF -- you could cheat a little, if you will, and
2 you can use FTF alongside any other regimen that you're doing and you will lose
3 weight faster, quicker, and I might say healthier as well.

4 Let me tell you one other thing about the capsule chitosan.

5 FEMALE HOST: Please.

6 MALE HOST: And that is that there's a lot of heavy metals in there.

7 Those are unhealthy.

8 FEMALE HOST: Really?

9 MALE HOST: There's lead, there's mercury.

10 FEMALE HOST: Why?

11 MALE HOST: Because it's a natural product.

12 FEMALE HOST: Fillers?

13 MALE HOST: It's not -- this is all removed in the FTF, and yes,
14 you're right -- the fillers -- when you buy a bottle of chitosan, over 50 percent, over
15 half in some brands are filler.

16 FEMALE HOST: Is filler, yeah.

17 MALE HOST: That's amazing. This is 99 percent pure. One percent
18 is used -- is ascorbic acid. That's Vitamin C.

19 FEMALE HOST: If we can show you the value page one more time
20 and then we'll get into the testimonials. Here's what happened. On our single bottles
21 of FTF, over half sold out. We're looking at only about 100 bottles remaining and
22 that is all.

23 Here's what I recommend that you do, right here on your screen, C-
24 17357, a two pack. If you get the two pack, one bottle is about one month's supply,
25 all right. If you get the two pack, you will never have any excuses, because you've got
26 one bottle in your purse or guys one bottle in your briefcase.

27 **ON SCREEN: Value Vision Showcase**

1 **C-17357**

2 **Fight the Fat 2-Pack**

3 **1 bottle of FTF \$34.95**

4 **FTF 2-Pack \$65.95**

5 **(that's just \$32.98 a bottle)**

6 **You save \$3.95**

7 **MALE HOST: Right.**

8 **FEMALE HOST: And you've got one bottle at home. And you've got**
9 **a two month's supply. Not only are you going to have it, but you are going to have it**
10 **at \$32.98 a bottle rather than \$34.95 a bottle and whether you choose the single bottle**
11 **or the double pack, the shipping and handling is the same. So, we're saying, I think,**
12 **some extra dollars on the shipping and handling, \$4 or so if you get the two pack**
13 **today.**

14 **Do this for yourself, do it for your sanity. I mean, we all get so**
15 **stressed out about our weight and -- I mean, I've been totally stressed over the last**
16 **couple of months.**

17 **ON SCREEN: Value Vision Showcase**

18 **C-17357**

19 **S&H \$3.99**

20 **\$65.95**

21 **Fight the Fat - Two Pack**

22 **1-800-788-2454**

23 **Automated Ordering 1-800-788-2452**

24 **MALE HOST: Oh, absolutely.**

25 **FEMALE HOST: I come home and my husband is like, did you get**
26 **that diet ready yet, I need to start eating right. I'm like, yeah, right, you know, next**
27 **week sometime.**

1 MALE HOST: It is hard to lose weight --
2 FEMALE HOST: It is --
3 MALE HOST: It is hard to lose weight when you have to be
4 controlled, if you will, okay?
5 FEMALE HOST: Oh, forget about it.
6 MALE HOST: But with FTF, you've got two times -- two times a day.
7 Can you afford to give us ten seconds twice a day? Twenty seconds a day, the pounds
8 are going to start dropping off. Six to 12 drops in your drink and I am telling you,
9 you're going to feel better because you're going to look better.
10 FEMALE HOST: Um-hum.
11 MALE HOST: Get up and walk around the house a little bit. Get up
12 and walk around the block. Start a little bit of an exercise routine, it's going to help.
13 FEMALE HOST: Um-hum.
14 MALE HOST: You're going to drop weight because you're going to be
15 reducing your fat calorie intake because the fat is now bio-unavailable. Give us a call
16 now. Order the product. It's going to change your life, I guarantee it.
17 FEMALE HOST: Once at lunch, once at dinner. It's tasteless, it's
18 odorless, you're not even going to know it's there except for by your pants size fitting
19 you a little bit better.
20 MALE HOST: That's right.
21 FEMALE HOST: Which is great.
22 Now, here's what I want to do, I'm going to show you some more
23 testimonials, and when we come back, how many of you have been feeling the affects
24 of gravity and have some aches and pains? We're going to take care of that, too, when
25 we come back.
26 **(Testimonials)**
27 **ON SCREEN: Barbara K. Individual Results May Vary**

1 BARBARA K.: It's great. It melted the last five pounds away. I've
2 been trying for months and FTF did it. It's great. I love it. I'm happy. I'll recommend
3 it to all my friends. It's great.

4 **ON SCREEN: Robbie D.**

5 ROBBIE D.: If you have any type of fat problem at all, I would
6 recommend you use FTF. It will make you lose weight. That's it. I don't have any
7 big scientific explanation for it except I was a 16, eight weeks later I am a 14 going
8 toward a 12. It works.

9 **ON SCREEN: Value Vision Showcase**

10 **C-17357**

11 **S&H \$3.99**

12 **\$65.95**

13 **Fight the Fat - Two Pack**

14 **1-800-788-2454**

15 **Automated Ordering 1-800-788-2452**

16 FEMALE HOST: All right. What happens to that fat after the product
17 takes hold of it and escorts it out of your body? Well, the only way I know of it
18 escorting out of your body is in waste. Does it come out in your waste?

19 MALE HOST: That's it. Yeah, you --

20 FEMALE HOST: You don't sweat it out, right?

21 MALE HOST: No, you don't sweat it out. You kind of poop it out.

22 FEMALE HOST: You poop it out.

23 MALE HOST: You poop it out.

24 FEMALE HOST: It's as simple as that.

25 MALE HOST: But it's not a big ton and it's not going to -- it doesn't --
26 no, I mean, you know, you're asking the question, I'm going to tell you.

27 FEMALE HOST: Yeah.

1 MALE HOST: You know, you're not going to get diarrhea from this,
2 you won't get the runs. It's not going to happen all of a sudden. It just -- it flows.
3 Trust me, folks, it's easy. It's very, very easy.

4

vvtv.com [Home](#) [Store](#) [Channels](#) [Addition](#) [Programs/Shows](#) [Help](#) [My Account](#)

[Jewelry](#) | [Watches](#) | [Collectibles](#) | [Electronics](#) | [Computers](#) | [Health & Beauty](#) | [Outerwear](#) | [Toys](#) | [Fashions](#) | [Miscellaneous](#)

SHOP NOW

shopping departments

find your product

[Clearance/Sale Items](#)
[Collectibles](#)
[Computers](#)
[Fashions/Clothing](#)
[Health and Beauty](#)
[Jewelry](#)
[Miscellaneous](#)
[Outerwear](#)
[Toys](#)
[Watches](#)

browse our specialty stores

[Electronics](#)
[Movies](#)
[Pets](#)
[Wine](#)
[Dads and Grads](#)
[Gift Advisor](#)

quickpick!



Roberge Orbit Gents
 Black & Gold Felt Pen
 Retail: \$1,050.00
 VTV: \$449.00

[add to cart](#) [quick buy](#)

Store Front: Health and Beauty: Weight Management



To order by Phone: 1-800-884-2212

[add to cart](#) [quick buy](#)
[create reminder](#)

Nutri-Firm Perfect Body Double Pack - Isomers

Product Number: C17072

VTV Price: \$49.99

Shipping: \$4.49

Softens the look of cellulite on your body. This skin firming product targets the cellulite in your skin by using your own body's natural chemistry. This process tightens and tones the skin while also eliminating sponginess and the orange peel look.

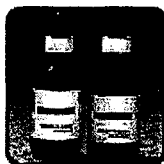
[more info](#)

more high quality at low prices



Nutri-Firm Perfect Body
 Solution - Isomers
 VTV: \$29.99

[add to cart](#) [quick buy](#)



Nutri-Firm K Serum -
 Isomers
 VTV: \$34.99

[add to cart](#) [quick buy](#)



Misty Mate Combo Pack
 VTV: ~~\$24.95~~
 Sale: \$24.95

[add to cart](#) [quick buy](#)

more information...

"Nutri-Firm Perfect Body Double Pack" is one of the many products offered by the Isomer line.

The Isomer line is made of all natural ingredients to help your body's functions perform at their peak. The "Nutri-Firm Perfect Body" uses the liposomes in your body to move herbs to "target" areas of your skin. Then these herbs release trapped elements in your skin that can cause cellulite. Many other products offer these same qualities - but are only available to you in three or four separate products. "Nutri-Firm" is the only product that is "all- in- one," saving you expense and hassle.

The herb ingredients include: sweet clover (soothing), reishi mushroom (balancing), lemon (firming), Barley (tightens), Ivy (toning), Butcher's broom (astringent), camelia (anti-oxidant), and soy (firming).

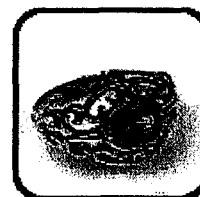
search VTV

I'm looking for...

virtual values

win a
trip to
Italy

[click for details](#)



save \$50 on a
classic ring!



surround yourself
with positive energy

Exhibit F

To order by Phone: 1-800-884-2212

[About Us](#) / [Auctions](#) / [Channels](#) / [Help](#) / [Home](#) / [Investor Relations](#) / [Press Releases](#)
[Program Guide](#) / [Search](#) / [Shopping Cart](#) / [Store](#) / [Your Account](#)



1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26

VALUE VISION

NUTRI FIRM PERFECT BODY SOLUTION

DATE

RECORDED: AUGUST 10, 2000

Exhibit G

1 HOST: The torture chamber.

2 MANUELLA: This is old but this is stuff I used to use to pound it, to

3 rub it and scrub it. And even this, I ordered from the -- from the Middle East to get

4 rid of it. Okay. These are all the torture things I used.

5 HOST: Did they work?

6 MANUELLA: They belong in a museum. They don't work.

7 HOST: You're the museum.

8 MANUELLA: These are just gags or practical jokes for women.

9 HOST: You use them on your thighs and what happened? You were

10 bruised probably.

11 MANUELLA: I used -- what happened, I bruised, broke the elasticity

12 --

13 HOST: Yes.

14 MANUELLA: -- irritated my skin. So, I went to Darius who -- we

15 were in university at the time and I said listen, come up -- make something for me.

16 So, he did. He started working with all these plant extracts and he created the Perfect

17 Body Solution.

18 **ON SCREEN:**

19 **Nutri Firm 3rd Anniversary Body Kit**

20 **C-17392**

21 **Includes:**

22 **(2) Perfect Body Solution \$29.99 each**

23 **(3) Stimulating Body Wash \$ 9.50 each**

24 **Total Retail Value \$88.48**

25 **You Save \$43.53**

26 HOST: Oh, my gosh.

27 MANUELLA: He goes I've got that answer for you. I started using it

1 and I tell you, the results I got so quickly. We started giving it to other people
2 because I said, you know, I can't believe it.

3 And that's how Isomer's Laboratories was created by this Perfect Body
4 Solution. What we've done to it now to make it even better is instead of seven plant
5 extracts in a liposome formulation, it has more than 10 plant extracts now. We've
6 added the red and brown algae.

7 **ON SCREEN:**

8 **C-17392**

9 **Retail Value \$88.48**

10 **S&H \$4.29**

11 **\$44.95**

12 **Isomers**

13 **Nutri-Firm 3rd Anniversary Body Kit Special**

14 **1-800-788-2454**

15 **VALUEVISION**

16 **vvtv.com**

17 **MANUELLA:** We've added the anti-oxidants. You're getting two full
18 size bottles. Very easy to use. It's a beautiful, beautiful moisturizer. Beautiful,
19 beautiful treatment cream. It's also your exfoliant to soften the skin. Take a look at
20 how --

21 **HOST:** I'm going to put some on.

22 **MANUELLA:** -- beautiful and how rich this cream is. But it's
23 nongreasy. It is food for the skin. I call it an invisible girdle for the skin. And you're
24 getting the full two -- two bottles of this. Eight and a half ounces. Two bottles.

25 **HOST:** What's the first thing I did tonight when you gave me that
26 bottle?

27 **ON SCREEN:**

Nutri Firm 3rd Anniversary Body Kit

C-17392

Body Kit Includes:

Perfect Body Solution

Ingredients:

**Japanese Green Tea, Barley, Ivy Extract, Ladies Thistle,
Mushroom, Soy Germ, Sweet Cover Extract, Aloe Vera Extract,
Butchers Broom, Retinyl Palmitate, Ginkgo, Horse Chestnut,
Lemon Extract, Urea, Carrageenan, Red & Brown Algae, L-
Ascorbic Acid (Vitamin C), D-Alpha Tocopherol (Vitamin E),
Alanine, Natural moisturizing factors and Lactic Acid.**

MANUELLA: You grabbed it and you stuck it on your legs.

HOST: And I'm going to do that right now. I'm just going to put a
little more on. Because you know what? Even if -- you said to me early on from this
body kit, you said you know -- because we were talking about the little bumps on the
back of our arms --

MANUELLA: Yep.

HOST: -- or from shaving on the back of our legs.

MANUELLA: Yep.

HOST: Great for guys as well. But -- also, like around the knee.
People who have like hooded knee or --

MANUELLA: Hooded knee or that skin starts to sag and fall forward

--

HOST: Yeah. Yeah.

MANUELLA: -- and break the elasticity.

ON SCREEN:

C-17392

1 **Retail Value \$88.48**
2 **S&H \$4.29**
3 **\$44.95**
4 **Isomers**
5 **Nutri-Firm 3rd Anniversary Body Kit Special**
6 **1-800-788-2454**
7 **VALUEVISION**
8 **vvtv.com**

9 MANUELLA: What you want to do is you want to lift the skin. You
10 want to firm it. You want to tighten it up.

11 HOST: It's so nice.

12 MANUELLA: And you're going to see that this -- the liposome
13 formulation goes in, targets the problem area. How does it do that? I'll tell you.

14 HOST: Fantastic. I love this stuff.

15 MANUELLA: You know you got -- this is the problem. This is the --

16 HOST: This is the demo. I love this.

17 MANUELLA: [holding jar containing red gelatinous substance] This
18 is the stuff underneath the skin. This is sticky. It doesn't work very well. This is lab
19 created problem. The reason is we don't do animal testing so we have to create a
20 synthetic model of what the problem is.

21 We wanted something to break this down. Now, people say if you
22 have cellulite, if you have cottage cheese loss of elasticity on the skin, they say drink
23 water or --

24 HOST: Right.

25 MANUELLA: -- exercise. Well, you know what? We're exercising.
26 [stirs jar] Does it break it down? No. Doesn't break it down. And you know what?
27 This didn't break it down either. I've tried.

1 HOST: You can spin that for an hour and it wouldn't change.

2 MANUELLA: It wouldn't change.

3 HOST: It would just be that thick goop.

4 MANUELLA: Then they say drink water. [pours water in jar]

5 Believe me, I have drunk swimming pools full of water to get rid of it. What

6 happened? Actually, it absorbs it. Look, it absorbs all the water.

7 HOST: Oh, my gosh. It gets thicker.

8 MANUELLA: It gets thicker.

9 HOST: Ooh.

10 MANUELLA: And that's why some days your clothes are even tighter

11 or you feel hotter in that area because it's absorbing and it's bloating up. What we did

12 -- this is the plant extracts. This is in the Perfect Body Solution. [pours solution into

13 jar]

14 You go in, you rub it in on that area, and what you find -- look. It

15 breaks it down.

16 HOST: Wow.

17 MANUELLA: It liquefies it.

18 HOST: Fun.

19 MANUELLA: Now, when you drink water, now if you exercise, what

20 happens? You can literally get rid of the problem. You can actually smooth your

21 skin --

22 HOST: Oh, my gosh.

23 MANUELLA: -- and this is what we want to do. With the Perfect

24 Body Solution, we are going to address the needs of your body. Is it slimming? Is it

25 toning? Is it lifting? Is it firming? This system will do it for you.

26 The reason is the plant extracts in that liposome formulation. It's got

27 the red and brown algae to give you that instant lift. It is very, very nourishing, very,

1 very moisturizing.

2 I tell you as a women and as a scientist, this is the best body cream for
3 you. And I'll tell you why. Nutritionally it is complete for the body. Structurally it is
4 the molecular size the pores need, not to be clogged, but to be moisturized.

5 If you happen to have very allergic skin, dry flaky skin, skin that gets
6 itchy and uncomfortable or very, very tight feeling, it's because your acid mantle has
7 been disturbed. This will help restore your acid mantle.

8 HOST: Interesting.

9 MANUELLA: So, it's very, very good for you. Plus, it has lactic acid
10 in here which is a chemical the body makes itself when it rebuilds itself. We've added
11 it in here as a moisturizer and as an exfoliant to smooth the skin.

12 What else is in this kit? You're getting two full sizes of this. These
13 are \$30 values on their own. So, that's \$60 worth of product just here. Plus, you're
14 getting three bottles of the Stimulating Body Wash.

15 Why is the Stimulating Body Wash so important? First of all, it is the
16 only soap, if you want to call it a soap or a cleanser, your body is going to need. Look
17 at it. It's beautiful. It's clear. It has no colors, no dye, no synthetic product in here.

18 It is a beautiful cleanser. You could go and wash your skin with it. If
19 you shave, you can shave your legs and under arms with this as well.

20 HOST: It smells so nice and clean.

21 MANUELLA: It's -- it smells wonderful. It's very clean. It's not
22 foaming but it will get white on the skin like this. What this actually does, goes in, re
23 -- helps give that acid mantle a perfect balance.

24 If you have broke out skin, allergic skin, itchy skin, this helps to sooth
25 it and calm it and clean it very, very easily.

26 HOST: Especially this time of year. You're putting sun block or
27 maybe you're putting any kind of extra products on your skin.

1 MANUELLA: Right.

2 **ON SCREEN:**

3 **before & after (photographs)**

4 **Individual results may vary**

5 **VALUEVISION**

6 HOST: Also, for young people, it's wonderful. That is shocking. That
7 is shocking. Look at this -- this leg. Oh, my gosh.

8 MANUELLA: This -- this actually took four months to get this before
9 and after. But take a look at the before. Look at the before. A loss of elasticity. The
10 skin -- you can see the cellulite. You can see the skin is gray and pasty. The skin
11 looks old. The leg looks old. Look at the after. Smooth --

12 HOST: That's much larger too.

13 MANUELLA: -- streamlined contoured. It is in great shape. It's a
14 young healthy looking leg. What you want to do is you want to be able to give your --
15 your shape the best -- best possible environment it can and this is what the Perfect
16 Body Solution does.

17 Again, before. Big problem. Thighs rubbing together. The inner
18 thigh. There's not much you can do about it. You can target the problem with the
19 Perfect Body Solution.

20 HOST: My gosh. How many times we've had calls from women who
21 are saying -- thinking liposuction or go have this done or that done. Cosmetic surgery
22 is very appealing because you think it's permanent but it isn't because you need to take
23 care of things afterwards.

24 We've had a lot of women using the Perfect Body after their surgeries
25 and some are saying they're not going to do it, they're just going to try this product
26 instead.

27 MANUELLA: Exactly. And with liposuction, I get very, very

1 frightened because I keep thinking about -- you know, when you -- you vacuum your
2 carpet?

3 HOST: Uh-huh.

4 MANUELLA: If you're vacuuming your carpet, you know that if you
5 don't do an even job, you see those lines. You see that pattern in your carpet.

6 HOST: Um-hum.

7 **ON SCREEN:**

8 **C-17392**

9 **Retail Value \$88.48**

10 **S&H \$4.29**

11 **\$44.95**

12 **Isomers**

13 **Nutri-Firm 3rd Anniversary Body Kit Special**

14 **1-800-788-2454**

15 **VALUEVISION**

16 **vvtv.com**

17 MANUELLA: That's in essence how they do liposuction. They just
18 go in there and they randomly vacuum. So, you could end up with a lumpier leg or
19 lumpier --

20 HOST: That's scary. That's so scary.

21 MANUELLA: -- problem. So, what you want to do is you want to
22 firm the skin. You want to tone the skin. You want to create --

23 HOST: It's a great product.

24 MANUELLA: -- a really good environment that is making the skin
25 work better and decongest it. Perfect Body Solution is going to help with that
26 firming, toning, hydrating. It is going to address the needs of your skin. It's -- if you
27 have very dry skin, your skin will love it and drink it up.

1 HOST: Um-hum.

2 MANUELLA: You're using a moisturizer any ways. Using something
3 on your skin any ways. Why not use something that's going to give you --

4 HOST: It's wonderful.

5 MANUELLA: -- nutrients and a treatment all in one. Thirty seconds
6 in the morning, 30 seconds at night. It's that simple.

7 HOST: That's right.

8 MANUELLA: You just take it, put it on all over your body. You're
9 going to love it. What's going to happen to your skin, it is not -- you're never going to
10 feel your skin as soft and smooth as like with the Perfect Body Solution.

11 HOST: Oh, my gosh.

12 MANUELLA: It gets so baby soft --

13 HOST: That's right.

14 MANUELLA: -- wonderful to the touch. You're going to say I didn't
15 realize my skin could be feeling so great. And it's true because it will really address
16 the needs of the skin.

17 HOST: Someone asked what if I put it on before my workout. Is it an
18 extra bonus if I put it on --

19 MANUELLA: Actually, if you put it on before your workout, you put
20 it on before you sweat, what's actually -- what actually happens is --

21 HOST: That's feels great.

22 MANUELLA: -- you end up getting that tightening effect even faster
23 because it's heat activated. So, if you could actually add heat to it, it'll penetrate
24 deeper and work deeper and give you a faster result.

25 HOST: What if I did this and sat in the sauna which is --

26 MANUELLA: You can do that too.

27 HOST: -- more my style. Really?

1 MANUELLA: You can do that too. A lot of women actually take it
2 and actually wrap. They take it and they put those really, really tight --

3 HOST: Oh, yeah?

4 MANUELLA: -- hose on, those support hose --

5 HOST: Yeah.

6 MANUELLA: -- and that actually helps to heat activate it and
7 penetrate it deeper so you end up with a faster contouring effect.

8 HOST: So, you -- because I know some of it because you've talked
9 about this off air how well, Perfect Body Solution looks like it works but you know
10 what, what about the cost of it and having to keep using it.

11 And I think about the stuff we buy, you know, at the grocery store.
12 Oh, I need some body lotion and you pick it off -- what -- what are you really putting
13 on because if it's on your skin, it's topical. Doesn't it go into the skin? It must do
14 something inside. You know what I'm ?

15 MANUELLA: Well, most body lotions, most products out there that
16 are oil based, they actually don't go into the skin, they just sit on top of the skin. And
17 what that actually does it makes an inclusive barrier which suffocates the skin.

18 HOST: Hum.

19 MANUELLA: It's like someone saying I've used -- I've had dry skin
20 for 18 years and I've used product X for 18 years. Well, my first thing is well,
21 obviously product X isn't working for you. You still have dry skin.

22 HOST: Exactly.

23 MANUELLA: Right?

24 HOST: Exactly. Right.

25 MANUELLA: So, it's just sitting on top. It's not addressing the needs
26 of the skin. Perfect Body Solution is something that you use one or two days and you
27 say oh, my gosh, my skin is so soft.

1 HOST: Yeah, the first -- right. Right.

2 MANUELLA: Oh, my gosh, my skin is not dry anymore.

3 HOST: Um-hum. Um-hum.

4 MANUELLA: And what happened to that itchiness. It's gone.

5 HOST: Um-hum.

6 MANUELLA: You know why? Because it's going to start creating a

7 healthy environment for the skin. Once you start correcting the PH, it becomes more

8 acidic. Once you start addressing the needs of the skin, your skin will change color.

9 It will actually start being more even in color, not so pasty. We won't look so --

10 HOST: I should do the other leg. I'll do the other leg. Is that a hin'?

11 MANUELLA: You know why? Because it helps with the micro

12 circulation. Now, take a look at this before and after. I love this before and after.

13 The reason is in the before her leg is thicker and heavier. You can see

14 it's weighted down. In the after, it's lifted. You can see that lifting effect of that red

15 and brown algae. You can see that decongesting effect of the liposome. You can see

16 how the skin has firmed and tighten and lifted and this is what we want to do.

17 **ON SCREEN:**

18 **C-17392**

19 **Retail Value \$88.48**

20 **S&H \$4.29**

21 **\$44.95**

22 **Isomers**

23 **Nutri-Firm 3rd Anniversary Body Kit Special**

24 **1-800-788-2454**

25 **VALUEVISION**

26 **vvtv.com**

27 MANUELLA: We want to be able to increase the elasticity. If we

1 don't address the elasticity issue of the skin, the skin continues to sag and sag and sag.
2 And then it becomes where you end up with that real flappy skin or you end up with
3 those hooded knees.

4 HOST: Um-hum.

5 MANUELLA: You want to be able to --

6 HOST: Guilty.

7 MANUELLA: -- reverse it and lift it all the way up again.

8 HOST: And it's -- you know what? It's so easy. This -- you use a
9 little bit. It goes a long way. You're going to do this for yourself anyway. And then I
10 said to Manuella once -- I really like using because I'm an angel fanatic.

11 MANUELLA: Um-hum.

12 HOST: I love -- Angel the fragrance. I said well, I really like using
13 my Angel body lotion which is like -- it's so expensive. I can't believe how expensive
14 it is but I adore it. It makes the Angel just go even further because --

15 MANUELLA: Sure.

16 HOST: -- I do my body in this and then I take a little bit of the -- the
17 fragrant and put it on and it lasts longer. And I couldn't figure that out at first. I was
18 like well how come it's lasting? Why is the scent lasting longer? Well, it made sense.
19 It wasn't being sucked into dry skin --

20 MANUELLA: Um-hum.

21 HOST: -- you know, because it was moisturized properly by using the
22 Body Solution. Perfect Body Solution. You're getting two of them, plus three of the
23 body wash. You're getting this whole kit. The whole package. I can imagine you
24 using this, the Bio Metabolic, the Detox, and the anti-oxidant. Oh, my gosh.

25 MANUELLA: You'd be --

26 HOST: You are going to be so revved up. I mean --

27 MANUELLA: I also -- you'll be so tight, you'll be waterproof.

1 HOST: -- this is --

2 MANUELLA: But it's true. It's -- you're

3 going to have really tight firmed skin. You're going to have --

4 HOST: Oh, beautiful skin.

5 MANUELLA: -- nourished skin. You're going to be clean from inside

6 out and everything will be working properly. And why does that make sense? Why is

7 that important? Because we're talking about something that these are not quick fixes.

8 This is something that you can 10 years from now, 20 years from now say thank

9 goodness I was using that stuff because it made sense. It's good for my body. It's

10 good long term. It is nothing that's based on hocus pocus. It's all --

11 HOST: Right.

12 MANUELLA: -- based on science, on fact, on respect for the organs,

13 inner and the external organs. The skin is the largest organ of the body. You want to

14 feed it. You want to correct it. You want to protect it.

15 This five piece kit will do it. The Perfect Body Solution is going to

16 feed it and protect it. The Stimulating Body Wash is going to clean it properly so that

17 you'll be able to deliver the -- the cream on top that will actually help to make the skin

18 soft and smooth and supple again.

19 HOST: I have a question then.

20 MANUELLA: Yeah.

21 HOST: Okay. So, if we're going to tell our customers or help our

22 customers do this, this is how I lost all my weight.

23 MANUELLA: Yes.

24 HOST: Just taking this. I can't believe it. Because you remember

25 when I went through -- I had Teresa, my youngest, who's now six.

26 MANUELLA: Um-hum. Um-hum.

27 HOST: And I gained like 80 pounds.

1 MANUELLA: Um-hum.

2 HOST: Anyway, it took me forever to get rid of that weight and I went
3 through the whole trainer thing and the dieting and all of that. And it worked but it
4 was just -- it was horrible.

5 This is has been really easy for me but I've noticed too that because I
6 use the Perfect Body, I don't have like sagging skin.

7 MANUELLA: That's right.

8 HOST: Like you start losing -- and I have to use it more in this area
9 here from, you know, mommy weight and having some problems there with
10 pregnancies.

11 MANUELLA: Well, this -- you know, I have
12 had -- Armond, three months.

13 HOST: But -- my gosh, look at this waist.

14 MANUELLA: It's just been three months since I've had Armond.

15 HOST: Oh my gosh, look at you.

16 MANUELLA: And I'm about -- I'm about 13 pounds off of where I
17 should be. So, in three months, I've lost a lot because with Armond, I gained more
18 than twice than I did with Kian because --

19 HOST: Did you really?

20 MANUELLA: Oh, man, my -- my body --

21 HOST: Look at this skinny little tiny waist.

22 MANUELLA: -- just stored it all up. But look at that. By using this
23 and my skin is firm and tight.

24 HOST: Wow.

25 MANUELLA: I don't have that -- you know, that paper bag, that
26 crumpled paper bag look --

27 HOST: Yeah.

1 MANUELLA: -- that a lot of women end up with on the belly --
2 HOST: Uh-huh.
3 MANUELLA: -- area. I don't have that because I was using the
4 Perfect Body Solution and the bust firming. And you want --
5 HOST: Yeah, but --
6 MANUELLA: -- to because you want to keep that skin active. You
7 want to keep it healthy. You want to keep it moisturized. And this is how you're
8 going to do it. You can't do it with a wax that's just going to sit on top.
9 HOST: Right.
10 MANUELLA: And you can't do it by just sitting there and wishing it.
11 You've got to take action. And the action I'm asking you to take is something that
12 makes so much sense for you.
13 HOST: I have a question though. Now, I started Bio Metabolic like
14 two months ago --
15 MANUELLA: Um-hum.
16 HOST: -- and lost all this weight.
17 MANUELLA: Um-hum.
18 HOST: And I -- now, should I start using the Perfect Body like
19 religiously? Will it do anything? What if I didn't use it back then when I started
20 losing the weight? Know what I'm saying?
21 **ON SCREEN:**
22 **before & after (photographs)**
23 **Individual results may vary**
24 **VALUEVISION**
25 MANUELLA: What -- use it -- it's never too late.
26 HOST: Will it do anything now?
27 MANUELLA: Of course it will.

1 HOST: Will it work now because I have that little paper bag --

2 MANUELLA: Of course it will.

3 HOST: -- crimply thing you're talking about here --

4 MANUELLA: Of course it will. Because --

5 HOST: -- on my gut.

6 MANUELLA: -- you know what -- you know what Perfect Body

7 Solution is really great for? Because of the liposome action, because of the way the

8 liposome and those plant extracts are put together, it really helps stimulate the micro

9 circulation on the skin.

10 If you could help to stimulate the micro circulation on the skin, you're

11 going to get a response. And this is exactly --

12 HOST: Right.

13 MANUELLA: -- what we want to do. The Perfect Body Solution will

14 get a response from your skin.

15 HOST: See, because I'm hoping --

16 MANUELLA: Bio Metabolic gets a response from the inside of your

17 body.

18 HOST: You're going to shop tonight because you're getting all of

19 these. Two of the Perfect Body plus the body wash. I love that. That's -- my --

20 Teresa loves that too, so does Gabby. But --

21 MANUELLA: Um-hum.

22 HOST: -- Teresa really loves it. And then you -- really three of these?

23 MANUELLA: Three.

24 HOST: Three Bio Metabolics.

25 MANUELLA: One for each year of the anniversary.

26 HOST: Love you. Yeah.

27 MANUELLA: See. Three -- a third year anniversary --

1 HOST: Ah, I just got it. Happy anniversary to Isomers' Laboratory.
2 Ladies and gentlemen, come on and join me. All of America is saying I'm
3 overweight. I want to lose weight. I'm on this diet. I'm going to take this pill. I'm
4 going to try that cream. I'm going to go get liposuction. I'm going to get cut off.

5 **ON SCREEN:**

6 **C-17350**

7 **S&H \$3.99**

8 **\$49.99**

9 **Isomers**

10 **Nutri-Firm 3rd Anniversary Eio-metabolic Special**

11 **1-800-788-2454**

12 **VALUEVISION**

13 **vvtv.com**

14 HOST: You know what? We are absolutely fed up with having this
15 whole body image concept just be blown out of the water because the dieting doesn't
16 work, the trainer is too expensive. La da, da, da. All that stuff -- I said you know
17 what, no more.

18 MANUELLA: Um-hum.

19 HOST: I am done. I have had enough. And then you come along and
20 you went Bio Metabolic and held that dangling carrot right in front of me. And I went
21 oh, great. Yeah, something else to lose weight. Yeah, sure. And I took it.

22 MANUELLA: Um-hum.

23 HOST: And I took it at a time where I was at an all time low. I'm
24 going I'm overweight. I'm not happy with myself. I am just not --

25 **(The program was concluded.)**

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27

VALUEVISION

NUTRI FIRM PERFECT BODY SOLUTION

DATE RECORDED: AUGUST 11, 2000

Exhibit H

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27

PROCEEDINGS

- - - - -

NUTRI FIRM BODY KIT SPECIAL

HOST: You know what I'd like to do? I'd like to talk about our -- our
body line. Do you know -- I'm going to have a bumper sticker made some day that
says just say no to cellulite.

ON SCREEN:
C-17392
Retail Value \$88.48
S&H \$4.29
\$44.95
Isomers
Nutri-Firm 3rd Anniversary Body Kit Special
1-800-788-2454
VALUEVISION
vvtv.com

HOST: Just say no to cellulite because I don't think it's attractive --

MANUELLA: No.

HOST: -- to begin with. And I don't
think --

MANUELLA: Uh-uh.

HOST: -- we have to have it.

MANUELLA: Uh-uh.

HOST: You know, that's another thing. We don't have to have -- we
can minimize the appearance of cellulite with the right products.

MANUELLA: Exactly. With the right products --

HOST: Yep.

1 MANUELLA: -- that address it at the source, at the root.

2 HOST: Right.

3 MANUELLA: What is the source? What is the problem? Lumpy,

4 bumpy, sponginess.

5 HOST: Um-hum.

6 MANUELLA: Slacking skin, loss of elasticity.

7 HOST: Right.

8 MANUELLA: Congestion. We stimulate the micro-circulation. We

9 firm, tone, hydrate the skin. And now we can do it in this super power-packed

10 anniversary special here. So, this will give you a good three to four months of Perfect

11 Body Solution to address the lumps and bumps on your hips, your abdomen, your

12 thighs.

13 But not only is it a treatment cream for that, it's your moisturizer. It's

14 your exfoliant. It's your softening cream all in one.

15 HOST: And, you know, you can put that on right after you shave.

16 MANUELLA: Yes, you can.

17 HOST: It does not irritate your skin.

18 MANUELLA: Uh-uh.

19 **ON SCREEN:**

20 **Nutri Firm 3rd Anniversary Body Kit**

21 **C-17392**

22 **Includes:**

23 **(2) Perfect Body Solution \$29.99 each**

24 **(3) Stimulating Body Wash \$ 9.50 each**

25 **Total Retail Value \$88.48**

26 **You Save \$43.53**

27 HOST: I put it on right when I get out of the shower. This is the value

1 page that we have for you so that you understand what it is that you're receiving and
2 how much money you are saving.

3 You're saving \$43.53 by purchasing it in this kit today because of the
4 anniversary price and the anniversary show.

5 And, you know, we're going to be able to show you what cellulite is
6 about. We have some lab-created cellulite. And there are a lot of people out there
7 watching the show who are saying to themselves, yeah, right, I have tried everything
8 on the market.

9 **ON SCREEN:**

10 **Nutri Firm 3rd Anniversary Body Kit**

11 **C-17392**

12 **Body Kit Includes:**

13 **Perfect Body Solution**

14 **New and improved formula contains red and brown algae**

15 **Helps promote extra firming and lifting**

16 **Helps reduce superficial imperfections**

17 **Gives skin an instant lifting effect**

18 **Retexturizes and evens out skin tone**

19 **HOST:** I have paid a fortune, I have beat myself up. Oh, you've got
20 the little things. Oh, aren't those charming?

21 **ON SCREEN:**

22 **Before & after (photographs)**

23 **Individual results may vary**

24 **VALUEVISION**

25 **MANUELLA:** These are -- these are from my -- my personal stash
26 that when I was younger that I had.

27 **HOST:** Can you believe that? Look at this before and after. Before,

1 after.

2 MANUELLA: Um-hum.

3 HOST: Now, tell me what leg you think looks more desirable. I

4 mean, truly. Think about the before or the after, tell me what leg -- look at even the

5 buttock area.

6 MANUELLA: Well, that's where you actually --

7 HOST: Yeah.

8 MANUELLA: -- notice the loss of elasticity, that cottage cheese look.

9 HOST: Oh, yeah.

10 MANUELLA: And what literally is happening is if you think of you're

11 -- you're -- a balloon and you fill it up with water.

12 HOST: Um-hum.

13 MANUELLA: You know how that water just pulls that balloon down

14 and stretches it down. That's what the cellulite is doing to the leg there.

15 **ON SCREEN:**

16 **C-17392**

17 **Retail Value \$88.48**

18 **S&H \$4.29**

19 **\$44.95**

20 **Isomers**

21 **Nutri-Firm 3rd Anniversary Body Kit Special**

22 **1-800-788-2454**

23 **VALUEVISION**

24 **vvtv.com**

25 MANUELLA: It's just pulling it down and stretching it down. What

26 you want to do is lift it and firm it and tone it and hydrate it.

27 HOST: Um-hum.

1 MANUELLA: And how do we do that? This magical plant extracts
2 that work to nourish the skin, firm the skin, increase the micro-circulation of the skin
3 so that it actually --

4 HOST: Um-hum.

5 **ON SCREEN:**

6 **Before & after (photographs)**

7 **Individual results may vary**

8 **VALUEVISION**

9 MANUELLA: -- can become much more refined, not as congested.
10 When you have blocked sinuses, you take a decongestant. When you have this
11 problem here with the cushiony-ness to the skin, you need a decongestant. Perfect
12 Body Solution is the answer for that. And, again, treatment, moisturizer, exfoliant all
13 in one.

14 HOST: And, you know, these before and afters are just -- oh, this is a
15 dramatic before and after to me. You know, we -- we're in the summer months. We
16 all have put on the shorts, looked in the mirror, and taken them right back off.

17 **ON SCREEN:**

18 **C-17392**

19 **Retail Value \$88.48**

20 **S&H \$4.29**

21 **\$44.95**

22 **Isomers**

23 **Nutri-Firm 3rd Anniversary Body Kit Special**

24 **1-800-788-2454**

25 **VALUEVISION**

26 **vvtv.com**

27 HOST: Not on your life. I love capri pants. I can tell you that. But

1 it's -- but it's very true. When you look in the mirror and you don't like what you see,
2 the first thing that you do is try to hide it. Let's try to correct it. And there's a
3 difference.

4 So, now if you help to correct the problem, if you help to minimize the
5 appearance of the cellulite and you actually break that up underneath the skin so it's
6 all smooth and wonderful, you have a whole new way of looking at yourself in the
7 mirror.

8 Cellulite has nothing to do with weight, does it?

9 MANUELLA: It has nothing to do with weight.

10 HOST: No. No.

11 MANUELLA: I suffered from it terribly when I was 17, 18, 19 years
12 old --

13 HOST: Um-hum.

14 MANUELLA: -- and I was thin. I was in very good shape. I -- I
15 needed to use something that actually addressed the firming and toning needs of my
16 skin. I went to all the cosmetic counters. I bought this, I bought this, I bought this
17 and all the creams and all the tools that went with it.

18 HOST: Um-hum.

19 MANUELLA: And I spent hundreds of dollars and what I ended up
20 with, bruised legs, irritated skin.

21 HOST: Doesn't it break down the elasticity, too?

22 MANUELLA: Broken elasticity.

23 HOST: Yeah.

24 MANUELLA: So, a little bit worse in the situation of the skin.

25 HOST: Um-hum.

26 MANUELLA: What I did is I went to my husband, I said you've got to
27 come up with something, you've got to create something for me and he did. He went

1 to the laboratory, came up with all the plant extracts, butcher's broom, ladies' thistle,
2 mushroom, all things that are known to help with that problem.

3 What I'm going to do now is I'm going to show you how this product
4 actually works. This is a lab-created sample of the problem. This is the guck that is
5 underneath our skin that creates that cottage cheese look.

6 HOST: Can you imagine? Yikes.

7 MANUELLA: Right. And what you can see is that -- it's not --

8 HOST: It's very goopy and sticky.

9 MANUELLA: It's very goopy, sticky, and you can't massage it away.
10 They say, you know, massage and exercise. You'll get rid of it. Take a look at female
11 marathon runners. They're in excellent shape and they have cellulite because it has
12 nothing to do with exercise.

13 Drink water. Well, I'm adding water and massaging. What happens?
14 It absorbs all the water.

15 HOST: Um-hum.

16 MANUELLA: Why? Because this is -- it loves water. It needs to
17 expand. It's going to grow. That's why when you wear certain outfits, they are snug
18 on you sometimes because of the fact that the cellulite is actually growing, you're
19 becoming bloated.

20 What you want is the eight plant extracts in the liposome formulation.
21 You just take it, rub it in, and what you're going to find, it's going to decongest. Look
22 at that. It breaks it down.

23 Why is this important? Now, this is underneath your skin. You don't
24 have that cottage cheese look. It is soft. It is smooth. It is much better underneath
25 the skin to give you that streamline, that contoured look that you want.

26 In this kit that you're getting --

27 HOST: Um-hum.

1 MANUELLA: -- for the anniversary, this is my way of saying thank
2 you to you. You're getting two Perfect Body Solutions and you're getting three of the
3 Stimulating Body Wash.

4 **ON SCREEN:**

5 **Nutri Firm 3rd Anniversary Body Kit**

6 **C-17392**

7 **Includes:**

8 **(2) Perfect Body Solution \$29.99 each**

9 **(3) Stimulating Body Wash \$ 9.50 each**

10 **Total Retail Value \$88.48**

11 **You Save \$43.53**

12 MANUELLA: So, you're getting the actual cleanser for your body.
13 We spend a fortune to cleanse our face and we ignore the needs of the skin on the
14 body. We need the proper cleanser. If you have allergic skin or itchy skin, very dry
15 flaky skin --

16 HOST: Um-hum.

17 MANUELLA: -- breakout on your back or on other areas, on your
18 legs, even those little lumps and bumps on the back of your arms, you need the proper
19 cleanser. This -- we're giving you three bottles of it.

20 **ON SCREEN:**

21 **Before & after (photographs)**

22 **Individual results may vary**

23 **VALUEVISION**

24 MANUELLA: All full-size. And the Perfect Body Solution.

25 HOST: Look at this before and after. I mean, we're not talking about
26 small results. We're talking about dramatic results.

27 MANUELLA: Um-hum.

1 HOST: And the only way that you're going to know whether it works
2 for you is to try it.

3 MANUELLA: Right.

4 HOST: But you have to use it. How many times a day should we put
5 this on?

6 MANUELLA: Once in the morning, once at night. That's it. You
7 literally need about the size of a quarter.

8 HOST: Okay.

9 MANUELLA: And you just rub it in like a moisturizer.

10 HOST: It's so easy. Yeah.

11 **ON SCREEN:**

12 **C-17392**

13 **Retail Value \$88.48**

14 **S&H \$4.29**

15 **\$44.95**

16 **Isomers**

17 **Nutri-Firm 3rd Anniversary Body Kit Special**

18 **1-800-788-2454**

19 **VALUEVISION**

20 **vvtv.com**

21 MANUELLA: You don't need very much. You take it -- this is a
22 beautiful, beautiful, beautiful cream.

23 HOST: Oh, it is.

24 MANUELLA: It is -- if -- it's light. It's not greasy.

25 HOST: Um-hum. And it doesn't smell.

26 MANUELLA: It's not -- no, it doesn't smell and it's not perfume. So,
27 you will notice it will just glide.

1 HOST: Um-hum.

2 MANUELLA: The liposomes actually give a rolling effect. It glides
3 onto the skin and a little goes a very long way. It goes into the skin.

4 It leaves it soft, it leaves it supple, and you're getting the full treatment.
5 You're getting the moisturization. You're getting the nutrients. It has anti-oxidants in
6 here and it has red and brown algae. Why is this important? It gives an instant lifting
7 and toning and tightening to the skin.

8 HOST: You know, I -- it -- to me, when you think about all of the
9 money that you -- because you're getting two full bottles of the Perfect Body,
10 everyone. Normally, we only sell one or we do the double pack. But you're getting
11 two full-size --

12 MANUELLA: And we do the double pack for \$49.

13 HOST: Yeah. So -- I mean, think about this. This is \$44.95. So,
14 you're getting a discount on the double pack plus you're getting three of the cleansers.
15 And you're getting that for one price of \$44.95.

16 If you already know you love this product, I would get more than one.
17 I mean, I would get more than one.

18 MANUELLA: And it's only this visit.

19 HOST: Yeah.

20 MANUELLA: This is only for the anniversary. This is very limited.
21 When the quantity on the screen is gone, it's gone. The reason we did this, this is a
22 thank you to you because it's our third anniversary.

23 HOST: Um-hum.

24 MANUELLA: And I want you out there to use the product because I
25 remember -- I really -- I don't think any woman ever forgets when they put the shorts
26 on and they sit down in a restaurant and they look down and they look at their legs --

27 HOST: And you see all that --

1 MANUELLA: -- and they go aah.

2 HOST: Oh, yeah. And you try to like move your legs so that there's
3 not so much pressure on it in the back.

4 MANUELLA: Exactly.

5 HOST: I know.

6 MANUELLA: And you try going forward or you take the table -- you
7 know, the tablecloth and you kind of hide your legs underneath because, you know,
8 you don't want anybody to see your legs.

9 HOST: That's right.

10 MANUELLA: I remember those days.

11 HOST: Um-hum.

12 MANUELLA: And I know the fear that we have or how
13 uncomfortable we feel. And I know the fact that you don't buy certain outfits because
14 it exposes certain parts.

15 You know what? Say, you know, you want the freedom.

16 HOST: Um-hum.

17 MANUELLA: Say no to cellulite. Say good night to cellulite. That's
18 what I always say.

19 And what's great about this, the product is your moisturizer, it's your
20 exfoliant. It actually has lactic acid in here.

21 Why lactic acid? That is an element that our body creates and
22 understands. Lactic acid is built up in our body when we rebuild our muscles.

23 HOST: Um-hum.

24 MANUELLA: And it also is very good for moisturizing and
25 rebuilding our skin. We've put this in here because it is skin identical. It is bio-
26 available. And what else does it do?

27 If you have ingrown hair, if you have those little lumps behind your

1 arms, if you have ingrown hair on the top of your thighs, you know, in special areas
2 where you have a lot of chafing, it's going to soften and smooth that skin. It's going to
3 direct -- address the needs of the skin, of those blocked follicles on the legs, abdomen,
4 buttocks area.

5 And with -- with the cleanser, the Stimulating Body Wash --

6 HOST: Um-hum.

7 MANUELLA: -- that is an algae-based wash. What's important about
8 that, everybody knows the slimming effect of algae. They have algae soaps that
9 you're supposed to shower with. You're getting a liquid soap form of that so you can
10 tighten and tone your skin with
11 -- like an astringent in the shower.

12 HOST: And, you know, it's easy to use. We're not talking about
13 something where you have to take, okay, ten minutes of your time and you sit down
14 and you massage for ten minutes.

15 MANUELLA: Like these.

16 HOST: And then you have to do this and you have to apply everything
17 and then you have to wait for so long before you put your clothes back on. It's not
18 that. You get out of the shower, you put it on, you're done.

19 MANUELLA: Um-hum.

20 HOST: And I understand we have a testimonial on this product as
21 well. It's Kay.

22 Hi, Kay. Welcome to the show.

23 KAY: Hi.

24 HOST: How are you?

25 KAY: Good. How are you doing?

26 HOST: Good. I -- I understand you use this?

27 KAY: Oh, I love it.

1 HOST: Do you?

2 **ON SCREEN:**

3 **Before & after (photographs)**

4 **Individual results may vary**

5 **VALUEVISION**

6 KAY: Oh -- I mean, I had cottage cheese legs and now they're gone.

7 MANUELLA: Excellent.

8 HOST: Great -- gone completely?

9 MANUELLA: Congratulations.

10 KAY: Yes. I mean, they look like when I was 18.

11 MANUELLA: Yes.

12 HOST: Now, how long did it take for you to see the results, Kay?

13 KAY: I would say no more than maybe three months.

14 HOST: Really?

15 MANUELLA: Wow.

16 HOST: For it to be completely done?

17 KAY: Yeah. It's done. And I use it twice a day every day and they're

18 just beautiful. And I'm wearing shorts and I'm loving it.

19 HOST: Oh, good for you.

20 MANUELLA: Good for you.

21 KAY: Yeah.

22 HOST: You know --

23 KAY: Yeah.

24 HOST: -- that -- that is something that can be very disconcerting. Are

25 you married or single? Can I ask?

26 KAY: Single.

27 HOST: See. Oh, well, yeah. I remember when I was single. I liked to

1 show my legs, too, a lot.

2 KAY: Yeah.

3 HOST: Now, we're there, right?

4 KAY: Yep.

5 HOST: We can do that again.

6 KAY: Yeah. I hid them for years because, you know, my weight went

7 to my hips and that.

8 HOST: Um-hum.

9 KAY: And they were just awful.

10 HOST: Well --

11 KAY: And I tell you, this is a lifesaver.

12 HOST: Now, was it easy for you to use?

13 KAY: Oh, yeah, very easy, and it doesn't take any time. I mean, a

14 couple of minutes. You rub it in and I put it on my stomach, and voila, and then I just

15 get dressed and off to work I go.

16 HOST: And then it's working for you all day long and you don't even -

17 - you're not even aware of it.

18 KAY: No. No. And your skin is so soft. I mean, it's baby soft.

19 HOST: Isn't that great?

20 **ON SCREEN:**

21 **C-17392**

22 **Retail Value \$88.48**

23 **S&H \$4.29**

24 **\$44.95**

25 **Isomers**

26 **Nutri-Firm 3rd Anniversary Body Kit Special**

27 **1-800-788-2454**

1 **VALUEVISION**

2 **vvtv.com**

3 KAY: Yes. I love her products. Oh, I couldn't live without them. I'll
4 tell you. If you -- if you ever go away, that's it. Life is over.

5 HOST: We're keeping her. She's not going anywhere. She's not going
6 anywhere, Kay.

7 MANUELLA: But you know what I like about the Perfect Body
8 Solution? When I was in the hospital, I had to stay in the hospital for a few extra days
9 when I had Armand.

10 I had -- of course, I had the Perfect Body Solution with me because I
11 used it during the pregnancy and everything. And there was other women on the
12 floor. I would walk around with the baby and things like that. And we would talk
13 about our bodies.

14 We talked about how we're changing or how we want to, you know,
15 remember the good old days when we weren't so big. We all started -- I had them all
16 start using the Perfect Body Solution. It was hilarious how women were saying I can
17 see a result already. My skin is so soft, it's getting toned.

18 HOST: Oh, great.

19 MANUELLA: Three, four days later. They were loving it. So, I'm
20 glad you trust, I'm glad you use it, and I'm really happy you're faithful with it and you
21 got the results. So, thank you so much.

22 KAY: Oh, thank you.

23 HOST: Well, you enjoy. Thank you for taking the time. We
24 appreciate it.

25 KAY: Oh, you're welcome.

26 HOST: All right.

27 KAY: Bye-bye.

1 HOST: Bye-bye.
2 You know, it's true. When you have a
3 product that works so well for you and you can see the results --
4 MANUELLA: Um-hum.
5 HOST: -- and you see it slowly disappearing and you see -- and one
6 thing that you'll notice right away, your skin feels really smooth. All those little
7 lumps and bumps that you have go -- and it has to be the lactic acid that's in there as
8 well --
9 MANUELLA: Um-hum.
10 HOST: -- that's helping to smooth that
11 out --
12 MANUELLA: It is. It's part of it.
13 HOST: -- because -- yeah. You feel that almost immediately when
14 you use it. And to me, I don't know about anybody else, but if my arm has that, I don't
15 want anyone touching me, you know, let alone your legs or anything. I don't -- I don't
16 want anyone to know that that's there. That's -- it's not -- when you look at someone's
17 skin and it's very pretty and then you touch it and you go, eeh --
18 MANUELLA: Um-hum.
19 HOST: -- that isn't fun.
20 MANUELLA: When it feels like -- like -- like sandpaper. A lot of
21 times --
22 HOST: Exactly.
23 MANUELLA: -- you'll touch people and you'll say, oh, their skin is
24 like sandpaper and you're --
25 you're --
26 HOST: Yes.
27 MANUELLA: Actually you're set back a little bit because you didn't

1 expect it to be like that.

2 HOST: Sure.

3 MANUELLA: With the Perfect Body Solution, you're going to find

4 that your skin is smooth and silky and soft and touchable.

5 HOST: Yes.

6 MANUELLA: You're also going to find it's excellent on the elbows

7 and excellent on the knees.

8 HOST: Um-hum.

9 MANUELLA: You're also going to find that if you have tired legs,

10 sometimes you get tired legs if they're very sore and they're very water-logged and

11 things like that. The Perfect Body Solution is wonderful to massage and concentrate

12 on that area and really get that micro-circulation going to help give lymphatic

13 drainage to that. So, it is very, very skin friendly.

14 HOST: Um-hum.

15 MANUELLA: It is very, very body friendly and very, very multi-

16 purpose. It is something that you can literally use from the neck down --

17 HOST: Um-hum.

18 MANUELLA: -- except the bust -- bust line, of course, and that will

19 soften the skin and smooth the skin, tone the skin --

20 HOST: Um-hum.

21 MANUELLA: -- and give it all of the nutrients it needs and protection

22 which is very important that you don't get from a conventional moisturizer.

23 HOST: Um-hum.

24 MANUELLA: It does not contain oils, no animal byproducts, no

25 animal testing. All natural plant ingredients and plants that you understand, Japanese

26 green tea, mushroom, butcher's broom. Butcher's broom was used centuries ago for

27 varicose veins --

1 HOST: Oh.

2 MANUELLA: -- because of veining on the legs. And if you have a

3 problem with veining, you will find this very soothing on the legs as well.

4 HOST: You know, I -- previously, you know, when we were talking

5 about the surface of the skin not being smooth enough, I didn't know you could do

6 anything for that.

7 MANUELLA: Um-hum.

8 HOST: I mean, what could you do for that? A loofah sponge can be

9 real -- I mean, that can be very harsh on -- on your skin.

10 MANUELLA: Harsh, and the loofah contains bacteria. So, you're

11 actually -- you're rubbing it

12 in --

13 HOST: There you go.

14 MANUELLA: -- infecting your skin.

15 HOST: Oh, that's charming. We love to think about that. We have

16 Alicia on the line.

17 Hello, Alicia. Welcome in.

18 ALICIA: Hi. How are you guys doing tonight?

19 MANUELLA: Wonderful.

20 HOST: Great.

21 **ON SCREEN:**

22 **Before & after (photographs)**

23 **Individual results may vary**

24 **VALUEVISION**

25 ALICIA: Good. I just wanted to tell Manuella happy anniversary.

26 MANUELLA: Thank you very much.

27 ALICIA: And Darius (phonetic), if you're out there watching, same to

1 you. It's just a little ole family thing. And also congratulations on the birth of your
2 son, too.

3 MANUELLA: Thank you. Thank you very much.

4 ALICIA: But I just wanted to -- just thank you, thank you for your
5 products and just wish you a happy anniversary.

6 MANUELLA: Oh, you're so sweet.

7 HOST: Very nice.

8 MANUELLA: And it means very much to me. Thank you. I really
9 appreciate it.

10 ALICIA: Yes. Now, I have a question.

11 MANUELLA: Sure.

12 ALICIA: Just one question. If you use -- I heard you mention in an
13 earlier show, Manuella, something about if you buy the Bio Metabolic --

14 MANUELLA: Um-hum.

15 ALICIA: -- Bio Metabolic --

16 MANUELLA: Yes.

17 HOST: Okay.

18 ALICIA: -- you suggested that you get the Body Kit as well?

19 MANUELLA: Yes.

20 HOST: Yes.

21 **ON SCREEN:**

22 **C-17392**

23 **Retail Value \$88.48**

24 **S&H \$4.29**

25 **\$44.95**

26 **Isomers**

27 **Nutri-Firm 3rd Anniversary Body Kit Special**

1 **1-800-788-2454**

2 **VALUEVISION**

3 **vvtv.com**

4 MANUELLA: Yes. And I'll explain why. If you're using the Bio
5 Metabolic or any weight control, if you're on a diet -- and Bio Metabolic is sold out.
6 But if you're using any kind of diet or you're on a diet or you're slimming down, what
7 happens most of time is your body is stretched out. The skin has been stretched out.

8 As your body shrinks, the skin doesn't necessarily remember to shrink
9 with it. So, you end up with sagging skin or drooping skin or -- or it's spongy skin.
10 The Perfect Body Solution when you are dieting is excellent because it helps to tone
11 the skin while you are reducing your size.

12 HOST: Mmm.

13 MANUELLA: So, it's very important to use them together. And it's
14 never too late to start because it is bio-available. So, if you're losing weight or on an
15 exercise program or a diet program, use the Perfect Body Solution together with that
16 diet.

17 So, it won't show -- you know, a lot of times you'll say, yeah, you lost
18 40 pounds but you don't look as good as you used to because your skin is sagging.
19 The Perfect Body Solution will help firm up that skin and tone it so you look really,
20 really good.

21 HOST: Great.

22 ALICIA: Well, thank you so much.

23 MANUELLA: Thank you.

24 ALICIA: And you guys have a blessed day, and also, congratulations.

25 MANUELLA: Thank you. I -- thank you very much.

26 HOST: Take care.

27 ALICIA: Bye-bye.

1 HOST: Bye-bye.

2 For those of you who are on line, I know the phone lines are very, very

3 busy right now. You know, when you can do something that is effective -- effective,

4 easy for you to use, a great price tag and you can compare this -- especially this kit to

5 anything else that you want to. I mean, this is an incredible price for this kit.

6 My next question is to you, are you worth it? Do you think that you're

7 worth it? I think I'm worth it.

8 MANUELLA: Um-hum.

9 HOST: Now -- now, it's different if you have to put up \$300 for

10 something. Then you're thinking well, maybe I'll work on hiding it a little bit more

11 because that's a lot. That's a lot to do.

12 But when you can do something like this and you can really make a

13 change in the way that you feel about yourself, in the way that you look, in the way

14 that you see yourself when you look into the mirror, to me, gosh, that's really worth it.

15 **ON SCREEN:**

16 **Before & after (photographs)**

17 **Individual results may vary**

18 **VALUEVISION**

19 MANUELLA: It's worth it.

20 HOST: Yeah.

21 MANUELLA: And, you know, you're going to use a moisturizer

22 anyway.

23 HOST: Right.

24 MANUELLA: You're going to have to wash your skin anyway.

25 HOST: Um-hum.

26 MANUELLA: And you're going to have to address the problems that

27 you have, if it's dryness, flakiness, broken out skin, broken --

1 HOST: Um-hum.

2 MANUELLA: -- you know, all of those things. You are going to want
3 to solve those problems.

4 HOST: Sure.

5 MANUELLA: I'm giving you a tool here that addresses all of those
6 problems --

7 HOST: Um-hum.

8 MANUELLA: -- and it's one simple easy step. And it's --

9 HOST: Wow.

10 MANUELLA: -- giving you more. The nutrition, the hydration, the
11 protection --

12 HOST: Um-hum.

13 MANUELLA: -- and the ease, the convenience, the safety. It does not
14 contain drugs in it. A lot of cellulite products contain aminophylline or caffeine or
15 other stimulants. This does not.

16 These are natural plants that work synergistically to tone and tighten
17 the skin. It works to increase the micro-circulation. It also has the red and brown
18 algae to really help create a mesh to give you that invisible girdle, that invisible lift.

19 HOST: Um-hum.

20 MANUELLA: This is something that is -- it is good for your skin. It
21 is good for the long term.

22 Perfect Body Solution has been around for ten years. It's been around
23 for about ten years now, really. And because we --

24 HOST: Wow.

25 MANUELLA: We created it in Canada. It's been out in Canada for a
26 very long time.

27 **ON SCREEN:**

1 **C-17392**
2 **Retail Value \$88.48**
3 **S&H \$4.29**
4 **\$44.95**
5 **Isomers**
6 **Nutri-Firm 3rd Anniversary Body Kit Special**
7 **1-800-788-2454**
8 **VALUEVISION**
9 **vvtv.com**
10 HOST: Um-hum.
11 MANUELLA: And it is something that is so good for the body. That's
12 why we continue to sell out of it. That's why people continue to love it. And that's
13 why -- HOST: Yeah.
14 MANUELLA: -- it continues to work. It makes sense.
15 I've used it for the longest time. I'm very, very happy with it. It was
16 created for me and it was created for me so that I could use it in one minute in the
17 morning, one minute at night and I'm done.
18 **ON SCREEN:**
19 **Nutri Firm 3rd Anniversary Body Kit**
20 **C-17392**
21 **Includes:**
22 **(2) Perfect Body Solution \$29.99 each**
23 **(3) Stimulating Body Wash \$ 9.50 each**
24 **Total Retail Value \$88.48**
25 **You Save \$43.53**
26 HOST: Yeah, you like it to be quick.
27 MANUELLA: Quick.

1 HOST: Yeah. You're very busy.

2 MANUELLA: Very.

3 HOST: You have an incredibly busy lifestyle. You can't -- you can't

4 spend a lot of time doing all of that stuff, so it works out perfectly.

5 You know, let's talk about the different areas of the body that it helps.

6 The buttock area.

7 MANUELLA: Buttock area.

8 HOST: Oh, lifting, firming, toning, cellulite diminishes.

9 MANUELLA: Smoothing. Yes.

10 HOST: Smoothing. You bet. Upper -- upper legs. Do you know --

11 do you love it when you feel that movement on the inner -- on your inner -- oh, don't

12 you love it? I mean, that is just so very fun to feel that moving in there. So, we can --

13 we can firm that up a little bit?

14 **ON SCREEN:**

15 **C-17392**

16 **Retail Value \$88.48**

17 **S&H \$4.29**

18 **\$44.95**

19 **Isomers**

20 **Nutri-Firm 3rd Anniversary Body Kit Special**

21 **1-800-788-2454**

22 **VALUEVISION**

23 **vvtv.com**

24 MANUELLA: You can firm that up on the inner thigh, on the thigh

25 itself.

26 HOST: Yeah.

27 MANUELLA: A lot of times, too, if you even look at your thigh and

1 you notice that it's kind of drooping over your knee, you can lift that --

2 HOST: Hooded knees

3 MANUELLA: Hooded knees. Hooded knees are that cushiony

4 element on the knee.

5 HOST: I have a little bit of that.

6 MANUELLA: You can actually address it.

7 HOST: Yeah.

8 MANUELLA: Start putting on the Perfect Body Solution and massage

9 it in an upward motion --

10 HOST: Okay.

11 MANUELLA: -- up away from that and that will give that lifting

12 effect. How about the ankle area if you have those nice thick ankles --

13 HOST: Yeah.

14 MANUELLA: -- and you want to get rid of them.

15 HOST: Tummy.

16 MANUELLA: Tummy.

17 HOST: The tummy area.

18 MANUELLA: The back of the arms.

19 HOST: Hips.

20 MANUELLA: Hips.

21 HOST: Oh.

22 MANUELLA: Back of -- this part of the back as well.

23 HOST: Wow.

24 MANUELLA: A lot of women on the back of the neck. You can use

25 it literally on all those areas. It's very good. A lot of women have this --

26 HOST: Very nice.

27 MANUELLA: -- here right in the back and they

1 -- they don't know how to do it and you can't exercise that even if you wanted to.

2 HOST: It's like a little bulge back there. Yeah.

3 MANUELLA: Um-hum.

4 HOST: Oh, yeah. That's a great idea. I didn't think about that one in

5 the back.

6 MANUELLA: Oh, yeah. That's a great one.

7 HOST: Oh, that is terrific. Yeah. Have your husband help you, your

8 significant other help you. You can kind of do that area back here. Put it on the back

9 of your hand and you can rub that in if you want to.

10 MANUELLA: Um-hum. Um-hum.

11 HOST: Now, this is -- you know, for \$44.95, you're getting two full-

12 size Perfect Body. Perfect Body has always been one of my favorites. I ask for

13 Perfect Body to be in the show all the time.

14 MANUELLA: Um-hum.

15 **ON SCREEN:**

16 **Nutri Firm 3rd Anniversary Body Kit**

17 **C-17392**

18 **Includes:**

19 **(2) Perfect Body Solution \$29.99 each**

20 **(3) Stimulating Body Wash \$ 9.50 each**

21 **Total Retail Value \$88.48**

22 **You Save \$43.53**

23 HOST: All the time. Because I just think women get very distressed

24 about seeing cellulite on their bodies. Other people get distressed about seeing

25 cellulite. You know what? And it seems like they look at the cellulite. They don't

26 see anything else.

27 MANUELLA: Um-hum.

1 HOST: They don't see anything else about you. They see the cellulite.
2 It's like a little magnet that just draws the eye to that area to that imperfection. Well,
3 you have a way to help with that problem and it is called Perfect Body.

4 We do have it available for you here at Value Vision. And if you get it
5 in the anniversary kit, you're going to save \$43.53. The total retail value -- here at
6 ValueVision the retail value is \$88.48.

7 **ON SCREEN:**

8 **C-17392**

9 **Retail Value \$88.48**

10 **S&H \$4.29**

11 **\$44.95**

12 **Isomers**

13 **Nutri-Firm 3rd Anniversary Body Kit Special**

14 **1-800-788-2454**

15 **VALUEVISION**

16 **vvtv.com**

17 HOST: You know what? If someone came to me and said, I have this
18 wonderful product for you, I can show you before and after pictures on how this
19 product works and this is what you're going to get, you're going to get eight fluid
20 ounces and it's \$100, I would say give me one. I want it now. If it works -- if it
21 works, I will pay the price for it.

22 MANUELLA: Um-hum.

23 HOST: Now, am I going to be much happier if I can get two of them
24 plus three cleansers for \$44 and change? Absolutely, I'm going to be a lot happier
25 about that. But the point is that women in the United States, women anywhere, if we
26 find a solution to our problems, we will pay for it and we will be willing to pay that
27 price to have it into our homes.

1 That's why when we're out on retail and we're in the cosmetic industry,
2 they have all those big price tags on those creams and on those lotions and on all of
3 those products because they know that we'll pay it.

4 MANUELLA: Um-hum.

5 HOST: You have an alternative and your alternative is Isomers. Your
6 alternative is Manuella and Darius because they're scientists. So, we're getting this
7 directly from them. There are no middlemen. There are no big huge department
8 stores that you have to pay overhead for. That's the beauty of this product.

9 So, we hope that you can dial through and take advantage of it, and as
10 we like to say, just say no to cellulite. Just say no to cellulite. That's what's so
11 important. This is a lot of fun.

12 MANUELLA: It's a lot of fun and it's --

13 HOST: And you're getting two of these.

14 MANUELLA: You know, it's getting control again of your legs, of
15 your body, of your -- of your belly area.

16 HOST: That's right.

17 MANUELLA: You know, a lot of times --

18 HOST: Yeah.

19 MANUELLA: -- women, you do the exercise on -- on the belly area
20 and you still --

21 HOST: Um-hum.

22 MANUELLA: -- end up with that little pooch. Well that little pooch
23 can't be exercised away. It's excess skin.

24 HOST: Yeah.

25 MANUELLA: It's just skin that's loose and hanging there. You've got
26 to use the Perfect Body Solution --

27 HOST: Um-hum.

1 MANUELLA: -- to tone that skin up --

2 HOST: Yeah.

3 MANUELLA: -- to tighten that skin up --

4 HOST: Yeah.

5 MANUELLA: -- and it'll work on it. If you have stretch marks, take

6 the Perfect Body Solution and either the Bust Firming or you can use it with the

7 Stretch Mark Cream --

8 HOST: Um-hum.

9 MANUELLA: -- and address that area. And yes, you can use this

10 with NutriTone. If you've got the Nutri Tone Machine, get the conductive serum --

11 HOST: Ooh.

12 MANUELLA: -- drench that cellulite area, zap it a few times, and

13 then take the Perfect Body Solution and use it on top. It will penetrate deeply into the

14 skin.

15 HOST: Um-hum.

16 MANUELLA: It'll work on decongesting it. Because anything you

17 can do to stimulate the circulation is going to help with that drainage, help with that

18 contouring, help with that toning of the skin. And this is what we want to achieve.

19 But don't neglect or ignore the value of the Stimulating Body Wash.

20 HOST: Yeah.

21 MANUELLA: When you start to wash your body with this, you are

22 going to notice that a lot of those -- that itching or flaking or dryness or redness or

23 sometimes you look down and your skin looks all different colors and shades, it

24 doesn't look very even --

25 HOST: Right.

26 MANUELLA: -- that will diminish. It will subside because this

27 protects the acid mantle and it cleans the skin in the proper way. So, you are going to

1 notice a lot of benefits in this kit.

2 **ON SCREEN:**

3 **Time Left: 3:00 (counting down)**

4 HOST: We're going to put a clock up on the screen everybody. And

5 you know what? Please use automated ordering. Our phones are very, very busy for

6 this product.

7 1-800-788-2452 is the number for automated ordering. You can order

8 more than one item. In fact, you can order up to nine different items on automated

9 ordering.

10 **ON SCREEN:**

11 **AUTOMATED ORDERING: 1-800-788-2452**

12 MANUELLA: Excellent.

13 HOST: So, it's very easy to do. And you're processed quickly. There's

14 no waiting in line if you use automated ordering. And if you already know that you

15 love Perfect Body, I definitely feel comfortable recommending that you get two of

16 these.

17 MANUELLA: Yes.

18 HOST: Yeah.

19 MANUELLA: Yes.

20 HOST: If you love Perfect Body, I would definitely get two of these

21 because that's a steal. That price --

22 MANUELLA: Um-hum.

23 HOST: You know, if you get the double packs anyway, you're saving

24 money just from the price of the double pack.

25 MANUELLA: The double pack, you can buy it right now. It's \$49.99.

26 HOST: Okay.

27 MANUELLA: Even one bottle is \$30 and you can get that right now.

1 HOST: Um-hum.

2 MANUELLA: This kit is limited to this anniversary special. So, you
3 are getting something here that -- the reason why you're getting this. I want you to use
4 it. I want you to use it correctly.

5 HOST: Um-hum.

6 MANUELLA: I want you to get the results. I want you to be very,
7 very, very happy. And this is one of those things. These go in tandem. They work
8 well with you. A lot of people --

9 HOST: Um-hum.

10 MANUELLA: -- are using the Bio Metabolic or now the Detox. Use
11 this as well in tandem to control and -- and really give the skin that elasticity and
12 bounce and softness and smoothness that you want.

13 HOST: Oh, I agree.

14 MANUELLA: I mean, you want to -- you want to hug people. People
15 want to touch you and all this. Why not have beautiful soft skin and get a body
16 treatment at the same time? And this is what Perfect Body Solution does.

17 HOST: Well, we have one more hour with Manuella. And coming up
18 next hour we are going to have so much fun.

19 **(The program was concluded.)**

20

21

sign in register

SEARCH

Departments

Collectibles
Computers
Health & Beauty
Jewelry
Movies
NBC
Other
Pets
Sale & Clearance
Special Collections
Watches
Wine

Sneak Peek

BUY NOW!

New! 14K Tri-Color Gold Princess Cut CZ Greek Key Bracelet
Premieres today during "Masquerades!"
Retail Value \$835
VVTV Price \$419.99
Save \$415

Store Front: Health & Beauty: Health Care



Nutri Beauty Internal Cleanser

Product Number: C17395
VVTV Price: \$59.95
Shipping: \$3.99

ADD TO CART

QUICK BUY

CREATE REMINDER



To order by Phone: 1-800-884-2212

Feel better, more energetic, awake and aware! Detox and restore yourself with this Nutri Beauty internal cleanser. It includes 120 capsules to detox and 60 capsules to restore (a 30-day supply). This cleanser prevents toxic build-up and helps clean out and balance your system. It removes toxins, waste, fat and irritations while it jump starts a sluggish system, aids digestion and decreases bloating. This will help de-stress the body and improve the digestive system.

more info

Hot! 18K Tourmaline & Diamond Ring

One of VV's best-sellers
Retail Value \$200
VVTV Price \$179.99
Save \$20

New! 14 Cut Sing Necklac

Retail Value \$34.99
Sale Price \$13.99
Save \$21

Prai Me w/ Free

Protect ar pampers your body!
Only \$79.95

More High Quality Items at Great Prices

Renew for You

Renewable Internal Cleanser 30-day Supply
Z3006
VVTV: \$59.95

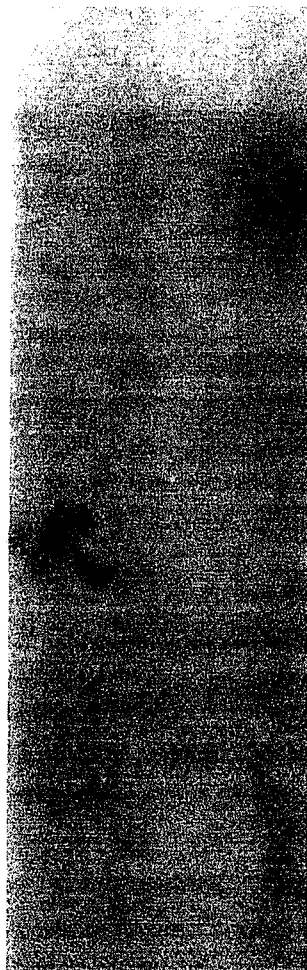
ADD TO CART
QUICK BUY

Dr. Sinatra Heart Books
C17398
Retail: \$65.80
VVTV: \$29.95

ADD TO CART
QUICK BUY

Biofaciliator Magnetic Back Support (One Size)
K8664
VVTV: \$39.99

ADD TO CART
QUICK BUY



More Info

Internal Cleanser feeds the cells and removes pollutants, aiding those who suffer from constipation, colds, flu, headaches, allergies, weight problems, impaired memory, stress, back and muscle ache, breath and body odors and skin problems.

Detox and Restore is designed to eliminate toxins, undigested food and waste from the intestines. It is a cellular cleanser formulated to support the liver and kidneys in removing toxins from the body. It helps purge yeast and build-up from the gastrointestinal tract while restoring healthy flora and beneficial bacteria to the intestinal tract. A toxin is a substance that irritates our body and undermines our health. We see this in aches and pains, poor memory and bad skin. Through detoxification, we provide our bodies with a key ammunition to clear and filter toxins and waste. Everyone has a need to cleanse, both physically and mentally, in order to allow the body to function and rest. The greatest benefits of this detoxification program is for those who are very busy and are exposed to processed foods, stress and environmental pollutants. It also helps those who suffer from headaches, allergies, fatigue, digestive problems, skin problems, smoke, drink or cravings. During the detox program, you maintain a normal lifestyle, although you may experience enhanced vigor and improved health within a few days. An easy system to use, it takes 30 days-- during which you eat normally and are required to drink 8-10 glasses of water daily.

Get Internal Cleanser sent to you automatically every 30 days without additional shipping and handling charges! Orders will be billed to your credit card each time the product is shipped! See Z3006.

Order by Phone 1-800-884-2212

TOP ▲

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24

VALUE VISION
NUTRI FIRM DETOX AND RESTORE INTERNAL CLEANSER

DATE RECORDED: AUGUST 11, 2000

1
2 **PROCEEDINGS**

3 - - - - -

4 HOST: We are going to talk about detoxing your body.

5 **ON SCREEN:**

6 **C-17395**

7 **S&H \$3.99**

8 **\$59.95**

9 **Isomers**

10 **NutriFirm Detox & Restore Internal Cleanser**

11 **1-800-788-2454**

12 **VALUEVISION**

13 **vvtv.com**

14 HOST: You know, I have a friend who is -- oh my gosh, she is so into
15 health and, you know, fitness and she exercises all the time. And I always -- I'm
16 detoxing. That's her thing.

17 MANUELLA: Um-hum.

18 HOST: I'm detoxing this week. Well, I -- you know, I think about
19 what that girl does and -- and I think well, oh, I'd be sick right after the first day.
20 Starving to death number one. I'd be starving to death and they drink all these juices
21 --

22 MANUELLA: Um-hum.

23 HOST: -- and all this stuff. And -- and, you know, I just can't do that.
24 I know that it's necessary and she says you know, if you can get past doing it for the
25 first few days, you feel so much better afterwards because you're all completely
26 cleansed. Everything in your body, your intestines and everything, are all completely
27 cleansed.

1 MANUELLA: Um-hum.

2 HOST: Well, that's a very difficult thing to do. It's never been worth
3 the torture for me. Just let it all build up. Just let it build up because if I don't know
4 it's there, I'm fine with it.

5 **ON SCREEN:**

6 **Nutri Firm Detox and Restore Capsules - 2 bottle set**

7 **C-17395**

8 **An Internal Cleansing Program may help:**

9 **One feel better, more energetic, awake and aware**

10 **Clean out and balance your system**

11 **Remove toxins, waste, fat and irritations**

12 HOST: This is the first time that I have seen a program that let's you
13 maintain the life that you have without doing anything horrifying or disruptive to your
14 system or your stomach or giving you headaches and yet, you can do what you need to
15 do for your body.

16 **ON SCREEN:**

17 **C-17395**

18 **S&H \$3.99**

19 **\$59.95**

20 **Isomers**

21 **NutriFirm Detox & Restore Internal Cleanser**

22 **1-800-788-2454**

23 **VALUEVISION**

24 **vvtv.com**

25 MANUELLA: Right. Because this, again, we're using an enzymatic
26 system. What the detox program contains, it contains Psyllium Husk to help push out
27 all of the elements that are bad. It contains Dandelion and Alfalfa enzymes. These

enzymes go into the digestive tract, into the intestine, small and large intestine, and like little pac-men, they eat up all the dirt and debris.

If you think of your stomach or the stomach lining like a sponge, it has holes and crevices in there. And a lot of what we eat, the foods, the processed foods, things that -- the chemicals that we eat, the dyes that we ingest and the candy or ice cream or things like that, that all sticks into those little crevices.

ON SCREEN:

Nutri Firm Detox and Restore

C-17395

Intestinal Detox Cleanser and Eliminator

Ingredients:

Psyllium Husk

Alfalfa Leaf

Dandelion Root

Carrot

Green Anise

Fennel Seed

MANUELLA: What we want to do is clean that out enzymatically. And then when it comes out, it passes through us. We end up being detoxified. The Restore that you take in the morning, that is a seven strands of friendly bacteria to rebuild the flora and fauna and the amelia in the body.

HOST: Wonderful.

ON SCREEN:

Nutri Firm Detox and Restore

C-17395

Restore Ingredients:

FOS (Fructooligosaccharides)

Probiotic Acidophilus
Complex Supplying 4 billion CFU's of
Lactobacillus Acidophilus
Bifodobacterium Longum,
Lactobacillus Bulgaricus,
Lactobacillus Rhammosis,
Lactobacillus Casei
Lactobacillus Plantarum,
Lactobacillus Brevis,
Lactoferrin

MANUELLA: So, we clean you out and restore at ground zero so you have a fresh start. It literally only takes one month, 30 days, of following this program.

HOST: Um-hum.

MANUELLA: You will -- you will probably notice a lot of things. You have more energy. You've lost weight.

HOST: Ahh.

ON SCREEN:

C-17395

S&H \$3.99

\$59.95

Isomers

NutriFirm Detox & Restore Internal Cleanser

1-800-788-2454

VALUEVISION

vvtv.com

MANUELLA: Because a lot of times you'll be carrying excess weight

1 that is there from toxic.

2 HOST: Just kind of hanging out.

3 MANUELLA: You'll be feeling better.

4 HOST: Yes.

5 MANUELLA: Your skin will look better. Your eyes will have more

6 clarity.

7 HOST: Oh, yes.

8 MANUELLA: If you suffer from a lot of headaches, a lot of times

9 you'll notice that they will -- they will pass. If you have a lot of allergies, you'll notice

10 that they'll subside. So, you'll see a lot of changes in your body once you detoxify.

11 HOST: Well -- and you know what's -- what's interesting, too, is -- a

12 lot of what my friend would do is the juices.

13 MANUELLA: Um-hum.

14 HOST: A lot of juices. And I think, ooh, the acidic feeling that you

15 would have. How can you drink just juice for days?

16 MANUELLA: Exactly. It plays with your metabolism when you just

17 drink juices.

18 HOST: Ooh. Ooh. Ooh, ooh.

19 MANUELLA: And it stops your digestive systems. So, it ends up

20 making it much more sluggish. This is a system that works hand in hand with your

21 lifestyle. This is something that works hand in hand with your body. Again, it's

22 enzymes. It's like using the enzyme peel but only on the inside.

23 HOST: Wonderful. Easy to take.

24 MANUELLA: Very easy to take.

25 **ON SCREEN:**

26 **Nutri Firm Detox and Restore Capsules - 2 bottle set**

27 **C-17395**

1 **An Internal Cleansing Program may help those who suffer**
2 **from:**
3 **Constipation**
4 **Colds**
5 **Flu**
6 **Headaches**
7 **Allergies**
8 **Weight Problems**
9 **Impaired memory**
10 HOST: Let's -- let's take a look at our screen. This is a lot of things --
11 okay. Constipation.
12 MANUELLA: Um-hum.
13 HOST: A lot of women suffer from that.
14 MANUELLA: Right. And also --
15 HOST: Big deal for women. Yeah.
16 MANUELLA: Oh, exactly. And a lot of women also will end up
17 taking -- they want to cleanse out and they'll say okay, I'll just take a laxative.
18 HOST: Um.
19 MANUELLA: You know what happens when you do that? It
20 becomes a vicious cycle because it's relaxed muscles in the body that no longer
21 function properly. Restore actually exercises --
22 **ON SCREEN:**
23 **C-17395**
24 **S&H \$3.99**
25 **\$59.95**
26 **Isomers**
27 **NutriFirm Detox & Restore Internal Cleanser**

1 **1-800-788-2454**
2 **VALUEVISION**
3 **vvtv.com**
4 HOST: That's very bad.
5 MANUELLA: -- those muscles --
6 HOST: Um-hum.
7 MANUELLA: -- to keep you in optimum shape.
8 **ON SCREEN:**
9 **Nutri Firm Detox and Restore Capsules - 2 bottle set**
10 **C-17395**
11 **An Internal Cleansing Program may help those who suffer**
12 **from:**
13 **Constipation**
14 **Colds**
15 **Flu**
16 **Headaches**
17 **Allergies**
18 **Weight Problems**
19 **Impaired memory**
20 HOST: Okay. Colds, flu -- well, you know, if you've got a lot of
21 bacteria hanging around in your body, of course -- I mean, really. If you've got a lot
22 of stuff that isn't supposed to be there, bacteria, it's going to wreak havoc. It's going
23 to be in a big play ground. Oh, let's have a good time.
24 MANUELLA: Um-hum.
25 HOST: We're just going to do whatever we want to right now.
26 MANUELLA: Um-hum.
27 HOST: So, it is very important that we get rid of it.

ON SCREEN:

Nutri Firm Detox and Restore Capsules - 2 bottle set

C-17395

An Internal Cleansing Program may help:

One feel better, more energetic, awake and aware

Clean out and balance your system

Remove toxins, waste, fat and irritations

MANUELLA: It's very important. A lot of times when you travel,
you eat foreign foods or you're subject to a lot of medications --

HOST: Oh, yes.

MANUELLA: -- or allergies or just in a polluted environment --

ON SCREEN:

C-17395

S&H \$3.99

\$59.95

Isomers

NutriFirm Detox & Restore Internal Cleanser

1-800-788-2454

VALUEVISION

vvtv.com

HOST: Um-hum.

MANUELLA: -- you want to be able to clean all of this out. Because
by cleaning it out and starting from scratch, your body is then able to function better.
If the filter in your air conditioning -- don't you rinse it out once in a while to get all
that trapped sediment out of -- out of the air conditioning system because you don't
want to breathe it?

What about inside the body? We have filters in our body as well that

1 need to be cleansed out. Once they're cleansed out, you will notice that your body
2 will react better. You will feel better. You'll have more energy. And a lot of times
3 you'll notice some weight loss as well as the system cleans out some things that have
4 built up over years and years and years of constant neglect.

5 HOST: Can you imagine though? Can you imagine -- that would just
6 be horrifying to think about. You know, sometimes we -- we don't think about those
7 things.

8 MANUELLA: Um-hum.

9 **ON SCREEN:**

10 **Nutri Firm Detox and Restore Capsules - 2 bottle set**

11 **C-17395**

12 **Easy to use, 30-day system**

13 **Eat normally**

14 **Requires drinking 2 liters of cold water per day**

15 **Use system only 3-4 times per year**

16 HOST: And we don't think about taking care of our bodies properly.
17 And it always seems to me that the ones who, you know, spend half of their time
18 reading about nutrition and, you know, going into the health food stores and they
19 spend all of their time in the gym and they're always saying oh, you know, you should
20 read this book by so and so and that book, I don't have time for it and I don't do it.

21 MANUELLA: Um-hum.

22 HOST: And I know I don't have time for it and I know I'm never going
23 to -- I'm not even interested. I'm not even interested. That's why a program like this
24 would work for me because I'm honest with myself.

25 MANUELLA: Um-hum.

26 HOST: I know I need to do it but because I can't see it, I'm going to
27 ignore it.

1 MANUELLA: Exactly.

2 HOST: That's not the healthy thing to do. That just isn't the healthy

3 thing to do.

4 **ON SCREEN:**

5 **C-17395**

6 **S&H \$3.99**

7 **\$59.95**

8 **Isomers**

9 **NutriFirm Detox & Restore Internal Cleanser**

10 **1-800-788-2454**

11 **VALUEVISION**

12 **vvtv.com**

13 HOST: So, one thing that -- that's interesting is that if you do this

14 yourself, if you -- you know, you're doing the juices and everything, you're not adding

15 the second part of that which is the friendly portion that goes in and helps to repair

16 everything.

17 MANUELLA: Right.

18 HOST: So, you have a two-fold system here that we're talking about,

19 not just the detoxifying but the restoring or the proper restoration of your system as

20 well.

21 You know, we think about that for our skin. If we take away all the

22 moisture on our skin, if we wash it with something that's -- that's a soap or whatever,

23 then we always think about restoring the PH balance.

24 We always think about giving ourselves moisture. If we're hungry and

25 we've depleted our system of energy, we always think about taking vitamins or

26 thinking about eating food.

27 MANUELLA: Um-hum.

1 HOST: Why wouldn't we think about getting rid of the bad and then
2 repairing the inside of our body as well? You know, I think it's an area that we all
3 need to really start thinking about. And maybe if you are sluggish, you're having
4 some of the problems like with constipation and a lot of women suffer from consti-
5 pation --

6 MANUELLA: Headache.

7 HOST: -- a lot of headaches. Oh, that's --

8 MANUELLA: Wake up in the morning with a headache. Think about
9 it. Your system is backed up. It's all toxic. And because we don't do things to clean
10 out our lymphatic system, we don't go on the trampoline and we don't stand on our
11 heads, it's the only real way to actually jump start your lymphatic system. You need
12 to actually do something to clean your lymphatic system out as well. And this detox
13 program works that way as well, which is fabulous.

14 HOST: Un -- you know what? I -- I just -- I've just never seen a
15 program like this in just a little pill. So, now how do I take this? What do I do?

16 MANUELLA: Very, very simple. The Detox, my favorite way of
17 doing this, you take three Detox at night.

18 HOST: All right.

19 MANUELLA: Okay. So, take three and go to bed. That's it.

20 HOST: On an empty stomach? You don't have to have food?

21 MANUELLA: You don't have to have food.

22 HOST: Okay.

23 MANUELLA: Take three and go to bed. In the morning when you
24 wake up with breakfast, take two of the Restore. Do that for 30 days.

25 HOST: That's it? Just --

26 MANUELLA: That's it.

27 HOST: -- do it for 30 days? Then I don't have to do it again for -- you

1 do it a couple of times a year, you're done.

2 MANUELLA: Two, three, four times. No more than four times a

3 year. So, no more than once a season.

4 HOST: See, now -- and this is the interesting thing is once you do

5 something like this for your body, you don't have a point of reference right now. If

6 you've never detoxed your system, you do not have a point of reference. So, you don't

7 know how good you're going to feel afterwards.

8 But once you do this the first time, you will know when you need to do

9 it again.

10 MANUELLA: You'll know --

11 HOST: You'll feel it.

12 MANUELLA: -- and, also, you'll feel it. A lot of times people say --

13 HOST: Yeah.

14 MANUELLA: -- you know, I have plaque in my arteries or I have

15 build-up of such --

16 HOST: Yikes.

17 MANUELLA: -- and such and such in the body.

18 HOST: Um-hum.

19 MANUELLA: You eat normally. You fight -- you do everything that

20 you're doing today, everything that you're going to do tomorrow --

21 HOST: Um-hum.

22 MANUELLA: -- you continue doing all of those things. It's not a

23 special diet. It's nothing that you have to change. All you have to do is take these

24 three in the evening --

25 HOST: Um-hum.

26 **ON SCREEN:**

27 **Time Left: 2:00**

1 MANUELLA: -- two in the morning, and you're done. This is going
2 to pass through your system. It's going to clean it up. It's going to waken the system.
3 You're going to find that the headaches subside. You feel better. You look better.
4 You have energy because the body -- you're taking rid of all of that sediment --

5 HOST: Um-hum.

6 MANUELLA: -- that's been hanging around. Think about this. You
7 wash your dishes every day after each meal, right? If you didn't wash your dishes,
8 what would happen after a week? If you kept eating off the same dish -- we do the
9 same thing with our body. We don't --

10 HOST: I wouldn't eat off the same dish
11 twice --

12 MANUELLA: Well --

13 HOST: -- let alone after a week.

14 MANUELLA: After a week but we go years and years and years of
15 ingesting things constantly and never really backing down and saying you know what,
16 let's clean it out.

17 HOST: Right.

18 MANUELLA: Let's clean out those nooks and crannies and crevices.

19 HOST: Um-hum.

20 MANUELLA: It's very interesting because my son Kian, he's two
21 years old, he loves peanuts. He loves peanuts and sunflower seeds --

22 HOST: Oh, yeah.

23 MANUELLA: -- and these kind of things. Did you know that my --
24 his pediatrician told me do not give him peanuts or sunflower seeds because they're
25 the perfect size that fit into the holes and the crevices in the lining of your stomach.

26 So, think about this. There could be peanuts and things that we have
27 in our body that have been hanging around for a long time. This enzymatic system

1 will get it out.

2 HOST: Oh, you bet. You bet. \$59 and change, everybody. Please
3 write the item number down. We are getting ready to talk about Bio Nutritional. So,
4 now we've done this wonderful thing for our -- for our bodies. We've detoxed it. And
5 the one thing that we really need to make sure that we do is feed everything.

6 MANUELLA: Um-hum.

7

1

2

VALUE VISION

3

VITAMIN H SERUM

4

5

6 DATE RECORDED: FEBRUARY 29, 2000

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

Exhibit K

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22

Proceedings

MANUELLA: But this serum does many things. When you put it up or on it, apply it to the scalp, the works on strengthening the hair, on the - strengthening the shaft, on cleaning up the follicle, improving the circulation, and feeding your scalp the Vitamin H.

HOST: So if you're losing hair, balding -

MANUELLA: If you know when you -

HOST: - gray -

MANUELLA: Exactly. Exactly. When you shampoo your hair and you see all that hair fall out in the bathtub, you know, in the shower, and you -

HOST: Yes.

MANUELLA: - say, "Look at that," or it's in your brush, you will notice a remarkable difference when you start -

HOST: Oh, my gosh.

MANUELLA: -- using this product.

ON SCREEN:
(UNREADABLE GRAPHIC)
LEAP YEAR SALE
C-17344
S&H \$5.79
\$39.95
NUTRI FIRM RESURGENCE

1 **GAMMOTHERAPY NUCLEUS CREAM**

2 **NEW ITEM TODAY**

3 **1-800-788-2454**

4 **VALUE VISION**

5 **VVTV.COM**

6 HOST: Women of all ages, and men, too.

7 MANUELLA: Especially women after pregnancy, when they give birth, they

8 usually tend to lose their hair in clumps, that didn't happen to me because I'm using the

9 serum. I got to keep my hair longer -

10 HOST: You're lucky.

11 MANUELLA: Which is what we want to do. We want to slow down the fall-

12 out. And this is what Vitamin H serum is designed to do. It helps us with the scalp. It

13 moisturizes. It nourishes. It softens. It strengthens the hair.

14 HOST: Can I put it in now or -

15 MANUELLA: Split ends.

16 HOST: - does it have to be wet?

17 MANUELLA: No, you can put it in wet or dry. You put it right into - and you

18 notice it's not an oil. It's not greasy.

19 HOST: I'm so surprised. It's - it's - it's really - oh, it's really light.

20 MANUELLA: So very light. Just put it into -

21 HOST: And in the scalp.

22 MANUELLA: - your scalp and massage it into your scalp, three to five drops.

1 HOST: Oh, it smells good.

2 MANUELLA: All over. And it's - it's loaded with nutrients for the scalp.

3 Now, the Gammotherapy cream -

4 HOST: Oh, this is great.

5 MANUELLA: This is with the beech tree extract, the perfect DNA for the

6 skin. This instantly, instantly when you put it on YOUR skin, it fills in the fine lines

7 and wrinkles.

8 HOST: Oh, I love you.

9 MANUELLA: And this is something that is - we've got these products, the

10 Resurgence, the intensive serum to work deep within the skin. We have the

11 Gammotherapy. Look, it's like custard the way it is formulated.

12 HOST: Oh, my gosh.

13 MANUELLA: This goes on top of the skin and this fills in the lines, fills in

14 the wrinkles, and works -

15 HOST: Really?

16 MANUELLA: - to soften and hydrate the skin. And the way the skin feels

17 after this is amazing because of the emollients.

18 HOST: Oh, wow. That's wild.

19 MANUELLA: Doesn't it feel great?

20 HOST: Yes.

21 MANUELLA: It's extra moisturizing, so if you're wanting something that -

22 HOST: (Unintelligible) my face.

1 MANUELLA: - increases the moisture in the skin, increases the dewiness to
2 the skin, the Gammotherapy cream is here. And remember the Gammotherapy cream -
3 treatment cream with the beech tree extract is limited edition, as well.

4 HOST: Hmm.

5 MANUELLA: All of these soy and the beech tree, because we cultivate it,
6 because we get the DNA ourselves, what we bring you is what is available for the next
7 couple of months. That's it.

8 HOST: This is wild. Oh, my gosh.

9 **ON SCREEN:**

10 **COMING UP**

11 **THE COMPUTER STORE**

12 **C-17210**

13 **S&H \$2.99**

14 **\$9.95**

15 **NUTRI-FIRM FOOT CARE KIT**

16 **LEAP YEAR - ISOMERS**

17 **1-800-788-2454**

18 **VALUE VISION**

19 **VVTV.COM**

20 MANUELLA: (Unintelligible) better deal.

21 HOST: You've got to try that. Oh, I know we can't wait to get there. All right.

22 Here's the lineup. A 90 second special. John, can you help me bring that a little

1 closer, please?

2 Manuella is here on a Leap Year special. I can't believe this is happening
3 today. The Nutri Firm Foot Care Kit for only \$9.95. We're making history in the
4 world of television. Manuella launches yet something else new. Watch out
5 everybody. Everybody be listening today. Manuella makes a new path in the
6 wonderful world of not only beauty, but treatment for our skin.

7 Got to have this for your feet. A little instant pick-me-up right through your
8 hosiery, as well.

9 MANUELLA: Right. This cools the feet, refreshes the skin, softens the skin if
10 you've got calluses, dry feet, fungus, itchy feet, uh, smelly feet, this is very good for it.
11 It goes quickly into the skin. This is done - this is a little bit of a special because
12 people have been asking us over and over again for the Happy Feet. It really, truly
13 helps the feeling.

14 HOST: Both of these.

15 MANUELLA: You get two Happy Feet, um, and it's amazing because it - it
16 just works very quickly into the skin.

17 HOST: And we have used this, uh, on each other, as a matter of fact, in the
18 dressing room.

19 MANUELLA: Uh-huh.

20 HOST: You got tired feet, swollen feet, something doesn't feel right, you're in
21 your shoes too long, put this on. Doesn't have to be barefoot. And you know what? A
22 lot of us go barefoot around the house.

1 MANUELLA: A lot of times -

2 HOST: (Unintelligible).

3 MANUELLA: - we don't even worry about our feet until sandal season comes

4 around, but you know what? With the menthol, with the peppermint -

5 HOST: And it's very refreshing. It's very cooling. It's very tonifying. And

6 what I do, especially now in the condition that I'm in, I take it right up into my legs,

7 because it really helps to energize the legs.

8 MANUELLA: Oh, that feels good.

9 HOST: The menthol, the peppermint, it really - with the massage it really

10 helps to speed up that circulation. You don't get swollen ankles. You don't get swollen

11 legs.

12 MANUELLA: See, I had all of that. I was just a big old swollen thing.

13 HOST: You needed Happy Feet back then.

14 MANUELLA: I needed Happy Feet, for sure. How can you do this? You only

15 gain weight, like, in your belly where the baby is, nothing else.

16 HOST: See, that's what I told my body to do. It was so -

17 MANUELLA: You - only in the belly.

18 HOST: - healthy, my gosh. You're so healthy.

19 MANUELLA: Think about this just for a moment. Put this in your head.

20 How far along are you?

21 HOST: Seven and a half months.

22 MANUELLA: Seven and a half months and injury in the laboratory building

1 products for our customers. That's - that's a lot of love and that's a lot of safe stuff.

2 HOST: Yeah. Oh, absolutely.

3 MANUELLA: Very safe.

4 HOST: I - I've used this. I've tasted. I've put it on. I do all of this stuff. It's
5 because it's science. It's because it's the perfect DNA structure. It's because it's things
6 that make sense internally, externally, for the body. It's nutrition. It's, uh, perfect
7 balance for the skin.

8 MANUELLA: And we're going to talk about that right now. Are you all
9 ready? Are you really, really, really ready? Let's go to the hair first. The vitamin, the
10 new vitamin that we're going to talk about is Vitamin H. Then we're going to extend
11 the life of Resurgence. Please make your decision quickly, because everything is very,
12 very limited.

13 HOST: Yeah.

14 MANUELLA: You are so good to us, and I thank you, and thank you for all
15 these goodies. Take a look at this. It came out on the - on the INTERNET. We were
16 chatting about it. Manuella had already been working on it. So no matter what request
17 we put in it's, like, she's already working on it.

18 Vitamin H for your scalp, for your hair. And we do lose a lot of hair, and I did
19 go through that with Teresa after I had her.

20 HOST: Uh-huh. Uh-huh.

21 MANUELLA: I lost my lashes and my hair got really, really, just thin. I had
22 to do the wig thing, which is kind of fun for a while.

1 HOST: I was afraid it wasn't going to grow back. It gets hot. You know?

2 **ON SCREEN:**

3 **PEARLE VISION'S**

4 **LEAP YEAR SALE**

5 **C-17342**

6 **S&H \$5.79**

7 **\$39.95**

8 **NUTRI FIRM VITAMIN H SERUM**

9 **NEW ITEM TODAY**

10 **1-800-788-2454**

11 **VALUE VISION**

12 **VVTV.COM**

13 MANUELLA: That's the thing. What happens is your hair starts to fall out.

14 Remember your hair grows in three stages; okay? So when you were - when your hair

15 is coming out of your head you - you want it so that the growth stage and the fall-out

16 stage actually match each other so that it's not falling out faster than it's growing.

17 HOST: Very -

18 MANUELLA: With most people what happens is your fall-out happens faster

19 than your growth, so you end up with splitting hair. You end up with bald patches.

20 With this Vitamin H serum we have put amino acids and strengtheners in there that

21 help allow the scalp to retain the hair. It actually helps keep it right in there.

22 So that what I noticed after pregnancy was that I was not like my girlfriends,

1 who were losing clumps and clumps of hair. I wasn't losing. I was taking my shower
2 and I'm looking down and there was nothing on the bathroom floor. There was
3 nothing on the bathroom floor-

4 HOST: You're kidding me. Nothing?

5 MANUELLA: - nothing on the shower curtain.

6 HOST: - can take that little bathtub stopper and yank up, like, a couple of
7 inches of - of hair.

8 MANUELLA: And that's scary. I used to do that.

9 HOST: It is, too, scary.

10 MANUELLA: Especially when I used to color my hair many years ago. You
11 know, you brush and, oh, it's all there. This is the color I was.

12 HOST: That scares me. I need some of this.

13 MANUELLA: Because it comes (unintelligible) -

14 HOST: Can I borrow your brush? Can I just buy this right here off the set?

15 MANUELLA: What's great about this, it's non-oily. It's non-greasy. What's
16 great about this -

17 HOST: It really takes (unintelligible) -

18 MANUELLA: - three to five drops. You massage it into your scalp, and you
19 leave it in. This is a leave-in treatment. It's for men. It's for women. It is excellent on
20 the scalp. It is a serum, non-oily serum, with the Vitamin H. We find that Vitamin H,
21 see, all I do is take a few drops. This is medical, um, pharmaceutical grade packaging.
22 You just take it, put it on, into your scalp just like that -

1 HOST: This is great.

2 MANUELLA: - and that's it. And you allow it to go to work.

3 HOST: I want some more.

4 MANUELLA: It's not oily. It's not oily.

5 HOST: It won't leave a residue.

6 MANUELLA: It won't. It actually - what's great about this, it has Pro-vitamin

7 B-5, as well, panthenol. What does that do? That thickens the hair. So if you have

8 fine, limp hair that you can't manage, you can't style, you'll be able to start to style and

9 manage your hair, as well.

10 HOST: Fascinating.

11 MANUELLA: There is nothing else on the market like this Vitamin H serum.

12 HOST: No kit would. That's right.

13 MANUELLA: Nothing else.

14 HOST: And who's going to be able to do this but you?

15 MANUELLA: Well, we - this formulation has been in the works for over

16 seven years now.

17 HOST: Wow.

18 MANUELLA: Because my husband has a full head of hair.

19 HOST: Gorgeous hair.

20 MANUELLA: And he - he loves his hair. But he used to be so paranoid that

21 he's going to lose his hair. So he started to do research on this. And many years ago

22 we came across Vitamin H and Vitamin deficiencies, saying that when you're deficient

1 in Vitamin H you tend to prematurely gray. So we started to do the research in this.

2 Then we looked at other amino acids. We looked at things that actually,

3 people want hair to grow all the time. You can't force the hair to grow, but what you

4 can do is you can stop or reduce the fall-out, and this is -

5 HOST: Got you.

6 MANUELLA: - what we're doing with this product. We are reducing the rate

7 that it falls out at, so - which is very important, so that you get to retain the hair.

8 HOST: Uh-huh.

9 MANUELLA: The hair stays fuller and it's thicker.

10 HOST: How often should I do this?

11 MANUELLA: Use it every day.

12 HOST: Every day?

13 MANUELLA: Every day. And believe me, men out there, when you start to

14 use this -

15 HOST: David, come here.

16 MANUELLA: - actually, don't buy one. Buy two, three, or four right now at a

17 time.

18 HOST: Okay.

19 MANUELLA: And I'll tell you why.

20 HOST: It's only, what, \$39.

21 MANUELLA: Everybody when you start using it you're going to love the

22 results. You don't want to be without these results, because you start to be able to see

1 your hair come out -

2 HOST: (Unintelligible) already?

3 MANUELLA: - (unintelligible), you get - you can start to notice it. You

4 know? Couple of weeks. It takes a couple of weeks, but you will start to notice it

5 dramatically.

6 HOST: Okay.

7 MANUELLA: And the way I would say, gauge it this way. When you brush

8 your hair, you towel dry your hair, look down on the bathroom floor and see what you

9 got.

10 HOST: I'm scared. You know, when you're saying that you're just scaring me

11 because I - you know, we put color in our hair.

12 MANUELLA: Uh-huh.

13 HOST: I like it a little bit on the lighter side and I do have a lot of silver in

14 there and gray, whatever you want to call it.

15 MANUELLA: Uh-huh.

16 HOST: And - and you're right. I can look in my brush in my bag right now -

17 MANUELLA: Right.

18 HOST: - and my head, I'm going, oh, my, gosh, it's like I can pull off a half a

19 handful.

20 MANUELLA: Right. And - and -

21 HOST: A clump.

22 MANUELLA: And every day you're taking a clump. You know, every day

1 you're taking a clump out of your brush.

2 HOST: (Unintelligible).

3 MANUELLA: Or every couple of days.

4 HOST: Yeah. I don't clean out my brush every day.

5 MANUELLA: But you know what? Why not -

6 HOST: But every time I clean it it's like my brush has more hair. Oh, no.

7 MANUELLA: But what you - what you want to do is you want to keep it on

8 your scalp, which is where it should be, because when you keep it there then it allows

9 it to stay fluffier and manageable and everything. What's great about it, it's not heavy.

10 It will not weigh the hair down. It's not greasy or not oily. It's an excellent, uh,

11 companion to your hair.

12 HOST: We're getting some calls about, uh, the necklace I'm wearing. This is

13 the Trader Jack buy. Do I have to remove this now? Am I getting heck because I have

14 this on? I'll take it off. We were only allowed to sell it for a certain amount of time.

15 And it's screwed up on the price, real, for real, for real.

16 MANUELLA: Okay.

17 HOST: And I would like to invite any of the men out, uh, in our control room

18 or were working behind the scenes to come - oh, my gosh. You have 63 of these in

19 our inventory? That's all we have?

20 MANUELLA: They're going.

21 HOST: Okey-dokey. Never mind about that invite. I'm sorry.

22 MANUELLA: Again, a limited edition. Uh, truly on a -

1 HOST: Oh, (unintelligible).

2 MANUELLA: The reason for this is because this is what we do at Isomer's

3 laboratories. As a scientist we work with very, very high integrity products. We do a

4 lot of our own cultivation. We do a lot - we do all of our own formulation. So what

5 we're doing with the Vitamin H, we've got a limited edition on this so that you can try

6 this product for Leap Day. It was available for today only. We have a lot of interest in

7 this and 60 left, so, um, we'll let you know if there are anymore out there.

8 So how was can we get some more? Last two days in March -

9 HOST: Another - uh, you're here another month?

10 MANUELLA: Yep.

11 HOST: Next month?

12 MANUELLA: Yep.

13 HOST: Okay.

14 MANUELLA: Are we going to put some more in the system now? Okay.

15 Great.

16 HOST: Can we stay on the site, um, David? Are you going to put some more

17 in there now? All right. Let's come back. Let's just come back and let the guys work

18 it out.

19

Decision and Order

DECISION AND ORDER

The Federal Trade Commission having initiated an investigation of certain acts and practices of the respondent named in the caption hereof, and the respondent having been furnished thereafter with a copy of a draft of complaint which the Bureau of Consumer Protection proposed to present to the Commission for its consideration and which, if issued by the Commission, would charge respondent with violation of the Federal Trade Commission Act; and

The respondent, its attorney, and counsel for Federal Trade Commission having thereafter executed an agreement containing a consent order, an admission by the respondent of all the jurisdictional facts set forth in the aforesaid draft of complaint, a statement that the signing of said agreement is for settlement purposes only and does not constitute an admission by respondent that the law has been violated as alleged in such complaint, or that the facts as alleged in such complaint, other than jurisdictional facts, are true and waivers and other provisions as required by the Commission's Rules; and

The Commission having thereafter considered the matter and having determined that it had reason to believe that the respondent has violated the said Act, and that complaint should issue stating its charges in that respect, and having thereupon accepted the executed consent agreement and placed such agreement on the public record for a period of thirty (30) days, now in further conformity with the procedure prescribed in § 2.34 of its Rules, the Commission hereby issues its complaint, makes the following jurisdictional findings and enters the following order:

1. Respondent ValueVision International, Inc. is a Minnesota corporation with its principal office or place of business at 6740 Shady Oak Road, Eden Prairie, Minnesota, 55344.
2. The Federal Trade Commission has jurisdiction of the subject matter of this proceeding and of the respondent, and the proceeding is in the public interest.

Decision and Order

ORDER

DEFINITIONS

For purposes of this Order, the following definitions shall apply:

1. "Competent and reliable scientific evidence" shall mean tests, analyses, research, studies, or other evidence based on the expertise of professionals in the relevant area, that has been conducted and evaluated in an objective manner by persons qualified to do so, using procedures generally accepted in the profession to yield accurate and reliable results.
2. Unless otherwise specified, "respondent" shall mean ValueVision International, Inc., its successors and assigns, and its officers, agents, representatives, and employees.
3. "Commerce" shall mean as defined in Section 4 of the Federal Trade Commission Act, 15 U.S.C. § 44.

I.

IT IS ORDERED that respondent, directly or through any corporation, subsidiary, division, or other device, in connection with the labeling, advertising, promotion, offering for sale, sale, or distribution of WeightPerfect Fat Loss Accelerator Daytime and WeightPerfect Fat Loss Accelerator Nighttime (collectively "WeightPerfect Fat Loss Accelerators"), Fight the Fat, NutriFirm Perfect Body Solution or any other food, drug, dietary supplement or cosmetic, as "food," "drug," and "cosmetic" are defined in Section 15 of the Federal Trade Commission Act, in or affecting commerce, shall not make any representation, in any manner, expressly or by implication, that such product:

- A. Causes substantial weight loss or fat loss;
- B. Causes substantial loss in body weight or body fat without exercise or restrictions on caloric intake;

Decision and Order

- C. Prevents weight gain, regardless of exercise or caloric intake;
- D. Increases metabolic rate or burns calories;
- E. Reduces or eliminates cellulite;
- F. Suppresses the appetite;
- G. Causes substantial loss in body weight or body fat while sleeping;
- H. Prevents the human body from absorbing fat; or
- I. Enables consumers to lose weight even if consumers eat foods that are high in fat, including steaks, pizza, hamburgers, butter, fried chicken or chocolate,

unless, at the time the representation is made, respondent possesses and relies upon competent and reliable scientific evidence that substantiates the representation.

II.

IT IS FURTHER ORDERED that respondent, directly or through any corporation, subsidiary, division, or other device, in connection with the labeling, advertising, promotion, offering for sale, sale, or distribution of NutriFirm Internal Cleanser, or any other food, drug, or dietary supplement, as “food” and “drug” are defined in Section 15 of the Federal Trade Commission Act, in or affecting commerce, shall not make any representation, in any manner, expressly or by implication, that such product:

- A. Alleviates back aches, muscle aches or headaches;
- B. Alleviates colds, influenza or allergies; or
- C. Improves impaired memory,

Decision and Order

unless, at the time the representation is made, respondent possesses and relies upon competent and reliable scientific evidence that substantiates the representation.

III.

IT IS FURTHER ORDERED that respondent, directly or through any corporation, subsidiary, division, or other device, in connection with the labeling, advertising, promotion, offering for sale, sale, or distribution of NutriFirm Vitamin H Serum, or any other food, drug, dietary supplement or cosmetic, as “food,” “drug” and “cosmetic” are defined in Section 15 of the Federal Trade Commission Act, in or affecting commerce, shall not make any representation, in any manner, expressly or by implication, that such product prevents or slows the rate of hair-loss, including hair-loss in women after pregnancy, unless, at the time the representation is made, respondent possesses and relies upon competent and reliable scientific evidence that substantiates the representation.

IV.

IT IS FURTHER ORDERED that respondent, directly or through any corporation, subsidiary, division, or other device, in connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale, or distribution of any food, drug, dietary supplement, cellulite-treatment product or weight-loss program in or affecting commerce, shall not make any representation, in any manner, expressly or by implication, that such product can or will cure, treat, or prevent any disease, or have any effect on the structure or function of the human body unless, at the time the representation is made, respondent possesses and relies upon competent and reliable scientific evidence that substantiates the representation.

Decision and Order

V.

IT IS FURTHER ORDERED that respondent, or its successors and assigns, shall offer Refunds to Eligible Purchasers of WeightPerfect Fat Loss Accelerator Daytime, WeightPerfect Fat Loss Accelerator Nighttime, Fight the Fat, NutriFirm Perfect Body Solution, NutriFirm Internal Cleanser, and/or NutriFirm Vitamin H Serum (hereafter, "covered products"), who purchased such products through ValueVision, in accordance with the provisions of this Part. For purposes of this Part, "Eligible Purchaser" shall mean any person who purchased any of the covered products through respondent between February 1, 2000 and the date respondent executed this order, who is dissatisfied with such product(s), and who has not previously received a Refund. "Refund" shall mean either: (i) a cash refund for the full purchase price of the covered product(s), including applicable shipping and handling charges, *or* (ii) if respondent elects in its sole discretion, a rebate certificate equal in value to, or of a specified value greater than, the full purchase price of such product(s), including applicable shipping and handling charges, and redeemable toward any product or service offered through respondent. Provided, however, each Eligible Purchaser shall have the right to elect a cash refund. With regard to Eligible Purchasers who purchased multiple products as part of a single order, "applicable shipping and handling charges" shall mean the lesser of: (a) the amount of shipping and handling charges actually paid by the Eligible Purchaser attributable to the individual covered product(s) or, to the extent applicable, the multiple-product units containing the covered product(s) in the order; or (b) the amount of shipping and handling charges that would have been charged had the Eligible Purchaser obtained only the individual covered product(s) as a separate order.

- A. Within fifteen (15) business days from the date of service of this order, respondent shall compile a mailing list identifying each Eligible Purchaser by name, last known address, and the covered product(s) and quantity of covered product(s) purchased, to the extent known by respondent through a diligent search of its records. Within twenty (20)

Decision and Order

business days from the date of service of this order, respondent shall provide Commission staff with a computer print-out copy of the mailing list, as well as provide the list in computer readable form.

- B. Within forty-five (45) days from the date of service of this order, respondent shall send via first-class mail, postage prepaid, a Notice of Refund Offer in the form set forth in Appendix 1 or Appendix 2 to this order, to all Eligible Purchasers listed on the mailing list required by subpart A of this Part.
- C. Respondent shall also send via first-class mail, postage prepaid, a Notice of Refund Offer, in the form set forth in Appendix 1 or 2 to this order, to all Eligible Purchasers who contact respondent or the Commission in any manner within one hundred twenty (120) days from the date of service of this order. Each mailing shall be made within fifteen (15) business days after respondent receives the Eligible Purchaser's name and address.
- D. No information other than that contained in Appendix 1 or 2 shall be included in or added to the Notice of Refund Offer, nor shall any other material be transmitted therewith. The envelope containing the Notice of Refund Offer shall be in the form set forth in Appendix 3 to this order. For each mailing returned by the U.S. Postal Service as undeliverable for which respondents thereafter obtain a corrected address within one hundred twenty (120) days from the date of service of this order, respondent shall, within fifteen (15) business days after receiving the corrected address, send a Notice of Refund Offer to the corrected address.
- E. Respondent shall provide a Refund to each Eligible Purchaser who returns the completed application form appended to the Notice of Refund Offer to respondent or who otherwise requests a Refund in writing to respondent within one hundred and sixty (160) days of the service of this order if respondent's diligent inquiry and examination

Decision and Order

of its corporate books and records and of any documents submitted by an Eligible Purchaser reasonably substantiates the claim of purchase. Provided, however, that if any request for a Refund from a single Eligible Purchaser is for greater than three units (*e.g.* bottles) of a product covered by this Part, and the request is reasonably substantiated, respondent shall be required to provide a Refund for only three units. Respondent shall send a Refund in the form requested by the Eligible Purchaser (either a refund check or a rebate certificate) by first-class mail, postage prepaid within fifteen (15) business days after respondent receives the completed application from the Eligible Purchaser. The envelope containing the Refund shall be in the form set forth in Appendix 4 to this order.

- F. Respondent shall make reasonable efforts to notify any Eligible Purchaser who applies for a Refund but fails to apply properly of any error in the Eligible Purchaser's Refund application, and shall provide a reasonable opportunity for the Eligible Purchaser to rectify any such error.
- G. Within two hundred forty (240) days from the date of service of this order, respondent shall furnish to Commission staff the following:
 - 1. in computer readable form and in computer print-out form, a list of the names and addresses of all consumers who were sent Refunds pursuant to this Part, and for each name included on the list, the amount, check number or rebate certificate number, and mailing date of every Refund sent;
 - 2. in computer readable form and in computer print-out form, a list of the names and addresses of all consumers who contacted respondents or were referred to respondents by the Commission in accordance with sub-part C of this Part;

Decision and Order

3. copies of all correspondence and other communications to, from, or concerning all consumers who requested a Refund but were refused, and the reason(s) for denying the Refund;
4. all Notices of Refund Offer returned to respondent as undeliverable; and
5. all other documents and records evidencing efforts made and actions taken by respondent to identify, locate, contact, and provide Refunds to consumers requesting a Refund.

VI.

Nothing in this order shall prohibit respondent from making any representation for any drug that is permitted in labeling for such drug under any tentative final or final standard promulgated by the Food and Drug Administration, or under any new drug application approved by the Food and Drug Administration.

VII.

Nothing in this order shall prohibit respondent from making any representation for any product that is specifically permitted in labeling for such product by regulations promulgated by the Food and Drug Administration pursuant to the Nutrition Labeling and Education Act of 1990.

VIII.

IT IS FURTHER ORDERED that respondent ValueVision International, Inc., and its successors and assigns, shall, for five (5) years after the last date of dissemination of any representation covered by this order, maintain and upon request make available to the Federal Trade Commission for inspection and copying:

Decision and Order

- A. All advertisements and promotional materials containing the representation including videotape recordings of all such broadcast advertisements;
- B. All materials that were relied upon in disseminating the representation; and
- C. All tests, reports, studies, surveys, demonstrations, or other evidence in their possession or control that contradict, qualify, or call into question the representation, or the basis relied upon for the representation, including complaints and other communications with consumers or with governmental or consumer protection organizations.

IX.

IT IS FURTHER ORDERED that respondent ValueVision International, Inc., and its successors and assigns, shall deliver a copy of this order to all current and future principals, officers, directors, and managers, and to all current and future employees, agents, and representatives having responsibilities with respect to the subject matter of this order, and shall secure from each such person a signed and dated statement acknowledging receipt of the order. Respondent shall deliver this order to current personnel within thirty (30) days after the date of service of this order, and to future personnel within thirty (30) days after the person assumes such position or responsibilities.

X.

IT IS FURTHER ORDERED that respondent ValueVision International, Inc. and its successors and assigns shall notify the Commission at least thirty (30) days prior to any change in the corporation that may affect compliance obligations arising under this order, including but not limited to a dissolution, assignment, sale, merger, or other action that would result in the emergence of a successor corporation; the creation or dissolution of a subsidiary, parent, or affiliate that engages in any acts or practices subject to this order; the proposed filing of a bankruptcy petition;

Decision and Order

or a change in the corporate name or address. Provided, however, that, with respect to any proposed change in the corporation about which respondent learns less than thirty (30) days prior to the date such action is to take place, respondent shall notify the Commission as soon as is practicable after obtaining such knowledge. All notices required by this Part shall be sent by certified mail to the Associate Director, Division of Enforcement, Bureau of Consumer Protection, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580.

XI.

IT IS FURTHER ORDERED that respondent ValueVision International, Inc. and its successors and assigns shall, within sixty (60) days after the date of service of this order, and at such other times as the Federal Trade Commission may require, file with the Commission a report, in writing, setting forth in detail the manner and form in which they have complied with this order.

XII.

This order will terminate on August 22, 2021, or twenty (20) years from the most recent date that the United States or the Federal Trade Commission files a complaint (with or without an accompanying consent decree) in federal court alleging any violation of the order, whichever comes later; provided, however, that the filing of such a complaint will not affect the duration of:

- A. Any Part in this order that terminates in less than twenty (20) years;
- B. This order's application to any respondent that is not named as a defendant in such complaint; and
- C. This order if such complaint is filed after the order has terminated pursuant to this Part.

Provided, further, that if such complaint is dismissed or a federal court rules that the respondent did not violate any provision of the

Decision and Order

order, and the dismissal or ruling is either not appealed or upheld on appeal, then the order will terminate according to this Part as though the complaint had never been filed, except that the order will not terminate between the date such complaint is filed and the later of the deadline for appealing such dismissal or ruling and the date such dismissal or ruling is upheld on appeal.

By the Commission, Chairman Muris not participating.

Decision and Order

APPENDIX 1
NOTICE OF REFUND (CASH OR REBATE)

[To be printed on letterhead of ValueVision International, Inc.]

[Date]

[Name and Address of Recipient]

Dear [Recipient]:

You may be eligible for a refund. The Federal Trade Commission (the “FTC”) has been reviewing advertising claims regarding the benefits and effectiveness of the following products offered by various manufacturers through ValueVision:

- Weight Perfect Fat Loss Accelerator (Daytime and Nighttime)
- Fight the Fat
- NutriFirm Vitamin H Serum
- NutriFirm Perfect Body Solution
- NutriFirm Internal Cleanser.

To settle its differences with the FTC, ValueVision has agreed to provide refunds to customers who

- purchased any of these products between February 1, 2000, and [specify date respondent executed this order],
- are dissatisfied with the product(s) **and**
- have not previously received a refund for the product(s).

If you are one of these customers, you are eligible for a refund of the purchase price of the product(s), together with shipping and handling charges. You also have the choice of receiving your refund as a rebate certificate redeemable toward the purchase of any product offered through ValueVision.

To claim your refund, simply complete the attached form and return it to ValueVision by [specify return date 160 days from

Decision and Order

service of order]. You may send us, along with the enclosed form, copies of any receipts, credit card statements or other documents showing your purchases of any of the products listed above. You do not have to send us any proof of purchase; however, if you do not, the amount of your refund will be based upon information in our computer system.

Our customers are very important to us, and we take your satisfaction with products purchased through ValueVision very seriously.

Please note: If you bought more than three bottles of any one product, the amount of your refund will be limited to three bottles.

Sincerely,

[Specify ValueVision Officer]

Request for Refund
(Please print or type)

Name:

Mailing Address:

City: _____ State: _____

Zip Code: _____

Telephone Number: ()

Decision and Order

I purchased the following products through ValueVision between February 1, 2000 and [execution date]. (circle all that apply)	I was NOT satisfied with the following product(s). (check all that apply)	Number of bottles purchased. (write in number, if you know)
Weight Perfect Fat Loss Accelerator (Daytime and Nighttime)		
Fight the Fat		
NutriFirm Vitamin H Serum		
NutriFirm Perfect Body Solution		
NutriFirm Internal Cleanser		

I would like my refund in the form of (check one):

- ☐ A check for the full purchase price, plus shipping and handling; OR
- ☐ A rebate certificate for the full purchase price, plus shipping and handling, redeemable toward the purchase of **any** product offered through ValueVision.

To get your refund, you must sign below and return this form to ValueVision at the following address by [specify return date 160 days from service of order]:

ValueVision International, Inc.
[address]

Decision and Order

I declare under the laws of the United States of America that the information in my request for refund is true and correct to the best of my knowledge, that I was not satisfied with the product(s) circled above, and that I have not previously received a refund for these product(s).

Signature

Date

Decision and Order

APPENDIX 2
NOTICE OF REFUND (CASH ONLY)

[To be printed on letterhead of ValueVision International, Inc.]

[Date]

[Name and Address of Recipient]

Dear [Recipient]:

You may be eligible for a refund. The Federal Trade Commission (the “FTC”) has been reviewing advertising claims regarding the benefits and effectiveness of the following products offered by various manufacturers through ValueVision:

- Weight Perfect Fat Loss Accelerator (Daytime and Nighttime)
- Fight the Fat
- NutriFirm Vitamin H Serum
- NutriFirm Perfect Body Solution
- NutriFirm Internal Cleanser.

To settle its differences with the FTC, ValueVision has agreed to provide refunds to customers who

- purchased any of these products between February 1, 2000, and [specify date respondent executed this order],
- are dissatisfied with the product(s) **and**
- have not previously received a refund for the product(s).

If you are one of these customers, you are eligible for a refund of the purchase price of the product(s), together with shipping and handling charges.

To claim your refund, simply complete the attached form and return it to ValueVision by [specify return date 160 days from service of order]. You may send us, along with the enclosed form, copies of any receipts, credit card statements or other documents

Decision and Order

showing your purchases of any of the products listed above. You do not have to send us any proof of purchase; however, if you do not, the amount of your refund will be based upon information in our computer system.

Our customers are very important to us, and we take your satisfaction with products purchased through ValueVision very seriously.

Please note: If you bought more than three bottles of any one product, the amount of your refund will be limited to three bottles.

Sincerely,

[Specify ValueVision Officer]

Request for Refund
(Please print or type)

Name:

Mailing Address:

City: _____ State:

_____ Zip Code: _____

Telephone Number: ()

Decision and Order

I purchased the following products through ValueVision between February 1, 2000 and [execution date]. (circle all that apply)	I was NOT satisfied with the following product(s). (<u>check all that apply</u>)	Number of bottles purchased. (<u>write in number, if you know</u>)
Weight Perfect Fat Loss Accelerator (Daytime and Nighttime)		
Fight the Fat		
NutriFirm Vitamin H Serum		
NutriFirm Perfect Body Solution		
NutriFirm Internal Cleanser		

To get your refund, you must sign below and return this form to ValueVision at the following address by [specify return date 160 days from service of order]:

ValueVision International, Inc.
[address]

Decision and Order

I declare under the laws of the United States of America that the information in my request for refund is true and correct to the best of my knowledge, that I was not satisfied with the product(s) circled above, and that I have not previously received a refund for those product(s).

Signature

Date

Decision and Order

APPENDIX 3
REFUND NOTICE LETTER ENVELOPE

FORWARDING AND RETURN POSTAGE GUARANTEED

ValueVision International, Inc.
[address]

Window Envelope

[The following statement is to appear in a box, on the left hand side of the envelope in red, in extra large, bold type face]

**Attention: Important
Refund Information
Inside**

Decision and Order

APPENDIX 4
REFUND CHECK ENVELOPE

FORWARDING AND RETURN POSTAGE GUARANTEED

ValueVision International, Inc.
[address]

Window Envelope

(indicates a check is enclosed)

Analysis

Analysis of Proposed Consent Order to Aid Public Comment

The Federal Trade Commission has accepted, subject to final approval, an agreement containing a consent order from respondent ValueVision International, Inc. ("ValueVision"), which operates a live, 24-hour per day television home shopping network.

The proposed consent order has been placed on the public record for thirty (30) days for receipt of comments by interested persons. Comments received during this period will become part of the public record. After thirty (30) days, the Commission will again review the agreement and the comments received, and will decide whether it should withdraw from the agreement or make final the agreement's proposed order.

This matter involves allegedly misleading representations about two weight-loss products (WeightPerfect Fat Loss Accelerators and Fight the Fat), an internal cleanser (NutriFirm Internal Cleanser), an anti-cellulite lotion (NutriFirm Perfect Body Solution), and a topical anti-hair-loss solution (NutriFirm Vitamin H Serum). It concerns unsubstantiated health, disease, and weight loss claims made on television and in Internet advertising about these products.

According to the FTC complaint, ValueVision made unsubstantiated claims that the WeightPerfect Fat Loss Accelerators: cause substantial loss in body weight or body fat in one to twelve weeks without exercise or restricting caloric intake; prevent weight gain regardless of exercise or caloric intake; increase the body's metabolic rate and burn calories; suppress the appetite; and cause substantial loss in body weight or body fat while sleeping. The studies relied upon by ValueVision involved subjects who were on restricted calorie diets, and/or exercise programs, and the studies did not involve the specific formulation of the WeightPerfect Fat Loss Accelerators.

The complaint also alleges that ValueVision made unsubstantiated claims that Fight the Fat: enables consumers to

Analysis

lose substantial weight without the need for a change in diet or exercise; enables consumers to lose substantial weight even if consumers eat substantial amounts of foods that are high in fat, including steaks, pizza, hamburgers, butter, fried chicken and chocolate; and prevents the human body from absorbing substantial amounts of fat consumed. The studies relied upon by ValueVision involved subjects who were on restricted calorie diets, and the studies did not involve the specific formulation of Fight the Fat.

The complaint also alleges that ValueVision made unsubstantiated claims that NutriFirm Perfect Body Solution substantially reduces or eliminates cellulite; that NutriFirm Internal Cleanser alleviates backaches, muscle aches, headaches, colds, influenza and allergies, and improves impaired memory; and that NutriFirm Vitamin H Serum prevents or reduces hair-loss, including hair-loss in women after pregnancy.

The proposed consent order contains provisions designed to prevent ValueVision from engaging in similar acts and practices in the future.

Part I of the proposed order prohibits ValueVision from making any unsubstantiated claim (a claim lacking competent and reliable scientific evidence) that the WeightPerfect Fat Loss Accelerators, Fight the Fat, NutriFirm Perfect Body Solution, or any other food, drug, dietary supplement, or cosmetic: causes substantial weight loss or fat loss; causes substantial loss in body weight or body fat without exercise or restrictions on caloric intake; prevents weight gain, regardless of exercise or caloric intake; increases metabolic rate or burns calories; reduces or eliminates cellulite; suppresses the appetite; causes substantial loss in body weight or body fat while sleeping; prevents the human body from absorbing fat; or enables consumers to lose weight even if consumers eat foods that are high in fat, including steaks, pizza, hamburgers, butter, fried chicken or chocolate.

Part II of the order prohibits unsubstantiated claims that NutriFirm Internal Cleanser, or any other food, drug, or dietary

Analysis

supplement, alleviates back aches, muscle aches or headaches; alleviates colds, influenza or allergies; or improves impaired memory.

Part III of the order prohibits unsubstantiated claims that NutriFirm Vitamin H Serum, or any other food, drug, dietary supplement or cosmetic, prevents or slows the rate of hair-loss, including hair-loss in women after pregnancy.

Part IV requires ValueVision to have competent and reliable scientific evidence for any claims it makes that any food, drug, dietary supplement, cellulite-treatment product or weight-loss program can or will cure, treat, or prevent disease, or will have any effect on the structure or function of the human body.

Part V of the order contains a consumer redress provision, requiring ValueVision to send a letter to all purchasers of the covered products from ValueVision since February 1, 2000, offering a complete refund for up to three bottles of the product, including shipping and handling charges. ValueVision may choose to offer consumers the choice of a refund or a credit toward the purchase of other ValueVision merchandise. The order, and appendices 1 through 4 thereto, specify the content of the consumer letters and of the envelopes in which the refund offer and refund checks will be sent. Part V also requires ValueVision to provide the Commission with documentation regarding its efforts to provide refunds.

Part VI is a standard safe harbor for FDA-approved drug claims, and Part VII is a standard safe harbor for food or dietary supplement claims authorized under the Nutrition Labeling and Education Act of 1990.

Parts VIII through XI of the order require ValueVision to keep copies of relevant advertisements and materials substantiating claims made in the advertisements, to provide copies of the order to certain of its personnel, to notify the Commission of changes in corporate structure, and to file compliance reports with the Commission.

Analysis

Part XII provides that the order will terminate after twenty (20) years under certain circumstances.

The purpose of this analysis is to facilitate public comment on the proposed order, and it is not intended to constitute an official interpretation of the agreement and proposed order or to modify in any way their terms.

Complaint

IN THE MATTER OF

**NATURAL ORGANICS, INC. AND
GERALD A. KESSLER**

CONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATIONS OF
SEC. 5 AND SEC. 12 OF THE FEDERAL TRADE COMMISSION ACT

*Docket 9294; File No. 9723175
Complaint, August 9, 2000--Decision, September 6, 2001*

This consent order addresses advertising representations made by Respondent Natural Organics, Inc. – and its principal, Respondent Gerald A. Kessler – about the efficacy of Pedi-Active A.D.D., a dietary supplement, in treating Attention Deficit Hyperactivity Disorder (“ADHD”), or certain symptoms of that disorder. The order, among other things, prohibits the respondents from representing that Pedi-Active A.D.D. – or any other food, drug, or dietary supplement – (1) will improve the attention span of children who have difficulty focusing on school work; (2) will improve the scholastic performance of children who have difficulty focusing on school work; (3) will improve the attention span of children who suffer from ADHD; (4) will improve the scholastic performance of children who suffer from ADHD; or (5) can treat or mitigate ADHD in children, unless the respondents possess competent and reliable scientific evidence that substantiates the representation. The order also requires the respondents – before they market a product for children using the name “A.D.D.,” or any other name that represents that the product can treat or mitigate ADHD – to possess competent and reliable scientific evidence that substantiates that representation. In addition, the order prohibits the respondents from making any representation about the ability of any food, drug or dietary supplement marketed for children to treat or cure any disease or mental disorder, unless they possess competent and reliable scientific evidence that substantiates the representation.

Participants

For the Commission: *Matthew D. Gold, Kerry O’Brien, Dean C. Graybill, Linda K. Badger, Erika Wodinsky, Jeffrey Klurfeld, and Dennis Murphy.*

For the Respondents: *Mark Landau and John M. Desiderio, Kaplan, Thomashower & Landau, and John R. Fleder, Stephen H. McNamara, A. Wes Siegner, and Paul L. Ferrari, Hyman, Phelps & McNamara, P.C.*