

1 MALE ANNOUNCER: And don't forget, for a
2 limited time, you can take advantage of our famous you
3 quit or we pay you \$100 guarantee. That's right.

4 ON SCREEN: Stop smoking in just 7 days!

5 1-800-993-3405

6 www.smokeawayonline.com

7 MALE ANNOUNCER: Use the system as directed and
8 if you don't stop smoking in seven days --

9 ON SCREEN: GUARANTEED!

10 Or we pay you \$100.00!

11 1-800-993-3405

12 www.smokeawayonline.com

13 MALE ANNOUNCER: -- just send what's left back
14 and we'll send you a check for \$100.

15 ON SCREEN: Start Smoke Away™ today. . .

16 Kick the habit in 1 week!

17 1-800-993-3405

18 www.smokeawayonline.com

19 MALE ANNOUNCER: Just imagine, if you started
20 Smoke Away today, you could kick the habit in one week.

21 What are you waiting for?

22 ON SCREEN: Call Right Now!

23 1-800-993-3405

24 www.smokeawayonline.com

25 MALE ANNOUNCER: Call right now.

1 ON SCREEN: Forget about prescriptions!

2 1-800-993-3405

3 www.smokeawayonline.com

4 MALE ANNOUNCER: Forget about expensive
5 prescriptions --

6 ON SCREEN: Forget about patches and gums!

7 1-800-993-3405

8 www.smokeawayonline.com

9 MALE ANNOUNCER: -- forget about patches and
10 gums that just put more nicotine in your body and often
11 don't work.

12 ON SCREEN: Kick the Habit!

13 Quickly, Easily and Naturally!

14 1-800-993-3405

15 www.smokeawayonline.com

16 MALE ANNOUNCER: For less than the cost of all
17 of them, you can kick the habit in just seven days,
18 quickly, easily and naturally --

19 ON SCREEN: Virtually. . .

20 No Tension No Insomnia No Weight Gain

21 1-800-993-3405

22 www.smokeawayonline.com

23 MALE ANNOUNCER: -- and with virtually no
24 withdrawal symptoms like tension, insomnia or weight
25 gain --

1 ON SCREEN: Stop Smoking in 7 Days!

2 GUARANTEED!

3 1-800-993-3405

4 MALE ANNOUNCER: -- no matter how long you
5 smoke or how often you've tried to quit before,
6 guaranteed --

7 ON SCREEN: GUARANTEED!

8 Or we pay you \$100.00!

9 1-800-993-3405

10 www.smokeawayonline.com

11 MALE ANNOUNCER: -- or we'll pay you \$100 in
12 cold, hard cash.

13 ON SCREEN: SPECIAL LIMITED TIME OFFER!

14 CALL RIGHT NOW!

15 1-800-993-3405

16 www.smokeawayonline.com

17 MALE ANNOUNCER: This is a special limited time
18 offer, so don't delay. Call right now:

19 ON SCREEN: Carrie Olver

20 1-800-993-34-5

21 www.smokeawayonline.com

22 CARRIE OLVER: Now, I would like you to meet a
23 couple of Smoke Away users in person. Our first guest,
24 enjoying his third year as a non-smoker, is Dave Fulton
25 (phonetic).

1 MIKE MOORE: I want to know how long you smoked

2 for.

3 ON SCREEN: Dave

4 1-800-993-3405

5 www.smokeawayonline.com

6 DAVE FULTON: Altogether, almost 25 years.

7 MIKE MOORE: Twenty-five years.

8 DAVE FULTON: Yes, sir.

9 CARRIE OLVER: And what kinds of methods have
10 you used to quit smoking?

11 DAVE FULTON: Guided meditation, hypnosis,
12 patches, gum, prescription anti-anxiety medications, cold
13 turkey.

14 CARRIE OLVER: And nothing worked?

15 DAVE FULTON: Nothing worked effectively, no.

16 MIKE MOORE: I'll bet you spent a lot of money
17 on those products, too.

18 DAVE FULTON: Oh, yes. I figured out one day
19 it was between \$700 and \$1,000.

20 ON SCREEN: Dr. Thomas DeBlasio, M.D.

21 1-800-993-3405

22 www.smokeawayonline.com

23 DR. THOMAS DeBLASIO: Dave, how long did it
24 take you to quit smoking using the Smoke Away System?

25 DAVE FULTON: Well, using the Smoke Away

1 System, I was able to actually quit smoking in three
2 days.

3 CARRIE OLVER: And you smoked for how many
4 years?

5 DAVE FULTON: Almost 25.

6 ON SCREEN: Dave

7 Smoked for 25 Years

8 Quit in 3 Days!

9 1-800-993-3405

10 Individual results may vary.

11 DAVE FULTON: Smoke Away made quitting so easy
12 that it was -- it was really unbelievable. It was like I
13 had never smoked before.

14 ON SCREEN: 1-800-993-3405

15 www.smokeawayonline.com

16 CARRIE OLVER: Were you surprised that you
17 didn't experience the withdrawal symptoms that --
18 experience the tension and the stress?

19 DAVE FULTON: Yes, I was surprised at that. I
20 mean, the other methods I had gone through, I was still
21 raiding the refrigerator in the middle of the night, you
22 know. I was eating all the high-fat foods and everything
23 to substitute for smoking. But I had none of the
24 withdrawal effects that I had had before.

25 MIKE MOORE: Tell us what it's like to be

1 cigarette free.

2 DAVE FULTON: The breathing power is great.
3 The -- my clothes don't smell anymore, my car doesn't
4 smell. I don't have to run around looking for a place to
5 try to smoke a cigarette today.

6 CARRIE OLVER: Dave, I understand there were
7 some personal tragedies in your family and that would
8 lead to, you know, a lot of stress and tension. Did you
9 feel like you wanted to grab a cigarette during those
10 times?

11 DAVE FULTON: No. I had a death in the family
12 like within a week and a half after starting the program
13 and being around all the stress and being around all the
14 people that were smoking around me and everything like
15 that, I still did not want a cigarette. And after I sat
16 down and thought about it, after everything was over, I
17 was actually amazed.

18 CARRIE OLVER: It's a great feeling.

19 DAVE FULTON: Yes, it really was. I had
20 control of my body.

21 CARRIE OLVER: What would you say about Smoke
22 Away to people watching now who are thinking, I want to
23 quit? What would you tell them about the Smoke Away
24 program?

25 ON SCREEN: Dave

1 Smoked for 25 Years

2 Quit in 3 Days!

3 1-800-993-3405

4 Individual results may vary.

5 DAVE FULTON: If you want to do something for
6 yourself that's really good, if you want to do something
7 that's easy and if you want to improve your lifestyle,
8 order Smoke Away. It's the best investment you'll ever
9 make.

10 ON SCREEN: 1-800-993-3405

11 www.smokeawayonline.com

12 CARRIE OLVER: Thank you so much for sharing
13 your story with us today and congratulations.

14 DAVE FULTON: Thank you very much.

15 CARRIE OLVER: And now I'd like you to meet
16 another person who has discovered how easy it is to quit
17 using the Smoke Away System, Jim Craig (phonetic).

18 DR. THOMAS DeBLASIO: Welcome, Jim.

19 JIM CRAIG: Hi, Thanks, Doctor.

20 DAVE FULTON: Hey, Jim.

21 JIM CRAIG: Hi, Dave.

22 CARRIE OLVER: Hi, great to see you.

23 JIM CRAIG: Hi, Carrie.

24 MIKE MOORE: Hi, Jim.

25 CARRIE OLVER: Have a seat.

1 MIKE MOORE: Jim, what do you do?

2 ON SCREEN: Jim

3 1-800-993-3405

4 www.smokeawayonline.com

5 JIM CRAIG: I sail tankers and freighters for
6 the U.S. Merchant Marines.

7 CARRIE OLVER: Now, how long have you smoked
8 for, Jim?

9 JIM CRAIG: On and off for 20 years.

10 MIKE MOORE: What other methods of trying to
11 quit smoking did you try?

12 JIM CRAIG: I've tried pills, I've tried the
13 patches, I've tried voodoo drums, anything that's come
14 down the pipe I've tried and to no avail.

15 CARRIE OLVER: And how much money did you spend
16 on all of those things?

17 JIM CRAIG: Totally, in the neighborhood of
18 about \$750.

19 MIKE MOORE: How long did it take you to quit
20 using the Smoke Away System?

21 JIM CRAIG: Five days.

22 CARRIE OLVER: Five days. Would you have
23 believed it could be so easy quitting?

24 ON SCREEN: Jim

25 Smoked for 20 Years

1 **Quit in 5 Days!**

2 **1-800-993-3405**

3 **Individual results may vary.**

4 **JIM CRAIG:** No, no, I wouldn't have believed
5 it, but that's what it was.

6 **ON SCREEN:** Dr. Thomas DeBlasio, M.D.

7 **1-800-993-3405**

8 **www.smokeawayonline.com**

9 **DR. THOMAS DeBLASIO:** Jim, were you surprised
10 that you did not experience any of the withdrawal
11 symptoms when you quit smoking?

12 **JIM CRAIG:** In the past when I've quit or made
13 attempts to quit, I would always experience terrible
14 bouts of insomnia especially and morning stress.

15 **Hmm...**With Smoke Away, I had none of that. None at all.

16 **CARRIE OLVER:** And what would you say about the
17 Smoke Away System to others that are watching right now
18 who are in the same position as you used to be who want
19 to quit smoking?

20 **ON SCREEN:** Jim

21 **Smoked for 20 Years**

22 **Quit in 5 Days!**

23 **1-800-993-3405**

24 **Individual results may vary.**

25 **JIM CRAIG:** Do it. Just do it. Yeah,

1 absolutely. Smoke Away is the only way.

2 CARRIE OLVER: So, it works.

3 JIM CRAIG: It works.

4 CARRIE OLVER: Plain and simple, it works.

5 JIM CRAIG: Plain and simple, it works.

6 CARRIE OLVER: Dave, Jim, thank you so much for
7 being with us today and sharing your stories.

8 JIM CRAIG: Thank you, Carrie.

9 CARRIE OLVER: Thank you so much.

10 ON SCREEN: Ian

11 Smoked for 35 Years

12 Quit in 3 Days!

13 1-800-993-3405

14 Individual results may vary.

15 IAN: Smoke Away just -- it works.

16 ON SCREEN: Michelle

17 Smoked for 16 Years

18 Quit in 2 Days!

19 1-800-993-3405

20 Individual results may vary.

21 MICHELLE: I had tried quitting before, but
22 Zyban did not get rid of the cravings, but Smoke Away did
23 get rid of the cravings for me.

24 ON SCREEN: Barb

25 Smoked for 2 Years

1 Quit in 3 Days!

2 1-800-993-3405

3 Individual results may vary.

4 BARB: I love Smoke Away because it helped me
5 quit smoking quickly, easily and naturally.

6 ON SCREEN: Brian

7 Smoked for 20 Years

8 Quit in 1 Day!

9 1-800-993-3405

10 Individual results may vary.

11 BRIAN: What do you have to lose? You have
12 nothing to lose and everything to gain.

13 ON SCREEN: Bonnie

14 Smoked for 26 Years

15 Quit in 2 Days!

16 1-800-993-3405

17 Individual results may vary.

18 BONNIE: I haven't smoked in three months after
19 smoking for 26 years. Thank you, Smoke Away.

20 ON SCREEN: Michael

21 Smoked for 33 Years

22 Quit in 7 Days!

23 1-800-993-3405

24 Individual results may vary.

25 MICHAEL: Smoke Away is the best product on the

1 market today for quitting smoking.

2 ON SCREEN: Quit Smoking

3 Quickly, Easily and Naturally!

4 1-800-993-3405

5 www.smokeawayonline.com

6 CARRIE OLVER: We have heard so many stories
7 from people who didn't think they could ever quit, but
8 who did quit quickly, easily and naturally using the
9 Smoke Away System. It's wonderful.

10 MIKE MOORE: Do it for your loved ones, do it
11 for your children, do it for the money you'll save, do it
12 for your health. But most importantly, do it right now.

13 ON SCREEN: Be Cigarette Free

14 In just 1 week!

15 1-800-993-3405

16 www.smokeawayonline.com

17 CARRIE OLVER: Think of it. If you started
18 Smoke Away today, you could be cigarette free in just one
19 week, just one week.

20 ON SCREEN: Certificate of Guarantee

21 "You quit or we pay you \$100.00"

22 Guarantee!

23 1-800-993-3405

24 www.smokeawayonline.com

25 MIKE MOORE: And, remember, only Smoke Away

1 comes with the you quit or we pay you \$100 guarantee.

2 ON SCREEN: Paid programming for the Council on
3 Natural Health

4 Last chance to order!

5 1-800-993-3405

6 www.smokeawayonline.com

7 CARRIE OLVER: This is your last chance to
8 order and our operators are standing by ready to take
9 your call. So, don't delay. Your new life is only a
10 phone call away.

11 ON SCREEN: Call Right Now!

12 1-800-993-3405

13 www.smokeawayonline.com

14 CARRIE OLVER: Call the number you see on your
15 screen right now.

16 ON SCREEN: ATTENTION SMOKERS

17 MALE ANNOUNCER: Attention all smokers --

18 ON SCREEN: Kick the Habit!

19 In only 7 days!

20 MALE ANNOUNCER: -- now you can kick the habit
21 in only seven days --

22 ON SCREEN: Quickly

23 Easily

24 Naturally!

25 MALE ANNOUNCER: -- quickly, easily and

1 naturally --

2 ON SCREEN: GUARANTEED!

3 Or we pay you \$100.00!

4 MALE ANNOUNCER: -- guaranteed or we'll pay you
5 \$100 in cold, hard cash. That's right.

6 ON SCREEN: Kick the Habit!

7 In only 7 days!

8 MALE ANNOUNCER: Now, you can kick the habit in
9 only seven days --

10 ON SCREEN: Without prescriptions!

11 MALE ANNOUNCER: -- without pricey
12 prescriptions --

13 ON SCREEN: Without patches!

14 MALE ANNOUNCER: -- patches or --

15 ON SCREEN: Without gums!

16 MALE ANNOUNCER: -- gums, and with --

17 ON SCREEN: Virtually. . .

18 No Tension No Insomnia No Weight Gain

19 Based on consumer feedback

20 MALE ANNOUNCER: -- virtually no withdrawal
21 symptoms, like tension, insomnia or weight gain.

22 No matter how long you've smoked or how many
23 times you've tried to quit before, it's true. From
24 California to New York, from Minnesota to Miami,
25 Americans everywhere are --

1 ON SCREEN: Kick the Habit in
2 7 days or less!

3 MALE ANNOUNCER: -- kicking the habit in seven
4 days or less and you can, too.

5 ON SCREEN: Betty
6 Smoked for 40 Years
7 Quit in 3 Days!
8 Individual results may vary.

9 BETTY: I smoked for 40 years and I quit in
10 three days with Smoke Away.

11 ON SCREEN: Mike
12 Smoked for 33 Years
13 Quit in 7 Days!
14 Individual results may vary.

15 MIKE: Using Smoke Away, I was able to quit
16 within seven days.

17 ON SCREEN: Yvonne
18 Smoked for 20 Years
19 Quit in 3 Days!
20 Individual results may vary.

21 YVONNE: I was on the patch for five months
22 with absolutely no results. I did Smoke Away for three
23 days and I've been smoke-free ever since.

24 ON SCREEN: Natural
25 Doctor

1 Recommended!

2 MALE ANNOUNCER: Smoke Away is the natural,
3 doctor-recommended stop smoking system.

4 ON SCREEN: Dr. Sherry Bresnahan, D.C.

5 Safe!

6 Highly Effective!

7 Individual results may vary.

8 DR. SHERRY BRESNAHAN: I love the Smoke Away
9 program. It's safe, it's highly effective. I've had
10 tremendous success with my patients using the Smoke Away
11 program. In fact, I had a patient who had smoked for 25
12 years and quit in two days using the Smoke Away program.
13 I love it. I highly endorse the Smoke Away program.

14 MALE ANNOUNCER: Here's how the powerful Smoke
15 Away System works.

16 ON SCREEN: Animation of human body with toxins
17 floating around

18 1. Helps your body cleanse itself!

19 MALE ANNOUNCER: One, Smoke Away helps your
20 body cleanse itself of nicotine and other poisons
21 associated with smoking.

22 ON SCREEN: Animation of human head

23 2. Helps eliminate cravings!

24 MALE ANNOUNCER: Two, Smoke Away helps to
25 almost instantly eliminate cravings so you don't want to

1 reach for a cigarette.

2 ON SCREEN: 3. Helps you stay calm!

3 MALE ANNOUNCER: And three, Smoke Away helps
4 you stay calm, relaxed and satisfied while you quit.

5 ON SCREEN: Everything You Need to Quit
6 Smoking!

7 Quickly

8 Easily

9 Naturally!

10 1-800-993-3405

11 www.smokeawayonline.com

12 MALE ANNOUNCER: Your Smoke Away System comes
13 complete with everything you need to quit smoking
14 quickly, easily and naturally.

15 ON SCREEN: 7 Day supply of Formula 1

16 1-800-993-3405

17 www.smokeawayonline.com

18 MALE ANNOUNCER: When you order, you'll receive
19 a seven-day supply of Formula 1. This amazing supplement
20 is designed specifically for use as a component of the
21 Smoke Away System to help your body detoxify itself as
22 fast as possible.

23 ON SCREEN: Natural Homeopathic Medicine.

24 1-800-993-3405

25 www.smokeawayonline.com

1 MALE ANNOUNCER: Plus, you'll receive a supply
2 of Natural Homeopathic Medicine, the medical supplement
3 specifically formulated to --

4 ON SCREEN: Almost instantly eliminates your
5 cravings for nicotine!

6 1-800-993-3405

7 www.smokeawayonline.com

8 MALE ANNOUNCER: -- almost instantly eliminate
9 your craving for nicotine.

10 ON SCREEN: 30 Day supply of Stress Manager

11 1-800-993-3405

12 www.smokeawayonline.com

13 MALE ANNOUNCER: Plus, a 30-day supply of a
14 special Smoke Away supplement, Stress Manager.

15 Your Smoke Away System also comes with the Stop
16 Smoking Information Handbook, including detailed
17 instructions on how to use the system.

18 ON SCREEN: Effective Motivational Support

19 Audio CD

20 1-800-993-3405

21 www.smokeawayonline.com

22 MALE ANNOUNCER: Plus, a special audio CD which
23 provides effective motivational support as you quit
24 smoking, and to ensure your first month as a non-smoker
25 is the best possible --

1 ON SCREEN: 30 Day supply of Formula 2

2 1-800-993-3405

3 www.smokeawayonline.com

4 MALE ANNOUNCER: -- you will also receive a 30-
5 day maintenance supply of health supporting nutrients
6 called Smoke Away Formula 2. This special supplement is
7 specially formulated to work with the Smoke Away System
8 to help ensure your body will continue the detoxification
9 process.

10 ON SCREEN: FREE! 30 Day supply

11 Helps support healthy lung function!

12 1-800-993-3405

13 www.smokeawayonline.com

14 MALE ANNOUNCER: But that's not all. We'll
15 also give everyone who calls during this special
16 television presentation a free 30-day supply of NuLung.
17 This is a special proprietary formula designed to help
18 the immune system support healthy lung function.

19 ON SCREEN: \$24.95 Value!

20 FREE! 30 Day supply

21 1-800-993-3405

22 www.smokeawayonline.com

23 MALE ANNOUNCER: That's a value of \$24.95. But
24 it's available absolutely free to everyone who calls
25 during this special television presentation.

1 ON SCREEN: FREE! 30 Day supply of Appetite

2 Control

3 FREE! \$29.95 Value!

4 1-800-993-3405

5 www.smokeawayonline.com

6 MALE ANNOUNCER: Plus, you'll receive a 30-day
7 supply of Appetite Control, another Smoke Away special
8 supplement, a value of \$29.95, also absolutely free.

9 ON SCREEN: \$54.99 Value!

10 Yours Absolutely FREE!

11 1-800-993-3405

12 www.smokeawayonline.com

13 MALE ANNOUNCER: Together, these two products
14 are worth over \$50, but they're yours absolutely free if
15 you call during this special television presentation.

16 ON SCREEN: Certificate of Guarantee

17 "You quit or we pay you \$100.00"

18 Guarantee!

19 1-800-993-3405

20 www.smokeawayonline.com

21 MALE ANNOUNCER: And don't forget, for a
22 limited time, you can take advantage of our famous you
23 quit or we pay you \$100 guarantee. That's right.

24 ON SCREEN: Stop smoking in just 7 days!

25 1-800-993-3405

1 www.smokeawayonline.com

2 MALE ANNOUNCER: Use the system as directed and
3 if you don't stop smoking in seven days --

4 ON SCREEN: GUARANTEED!

5 Or we pay you \$100.00

6 1-800-993-3405

7 www.smokeawayonline.com

8 MALE ANNOUNCER: -- just send what's left back
9 and we'll send you a check for \$100.

10 ON SCREEN: Start Smoke Away™ today. . .

11 Kick the habit in 1 week!

12 1-800-993-3405

13 www.smokeawayonline.com

14 MALE ANNOUNCER: Just imagine, if you started
15 Smoke Away today, you could kick the habit in one week.
16 What are you waiting for?

17 ON SCREEN: Call Right Now!

18 1-800-993-3405

19 www.smokeawayonline.com

20 MALE ANNOUNCER: Call right now.

21 ON SCREEN: Forget about prescriptions!

22 1-800-993-3405

23 www.smokeawayonline.com

24 MALE ANNOUNCER: Forget about expensive
25 prescriptions --

1 ON SCREEN: Forget about patches and gums!

2 1-800-993-3405

3 www.smokeawayonline.com

4 MALE ANNOUNCER: -- forget about patches and
5 gums that just put more nicotine in your body and often
6 don't work.

7 ON SCREEN: Kick the Habit!

8 Quickly, Easily and Naturally!

9 1-800-993-3405

10 www.smokeawayonline.com

11 MALE ANNOUNCER: For less than the cost of all
12 of them, you can kick the habit in just seven days,
13 quickly, easily and naturally --

14 ON SCREEN: Virtually. . .

15 No Tension No Insomnia No Weight Gain

16 1-800-993-3405

17 www.smokeawayonline.com

18 MALE ANNOUNCER: -- and with virtually no
19 withdrawal symptoms like tension, insomnia or weight
20 gain --

21 ON SCREEN: Stop Smoking in 7 Days!

22 GUARANTEED!

23 1-800-993-3405

24 MALE ANNOUNCER: -- no matter how long you
25 smoke or how often you've tried to quit before,

1 guaranteed --

2 ON SCREEN: GUARANTEED!

3 Or we pay you \$100.00!

4 1-800-993-3405

5 www.smokeawayonline.com

6 MALE ANNOUNCER: -- or we'll pay you \$100 in

7 cold, hard cash.

8 ON SCREEN: SPECIAL LIMITED TIME OFFER!

9 CALL RIGHT NOW!

10 1-800-993-3405

11 www.smokeawayonline.com

12 MALE ANNOUNCER: This is a special limited time
13 offer, so don't delay. Call right now.

14 ON SCREEN: The preceding was a paid
15 presentation for the Smoke Away™ System brought to you by
16 the Council on Natural Health.

17 MALE ANNOUNCER: The preceding was a paid
18 presentation for the Smoke Away System brought to you by
19 the Council on Natural Health.

CERTIFICATION OF TYPIST

MATTER NUMBER: _____

CASE TITLE: EMERSON DIRECT

TAPING DATE: JANUARY 15, 2003

TRANSCRIPTION DATE: APRIL 21, 2003

I HEREBY CERTIFY that the transcript contained herein is a full and accurate transcript of the tapes transcribed by me on the above cause before the FEDERAL TRADE COMMISSION to the best of my knowledge and belief.

DATED: APRIL 21, 2003

Elizabeth M. Farrell

ELIZABETH M. FARRELL

CERTIFICATION OF PROOFREADER

I HEREBY CERTIFY that I proofread the transcript for accuracy in spelling, hyphenation, punctuation and format.

Kathy J. De MENT

KATHY J. DE MENT