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UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF ILLINOIS
EASTERN DIVISION

OCT 27 2004

MICHAEL W. DOBBINS
CLERK, U.S. DISTRICT COURT

JUDGE MORAN

MAGISTRATE JUDGE
GERALDINE SOAT BROWN

FEDERAL TRADE COMMISSION,

Plaintiff,

vs.

AVS MARKETING, INC., and

WILLIAM R. HEID,

Defendants.

CIVIL NO.

040 6915

COMPLAINT FOR PERMANENT INJUNCTION AND
OTHER EQUITABLE RELIEF

Plaintiff, the Federal Trade Commission ("FTC" or "Commission"), through its undersigned attorneys, for its Complaint alleges:

1. Plaintiff FTC brings this action under Section 13(b) of the Federal Trade Commission Act ("FTC Act"), 15 U.S.C. § 53(b), to secure a permanent injunction, rescission of contracts and restitution, disgorgement of ill-gotten gains, and other equitable relief against the Defendants for engaging in deceptive acts or practices and false advertisements for food, drugs, devices, services or cosmetics, in or affecting commerce in connection with the advertising, marketing and sale of diet pills in violation of Section 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

JURISDICTION AND VENUE

2. This Court has jurisdiction over this matter pursuant to 15 U.S.C. §§ 45(a), 52,

53(b) and 28 U.S.C. §§ 1331, 1337(a), and 1345.

3. Venue in this District is proper under 15 U.S.C. § 53(b) and 28 U.S.C. § 1391(b) and (c).

THE PARTIES

4. Plaintiff, the Federal Trade Commission, is an independent agency of the United States Government created by statute. 15 U.S.C. §§ 41-58. The Commission enforces Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), which prohibits unfair or deceptive acts or practices in or affecting commerce. The Commission also enforces Section 12 of the FTC Act, 15 U.S.C. § 52, which prohibits false advertisements for food, drugs, devices, services or cosmetics in or affecting commerce. The Commission, through its own attorneys, may initiate federal district court proceedings to enjoin violations of the FTC Act and to secure such equitable relief, including rescission of contracts and restitution, and the disgorgement of ill-gotten gains caused by Defendants' law violations, as may be appropriate in each case. 15 U.S.C. § 53(b).

5. Defendant AVS Marketing, Inc. is an Illinois corporation, with its principal place of business at 13941 Fairhaven Road, Thomson, Illinois 61285. AVS Marketing, Inc. transacts or has transacted business in the Northern District of Illinois and throughout the United States.

6. Defendant William R. Heid ("Heid") is the President and Secretary of AVS Marketing, Inc. At all times relevant to this Complaint, acting individually or in concert with others, Heid has formulated, directed, controlled, or participated in the acts or practices of AVS Marketing, Inc., including the acts or practices alleged in this Complaint. He resides in or transacts or has transacted business in the Northern District of Illinois.

COMMERCE

7. The acts and practices of Defendants alleged in this Complaint are in or affecting commerce, as “commerce” is defined in Section 4 of the FTC Act, 15 U.S.C. § 44.

DEFENDANTS’ COURSE OF CONDUCT

8. Since at least 2003, Defendants have advertised, promoted, offered for sale, and sold products to the public throughout the United States, including a purported weight loss product called Himalayan Diet Breakthrough.

9. Himalayan Diet Breakthrough is a dietary supplement in tablet form, which, according to Defendants, contains Nepalese Mineral Pitch, Tribulus Terrestris, Boerhaavia, Cardamon, Commiphora, Emblica Officinalis, Terminalia Chebula, and Terminalia Belerica. A one-month supply of Himalayan Diet Breakthrough costs \$39.95, plus shipping and handling.

10. Defendants advertise and offer Himalayan Diet Breakthrough for sale through print advertisements in newspapers and magazines, and the Internet. Defendants’ advertisements invite consumers to order the product by calling a toll free telephone number, or by providing their credit card or checking account information over the Internet, or by mailing a check or money order to Defendants’ post office box.

11. To induce consumers to purchase Himalayan Diet Breakthrough, Defendants have disseminated, or caused to be disseminated, advertisements for the product, including but not limited to the attached Exhibits A through F. Exhibit A appeared in the San Francisco Chronicle on or about October 15, 2003. Exhibits B and C appeared in the Dallas Morning News on or about January 5, 2004 and October 20, 2003. Exhibit D appeared in the Albuquerque Journal on or about November 24, 2003. Exhibit E appeared in the May 2004 issue of the magazine Hair Cut and Style. Exhibit F appeared in the Cleveland Plain Dealer on or about April 12, 2004.

Defendants also offer Himalayan Diet Breakthrough through Internet Web sites, including www.newhdb.com and www.orderhdb.com.

12. Defendants' advertisements contain statements about Himalayan Diet Breakthrough accompanied by "before" and "after" photographs depicting substantial weight loss. The advertisement attached hereto as Exhibit A includes the following statements, among others:

"Registered Nurse Refuses Starvation Diets, Strenuous Exercise And Dangerous Weight Loss Drugs... Yet... Still Loses An Astonishing 47 Pounds, Just In Time For Her Wedding!"

"Her doctor friends stood by stunned as she dropped pound after pound and inch after inch effortlessly... while eating anything and everything she wanted! Here's her secret... and how you can do it too..."

[W]hat if I told you there was a way to increase your metabolism naturally... and... lose all the weight you wanted while eating normally? Well, there is. And it's called the...

Himalayan Diet Breakthrough!

The main "miracle" mineral in this amazing, all-natural diet pill is only found high in the Himalayan Mountains... and... is now being made available in the U.S. for the first time. This ultra-powerful mineral literally *forces* your body to shed all its excess weight... even if you cheat and refuse to diet or exercise.

There are eight all-natural ingredients in the Himalayan Diet Breakthrough (HDB for short). The "miracle" mineral along with the 7 other all-natural ingredients work together in a "synergistic" way to promote fast, effective and safe weight-loss. That is, they combine together in a way that *supercharges* your metabolism... providing a thermogenic (fat-burning) effect that burns away all the excess fat you've accumulated from years of overeating.

Here are some of the amazing benefits you'll receive when

you start taking HDB:

- **Lose Weight Automatically! No Calorie Counting Or Dieting Ever!** (Don't change the way you eat now... or... give up your favorite foods. Simply take the pills as directed [it's easy] and watch yourself grow slimmer and slimmer from meal to meal! No foods are forbidden... so you'll never feel deprived again!)
- **Shrinks The Areas You Hate The Most First!** (From the very first day, your body will start a fat-burning frenzy that virtually dissolves stubborn fat from your entire body... especially attacking problem areas where your largest fat stores are, such as: Hips, Thighs, Buttocks, Stomach and Waistline!)
- **Safe And Effective! No Side Effects!**
- **Works Faster Than A Hunger Strike!** (Even if you eat nothing, you won't slim down as fast or as safely as you will with HDB...)
- **Burns Excess Fat, Flab And Cellulite Even While You Sleep!** (Because your metabolism will be shifted into high gear, you'll burn more calories at all times, 24-hours a day, 7 days a week... even while you sleep. Think of it as "dreaming away the pounds!")
- **Excess Calories Banished!** (The calories you ingest won't build up inside you. With your new "thin person's metabolism", everything you eat will be converted to energy immediately!)
- **Failure Is Impossible... No Will-Power Required!** (Most people fail at losing weight because of the nearly constant battle with hunger, cravings and their own willpower. HDB eliminates these problems. Excess hunger is stopped. So are intense food cravings. And you don't have to give up your favorite foods... so... no willpower is required.)

The advertisement attached hereto as Exhibit A also contains two photographs of the "registered nurse" labeled "BEFORE: Weight 185 lbs." and "AFTER: Weight 138 lbs."

13. The advertisements attached hereto as Exhibits B through F make the following statements, among others:

New High-Speed Diet Formula Used By Top Fashion Models Produces An Extremely Fast Weight-Loss!

There is now an all-natural (*and ultra-fast acting*) diet formula which destroys fat... even if... you cheat or refuse to diet. News of this “killer” fat-fighting product (it’s from the Himalayas) is spreading like wildfire from one top fashion model to another... *all over the world!*

It Burns Off More Fat Than Running 98 Miles Per Week!

This product contains several highly-unusual ingredients (three of which are *extremely hard* to find) which are combined together... in such a way... that scientists call it “synergistic.” This means... all... of the ingredients... are... much more effective at producing a high-speed weight loss. This is because of the way *each* of the ingredients interacts with each of the *other* ingredients. Thus, this unique formula produces a safe “thermogenic” (fat-burning) effect which is... *so effective...*

Adipose Tissue (Body Fat) Is Almost Immediately Destroyed And Flushed Right Out Of Your Body!

Why does it work so fast? The secret is in the ingredients and the ingenious way they are combined. The main ingredient (the one from the Himalayan Mountains) maximizes and optimizes your body’s natural metabolic process. Therefore, it promotes the utilization (burn-off rate) of body fat and prevents it from being stored.

Another works as an insulin mimic to normalize your blood sugar level (Note: This is very important... because... it is a low blood sugar level which causes intense food cravings.)

Another ingredient is a potent antioxidant which enhances your immune system and provides “insurance” your metabolism remains at a continuously high level.

The other ingredients influence the thyroid gland, assist in vitamin and mineral absorption and reduce cravings for sugar and fatty foods.

If you follow the simple instructions and use the product with water as directed... **YOU WILL...** *reverse years of overeating!*

You will be totally thrilled with your safe, rapid and dramatic weight loss.

The advertisements attached hereto as Exhibits B through F also contain purported before and after photographs of “Sara DuBerrier, Fashion Model,” accompanied, in Exhibits B through E, by the following statements:

“I lost 37 pounds in just 8 weeks!”

“After using the **Himalayan Diet Breakthrough** for just two months, I went down to a size 3!”

and, in Exhibit F, by the following statements:

“I lost 37 pounds just in time for my first show!”

“After using the **Himalayan Diet Breakthrough** for just two months, I went down to a size 3!”

THE FTC ACT

14. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits unfair or deceptive acts or practices in or affecting commerce. Section 12(a) of the FTC Act, 15 U.S.C. § 52(a), prohibits the dissemination of any false advertisement in or affecting commerce for the purpose of inducing, or which is likely to induce, the purchase of food, drugs, devices, services, or cosmetics. For the purposes of Section 12 of the FTC Act, 15 U.S.C. § 52, Himalayan Diet Breakthrough is a “food” or “drug” as defined in Sections 15(b) and (c) of the FTC Act, 15 U.S.C. §§ 55(b) and (c). As set forth below, Defendants have engaged and continue to engage in violations of Sections 5(a) and 12 of the FTC Act in connection with the advertising, marketing and sale of Himalayan Diet Breakthrough.

COUNT ONE

15. Through the means described in Paragraphs 8 through 13 above, including through the statements and depictions contained in the advertisements attached hereto as Exhibits

A through F, Defendants have represented, expressly or by implication, that:

(a) Himalayan Diet Breakthrough causes rapid and substantial weight loss, including as much as 37 pounds in 8 weeks, without the need to reduce caloric intake or increase exercise;

(b) Himalayan Diet Breakthrough causes users to lose substantial weight, including as much as 37 pounds in 8 weeks, while still consuming unlimited amounts of food, including “anything and everything” they want.

(c) Himalayan Diet Breakthrough causes substantial weight loss, including as much as 37 pounds in 8 weeks, by preventing the formation of body fat.

(d) Himalayan Diet Breakthrough causes substantial weight loss for all users.

(e) Himalayan Diet Breakthrough enables users to safely lose as much as 37 pounds in 8 weeks.

16. In truth and in fact:

(a) Himalayan Diet Breakthrough does not cause rapid and substantial weight loss, including as much as 37 pounds in 8 weeks, without the need to reduce caloric intake or increase exercise;

(b) Himalayan Diet Breakthrough does not cause users to lose substantial weight, including as much as 37 pounds in 8 weeks, while still consuming unlimited amounts of food, including “anything and everything” they want.

(c) Himalayan Diet Breakthrough does not cause substantial weight loss, including as much as 37 pounds in 8 weeks, by preventing the formation of body fat.

(d) Himalayan Diet Breakthrough does not cause substantial weight loss for all users.

(e) Himalayan Diet Breakthrough does not enable users to safely lose as much as 37

pounds in 8 weeks.

17. Therefore, Defendants' representations as set forth in Paragraph 15 above are false or misleading and constitute a deceptive practice, and the making of false advertisements, in or affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

COUNT TWO

18. Through the means described in Paragraphs 8 through 13 above, including through the statements and depictions contained in the advertisements attached as Exhibits A through F, Defendants have represented, expressly or by implication: that Himalayan Diet Breakthrough causes rapid and substantial weight loss, including as much as 37 pounds in 8 weeks, without the need to reduce caloric intake or increase exercise; that Himalayan Diet Breakthrough causes users to lose substantial weight, including as much as 37 pounds in 8 weeks, while still consuming unlimited amounts of food, including "anything and everything" they want; that Himalayan Diet Breakthrough causes substantial weight loss, including as much as 37 pounds in 8 weeks, by preventing the formation of body fat; that Himalayan Diet Breakthrough causes substantial weight loss for all users; and that Himalayan Diet Breakthrough enables users to safely lose as much as 37 pounds in 8 weeks.

19. In truth and in fact, Defendants did not possess and rely upon a reasonable basis that substantiated the representations set forth in Paragraph 18 above at the time the representations were made.

20. Therefore, the making of the representations as set forth in Paragraph 18 above constitutes a deceptive practice, and the making of false advertisements, in or affecting

commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

INJURY

21. Consumers throughout the United States have suffered and continue to suffer substantial monetary loss as a result of Defendants' unlawful acts or practices. In addition, the Defendants have been unjustly enriched as a result of their unlawful practices. Absent injunctive relief by this Court, the Defendants are likely to continue to injure consumers, reap unjust enrichment, and harm the public interest.

THIS COURT'S POWER TO GRANT RELIEF

22. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court to grant injunctive and such other relief as the Court may deem appropriate to halt and redress violations of the FTC Act. The Court, in the exercise of its equitable jurisdiction, may award other ancillary relief, including but not limited to, rescission of contracts and restitution, and the disgorgement of ill-gotten gains, to prevent and remedy injury caused by Defendants' law violations.

PRAYER FOR RELIEF

Wherefore, Plaintiff FTC, pursuant to Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), and the Court's equitable powers, requests that this Court:

- (a) Award the Plaintiff such preliminary injunctive and ancillary relief as may be necessary to avert the likelihood of consumer injury during the pendency of this action and to preserve the possibility of effective final relief, including, but not limited to temporary and preliminary injunctions and an order freezing assets;
- (b) Permanently enjoin Defendants from violating the FTC Act as alleged herein;

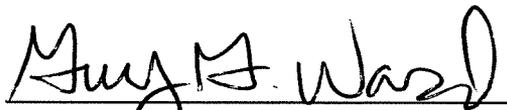
(c) Award such equitable relief as the Court finds necessary to redress injury to consumers resulting from Defendants' violations of Sections 5(a) and 12 of the FTC Act, including, but not limited to, rescission of contracts and restitution, and the disgorgement of ill-gotten gains by the Defendants; and

(d) Award the Plaintiff the costs of bringing this action, and such other equitable relief as the Court may determine to be just and proper.

Dated: October 27, 2004.

Respectfully submitted,

WILLIAM E. KOVACIC
General Counsel



GUY G. WARD
DAVID A. O'TOOLE
Federal Trade Commission
55 E. Monroe St., Suite 1860
Chicago, IL 60603
(312) 960-5634
(312) 960-5600 (fax)

"They said it couldn't be done!

PAID ADVERTISEMENT

"Registered Nurse Refuses Starvation Diets, Strenuous Exercise And Dangerous Weight Loss Drugs... Yet... Still Loses An Astonishing 47 Pounds, Just In Time For Her Wedding!"

"Her doctor friends stood by stunned as she dropped pound after pound and inch after inch effortlessly... while eating anything and everything she wanted! Here's her secret... and how you can do it too..."

By John Scott, Health Writer

If you're interested in losing all your excess weight... and... losing it extremely fast, then this is going to be the most exciting message you'll ever read!

Here's why:

Did you know that 55% of Americans are now over-weight? It's true! And the main cause of this obesity epidemic is not necessarily how much everyone is eating. No, it has more to do with *what* they are eating and the damaging effects of these foods on their metabolisms.

You see, the secret to getting thin and remaining thin for life is in your metabolism. And what you need is...

The Thin Person's Advantage!

That is, you need to speed up your metabolism so that no matter what you eat, it gets used up quickly as energy and NOT stored as fat.

After all, you've seen the "rail thin type" that can eat whatever they want and still not gain an ounce! It really stinks that they can get away with that... while you still gain weight on the strictest of diets.

But what if I told you there was a way to increase your metabolism naturally... and... lose all the weight you wanted while eating normally? Well, there is. And it's called the...

Himalayan Diet Breakthrough!

The main "miracle" mineral in this amazing, all-natural diet pill is only found high in the Himalayan Mountains... and... is now being made available in the U.S. for the first time. This ultra-powerful mineral literally *forces* your body to shed all its excess weight... even if you cheat and refuse to diet or exercise.

For example: Sue Ann Meadows (pictured to the right) didn't have the time or energy (at least at first) to exercise and eat right... yet... she still lost an astonishing 47 pounds just in time for her wedding!

(Later, after taking the product for a short while, she confided that she had so much extra energy, she started to do some light walking and working out.)

Her doctor friends were skeptical at first... but... quickly changed their tune.



BEFORE: Weight 185 lbs.



AFTER: Weight 138 lbs.

Exhibit A

"I know I needed to lose weight in a hurry..."

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(Later, after taking the product for a short while, she confided that she had so much extra energy, she started to do some light walking and working out.) Her doctor friends were skeptical at first... but... quickly changed their tune as she made a rapid transformation right before their eyes. And, as she put it, "I became a 'Princess' in time for my wedding!"

Here's How It Works:

There are eight all-natural ingredients in the Himalayan Diet Breakthrough (HDB for short). The "miracle" mineral along with the 7 other all-natural ingredients work together in a "synergistic" way to promote fast, effective and safe weight-loss. That is, they combine together in a way that supercharges your metabolism... providing a thermogenic (fat-burning) effect that burns away all the excess fat you've accumulated from years of overeating.

Here are some of the amazing benefits you'll receive when you start taking HDB:

• **Lose Weight Automatically! No Calorie Counting Or Dieting Ever!** (Don't change the way you eat now... or... give up your favorite foods. Simply take the pills as directed [it's easy] and watch yourself grow slimmer and slimmer from meal to meal! No foods are forbidden... so you'll never feel deprived again!)

• **Makes Hunger Vanish... No More Hunger Pangs!** (The all-natural ingredients in HDB normalize blood sugar levels and eliminate excess hunger and cravings for sweets and starches! Plus, by eliminating blood sugar crashes, you'll banish those after meal "low energy blues" and frustrating "mental fogs" so common later in the day! You'll be sharp and focused with excess energy from morning till night with this amazing formula!)

• **No Need For Torturous Exercise... Shrinks The Areas You Hate The Most First!** (From the very first day, your body will start a fat-burning frenzy that virtually dissolves stubborn fat from your entire body... especially attacking problem areas where your largest fat stores are, such as: Hips, Thighs, Buttocks, Stomach and Waistline!)

• **Safe And Effective! No Side Effects! No Nervousness Or Irritability!** (This formula contains no drugs or stimulants such as: Ma Huang, Ephedra, Caffeine or Guarana. The energy surge you feel from HDB is an all-natural, healthful, positive feeling! Unlike the stimulating products that make you feel twitchy, nervous or strange and cause you to crash when they wear off.)

• **Works Faster Than A Hunger Strike!** (Even if you eat nothing, you won't slim down as fast or as safely as you will with HDB... here's why: When you starve yourself, your body switches into an emergency fat conservation mode. Your metabolism slows... and your body will even burn its own muscle tissue before it touches even one ounce of stored fat. However, when you increase your metabolism and eat normally, your body

will favor fat as its primary fuel... and... shed your excess pounds and inches quickly and easily!)

• **More Than Pays For Itself In Reduced Food Bills!** (Since the all-natural ingredients in HDB cause your excess hunger to vanish, you naturally eat less. Thus reducing your overall food bills... and... in many cases, actually more than paying for its cost!)

• **Burns Excess Fat, Flab And Cellulite Even While You Sleep!** (Because your metabolism will be shifted into high gear, you'll burn more calories at all times, 24-hours a day, 7 days a week... even while you sleep. Think of it as "dreaming away the pounds!")

• **Excess Calories Banished!** (The calories you ingest won't build up inside you. With your new "thin person's metabolism", everything you eat will be converted to energy immediately!)

• **Failure Is Impossible... No Willpower Required!** (Most people fail at losing weight because of the nearly constant battle with hunger, cravings and their own willpower. HDB eliminates these problems. Excess hunger is stopped. So are intense food cravings. And you don't have to give up your favorite foods... so... no willpower is required. The only way you can fail, is if you don't follow the simple instructions!)

And much, much more!

Pretty amazing, don't you agree? **But Consider This Important Warning!**

Obviously, this is not an ordinary diet product. It is truly *extra-ordinary*. If you follow the simple instructions and use the product with water as directed... YOU WILL... reverse years of overeating! However, there is a trend in this country (especially among attractive women) to want to be dangerously thin. Therefore, before you start any weight-loss program (especially one which works as fast as this one) you should always get the advice from your physician on how fast it is safe for you to lose weight. Also, you and your physician... together... should determine your personal, perfect weight goal.

Guaranteed Weight-Loss!

You will be totally thrilled with your safe, rapid and dramatic weight-loss. In fact, if you follow the simple instructions and take the pills as directed for 30-days, and you don't lose all the weight you want... send back the empty product containers... and... AVS Marketing will send you...

Double-Your-Money-Back!

How can AVS offer such an amazing guarantee? It's easy. They know the product works. Documented testimon-

AFTER: Weight 138 lbs.

"I knew I needed to lose weight in a hurry. Thank you for making such an incredibly safe and effective diet formula."

Sue Ann Meadows
Registered Nurse

als from women and men from all walks of life have proven it. And it must work for you... or... you'll get... *double-your-money-back!* (Minus the shipping and handling of course.)

Weight-Loss Supply Options!

Good Deal: If you have a small amount of weight to lose (10 to 15 lbs.), you should order the 30-day supply for \$39.95

Better Deal: If you have a moderate amount of weight to lose (16 to 30 lbs.), you should order the 60-day supply for \$69.95... a savings of \$9.95

Best Deal: If you have a substantial amount of weight to lose (over 30 lbs.), you should order the 90-day supply for \$97.97... a savings of \$21.88.

Whatever quantity you order you must also pay an additional \$5.95 per order for shipping and handling. Add only \$5.00 more and your order will be shipped within 24-hours via United States Postal Service arriving as fast as 5-7 business days (sometimes even sooner).

It's Easy To Order!

Choose the option that's right for you and pick up your phone and dial... **1-866-202-3837 Ext. SC456**

That's a toll-free number (it won't cost you a cent). And you can call 24-hours a day, 7 days a week. You can use your major credit card or even pay by check over the phone! Just tell whoever answers which supply option you want... and they'll take care of the rest.

NOTE: HDB is not available in stores or from any other company. And the demand for it has been enormous. So, if the phone lines are busy when you call, please keep trying!

If you'd like to order by mail, send your check or money order to:

AVS Marketing
13941 Fairhaven Road.
P.O. Box 488, Dept. SC456
Thomson, IL 61285

P.S. WARNING: This product is much too powerful for "casual dieting"! And you should be careful not to become too thin, too quickly. If you experience too sudden and rapid of a weight-loss, please discontinue use of the "Himalayan Diet Breakthrough" and consult your physician. P.S.S. If you call right now, you will receive a free bonus audio tape that will help you conquer fat automatically by revealing the scientific secrets behind this new breakthrough. You will also learn how you can lose an additional 15 pounds when you listen to both sides of the tape. There is only a very small supply of these special tapes right now, so you need to call immediately if you would like one. Supplies are limited! Call 1-866-202-3837 Ext. SC456 Now!

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to treat, diagnose, cure or prevent any disease. Results are guaranteed but vary from individual to individual. Side Affects results may be atypical.
Copyright 2003 AVS Marketing

"...The amazing thing, of course, is the speed at which it works..."

New High-Speed Diet Formula Used By Top Fashion Models Produces An Extremely Fast Weight-Loss!

"...contains an enormously-effective ingredient from the Himalayas now available in the U.S. for the first time!"

If you are overweight, this is the most important message you will ever read.

Here is why.

There is now an all-natural (*and ultra-fast acting*) diet formula which destroys fat... even if... you cheat or refuse to diet. News of this "killer" fat-fighting product (it's from the Himalayas) is spreading like wildfire from one top fashion model to another... *all over the world!*

Why? The answer is easy: You see, even though this product is extremely bio-active, it contains *no drugs whatsoever*... and... according to very impressive anecdotal evidence...

It Burns Off More Fat Than Running 98 Miles Per Week!

This product contains several highly-unusual ingredients (three of which are *extremely hard* to find) which are combined together... in such a way... that scientists call it "synergistic." This means... all... of the ingredients... are... much more effective at producing a high-speed weight-loss. This is because of the way *each* of the ingredients interacts with each of the *other* ingredients. Thus, this unique formula produces a safe "thermogenic" (fat-burning) effect which is... *so effective*...

Adipose Tissue (Body Fat) Is Almost Immediately Destroyed And Flushed Right Out Of Your Body!

Why does it work so fast? The secret is in the ingredients and the ingenious way they are combined. The main ingredient (the one from the Himalayan Mountains) maximizes and optimizes your body's natural metabolic process. Therefore, it promotes the utilization (burn-off rate) of body fat and

water) and followed the simple instructions... and then... AVS Marketing (the *only* company authorized to sell this product in the U.S.) will send you... *double your money back!*

is a toll-free number (it won't cost you a penny) and you can call anytime... 24-hours per day... 7-days a week.

Supply Options: \$39.95 for a 30-day supply. \$69.95 for a

"I lost 37 pounds in just 8 weeks!"



tion (burn off fat) of body fat and prevents it from being stored.

Another works as an insulin mimic to normalize your blood sugar level. (Note: This is very important... because... it is a low blood sugar level which causes intense food cravings.)

Another ingredient is a potent antioxidant which enhances your immune system and provides "insurance" your metabolism remains at a continuously high level.

The other ingredients influence the thyroid gland, assist in vitamin and mineral absorption and reduce cravings for sugar and fatty foods.

Warning!

Obviously, this is *not* an ordinary diet product. It is *truly extraordinary*. If you follow the simple instructions and use the product with water as directed... **YOU WILL...reverse years of overeating!** However, there is a trend in this country (especially among attractive women) to want to be *dangerously* thin. Therefore, before you start any weight-loss program (especially one which works as fast as this one) you should get advice from your physician on how fast it is safe for you to lose weight. Also, you and your physician... *together*... should determine your personal, *perfect* weight goal.

Guaranteed Weight-Loss!

Because this product is so incredibly effective... and... because it is natural and so safe... it is being sold with the most amazing guarantee in the world. Check *this* out: Take the product as directed and follow the simple instructions which come in the package. Then, just look in the mirror every day and see the visible results of unwanted fat... unwanted

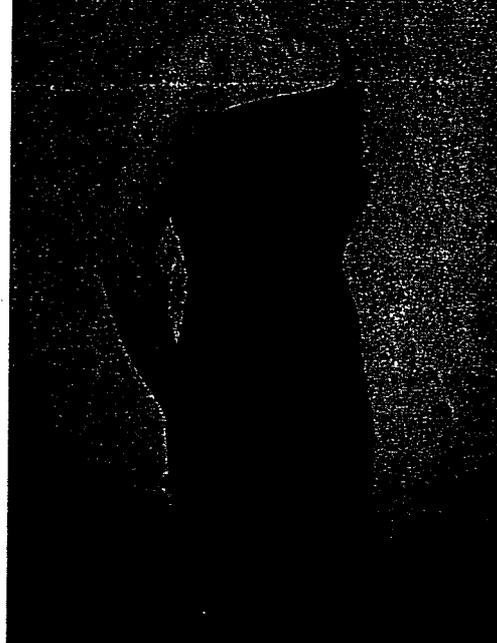
"... just look in the mirror every day and see the visible results of unwanted fat... unwanted flab... unwanted cellulite... totally disappear... right before your very eyes..."

flab... unwanted cellulite... totally disappear... *right before your very eyes!* You will be totally thrilled with your safe, rapid and dramatic weight-loss. However, if you are not satisfied, simply return the empty product container with a short note about how you took the product (three times a day with

single pound of *all* their excess weight.

It's just that simple.

The name of this product is the "Himalayan Diet Breakthrough" and, it is easy to order. All you have to do is call 1-866-202-3837 ext. DB73 and order with your credit card. By the way, this



"After using the Himalayan Diet Breakthrough for just two months, I went down to a size 3!"

"Taking off these pounds was the best thing that ever happened to my modeling career. As you can see I'm delighted with my new weight of 107. I recommend this new product to all my friends who need to lose weight fast but don't want to use dangerous stimulants like ephedra, caffeine or Ma Huang. Himalayan Diet Breakthrough really works. Thanks again."

Sara DuBerrier
Fashion Model

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How can AVS Marketing make such a guarantee? How can they offer a *Lifetime... double-your-money-back... guarantee?*

Well, you can only make this type of guarantee... if... you are 100% certain... your product is going to... *almost force*... people to lose every

60-day supply (you save 12.5%)... or... a full 90-day supply for only \$97.97 (you save 18.3%). Whatever quantity you choose, you must include \$5.95 per order for standard delivery and handling arriving in 3-4 weeks. Add only \$5.00 and your Himalayan Diet Breakthrough will be shipped within 24 hours via United States Postal Service Priority Mail arriving as fast as 5-7 business days (sometimes even sooner). There is an *enormous* demand for this product...if our phone lines are busy...please keep calling back.

For Fastest Service, order online at www.orderhdb.com

Or call...

866-202-3837
Ext. DB73

Checks and money orders can be sent to:
AVS Marketing
13941 Fairhaven Rd.
P.O. Box 488, Dept. DB73
Thomson, IL 61285

P.S. You should not order a 90-day supply... unless... you need to lose more than 50 pounds.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to treat, diagnose, cure, or prevent any disease. Always follow a sensible diet and make time for some type of physical activity for best results. Sara's results may be atypical. Never try to use this product to lose weight too quickly. Results are guaranteed but vary from individual to individual.

ADVERTISEMENT

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Adipose Tissue (Body Fat) Is Almost Immediately Destroyed And Flushed Right Out Of Your Body!

Why does it work so fast? The secret is in the ingredients and the ingenious way they are combined. The main ingredient (the one from the Himalayan Mountains) maximizes and optimizes your body's natural metabolic process. Therefore, it promotes the utilization (burn-off rate) of body fat and

water) and followed the simple instructions... and then... AVS Marketing (the *only* company authorized to sell this product in the U.S.) will send you... *double your money back!*

1-866-202-3837 ext. DB41 and order with your credit card. By the way, this is a toll-free number (it won't cost you a penny) and you can call anytime... 24-hours per day... 7-days a week.

"I lost 37 pounds in just 8 weeks!"



Exhibit C

prevents it from being stored. Another works as an insulin mimic to normalize your blood sugar level. (Note: This is very important... because... it is a low blood sugar level which causes intense food cravings.)

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"...just look in the mirror every day and see the visible results of unwanted fat... unwanted flab... unwanted cellulite... totally disappear... right before your very eyes..."

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"After using the Himalayan Diet Breakthrough for just two months, I went down to a size 3!"

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Sara DuBerrier
Fashion Model

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Thank you.

1-866-202-3837
Ext. DB41

or send check or money order to:

AVS Marketing
13941 Fairhaven Rd.
P.O. Box 488, Dept. DB41
Thomson, IL 61285

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if you are not satisfied, simply return the empty product container with a short note about how you took the product (three times a day with water) and followed the simple instructions... and then... AVS Marketing

through" and, it is easy to order. All you have to do is call 866-202-3837 ext. 373 and order with your credit card. By the way, this is a toll-free number (it won't cost you a penny) and you can call anytime... 24-hours

"I lost 37 pounds in just 8 weeks!"



Exhibit D

process. Therefore, it promotes the utilization (burn-off rate) of body fat and prevents it from being stored.

Another works as an insulin mimic to normalize your blood sugar level. (Note: This is very important... because... it is a low blood sugar level which causes intense food cravings.)

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Sara DuBerrier
Fashion Model

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per day... 7-days a week.

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Thank you.

866-202-3837
Ext. 373

or send check or money order to:

AVS Marketing
13941 Fairhaven Rd.
P.O. Box 488, Dept. 373
Thomson, IL 61285

P.S. You should not order a 90-day supply... unless... you need to lose more than 50 pounds.

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It's just that simple.

The name of this product is the "Himalayan Diet Break-through" and, it is easy to order. All you have to do is call 1-866-202-3837 ext. HM404 and order with your credit card. By the way, this is a toll-free number (it won't cost you a penny) and you can call anytime... 24-hours per day... 7-days a week.

Supply Options: \$39.95 for a 30-day supply. \$69.95 for a 60-day supply (you save 12.5%)... or... a full 90-day supply for only \$97.97 (you save 18.3%). Whatever quantity you choose, you must include \$5.95 per order for standard delivery and handling arriving in 3-4 weeks. Add only \$5.00 and your Himalayan Diet Breakthrough will be shipped within 24 hours via United States Postal Service Priority Mail arriving as fast as 5-7 business days (sometimes even sooner). There is an *enormous* demand for this product... if our phone lines are busy... please keep calling back.

Thank you.

1-866-202-3837

Ext. HM404

or send check or money order to:

AVS Marketing

13941 Fairhaven Rd.

P.O. Box 488, Dept. HM404

Thomson, IL 61285

P.S. You should not order a 90-day supply... unless... you need to lose more than 50 pounds.

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"I lost 37 pounds just in time for my first show!"



Exhibit F

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