WILLIAM BLUMENTHAL General Counsel JANET M. EVANS MARY L. JOHNSON Federal Trade Commission 600 Pennsylvania Avenue, N.W. Mail Drop NJ-3212 Washington, D.C. 20580 ATTORNEYS FOR PLAINTIFF (ph) 202-326-2125 (Evans) (ph) 202-326-3115 (Johnson) (fax) 202-326-3259

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IN THE UNITED STATES DISTRICT COURT FOR THE MIDDLE DISTRICT OF FLORIDA TAMPA DIVISION

FEDERAL TRADE COMMISSION, Plaintiff,

v.

SUNNY HEALTH NUTRITION TECHNOLOGY & PRODUCTS, INC. and SUNNY SIA;

Defendants.

Case No.

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 injunctive and other equitable

relief against defendants for engaging in deceptive acts or practices and false advertising in

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

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

PLAINTIFF

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 consumer redress, as may be appropriate in each case. 15 U.S.C. § 53(b).

DEFENDANTS

5. Defendant Sunny Health Nutrition Technology & Products, Inc. ("SHN"), which also has done business as SHN Tech, Inc., is a Virginia corporation with its current principal

office or place of business at 11522 Misty Isle Lane, Riverview, FL 33569. SHN transacts business in this district.

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6. Defendant Sunny Sia ("Sia") is President and sole owner of SHN. At all times relevant to this Complaint, acting individually or in concert with others, Mr. Sia has formulated, directed, controlled, or participated in the policies, acts, or practices of SHN, including the acts or practices alleged in this Complaint. Mr. Sia transacts business in this district.

COMMERCE

7. The acts and practices of defendants alleged in this Complaint have been 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, and at all times relevant to the Complaint, defendants SHN and Sia have manufactured, labeled, advertised, offered for sale, sold, and distributed products to the public throughout the United States, including HeightMax[™] Concentrate, HeightMax[™] Plus, Liposan Ultra Chitosan Fat Blocker, and Osteo-Vite. Defendants primarily advertise and offer the products for sale through radio ads, magazine ads, and the Internet sites <u>www.heightmax.com</u> and <u>www.shntech.com</u>.

HEIGHTMAXTM CONCENTRATE AND HEIGHTMAXTM PLUS

9. HeightMax[™] Concentrate and HeightMax[™] Plus ("the HeightMax products") are dietary supplements. HeightMax[™] Concentrate is labeled as containing Vitamin A (50% palmitate, 50% beta-carotene) (15,000 IU), Vitamin D (as cholecalciferol) (400 IU), Vitamin C (as L-ascorbic acid) (300 mg), Korean Ginseng extract (50 mg), American Ginseng extract (50 mg), Siberian Ginseng extract (50 mg), Ginkgo Biloba (50 mg), and other ingredients. HeightMax[™] Plus is labeled as containing Calcium (as calcium carbonate & gluconate-chelate) (1000 mg), Iron (as ferrous-chelate) (1.5 mg), Magnesium (as magnesium oxide) (500 mg), Taurine (250 mg), L-arginine (250 mg), and other ingredients. HeightMax[™] Plus are sold together for \$59.00 plus shipping and handling for a 30-day supply.

10. To induce consumers to purchase the HeightMax products, defendants SHN and Sunny Sia have disseminated or have caused to be disseminated advertisements in English and Spanish including but not necessarily limited to the attached Exhibits A-H. These advertisements contain the following statements, among others:

Radio Advertising

a. <u>60-Second Radio Advertisement</u> (Exhibit A, transcript; Exhibit B, recording)

If you are between the ages of 12 and 25 and are concerned about your height, you have found the answer to your prayers. If you are the parent of someone between the ages of 12 and 25, we congratulate you on taking your child's height concerns seriously and we assure you that you have discovered a safe, effective, all-natural product.

HeightMax is a scientifically proven, revolutionary height-enhancing supplement . . .

Thousands have already began [sic] reaching their fullest height potential. Call today....

Jeffrey Chan of San Francisco, California, had this to say.

A friend of mine saw an ad about HeightMax and excitedly told me about it. . . .

Six months after, I'm three inches taller.

b. <u>60-Second Spanish Radio Advertisement</u> (Exhibit C, transcript; Exhibit D, recording)

Height Max is a supplement that enhances the height of individuals between the ages of twelve and twenty-five, and maximizes their growth potential... My daughter Jennifer takes it and she's grown faster. She's taller with Height Max.

••••

Order it today and be much taller with Height Max.

Magazine Advertising

c. <u>Magazines</u>, <u>Maxim</u> and <u>Blender</u> (Exhibit E)

Grow Taller with HeightMax

Supplements for young adults (for people ages 12 to 25)

Internet Advertising

d. <u>Website, www.heightmax.com</u> (Exhibit F, website and Exhibit G, translation of Spanish-language pages of website)

[Lead Banner of Each Web Page]

MAXIMIZE YOUR HEIGHT TO THE FULLEST! For 12 to 25 year old height and health conscious consumers only. HeightMax

[Body Text]

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HeightMaxTM - Formulation For Maximum Human Growth

The market is full of products and services that claim to promote human growth. Some of these methods include receiving hormone injections. Some are herbal supplements with outrageous promises and no money-back guarantee. The hormone injections can cost as much as \$16,000 per treatment. The herbal supplements are poorly researched and have limited, if any impact at all.

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It took more than five years for our scientists to research, study, develop and test the efficacy of our proprietary formula - a combination of the most potent and effective vitamins, minerals, amino acids and herbal medicines available. Our researchers utilized the utmost care and met our exacting standards to ensure our product is safe, effective and affordable.

Thousands of adolescents and young adults have already began [sic] reaching their fullest height potential by using our product twice per day. They are happier, healthier, and have greater self-confidence thanks to HeightMax[™].

* * *

WHAT TO EXPECT

In our clinical studies, we have found that regular intake of HeightMax[™] in a six month period has resulted in a 10% to 25% gain in height versus subjects who did not take HeightMax[™]. These controlled trials used subjects that are of the same gender, race, lifestyle (e.g. diet, exercise, amount of sleep) and socio-economic background. The height advantage for subjects who took HeightMax[™] for more than a year was even more astounding with growth at a rate of 20% to 35% greater than those who did not take HeightMax[™].

* * *

HeightMax™ INCREASES LEAN BODY MASS WHILE REDUCING BODY FAT.

HeightMax[™] increases lean body mass while reducing body fat by inducing faster, more efficient metabolism. By stimulating the production of growth hormones, HeightMax[™] indirectly speeds up the metabolic process, resulting in the burning of greater calories and maximizing synthesis of protein and carbohydrates.

* * *

OUR COMPANY'S PHILOSOPHY

Our research center and laboratories provide the cutting edge nutritional technology behind Heightmax[™]. Rigorous tests and trials are undertaken to produce the most potent, safest formulation in health supplements. HeightMax[™] formulation is designed with the latest scientific knowledge and research that is focused on the pre- and postpuberty growth stage of individuals.

* * *

TESTIMONIALS

My name is William Thomson, Ph.D., Research Scientist and part owner of HeightMax[™]. HeightMax[™] is a revolutionary height enhancing formula that combines many years of research as well as traditional oriental herb supplements....

. . . .

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... After getting my Ph.D. in Biochemistry, I decided to put my attention to the discovery of a "miracle" potion.

After years of research and clinical trials, HeightMaxTM was born. In 2001 we launched HeightMaxTM and it quickly gained recognition in our local area. Since then, thousands of young adults are thanking us—HeightMaxTM creators—for giving them a chance—a really solid chance of being taller!

. . . .

William Thomson, Ph.D. Washington, D.C.

. . . .

[S]ince taking HeightMax[™], I was able to gain 2 more inches in 6 months time....

Nancy T. 20 years old Philadelphia, PA

. . . .

[M]y friends who are now taking HeightMax, have grown about 2 inches in a months time. . . .

Elva K. & Sunil K. Bombay, India

• • • •

Grew 2 inches in a span of 2 months. Exactly an inch a month. . . . Jose Vega 23 years old Miami, Florida

11. Consumers may purchase the HeightMax[™] products over the Internet or by calling a toll-free number. When a consumer calls the toll-free number to inquire about HeightMax[™], the SHN sales representative makes a presentation based upon a script contained in an SHN customer service training manual. The script (Exhibit H) contains, among other things, the following statements:

Thank you for calling Sunny Health Nutrition, makers of Grow taller with HeightMax....

. . . .

Heightmax is our height-enhancing supplement for young adults – age 12 to 25.

12. Defendants have caused specific words and expressions to be embedded in the "metatags" of defendants' Internet website, <u>www.heightmax.com</u>. A metatag is a word or words embedded in an Internet website, which is not normally displayed visually to the consumer, that may be used by an Internet search engine for the purpose of selecting sites in response to an Internet user's search request. Metatags embedded in defendants' Internet site include, but are not limited to, "human growth," "grow taller," "height-enhancer," "youth health supplement," "12 to 25 years old," "young adults," "puberty," "teenagers," "height-maximizer," "height pill," "height potion," and "increase height." Defendants' use of these

metatag references increased the likelihood that consumers who researched the topics of height increase, or height increase for teenagers and young adults, would be directed to defendants' website.

13. Defendants also have entered into agreements with Internet search engines to preferentially identify the HeightMax site in response to consumer searches for information about increasing height. As a result, if a consumer entered the terms "increase height," "grow taller," or "get taller" into one of the Internet search engines, the HeightMax site would appear as the first or second relevant site (Exhibit I), such as follows:

Excerpts from Yahoo! Search Engine

[user search term: increase height]

SPONSOR RESULTS

<u>HeightMax - Increase Height</u> www.heightmax.com Natural health-enhancing supplement for 12-25 year old individuals.

* * *

[user search term: grow taller]

SPONSOR RESULTS

. . . .

• <u>HeightMax - Grow Taller</u> www.heightmax.com Natural health-enhancing supplement for 12-25 year old individuals.

Excerpts from Google Search Engine

[user search term: increase height]

Sponsored Links

HeightMaxTM

www.heightmax.com Natural health booster supplement For young adults, Age 12-25

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[user search term: grow taller]

Sponsored Links

<u>HeightMax[™]</u> www.heightmax.com Natural health supplement For young adults, Age 12-25

Excerpts from MSN Search Engine

[user search term: increase height]

SPONSORED SITES

<u>Heightmax - Increase Height</u> - www.heightmax.com Natural health-enhancing supplement for 12 to 25 year old individuals.... Effective ingredients.

[user search term: grow taller]

SPONSORED SITES

• • • •

<u>Heightmax - Grow Taller</u> - www.heightmax.com Natural health-enhancing supplement for 12 to 25 year old individuals.... Effective ingredients.

LIPOSAN ULTRA CHITOSAN FAT BLOCKER

14. Liposan Ultra Chitosan Fat Blocker ("Liposan Fat Blocker") is a dietary supplement labeled as containing Chitosan (450 mg) and Vitamin C (60 mg). A 30-day supply costs \$24.99 plus shipping and handling.

15. To induce consumers to purchase Liposan Fat Blocker, defendants SHN and Sunny Sia have disseminated or have caused to be disseminated advertisements for the product, including but not necessarily limited to the attached Exhibit J. These advertisements contain the following statements and depictions, among others:

Website, www.shntech.com/liposan.html (Exhibit J)

Liposan Fat Blocker HEALTH BENEFITS OF CHITOSAN

- Absorbs and Binds Dietary Fat
- Helps you lose weight
-

WHAT IS SHN'S Fat Blocker? ...

Now you can have your cake and eat it too, by taking advantage of the unique Fat Entrapment properties of Chitosan and Chitosan-based Sunny Health Nutrition's Fat Blocker.

This revolutionary formulation of natural ingredients has the ability to chemically bind with the fat lipids in the stomach before they can be absorbed into the bloodstream through the digestive system. The key ingredient in Fat Blocker is Chitosan . . . Chitosan, as with other fibers, is indigestible and non-absorbable so the Chitosan-bound fat leaves the intestinal tract, having never entered the bloodstream. . . . Studies have shown that Chitosan can bind up to 12 times its own weight in

fat, resulting in the removal of significant amounts of fat in the diet. . . .

When taken prior to a meal, Chitosan and Chitosan-based Fat Remover helps in reducing the amount of dietary fat consumed each day, which may lead to weight loss These benefits are available to everyone, regardless of your eating habits, exercise regimen, or other lifestyle factors. . . .

"Studies in Scandinavia have shown that individuals taking chitosan lost an average of 8% of their body weight in a 4 week period." ARS Medicina, Helsinki, Finland. October, 1994.

OSTEO-VITE

16. Osteo-Vite is a dietary supplement labeled as containing Ipriflavone (7-

isopropoxy isoflavone) (600 mg), Calcium (1000 mg), Vitamin D (40 IU), and other

ingredients. A one-month supply costs \$28.99 plus shipping and handling.

17. To induce older consumers to purchase Osteo-Vite, defendants SHN and

Sunny Sia have disseminated or have caused to be disseminated advertisements for Osteo-

Vite, including but not necessarily limited to the attached Exhibit K. These advertisements

contain the following statements and depictions, among others, on the SHN web page

regarding products for "menopausal women":

Website, www.shntech.com/osteovite.html (Exhibit K)

Fight against Osteoporosis (Weak & Brittle Bones)

The weakening of bones due to lost bone mineral density (osteoporosis), is a very serious health hazard for more than 30

Page 13 of 20

million Americans. One out of every two women and one in eight men over 30 years of age are at risk of having an osteoporosis-related fracture in their lifetime.

• • • •

In fact, the National Osteoporosis Foundation has recently determined that osteoporosis is the third most prevalent uncured disease in the U.S. . . . responsible for over 1.5 million fractures every year and expenses of nearly \$14 billion per year (That's \$38 million per day). . . .

. . . .

IPRIFLAVONE

For years, people have taken Calcium to help protect bone health. However, Calcium only helps to slow the deterioration process. It cannot rebuild bones that have already experienced deterioration.

But OSTEO-VITE can!

An amazing scientific breakthrough in Europe has made the bone-protecting nutraceutical Ipriflavone available. Ipriflavone is much more effective than calcium alone. . . . Ipriflavone is the only known dietary compound to display the ability to actually increase bone mineral density in clinical studies.

OSTEO-VITE is the only nutritional supplement available, which inhibits bone resorption and osteoclastic (bonedestroying) activity, while stimulating osteoblastic (boneforming) activity, which fosters bone generation and growth. Clinical studies have demonstrated Ipriflavone's ability to increase bone mineral density by up to a remarkable 9% in as little as 18 months. . . . [Ipriflavone's] safety has been demonstrated in numerous scientific studies which showed absolutely no adverse side effects or toxicity. This makes it much safer than a number of hormonal remedies available, which have been clinically linked, to cancer and other adverse effects.

SECTIONS 5 AND 12 OF THE FTC ACT

18. 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, HeightMax[™] Concentrate, HeightMax[™] Plus, Liposan Ultra Chitosan Fat Blocker, and Osteo-Vite are "foods" and/or "drugs" as defined in Section 15(b) and (c) of the FTC Act, 15 U.S.C. §§ 55(b) and (c). As set forth below, defendants SHN and Sunny Sia have engaged and are continuing to engage in such unlawful practices in connection with the advertising, marketing, and sale of HeightMax[™] Concentrate, HeightMax[™] Plus, Liposan Ultra Chitosan Fat Blocker, and Osteo-Vite.

<u>COUNT I</u>

(HeightMaxTM Claims)

19. Through the means described in Paragraphs 10-13, including through the statements, representations, and endorsements contained in the advertisements attached as Exhibits A-H and the practices described in Exhibit I, defendants SHN and Sunny Sia have represented, expressly or by implication, that:

- a. HeightMax[™] increases height in users ages 12-25 over what they would achieve without the product.
- b. HeightMax[™] causes users ages 12-25 to grow an additional 2 to 3 inches in 6 months.
- c. Clinical tests prove that:
 - i. HeightMax[™] increases the height of teenagers and young adults ages 12-25; and
 - ii. As compared to persons ages 12-25 who do not use HeightMax[™], regular use of HeightMax[™] for 6 months causes a 10% to 25% gain in height, and use for more than a year causes a 20% to 35% gain in height.
- d. HeightMax[™] increases lean body mass and reduces body fat in users ages 12-25.
- e. William Thomson, an expert with a Ph.D. in Biochemistry, created HeightMax[™] after years of research and clinical trials.
- 20. The representations set forth in Paragraph 19 are false or were not

substantiated at the time the representations were made. Among other things, defendants do not possess and did not conduct any tests of HeightMax[™] or any substantially similar product that show that use of the product increases final adult height over what would be achieved without use of the product. Additionally, William Thomson is fictitious. Therefore, the making of the representations set forth in Paragraph 19, 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 Federal Trade Commission Act, 15 U.S.C. §§ 45(a) and 52.

COUNT II

(Liposan Ultra Chitosan Fat Blocker Claims)

21. Through the means described in Paragraph 15 above, including through the statements contained in the advertisements attached as Exhibit J, defendants SHN and Sunny Sia have represented, expressly or by implication, that:

- a. Liposan Ultra Chitosan Fat Blocker enables users to lose weight without reducing caloric intake or increasing physical activity;
- b. Liposan Ultra Chitosan Fat Blocker causes weight loss by binding with fat lipids before they can be absorbed into the bloodstream; and
- c. Studies prove that individuals taking chitosan lost an average of 8% of their body weight in a 4-week period.
- 22. The representations set forth in Paragraph 21 are false or were not

substantiated at the time the representations were made. Among other things, reliable scientific evidence does not prove that individuals taking chitosan lost an average of 8% body weight in a 4-week period. Therefore, the making of the representations set forth in Paragraph 21, 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 Federal Trade Commission Act, 15 U.S.C. §§ 45(a) and 52.

COUNT III

(Osteo-Vite Claims)

23. Through the means described in Paragraph 17 above, including through the statements contained in the advertisements attached as Exhibit K, defendants SHN and Sia have represented, expressly or by implication, that:

- a. Clinical studies prove that the ipriflavone in Osteo-Vite can increase bone mineral density in older consumers by up to 9% in 18 months; and
- b. Studies prove that the ipriflavone in Osteo-Vite is completely safe with absolutely no adverse side effects or toxicity.
- 24. The representations set forth in Paragraph 23 are false. Among other things,

clinical studies do not prove that Osteo-Vite can increase bone mineral density in older consumers by up to 9% in 18 months; and, one study showed that treatment with an ipriflavone product reduced levels of an important component of white blood cells in some women. Therefore, the making of the representations set forth in Paragraph 23, 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 Federal Trade Commission Act, 15 U.S.C. §§ 45(a) and 52.

INJURY

25. 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, defendants have been unjustly enriched as a result of their unlawful practices. Absent injunctive relief by this Court, defendants are likely to continue to injure consumers, reap unjust enrichment, and harm the public interest.

THIS COURT'S POWER TO GRANT RELIEF

26. 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 Federal Trade Commission, pursuant to Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), and the Court's own equitable powers, requests that the Court:

(1) Award 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; (2) Enter a permanent injunction to prevent future violations of the FTC Act by defendants;

(3) Award such relief as the Court finds necessary to redress injury to consumers resulting from defendants' violations of the FTC Act, including but not limited to, rescission or reformation of contracts, restitution, the refund of monies paid, and the disgorgement of ill-gotten monies; and

(4) Award plaintiff the costs of bringing this action, as well as other and additional relief as the Court may determine to be just and proper.

Dated: November 21, 2006

Respectfully submitted,

WILLIAM BLUMENTHAL General Counsel

/s Mary L. Johnson JANET M. EVANS D.C. Bar No. 358467 MARY L. JOHNSON D.C. Bar. No. 455345 TRIAL COUNSEL FEDERAL TRADE COMMISSION 600 Pennsylvania Avenue, N.W. Room NJ-3212 Washington, D.C. 20580 Tel.: (202) 326-2125 (Evans) (202) 326-3115 (Johnson) Fax: (202) 326-3259 Email: jevans@ftc.gov (Evans) mjohnson1@ftc.gov (Johnson) Attorneys for Plaintiff

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FEDERAL TRADE COMMISSION

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3		In the Matter of:)
4		Sunny Health Nutrition) Matter No. 0623007
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11	•	The following transcript was produced from a
12		CD-ROM provided to For The Record, Inc. on January 27,
13		2006.
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For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555

PROCEEDINGS

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COMMERCIAL -- HM-60-2

FEMALE ANNOUNCER: If you are between the ages of 12 and 25 and are concerned about your height, you have found the answer to your prayers. If you are the parent of someone between the ages of 12 and 25, we congratulate you on taking your child's height concerns seriously and we assure you that you have discovered a safe, effective, all-natural product.

HeightMax is a scientifically proven, revolutionary height-enhancing supplement that has all the balanced time-released vitamins and nutrients needed for growing teenagers and young adults.

Thousands have already began reaching their fullest height potential. Call today. 1-877-GROWTALL.

Jeffrey Chan of San Francisco, California, had
this to say.

JEFFREY CHAN: A friend of mine saw an ad about HeightMax and excitedly told me about it. But still reluctant, I said to myself, well, heck, what is there to lose? It has a 30-day money back guarantee, so why not? Six months after, I'm three inches taller. All I can say is that I am glad I made the right decision. FEMALE ANNOUNCER: Try HeightMax risk-free for

For The Record, Inc.

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001	VH	Estoy preocupado por la estatura de mi hijo	ľmv
		Jessie. Es pequeño para tener quince años.	Jessi
002	VM	Y ya has probado Height Max?	And
003	VH	¿Height Max? ¿Qué es eso?	Heig
004	VM	Mira, Height Max es un suplemento que	Lool
		realza la estatura en personas de doce a	enha
		veinticinco años y maximiza su potencial	the a
		de crecimiento. Es una combinación de	max
		vitaminas, minerales, hierbas, de	com
		aminoácidos patentada para aquello de	and
		incrementar el crecimiento y no necesitas	grov
		prescripción. Mi hija Jennifer lo toma y ha	My
		crecido más rápido. Está más alta con	grov
		Height Max.	
005	VH	¿Y cómo ordeno Height Max?	And
006	VM	Pues llámalos al uno triple ocho, MAS	We
		ALTO. De hecho, en este momento hay una	AL
		promoción de treinta días sin riesgo. El	risk
		uno, triple ocho, MAS ALTO.	AL
007	VH	Pues voy a llamar ahora mismo. Uno, triple	ľm
		ocho, MAS ALTO.	MA
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009	VP	Ordénelo hoy y sea mucho más alto con	Hei
		Height Max. Height Max es un subsidiario	Sur
		de Sunny Health Nutrition Technology. //FIN DEL ANUNCIO //	//E
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I'm worried about the height of my son Jessie. He's small for a fifteen year-old. And have you tried Height Max? Height Max? What's that? Look, Height Max is a supplement that enhances the height of individuals between the ages of twelve and twenty-five, and maximizes their growth potential. It's a combination of vitamins, minerals, herbs, and patented amino acids that increase growth, and you don't need a prescription. My daughter Jennifer takes it and she's grown faster. She's taller with Height Max.

And how do I order Height Max? Well, call us at one, triple-cight, MAS ALTO. We now have a special thirty-day risk-free offer. One, triple-eight, MAS ALTO. I'm going to call right now. One, triple-eight, MAS ALTO. Or buy it online at heightmax.com. Yes, heightmax.com Order it today and be much taller with Height Max. Height Max is a subsidiary of Sunny Health Nutrition Technology. //END OF RECORDING//

Radio Ad HM0623007 **Exhibit** C

BUYERS EDGE



datelline

San Diego 619-308-3000 Los Angelos 213-316-1600 Chicago B12-542-1411 New York 646-507-5577 elphia Phila 215-825-1099 303-571-1111

RedHotDateline.com



7171

Visit Buyer's Edge at www.maximonline.com

Exhibit E-1



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http://www.heightmax.com/growthformula.htm



HeightMax[™]-Formulation For Maximum Human Growth



o HeightMax

The market is full of products and services that claim to promote human growth. Some of these methods include receiving hormone injections. Some are herbal supplements with outrageous promises and no money-back guarantee. The hormone injections can cost as much as \$16,000 per treatment. The herbal supplements are poorly researched and have limited, if any impact at all.

Français Español

Unlike many of these companies, we knew that only after extensive research we would be able to invent and market a product that is safe and effective, and takes into account all aspects of human growth. Our combination of vitamins, minerals and amino acids is our safe, cost effective and proven product on the market for assisting you in reaching your maximum height potential.

Our researchers spent years analyzing human growth, and safe, effective ways of maximizing it. Our researchers examined diet, exercise, posture, genetics, and dietary supplements including vitamins, minerals and amino acids. This overall approach to research resulted in HeightMax[™].

HeightMax [™]--Proprietary Formula To Achieve Maximum Human Growth

No other vitamin, mineral and amino acid supplement on the market has our trademark patent-pending formula. HeightMax™ is a specially formulated supplement that focuses on people between the ages of 12 and 25 who want to increase their height by reaching their maximum height potential.

It took more than five years for our scientists to research, study, develop and test the efficacy of our proprietary formula-a combination of the most potent and effective vitamins, minerals, amino acids and herbal medicines available. Our researchers utilized the utmost care and met our exacting standards to ensure our product is safe, effective and affordable.

Thousands of adolescents and young adults have already began reaching their fullest height potential by using our product twice per day. They are happier, healthier, and have greater self-confidence thanks to HeightMax[™].

For a 30-day trial--click here

maximize your height | how heightmax works | what to expect | formula for growth 6 reasons to try it | order now | testimonials | fag | company philosophy

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http://www.heightmax.com/expectation.htm



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RISK-EREE TRIAD

0-day Money Back

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As featured in Newsweek

Français Español



WHAT TO EXPECT

In our clinical studies, we have found that regular intake of HeightMax[™] in a six month period has resulted in a 10% to 25% gain in height versus subjects who did not take HeightMax[™]. These controlled trials used subjects that are of the same gender, race, lifestyle (e.g. diet, exercise, amount of sleep) and socio-economic background. The height advantage for subjects who took HeightMax[™] for more than a year was even more astounding with growth at a rate of 20% to 35% greater than those who did not take HeightMax[™].

Our clinical studies showed that there were no indications of any major side effects of people using HeightMax[™]. Some subjects reported changes in eating or sleeping habits after their first week of taking our product. Subjects that reported changes in their eating and/or sleeping habits indicated that they were minor and lasted a short period of time until their bodies became adjusted to their taking these all-natural supplements.

DOSAGE INFO

HeightMax[™] comes in two bottles. HeightMax[™] Concentrate is a multi-vitamin and herbal supplement taken once a day. HeightMax[™] Plus is an amino acid and mineral supplement which is taken twice daily. HeightMax[™] Plus is to be taken at night after dinner (two tablets) and in the morning after breakfast (one tablet) together with HeightMax[™] Concentrate.

For a 30-day trial--click here

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To HeightMax....

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REASON <u>#5) HeightMax™ INCREASES LEAN BODY MASS WHILE REDUCING</u> BODY FAT.

HeightMax[™] increases lean body mass while reducing body fat by inducing faster, more efficient metabolism. By stimulating the production of growth hormones, HeightMax[™] indirectly speeds up the metabolic process, resulting in the burning of greater calories and maximizing synthesis of protein and carbohydrates.

Height growth is inversely proportionate to body fat mass. Taller people tend to have less body fat than shorter people do. This phenomenon is even more prevalent in individuals between the ages of 12 and 25.

REASON <u>#6) ALL-IN-ONE, COMPLETE HEALTH SUPPLEMENT-NO NEED TO</u> TAKE OTHER SUPPLEMENTS

HeightMax[™] replaces all your other vitamins and health supplement needs. Because it is formulated only for a growing young adult's needs, HeightMax[™] gives you all the necessary nutrients to remain in tip-top shape.

No need to take any other pills. No need to buy other supplements. All you need is HeightMax[™]!

REASON #7) RISK FREE-MONEY BACK GUARANTEE

If you are not convinced, then why not try it for yourself RISK FREE. If after four weeks, you do not feel any effects or are not completely satisfied with HeightMax[™], we shall refund the product costs—no questions asked.

Unlike other companies with hollow promises and no guarantees, we stand behind our product and are so confident we offer this risk free, money back • To HeightMax.....



eightmax



OUR COMPANY'S PHILOSOPHY

"YOUR LIFETIME PARTNER in HEALTH AND WELLNESS MANAGEMENT"

- QUALITY
- RESEARCH
- SERVICE

At Sunny Health Nutrition Technology & Products, Inc, we believe that quality is of the utmost importance. We strive to use the highest-grade raw materials and manufacture it to the most potent formulation possible.



ie To HeightMax....

rançais Español



Heightmax[™] formulation is free from sugar, salt, starch, wheat, soy, corn, yeast, and dairy products. It does not contain any preservatives, artificial flavorings or colors.

Our research center and laboratories provide the cutting edge nutritional technology behind Heightmax[™]. Rigorous tests and trials are undertaken to produce the most potent, safest formulation in health supplements. Heightmax[™] formulation is designed with the latest scientific knowledge and research that is focused on the pre- and post-puberty growth stage of individuals.

Finally, we strive to provide the best customer service in the neutraceutical health supplement industry. It is our commitment to be aware of our customer's needs and expectations and do our best to help them realize it.

End result? We are confident of becoming your lifetime partner in health and wellness management.

Should you have any questions, e-mail us at service@heightmax.com and we shall be glad to assist you.

COMPANY INFORMATION-

SUNNY HEALTH NUTRITION TECHNOLOGY & PRODUCTS, INC. 8519 Artillery Road Suite# 1010 Manassas, Virginia, 20110 Fax no. 1-509-278-5005 service@shntech.com www.shntech.com e To HeightMax.....

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eightmax

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TESTIMONIALS

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Payment Services

My name is William Thomson, Ph.D., Research Scientist and part owner of HeightMax[™]. HeightMax[™] is a revolutionary height enhancing formula that combines many years of research as well as traditional oriental herb supplements. Allow me to share with you the story of how HeightMax[™] came into being.

Because I came from a short and stocky family—my mom was 5 feet (152.4 cm.) and my dad was 5 feet 5 inches (165 cm.), I came to realize back then that I have no other choice but to accept my predisposition—that I am going to be a short, stocky person.

At the age of 12, I was one of the shortest students in school. By the time, I got into high school, I couldn't get dates, much less have fun with girls. I

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Français Español

used to go home and play with my Atari.... It was pathetic to say the least.

So that was how I was. It was with those reasons in mind that I set the goal of finding that elusive "miracle" potion to help short people like mebe taller. After getting my Ph.D. in Biochemistry, I decided to put my attention to the discovery of a "miracle" potion.

After years of research and clinical trials, HeightMax[™] was born. In 2001 we launched HeightMax[™] and it quickly gained recognition in our local area. Since then, thousands of young adults are thanking us—HeightMax[™] creators—for giving them a chance—a really solid chance of being taller!

The thing is, I myself, could not take it as I am past 30....okay, I'm 47. But just the same, I look forward to knowing that so many others can benefit from this truly life-altering product. It will change lives! Try HeightMax[™] and it could change your life too!

William Thomson, Ph.D. Washington, D.C.

"HeightMax™ is great! Took it for 3 months to date, and gained almost an inch and a half....it is just amazing!"

Gregory D 17 years old Virginia Beach

Exhibit F-7

> To'HeightMax.....

"Couldn't say how HeightMax[™] does it, but my children seem to be growing faster than before taking HeightMax[™]. So I will encourage my kids to take them till they are satisfied with their height...which for them seems to be 6 foot 5!"

> Helen M. Mother of 3 teenage kids 15, 17, 20 years old Staunton, VA

"Wow, can't say enough good things about HeightMax™, except, it works!"

Mark H. 23 years old Charlotte, NC

"My friends were asking me how I was able to grow taller since I almost stopped growing since I was 18, but since taking HeightMax™, I was able to gain 2 more inches in 6 months time. They were really surprised at my "second" growth spurt." e To HeightMax.....

Page 4 of 11

Nancy T. 20 years old Philadelphia, PA

"I could not believe the claims of HeightMax[™] until I tried it myself. I thought that at my age, I could not grow taller anymore. However, surprise of all surprises, I grew by one inch more and lost almost 5 pounds."

Karen S. 24 years old Richmond, VA

""It's unbelievable, I have grown almost 3 inches this year. Thanks to HeightMax ™."

Pablo M. 21 years old Miami Beach, FL

"HeightMax[™] really helped me with my height problems. Although I am not as tall as I would like to be...I was 5 foot flat, but now am 5 foot 2 inches and this without doing much, just taking the pills regularly morning and evening. I would definitely recommend this to my other relatives and friends. My brothers and sisters also were happy with the results that

Page 9 of 11

I am writing you in order to confirm that bank wire transfer for six (6) HeightMax sets is complete. Please email us for acknowledgement. Also, I would like to say that my friends who are now taking HeightMax, have grown about 2 inches in a months time. My brother and I are really excited to try this out for ourselves.

: To HeightMax.....

Elva K. & Sunil K. Bombay, India

Hello Dear Height Max company, I am taking your Height Max supplement and i felt some allergy, then i started to take only half of the Height Max concentrate capsule and all 3 capsules of the Height max plus and the allergy is gone! I am satisfied-seeems like i am growing.I already have grown 0.7cm !!!Thank you very much!!!

> Vaidotas 14 years old Pabrade, Lithuania

Hi, I would like to thank you guys for having such product. Just wanted to let you know of the progress I am having. Grew 2 inches in a span of 2 months. Exactly an inch a month. I have stopped growing since 14 or 15 years old, but now have re-gained this growth and am so amazed by it. Will take this forever or until I ran out of money!

> Jose Vega 23 years old Miami, Florida
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HeightMax[™]- Formulación para el Máximo Crecimiento Humano

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Hoy en día hay montones de productos en el Mercado que prometen el crecimiento humano. Algunos de estos métodos implican la aplicación de inyecciones de hormonas de crecimiento humano (HgH) en el cuerpo, para simular las hormonas de crecimiento del cuerpo. Algunos poseen pildoras que utilizan únicamente medicinas herbarias. Inyecciones intravenosas de hormonas de crecimiento cuestan entre US\$ 2.000 por sesión, hasta US\$ 16.000 por tratamiento. Algunos incluso tienen instrumentos que supuestamente promueven el crecimiento balanceando sus diferentes hormonas. Para aquellos que implican el uso de medicinas herbarias únicamente, aunque son menos caras, argumentan el incremento de la estatura, aunque no es lento, tampoco es enteramente satisfactorio. La mayoría de esos suplementos herbarios tampoco contribuyen demasiado a la salud ni al bienestar de un individuo.

Durante 5 años, investigadores de nuestros laboratorios estuvieron buscando alternativas de promoción del crecimiento humano, utilizando los materiales y métodos más seguros y efectivos. Aparte de buscar diferentes tipos de dietas, regímenes de ejercicios y posturas, nuestros científicos estuvieron prestando mucha atención a los suplementos. Estuvieron observando cómo diferentes vitaminas, minerales y aminoácidos reaccionan en respuesta al impulso de crecimiento de las personas. Examinan cómo la cantidad óptima de vitaminas/minerales como así también el balanceo químico entre diferentes medicinas herbarias promocionan el crecimiento para este grupo de edad.

HeightMax ™-- Propietario de la Fórmula para Lograr el Máximo Crecimiento Humano.

Ningún otro suplemento de vitaminas/minerals/aminoácidos en el mercado hoy en día tiene la misma formulación de la que tiene HeightMax™. HeightMax™ tiene los suplementos especialmente formulados para los jóvenes entre 12 y 25 años de edad, que desean incrementar su estatura.

Les llevó más de cinco años a nuestros científicos investigar, estudiar, desarrollar y testear la eficacia de nuestra fórmula propietaria - una combinación de las vitaminas, minerales, aminoácidos y medicinas herbarias más potentes y efectivas en el mercado actual. En nuestros laboratorios, tomamos el extremo cuidado en proveerle a usted con productos que colmarán sus expectativas y estándares de calidad.

Y ahora, desde que fue presentado el año pasado, cientos de personas se han beneficiado inmensamente al ser más altos, teniendo más confianza en sí mismos y una visión del mundo que únicamente hubieran soñado antes de HeightMax[™].

Para una prueba por 30-días -- click aquí

lleve al maximo su estatura ; como trabaja heightmax ; qué esperar ; fórmula para el crecimiento 6 razones para probarlo ; ordene ahora ; testimoniales ; preguntas frecuentes ; filosofia de la compañía

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Exhibit F-11

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As featured in Newsweek

English Francais



QUÉ ESPERAR

En nuestros estudios clínicos, hemos encontrado que una dosis regular de HeightMax[™] en 6 meses, resultó en una ganancia en estatura de entre un 10 y un 25%, frente a individuos que no tomaron HeightMax[™]. Estos estudios controlados, utilizan individuos del mismo género, raza, estilo de vida (ej. dietas, ejercicios, cantidad de horas de sueño) y entorno socioeconómico. La ventaja de estatura fue más pronunciada para los individuos que tomaron HeightMax[™] durante más de un año. Estos individuos fueron entre un 20 y un 35% más altos que aquellos que no lo hicieron.

Nuestros estudios mostraron que las mujeres tienden a crecer más en porcentaje frente a los hombres (12% más que los varones) cuando doman HeightMax[™] entre los 20 y 25 años. Suponemos que esto se debe a que las mujeres tienden a detener su crecimiento a esa edad, por lo que crecerán más con la fórmula de mejora de crecimiento de HeightMax[™].

No existieron indicadores de algún efecto colateral de importancia, durante los cinco años de ensayos clínicos de individuos que tomaron HeightMax[™]. Algunos reportaron cambios en sus hábitos de alimentación y sueño tras la primera semana de tratamiento, para normalizarse más tarde. Los individuos que reportaron esto, habían tomado muy poco, y en algunos casos nada, de suplementos en su vida, y es por ello que los efectos fueron normales, ya que el cuerpo se adapta a la toma de vitaminas/minerales.

POSOLOGÍA

HeightMax[™] viene en dos botellas. El HeightMax[™] Concentrado es un suplemento herbario/vitamina que debe tomarse una vez al día por las noches. HeightMax[™] Plus es el suplemento aminoácido/mineral. Se toman tres tabletas diarias - dos a la mañana y una por la noche - al mismo tiempo que HeightMax[™] Plus.

Para una prueba por 30-días-- click aquí

<u>lleve al máximo su estatura | cómo trabaja heightmax | gué esperar | fórmula para el crecimiento</u> <u>6 razones para probarlo | ordene ahora | testimoniales | preguntas frecuentes | filosofía de la</u> <u>compañía</u>

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Exhibit F-12

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pendinte de patentamiento. Es el balance y la dosificación regular de vitaminas y minerales los que promueven el mejoramiento en el crecimiento humano durante los años de la pubertad. Durante cinco años, nuestros científicos experimentaron con cientos de diferentes combinaciones y formulaciones. Con cada experimento en nuestros laboratorios, fuimos capaces de aprender más acerca del crecimiento humano que cualquier otro laboratorio de investigación.

Nuestra misión fue buscar el incremento y mejora de la estatura de la persona. Observamos todas las variables, y aislamos los componentes de cada una. Un ejemplo podría ser el crecimiento del hueso, siendo en la pubertad el más importante de todos ellos. Es en esta etapa, donde ciertos nutrientes necesarios para el crecimiento están ausentes. Esta ausencia, provoca una disminución del crecimiento, o en algunos casos, directamente lo impide. Un montón de factores contribuyen a ello - falta de sueño, dieta consistente mayormente en carne o sólo verduras.

Esto es lo que nuestros científicos lograron con la fórmula más óptima para el máximo incremento de la estatura humana.

RAZÓN #_4) HEIGHMAX™ INCREMENTA LA MASA MUSCULAR, AL MISMO TIEMPO QUE REDUCE LA OBESIDAD.

HeightMax[™] incrementa la masa muscular al mismo tiempo que reduce la obesidad induciendo a un metabolismo más rápido y eficiente. Estimulando la producción de hormonas de crecimiento, HeightMax[™] indirectamente acelera el proceso metabólico quemando calorías y maximizando la síntesis proteínica/carbohidratos en nuestro cuerpo.

El crecimiento en estatura, es también inversamente proporcional a la acumulación de gordura. Si observa a la gente más alta, puede ver que su

estatura, es inversamente proporcional a la cantidad de gordura que poseen los altos, generalmente tienen menos gordura que los de menos estatura.

Esto tiende a acentuarse más entre los 12 y 25 años de edad. Esta es la etapa en donde uno tiene metabolismos más largos, y si no se recibe los nutrientes correctamente balanceados y una rutina regular de ejercicios, formado. De esa manera, vemos que gente que está con sobrepeso en esta etapa, tiende a serlo más a mayor edad, y que gente que permanece delgado y alto tiende ; permanecer igual aún con el paso de los años.

HeightMax[™] entonces lo ayuda a mantener un estado saludable tanto físic como sicológicamente.

RAZÓN # <u>5) TODO EN UNO, COMPLETO SUPLEMENTO SALUDABLE - N</u> NECESITA TOMAR OTROS SUPLEMENTOS

HeightMax[™] reemplaza todos sus otros suplementos necesaric vitamínicos/de salud. Porque está formulado sólo para las necesidades c crecimiento de los jóvenes adultos, HeightMax[™] le provee de todos le nutrientes necesarios para mantener un estado ideal.

No necesita preocuparse acerca de tomar otras píldoras. No necesita compr nada más. Todo lo que necesita es HeightMax™!

RAZÓN #6)LIBRE DE RIESGOS - GARANTÍA DE DEVOLUCIÓN DE SU DINERO

Si aún no está convencido, entonces por qué no intentarlo usted misr LIBRE DE RIESGOS. Si tras cuatro semanas, no siente ningún efecto, o está completamente satisfecho con HeightMax[™], le devolveremos los cost del producto - sin preguntas.

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LA FILOSOFÍA DE NUESTRA COMPAÑÍA

"SU COMPAÑERO DE POR VIDA en MANAGEMENT DE SALUD Y BIENESTAR"M

- CALIDAD
- INVESTIGACIÓN
- SERVICIO

En Heightmax™, creemos que la calidad es de extrema importancia. Nos esforzamos en utilizar los materiales naturales de más alta calidad, y producirlos con la formulación más potente siempre. La formulación de To HeightMax

Heightmax[™] es libre de azúcar, sal, almidón, trigo, soja, maíz, levadura, y productos lácteos. No contiene ninguna clase de conservantes, condimentos artificiales ni colorantes.

Nuestro centro de investigación y laboratorios proveen la máxima tecnología nutricional detrás de Heightmax[™]. Rigurosos tests y ensayos son llevados a cabo para producir las formulaciones en suplementos de salud más potentes y seguros. La formulación de Heightmax[™] es diseñada con los últimos conocimientos científicos y las investigaciones se centran en las etapas de crecimiento de los individuos de la pre y post pubertad.

Finalmente, nos esforzamos en proveer el mejor servicio al cliente en la industria de suplementos de salud. Éste es nuestro compromiso para permanecer conscientes de las necesidades y expectativas de nuestros clientes, y dar lo mejor de nosotros para satisfacerlas.

Resultado final? Confiamos en convertirnos en su compañero de por vida, en el management de la salud y el bienestar.

Si desea hacernos una consulta, envíenos un e-mail a service@heightmax.com y estaremos complacidos en asistirlo.

Para una prueba por 30-días -- click aquí

lleve al máximo su estatura | cómo trabaja heightmax | gué esperar | fórmula para el crecimiento 6 razones para probarlo | ordene ahora | testimoniales | preguntas frecuentes | filosofía de la compañía Icome To HeightMax.....







TESTIMONIALES





As featured in Newsweek

English Français

Mi nombre es William Thomson, Ph.D., Científico Investigador, y p propietaria de HeightMax[™]. HeightMax[™] es una fórmula revolucior que facilita el incremento de la estatura combinando varios año: investigación, como así también suplementos herbarios orient tradicionales. Y de esta manera puedo compartir la historia con us acerca de cómo HeightMax[™] vino para quedarse.

Puesto que provengo de una familia de petisos y regordetes - mi m tenía 5 pies (1,524 mts) y mi papa 5 pies 5 pulgadas (1.650 mts), lo me llevó a darme cuenta que no tenía otra opción que acepta predisposición - que iba a ser petiso, regordete.

A los 12 años, era uno de los estudiantes más bajos de la escuela. En momento ingresaba a la secundaria, no lograba conseguir citas, mi menos divertirme con chicas. Solía ir a casa y jugar con mi Atari... patético, para decirlo de mala manera.

Así que aquello era lo que yo era. Fue por aquellas razones que propuse el objetivo de encontrar esa exclusiva droga "milagrosa" ayudar a los petisos como yo - a ser más altos. Desde que logré mi f in Bioquímica, decidí poner mi atención a descubrir una d "milagrosa".

Y entonces tras años y años de investigación y pruebas clínicas, n HeightMax[™]. En el año 2001 presentamos HeightMax[™] y rápidam ganó reconocimiento en nuestra zona. Desde entonces, cientos jóvenes adultos nos están agradecidos - a los creadores de HeightMa por darles la chance - una chance realmente sólida de volverse más al

La cosa es, yo mismo, no podría tomarla ya que pasé los 30... está l tengo 47. Pero es lo mismo, espero con ansias tener a todos mis amig familiares con hijos que sé que tienen entre 12 y 25 años, y alentarl tomar HeightMax™. Podría cambiar sus vidas!

Pruebe HeightMax™ y podría cambiar su vida también!

Exhibit F-17

come To HeightMax..... Page 2 of 3

William Thomson, Ph. D.

Washington, D. C.

"HeightMax™ es grandioso! Lo tomé durante 3 meses, y gané casi u pulgada y media... impresionante!"

Gregorio D.

17 años de edad,

La Playa de Virginia, VA

"No podría explicar cómo lo hace HeightMax™, pero mis niños parec crecer más rápidos que antes, tomando HeightMax™. Así que alentar mis niños a continuar tomándolo hasta que estén satisfechos con si estaturas, que es 6 pies 5 pulgadas!"

Helen M.

Madre de 3 niños adolescente

15, 17, y 20 años de edad

Staunton, VA

""Guau, no puedo decir tantas cosas buenas acerca de HeightMax" excepto que funciona!"

Marque H.

23 años de edad

Carlota, NC

"Mis amigos me preguntaban cómo fui capaz de crecer tanto en altura que había dejado de crecer a los 18, pero desde que tomo HeightMax logré ganar 2 pulgadas más en 6 meses. Ellos se impresionaron muc con mi "segundo" estirón."

Nancy T.

20 años de edad

Filadelfia, PA

"No podia creer lo que HeightMax™ afirmaba hasta que lo probé. Per

Exhibit F-18

come To HeightMax ...

..... Page 3 of 3

que a mi edad, ya no podría crecer más. De todas maneras, sorpresa todas las sorpresas, crecí una pulgada más y perdí casi 5 libras."

Karen S.

24 años de edad

Richmond, VA

"Es increíble, crecí casi 3 pulgadas este año. Gracias a HeightMax™

Pablo M.

21 años de edad

Miami Beach, FL

"HeightMax™ realmente me ayudó con mis problemas de estatura Aunque no soy lo alto que desearía ser... tenía 5 pies, pero ahora mic pies 2 pulgadas y esto sin hacer demasiado, sólo tomando las píldor regularmente por las mañanas y las noches. Definitivamente voy a recomendárselas a mis familiares y amigos. Mis hermanos y herman también estuvieron felices con los resultados que HeightMax™ tuvo ellos. Realmente funciona!""

Donna R.

18 años de edad

New York City, NY

Para una prueba por 30-días -- click a

lleve al máximo su estatura (cómo trabaja heightmax) gué esperar (fórmula para el crecimient 6 razones para probarlo) ordene ahora (testimoniales) preguntas frecuentes) filosofía de la comp

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Exhibit G

(Translation of Spanish language website pages from www.heightmax.com)

HeightMax[™] - Formula for Maximum Human Growth

Nowadays there are loads of products on the Market that promise human growth. Some of these methods use the application of human growth hormone injections (HgH) into the body to simulate the body's growth hormones. Some are pills that exclusively use herbal medicines. Intravenous injections of growth hormones cost between US\$2,000 and US\$16,000 per session or treatment. Some even have instruments that supposedly promote growth by balancing your different hormones. Those that exclusively use herbal medicines, although they are not as expensive, argue the increase in height, which although it is not slow is not entirely satisfactory. Most of those herbal supplements do not contribute much to the health or wellbeing of an individual.

For five years, researchers in our laboratory were seeking alternatives to promote human growth, using the safest and most effective methods and materials. Aside from looking at different types of diets, exercise regimens and positions, our scientists were paying close attention to supplements. They were observing how different vitamins, minerals and amino acids react in response to the growth spurt in humans. They examine the optimum amount of vitamins and minerals as well as how the chemical balance among different herbal medicines promote growth for this age group.

HeightMax[™] -- Owner of the Formula to Achieve Maximum Human Growth

No other vitamin / mineral / amino acid supplement on the market today has the same make up as that of HeightMaxTM. HeightMaxTM has supplements especially formulated for young people between 12 and 25 years of age who wish to increase their height.

It took our scientists more than five years to research, study, develop and test the effectiveness of our proprietary formula – the most potent and effective combination of the vitamins, minerals, amino acids and herbal medicines on the market today. We take extreme care in our laboratories to provide you with products that will meet your expectations and quality standards.

And now, after it was presented last year, hundreds of people have benefited immensely by being taller, having more self-confidence, and having a view of the world that they could have only dreamed of before HeightMaxTM.

For a 30 day trial – click here

WHAT TO EXPECT

In our clinical studies, we have found that a regular dose of HeightMax[™] for 6 months resulted in a height gain of between 10% and 25%, as compared to individuals who did not take HeightMax[™]. These controlled studies use individuals of the same gender, race, lifestyle (that is, diet, exercise, number of hours of sleep per night) and socioeconomic surrounding. The height advantage was more pronounced for individuals who took HeightMax[™] for more than a year. These individuals were between 20% and 35% taller than those who did not.

Our studies showed that women tend to grow more percentage-wise than men (12% more than men) when they take HeightMaxTM between the ages of 20 and 25. We presume that this is due to the fact that women tend to delay their growth until this age, which is why they will grow more with the growth improvement formula of HeightMaxTM.

There were no indicators of any significant side effects during the five years of clinical trials on people who took HeightMaxTM. Some reported changes in their eating and sleeping habits after the first week of treatment, which later returned to normal. The individuals who reported this have taken very few, and in some cases no supplements during their lives, and it is for this reason that the effects were normal, since the body adapts to taking vitamins / minerals.

DOSAGE

HeightMaxTM comes in two bottles. Concentrated HeightMaxTM is an herbal / vitamin supplement that should be taken once a day in the evening. HeightMaxTM Plus is the amino acid / mineral supplement. You take three tablets a day – two in the morning and one in the evening – at the same time you take HeightMaxTM Plus.

For a 30 day trial – click here

6 Reasons to try HeightMaxTM

Why HeightMax[™]?

There are six reasons why you, if you are between 12 and 25 years of age, should try HeightMaxTM.

REASON #1: SAFE HEIGHT IMPROVEMENT SUPPLEMENT

HeightMaxTM is the safest height improvement supplement on the market, which focuses on the growth spurt period (children of 12 years of age to young adults of 25 years or less). Our patent pending, proprietary formula is a mix of herbs and eastern and western supplements that provide a nutritious balance of vitamins, minerals, and amino acids, helping to improve height and drive the immune system.

You do not need injections. You are not being provided with any type of Human Growth Hormone (HgH) that changes the body and might harm your health. We do not ensure that a short stature person will become a giant, nor do we promise to make a dwarf a normal person.

What we do promise is that by taking HeightMax[™] daily for the next four weeks, you will feel a noticeable difference. And taking HeightMax[™] regularly for the next six to nine months, you will gradually notice your maximum potential height fulfilled.

REASON #2: VALUE FOR THE MONEY

For less than \$1.96 a day, you get five years of research in the field of nutrition technology and height improvement. Despite taking millions of dollars in Research and Development (R&D), we at HeightMaxTM believe that the best way to win fans is to provide the best quality product at a reasonable price. In this way, any client – especially the youngest ones – can obtain it. Whereas before you had to shell out hundreds of dollars to inject growth hormone triggers, now you do not, and you have the advantage of not suffering from the side effects of growth triggers.

And it is even more worth it if after 6 months you could grow more than 1-3 inches, depending on your age, activity, routine, and diet. This is, in fact, an investment in your future.

(SHORT PEOPLE DON'T HAVE A LOT OF FUN)

We all know that short people don't have as much fun as taller people. There is a study that shows that the shortest people are relegated to a lower social scale in comparison to their taller friends.

(Click here to read the complete article.)

As you grow taller, not only will you gain more confidence and earn more money, but you will also gain the respect of your colleagues both at work as well as in the community. If this is what you aspire to, then HeightMaxTM should be part of your everyday life.

HeightMaxTM owns the formula that studied the bone structure of young adults for years, and discovered that with a regular dose of multi-vitamin supplements, a young person's growth can be improved and maximized. Our biochemical scientists also analyzed how the balance of vitamins, minerals, and amino acids interact to promote the optimal level of hormonal growth necessary for a maximum height growth. In our clinical studies, this improvement was three times better than those who did not take HeightMaxTM.

<u>REASON #3: IT IS THE MOST EFFECTIVE SUPPLEMENT FOR INCREASING</u> <u>YOUR HEIGHT</u>

The secret of the HeightMax[™] effectiveness lies in our patent pending formula. It is the balance of regular doses of vitamins and minerals which promote improvement in human growth during the puberty years. For five years, our scientists experimented with hundred of different combinations and formulas. With each experiment in our laboratories, we were able to learn more about human growth than any other research laboratory.

Our mission was to seek the increase and improvement in a person's height. We observed all variables and we isolated the components of each one. One example could be bone growth, with puberty being the most important of all of them. It is during this time period when certain nutrients necessary for growth are missing. This absence causes a decrease in growth, or in some cases, directly impedes it. A lot of factors contribute to it – lack of sleep, a diet consisting primarily of meat or just vegetables.

This is what our scientists achieved with the most optimum formula for maximum increase in human height.

REASON #4: HEIGHTMAX™ INCREASES MUSCLE MASS WHILE REDUCING OBESITY

HeightMaxTM increases muscle mass while reducing obesity, leading to a faster and more efficient metabolism. By stimulating the production of growth hormones, HeightMaxTM indirectly accelerates the metabolic process, burning calories and maximizing protein / carbohydrate synthesis in our bodies.

An increase in height is also inversely proportionate to becoming fat. If you look at taller people, you can see that their height is inversely proportionate to the amount of fat they have – tall people generally have less fat then shorter people.

This tends to be accentuated most between the ages of 12 and 25. This is the stage when one has a longer metabolism, and if you do not receive the correctly balanced nutrients

and have a regular, formed exercise regimen. In this way, we can see that people who are overweight at this time tend to be more overweight when they are older, and those who are thin and tall tend to stay the same way with the passage of time.

HeightMax[™] then helps you to stay healthy both physically as well as psychologically.

<u>REASON #5: ALL IN ONE COMPLETE HEALTH SUPPLEMENT – YOU DO</u> NOT NEED TO TAKE OTHER SUPPLEMENTS

HeightMax[™] replaces all your other needed vitamin / health supplements. Since it is formulated only for the growth needs of young adults, HeightMax[™] gives you all the necessary nutrients to maintain an idea state.

You don't need to worry about taking other pills. You don't need to buy anything else. All you need is HeightMax[™]!

REASON #6: RISK FREE - GUARANTEE OF [remainder missing]

[Text missing]

TESTIMONIALS

My name is William Thomson, Ph.D., Research Scientist, and the party who owns HeightMax[™]. HeightMax[™] is a revolutionary formula that facilitates an increase in stature combined with several years of research, as well as traditional oriental herbal supplements. And this is how I can share the history with you about how HeightMax[™] came to stay.

Since I come from a family of short and chubby people – my mother is 5 feet (1.524 meters) tall and my father is 5 foot 5 inches (1.650 meters) tall, this made my realize that I had no option but to accept my destiny – that I was going to be short and chubby.

When I was 12 years old, I was one of the shortest students in school. When I enrolled in high school, I couldn't get dates or even have fun with the girls. I would usually go home and play with my Atari... it was pathetic, to be frank.

So that's what I was. That was why I proposed to myself the goal of finding that exclusive "miracle" drug to help short people like me become taller. Ever since I earned my Ph.D. in Biochemistry, I decided to shift my attention to discovering a "miracle" drug.

And then, after years of research and clinical trials, HeightMaxTM was born. In 2001, we presented HeightMaxTM and it quickly gained recognition in our area. Since then, hundreds of young adults are thankful – to the creators of HeightMaxTM - for getting a chance – a really solid chance of becoming taller!

The thing is that I couldn't take it since I was already more than 30 years old... fine, I'm 47. But that's okay. I anxiously hope that all of my friends and family members with children who are between 12 and 25 have them take HeightMax[™]. It could change their lives!

Try HeightMax[™] and it could change your life, too! William Thomson, Ph.D. Washington, DC

"HeightMax[™] is the best! I took it for 3 months and I grew almost an inch and a half... amazing!"

Gregorio D. 17 years old Virginia Beach, VA

"I can't explain how HeightMax[™] does it, but my children seem to grow faster than they did before now that they're taking HeightMax[™]. So I will encourage my children to continue taking it until they are satisfied with their height, which will be 6 feet 5 inches!" Helen M.

Mother of 3 teenagers

15, 17, and 20 years of age Staunton, VA

"Wow. I can't say enough good things about HeightMaxTM, except that it works!"

Mark H. 23 years old Charlotte, NC

"My friends asked me how I was able to grow so tall, since I stopped growing at age 18, but since I started taking HeightMax[™], I managed to grow 2 inches more in 6 months. They were very impressed with my 'second' growth spurt."

Nancy T. 20 years old Philadelphia, PA

"I couldn't believe what HeightMax[™] was claiming until I tried it. I thought that at my age, I wasn't going to grow any more. In any case, what a surprise, I grew an inch more and lost almost 5 pounds."

Karen S. 24 years old Richmond, VA

"It's incredible. I grew almost 3 inches this year. Thanks to HeightMax[™]." Pablo M.

21 years old Miami Beach, FL

"HeightMax[™] really helped me with my height problems. Although I'm not as tall as I would like to be ... I was 5 feet tall, but now I'm 5 feet, 2 inches tall, and I didn't have to do much, just take the pills regularly in the morning and the evening. I am definitely going to recommend them to my family members and friends. My brothers and sisters were also happy with the HeightMax[™] results they had. It really works!"

Donna R. 18 years old New York City, NY

OUR COMPANY'S PHILOSOPHY "YOUR PARTNER FOR LIFE IN HEALTH MANAGEMENT AND WELLBEING"TM

- QUALITY
- RESEARCH
- SERVICE

At HeightMaxTM, we believe that quality is of the utmost importance. We make an effort to use the highest quality natural materials and always produce them with the most potent formula. The HeightMaxTM formula is free from sugar, salt, starch, wheat, soy, corn, yeast, and lactose. It has no preservatives, artificial flavorings or colorings.

Our research center and laboratories provide the maximum nutritional technology behind HeightMaxTM. Rigorous tests and trials are carried out to produce the most potent and safe health supplement formulas. The HeightMaxTM formula is designed with the latest scientific discoveries and research focuses on the pre- and post-puberty growth stages for individuals.

Finally, we make an effort to provide the best customer service in the health supplement industry. This is our promise to continue to be aware of our clients' needs and expectations, and make our best effort to satisfy them.

The final result? We hope to become your partner for life in health management and wellbeing.

If you would like to ask us any questions, send us an email to <u>service@heightmax.com</u> and we would be happy to help you.

For a free 30-day trial - click here

MONEY BACK

If you are still not convinced, then why not try it yourself RISK FREE. If after four weeks, you don't feel any effect or you are not completely satisfied with HeightMaxTM, we will return what you paid for the product – no questions asked.

Other companies promise to increase your height, no matter what your age is, no matter what you do or how you eat. WE CANNOT PROMISE YOU THAT YOU WILL BE TALLER THAN SHAQ. We do, however, promise that by taking HeightMax[™] consistently and regularly, you will see the results – both physically as well as psychologically.

It is with this promise that we are able to offer you this GUARANTEE. So try it RISK FREE NOW and you will never be sorry for making this decision for the rest of your life.

For a 30-day trial - click here

happier, healthier, and have greater self-confidence thanks to HeightMax™.

DOSAGE INFO

HeightMax[™] comes in two bottles. HeightMax[™] Concentrate is a multivitamin and herbal supplement taken once a day. HeightMax[™] Plus is an amino acid and mineral supplement which is taken twice daily. HeightMax[™] Plus is to be taken at night after dinner (two tablets) and in the morning after breakfast (one tablet) together with HeightMax[™] Concentrate.

Opening Form

Thank you for calling Sunny Health Nutrition, makers of Grow taller with HeightMax. This is Ron, How can I help you?"

Hello, I heard your ad on the radio and is this HeightMax?

"Yes, we do carry HeightMax. HeightMax is our height-enhancing supplement for young adults-age 12 to 25. How old are you, Sir or Madam? Is this for you or for your children?

They will then answer-"Yes, It's for me or for my children-

Then say this-"Then at your age (their age or their children's age), now is a good time for you (or your children) to start taking HeightMax."

What is Heightmax? What is it made from? How does it work?

HeightMax is basically composed of multiple vitamins, minerals, Asian herbs and amino acids. How HeightMax works is it provides the nutrients that helps stimulate the body's production of growth hormones and thereby extending the growth spurt as well as the growth plates and that is how it makes you grow taller.

It is all natural and completely safe. It does not cause any adverse side effects as long as you follow dosage instructions.

What are the dosage instructions?

Dosage instructions shall come with your package. Basically, you have to take it twice in a day--once in the morning after breakfast and once at night after dinner. We shall also provide you with tips and guidance on how to grow taller with your purchase.

Where can I get more information?

Exhibit H

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In dietary fats could have dramatic effects on the health and well-being of the population as a whole. Unfortunately, our 20th century lifestyles and eating habits make it very difficult to limit our consumption of dietary fats, despite the increasing number of warnings that are publicized each day. But no longer. Now you can have your cake and eat it too, by taking advantage of the unique Fat Entrapment properties of Chitosan and Chitosan-based Sunny Health Nutrition's Fat Blocker.

This revolutionary formulation of natural ingredients has the ability to chemically bind with the fat lipids in the stomach before they can be absorbed into the bloodstream through the digestive system. The key ingredient in Fat Blocker is Chitosan, a natural fiber derived from the shells of shellfish. Chitosan, as with other fibers, is indigestible and non-absorbable so the Chitosan-bound fat leaves the intestinal tract, having never entered the bloodstream. Most fibers have at least some fat-binding capabilities. Chitosan, however, is special. Studies have shown that Chitosan can bind up to 12 times its own weight in fat, resulting in the removal of significant amounts of fat in the diet. In fact, Chitosan has been shown to be the best fat-binding fiber available.

When taken prior to a meal, Chitosan and Chitosan-based Fat Remover helps in reducing the amount of dietary fat consumed each day, which may lead to weight loss, reduced cholesterol, and overall better health. These benefits are available to everyone, regardless of your eating habits, exercise regimen, or other lifestyle factors. This product can be used in conjunction with SHN's Fat Blocker and a good SHN's Multi-vitamin for optimum weight loss results.

"Studies in Scandinavia have shown that individuals taking chitosan lost an average of 8% of their body weight in a 4 week period." ARS Medicina, Helsinki, Finland. October, 1994.

(HOW SHN'S FAT BIOCKER WORKS)

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SIGURE 3. Adapted to mechanism word by Chinese



Oil Dropiet Wrapped in Chilman

Chitosan is a natural fiber that is unique in its ability to "trap" fat molecules and carry them out of your system before they can be absorbed into the bloodstream. It does this in two ways. The first way involves the attraction of opposite chemical charges (similar to a magnet). Positively charged Chitosan attracts the negatively charged fatty acids and bile acids, binding them to the indigestable Chitosan fiber. The undigested Chitosan fiber is naturally eliminated from your along with system the

Exhibit J-1

th Nutrition!

"trapped" fat. This explains why Chitosan reduces LDL cholesterol levels. The second entrapment mechanism can be compared to the effect of a net. The Chitosan wraps around fat droplets and prevents them from being digested by lipid enzymes. Fats "netted" by Chitosan are indigestible and are not absorbed by the body.

---Paraphrased from "Chitosan" by William J. Hennen, Ph.D---

PRODUCT USAGE)

Take 1 to 3 capsules just prior to meals or high fat snacks between meals. Medications and fat-soluble vitamins (A, D, E, K) should be taken 2 hours before or after taking this product. It is recommended that you drink 4 to 8 glasses of liquid each day.

(INGREDIENTS)

Chitosan (450mg), Vitamin C (50mg), Citrus Pectin, Apple Fiber, Oat Bran.

SAFETY

Chitosan is a natural fiber which has been shown in numerous studies to be completely safe. It does, however, come from the shells of shellfish. While research has shown that even those people with allergies to shellfish can take chitosan with no problems, if you have severe shellfish allergies you may want to consult your doctor before using the product.



The human body contains over 200 bones, all of which are at risk of losing an average of 1-3% of their bone density every year after age 30. Diseoporosis simply erodes the bone surface away.

(A healthy bone matrix)

(Normal bone has a strong lattice work structure that supports the body)





An eroding bone matrix (Osteoporosis is characterized by widening holes or spaces in the bone)

(IPRIFLAVONE)

For years, people have taken Calcium to help protect bone health. However, Calcium only helps to slow the deterioration process. It cannot rebuild bones that have already experienced deterioration. But OSTEO-VITE can!

An amazing scientific breakthrough in Europe has made the bone-protecting nutraceutical lpriflavone available. Ipriflavone is much more effective than calcium alone. (Click here to read article) lpriflavone is the only known dietary compound to display the ability to actually increase bone mineral density in clinical studies.

OSTEO-VITE is the only nutritional supplement available, which inhibits bone resorption and osteoclastic (bone-destroying) activity, while stimulating osteoblastic (bone-forming) activity, which fosters bone generation and growth. Clinical studies have demonstrated iprilavone's ability to increase bone mineral density by up to a remarkable 9% in as little as 18 months. Further, because iprilavone comes from a natural, non-hormonal source, its safety has been demonstrated in numerous scientific studies which showed absolutely no adverse side effects or toxicity. This makes it much safer than a number of hormonal remedies available, which have been demonstrated in the more remedies available, which have been clinically linked, to cancer and other adverse effects.

OSTED-VITE'S BONE PROTECTING SYSTEM)



1 The surface of a healthy bone is covered by a protective layer of bone cells. 2 As we age, large

cells known as Osleoclasts invade the bone surface, dissolvino minerals and eroding bone density.

3 As the erosion of bone mineral density increases, small cavities are formed that weaken the bone.

A Osteo-Cal stimulates bone cell recovery to fill the cavity with new bone. collagen and minerals.

5 When the recovery is completed, the surface of the bone is restored, resulting in stronger, healthier bones.

Exhibit K-1

alth Nutrition!

INGREDIENTS

Daily Dosage (3 caps) Contains: Ipriflavone (600 mg), Calcium (1000 mg), Vitamin D (400 IU), Horsetail Herb (300mg), Glucosamine HCI (30mg), Silica (18mg), Collagen (3mg).

Look for the Osteo-Vite symbol to ensure quality bone-health products. Along with the clinically recommended dosage of Iprifiavone, Osteo-Vite contains 100% of the the U.S. RDA in Calcium and Vitamin D, Glucosamine Sulfate, Collagen and other nutrients essential for strong and healthy bones. The importance of Calcium, Vitamin D, Glucosamine Sulfate and Collagen for a healthy bone foundation has been well documented. This unique formulation puts Osteo-Vite on the cutting edge of scientific research into strong and healthy bones. Osteo-Vite is one of the only Iprifiavone products on the market that contains a full 30-day supply at clinically effective dosages.

http://www.shntech.com/ipri.html

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