

# **Complaint Exhibit D**



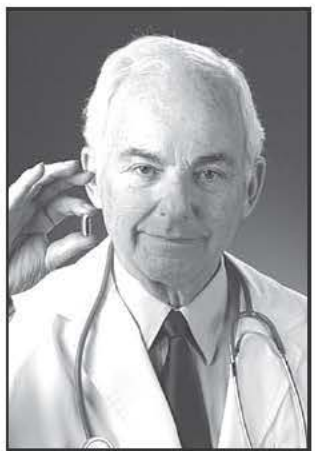
# Seniors Fear Loss of Independence More Than Death

*Staying mentally sharp key to independent lifestyle; new drug-free compound helps promote memory and mental confidence of a group 10-15 years younger, claims US Surgeon General candidate*

SPOKANE, WASHINGTON –

Americans, especially older Americans, are fiercely independent. So it's no surprise that a recent study found that senior citizens are more scared of losing their independence and/or having to move into a nursing home than they are of dying.

When researchers conducting the Aging in Place in America survey asked seniors what they fear most, only three percent cited death, compared to 26 percent who rated losing their independence, and 13 percent who rated moving out of their home into a nursing home as their greatest fears.



*UCLA Geffen School of Medicine Assistant Clinical Professor and Internist, Robert Heller, MD uses and recommends a drug-free method to increase memory, mood and mental clarity.*

While many of the physical infirmities of aging can be addressed with ramps, railings, wheelchairs and walkers, it's the loss of memory and mental abilities that most worry senior citizens.

In fact, a recent Met Life/Harris survey revealed that seniors fear memory loss more than heart disease or cancer. And for good reason.

## Brain Fog: Threat to Independence

A published study in *Annals of Internal Medicine* found that brain fog, a type of mild cognitive decline characterized by mental confusion and memory loss, is a major risk factor for loss of independence. Millions know it, too.

More than 5.4 million people over the age of 70 experience mild forgetfulness that can frequently disrupt daily routines.

Seniors fret about losing their driving privileges. "People cling to driving as the last vestige of self-identity and independence," says Lisa Kapust, clinical coordinator of DriveWise, a program that evaluates seniors' driving skills. "Keeping that piece of plastic in their wallet or purse is a badge of honor," says Kapust.

The thought of being a prisoner in one's own home, or being unable to recall who you are, where you live, or to whom you are related has sent forgetful seniors scrambling for a solution.

Many have discovered a unique, drug-free compound that, according to Robert Heller, MD, can help the brain in a similar way that prescription glasses help the eyes.

"It's not a drug," explains Dr. Heller, "it's a nutritional supplement that can help a foggy, sluggish brain become a sharper, quicker, and healthier brain."

## Fuzzy Thinking Gets Crystal-Clear

"For me, it's like reading an eye chart with the right pair of glasses instead of an old pair of lenses. Everything comes into focus, your brain is more crisp, more focused, clearer, and sharper."

In controlled research studies, the prescription-free formula, known as Procera AVH® has been shown to increase memory, mood, and mental clarity.

During randomized, double-blind, placebo-controlled research conducted at the prestigious Brain Sciences Institute, clinicians witnessed a startling transformation in study participants' brains.

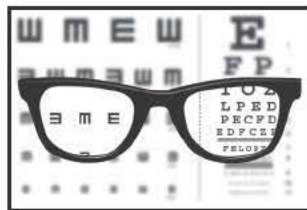
Over a period of a few weeks, scientists observed the formula helping aging brains to function more youthfully, helping match the speed, memory abilities and mental powers enjoyed by a group up to 15 birthdays younger.

Users like Jan L. Topoka, Kansas appreciate the mental

confidence and reassuring security afforded by Procera AVH.

## Back to Old Self

"I'm back to my old self again," laughs Jan. After daily supplementation with Procera AVH, Jan is thrilled to report, "I got my mental clarity back! I am much more in the moment," adding, "I am able to tackle the whole day."



*Age-related vision loss is easily corrected with glasses. A novel drug-free compound has been found to help fight age-related memory loss and poor mental clarity in as little as 30 days.*

Doreen C., Tustin, Calif., was faced with a crushing decision. Her husband's memory was going downhill, fast.

"He had diminished to a point where he was confused during the day," Doreen says quietly, confessing he didn't seem to remember even basic tasks.

"I was fearful of leaving him at home," confides Doreen. So, she began to weigh her options, including day care. She paused for a long while, before adding, "That was a very difficult decision for us."

Several days later, Doreen was driving in her car when she heard an announcement about Procera AVH on the radio. "I thought, this has to be a sign. I pulled off the road, and ordered Procera right away!"

Doreen began giving her husband Procera AVH on Monday. Soon she wondered if a miracle was in the making.

"I was witnessing a tremendous change," smiles Doreen. "My husband was joking, and carrying on. We were having conversations, which was something we had not done for months! I clearly saw a tremendous change."

Procera AVH does more than improve memory and sharpness. Its effects can be varied, and

pronounced, as experienced by 73-year-old Richard G. of Seabrook, South Carolina.

## Friends Saw It First!

Richard credits his friends with noticing the difference Procera AVH made in him.

"Many things have changed for me," smiles Richard. "I feel a lot sharper, I am much more alert, and I have more energy in the evenings."

Richard confesses that his friends were the first to notice the "very positive changes" in him. His newfound surge of mental vigor took a decidedly creative turn.

Out of the blue, Richard felt the urge to learn to play the guitar. "I also started sketching, I am taking painting lessons and I recently signed up for a creative writing workshop. These are things I wanted to do my whole life and never had the energy until now, at age 73!"

## Wake Up Call for Tired Brains

For years, Dr. Heller looked for an effective solution to patients' complaints about mind and memory.

"I searched for something that would help my patients, even friends and family, regain the



*Memory loss and failing cognitive abilities play a major role in loss of independence for seniors, say studies. Seniors have discovered a doctor-recommended memory pill that promotes memory and youthful mental acuity.*

helps improve the decline in neurotransmitters, blood flow and oxygen," adds Dr. Heller.

Elizabeth K. of Rochester, New York discovered Procera AVH just in time. At the age of 54, her memory was declining at an "alarming rate."

She searched high and low for a solution, before she heard about Procera AVH. She decided to give it a try.

## Better Memory, Better Mood

"It took about a month for the memory benefit to kick in," smiles Elizabeth. "Six months later, even

confidence and security you need to maintain your independent lifestyle.

## Get a FREE Bonus Supply and a FREE Book, Too!

Try Procera AVH risk-free today and receive a free bonus supply along with a free copy of medically acclaimed, *20/20 Brainpower: 20 Days to A Quicker, Calmer, Sharper Mind!*, a \$20 value.

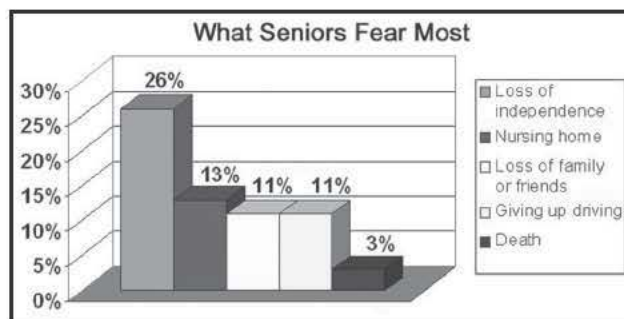
Procera AVH is the leading US brain health supplement. It is clinically shown to help improve memory, mood and mental clarity! And it comes with a 90-day satisfaction guarantee so you can experience the long-term results risk-free, too!

## Free Rapid Detox Formula to First 500 Callers!

Call today. The first 500 customers will receive a free supply of his powerful brain detox formula, Ceraplex, scientifically designed to help flush away environmental toxins from the brain to help enhance memory and focus even further. This is a special introductory offer and supplies are limited, so call now.

**Call Toll-Free!**  
**1-800-581-7216**

This product is not intended to diagnose, treat, cure or prevent any disease. These statements have not been evaluated by the FDA.



*Experts were surprised to learn that seniors were more scared of being forced into a nursing home or of losing their independence than they were of death.*

memory and mental sharpness we all seem to lose with age. Many complaints had to do with losing driving privileges or worse, being moved into a nursing home."

"I am quite happy to now recommend Procera AVH as it gives the brain much needed support against free radicals and

my husband was impressed with my improved memory. And I am very happy with my renewed mental clarity and focus!"

If you're having trouble managing your money or if you're worried about losing your driving privileges, doctor-recommended Procera AVH may provide the

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