

EXHIBIT B  
QVC'S ADVERTISING: FOR WOMEN ONLY WEIGHT CONTROL PRODUCTS

Excerpts from Transcript of Program Aired on July 15, 2000

- a. DR. SHARI LIEBERMAN (spokesperson): Zero Fat is the answer to fat in our diet. A lot of us also, we are a little metabolically challenged. Some of us are concerned about how much fat and cholesterol is in our food. So, what Zero Fat is able to do -- this we actually have a visual demonstration, is Zero Fat is actually able to store about four to five times its weight in fat and cholesterol. So, what I'm doing is [I'm] going to empty three capsules of Zero Fat -- Now, Zero Fat contains chitosan. And the type of chitosan that it is is a very, very, very fine powder. That is my preference based on a thorough review of the scientific literature. I really believe that the powder works beautifully because it is the designer fiber. The other thing that makes this product different is it's combined with wonderful herbs. It has plant source enzymes like cellulase<sup>1</sup> and lipase. And these -- these enzymes actually break the chitosan and fat into smaller pieces so that more of it can be absorbed. It has a cleansing herbal blend with yellow dock, and burdock, and dandelion; lipotropic or fat loving factors like choline and MSM; and a choleric blend with turmeric, milk thistle, and artichoke leaf. But look at what happens. This is mimicking human digestion. And when you to take [sic] a look at this and you get a close-up, what you'll find is that the chitosan is actually binding to the fat. Now, once again, this has the ability to absorb four to five times its weight in both fat and cholesterol. So, if you're concerned about the fat in your food or you're having a steak and you're concerned about the fat and cholesterol in your food and you, you know, from time to time, you might be going for broke. So, what I did is I just poured in the fat like, you know, you ate a steak. It wasn't enough. You had to put sour cream on your baked potato because you figured if you're going to go, you going to go for broke. So, then you added some sour cream. And then you figure to really make Dr. Shari angry, you are going to wash that dinner down with cheesecake. Okay. You know, let's have a hundred grams of fat in one meal. . . . Okay. So, what we do it is that. I put a lot of fat in here and I want to show you once again what Zero Fat does. It has the ability to absorb four to five times its weight in both fat and cholesterol. Now, how you use it? You use one capsule three times a day. However, if you're having that meal from hell -- . . . . You're having that meal from hell. Then what you can do is you can take three before that meal.
- b. DARLENE (testimonialist): I haven't tried the Changes. I've tried the Zero Carb and Zero Fat. . . . And I put -- was on a high protein diet for a while and I was having some problems with it. And so, I decided that I would try -- I would try your program of Zero Fat and Zero Carb. And when I know I'm going to eat a lot of carbs or something that has too many carbs that I shouldn't have, I take your Carbs when I'm going to eat something I shouldn't. If it's a little too fat, I take the Fat.
- DR. SHARI LIEBERMAN (spokesperson): Good girl. You're a good girl. That's what

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<sup>1</sup> For clarification, product ingredients that were misspelled in the transcript have been corrected.

you're supposed to be doing.

. . . .

DARLENE: And sometimes-- I sometimes put them together. . . . And it's working fantastic. I went to the doctor today and got weighed and got my blood pressure and everything. My blood pressure is down. I'm feeling great. . . . And you aren't going to believe this. They weighed me twice. I'm quite heavy. And they weighed me twice on different scales because they thought they were wrong. I had lost 14.6 pounds in a week.

DR. SHARI LIEBERMAN: You go girl.

- c. MARY (testimonialist): Well -- yes. And, you know, I -- one thing I wanted to share with the ladies is I'm down to the point now where I'm at my last 12 pounds. . . . And I -- I see it going. I don't weigh myself but I look in the mirror and my waist is going in and I see it going off my abdomen and I'm saying oh, my gosh, I finally found out how I'm going to get this last fat off. . . . And it makes me so happy because I'm not even having to exercise. I run a business. I don't have time to exercise, but it's still leaving and I'm cheating. . . . I'm eating some carbs.

DR. SHARI LIEBERMAN (spokesperson): Isn't that great? And you know the thing is, I love that you shared that because there are so many Women out there like yourself that are -- they -- really they eliminated carbs completely from their diet. Same thing with fat. There's Women out there that completely eliminated fat from their diet too, and it's the same kind of problem. From time to time, we might -- you know, we might want to have little butter. From time to time, you might eat a french -- some french fries. From time to time, you want to eat a steak. You don't want to eat high fat foods all the time because they're not healthy. . . . But from time to time, you want to be able to do that. Same thing with carbs. I mean, I don't think you want to eat cake and donuts all the time. And you're talking about even just adding fruits and potatoes and pasta. . . . We should be able to do this from time to time.

Excerpts from Transcript of Program Aired on September 7, 2000

- a. DR. SHARI LIEBERMAN (spokesperson): Well, that's what this is about is, you know, first of all I want to welcome everybody to carbofest 2000. I know a lot of you are looking at this going, you know, if I ate this, I would just blow up like the Goodyear Blimp, and a lot of you are eating a lot of protein at the exclusion of so many other foods, and what this product is about is enabling you to be able to use carbohydrates really the way that our body was intended to use them. We're supposed to burn them more efficiently for fuel. So, what happens is when you use Zero Carb and you do incorporate some carbs in your diet, even if you're on one of these high protein, highly restrictive carbohydrate diets, you can still eat the carbs, because you will actually burn them more efficiently as fuel, and you'll be less prone to storing them as fat, and that's what this is about.
- b. DR. SHARI LIEBERMAN (spokesperson): I wanted to develop something that was safe, effective, affordable, that you can follow, learn how to manage your weight, and you know the beauty about this? When you lose 20 pounds on For Women Only, it looks like 40 pounds. . . . Forty pounds looks like 80. Why? Because you're losing the

weight as body fat rather than muscle and water, which is what happens when you fast, when you eat 800 calories a day or when you follow a high protein diet for a long, extended period of time, you're going to lose an awful lot of muscle, believe it or not, even though you're eating protein.

HOST: How many days does this last and what's in it and how do we take it? DR.

SHARI LIEBERMAN: It's a 30-day supply. You get four nutritional supplements that will actually support you through the weight loss process. You get the Activator AM, and that will supply vitamins and minerals for, you know, for your health; the Appestat C supplies chromium, citromax, zhi shi, and dahlulin. That actually helps support normal healthy blood sugar. You also get the Lipo PM, and that contains lipotropic factors that support normal healthy fat metabolism, and the Thermopure helps support normal healthy metabolism. So, you get the nutritional support that you need to actually assist you with your weight management program, and the manual.

HOST: So, do I take two in the morning and two at night?

DR. SHARI LIEBERMAN: Yes. What you do is you take one Activator AM, you take two of the Appestat C, you take one of the Lipo PM and you take two Thermopure per day, and it's simple.

HOST: Is this going to -- is it going to suppress my appetite?

DR. SHARI LIEBERMAN: Well, you know, I wish I could answer that question.

HOST: Is it different for everybody?

DR. SHARI LIEBERMAN: No, my hands are tied. . . . You know, sometimes -- you know, I have to tell some of you, sometimes you ask me questions, I know the answer. My hands -- I have handcuffs on, so sometimes I'm limited in what I can tell you. So, what I'm going to say is it's safe, it's effective, it will help you reach your weight loss goals.

- c. HOST: Fat binding diet system, you saw how it worked in the beaker, you can only imagine how it's going to work in you. But it's the same product that's gone into this liquid as the fat that you're putting into your body all the time.

. . . .

DR. SHARI LIEBERMAN: Yeah, and we want to control the fat in our diet. I mean, you know, a lot of you on high protein diets, I don't agree with eating as much fat as you're eating. Fat is related to a lot of health problems, and even the government is telling us to try to reduce our fat intake . . . . to less than 30 percent. Personally, I think it should be closer to 20 percent. That's not always easy to do, and it's not always easy to do on a daily basis, especially in you're social, you're eating out, you're going here, you're traveling. You know how I use this? . . . I use it because when I travel, if there's too much fat in my food, it really upsets my system, and I use it to actually help absorb some of the fat in my meal so that it doesn't upset me.

Excerpts from Transcript of Program Aired on March 8, 2001

- a. DR. SHARI LIEBERMAN (spokesperson): What this is about is about allowing you to enjoy some carbs in your diet and adding some of those carbs back, and wait till I tell you how much carbs is in the things in front of me. It's really going to blow your mind. But what Zero Carb allows you to do is it allows you to use carbs more efficiently so that

they will be less likely stored as fat. And how it does it is with -- is when we eat a lot of sugar or our blood sugar goes up or our insulin levels go up, and when those two things go up at the same time, we start to deposit body fat no matter what we eat. We could have eaten chicken, it doesn't matter. . . . So, what this does is it really helps us utilize those carbohydrates more efficiently so that we're less prone to store them as fat.

- b. DR. SHARI LIEBERMAN (spokesperson): How are you doing on the program?  
LOTTIE (testimonialist): Oh, I just -- this will be the third time I've gotten it. . . . I got it a long time ago when you was on a different station. . . . Remember I went from 160 down to 120? . . . And I went from like, oh, gosh, size 10 down to size 6/7.  
DR. SHARI LIEBERMAN: Super. . . . You're ready to do it again, girlfriend, right?  
LOTTIE: Well, I got it in January and I went from a size 9 and I'm down to my size 7.
- c. LISA (host): We certainly don't suggest that you eat like this at every meal. But I believe what Dr. Shari is saying, if I'm getting this right, is it puts you back in control so that if you feel like you do want to indulge occasionally, it's okay.  
DR. SHARI LIEBERMAN (spokesperson): It won't blow it. . . . It won't blow it. Because so many of you, you eat something and you go oh, I blew it and then you're like -- you completely go off your diet or weight management plan. You don't have to do that. If you want to have a steak, use Zero Fat. If you want to have some cheesecake, have Zero Fat. You want to eat a little fried chicken, use Zero Fat. I don't want you to eat this all the time . . . . because these are very high fat foods and there are health reasons why I don't want you to do it. But at least you can do it on occasion and not blow it because fat goes to fat. We don't convert it into anything else, unfortunately.

Excerpts from Transcripts of Programs Aired on January 8, 2002

- a. DR. SHARI LIEBERMAN (spokesperson): . . . . Now, did you know that carbohydrates were your problem?  
SHAR(testimonialist): Yes, I like all the pastas and the rice and all that stuff and the breads and --  
DR. SHARI LIEBERMAN: You know that. . . . Now, you can still eat it. . . . And what this [FWO ZeroCarb] is doing is it's still assisting you in being able to burn -- I mean, once again, if you're eating this all day long, you're not going to burn every single carb you eat.  
LISA MASON (host): That's right.  
DR. SHARI LIEBERMAN: But what it will do is it will help to at least have you utilize some of the carbs that you're eating more efficiently so that they will be less prone to be stored as body fat, and you're pretty much living proof.  
SHAR: Right. I know it doesn't get rid of everything, but it does help.  
DR. SHARI LIEBERMAN: Exactly. It does help.  
LISA MASON: Certainly.  
DR. SHARI LIEBERMAN: That's great. Now, you've lost about 30 to 40 pounds?  
SHAR: Right. Yeah, right in there.  
DR. SHARI LIEBERMAN: Awesome. . . . Now, how many dress sizes is that about? Just so people can have sort of like a visual.

SHAR: I lost about one size so far.

- b. DR. SHARI LIEBERMAN (spokesperson): And I just want to show you what [Zero Fat Ultra] does.  
LEAH WILLIAMS (host): And this sort of demonstrates how it's working.  
DR. SHARI LIEBERMAN: This demonstrates. I'm going to open the capsules, okay?  
LEAH WILLIAMS: Okay.  
DR. SHARI LIEBERMAN: And these are the capsules. It contains chitosan, which is -- acts sort of like a fat magnet. And what I'm going to do is -- here we've got guacamole with the nachos . . . . -- we've got the steak, the onion rings, you had a little fried chicken, you had all that kind of stuff, a ton of fat. . . . And what it does is it actually has the ability to bind four to five times its weight in fat and cholesterol. . . . So, it's really a remarkable product. Now, just when you thought it was safe to go back in the water you figure, oh, you know, I had such a wonderful dinner, let's wash it down with a little cheesecake . . . . and we'll have a brownie. . . . And it's delicious. And we keep doing it and it's -- I didn't add more to it. What you do is you can take one capsule before each meal . . . . or if you know you're having that meal where you're going for broke, maybe you want to save up two capsules. Let's say you're not eating much fat with breakfast and lunch . . . . -- maybe you want to take two or three before dinner. . . . . But it helps you take charge and take control of the amount of fat in your diet. Now, it reduces -- it helps us in three ways. It helps neutralize some of the fat in your food from passing through your system and being absorbed, not all of it, but some of it.

Excerpts from Transcript of Program Aired on March 15, 2002

- a. DR. SHARI LIEBERMAN (spokesperson): . . . . But what I'd like to do is I want to share with you some women that were kind enough to share their stories with us. So, let's take a look.  
ON SCREEN: Before and After photos  
Lost 65 Pounds. This represents a best case scenario. Individual results may vary.  
UNIDENTIFIED WOMAN (pre-recorded testimonialist): I lost at least seven inches off my waist. I lost a good five, six inches off my hips and at least three or four inches off my chest, and I'm not over 200 pounds today and it feels great.  
ON SCREEN: Before and After photos  
Lost 20 Pounds. This represents a best case scenario. Individual results may vary.  
UNIDENTIFIED WOMAN (pre-recorded testimonialist): The weight just fell off. It was amazing. I lost weight and even though it was 20 pounds, it looked more like 30 pounds and I've kept the weight off ever since. I think people should really get out here and try this product.  
ON SCREEN: Before and After photos  
Lost 26 Pounds in 8 weeks. This represents a best case scenario. Individual results may vary.  
UNIDENTIFIED WOMAN (pre-recorded testimonialist): I lost 26 pounds. I used to wear a size 10 and went down to a size four and it only took me two months.  
ON SCREEN: Before and After photos  
Lost 316 Pounds. This represents a best case scenario. Individual results may vary.

UNIDENTIFIED WOMAN (pre-recorded testimonialist): I went from a 60 and now I'm a -- like a 14/16. This is a pair of pants that fit me very tightly at one time. Thank you for my life because you saved it. She really did and I love her.

- b. DR. SHARI LIEBERMAN (spokesperson): Now, have you tried For Women Only?  
DIANA (testimonialist): I've been on it about a month-and-a- half now.  
DR. SHARI LIEBERMAN: Super. Now, how's it working for you, Diana?  
DIANA: I've lost 25 pounds already.  
FEMALE HOST: Wow.  
DR. SHARI LIEBERMAN: Awesome, awesome.

EXHIBIT C  
QVC'S ADVERTISING: BEE-ALIVE

Excerpts from Transcripts of Programs Aired on August 13, 2000

- a. MADELINE BALLETA (spokesperson): And in my life about oh, it's over 15 years ago now, I woke up one morning and thought I had the flu, you know, a few aches, a few pains. You don't think too much about it except for the fact that our -- my symptoms never went away. Days turned into weeks, weeks turned into months. And finally, because of my husband, he said we've got to get to a doctor and see what's really wrong with you. Well, what happened was I went to a good doctor. They actually put me in the hospital. We went -- I went through a whole battery of testing. And when all was said and done, they could find nothing conclusively wrong with me. Now, let me tell you that sounds like good news but when you're feeling the way I was feeling, so tired, so run down, so weak, so weary, and nobody has any idea how to help you, I'm going to tell you, that can be overwhelming. . . . I stayed in bed for the next year and a half. A year and a half. And little things like taking a shower by myself was impossible. Holding the blow dryer in my hand to blow dry my hair. Could you imagine, it was too heavy for me to hold? Just simple things like taking care of the children, getting their clothes ready for school, getting them breakfast, little things that we take for granted I could no longer do. But I always say this because it's true, God was so good to me. He put a lady in my life who said to me Madeline, I believe that if you could take unprocessed Royal Jelly, you will regain your strength. And the truth was that's exactly what happened. I wasn't healed or cured but I regained my strength and my body just got strong.
- b. MADELINE BALLETTA (spokesperson): I just tell people this is probably one of the most safest and most nonallergenic foods known to man -- and it just seems to work in almost everyone's body in different ways. Sometimes we call it an adaptagen. It seems to work where you need it.
- c. LINDA (testimonialist): And I have to admit, it's wonderful. It has really helped me a lot. I have a really bad case of Fibromyalgia and also Lupus. . . . And I have been seeing you on TV with this product. And so, I decided well, I'll give it a try. I've tried everything else. . . . And it's been wonderful. . . . It really has. At one time, I, you know, thought -- well, I let it run out, you know. And then I knew the difference. I had to get right back on it.
- . . . .
- MARY BETH (host): You know, here's one question and one thing we need to talk about is that she said she has the Fibromyalgia and the Lupus.
- MADLINE BALLETTA (spokesperson): Lupus. Right. Let me just tell people out there, you know, and I know that Linda and everyone listening know this, but we cannot make any claims about Royal Jelly and rightfully so, because you see, it's -- Royal Jelly is not curing her Lupus or that Fibroid Myalgia [sic]. It really, really isn't. But what it is doing it is strengthening and nourishing her body so that her body has that little something extra to fight back with. That's what it did for me. . . . So, it's not that it's

curing. It's just helping your own body to help itself.

- d. MADELINE BALLETA (spokesperson): Good morning, sweetie. How are you today?  
HELENA (testimonialist): Well, to tell you the truth, I'm feeling the way you described you felt . . . before taking - -  
MADELINE: The Royal Jelly.  
HELENA: - - the Feel Good System. . . . And I'm hoping it's going to work. And I just got out of the hospital a couple of weeks ago. . . . I was diagnosed with emphysema. . . . So, I'm hoping to get myself - - which they said is reversible at this point. Thank God. . . . I'm hoping that taking your product will help me a long. I'm not expecting miracles but I hope that it will at least enliven me a little bit to get up and do things again.  
. . . .  
MADELINE: Helena, let me say this to you. Of course we know it's not going to cure that emphysema. But I'll tell you this. It will nourish your body and it will give you back some strength and it will help your body to fight back a little. And that's what you need. You need to build yourself back up again. And the Royal Jelly is easy to digest.
- e. MARY BETH (host): The one thing I was going to ask because it comes from the bee hive, if somebody is allergic to like bee stings or something like that - -  
MADELINE BALLETA (spokesperson): Good question. Good.  
MARY BETH: - - can they take this?  
MADELINE: Yes, they can. And I just tell people this, just note this that although Royal Jelly comes from the bee hive, it is not the venom. . . . So, sometimes people may be allergic to pollen or something else that comes from the bee hive or the venom of the bee hive - - venom of the bee are not Royal Jelly. Royal Jelly is one of the most nonallergenic foods known to man. . . . However, it doesn't mean that, you know, you shouldn't be cautious. I always tell people if you had allergies towards pollen or towards venom or whatever, you just start off with a little . . . just very little and test it. But in all the years we've been in business and that what, 15 now, Jason - -  
JASON (spokesperson): Fifteen years.  
MADELINE: - - we have never had that - - an incident reported to us. So, I feel pretty safe in saying that it is really okay.
- f. WILLIAM (testimonialist): I started about six weeks ago taking your 90 Day Feel Good program. . . . And at the age of 63, seven years ago, I was diagnosed with Multiple Sclerosis . . . which is a little unusual. . . . One of our problems as you may be aware is . . . in the late afternoon and evenings, we kind of use up our energy supply. . . . And even as soon as about six, seven weeks, I noticed that I have some increased energy - - that I seem to get from using the Bee Alive. So, I'm very much enthused about that because walking and strength in my legs has been a problem and this looks like it's going on the direction . . . of solving that.
- g. LINDA (testimonialist): I ordered this back in October and I had went through a series of breast cancer and a bone marrow transplant. . . . My immune system was very, very low. . . . And I started taking this and I have been on it ever since. And it is amazing. . . . I feel great. I'm back to work full time. . . . I do everything that I've ever wanted to do. I



feel better now than I ever did. I took this to my oncologist. I showed him what it was. He was just amazed. He said I can't believe it. This is great. You stay on it. My immune system is back to 100 percent normal.

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MADELINE BALLETA (spokesperson): Now - - bye, honey. Now, Judy, I just want to let everybody know Linda was talking about a very serious illness . . . . She has cancer. But it was interesting what she did. She went to her oncologist - -

JUDY (host): I know. I thought that was great.

MADELINE: - - and she asked him if this would be all right and he said yes. And she's been doing so well. And that's not curing the cancer. It's not doing anything like that. But it's giving her body the nourishment . . . . it needs to get through this particularly hard time in her life.

- h. GREG (testimonialist): Yes. I'm a cancer patient and I'm in remission . . . . and about a year and a half ago, I was in the middle of bombardments of chemotherapy and radiation . . . . and I was just absolutely dead tired. And I was only given eight months to live and this was a year and a half ago. . . . And I started on the queen's harvest and this was about - - I'm going to say 18 months ago. And all of a sudden, I noticed about three or four days later, my energy getting a little bit better and a little bit better and little bit better. And then all of a sudden, here I am a year and a half later 16 months in remission and . . . . And I couldn't lift a gallon of milk. Now, I can at least lift a gallon of milk because it attacked me in my spine. . . . But now I can drive. I can walk without a walker. I walk with a cane. . . . And I'm still here.

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MADELINE BALLETA (spokesperson): Now, again, you know - - again, we don't - - you know, he didn't say that it was curing him and, of course, we're not saying it. But it does help your body to help itself. . . . And you know, it's not just for serious people with serious - - not serious people with serious problems. It's for anyone.

Excerpts from Transcript of Program Aired on December 1, 2000

- a. SADINA (testimonialist): I take - I started taking Bee Alive way before you came to QVC. . . . I had a friend who introduced me to it . . . . about six years ago probably. . . . And the best thing I ever spend my money on. . . .
- MADELINE BALLETTA (spokesperson): Good. How did it help you?
- SADINA: Energy. . . . I haven't had a cold since. . . . I don't get sick at all. And I take two a day. I started taking two a day.

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MADELINE: Now Judy, I just have to tell people out there you heard Sadina say that it helped her with colds and whatever. We don't want anybody to get the wrong impression. Royal Jelly is not really preventing her from getting the colds or whatever, the things she said. But honestly, this is what happens. Our bodies when they're under stress need a lot of nutrients. We need a little bit more than our bodies sometimes can give. Royal Jelly just strengthens your own body. We have a saying at the Bee Alive. It helps your body to help itself.

- b. LINDA (testimonialist): I'm not one for taking care of myself. I'm always tired. And I've seen you on a show several times. . . . And my friend also has Epstein-Barr virus. . . . And she's very stubborn, very pigheaded. I gave her a month supply to try. I said just try it . . . . because her whole body would hurt and she works a lot of hours. . . . Well, she tried it for a month. She ran out this past Saturday. . . . And she went right down the tubes real quick. . . . I gave her a two weeks supply of my own. . . . I said just take it until I can get some more and we'll get you – and she cannot believe the difference.
- . . . .
- MADELINE BALLETTA (spokesperson): Good. You know something, Linda? We just want to say we know she suffers from Epstein-Barr virus and – many times you will have people say will this cure Epstein-Barr virus. . . . And, Linda, you know, again, I say this because I don't want to mislead people. It is not . . . . curing Epstein-Barr or any of the other things like chronic fatigue syndrome. But it is really helping your own body.
- LINDA: It does.
- MADELINE: It just gives your body that little something extra. You know the Bible says that our bodies are fearfully and wonderfully made and they're meant to heal. God want us to be well. This just helps the process a little bit –
- LINDA: Exactly.
- MADELINE: – by strengthening your own body.

Excerpts from Transcripts of Programs Aired on June 5, 2001

- a. EDNA (testimonialist): I'm calling to -- about the product -- the Royal Jelly product . . . . that's in the refrigerator.
- . . . .
- JUDY CROWELL (host): The Pure Royal Jelly.
- EDNA: I have at least 20 people on that now because the difference with me and my family. . . . They've all ordered through QVC. Do you remember as a child when you would wake up with this greatest feeling of being, God, it's great to be alive.
- JUDY CROWELL: Yeah.
- EDNA: The sun is out and -- well, that's the feeling I get when I take that.
- MADELINE BALLETTA (spokesperson): Isn't that wonderful, honey?
- JUDY CROWELL: Wow.
- EDNA: Isn't it? And it's helped me a lot with my arthritis. My son is diabetic and -- Diabetic 1 and he takes Royal Jelly every morning and then the pill later in the day. . . . And he's totally -- he has energy now. . . . It hasn't cured the diabetes but he went around like a zombie exhausted. . . . Now, because he takes this, he's got the energy that normal people have. . . . Isn't that great?
- MADELINE BALLETTA: Isn't that -- now, Edna, let me ask you how old is your son, just curious?
- EDNA: My son is 35. . . . And he just, unfortunately, got this Number 1 Diabetes when he was 28.
- MADELINE BALLETTA: It -- he got it when he was 28. So, he got adult. . . . Well, sweetie, this is such a wonderful testimony, both for you and for your son.
- EDNA: Absolutely. And all my friends -- I have a girlfriend who -- it hasn't cured her emphysema, but it's taken her off the oxygen and she just uses that pump spray in her

throat, you know. I don't know what it's called but --

. . . .

MADELINE BALLETTA: Well, you know, she certainly had a lot to share there. But one good thing is she was talking about her son with diabetes and the Pure Royal Jelly is a good form because there is no honey and nothing in it but the Pure Royal Jelly. But, of course, not that we're saying it cures diabetes at all. It doesn't nor does it cure arthritis. She was saying that her arthritis feels better. Basically, Judy -- I know you know this but I got to tell all of you out there.

- b. JASON BALLETTA (spokesperson): So, I just wanted to share with you a little bit about my personal . . . . testimony. And I had spent, actually, the first -- for the first 10 or 11 years of my life, I did not feel well and I don't mean for a couple of weeks or a couple of months at a time. . . . But literally for the entire first 10, 11, 12 years of my life, I was constantly struggling. And at that age, normally you have a lot of friends. You're doing a lot of things. You're keeping active. . . . I actually had one best friend at that time in my life, and I don't mean to say this the wrong way, Mom, but that was my mother. And when you're -- when you're that age, you know, you want to do things. You want to be out there. . . . And I couldn't do all the things that normal kids my age did because I just couldn't keep up with them.

MADELINE BALLETTA (spokesperson): Yeah. That's true.

JASON BALLETTA: And it was -- it was difficult for me. And I loved sports. I always tried to play them, but I found myself watching more on TV or watching from the sidelines . . . . because I just didn't have what it took to get through an entire season. And if, by chance, I actually did feel good during the summer, that was the time that I spent with private tutors and summer school --

JAYNE BROWN (host): Just trying to catch up.

JASON BALLETTA: -- just to catch up . . . . on all the time that I missed. So, every season just got a little bit more challenging. . . . It was at that point in my life where my mother had given me the Royal Jelly. I actually started on the capsule form . . . . and took that for many, many years. . . . But it was after the first several months that I really started noticing my whole life change. And it was at that point when I realized I was finally able to do the things --

MADELINE BALLETTA: That's true.

JASON BALLETTA: -- that I always dreamed of doing. . . . And I've taken the product ever since, for almost 20 years now. It doesn't seem that long, but it has been.

Excerpts from Transcript of Program Aired on March 8, 2002

- a. VANESSA (testimonialist): I have arthritis and my legs are just really, really, really coming back to life. I feel more energy than I have in years.

MADELINE BALLETTA (spokesperson): Oh, I'm so glad. See, I -- that thrills me. Now, how long have you been on it?

VANESSA: Only -- only about a month.

MADELINE BALLETTA: . . . . Now -- now, you see, not everyone sees results that quickly because -- that's unusual. Usually, people will tell me that it may -- they may see something in the second or third month. So, it's wonderful to hear that for you, you saw

some results sooner.

VANESSA: Only about a month. . . . I think I had taken them three weeks and I started to feel better. . . . The energy started -- I feel -- but now, my legs are just really moving along and I just have so much energy.

. . . .

MADELINE BALLETTA: Bye-bye. Now, Lisa, she's so sweet. And she mentioned arthritis. Now, this is very important that everyone hears me. You know, Royal Jelly is not curing or preventing arthritis from occurring in your body. But I believe what Royal Jelly does is it nourishes the body. Naturally found within the Royal Jelly are lots of wonderful nutrients. They nourish the body. It nourishes the body. It builds up your own body. And we have the saying at Bee-Alive, it helps your body to help itself.

- b. MADELINE BALLETTA (spokesperson): . . . my story started about 20 years ago when I woke up one morning and I just woke up very, very tired. You don't think too much about that except for the fact that every other morning after that, I was still waking up tired. And days turned into weeks and weeks into months, and I began to realize that something was not right. I did the right thing. I went to the doctors. I said, please help me. I don't know what's happened to me. I can't care for the children anymore. I can hardly take care of myself. And after a lot of tests were done, still nobody knew what was quite wrong with me. . . . They just said to me, well, you know, you're just a tired lady. And I thought, well, how did that just happen all of a sudden. But in any event, I didn't know what to do. And I actually kind of had to stay home for about a year-and-a-half. That's how tired and how -- I just -- I just felt like my life was being drained out of me and I didn't know what to do. I was trying to eat right. I was trying to do good things, but I just couldn't get out of it. So, finally -- but God -- I always say God was so good to me because he put this lady in my life and she said to me, Madeline, I think if you could take fresh Royal Jelly, not freeze dried, but fresh Royal Jelly, you'll regain your strength. And you know, Lisa, that's exactly what happened. It didn't cure me or heal me or anything. But what it did is it gave my body back some strength which I desperately needed. And by the end of three months, I began to see myself do things that I couldn't do earlier. For example, I always tell this story because this was the thing that stays in my mind. I couldn't even hold a blow dryer in my hand because it weighed too much. . . . That's how I -- drained I was. And taking care of the children or getting them breakfast or getting the clothes done. I mean, these were things I just couldn't seem to do. . . . So, when I started taking the Royal Jelly and started feeling the results, those were the little things that I could do again. And here it is 20 years later and I do things I never dreamed I'd be doing. As a matter of fact, I've been traveling all over. So, I just thank God for this wonderful substance because it's really given me back many years of my life.

Excerpts from Transcript of Program Aired on June 3, 2002

- a. SUSAN (testimonialist): You saved my life.  
MADELINE BALLETTA (spokesperson): I -- well, I don't think I did but . . . . tell us

how.

SUSAN: Well, I started with your Feel Good and the Queen's Harvest. . . .

SUSAN: I suffer from Fibromyalgia which is extremely debilitating. . . . It's a lot of symptoms that you were explaining. . . . I started with the Feel Good and Queen's Harvest and I started feeling better. Less aches in my joints -- able to move a little better. Then when my supply ran out, I went into relapse badly.

. . . .  
MADELINE: Are you on the continuity now?

SUSAN: Yes. Now, I'm on auto delivery with everything. . . . And I'm not afraid that I'm not going to run -- that I'll run out.

MADELINE: Now, how long, Susan, have you been on the Royal Jelly?

SUSAN: For about 60 days.

. . . .  
MADELINE: . . . . Now, the good news -- I'm going to tell you this, Susan. The longer you take it, I think the better you're going to feel. So, just continue -- continue what you're doing. . . . You know, I have to tell you. Susan, many of you listening out there, do suffer with Fibromyalgia and have joint aches and pains and let me make this clear. Royal Jelly does not cure or heal or prevent any of those illnesses. But let me tell you what it does do. It does nourish the body. It does. It nourishes the body and it gives your body something to fight back with. You know, at Bee Alive, we have a saying that says helps your body to help itself, and that's what this is about. And -- and that's why -- that's why I think it's so effective because it's making your body fight back.

- b. SUZIE: Hi. I just want to thank you. I'm an RN and I've had two back surgeries in the last year. I had to be fused and have screws and everything put in my back. . . . And I was losing my hair and -- and so, I had seen you on . . . . on QVC and I thought I -- it was just -- I knew it was pure and I've heard a lot about Royal Jelly. . . . And so, I got the Pick Me Up Formulas. . . . the Sweet Energy Royal Jelly and the queen's capsules. . . . And my hair is thickening back up and I just -- I mean, even though -- I get choked up. Even though I can't walk just the greatest yet, I have energy. . . . And -- and I don't have to take a nap every day.

. . . .  
MADELINE: Now, you know, I have to say, Jayne, she's -- she was talking about back surgery . . . . and that's she's recuperating and that her hair was falling out. Let me tell you something. When you go through trauma like that, when you go through back surgery or any operation and have to have anesthesia, those things will happen and we're not claiming that the Royal Jelly will prevent that. But what, again, we keep saying because I don't want to mislead people, I'm just saying that when you're going through times like that, that Royal Jelly can nourish your body and build your body up so that your body has something to fight back with.

EXHIBIT D  
QVC'S ADVERTISING: LITE BITES

Excerpts from Transcript of Program Aired on June 30, 2000

- a. MARVIN SEGEL (spokesperson): I'm carrying around just about five pounds of body fat, but as many of you know, I used to weigh over 80 pounds more, actually used to weigh over 300 pounds. So, what makes my story, if I could say, different in my opinion, when I come to QVC and I share my story of how Lite Bites have truly changed my life, it's because it has. I was not a really healthy guy. I used to look like this.  
DAN WHEELER (host): Yeah, let's go ahead and show them this picture.  
.....  
MARVIN SEGEL: Look at this, this guy without the shirt was me about five or six years ago. I used to be an oversized 56 suit and well over 300 pounds with an oversized 50 waist. Now, why is that so important to you out there? Because you need to understand that I've been there, I've done it. I know what it's like to be humiliated when you're growing up, when you're in high school, and everybody makes fun of you. When you go to the doctor and the doctor -- what's the first thing they tell you to do, Dan?  
DAN WHEELER: Get on the scale  
MARVIN SEGEL: Get on the scale. You've got a cold, but they want to weigh you. Why? To make you feel more embarrassed? I couldn't fly on an airplane. Why? Because I couldn't go to the bathroom. I wouldn't fit in the airplane seat. So, I've been there, I know what it's like, but Lite Bites have truly changed my life, and not just myself, but over a quarter of a million Lite Bites bars literally every single month. So, ask yourself a question. Why are people reordering that many bars every single month? Why? Because they work, they taste great, and the key thing is, which I think you said in the introduction, there are no forbidden foods, there is no deprivation. You simply have one of the Lite Bites Fat Fighting System products an hour before a meal or as an in-between meal snack.
- b. MARVIN SEGEL (spokesperson): I have a couple of e-mails, some of them -- "Your new Chocolate Decadence flavors are incredible. I almost feel guilty eating them. Are you sure they're only 150 calories? My favorite is hazelnut kiss. They're wonderful. It's been two years --" this is somebody that's been using them for two years. They have lost the weight, they have kept it off. Summer is now here, this is the time you can change your life.
- c. MARVIN SEGEL (spokesperson): And how much weight have you lost?  
LUCY (testimonialist): 35 pounds.  
MARVIN SEGEL: And you -- have you kept that weight off?  
LUCY: Yes, sir. Now, I have to admit, I got off the Lite Bites bars for a month or so and just ate like a pig, had a whole lot going on in my life -  
MARVIN SEGEL: Okay.  
LUCY: -- and I gained some of my weight back, not a lot of it.  
MARVIN SEGEL: Right.  
LUCY: But since then I have lost it, and I'm back on the Lite Bites like I should be. I've

-- I'm on the auto-delivery with the Chocolate Decadence.

MARVIN SEGEL: There you go, right.

....

LUCY: And you don't feel -- I think the best thing about the Lite Bites products is I never felt weak or deprived.

MARVIN SEGEL: Sure.

LUCY: You have all the energy from the 22 vitamins and minerals that are included in the product, and I don't -- I eat anything I want to. I don't deprive myself of anything. I just cut back on my portions, and I fill in with Lite Bites, and it's just wonderful.

Excerpts from Transcript of Program Aired on October 24, 2000

- a. JAYNE BROWN (host): Now, if you're new to Lite Bites and you're asking me what is Lite Bites, then you've got to stay around. These are dietary nutritional supplements that are actually good and they taste good, good for the body, good for the management or control of your weight, and they really do taste good.
- b. MARVIN SEGEL (spokesperson): It's a great way to try it for the first time. It's -- and again, you're getting that great science. You've now seen the results of the study. I want to show this one more time to everybody out there, that no matter which product you use, this study -- this clinical study was just completed. Many of you out there that are using Lite Bites, I'm sure we will be talking to you, know what this is about. These are the people that were in the control group, which simply means they were not using Lite Bites. They were on the government controlled food pyramid. These are the people that were -- so, they're told have a bar, have a chewie, have a shake, have a booster an hour before a meal, and look what happened. They lost the weight slowly and gradually, five times more weight than those that were not using Lite Bites, slowly and gradually, the right way to lose weight.  
JAYNE BROWN (host): That's it. And the right way to maintain it and keep it off.
- c. MARVIN SEGEL (spokesperson): You know, what I'm talking about is every year we invite everybody back who's ever been on the air. Just this past February, we had over 14 people who showed up that collectively lost over 2000 pounds and had kept it off using Lite Bites.
- d. MARVIN SEGEL (spokesperson): And, you know, in that study that we've been talking about, the results that we've just announced today, the other amazing thing is that people that were using the Lite Bites Healthy Fat Fighting System, 95 percent of them stayed in the program. People that were not using Lite Bites but were told just to watch what they eat and use that government food pyramid, only about 70 percent of them were able to complete it. It was harder to do. Lite Bites is simple. It's so simple I was able to do it and am losing the weight slowly and gradually, without forbidden foods, without deprivation. That's the key thing with Lite Bites.

Excerpts from Transcript of Program Aired on February 9, 2001

- a. MARVIN SEGEL (spokesperson): You never have to be out of it, and unlike a diet -- I mean, think of the word "diet." You know, the first three letters, die. It's also based on deprivation. . . . It's based on a program, a restrictive program that ends. And we have clinical science -- can I show them that? . . . I mean, when you understand the clinical science that's behind Lite Bites -- this was in a study that was done. It's called a randomized clinical study. And when you look at this chart, what's so impressive about this, this is the control group. These are the people that actually were not using Lite Bites. These are the people that were using Lite Bites. They lost -- the people using Lite Bites lost five times more weight than those that were not using Lite Bites. Now, that's impressive by itself. And you notice up here they actually put that little bit of weight right back on again. What's even more interesting is while they were losing that little bit of weight, believe it or not, they were adding body fat. Look what happened to them. The control group, those not using Lite Bites, added body fat, the opposite of what you think happens when you go on a restrictive diet.
- b. JANE (host): Why are -- who are these people behind us?  
MARVIN SEGEL (spokesperson): Actually, they're people wondering why they're back there. Every year, as part of our anniversary, I invite back people who have been on the air with me over prior years to help celebrate our anniversary. These are people that have actually lost weight with Lite Bites and kept it off. They've -- you know, I sent out a blanket invitation and whoever takes me up on it based on their schedules, and it's great. Again, everybody has lost weight and kept it off. That's the key difference. Everybody's weight loss has varied. . . . But they've kept the weight off.
- c. JANE (host): Tell us just for a minute, if you could, your name and what your Lite Bites story is.  
ROSEMARIE (testimonialist): Sure. My name is Rosemarie. I work at QVC in the product information line, and over the years, the customers kept on ordering the Lite Bites --  
MARVIN SEGEL: I can't imagine.  
ROSEMARIE: -- and telling me their stories, and our customers do like to talk us. So, a year ago, I started -- really a year and a half. I lost 60 pounds and have kept it off for a year.  
JANE: Congratulations. Thanks for coming back.
- d. LINDA THACKER (testimonialist): Hi, I'm Linda Thacker. I lost 120 pounds.  
JANE (host): Wow.  
LINDA THACKER: And I've kept it off for eight years.  
JANE: Congratulations.  
LINDA THACKER: And I use the Lite Bites extensively now for maintenance and trying to motivate others to do the same.
- e. KATHY FODGE (testimonialist): My name is Kathy Fodge and I lost 160 pounds with Lite Bites. I lost it in two and a half years, and I've maintained it now for two and a half years with Lite Bites.



- f. JULIE CARSON (testimonialist): Hi, I'm fine. I'm Julie Carson. I lost 52 pounds with Lite Bites.  
 JANE (host): Congratulations.  
 JULIE CARSON: I've kept it off over two years and it's great because I can eat chocolate and still lose weight.
- g. PHYLLIS WEENE (testimonialist): I'm Phyllis Weene and I've lost 132 pounds, and the Lites Bites helped me with that, too.  
 MARVIN SEGEL: And, Phyllis, I think what more impressed you was that just barely turning 40, that you're able to do that, right?  
 JANE: Yeah, just at 40. (Laughter).  
 MARVIN SEGEL: No?  
 JANE: Look at that look on her face.  
 MARVIN SEGEL: (Inaudible).  
 PHYLLIS WEENE: Well, I happen to be -- I will be 70 in September.  
 JANE: Wow.  
 MARVIN SEGEL: And you were still able to do it at that age.  
 PHYLLIS WEENE: And I'm still able.
- h. CHERYL BERGER (testimonialist): Hi, I'm Cheryl Berger, and I lost 73 pounds and I have kept it off.

Excerpts from Transcript of Program Aired on March 26, 2001

- a. LENA (host): Good morning, and thank you so much for joining me. I am Lena Macavoy and this is an hour of the Lite Bites Fat Fighting System. If you aren't happy with the skin you're in, if you'd like to change the way you look and you want a healthy way to do it, a system that will work for you, then this is a wonderful hour to watch. Let's take a look at some of the testimonials of folks who use our Lite Bites System.  
 ON SCREEN: Lost 125 lbs! Cathy Palmeri Exceptional Results Your Results Will Vary  
 CATHY PALMERI: I have lost 125 pounds using the Lite Bites product.  
 ON SCREEN: Lost 80 lbs! Cassandra Stephani Exceptional Results Your Results Will Vary  
 CASSANDRA STEPHANI: I lost 80 pounds.  
 ON SCREEN: Sally Widrup Lost 140 lbs! Exceptional Results Your Results Will Vary  
 SALLY WIDRUP: 140 pounds.  
 ON SCREEN: Lucy Hobgood Lost 30 lbs! Exceptional Results Your Results Will Vary  
 LUCY HOBGOOD: Thirty pounds. Yeaaaaaaaah!  
 ON SCREEN: Phyllis Weere Lost 110 lbs! Exceptional Results Your Results Will Vary  
 PHYLLIS WEERE: 110 pounds.  
 ON SCREEN: Karen Decirro Lost 30 lbs! Exceptional Results Your Results Will Vary  
 KAREN DECIRRO: I've lost 30 pounds so far. I'm so happy.  
 ON SCREEN: Linda Thacker Lost 120 lbs! Exceptional Results Your Results Will Vary

LINDA THACKER: 120 pounds.

ON SCREEN: Kathy Fodge Lost 160 lbs! Exceptional Results Your Results Will Vary

KATHY FODGE: If I can lose 160 pounds, I can do anything I decide to.

LENA: Wow, that is so wonderful. To think that you really can get the kinds of results and it's not about deprivation. It's not about, you know, forbidden foods or all those things that you have to go on. It's not about dieting. It's about really just changing the way that you eat, changing the way that you think about your body, exercise, and all those good things.

- b. LENA (host): And now, we are going to talk to a lady that really just -- it's amazing. She has seven kids. I just have to get you started by letting you know, seven kids. This is what Michelle Moore looked like before. You have to see this, because when she comes out, you will be blown away. But -- she had seven kids and she weighed -- I'll let her tell you. It's an amazing, amazing transformation. Michelle, thank you so much for joining me. And where is Michelle?

....

MICHELLE (testimonialist): Hi. How do you do?

LENA: Thank you so much. From the picture that you just saw to here, Michelle, is --

MICHELLE: Yes.

LENA: How much weight have you lost using the Lite Bites Fat --

MICHELLE: About 60 pounds.

LENA: About 60 pounds, and you look fabulous.

EXHIBIT E  
QVC'S ADVERTISING: LIPOFACTOR CELLULITE TARGET LOTION

Excerpts from Transcript of Program Aired on July 22, 2000

- a. VICKI LAWRENCE (spokesperson): Anyway, if you have not tried Lipofactor, there is nothing else like it anywhere, girls. It's a patented formula created by a French pharmaceutical company, Sanofi, and they're a huge research company. And as often happens, when they're doing a lot of heavy duty research, they'll come up with a byproduct that really has nothing to do with what they're researching and that's exactly what happened here. They said, my God, look what's happening to the cellulite, we need to formulate it and get a cosmetic product out that women can try. They tested it extensively in Europe, and as a matter of fact it's --
- JANE (host): Hundreds of women.
- VICKI LAWRENCE: Oh, it's just like huge in Europe. . . . And we didn't get it until last year here in America . . . . us cutting-edge Americans. But they so believed in this formula and what it does for cellulite that they took the time and the trouble, Sanafee did, to patent this product, which means to us, as consumers, girls, there's nothing else on the market like it. And I've had a chance to try all of them . . . . you know, when I started using this, and if you've been stopped at a cosmetic counter and you've looked at any cellulite products -- and all -- almost all of us have . . . . they want -- they cost a lot more than this, number one. A lot of them are very heavy and greasy and they want you to massage them in with -- and they want to sell you -- a lot of them want to sell you a gizmo to massage them for 20 minutes with. . . . And who has time frankly?
- JANE: Or they want to sell you two and three other products to use in conjunction with or they suggest that you diet and exercise along with. When they tested this on hundreds of women, they asked them to really change nothing about their regimen at all, other than to try Lipofactor morning and night, morning and night for at least a month, girls. And this is a month's supply. They didn't ask them to diet if they weren't dieting. They said, don't exercise if you're not exercising. And they saw not only visible results, but measurable as well.
- b. VICKI LAWRENCE (spokesperson): Miriam, how are you, honey?
- MIRIAM (testimonialist): I love this stuff.
- VICKI LAWRENCE: You're down there in Florida where it's hot.
- MIRIAM: Yes, it's very hot down here.
- VICKI LAWRENCE: Yeah.
- MIRIAM: And I had to get ready for a trip to Key West and I bought this when you had the two pack and started using it.
- VICKI LAWRENCE: Uh-huh.
- MIRIAM: Within two weeks, I looked fantastic in my bathing suit and had people tell me that I looked like I had lost weight.
- VICKI LAWRENCE: Isn't that great?
- MIRIAM: Because it took so much inches off.
- VICKI LAWRENCE: Yeah. Well, good for you. That is super-duper.

- c. VICKI LAWRENCE (spokesperson): This should last you a whole month and you're going to put like about a quarter size in the palm of your hand, do it quickly in the areas where you carry your cellulite. I even do it on my tummy and I do it under my arms.  
PAM (testimonialist): Oh, really?  
VICKI LAWRENCE: I will say, they did not test it there, but I have seen results there and I know other women have, too. So, I love it. But you do not need to slather it everywhere. Just put it right where you have a problem area. That should last you a month. You're going to love it at the end of a month. You're going to want another bottle, and at the end of two months, I believe that you will -- you won't believe what you see.

Excerpt from Transcript of Program Aired on October 20, 2000

- a. SUSAN (testimonialist): It is great. I've lost inches. I kind of just absorb my whole body in it to tell you the truth. . . . Under the arms, the stomach, the thighs. Actually, it was -- I saw results in about three weeks.  
VICKI LAWRENCE: Did you? . . . What did you notice? What did you first notice, Susan?  
SUSAN: In about three weeks. I'm very faithful, you know, morning and night. . . . And I keep it on the bed stand. . . . And I started noticing little results before the three weeks. But at the end of the three weeks, I -- you know how you dress in front of the mirror and I noticed my clothes were . . . actually getting looser, if I could say that, almost like losing inches I want to say. And it is great.  
PAT (host): Well, individual results are going to vary, but that's the feeling that you got.  
VICKI LAWRENCE: They are.  
PAT: Yeah, yeah.  
VICKI LAWRENCE: When they researched this in France before they released it to the public, they did actually see visible as well as measurable results and reduction.

Excerpts from Transcript of Program Aired on December 29, 2000

- a. VICKI LAWRENCE: And I guess just assumed, like every other woman, I've got problems in the butt area. . . . And I did. I tried it and I was very skeptical as most women are about any cellulite products. If you've tried any of them, gals, you know that they can be extremely expensive. A lot of the places -- a lot of the counters were I had -- you know, I got to try all of these products when . . . they said, please try this. A lot of them are really heavy and greasy. They want you to use some sort of a do-golly to massage it for 20 minutes. . . . They want you to buy two or three other products in conjunction with. A lot of companies recommend that you diet and exercise along with. . . . Sanafee (phonetic) Research developed this product, and it was a byproduct of all their biotechnological research. So, what happens, when it's a huge, huge pharmaceutical company like that, oftentimes, they'll get some research going on that has nothing to do with what they're really researching. . . . They say, we need to formulate this into a cosmetic product and test it and see if what we're seeing is really right. They gave it to hundreds of women and they asked them really to change nothing about their lifestyle except to apply a little bit of Lipofactor to the areas where they had that lumpy, bumpy

look that they didn't like . . . morning and night for one month. At the end of a month, they noticed not only a visible difference in the appearance of the cellulite, but a measurable difference as well. So, here's what I'm learning, girls. Now, this was in France. This was several years ago in France where it became hugely popular. . . . I mean, it took the whole joint by storm. We got it two years ago. I've been here for two years. Well over -- like 115,000 women are using this now. It works. Here is what I'm hearing from all of you is that this really, really works.

- b. VICKI LAWRENCE (spokesperson): Hi, Edna. How are you?  
EDNA (testimonialist): Oh, I'm doing just fine.  
VICKI LAWRENCE: Great.  
EDNA: I really am so pleased with your product.  
VICKI LAWRENCE: How long have you been using it, Edna?  
EDNA: Well, I've used it for about two months. . . . And I've noticed that the dimpling in my thighs is all gone, and I've noticed that the sides of my thighs have gone down, and the skin -- my skin is just so beautiful.  
VICKI LAWRENCE: Isn't that great? Because like I said, when they tested it, they really did find visible as well as measurable differences in women's thighs. . . . So that has worked for you, too.  
EDNA: Yes, it has.

Excerpts from Transcript of Program Aired on May 4, 2001

- a. SUZY MACLEOD (spokesperson): Absolutely. As I said, everybody I know, every woman has cellulite. Thin, exercise on a regular basis, diet on a regular basis, you don't have to anymore. This is your solution, and it's been tested on hundreds of women, and basically, the clinical results showed that not only did they see visible results, but also measurable results.  
FEMALE HOST: Wow.  
SUZY MACLEOD: And most women saw results within about three to six weeks. And I know I saw results in about three weeks, and at first I thought, you know, is it all in my mind. I was doing my body check every day. And then after about four or five weeks, I saw dramatic results, to where it was almost like a before and after.  
FEMALE HOST: Wow.  
SUZY MACLEOD: Also, when women use this . . . they said, do not change your routine.  
FEMALE HOST: Okay.  
SUZY MACLEOD: Just add this to your routine, because it is so simple to use.
- b. FEMALE HOST: So, you're going to hear different people -- you know, people will call in and say, it took me this long, it took me that long. But I've heard a number of women say, three to four weeks, they looked around in the mirror and went, hey --  
SUZY MACLEOD (spokesperson): Yeah.  
FEMALE HOST: -- that's a much better visual than it used to be.