

∢back one **∢home** page

products

Technological Breakthrough How fast are you AGING?

How old are you? Let's ask this another way.

HOW OLD IS YOUR BODY?

Is it younger or older . . . than your chronological age?
There's power in knowing the answer!

ACI test

order now

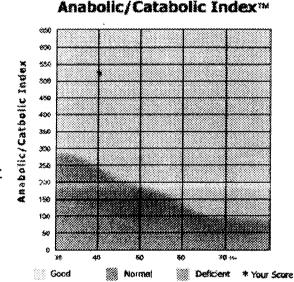
more details

ACI Clinical Rationale <u>pdf format</u> Many people today are aging way too quickly. They're biologically older (by 10, 20, or more years) than their

chronological age.

100% Product Performance Guarantee

(see your Oasis Associate for details.)



AGE 40

Learn to age slowly -- Not Quickly!

Announcing the world's first at home anti-aging test (analyzed in a lab), which gives you an amazingly accurate measurement of your rate of aging. It's called **Anabolic/Catabolic Index or ACI.**TM

- Provides a painless and inexpensive view of your rate of aging
- Accurately measures anabolic (youthful) metabolism in a urine sample down to 1 billionth of a gram

Oasis is the only source for this anti-aging test in all of North America

- · Proprietary Test Patents Pending
- Risk-Free Money Back Guarantee

EXHIBIT A

With the information you get from the ACI Test, you can slow

down many of the effects of aging.

 We guarantee the ACI Test will prove that the Oasis Longevity Signal Formula is slowing down your rate of aging in 30 days or less — or you get your money back on the product, and your money back on the test. (see product or your Oasis Associate for details)

Empower Yourself

Find out how fast you are aging Take the incredible ACI test today!

Turn back the hands of time!

Copyright © 1999, 2000 Oasis Wellness Network, All Rights Reserved webmaster@oasisnetwork.com



∢back one **∢home** page

products



longevity signal formula"

order now

more details



Anti-Aging in a Bottle
Activate your body's regenerative powers!
Amazing New Youth Formula is Guaranteed to
make you biologically younger in 30 Days or Less
and we have the test to prove it!

21st Century Youth Formulation

You're about to discover one of the most amazing health breakthroughs right when it's being released to the world.

"Twelve years ago I was 4 years older than I am right now. That's right. 12 years ago I was 39 years old, both chronologically and biologically. My blood pressure was high normal, cholesterol was 214, and body fat was twice what it is today. Since then by applying the anti-aging principles that our new youth formula is based on. I reversed my biological age by 16 years."

- Stephen Cherniske, President Wellness Network

Your Secret weapon against aging!

Add years to your life, no matter what your present age may be.

- Increase your energy, strength and stamina.
- Lower your levels of stress and body fat.
- Improve your mental and physical performance while unlocking the door to an improved sense of well-being and fulfillment.



Longevity Signal Formula will reset your biological clock and we have the

test that proves it!

Anabolic/Catabolic Index

Track your health progress in the comfort of your own home and monitor your body's ability to prevent many of the effects of aging. You may actually be biologically older than your birthday indicates. Take this test

and find out for sure.

It's simple and risk free. Try Longevity Signal Formula. You can't lose. Experience for yourself the power of the Longevity Signal Formula and become biologically younger within 30 days.

Unconditional 90 day money back Guarantee!

Longevity Signal Formula contains a powerful blend of anti-aging compounds including 7- Keto DHEA (8 patents pending), DHEA, I-arginine (GH stimulator), chlorella, Fo-ti ("Elixir of Life") and Lycium (chinese wolfberry).

Copyright © 1999, 2000 Oasis Wellness Network, All Rights Reserved webmaster@oasisnetwork.com



dback ons

Longevity Signal FormulaTM/ 30-Day RenewalTM Oasis Wellness Network

"I am a 56 years old and quite active. Last August I started on the LSF and Renewal System. Since that time I have seen an energy increase, I have reduced my body fat, increased muscle mass and my workouts at the gym have gone ballistic... incredible stamina!! Also, I sleep less and more deeply."

- Mike, Walnut Creek, CA

"I don't know where to begin. There are so many little things that add up to making the Oasis products so exciting! For myself personally - I lost weight the first month I was on the product - 15 pounds. As I have gotten older I have found myself getting depressed about a week before my period. I would also experience strong cramps in my back. In April I was taken by surprise! I had not had the depression and cramps!! I realized that the same thing had happened in March. In March, I was on the 30 Day Renewal System. In April I was on the 30 Day Renewal System and the Female formula. I have also experienced an increase in my energy and stamina. I can come home from my Ju Jitsu class and still have energy to do other things like.

I put my 22-year-old daughter on the 30-Day Renewal System. She has suffered from "rheumatoid -like" symptoms since about the 5th grade, i.e.: swollen hands, pain in her joints and back. Almost immediately, she noticed a decrease in her symptoms. She tells everyone about what has happened to her.

Finally, my friend Christine - Christine suffers from several chronic conditions: Diabetes, Congestive Heart Failure, Asthma and Spastic Colon. Christine would frequently come to work with severe stomach cramps and diarrhea. She couldn't get very far from a bathroom. I gave her 10 days worth of the 30-Day Renewal System. She was thrilled! She noticed that she was not passing her vitamins in her urine, she felt more energetic. She decided to get on the product. When I told her what it would cost (this was in May, the price was still \$89.00) she decided that she couldn't afford them. At that time I asked her if she 'could afford not to take them.' We were going through a very stressful time as the company we were working for was closing us down. As soon as she stopped the product, her Spastic Colon started acting up again. About 3 days later she came into my office, threw a check on my desk and said, 'You were right! I can't afford not to.'"

- Chris, Las Cruces, NM

"The results I have gotten with the Renewal System and Longevity Signal Formula really surprised me. Not because I didn't think they were great products, but because I had been taking what I thought were good nutritionals and I didn't expect to notice a difference. I was wrong! My benefits were very pronounced: They include

sleeping better and waking up rested and alert in the morning (this is really something for me), great and even energy throughout the day and well into the evening, my nails are better, stronger and longer than they've ever been, I can deal with day to day stresses much better and my workout sessions seem to take less effort.

But you don't have to take my word for it as I had lab tests done by an independent lab that specializes in oxidative stress testing. That lab had tested me several times before being introduced to the Oasis products so I had a base line from which to judge the results. I was amazed to see such a marked improvement - over 600% improvement in oxidative stress in my body. I knew I could feel the results and my ACI test showed that I have reduced my affective rate of aging by 25 years and then to see the results by the independent lab - that was incredible!"

- Pat, Bellevue, WA

"In the middle of September, I attended a naturopathic physicians convention in Las Vegas. I visited lots of booths and listened to a lot of speakers-what really caught my attention was Oasis' Longevity Signal Formula. On Thursday, September 23, I did the ACI test-which proved how bad off physically I really was. My score was 21, 0 is dead, normal for a 51 to 60=year old is 172. Age 30-40 normal is 272. I was closer to dead than I thought.

Since starting on Longevity Signal

- 1) During the first week, my overall energy was way up.
- 2) After three weeks, my gums quit bleeding when I brushed my teeth.
- 3) After four weeks, I can see better. I can now read my digital alarm clock in the mornings without my glasses.
- 4) I have lost 18 pounds.
- 5) I can now sleep on my back-in the last 15-20 years, if I lie flat on my back for over three or four breaths, I would start coughing and couldn't breathe.
- 6) My libido came back to youthful levels after a long drought.
- 7) Lots of old aches and pains are gone or leaving
- 8) My skin has been very dark for many years. I thought it was due to farming and other outside activities. In my ninth week of Longevity Signal, my skin changes color! I think my liver must be functioning normally again.

My wife is happy to have the arthritis in her hands, elbows and knees gone. She also has a hip that she injured in a fall last January that has bothered her until she began the Longevity Signal. She is thrilled to have the aches and pains gone and much more energy.

We are both growing biologically younger."

-Stephen, Cokeville, WY

(results may vary)

To submit a testimonial please write to testimonials@oasisnetwork.com.

We can not post all testimonials received, but our editors will do their best to review and consider all submissions.

Copyright ©1999, 2000 Oasis Wellness Network, All Rights Reserved webmaster@oasisnetwork.com

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. P994506

TITLE

INTERNET ADVERTISING

DATE

RECORDED: COPYRIGHT 1999

TRANSCRIBED: JANUARY 11, 2000

PAGES

1 THROUGH 34

IF YOU ONLY KNEW. . . ANTI-AGING SECRETS OF A RESEARCH BIOCHEMIST

FOR THE RECORD, INC. 603 POST OFFICE ROAD, SUITE 309 WALDORF, MARYLAND 20602 (301)870-8025

| Ţ | FEDERAL TRADE COMMISSION | |
|----|--------------------------|------|
| 2 | I N D E X | |
| 3 | | |
| 4 | TAPED PRESENTATION: | PAGE |
| 5 | If You Only Knew | 3 |
| 6 | | |
| 7 | | |
| 8 | | |
| 9 | · · | |
| 10 | | |
| 11 | | |
| 12 | | |
| 13 | | |
| 14 | | |
| 15 | | |
| 16 | | |
| 17 | | |
| 18 | | |
| 19 | | |
| 20 | | |
| 21 | | |
| 22 | | |
| 23 | | |
| 24 | | |
| 25 | | |

| 1 | FEDERAL TRADE COMMISSION |
|----|---|
| 2 | |
| 3 | |
| 4 | In the Matter of:) |
| 5 | Internet Advertising) Matter No. P994506 |
| 6 |) |
| 7 |) |
| 8 | Copyright 1999 |
| 9 | |
| 10 | |
| 11 | |
| 12 | The following transcript was produced from a |
| 13 | live tape provided to For The Record, Inc. on January 11, |
| 14 | 2000. |
| 15 | |
| 16 | |
| 17 | |
| 18 | |
| 19 | |
| 20 | |
| 21 | |
| 22 | |
| 23 | |
| 24 | |
| 25 | |

1 PROCEEDINGS 2 IF YOU ONLY KNEW. . 3 ANTI-AGING SECRETS OF A RESEARCH BIOCHEMIST 4 5 (Music playing) 6 STEPHEN CHERNISKE: Take out a piece of paper 7 and a pen. If you don't have those handy, that's okay, because the image I'm going to ask you to illustrate is 8 9 simple enough for you to create in your mind. 10 straight line horizontally from left to right. At the 11 starting point on the left, write birth, and at the end 12 point on the right, put death. 13 Now, I've got two questions for you. 14 one, where are you right now on the scale of birth and 15 death? And number two, if you had a choice, would you 16 like to move to the left back towards greater vitality 17 and youthfulness. 18 MALE NARRATOR: If you only knew. If you only knew that you could turn back the aging clock and grow 19 20 biologically younger. Up until now, the idea of reducing 21 your biological age has been mere conjecture and fantasy. 22 But today, that all changes. That's why what you will hear in the next 35 23 24 minutes is so important. I encourage you to listen to

For The Record, Inc. Waldorf, Maryland (301)870-8025

every word at least once, because on this interview, you

25

| 1 | will learn how to add years to your life, no matter what |
|-----|--|
| 2 | your present age might be. And even more important, how |
| 3 | to enhance your life with more energy, strength and |
| 4 | stamina, improved immunity, better sleep, less fat and |
| 5 . | lower levels of stress. |

If you only knew that a remarkable health breakthrough, a youth formula, is about to be released to the world, would you jump at the chance to be one of the first to experience it?

Well, before you answer, it's important that you hear about the man whose voice began this tape. I'll be talking with Stephen Cherniske, a nutritional biochemist credited with helping to launch the anti-aging movement with his 1996 bestseller, DHEA Breakthrough.

Now, in his 52nd year of life, Stephen's biomarkers are that of a 36-year old. Stephen taught at two Southern California universities, ran the nation's first FDA-licensed nutritional testing lab and served on the faculty of the American College of Sports Medicine. A former consultant for the U.S. Olympic Team and nutritionist for top athletes and Hollywood stars, Stephen is a member of the National Academy of Research Biochemists, the American Medical Writers Association and is listed in Who's Who in American Professionals.

Stephen, you've been at the forefront of anti-

aging research for decades. How did this become so much of a passion?

STEPHEN CHERNISKE: Well, my life changed in graduate school in a genetics class. The professor held up two mice. These animals, he said, were both born six weeks ago. Are they the same age? We all looked at each other like he was nuts and said, well, of course they're the same age. Ah, said the professor, this one has an immune defect that will cause it to die in about a month. The other will enjoy a normal mouse life span of about 20 months. Now, are they the same age?

That's when it hit me that chronological age, the year you were born, is meaningless. It's not about your birthdate, it's about your expiration date. I left that class determined to focus my research on a new paradigm of aging and ultimately pioneered a concept known as biological age. The understanding that the year you were born is not nearly as important as your health, how you look, feel and perform.

Life extension wasn't enough. I was looking for health extension, and I applied that research at first to myself and I've achieved a 16-year reduction in my biological age. Every doctor I've ever seen wants to know how I did this. When they find out that my blood pressure is 90 over 60, that my cholesterol level is 140,

| 1 | percent body fat is 9 percent, about the level of a |
|----|---|
| 2 | highly trained college athlete, and my reaction time, |
| 3 | immune profile, blood tests are all better than most 35- |
| 4 | year olds. |
| 5 | MALE NARRATOR: Well, you know, you certainly |
| 6 | don't look like a man in his fifties. But let me play |
| 7 | devil's advocate here. Couldn't that just be good genes? |
| 8 | STEPHEN CHERNISKE: Well, except for the fact |
| 9 | that 12 years ago my blood pressure was high normal, |
| 10 | cholesterol was 214, body fat was twice what it is today. |
| 11 | MALE NARRATOR: Hmm. |
| 12 | STEPHEN CHERNISKE: And I was more tired and |
| 13 | less enthusiastic than I am now. Now, in a very real |
| 14 | sense, I'm younger now than I was 12 years ago and that's |
| 15 | been the result of specific steps that I've taken based |
| 16 | on a new understanding of the aging process. |
| 17 | First and foremost, you have to forget about |
| 18 | chronological age. If you can improve your biological |
| 19 | age, and I'll explain how to do that in a moment, you can |
| 20 | literally grow younger. Now, once more, this is the |
| 21 | critical point. |
| 22 | I've developed a formula that can help you |
| 23 | reset your biological clock and a breakthrough scientific |
| 24 | test that can prove it. The product, called Longevity |

For The Record, Inc. Waldorf, Maryland (301)870-8025

Signal Formula, has a tremendous amount of research

25

support, over 150 scientific studies. And the test has
been written up in biomedical literature. It's for real
and everything I say in this interview is documentable.
In fact, anyone can prove this extraordinary system for
themselves. In 30 days or less, you can see and feel the
rejuvenating power of your body being reactivated.

People who have used the product in preclinical and clinical trials experienced more energy, lower stress, a restored feeling of vitality and youthfulness, and these changes are not coming from a stimulant effect. There's no stimulants at all in this product.

These benefits are obtained by creating a metabolic shift that restores the repair, rebuild and rejuvenate activity of your body to levels that you enjoyed when you were young. So, in a very real sense, aging, as we know it, the rapid downhill slide of degeneration is no longer inevitable. In fact, it can be completely avoided.

MALE NARRATOR: Oh, wow. Well, let's hear from someone who's involved in one of our clinical evaluations.

CAROLYN: Hi, I'm Carolyn. I'm from Agoura,
California, and I've been a business professional and an
attorney for about the last 15 years and I'd have to say

1 I have a pretty demanding schedule. And I turned 40 2 recently and I noticed in the last few years I've had a decrease in my overall energy and stamina and my facial 3 4 skin tone has weakened up a little bit and I've also had 5 more mood swings throughout the day, which is something that I never used to have.

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

And I got on the Oasis Longevity Signal Formula about a month and a half ago, and boy, within a couple of weeks the improvements, the increase in energy and stamina that I began to feel, not just when I was out exercising, but I would literally come home from work and have enough energy to want to go out and either do a walk or a hike after work, which is a very unusual thing for me.

One of the other things that I noticed was improvement in my facial skin tone and then a dramatic change in my mood swings and I was now in a much more consistently better mood throughout the day. honestly say that I never forget to take the Oasis Longevity Signal Formula, unlike other nutritional supplement programs that I've been on where I had forgotten to take the supplements either in the evening or in the morning. I've noticed such a dramatic improvement in my overall sense of well-being that I never forget to take the formula.

| 1 | MALE NARRATOR: So, what I hear from Carolyn is |
|---|---|
| 2 | not only a dramatic shift in energy, but attitude and |
| 3 | outlook as well. |
| 4 | STEPHEN CHERNISKE: Exactly. Think for a |
| | |

or grandparents growing old -MALE NARRATOR: Um-hum.

moment what that means.

aware of the pain, both physical and emotional, that aging normally entails. Perhaps many of our listeners have already started to experience some tiredness, decreased immunity, stiffness or pain. What would it be like to boost your body's natural repair and rebuild activity to restore feelings of vitality that you thought were gone forever?

If you've watched your parents

MALE NARRATOR: Yes. But, you know, a lot of people would say it's too good to be true.

STEPHEN CHERNISKE: Yeah. And here's the point. You don't have to take my word for it. For the first time, a leading pharmaceutical research laboratory has teamed up with a nutritional supplement manufacturer to make an unprecedented offer. You see, if you use this safe, all-natural product for 30 days, we guarantee that you will look and feel younger. More important, we'll prove it with a before and after test that will verify in

| 1 | black and white that your body's regenerative activity |
|----|---|
| 2 | has been increased and you have, as a result, grown |
| 3 | biologically younger. |
| 4 | MALE NARRATOR: Okay. Well then, let's talk a |
| 5 | bit about the test. If someone went to their doctor, |
| 6 | would their doctor know about this test? |
| 7 | STEPHEN CHERNISKE: Well, we're working with a |
| 8 | large, and fortunately, a growing number of doctors, but |
| 9 | the truth is, there are still relatively few who practice |
| 10 | anti-aging or preventive medicine. The vast majority are |
| 11 | still waiting for the patient to break down and fall |
| 12 | apart and then they go into fix-it mode. I happen to |
| 13 | think that's crazy. It's like waiting for your engine to |
| 14 | seize up before you change your oil. |
| 15 | The fact is millions of baby boomers today |
| 16 | don't want to wait until they fall apart. That's exactly |
| 17 | what they want to avoid, and that's precisely what |
| 18 | Longevity Signal Formula does. It shifts your metabolism |
| 19 | towards more repair, rebuild and rejuvenate activity. |
| 20 | It's the essence of preventive health care. |
| 21 | Now, the first thing people want to know about |
| 22 | the test, is it expensive or painful, and the answer is |
| 23 | neither. It's certainly not painful. It's a simple, at- |
| 24 | home urine test. And the cost is a fraction of what |

For The Record, Inc. Waldorf, Maryland (301)870-8025

you'd pay for any anti-aging profile that's now

25

| 1 | available. Plus if you take the Oasis Longevity Signal |
|----|---|
| 2 | Formula and your test score doesn't improve, we'll refund |
| 3 | the cost of the product and the test. That's about as |
| 4 | straightforward as it gets. |
| 5 | MALE NARRATOR: Um-hum. Now, what exactly does |
| 6 | the test measure? |
| 7 | STEPHEN CHERNISKE: It measures your anabolic/ |
| 8 | catabolic index. Remember that I started this tape with |
| 9 | a line illustrating the continuum between life and death. |
| 10 | Again, the important question is, where are you? You |
| 11 | see, that's your anabolic/catabolic index or ACI score. |
| 12 | Anabolic refers to the repair, rebuild and |
| 13 | rejuvenate activity of the body. Catabolic, on the other |
| 14 | hand, refers to the breakdown activity. Now, when you |
| 15 | were young, you were mostly anabolic, and as you age, |
| 16 | catabolic activity starts to predominate. So, the |
| 17 | critical question is, where are you and how fast are you |
| 18 | moving towards that endpoint known as death. |
| 19 | MALE NARRATOR: And I'd imagine that a lot of |
| 20 | people wouldn't want to know. |
| 21 | STEPHEN CHERNISKE: Well, you're right. After |
| 22 | all, that can be scary. |
| 23 | MALE NARRATOR: Um-hum. |
| 24 | STEPHEN CHERNISKE: Some seemingly healthy |
| 25 | people are actually older biologically than they are in |

1 years and they don't know it. Until now, there was no 2 way that they could know. But what if I told you no 3 matter where you are on this line, the Longevity Signal 4 Formula can help move you to the left by restoring anabolic repair and rebuild activity.

5

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

MALE NARRATOR: And personally, that would make all the difference. I mean, if you are just going to give me bad news, who wants it. But if you're saying that I can change my location on that line between birth and death, to add years to that line, I'd say, hey, count me in, I want this information.

STEPHEN CHERNISKE: In fact, that's what thousands of people are saying because this information has never been available before. People were floundering in the dark, trying mega-vitamins, liquid minerals, exotic injections, special exercises. But they never knew if what they were doing was doing them any good. now have a reliable test to validate any anti-aging therapy and it has to do with enhancing metabolism.

And remember, anabolic refers to all of the rebuild, repair and rejuvenate activity of the body. Catabolic metabolism is the breakdown activity. My physiology professor said it best. The day -- he said, the day your total catabolic activity exceeds your anabolic activity is the day you begin to die.

| 1 | I remember sitting there and I was only in my |
|----|---|
| 2 | twenties. I mean, you don't spend a lot of time thinking |
| 3 | about mortality, but this hit me like a ton of bricks. I |
| 4 | mean, another one of those defining moments. And I |
| 5 | remember writing in my notebook, metabolism equals key to |
| 6 | aging. You see? |
| 7 | When you increase your anabolic metabolism, |
| 8 | you're regenerating it and becoming more youthful. When |
| 9 | you're catabolic, you're breaking down and deteriorating. |
| 10 | So, then I wrote another rather prophetic line. Goal, |
| 11 | find a way to increase anabolic metabolism. |
| 12 | MALE NARRATOR: Um-hum. Well, now that was a |
| 13 | long time ago. You've done an awful lot in the last 25 |
| 14 | years. What was the key to fulfilling this goal? |
| 15 | STEPHEN CHERNISKE: Well, the key turned out to |
| 16 | be the discovery of cell signals, how your body |
| 17 | communicates with your brain. And I certainly can't take |
| 18 | credit for that. I've crystallized this breakthrough |
| 19 | research into a product that works and a test that proves |
| 20 | that you can turn back the clock. |
| 21 | But the discovery was a group process, an |
| 22 | international collaboration. In 1994, the Nobel Prize in |
| 23 | medicine was awarded to Gillman and Rodbell (phonetic) |

For The Record, Inc. Waldorf, Maryland (301)870-8025

for their discovery of G-peptides, microscopic strands of

protein that relay messages at lightning speed through

24

25

tens of millions of cells. I mean, that revolutionized the entire field of biochemistry.

Three years later, Bill Lee, the founder of the Oasis Wellness Network, commissioned an international research project to unlock the secrets of cell signals as they relate specifically to aging. And this two-year, multimillion dollar effort, known as the Bioregenics Project, provided an extraordinary wealth of information that was ultimately distilled into this breakthrough test and product. You know, again, the secret is in restoring anabolic rebuild and repair activity. And your body will do this if you can send the right signals.

If you can find a way to find that switch and, as you might imagine, the switch is in your brain. Now, whether the cell signals travel through G-peptides, hormones and neurons, they do one of two things. They can tell the brain that you're over the hill, in which case the brain switches to catabolic breakdown, what I call the shut-down sequence. Or you can send longevity signals, which tell the brain that you're fit, healthy and strong. And that triggers a metabolic shift that stimulates anabolic repair and rebuild functions.

MALE NARRATOR: I'm sure that many listeners are wondering why their brain would send catabolic or breakdown instructions to their body. The answer is

going to surprise you because basically this is how we
age. I mean, you have to remember that the brain
controls every cell in your body and that control
includes all the issues surrounding the aging process,
the breakdown of immunity, thinning hair, changes in body
composition, reduced metabolic efficiency, lower energy
production. All of that is initiated by the brain.

But I'll say it again. The brain is only acting on the information it gets from the body. Your brain doesn't care how many candles were on your last cake. See, it's a wonderfully elegant design which is part of the survival imperative built into all living things.

When an organism is past the age where it can reproduce, basically Mother Nature says, time to exit stage left, make room for a newer, younger model. And that's accomplished through this body/brain dialogue. Now, the dialogue takes place biochemically, but if I was to translate it into English, it would sound something like this.

Attention, everyone. This is the brain and I've got some rather sad news. I just learned that we are, as they say, over the hill now. It's been fun, but the game is about over and I'll be initiating the catabolic shut-down sequence from here. So, don't be

| 1 | surprised if you see the lights dimming and the energy |
|---|--|
| 2 | flow decreasing. |

Immune system, things are going to go particularly bad for you because the shut-down sequence involves progressive immune failure. Oh, you've done an absolutely splendid job all these years. I really mean that. But now, I want you to surrender. It could be heart disease, cancer, pneumonia, any number of infections that will be coming along in the next few years.

And muscles, great job, but we're going to be making mostly fat from now on. And I'll be completely shutting down libido, no need for a sex drive. And don't be alarmed if the overall mood starts to get rather glum, shutting down a long-running show is always kind of sad.

MALE NARRATOR: (Laughter). That's a pretty chilling view of aging.

STEPHEN CHERNISKE: Oh, but a very realistic one. You see, this is not a metaphor. This dialogue does take place biochemically. I mean, we can measure the decreased muscle synthesis, failing immunity, a decreased metabolic efficiency, leading to fatigue, depression and ultimately fatal disease.

But unlike what your doctor is probably telling you, this is not inevitable. And please, I'm not bashing

doctors. I'm just saying that if your doctor tells you that you're aging at a normal rate, you should be very concerned, because he's basing his analysis on life expectancy, the point at which so-called normal people are expected to feel back pain, become fatigued, get overweight, fall apart and eventually die.

But remember, normal is nothing to aspire to.

I mean, today, boomers are looking for optimal health and maximal life span. But to achieve that, you have to step beyond normal. Now, that's our specialty. We've discovered how to activate longevity signals and completely alter the brain's instructions to every cell in your body. With the longevity signal formula, the new dialogue sounds more like this.

Attention, everyone. This is the brain. I've just received month end reports and I have exciting news. We're actually growing younger. I'm serious. I don't know exactly how we're doing it, but listen to this. Muscle mass is up and much more active. Stress is down. Energy is way up. You're not going to believe this, but I verified the data. Hormone levels indicate that we're somewhere in our late twenties or early thirties. So, I'll be turning up anabolic activity, sex drive, mental clarity, respiratory efficiency, energy production and immunity.

I mean, don't be alarmed if things sound a bit rusty at first. A lot of this metabolic machinery hasn't been used in years. But we're on a roll. The guys over in the mood department are working overtime making a raft of new endorphines. We're young again.

Now, imagine what that would feel like, this sense of rejuvenation. You see, the Longevity Signal Formula enables you to activate longevity signals at any age and sends a different message to the brain, a different message, different, more anabolic response and a new you.

MALE NARRATOR: That's still going to be hard for most people to accept, though, don't you think? I mean, we're so conditioned to thinking that aging has to follow this inexorable path of degeneration leading to decrepitude.

STEPHEN CHERNISKE: Yeah, and you're right. It is conditioning, and only because so few people have actually achieved a true state of regeneration. But the numbers are growing and soon there will be a new model to follow. We already have hints of what's coming, a golden age of wellness.

Now, I admit, when I present this at conferences I still get looks of amazement and disbelief. But that's because people don't understand their bodies.

| 1 | We now know that the average adult creates about 200 |
|----|--|
| 2 | million new cells every minute. That's almost 300 |
| 3 | billion cells a day. This massive cell creation is under |
| 4 | the direct influence of the brain's anabolic/catabolic |
| 5 | instructions. |
| 6 | If you can amplify the anabolic repair and |
| 7 | rejuvenate signal, these cells will be stronger and |
| 8 | healthier than the ones they replace and you will |
| 9 | literally grow younger. |
| 10 | FEMALE NARRATOR: This is the end of Side 1. |
| 11 | Please turn the tape over to continue. |
| 12 | (Music playing) |
| 13 | (END OF SIDE 1) |
| 14 | (Music playing) |
| 15 | MALE NARRATOR: I think one of the problems or |
| 16 | difficulties in accepting the possibility of true |
| 17 | regeneration is that people, especially baby boomers, |
| 18 | have been trying all kinds of products and programs for |
| 19 | years and they just haven't seen results. They've tried |
| 20 | every vitamin known, liquid minerals, exotic herbs, |
| 21 | special exercises and still they look in the mirror and |
| 22 | they say, wait a minute, I'm aging just like my parents. |
| 23 | STEPHEN CHERNISKE: Well, sure. I mean, |
| 24 | without changing the metabolic balance towards anabolic, |
| 25 | just about anything you do in terms of anti-aging will |

have limited results. Remember, not too long ago collagen injections were all the rage. You see, as we age, the production of collagen by our body starts to decline and we start to sag, especially around the eyes, the cheeks and the jaw line. So, people were spending a fortune having collagen injected into their faces.

But what happened? Well, because their body was highly catabolic, the injected collagen was quickly broken down. And when people found out that they had to go back for repeated injections every few months, they lost interest real fast.

Well, that's a perfect example of the short-sighted, treat the symptom conventional approach. The Longevity Signal approach says treat the underlying problem, and that is a high level of catabolic breakdown activity.

When you improve that, when you restore your body's own anabolic rebuild activity, your body manufacturers more collagen. It's infinitely better because it treats the problem naturally and enhances beauty from the inside out.

MALE NARRATOR: As you say, using the wisdom of Mother Nature to fool Father Time. You know, another advantage, of course, is that the idea of treating the underlying cause of aging instead of running after all

the myriad symptoms is a concept that most people quickly understand and appreciate.

STEPHEN CHERNISKE: Well, and again, how is that done? By sending longevity signals to the brain, the brain concludes that you're young and initiates an entire cascade of rebuild and restore instructions to every cell of your body. And, you know, it's been estimated that this approach affects more than 200 separate metabolic functions. It enhances cell communication, boosts immunity, restores metabolic efficiency and vitality, feelings of strength and confidence. It makes your bones stronger, the mind sharper, the mood higher.

Again, the body sends longevity signals to the brain, the brain sends anabolic instructions to the body and this puts you on an upward spiral that you'll never forget as long as you live. And indications are that that will be a very long life, probably 100 years or more.

MALE NARRATOR: And again, in the last 12 years, you've grown measurably younger.

STEPHEN CHERNISKE: Well, and here's the point,

I didn't try to lower my blood pressure, I didn't try to

lower my cholesterol, I didn't try at all to lose weight

or gain muscle. I made no effort to burn fat. These are

simply the consequences of a highly anabolic metabolism.

2 The Oasis breakthrough is making this opportunity

available to everyone, not just a select group of

4 biochemists.

MALE NARRATOR: Now, since the announcement of this test and product, your lab at Oasis Wellness Network has been flooded with calls, most of the callers, I'm sure, have questions and most of the questions probably revolve around the how. How does the Longevity Signal Formula stimulate this incredible metabolic shift?

STEPHEN CHERNISKE: Well, the answer, fortunately, is rather simple. I mean, remember that we're not tweaking and manipulating all the various organs and glands and tissues. We're altering the signals that inform the brain and letting the brain take care of the details.

Now, when your brain asks your body how old you are, your body uses a dipstick to measure hormones produced by two key glands, the adrenals and the pituitary. So, creating a product that signaled along both of those pathways was absolutely critical. Now, no other research firm or nutraceutical company has taken this important step. I mean, most are still stuck either treating the symptoms of aging or working with one of the pathways without fully understanding the longevity signal

1 concept.

The Bioregenics Project found that the adrenal hormone, DHEA, is the most comprehensive longevity signal that there is. And we went on to develop a new more powerful and effective DHEA complex. You see, DHEA is the youth hormone. I mean, it's remarkably high when you're in your prime. DHEA gave you the sense that you could conquer the world. It was responsible for the sex drive, energy, stamina, mental clarity and amazing metabolic efficiency that you had in your twenties.

Well then, at about age 30, it starts to decline and every year it gets lower and lower until at age 70 most people are producing only 10 or 15 percent of what they were making at age 25. I mean, there is no biochemical in the human body that decreases at such an alarming rate or whose decline causes such dire consequences.

Now, stay with me here because this is the key. For decades the so-called experts simply assumed that this decline was just another inevitable consequence of aging. I was one of the first to suggest that it was as much a cause of the aging process as an effect, and that by keeping DHEA levels at prime peak, one could maintain a highly anabolic, maximum energy, powerful immune state well into advancing years.

But I was also the first to understand that this could not be accomplished simply by supplementing with DHEA. I mean, people have been taking DHEA now for years, but in the wrong dose and in the wrong form. You see, the amount required to activate clear longevity signals can be excessive for some people. That's because the body converts DHEA to other hormones like estrogen and testosterone.

So, the solution to that critical dilemma came from Dr. Henry Lardi (phonetic), one of the nation's leading hormone biochemists and his team at the University of Wisconsin. They had been working on a natural analog or a purified form of DHEA that would maintain DHEA's powerful benefits without being converted to sex hormones. And after eight years of research, they succeeded in producing the perfect molecule. They tradenamed it 7-Keto DHEA (phonetic).

Today, this extraordinary compound is protected by seven U.S. patents. Now, these patents cover the molecule itself, the technology required to make the molecule and the use of 7-Keto for the treatment of a wide range of health disorders.

Oasis Wellness Network is the first and only company to combine 7-Keto with DHEA in a proprietary, carefully balanced formula. Costing thousands of dollars

| | 25 |
|----|---|
| 1 | per kilo, 7-Keto is not only the most expensive raw |
| 2 | material in the natural products industry, it's one of |
| 3 | the rarest and the most effective. |
| 4 | I asked Dr. John Zenk (phonetic), a board- |
| 5 | certified internist and anti-aging specialist, to comment |
| 6 | on 7-Keto and the Longevity Signal Formula. |
| 7 | DR. JOHN ZENK: Hello, this is Dr. John Zenk. |
| 8 | I am a board-certified internal medicine physician in |
| 9 | Minneapolis. I'm also author of a book called, Living |
| 10 | Longer in the Boomer Age. In that book, I introduced a |
| 11 | new dietary ingredient called 7-Keto. |
| 12 | 7-Keto is a metabolic derivative of DHEA, which |
| 13 | is more potent than DHEA. 7-Keto has shown promising |
| 14 | beneficial results in improving memory, up-regulating the |
| 15 | immune system and increasing alertness. The Longevity |
| 16 | Signal Formula is the first time 7-Keto and DHEA have |
| 17 | been placed together in a single product. |
| 18 | I expect to see even more promising beneficial |
| 19 | effects from this product. |
| 20 | MALE NARRATOR: So, with 7-Keto, you had two |
| 21 | pieces of the puzzle. |
| 22 | STEPHEN CHERNISKE: That's right. I could keep |
| 23 | DHEA at low levels to maintain a high safety profile, but |
| | |

For The Record, Inc. Waldorf, Maryland (301)870-8025

utilize enough 7-Keto to send powerful longevity signals

to the brain. Now, still, I knew that I needed two more

24

25

factors because the perfect longevity signal would have 1 2 to enhance the pituitary pathway at the same time. I mean, it would have to increase growth 3 hormone or GH. And it would have enhance the body's 4 ability to detoxify. 5 6 Now, we achieve the growth hormone boost by 7 adding a GH stimulator, the amino acid Arginine 8 (phonetic). And we obtain the high nutrient detox 9 benefits from a special group of botanical extracts, and 10 importantly, these extracts are standardized compounds 11 provided in clinically effective doses and supported by extensive research. 12 13 MALE NARRATOR: Well, speaking of research. 14 you've got a file there with some of the latest findings. 15 STEPHEN CHERNISKE: Well, actually, this is 16 only a sample of what's been published in medical 17 journals and only in the last year. I mean, there are, 18 as I said, literally hundreds of scientific studies 19 supporting the components of this breakthrough formula. Here are some of the most dramatic new findings. 20 21 A study with postmenopausal women demonstrating 22 increased bone density, improved glucose tolerance, enhanced feelings of well-being, decreased body fat, 23 increased muscle mass and increased growth hormone 24

For The Record, Inc. Waldorf, Maryland (301)870-8025

25

levels.

| 1 | Here's a study with men. Produced |
|----|---|
| 2 | significantly increased IGF-1, the body's main repair and |
| 3 | rebuild biochemical, as well as improvements in immunity. |
| 4 | And here's a study with depressed patients showing that |
| 5 | one compound out of the formula improved not only mood, |
| 6 | but memory and learning ability at the same time. |
| 7 | Here's two breakthrough studies showing |
| 8 | remarkable improvement in liver function. Now, why is |
| 9 | that such a powerful anti-aging benefit? Because aging |
| 10 | is associated with a marked reduction in liver function. |
| 11 | A typical adult will lose more than 40 percent of their |
| 12 | liver function by age 70 and that age-related defect |
| 13 | contributes greatly to the degeneration of the entire |
| 14 | body. Here's a study showing that you can reverse that. |
| 15 | And finally, a breakthrough study on nearly |
| 16 | 1,000 subjects published in the prestigious journal of |
| 17 | epidemiology showing a significant reduction in the risk |
| 18 | for atherosclerosis. Now, that's the leading cause of |
| 19 | death in Western nations. |
| 20 | MALE NARRATOR: In the time remaining, Stephen, |
| 21 | we need to answer some final questions about the ACI |
| 22 | Test. We've heard about Nobel laureates, the Bioregenics |
| 23 | Project, world-renowned professors, medical doctors and |
| 24 | researchers. Where did the ACI come from? |

For The Record, Inc. Waldorf, Maryland (301)870-8025

STEPHEN CHERNISKE: Well, there, the pioneering

25

work was conducted at Halkito (phonetic) University in

Japan. We picked up on their research, spent months

improving the methodology and performed initial studies

proving that the test was accurate, reproducible and

clinically valuable.

Now, a more rigorous double-blind, placebocontrolled intervention trial has just been completed and
the results are nothing short of spectacular. In fact,
everyone was shocked except the test subjects. I mean,
they knew something amazing was taking place by the way
they felt. Imagine in less than 30 days waking up in the
morning before the alarm clock, blazing through the day
with energy to spare, dramatic increases in exercise
tolerance.

Well, you tend to notice things like that.

Now, just listen to what a few test subjects have to say about their results.

HARRIS: Hi, my name is Harris from Sarasota, Florida, and I've been a trained athlete involved in competitive sports for over 20 years. When I turned 40, I started experiencing a decrease in my overall performance, including unwanted weight gain.

In order to continue competing and excelling at a level I was accustomed to, I knew I needed to do something that would give me back my edge. That's when I

heard about the Oasis Longevity Signal Formula. After one month on the formula, I have noticed a decrease in body fat, increased stamina and strength, and I'm back competing against top athletes around the country.

This is a product I'll definitely never be without.

DAVE: My name is Dave and I'm from Southern California, and it's been pretty amazing since I've been taking the Longevity Signal. I used to dip in my energy levels quite a bit. But since I've been taking the Longevity Signal, I have to say I've got a consistent bioenergy all day long. At night, I sleep through the entire night like a rock, waking up early in the morning fresh, ready to go. I just feel like a million bucks.

As far as some special results, I would have to say I had been training seven weeks prior to getting on the Longevity Signal and had some good results prior to the Longevity Signal, but I just really start shredding up, I mean, practically overnight. In one week I lost 11 pounds which I was just amazed to see my entire physical being transformed right in front of the mirror.

And another little special result is my sexual vigor has just gone through the roof and -- which is a great thing.

So, a long story short of it is I feel great, I

feel like a million dollars all day long. I sleep like a rock at night and I would highly recommend it for anybody.

MALE NARRATOR: I can easily see how the ACI Test will change the field of anti-aging medicine.

STEPHEN CHERNISKE: And for a number of reasons. I mean, today, the average anti-aging work-up costs about \$2,000 and involves a lot of painful needle sticks. We found a way to capture that information in one simple and inexpensive test, and there's no pain. The ACI Test is a simple urine test that you collect at home.

MALE NARRATOR: And once more, what do the results look like? What's the information that no other test can provide?

STEPHEN CHERNISKE: Well, the ACI pinpoints your location on that line from birth to death. I mean, we compare that to two points, the normal for your age, but more important, the level that has been determined to be optimal for slowing or reversing the aging process. That gives you critical information regarding where you are or where you want to be, and most important, we provide a product that's been shown in double-blind, placebo-controlled studies to help you to achieve the optimal anabolic/catabolic balance.

| 1 | Now, just listen to what a few doctors have to |
|----|---|
| 2 | say about their results. |
| 3 | DR. JESSIE HANDLEY: Hi, I'm Dr. Jessie Handley |
| 4 | (phonetic), M.D., Medical Director of Malibu Health and |
| 5 | Rehabilitation. I've been in private practice for over |
| 6 | 20 years practicing holistic and longevity medicine. The |
| 7 | ACI is an exciting and insightful new laboratory |
| 8 | evaluation of degeneration and regeneration. I find it a |
| 9 | very valuable assay in my practice of wellness-oriented |
| 10 | health care. |
| 11 | DR. MICHAEL ROSENBAUM: This is Dr. Michael |
| 12 | Rosenbaum (phonetic) and I am a physician in Northern |
| 13 | California, and I've been practicing nutritional medicine |
| 14 | for over 25 years. The ACI Test is a remarkable and |
| 15 | impressive laboratory tool that can help evaluate your |
| 16 | current health status. The word "anabolic" means the |
| 17 | ability of your body to heal and to regenerate. |
| 18 | Catabolic, in contrast, means to breakdown and |
| 19 | it reflects the degree to which the body is degenerating |
| 20 | or aging. |

Most healing therapies impact directly on this critical balance between healing or anabolism and breakdown or catabolism. I'm very, very excited about the potential of the ACI Test, not only to enhance my nutritional practice, but the practice of anti-aging

1 medicine in general.

MALE NARRATOR: Well, this has been incredible information, Stephen. Do you have any closing comments?

STEPHEN CHERNISKE: Well, yes. I'd like to close with the observation that life is short. At some point, everyone becomes aware that life is a precious journey and there's really no time for dead-ends and detours. You need an effective, practical and scientific anti-aging program. Oasis offers you that and more. It offers you a chance to experience true rejuvenation in every gland, tissue and organ in your body.

Time is the currency of life. I urge you to spend it wisely. And that means knowing where to go for help. And I want to suggest that the conventional medical approach has nothing to offer, nothing but a raft of palliative drugs to treat the ever-increasing symptoms of aging.

And if you're tired of empty promises, the smile and trust me approach, Oasis Wellness Network shakes your hand, looks you in the eye and says, let me prove it to you. Now, the difference is profound.

(Music playing)

MALE NARRATOR: If you only knew. Well, now you do know. You know that the Oasis ACI Test can measure your true age simply and inexpensively. You know

| 1 | that the Oasis Longevity Signal Formula is guaranteed to |
|-----|--|
| . 2 | make you biologically younger in 30 days or less. You |
| 3 | know that your body is sending your brain longevity |
| 4 | signals this very moment, but that they're not as strong |
| 5 | as they could be. |
| 6 | And now that you know, there is only one thing |
| 7 | left to do. Call the person who gave you this tape and |
| 8 | ask about the unconditionally guaranteed way to become |
| 9 | biologically younger. There's absolutely no risk. Make |
| 10 | this call today because now you know. |
| 11 | Thanks for listening. |
| 12 | (The audiotape presentation was concluded.) |
| 13 | |
| 14 | |
| 15 | |
| 16 | |
| 17 | |
| 18 | |
| 19 | |
| 20 | • |
| 21 | |
| 22 | |
| 23 | |
| 24 | |
| 25 | |

| 1 | CERTIFICATION OF TYPIST |
|----|--|
| 2 | |
| 3 | DOCKET/FILE NUMBER: P994506 |
| 4 | CASE TITLE: INTERNET ADVERTISING |
| 5 | TAPING DATE: COPYRIGHT 1999 |
| 6 | TRANSCRIPTION DATE: <u>JANUARY 11, 2000</u> |
| 7 | |
| 8 | I HEREBY CERTIFY that the transcript contained |
| 9 | herein is a full and accurate transcript of the tapes |
| 10 | transcribed by me on the above cause before the FEDERAL |
| 11 | TRADE COMMISSION to the best of my knowledge and belief. |
| 12 | · · · · · · · · · · · · · · · · · · · |
| 13 | DATED: JANUARY 11, 2000 |
| 14 | ≤ 1 ~ 1 ~ 1 |
| 15 | Elizabett M. Farrell |
| 16 | ELIZABETH M. FARRELL |
| 17 | |
| 18 | CERTIFICATION OF PROOFREADER |
| 19 | |
| 20 | I HEREBY CERTIFY that I proofread the transcript for |
| 21 | accuracy in spelling, hyphenation, punctuation and |
| 22 | format. |
| 23 | |
| 24 | - Monthly Ethon |
| 25 | KATHY . DE MENT |