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**VALUEVISION**

**WEIGHTPERFECT FAT LOSS ACCELERATORS**

DATE RECORDED: JULY 17, 2000

Exhibit C

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**PROCEEDINGS**

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**WEIGHT PERFECT**

**ON SCREEN: Alan North vvtv.com Michelle Murphy**

HOST: We really want you to call in with your testimonials. We want to hear how much weight you've lost. We want to hear how easy the program is. How you haven't been hungry. How it's been effective for you. How you've felt more energy.

**ON SCREEN:**  
**V-11520**  
**S&H \$6.79**  
**\$44.95**  
**WeightPerfect**  
**WeightPerfect Nutrition Bars**  
**24-Bars (Choice)**  
**1-800-788-2454**

**VALUEVISION**  
**vvtv.com**

HOST: And speaking of more energy, we have a show coming up --  
**(Break in tape.)**

HOST: Why do you do the Accelerator? Because there's a few problems we have when we try to go on a weight loss program.

**ON SCREEN:**  
**V-11550**  
**Retail Value \$99.95**  
**S&H \$4.49**

1                   **REGULAR PRICE \$59.95 (slashed out)**

2                   **SPECIAL PRICE \$49.95**

3                   **This Visit Only**

4                   **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

5                   **1-800-788-2454**

6                   **VALUEVISION**

7                   **vvtv.com**

8                   HOST: And we really want you to call in with your testimonials. If  
9 you've lost weight on this program --

10                  ALAN NORTH: Right.

11                  HOST: -- or you've gone on another program you're like look, I've  
12 been on every program, I'm going to give up. Do not give up. Because if you give up,  
13 you're going to be at the same place in six months as you are today. The other thing  
14 you said these, you know, results are very quick.

15                  ALAN NORTH: Right.

16                  HOST: We don't want you to think this is a crash diet though.

17                  ALAN NORTH: No, not at all.

18                  HOST: This is a program that your body loves and you're feeding your  
19 body, you're feeding your brain, and when you give your body what it actually needs  
20 and not these other wasteful things --

21                  ALAN NORTH: Right.

22                  HOST: -- you're going to lose weight. The Accelerator is going to  
23 increase the process. It's going to make your body a fat burner and it's going to  
24 increase your metabolism.

25                  Now, I've got to tell you also the other benefit is you're not hungry. If  
26 you take those and don't feel the cravings and that's, to me, the most important thing  
27 about the Accelerator. Because when you go on a diet, the worst thing is -- because

1 you know what? Your stomach -- they say your stomach can't shrink and get bigger  
2 but in a way it does because --

3 ALAN NORTH: Yeah, it does.

4 HOST: -- you really -- if you're used to eating, you know, 5000  
5 calories a day and you cut down even to 3000 calories or 2500, you're going to feel  
6 hungry. This is going to help you so you're not going to be hungry and you're going to  
7 stick on your program. Because you know what, what's the goal? The goal is to lose  
8 weight. That is more important than any brownie or any, you know, dessert that you  
9 see in the stores.

10 ALAN NORTH: This is a product that's really -- we've had an  
11 unbelievable response with. This is a two part product. It's designed to help you  
12 really increase your metabolic rate. The fact is all -- all people are different and here's  
13 the thing. If you have a slow sluggish metabolism, there's a scientific reason.

14 HOST: Um-hum.

15 ALAN NORTH: I mean, a lot of people will blame you. They'll think  
16 well gosh -- you know, you'll even blame yourself. You'll think I'm just lazy, you  
17 know -- you know, I don't eat the right foods. I'm not active enough. And that may  
18 be partially --

19 HOST: I don't have discipline.

20 ALAN NORTH: -- true. That may be partially true. There's lots of  
21 different ways -- reasons why people gain weight. One of those reasons is because  
22 certain people lack the capacity to create a process known as thermogenesis.

23 Thermogenesis is a production of heat, the production of energy, the  
24 fat burning process that's natural that goes on with some people but not others. Think  
25 of it this way -- and I'm not -- I don't want to get too scientific but let me describe it  
26 this way.

27 HOST: Um-hum.

1                   ALAN NORTH: You have two different types of fat on your body.  
2    You have the good fat which is often referred to as brown adipose tissue, brown fat,  
3    and you have the bad fat that's often called white fat. The white fat is the body fat that  
4    you can see. It's the stored energy.

5                   And a lot of times what happens if you have a slow metabolism, no  
6    matter what you seem to eat, it gets stored efficiently into fat cells, while other people  
7    can kind of eat whatever they want --

8                   HOST: Um-hum.

9                   ALAN NORTH: -- pizza, hot dogs --

10                  HOST: And it burns up.

11                  ALAN NORTH: -- and they burn it up. And there's a reason for that.

12                  HOST: Teenagers.

13                  ALAN NORTH: There's a natural capacity located with brown  
14    adipose tissue -- this is probably one of the most significant discoveries in weight loss  
15    management in the last 50 years. In brown adipose tissue, the good fat which only  
16    represents three percent of the fat in your body, you have special molecules -- they're  
17    actually sometimes referred to as fat burning molecules.

18                  **ON SCREEN:**

19                  **before & after (photographs)**

20                  **Individual results may vary**

21                  **VALUEVISION**

22                  HOST: Um-hum.

23                  ALAN NORTH: Okay. And what happens is  
24    those -- they're fat burning incinerators that help burn not only stored fat but ingested  
25    fat that you eat. Well, if you have a really slow metabolism, for some reason it's like  
26    a genetic cue that -- that doesn't allow you to burn the fat naturally. So, what ends up  
27    happening is in the daytime form -- these are two different products. We have a

1 daytime formula and a nighttime formula.

2 HOST: But it's one price and it's a price that's only good for this visit.

3 So, when you're seeing these before and afters, you know -- I mean, think about it.

4 Everybody says well, it's easy for you.

5 ALAN NORTH: Right.

6 HOST: Now, is -- do they think it's easy for this man as before? Do

7 you think it's that easy for all of the other before?

8 ALAN NORTH: Look at the difference. Look at the difference. This  
9 is an Accelerator difference. And, again, I put him on both products, the daytime and  
10 the nighttime. It's all in one.

11 And what ends up happening is you have citrus aurantium, the top fat  
12 burning ingredients. Citrus aurantium which contains a natural ingredient called  
13 syneferine (phonetic) that's the active fat burning ingredient that stimulates those  
14 molecules that are located within brown adipose tissue and they work like fat burning  
15 incinerators throughout the body.

16 What it does it carries white fat and carries it to the fat burning  
17 incinerators throughout your body. So, the effect is a faster metabolism naturally.  
18 There is no ephedrine in this product.

19 HOST: And ephedrine is what people have linked to heart problems.

20 There is nothing -- none of that in that. I just want --

21 ALAN NORTH: Right.

22 HOST: -- to mention to you what this is and how you take it. You  
23 take this product --

24 **ON SCREEN:**

25 **V-11550**

26 **Retail Value \$99.95**

27 **S&H \$4.49**

1                   **REGULAR PRICE \$59.95 (slashed out)**

2                   **SPECIAL PRICE \$49.95**

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5                   **1-800-788-2454**

6                   **VALUEVISION**

7                   **vvtv.com**

8                   ALAN NORTH: Two capsules in the morning.

9                   HOST: -- two in the morning and two in the afternoon, and they're  
10 capsules. We've learned a lot about vitamins lately here at ValueVision. And I want  
11 to share with you, this is soft. Okay. I can open this up and I'm just going to pour it  
12 out because I want you to see how easy the body is going to be able to assimilate this  
13 material. Okay.

14                   So, it's not going to sit in your stomach. Because you know what?  
15 Especially if it's a fat burner, you want it to work right away. You don't want it to just  
16 sit there for five hours.

17                   ALAN NORTH: Exactly.

18                   HOST: Now, there's two products for \$49.95. You take this twice a  
19 day --

20                   ALAN NORTH: Right.

21                   HOST: -- and you take this  
22 product at night. There's also other nutrients in this product --

23                   ALAN NORTH: Right.

24                   HOST: -- and trace minerals that your body needs. It's a supplement  
25 that you're not getting anyway. So, even if you didn't have to lose weight, this would  
26 be something, you know, the vitamin A, the vitamin C, the calcium, something that  
27 you need. Now, I want to mention also your studies because, you know --

1 ALAN NORTH: Right.

2 HOST: -- here you're talking very scientifically.

3 ALAN NORTH: Right.

4 HOST: You do a lot of work

5 that other diet, you know, doctors would have you do not do --

6 ALAN NORTH: Right.

7 HOST: -- because really this is not a government regulated kind of a

8 thing. So -- but you are regulating yourself.

9 **ON SCREEN:**

10 **WeightPerfect**

11 **V-11550**

12 **Fat Loss Accelerator**

13 **Daytime formula helps you lose weight by:**

14 **Boosting your metabolism**

15 **Decreasing you appetite**

16 **Increasing energy**

17 **1-800-788-2454**

18 **VALUEVISION**

19 **vvtv.com**

20 ALAN NORTH: Nutritional supplements are -- you can't patent a

21 nutritional supplement, although a lot of the drug companies are familiar with these

22 substances for burning fat, they don't get involved in them because it is a nutritional

23 supplement that cannot be patented. Therefore, the drug companies can't make money

24 with it.

25 But we have a research team -- of course, I'm not a doctor. This is not

26 intended to prevent, treat, or cure any type of disease but it can be very, very useful in

27 the treatment of weight loss.



1                   HOST: Um-hum.

2                   ALAN NORTH: Especially -- what happens is especially if you have a  
3 slow metabolic rate, you take two capsules in the morning and two in the afternoon.  
4 That product specifically, the daytime that you're looking at, is designed to help burn  
5 adipose tissue, burn body fat.

6                   HOST: Whether you're on this program or any other program --

7                   ALAN NORTH: Right.

8                   HOST: If you're already on a program --

9                   ALAN NORTH: Right.

10                  **ON SCREEN:**

11                  **V-11550**

12                  **Retail Value \$99.95**

13                  **S&H \$4.49**

14                  **REGULAR PRICE \$59.95 (slashed out)**

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19                  **VALUEVISION**

20                  **vvtv.com**

21                  HOST: -- let's say you went to a doctor and he put you on, you know,  
22 a certain type of diet regimen --

23                  ALAN NORTH: Right.

24                  HOST: -- this is still something that you can take. Take it to your  
25 doctor. Everything is on the bottle.

26                  ALAN NORTH: Right.

27                  **ON SCREEN:**

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**WeightPerfect**  
**V-11550**  
**Fat Loss Accelerator**  
**Night time formula helps you lose weight by:**  
**Restoring healthy sleep patterns**  
**Repairing and rejuvenating metabolic functions to better burn fat**  
**Supplying body with important nutrients**  
**1-800-788-2454**

**VALUEVISION**  
**vvtv.com**

HOST: You get all the information. You get the information on the  
nighttime. So, you can take this in conjunction. That's why this is the hottest selling  
diet product we have.

ALAN NORTH: This is --

HOST: V-11550. You got to get on the line. There's a wait in the  
phone room. You need to use automated ordering. And if you've lost weight on this  
program, you need to call. Now, I'm taking this -- these capsules twice today.

ALAN NORTH: Right.

HOST: The nighttime formula, it's pineapple flavored. Very, very  
slight flavor. You're going to -- you know, it's very -- I mean, it's not a strong  
pineapple flavor but it's very pleasant.

**ON SCREEN:**  
**V-11550**  
**Retail Value \$99.95**  
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**REGULAR PRICE \$59.95 (slashed out)**  
**SPECIAL PRICE \$49.95**

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**VALUEVISION**

**vvtv.com**

ALAN NORTH: It's very --

HOST: What does this do for me?

ALAN NORTH: Now, there are two different products because, again, it's a two-part series that helps burn body fat throughout the day. So, how many companies neglect -- you know, they neglect the time when you're sleeping and sleep is so critical. This product, the nighttime formula, focuses on the relationship between sleep and burning body fat.

**ON SCREEN:**

**WeightPerfect**

**V-11550**

**Fat Loss Accelerator**

**Night time formula helps you lose weight by:**

**Restoring healthy sleep patterns**

**Repairing and rejuvenating metabolic functions to better burn fat**

**Supplying body with important nutrients**

**1-800-788-2454**

**VALUEVISION**

**vvtv.com**

ALAN NORTH: So, if you have difficulty losing fat, one of the reasons -- okay. Again, we talk about different reasons why people put on weight. One of the reasons may be because you're not sleeping enough or you're not getting the quality of sleep that you really need. Why is that important and why is this --

1 where does this product fit in?

2 **ON SCREEN:**

3 **V-11550**

4 **Retail Value \$99.95**

5 **S&H \$4.49**

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8 **This Visit Only**

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10 **1-800-788-2454**

11 **VALUEVISION**

12 **vvtv.com**

13 **ALAN NORTH:** Well, it's real simple. This

14 is -- these are two different --

15 **HOST:** We're going to show you how it works.

16 **ALAN NORTH:** -- formulations. The first product is a capsule that  
17 you take --

18 **HOST:** Um-hum.

19 **ALAN NORTH:** -- for fat burning throughout the day. The second  
20 product is a nighttime product that you take right before going to sleep. And what it  
21 has in it is nutrients, amino acids, ornithine, glutamine, taurine, lysine rather and  
22 there's melatonin.

23 And the whole concept of this product is to help induce a very relaxed  
24 state of sleep. Why is that important? Because what ends up happening during sleep  
25 your growth hormone levels tend to peak during the night while you're sleeping.

26 Now, why is that important? Because growth hormone levels, which  
27 we all have, decrease as you get older and number -- number two, they will be

1 decreased if you're not sleeping enough because growth hormone levels which is --  
2 growth hormone is directly signaled by the pituitary gland in the brain. If you're not  
3 sleeping enough or you're not sleeping enough -- you're not getting the right quality of  
4 sleep, your growth hormone levels will be low.

5 HOST: And they also have said that the metabolism is low and you  
6 don't metabolize carbohydrates as well.

7 **ON SCREEN:**  
8 **before & after (photographs)**  
9 **Individual results may vary**

10 **VALUEVISION**

11 ALAN NORTH: You don't and your metabolism will be slower if  
12 you're not sleeping enough because of growth hormone being low. Growth hormone  
13 is the hormone that helps you burn body fat, help regulate your metabolic rate while  
14 sleeping.

15 So, again, how many products out there can offer a 24-hour metabolic  
16 support? You're getting the right amino acids in combination with melatonin, in  
17 combination with vitamins which will altogether help induce sleep.

18 HOST: Oh, it's great.

19 ALAN NORTH: So, you're burning body fat really around the clock.

20 HOST: Well, the other thing is how many of you -- we want you to  
21 call. Please call with your testimonials. Call with your questions. How many of you  
22 have gone on a diet program and you're great during the day -- is I'm a -- I mean, I'm a  
23 night eater for one thing --

24 ALAN NORTH: Um-hum. Um-hum.

25 HOST: -- and I can't go to bed hungry. So, this is the perfect program  
26 for me because you sit in bed and you're thinking I'm hungry --

27 ALAN NORTH: Right.

1                   HOST: -- I can't sleep, I'm hungry. I mean, how many of you -- and  
2 some people, you know, can sleep on a concrete floor. But for those of us -- and it's a  
3 perfect time right now. It's 6:24 in California. You know, it's early enough. Did you  
4 sleep well last night? Are you trying to, you know, lose weight? Especially when  
5 you're busy during the day --

6                   ALAN NORTH: Right.

7                   HOST: -- is probably easier to not eat as much, to not overeat, to not  
8 choose the wrong foods, but when that nighttime comes, when it's a little bit quieter,  
9 when you're having that down time --

10                  **ON SCREEN:**

11                  **V-11550**

12                  **Retail Value \$99.95**

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19                  **VALUEVISION**

20                  **vvtv.com**

21                  HOST: -- it's really difficult to not run down to the refrigerator. It's  
22 almost like your defenses are low.

23                  ALAN NORTH: It is.

24                  HOST: Have you had this problem? I mean, anybody? I know you  
25 have. This is great because you can take it at night. You're going to sleep better.  
26 Now, Melatonin is really the sleep aid that is in here.

27                  ALAN NORTH: Yeah. Well, also the amino acids. There is GABA -

1                   HOST: Um-hum.

2                   ALAN NORTH: -- which is gamma amino butyric acids (phonetic).  
3                   It's a protein amino acid. It's very natural. And that helps -- that has a calming effect.  
4                   The amino acids help relieve stress.

5                   And, again, altogether the concoction of amino acids together in the  
6                   right combination will further help augment levels of growth hormone. That  
7                   translates into greater fat mobilization. You're going to utilize fat more efficiently  
8                   while you're sleeping.

9                   So, again, it's a two-part product. The interesting thing about the  
10                  daytime formula -- it's very comprehensive. There's not just one ingredient. citrus  
11                  aurantium we know works.

12                 HOST: Um-hum.

13                 ALAN NORTH: But scientific studies show that it has a synergy with  
14                 other ingredients like for example guarana. Guarana is a natural form of caffeine.

15                 HOST: Um-hum.

16                 ALAN NORTH: Together, both guarana and citrus aurantium, work  
17                 by themselves, but when placed together in a formula --

18                 HOST: Oh, it's --

19                 ALAN NORTH: -- they work even better.

20                 HOST: Wonderful.

21                 ALAN NORTH: And, again, not only that, there's pyruvate. Pyruvate  
22                 --

23                 HOST: Um-hum.

24                 ALAN NORTH: -- is a very well known fat metabolizer, especially --  
25                 especially -- and studies show that it works better on people that have more fat to lose.  
26                 So, you have pyruvate, citrus aurantium, you have guarana, you have 5HTP, you have  
27                 trace minerals, you have ginger root, and together -- again, together it creates the

1 synergy to help burn fat.

2 HOST: Let's talk about the price for a moment because the price, you  
3 know --

4 ALAN NORTH: Okay.

5 HOST: Is price an issue? I guarantee you -- I mean, we can ask Amy  
6 who lost -- how much weight did you lose, Amy? Almost 85 pounds.

7 ALAN NORTH: Wow.

8 HOST: Okay. She's our producer today. She's lost weight on the  
9 program. The thing about losing weight is I know that if I told you you could lose 20  
10 pounds, 10 pounds, whatever you need to lose, 80 pounds, you'd pay anything. I  
11 mean, you'd pay dearly. I guarantee you \$5,000 would not be too much to ask. This  
12 is only \$49.95.

13 ALAN NORTH: Summer special.

14 HOST: It's one visit. This is the only price that you're going to see  
15 this visit. Next visit it's going to be higher. Now, my question is there's a lot of  
16 kiosks that are out there --

17 ALAN NORTH: Right.

18 HOST: -- that are offering you --

19 ALAN NORTH: Right.

20 **(Break in tape.)**

21 HOST: Good luck.

22 NATALIE: Okay. Thank you.

23 ALAN NORTH: Thanks, Natalie.

24 HOST: Bye-bye, Natalie.

25 ALAN NORTH: I'll tell you about the great work. It's funny,  
26 Michelle. I had a call -- this was two days ago as a matter of fact --

27 HOST: Still thick, yes.



1                   ALAN NORTH: -- and it was from a guy -- his name was Tony in  
2 New Jersey. And he said Alan, I've been watching and I've ordered the product, I  
3 want to just ask you a question. He goes does it work for everybody. I'm like, well,  
4 there's a host of factors involved. I mean, you know, it's hard to answer doesn't work  
5 for everybody because I don't know what everybody does.

6                   But does it work for everybody? There are certain -- there are certain  
7 people that could take this product, the daytime and nighttime, and really be on a very  
8 poor nutritional program, be very sedentary, and may not see a difference. He goes  
9 well let me tell you something, I have been -- I've tried all the diets that are out there,  
10 the popular no carb diets and this is the only thing that's worked. I have lost 25  
11 pounds in a matter of two months.

12                   So, again, he really responded to the 24-hour fat loss Accelerator. But,  
13 you know, I always recommend -- you don't hear me talking about hey, take these two  
14 products and eat whatever you want.

15                   HOST: No.

16                   ALAN NORTH: Nutrition is very, very important.

17                   HOST: Um-hum.

18                   **ON SCREEN:**  
19                   **before & after (photographs)**

20                   **Individual results may vary**

21                   **VALUEVISION**

22                   ALAN NORTH: But a lot of times -- I've heard a lot of feedback. I  
23 talk to a lot of the people that order this as you well know and they call the office and  
24 they'll ask me questions and they'll talk about their success stories. And so many  
25 people have lost a tremendous amount of weight by taking the Accelerator and/or the  
26 nutritional system.

27                   But it's interesting. The people that I get that call that say well, I'm

1 having trouble with the eating part of it so I've ordered the Accelerator and I'm on a  
2 poor eating program but I wanted to see if this would work. Sometimes they'll say  
3 well, gosh, I haven't noticed a lot of difference in weight loss but I've noticed my  
4 clothes fitting looser or --

5 At any rate, see -- and most times -- and, Michelle, you know this,  
6 either you all are -- if you have a tendency to put on weight, you're either gaining  
7 weight or you're losing weight.

8 And most people don't really maintain because people with slow  
9 metabolic rates tend to accumulate body fat almost on a weekly basis. And I've  
10 noticed that even with the people that don't say they've lost a lot of weight with the  
11 Accelerator, it's at least preventing a lot of the people from gaining weight.

12 HOST: You know, what it is? And I'll -- and the reason why -- and I  
13 still go back to this. The reason why -- the number one reason -- I feel I, you know,  
14 the top 10. The number one reason why I take these capsules is because it -- I'm not  
15 hungry because I can be on a, you know, more -- you know, better diet when I'm not  
16 hungry.

17 ALAN NORTH: Right.

18 HOST: When I'm hungry, I'm going to eat everything.

19 ALAN NORTH: Sure.

20 HOST: And if you are the kind of person that does not eat during the  
21 day and you get home from work, especially if you have children, it's crazy. At 5:30,  
22 6:00 at night or whenever you get home, you could eat everything.

23 **ON SCREEN:**

24 **V-11550**

25 **Retail Value \$99.95**

26 **S&H \$4.49**

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4                   **1-800-788-2454**

5                   **VALUEVISION**

6                   **vvtv.com**

7                   ALAN NORTH: Right.

8                   HOST: And remember, the figure in the car counts. The food you eat  
9 off your children's plate counts. The food you eat before you eat dinner counts --

10                  ALAN NORTH: Right.

11                  HOST: -- and I think a lot of people forget that. If you eat bread  
12 before you -- you know, like when you go to a restaurant, this is a great item to have  
13 because you're not going to want it. You're not going to want it. That's the beauty of  
14 this program.

15                  ALAN NORTH: It -- it does have 5HTP. 5HTP stands for five  
16 hydroxytryptophen (phonetic) which acts as an immediate precursor to serotonin.  
17 Serotonin levels are often linked to obesity because when the levels of serotonin are  
18 low, the appetite is high. So, this is a product to -- it's a very comprehensive product  
19 and we're just talking about the daytime. The daytime has 5HTP.

20                  HOST: Um-hum.

21                  **ON SCREEN:**

22                  **WeightPerfect**

23                  **V-11550**

24                  **Fat Loss Accelerator**

25                  **Daytime formula helps you lose weight by:**

26                  **Boosting your metabolism**

27                  **Decreasing your appetite**

1                   **Increasing energy**

2                   **1-800-788-2454**

3                   **VALUEVISION**

4                   **vvtv.com**

5                   ALAN NORTH: -- which acts as a mild -- even more than a mild  
6                   appetite suppressant and because it's an immediate precursor to serotonin. The drug  
7                   companies have known about this for years. Of course, again, they don't get involved  
8                   because they won't make money because it can't be patented.

9                   Now, also, in addition though, the product basically helps -- as far as  
10                  the daytime is concerned, helps reactivate your natural fat burning process. See, we  
11                  all have the --

12                  HOST: And boosting your metabolism is another way to say that,  
13                  right?

14                  ALAN NORTH: Boosting your metabolism, reactivating your natural  
15                  fat burning process by stimulating the cells that burn fat. See, some of those cells are  
16                  -- you know, in a nut shell, they're turned off. In some people, they are literally turned  
17                  off.

18                  **ON SCREEN:**

19                  **V-11550**

20                  **Retail Value \$99.95**

21                  **S&H \$4.49**

22                  **REGULAR PRICE \$59.95 (slashed out)**

23                  **SPECIAL PRICE \$49.95**

24                  **This Visit Only**

25                  **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

26                  **1-800-788-2454**

27                  **VALUEVISION**

1 vvtv.com

2 HOST: They're waiting.

3 ALAN NORTH: In the brown fat located within the body, the good  
4 fat, those brown fat -- that's called the UCP molecule but I don't want to get technical.  
5 It's called uncoupling protein.

6 That uncoupling protein molecule helps burn fat, but in some people,  
7 it's active, and that's why some people can get away with eating whenever they want  
8 and not gain weight, while some of us -- in a way, those cells are just turned off.  
9 They're lazy.

10 HOST: Um-hum.

11 ALAN NORTH: So, what they do -- the food that you eat, it just -- it's  
12 sluggish and it just puts the food right to body fat. And that's why you're seeing so  
13 many before and after photos where look at the before, they're pretty heavy. Heavy  
14 people. But after a short time, eight, 12 weeks, look at the difference here.

15 **ON SCREEN:**

16 **before & after (photographs)**

17 **Individual results may vary**

18 **VALUEVISION**

19 ALAN NORTH: Now, this is a gentleman that happens to have been  
20 on the Weight Perfect Nutritional Program, used two shakes a day in conjunction with  
21 regular food. And, again, it doesn't omit all of your favorite foods. You get to have  
22 some of your favorite foods on the program. But he got great results. But to really  
23 lose the last bit of weight, we put him on the Accelerator. Look at the definition  
24 going down in his stomach area.

25 HOST: Um-hum.

26 ALAN NORTH: I mean, let me just run down and explain some of  
27 these people that have done this. We've got some or people -- this is Juanita. Juanita

1 is unbelievable. This is a 70 pound difference.

2 HOST: Wow.

3 ALAN NORTH: She's up to 115 pounds gone and it's primarily the  
4 main focus -- the main product that she focused on was the Accelerator because she  
5 was doing the right thing, she was in the gym, she was eating right, but couldn't get  
6 the weight to move because she had such a slow metabolism.

7 HOST: Well, it's great if you're  
8 on a plateau, too. How many of you have been on a program -- and I'll guarantee you  
9 if you're going to lose this much weight --

10 ALAN NORTH: Look at this.

11 HOST: -- you're going to plateau, you know. There's a great way --  
12 it's like -- it's like cross training. When you go into the gym and you cross train,  
13 you're going to break through that plateau. The same thing with the 24-hour program.

14 ALAN NORTH: In fact, in one scientific study, one of the doctors that  
15 was analyzing citrus aurantium and doing studies said that citrus aurantium, which is  
16 in the daytime formula, may be the ideal supplement if you've plateaued on your  
17 weight loss program.

18 You're looking at Elda. Elda basically was a pretty tough case. Elda  
19 was on -- you know, eating light but she couldn't -- she was very immobile --

20 HOST: Um-hum.

21 ALAN NORTH: -- because she had back problems and she could -- I  
22 mean, she had trouble standing taking these pictures. And so, look at the difference  
23 38 pounds -- I mean, I keep -- I still get calls from her husband thinking because she's  
24 done such great -- her energy level. She's happier.

25 HOST: Well, she feels good.

26 ALAN NORTH: And her back pain has lessened.

27 HOST: You know, and there's a little bit of St. John's Wart also in the

1 daytime formula.

2 ALAN NORTH: Yes.

3 HOST: Not -- you know, if you -- you know, it's not going to cure  
4 depression but there's a little bit in here. So, it is going to make you feel better.

5 ALAN NORTH: It is.

6 HOST: And when you feel better -- I guarantee you when you feel  
7 better, you're going to eat better --

8 ALAN NORTH: And --

9 HOST: -- you're going to -- and you're going to want to exercise.

10 ALAN NORTH: Um-hum. You're going to want to move. You're  
11 going to lose body fat. Your energy level is going to skyrocket. This is a gentleman -  
12 -

13 HOST: This is great.

14 ALAN NORTH: It's also an interesting story about Todd. Todd was  
15 really not that overweight. You can see the, you know, in the face area and the  
16 stomach area. But the interesting thing about Todd is he was working out with a  
17 personal trainer three days a week, he was kick boxing, he was on the treadmill  
18 everyday and he couldn't get the last 30 pounds off.

19 HOST: I know a lot of people like that. They say they run three miles  
20 a day and they're still overweight. I mean, can you imagine?

21 ALAN NORTH: This was the kicker that he needed and look at the  
22 difference.

23 HOST: And this will work for you.

24 ALAN NORTH: That's eight weeks. Eight week difference.

25 HOST: Here's the deal. You have a couple -- three item numbers here  
26 to worry about.

27 ALAN NORTH: Look at that.

1                   HOST: One is the shake program that is individually packaged.  
2    You're going to love the taste. It's either chocolate, vanilla, or strawberry or you can  
3    get --

4                   **(The program was concluded.)**

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