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18 VIDEOTAPE -- CORAL CALCIUM

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

FEDERAL TRADE COMMISSION

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VIDEOTAPE:

Coral Calcium

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**P R O C E E D I N G S**

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## VIDEOTAPE -- CORAL CALCIUM

ON SCREEN: The following is a paid program for  
Robert Barefoot's "Coral Calcium"

MALE NARRATOR: The following is a paid commercial  
presentation.

(Music playing.)

ON SCREEN: The Debbie & Kevin Show

KEVIN TRUDEAU: Hey, thanks for watching. This is  
the Debbie and Kevin Show, and I am Kevin Trudeau.

DEBBIE FLET: And I'm Debbie Flet (phonetic).

KEVIN TRUDEAU: We have a great show today. If  
you're watching right now and you're concerned about your  
health, if you're concerned about cancer, heart disease, acid  
reflux -- is that what they call it, acid reflux?

DEBBIE FLET: Yes.

ROBERT BAREFOOT: Correct.

KEVIN TRUDEAU: Indigestion -- indigestion, gas,  
bloating, a whole bunch of health issues. We have one of the  
most fascinating guests we've ever had on the show.

DEBBIE FLET: Yes.

KEVIN TRUDEAU: We interviewed this fellow in our  
show --

DEBBIE FLET: In the U.K., yes.

KEVIN TRUDEAU: -- in England.

DEBBIE FLET: And it's had a huge response. I've  
been looking forward to doing this show actually. My family

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1 were watching it, though, and they found it fascinating. But  
2 my brother and his girlfriend are both doctors, so they found  
3 it very controversial.

4 ROBERT BAREFOOT: Yes.

5 DEBBIE FLET: So, I've been looking forward to  
6 doing this.

7 KEVIN TRUDEAU: Our guest is actually Bob Barefoot  
8 and he was on my show in America here, A Closer Look, talking  
9 about calcium, the benefits of calcium and virtually cancer  
10 cures, heart disease cures, health cures from nutrition.

11 Now, Bob Barefoot is the author of several  
12 controversial books. One is called Death By Diet where he  
13 talks about nutritional deficiencies being a major cause of  
14 disease, the calcium factor, the scientific secret of health  
15 and youth, and also the book, Barefoot on Coral Calcium and  
16 Elixir of Life, Health Secrets of Coral from Okinawa. That  
17 was also featured on Oprah, Coral from Okinawa, correct?

18 ROBERT BAREFOOT: That's correct.

19 KEVIN TRUDEAU: First off, Bob, thanks for being  
20 back again.

21 DEBBIE FLET: Thank you.

22 KEVIN TRUDEAU: Glad to have you here.

23 ROBERT BAREFOOT: Oh, I'm having a lot of fun.

24 DEBBIE FLET: It's good to see you again.

25 KEVIN TRUDEAU: Now, since we did our first  
26 infomercial here in America where I interviewed you on the

1 benefits of coral calcium and the connection between cancer  
2 and heart disease and nutrition, the response has been  
3 amazing. You've been slammed with e-mail and letters from  
4 people --

5 ROBERT BAREFOOT: That's correct.

6 KEVIN TRUDEAU: -- all around the world now.

7 ROBERT BAREFOOT: Oh, yes. Last month on the  
8 Internet, 387,000 looked up the words Bob Barefoot. That's  
9 what's happening.

10 KEVIN TRUDEAU: Right.

11 DEBBIE FLET: Wow.

12 KEVIN TRUDEAU: And, now, you're seeing these  
13 types of results because there's a connection you believe to  
14 be between specifically cancer and the lack of calcium in  
15 someone's diet?

16 ROBERT BAREFOOT: It's not just cancer. It's all  
17 degenerative diseases, lupus, diabetes, MS, cancer. The link  
18 is the calcium factor.

19 KEVIN TRUDEAU: Now, when you said that -- I know  
20 your brother back in the U.K. --

21 DEBBIE FLET: Yes.

22 KEVIN TRUDEAU: -- when you have a guy say, the  
23 link between cancer is simply a lack of calcium in the diet.

24 ROBERT BAREFOOT: Um-hum.

25 KEVIN TRUDEAU: And you're a big component of  
26 coral calcium from Okinawa, Japan, and you do, obviously,

1 have a product that you sell that you have a special blend  
2 which you think is the most absorbable. But when you say  
3 that there's so many people that say it can't be that easy --

4 DEBBIE FLET: Yeah.

5 ROBERT BAREFOOT: Well, yes, I know. For decades,  
6 the AMA has been saying exactly that. My co-author, Dr. Carl  
7 Reese, said calcium cures cancer. He said that 30 years ago,  
8 for which he lost his license. And yet, last year, the  
9 Journal of the AMA, the New England Journal of Medicine --  
10 and this was reported by the Los Angeles Times, the New York  
11 Times, the Reader's Digest, the U.S. World News Report, they  
12 all had huge articles on how cancer is reversed by calcium  
13 supplements and they went so far as to say that epithelial  
14 cancer cells would grow back to normal, which means the  
15 cancer is no longer there.

16 DEBBIE FLET: Well, you're saying that cancer  
17 can't exist in an alkaline system, right?

18 ROBERT BAREFOOT: Yes.

19 DEBBIE FLET: And we can test this by doing --  
20 simply doing a pH paper test.

21 ROBERT BAREFOOT: A test with your saliva, that's  
22 correct.

23 DEBBIE FLET: Now, when I told my brother about  
24 that --

25 ROBERT BAREFOOT: Yes, the doctor.

26 DEBBIE FLET: -- he said that your body naturally

1 balances its own pH.

2 ROBERT BAREFOOT: Well, your body has buffering  
3 systems in it.

4 **ON SCREEN: Robert Barefoot**  
5 **Scientist/Author**

6 ROBERT BAREFOOT: For example, your blood has to  
7 be caustic because, you see, acids drive oxygen out, and if  
8 you didn't have oxygen in your blood, you're dead. So, it  
9 stays at 7.4 no matter what happens.

10 DEBBIE FLET: Right.

11 ROBERT BAREFOOT: But the way it does it is it  
12 balances it by taking the calcium from the saliva.

13 KEVIN TRUDEAU: Oh.

14 ROBERT BAREFOOT: Ah, so now we know that you're  
15 calcium deficient because the body had to go to the saliva  
16 instead of the stomach to get the calcium. So, when we check  
17 your saliva, which you produce seven quarts a day.

18 DEBBIE FLET: Right.

19 ROBERT BAREFOOT: And it comes from the blood, so  
20 they intermix. When we test your saliva, if your saliva is  
21 acidic, that means you're calcium deficient and, therefore,  
22 prone to disease.

23 DEBBIE FLET: Okay.

24 ROBERT BAREFOOT: To give you an example, if we go  
25 up to the playground, all the children will be ink well blue,  
26 it will BE caustic, but if I take you down to the local

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1 cancer clinic, they'll be pH 4.5, which is 1,000 times as  
2 acidic as normal. As a matter of fact, they're so acidic  
3 that their amalgams are dissolving and most of them suffer  
4 from mercury poisoning.

5 DEBBIE FLET: Okay. Can you tell me again where  
6 we discovered coral calcium?

7 ROBERT BAREFOOT: Well, it sort of was discovered  
8 by the Japanese themselves about 800 years ago. It was  
9 obvious because the chickens, when they pecked the coral  
10 reefs, would have twice as many eggs. The cows licking it  
11 would have three times as much milk, and it was delicious  
12 milk, delicious eggs. And they looked at it and, you see,  
13 coral reefs weather and fish munch on them and they break off  
14 and they form what they call a coral sand.

15 So, in Okinawa, there's no waves to carry the  
16 sand, you know, miles out to the ocean. Like Hawaii, there's  
17 no coral sand because it's carried out. But in Okinawa, no  
18 waves. So, they dug it up, put it on their crops, and they  
19 recorded 400 percent increase in rice crops as soon as they  
20 started putting it on. So, they started eating it. And it  
21 took a while before they realized what was happening because,  
22 you see, all of a sudden, all diseases disappeared. People  
23 started living incredible.

24 They just -- and the Spanish explorers came in 500  
25 years ago and looked at this and filled their ship holds with  
26 the coral sand, they called it, and they took it back to

1 Spain where the chemists said, hey, it's mainly calcium, so  
2 they now called it coral calcium.

3 Well, the doctors of the day -- the very first  
4 drugstores in the world are in Barcelona, Spain, and they all  
5 carried coral calcium, Okinawa, Japan, with the stories how  
6 it cured their cancer, cured their diseases. So, in other  
7 words, the very first drug dispensed from a drugstore was  
8 coral calcium.

9 KEVIN TRUDEAU: Now, today, you say people are  
10 deficient in calcium.

11 ROBERT BAREFOOT: Yes.

12 KEVIN TRUDEAU: The first question is, why are  
13 people deficient in calcium? Why aren't we getting enough  
14 calcium from food?

15 ROBERT BAREFOOT: Well, that's a nice myth.  
16 Doctors say you can get what you want by eating it, but  
17 that's not true because we don't all eat the same things.  
18 See, the way we discovered this was we went around the world  
19 and said, are there other places around the world where no  
20 one has cancer, no one has diabetes, and lo and behold, there  
21 are 19 different cultures spread all over the world, 10,000  
22 miles apart, and we say what's the common denominator. And  
23 the common denominator is that almost all of them are above  
24 the 8,000 foot altitude, except for the Okinawans, which are  
25 at sea level.

26 So, when we looked, we find that the only source

1 of water above 8,000 is melting glaciers, and when the  
2 glacier melts, the ground-up rock comes with it, it's white,  
3 it looks like mud. They call it milk of the mountains.  
4 Every quart has 20,000 milligrams of calcium. That's 20  
5 times as much calcium as milk has in it. And they drink four  
6 or five quarts a day. So, we found the common denominator,  
7 all over the world, between cultures who are disease-free and  
8 live long, is the fact that they eat 100,000 milligrams of  
9 calcium a day.

10 KEVIN TRUDEAU: Now, isn't that -- in America, is  
11 there something that you can -- you can have too much calcium  
12 or --

13 ROBERT BAREFOOT: Well -- well --

14 KEVIN TRUDEAU: That isn't the U.S. daily  
15 recommended allowance.

16 ROBERT BAREFOOT: Oh, no, of course not. It  
17 started off at 650 back in the '50s. Then they upped it --  
18 then they said anything more can be toxic. Mind you, these  
19 other people are eating 100,000 a day and their only side  
20 effects are perpetual life and perpetual health.

21 KEVIN TRUDEAU: Wait a minute, wait a minute. You  
22 mean at one time, the government said --

23 ROBERT BAREFOOT: 650.

24 KEVIN TRUDEAU: -- anything more would be toxic?

25 ROBERT BAREFOOT: Right. Then they upped it to  
26 1,000.

1 KEVIN TRUDEAU: But they were wrong?

2 ROBERT BAREFOOT: Yeah. Well, they've now -- they  
3 upped it to 1,000 back in the '70s. It's now 1,500.

4 KEVIN TRUDEAU: So, they were wrong when they said  
5 six --

6 ROBERT BAREFOOT: Well, they keep changing their  
7 mind.

8 KEVIN TRUDEAU: Well, they --

9 ROBERT BAREFOOT: And they're going to do it  
10 again. I guarantee it will be 3,000 ten years from now. You  
11 know why? Because you are a calcium critter. There's more  
12 calcium in your body than all the other minerals put together  
13 because there's hundreds of biological functions that calcium  
14 controls.

15 KEVIN TRUDEAU: All right. Now, let's go back to  
16 this because this is important. You're saying that of the  
17 healthiest people on the planet, your investigation, your  
18 research, the people who live the longest --

19 ROBERT BAREFOOT: Yes.

20 KEVIN TRUDEAU: -- live over 100 years old --

21 ROBERT BAREFOOT: Yes.

22 KEVIN TRUDEAU: -- the people that are the most  
23 disease-free --

24 ROBERT BAREFOOT: Yes.

25 KEVIN TRUDEAU: -- no cancer --

26 ROBERT BAREFOOT: That's right.

1 KEVIN TRUDEAU: -- no heart disease --

2 ROBERT BAREFOOT: Well, they do have cancer, but

3 the rate is so phenomenally low --

4 KEVIN TRUDEAU: Okay.

5 ROBERT BAREFOOT: Virtually no cancer.

6 KEVIN TRUDEAU: Virtually no cancer, virtually no

7 disease.

8 ROBERT BAREFOOT: That's right.

9 KEVIN TRUDEAU: Virtually no diabetes.

10 ROBERT BAREFOOT: Yes.

11 KEVIN TRUDEAU: No acid reflux, no indigestion.

12 ROBERT BAREFOOT: And they stay young.

13 They don't grow old like we do. Like the Hunzas in Pakistan

14 --

15 KEVIN TRUDEAU: Their skin looks good.

16 ROBERT BAREFOOT: -- they don't have children

17 until they're in their seventies when they're mature enough

18 to handle kids.

19 DEBBIE FLET: Wow.

20 ROBERT BAREFOOT: But they have the body of a 30-

21 year-old.

22 **(Laughter.)**

23 ROBERT BAREFOOT: They have the body of a 30-year-

24 old, though.

25 KEVIN TRUDEAU: And you're telling me that in

26 these cultures around the world, the number one common

1 denominator is the amount of calcium they consume?

2 ROBERT BAREFOOT: That's right.

3 KEVIN TRUDEAU: And most of them consume it from  
4 the water because it's all glacier.

5 ROBERT BAREFOOT: And the Okinawans just happen to  
6 live on an island of calcium and they --

7 KEVIN TRUDEAU: Which is this coral calcium?

8 ROBERT BAREFOOT: -- and they dig up this coral  
9 sand, which is coral calcium, and put it in their food and  
10 they've been eating it for hundreds of years.

11 KEVIN TRUDEAU: Okay.

12 ROBERT BAREFOOT: So, they're getting huge amounts  
13 of calcium.

14 KEVIN TRUDEAU: And now, why is it then that if a  
15 person consumes more calcium that they are disease-free?  
16 What's the calcium doing?

17 ROBERT BAREFOOT: Oh, oh, oh, oh, there's hundreds  
18 of things calcium does in the human body. It provides the  
19 electrical energy for your heart to beat, controls all nerve  
20 transmissions. But in the '70s, they made a huge discovery  
21 that DNA, which is your blueprint to repair your body and to  
22 stay young, your DNA only replicates when it's on a substrate  
23 of calcium, which means it has to be smothered in calcium to  
24 replicate. So, you see, all these people have their DNA  
25 constantly replicating. You and I who only got 500  
26 milligrams of calcium, ours is put to sleep and we grow old

1 very fast.

2 I mean, we're supposed to live to be 120 according  
3 to the Bible, you know. Genesis 6:3 says, man shall not be  
4 immortal, but man shall live to be 120, and the Biblical  
5 patriarchs lived to be 800, 900 years old. And these people  
6 -- the Titicaca Indians, 140, 130, 120. I mean, my gosh,  
7 what's going on here? And they've got young bodies.

8 KEVIN TRUDEAU: And so, you think calcium is,  
9 also, in addition to keeping somebody diseases-free and anti-  
10 aging?

11 ROBERT BAREFOOT: Yes, because the DNA is turned  
12 on. If your DNA is turned on, you can stay young. Your DNA  
13 can produce a whole new body.

14 DEBBIE FLET: Since we start taking this --

15 ROBERT BAREFOOT: Yes.

16 DEBBIE FLET: -- what kind of results are we going  
17 to physically see?

18 ROBERT BAREFOOT: Well, you're going to be just  
19 like all the other Americans and Brits and French and Swedes  
20 and Russians and Chinese and Japanese, what they usually see  
21 is, within two weeks, it's noticeable. Something will  
22 happen.

23 DEBBIE FLET: Within two weeks?

24 ROBERT BAREFOOT: Fifty percent -- 50 percent of  
25 people who are sick, within two weeks, see remarkable changes  
26 in their health.

1 DEBBIE FLET: Wow.

2 KEVIN TRUDEAU: You're telling me, virtually  
3 everyone out there is calcium deficient?

4 ROBERT BAREFOOT: Basically, yes. By the time the  
5 average American is 60, about 98 percent are very calcium  
6 deficient. That's why we have disease.

7 KEVIN TRUDEAU: And so, if a person takes the  
8 calcium, within a couple of weeks, are they going to feel  
9 different?

10 ROBERT BAREFOOT: Yes.

11 DEBBIE FLET: Yeah. What kind of results?

12 ROBERT BAREFOOT: Well, I've had people like with  
13 acid reflux, two weeks later, it's gone.

14 DEBBIE FLET: Um-hum.

15 ROBERT BAREFOOT: We've had people in a few weeks  
16 get out of wheelchairs, MS patients get out of wheelchairs  
17 for -- there are remarkable results. And, yes, we have  
18 people who are documented as terminal cancer patients that  
19 now say the oncologist says the cancer is gone away. I mean,  
20 it's remarkable --

21 DEBBIE FLET: Wow.

22 ROBERT BAREFOOT: -- what's happening.

23 KEVIN TRUDEAU: Is -- big question, and every  
24 medical doctor is glued right now to the television watching,  
25 waiting for your answer. Is calcium -- taking calcium a cure  
26 for cancer?

1                   ROBERT BAREFOOT: According to the Journal of the  
2                   AMA, yes, they said it reverses cancer and makes it go back  
3                   to normal. But I also say --

4                   KEVIN TRUDEAU: Hold on, hold on, back up. This  
5                   is not you?

6                   ROBERT BAREFOOT: No, I'm telling you --

7                   KEVIN TRUDEAU: You're quoting somebody?

8                   ROBERT BAREFOOT: I'm quoting the Journal of the  
9                   AMA and they're --

10                  KEVIN TRUDEAU: American Medical Association.

11                  ROBERT BAREFOOT: Yes.

12                  KEVIN TRUDEAU: They said this?

13                  ROBERT BAREFOOT: The Journal of the AMA and the  
14                  New England Journal of Medicine were quoting the Strang  
15                  cancer research, University of New York, who found that  
16                  calcium supplements reverse cancer and there's not a doctor  
17                  that read his own journal to find that out. But it does say  
18                  it --

19                  KEVIN TRUDEAU: What (inaudible).

20                  DEBBIE FLET: So, why aren't the governments  
21                  telling us about this?

22                  ROBERT BAREFOOT: And as a matter of fact, the New  
23                  York Times, because of this, did a five-page spread on  
24                  calcium, the super-nutrient it was called. What's happening  
25                  they said. And the Los Angeles Times did the same spread.  
26                  And the Reader's Digest did a huge article on it where they

1 claimed that calcium reverses cancer. So, our -- and the  
2 U.S. World News Report, May 3rd edition, huge article, that  
3 magic mineral calcium, and they were all talking about  
4 calcium reversing cancer.

5 KEVIN TRUDEAU: That is --

6 ROBERT BAREFOOT: So, I'm only reporting what's  
7 been --

8 KEVIN TRUDEAU: This is not you saying it. You're  
9 just making --

10 ROBERT BAREFOOT: I'm reporting what the  
11 scientists and the national magazines --

12 KEVIN TRUDEAU: You're quoting?

13 ROBERT BAREFOOT: Yes.

14 KEVIN TRUDEAU: Okay. I went to the health food  
15 store.

16 ROBERT BAREFOOT: Yes.

17 KEVIN TRUDEAU: I said, what's a good calcium, and  
18 they brought me over to the shelves, right? You know the  
19 story.

20 DEBBIE FLET: Yeah, I remember this.

21 KEVIN TRUDEAU: And all these calciums -- there's  
22 calcium from eggshells --

23 ROBERT BAREFOOT: Yes.

24 DEBBIE FLET: Um-hum.

25 KEVIN TRUDEAU: -- there's calcium from oyster  
26 shells.

1 ROBERT BAREFOOT: Yes.

2 KEVIN TRUDEAU: There's calcium carbonate.

3 ROBERT BAREFOOT: Yes.

4 KEVIN TRUDEAU: There's cal-mag, there's powdered  
5 calcium that fizzes, and then on the bottom I found a couple  
6 bottles of coral calcium from Okinawa Japan.

7 DEBBIE FLET: Um-hum.

8 ROBERT BAREFOOT: Um-hum.

9 KEVIN TRUDEAU: And they were about \$40 for one  
10 bottle.

11 DEBBIE FLET: Yes.

12 ROBERT BAREFOOT: Um-hum.

13 KEVIN TRUDEAU: Now, you were telling me earlier  
14 that there are two grades of coral calcium.

15 ROBERT BAREFOOT: Yeah. Well, the Japanese say  
16 there's a high grade and a low grade. The low grade is what  
17 they call the fossilized stuff that they dig right off the  
18 beaches. You know, it's been there for millions of years.  
19 And rain and wind have weathered it and washed out a lot of  
20 the nutrients. The low grade will have .2 percent magnesium,  
21 for example.

22 When they take it freshly from the ocean, it's  
23 called marine coral. That has 12 percent magnesium and it's  
24 loaded with all the other nutrients. The Japanese sell it  
25 for three, four times as much money as the low grade stuff.

26 KEVIN TRUDEAU: Now, but first I want us to get to

1 coral calcium because you say of all the calciums out there,  
2 that's the -- in your opinion, the best to take?

3 ROBERT BAREFOOT: Well, yes. And the reason is  
4 because of the incredible absorption rate of coral. See,  
5 calcium is the hardest -- although it's the most important  
6 mineral for the human body, it's also the hardest for the  
7 human body to absorb. When you take a Tums, for example, you  
8 get 1 percent absorption rate.

9 DEBBIE FLET: Yeah. I take that, yeah.

10 ROBERT BAREFOOT: That means 20 hours after you  
11 take your Tums, you get four milligrams of calcium. But if  
12 you take the coral, you get 400 in 10 minutes.

13 DEBBIE FLET: Yeah.

14 ROBERT BAREFOOT: Okay, now hold -- because I want  
15 to tell people how to get this. But here's the question.  
16 The coral calcium that somebody can buy, let's say, on the  
17 Internet or in a health food store --

18 ROBERT BAREFOOT: Yes.

19 KEVIN TRUDEAU: -- for \$40 a bottle --

20 ROBERT BAREFOOT: Yes.

21 KEVIN TRUDEAU: -- you mentioned earlier before  
22 the show that a high percentage of that is the low grade  
23 coral.

24 ROBERT BAREFOOT: That is correct.

25 KEVIN TRUDEAU: Any idea what percentage out there  
26 or --

1                   ROBERT BAREFOOT: Oh, gosh, well, every time --  
2                   people come to me all the time with these bottles, we start  
3                   looking at them. All you do is look at the magnesium content  
4                   and you see 1 percent, 2 percent --

5                   KEVIN TRUDEAU: And so, it's a low --

6                   DEBBIE FLET: Right.

7                   KEVIN TRUDEAU: It's potentially a low grade  
8                   quality.

9                   ROBERT BAREFOOT: And you'll find that over 90  
10                  percent of what you can buy is low grade, and the reason is  
11                  they can charge high grade prices for low grade products.

12                  KEVIN TRUDEAU: Because no one knows exactly what  
13                  you sell.

14                  DEBBIE FLET: And this isn't just coral calcium.

15                  ROBERT BAREFOOT: No, no, no.

16                  DEBBIE FLET: This has got magnesium and other  
17                  vitamins in it as well.

18                  ROBERT BAREFOOT: It has Vitamin A, B, C, D, E.  
19                  It has B1, B2, B3, B4. It even has some cesium to prevent  
20                  cancer. That is the super or loaded.

21                  DEBBIE FLET: And you need these other things to  
22                  help you absorb the calcium itself?

23                  ROBERT BAREFOOT: Yes, that's correct.

24                  KEVIN TRUDEAU: And so, this is your formula?

25                  ROBERT BAREFOOT: Right, yes.

26                  KEVIN TRUDEAU: All right. Now --

1                   ROBERT BAREFOOT: It also has Vitamin D, which  
2 allows you to absorb 10 times as much calcium.

3                   KEVIN TRUDEAU: All right.

4                   **ON SCREEN: 1-800-392-1155**

5                   KEVIN TRUDEAU: We're going to go to the phone  
6 lines for just a minute, but if you're watching right now,  
7 when I first interviewed Bob on my show, A Closer Look,  
8 several months ago, I started taking this. And I want to  
9 tell you a story about weight loss in a minute, because we  
10 were just talking about this before the show, and he  
11 mentioned something which blew my mind and it make perfect  
12 sense.

13                   But if you're interested in getting more  
14 information on the coral calcium, any of Bob's books, call  
15 the number on your screen, we'll give you information on the  
16 books. If you want to get his formula, coral calcium, I'm  
17 going to give you a special offer that's only available on  
18 the Debbie and Kevin Show if you call today. Only 19.95 for  
19 a one-month supply, and that's an introductory offer to get  
20 you to try this and see the results yourself. You don't have  
21 to pay \$40 for a low grade coral that you may find on the  
22 Internet or at a health food store. You can get the  
23 exclusive Bob Barefoot formulation.

24                   There's a lot of people out there, we were talking  
25 about this before, that claim --

26                   ROBERT BAREFOOT: Yes.

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1 KEVIN TRUDEAU: -- that they're associated with  
2 you or it's a Bob Barefoot formulation and it isn't.

3 ROBERT BAREFOOT: They say, as featured by Bob  
4 Barefoot.

5 DEBBIE FLET: Yeah.

6 KEVIN TRUDEAU: Right.

7 ROBERT BAREFOOT: I don't even know who they are.

8 KEVIN TRUDEAU: Exactly.

9 DEBBIE FLET: Right.

10 ROBERT BAREFOOT: So, this is the -- this is Bob  
11 Barefoot's stuff.

12 ROBERT BAREFOOT: Yes.

13 KEVIN TRUDEAU: So, call the number on the screen.

14 DEBBIE FLET: Now, I want to keep this whole  
15 conversation to myself, but we have to share you, Bob. We  
16 have a caller.

17 ROBERT BAREFOOT: Yes.

18 DEBBIE FLET: So -- hello, can you hear us?

19 BRYCE MEAD: Yes.

20 DEBBIE FLET: What's your name?

21 BRYCE MEAD: Bryce Mead.

22 DEBBIE FLET: Thanks for calling, Bryce. Do you  
23 have a question for Bob?

24 BRYCE MEAD: Thank you. No, actually, I was  
25 calling to thank Mr. Barefoot and to share my personal  
26 experience with coral calcium.

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1 KEVIN TRUDEAU: You've actually taken the product?

2 BRYCE MEAD: I have, for a little over two months  
3 now.

4 KEVIN TRUDEAU: Okay. And --

5 BRYCE MEAD: I'm a student at Columbia University  
6 in Manhattan, New York, and I'm a cyclist and triathlete. I  
7 spent last year competing in Europe, primarily Italy, and  
8 about two and a half months ago, my daily performance on the  
9 bike began to decline and I was having great difficulty  
10 sleeping.

11 I have been a follower of Linus Pauling  
12 (phonetic). I'm not sure if you're familiar with him. He's  
13 written several books on vitamin and mineral deficiency, and  
14 I've read his books. And I saw your infomercial with Bob  
15 Barefoot and I called and ordered some coral calcium.

16 Within a week after starting the calcium, I began  
17 to sleep a lot better. I was waking up in the middle of the  
18 night and I was having difficulty going to sleep. And I  
19 began to recover much more quickly. And my physical  
20 endurance increased exponentially on the bike, and I was  
21 really amazed because it only took about seven to ten days to  
22 see a difference.

23 DEBBIE FLET: Seven to ten days.

24 **ON SCREEN: Individual results will vary.**

25 **1-800-392-1155**

26 KEVIN TRUDEAU: Now, obviously, you were taking a

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1 lot of supplements before, correct?

2 BRYCE MEAD: Uh, I was taking -- I was taking  
3 several, yes.

4 KEVIN TRUDEAU: Okay. And so, even though you  
5 were taking food supplements, vitamins and minerals and  
6 things --

7 BRYCE MEAD: Yes.

8 KEVIN TRUDEAU: -- you found by taking and adding  
9 calcium was -- at least for you, it seems like it was a  
10 missing link.

11 BRYCE MEAD: Yes, exactly. The -- his discussion  
12 of the -- of oxygenating the body, having more available  
13 oxygen to fuel your body interested me because in the cycling  
14 world, the more oxygen that you can get into your blood, the  
15 harder you can train obviously.

16 KEVIN TRUDEAU: Yeah, it seems like that with any  
17 physical performance. If you have more oxygen, it's going to  
18 make you perform better, right?

19 BRYCE MEAD: Exactly. Which is why I initially  
20 started taking the product.

21 KEVIN TRUDEAU: That's fantastic.

22 BRYCE MEAD: Yes. And it really worked wonders,  
23 and my energy level is through the roof. I'm -- like I said,  
24 I'm amazed. But, also, my -- I got my father to take it as  
25 soon as I started to see results, and my grandmother. My  
26 father had been having difficult sleeping, he's 56 years old,

1       waking up in the middle of the night, and he figured it was -  
2       - he attributed it to, you know, the aging process. And  
3       within a week and a half of being on the product, he has been  
4       -- he started sleeping through the night. He sleeps, you  
5       know, eight hours now and he said, you know, that's the  
6       nicest thing anybody has done for me in a long time.

7               DEBBIE FLET: That's so fantastic.

8               KEVIN TRUDEAU: Yeah.

9               DEBBIE FLET: Thank you so much for telling us  
10       your story.

11              KEVIN TRUDEAU: Bryce, thanks very much for  
12       calling in.

13              BRYCE MEAD: Oh, you're welcome.

14              DEBBIE FLET: Thank you.

15              BRYCE MEAD: Thank you.

16              DEBBIE FLET: Bye.

17              KEVIN TRUDEAU: But we're going to -- we're going  
18       to talk about -- again, if you're watching right now we're  
19       with Bob Barefoot, the author of all the books, Calcium  
20       Factor, Death by Diet, Barefoot on Coral Calcium. He's the  
21       king of calcium.

22              ROBERT BAREFOOT: Yes.

23              KEVIN TRUDEAU: We've had you on our show before,  
24       both here in America and also in the U.K. The response is  
25       always terrific.

26              Calcium, obviously, you talk about cancer, heart

1 disease, disease, anti-aging, the benefits of that.

2 ROBERT BAREFOOT: Yes.

3 KEVIN TRUDEAU: You mentioned about how the  
4 different kinds of calcium is out there. Obviously, you  
5 believe coral calcium is the best, your formula is the best.

6 ROBERT BAREFOOT: Yes.

7 KEVIN TRUDEAU: Obviously, your promoting your  
8 product. But let's talk about a couple of other things.  
9 Pain, sleeping and weight loss.

10 ROBERT BAREFOOT: Yes.

11 KEVIN TRUDEAU: Now, if you're watching right now  
12 and you've seen me on some of the other shows before, my  
13 show, A Closer Look --

14 DEBBIE FLET: Yes, he's a potted plant. He's  
15 always here.

16 **(Laughter.)**

17 KEVIN TRUDEAU: I'm always here. But you also  
18 maybe have noticed that I've lost a lot of weight. I've  
19 actually lost maybe about 30 pounds recently.

20 DEBBIE FLET: Um-hum.

21 KEVIN TRUDEAU: And I was on the Atkins Diet to  
22 lose that weight. Now, I've been on the Atkins program  
23 before, I've promoted the Atkins program, but I found it very  
24 difficult to stay on because I was craving the carbohydrates  
25 and the different types of food.

26 ROBERT BAREFOOT: Um-hum.

1                   KEVIN TRUDEAU: So, I found it very difficult to  
2 stay on that program. It was always a challenge. Effective,  
3 but difficult to stay on. When I went and met Bob the first  
4 time and interviewed you, you gave me some of the coral.

5                   ROBERT BAREFOOT: Yes.

6                   KEVIN TRUDEAU: So, I started popping this and,  
7 you know, three times a day, I'm popping the coral.

8                   DEBBIE FLET: Yes, um-hum.

9                   ROBERT BAREFOOT: And all of a sudden, I have no  
10 cravings whatsoever --

11                  ROBERT BAREFOOT: Um-hum.

12                  KEVIN TRUDEAU: -- feel fantastic, no indigestion,  
13 no acid problems.

14                  DEBBIE FLET: Yeah.

15                  KEVIN TRUDEAU: Now, you were just talking in the  
16 green room earlier about how this makes the Atkins program --

17                  ROBERT BAREFOOT: Yes.

18                  KEVIN TRUDEAU: -- you said Dr. Atkins doesn't  
19 even know this -- work even faster and better.

20                  ROBERT BAREFOOT: Yes.

21                  KEVIN TRUDEAU: Explain that.

22                  ROBERT BAREFOOT: I'm a diehard advocate of the  
23 Atkins program because you can explain scientifically it  
24 really works. The trouble is, is that when you back off on  
25 carbs, the carbs you're backing off of, fruits and  
26 vegetables, are so crucial to the human body and that's what

1           you're going to be craving.

2                       **ON SCREEN: Robert Barefoot**

3                       **Scientist/Author**

4           ROBERT BAREFOOT: It's been my experience that  
5           when people get on the coral, they're 10 times as likely to  
6           succeed with the Atkins Diet as if they're not on the coral,  
7           because suddenly the cravings disappear, as you said, because  
8           you're getting supplemented by the coral.

9                       KEVIN TRUDEAU: Well, that's --

10                      DEBBIE FLET: You're also --

11                      KEVIN TRUDEAU: That's what I found. The cravings  
12           were gone and the energy level was up.

13                      DEBBIE FLET: And, also, you were saying that it  
14           helps people to give us smoking and --

15                      ROBERT BAREFOOT: Oh, yes, well, I've had a lot of  
16           drug addicts successfully get off drugs and people with  
17           addictions can get off if you supplement it because most of  
18           the problems with addictions are lack of nutrients, and this  
19           supplies you with 75 nutrient metals and it's loaded with  
20           nutrients.

21                      KEVIN TRUDEAU: Well, do you remember the guy we  
22           interviewed on the show in the U.K. about the purification  
23           program that --

24                      DEBBIE FLET: Oh, yeah.

25                      KEVIN TRUDEAU: The sweating program.

26                      DEBBIE FLET: Yes.

1 KEVIN TRUDEAU: That a lot of people -- Narc-A-Non  
2 has a program for people who are addicted to drugs and want  
3 to get off drugs or alcohol.

4 DEBBIE FLET: Yes.

5 KEVIN TRUDEAU: And they had these, you know,  
6 cravings and they're always nervous and they give them  
7 calcium magnesium to calm them down.

8 ROBERT BAREFOOT: Yes.

9 DEBBIE FLET: Yeah.

10 KEVIN TRUDEAU: I thought that was interesting.

11 ROBERT BAREFOOT: Yes.

12 DEBBIE FLET: And that makes sense to you.

13 KEVIN TRUDEAU: So, this also is going to help  
14 people calm down and reduce stress and sleep better as well,  
15 taking calcium magnesium?

16 ROBERT BAREFOOT: But it also increases your  
17 oxygen level, which is what you just said, will give you  
18 energy and oxygen kills virus and bacteria. There's just so  
19 much that oxygen -- we are critters of oxygen and this is the  
20 best way of getting oxygen in the human body.

21 **ON SCREEN: 1-800-392-1155**

22 KEVIN TRUDEAU: We're going to go back to the  
23 phone lines in just a moment, but before we do, again, if  
24 you're watching right now, you've seen Bob on maybe some of  
25 our other shows, talk shows. We're talking about coral  
26 calcium, the benefits of calcium in your diet, and, folks, if

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1       you're interested in getting more information on his books, I  
2       highly recommend and endorse these books, I highly recommend  
3       and endorse taking calcium magnesium and in Bob's opinion,  
4       coral calcium is the best. Get the best quality. This is  
5       the only place you can get the original and only Bob Barefoot  
6       formulation.

7               Call the number on your screen. In stores, you  
8       can find similar products at, in many cases, a lower quality  
9       for \$40 for a one-month supply. Right here, on the Debbie  
10      and Kevin Show, if you call today -- you've got to call today  
11      -- you can get a supply, introductory price, 19.95 for a one-  
12      month supply. Take advantage of it because that price is not  
13      going to last forever. That's a limited introductory price  
14      on the highest quality coral calcium available.

15              If you're concerned about your health, folks, if  
16      you're concerned about cancer, heart disease, diabetes, if  
17      you're concerned about stress, your skin, anti-aging issues.  
18      If you're concerned about just keeping healthy and having  
19      more energy and living longer, than this could be something  
20      you should consider. Read the books, make your own decision.  
21      But Bob's quoting some research that's pretty compelling.

22              ROBERT BAREFOOT: Oh, yes.

23              DEBBIE FLET: Yeah.

24              ROBERT BAREFOOT: A lot of Nobel prize winners  
25      involved in this as well.

26              KEVIN TRUDEAU: Now, let's go back to the phone

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1 lines. We have another caller on the line. Hi, you're with  
2 Debbie and Kevin. What's your first name?  
3 BARBARA: Barbara.  
4 KEVIN TRUDEAU: This is Barbara?  
5 BARBARA: Yes.  
6 DEBBIE FLET: Hello.  
7 KEVIN TRUDEAU: Hi, you're with Debbie and Kevin.  
8 How are you?  
9 BARBARA: Fine, thank you.  
10 KEVIN TRUDEAU: Now, are you using this or do you  
11 have a question for Bob?  
12 BARBARA: Oh, my, am I using it.  
13 **(Laughter.)**  
14 DEBBIE FLET: Really?  
15 BARBARA: I started the 10th of June and I feel  
16 like a new human being.  
17 DEBBIE FLET: How long have you been using it,  
18 Barbara?  
19 BARBARA: Since -- well, since the 10th of June.  
20 DEBBIE FLET: Oh, sorry.  
21 KEVIN TRUDEAU: Two weeks.  
22 ROBERT BAREFOOT: Okay.  
23 DEBBIE FLET: Hello? Hello?  
24 KEVIN TRUDEAU: Now, what's happened?  
25 BARBARA: Well, my varicose veins that I was going  
26 to have ligated have shrunk to nothing.

1                   **ON SCREEN: Individual results will vary**

2                   **1-800-392-1155**

3                   BARBARA: My high blood pressure is no longer  
4 high. I no longer have back pain from a fractured back. I  
5 don't have any aches and pains. I have the carpal tunnel and  
6 both thumbs have gone to nothing. I'm a new person.

7                   DEBBIE FLET: Oh.

8                   BARBARA: I feel wonderful.

9                   DEBBIE FLET: Two weeks.

10                  BARBARA: I don't have any more dizzy spells. I  
11 could go on and on and on and on and on, but I won't take  
12 your time.

13                  KEVIN TRUDEAU: Now, if somebody's watching right  
14 now -- watching right now and considering taking this and  
15 trying this for themselves, what would you tell them?

16                  BARBARA: Um-hum. Do it. You've got nothing to  
17 lose.

18                  DEBBIE FLET: (Inaudible).

19                  BARBARA: You have nothing to lose. You have  
20 everything to gain. I have started being a distributor.  
21 I've got 13 -- I've sold 13 bottles in a week and a half.  
22 So, I'm that enthused about it. It is just -- it's  
23 unbelievable what happens. I don't have any more muscle  
24 spasms. I sleep like a baby at night. My circulation is  
25 fantastic. And I'm not young, but I feel great.

26                  ROBERT BAREFOOT: That a girl.

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1 KEVIN TRUDEAU: Barbara, thanks very much for  
2 calling in.

3 DEBBIE FLET: Yes, thank you.

4 BARBARA: All right, thank you.

5 KEVIN TRUDEAU: She mentioned pain like carpal  
6 tunnel.

7 ROBERT BAREFOOT: Oh, yes, yes. We have -- I've  
8 heard 10,000 of these testimonials. That's why I'm so sold  
9 on it.

10 KEVIN TRUDEAU: Right.

11 ROBERT BAREFOOT: And that's from medical doctors  
12 testifying that it works and from CEOs of major corporations  
13 testifying that it -- congressmen, senators testify that it  
14 works. The bottom line is, it gets ride of the pain. That's  
15 the number one thing I hear from people.

16 DEBBIE FLET: So, it can reverse illness?

17 ROBERT BAREFOOT: Yes. You see, right now, we  
18 live in an America --

19 KEVIN TRUDEAU: No, hold on a second. When you  
20 say, yes, it can reverse illness.

21 ROBERT BAREFOOT: Yes.

22 KEVIN TRUDEAU: I mean, I know that there's the  
23 FDA out there, the American Medical Association --

24 ROBERT BAREFOOT: Exactly.

25 KEVIN TRUDEAU: -- there's medical doctors --

26 ROBERT BAREFOOT: Exactly.

1 KEVIN TRUDEAU: -- everyone saying you can't make  
2 a medical claim for a food supplement.

3 ROBERT BAREFOOT: It's not a -- it's a nutritional  
4 claim to tell you the truth. I mean, our body -- what we're  
5 claiming is the body can cure itself. We're not curing  
6 anybody, you're curing yourself.

7 DEBBIE FLET: And you don't have to take drugs.

8 ROBERT BAREFOOT: But you've got to give yourself  
9 what you need. If you don't breathe, you're going to die.  
10 If you don't drink, you're going to die.

11 DEBBIE FLET: Right.

12 ROBERT BAREFOOT: You have to get what it needs.  
13 But you also need the calcium magnesium, arbitiam atriam  
14 (phonetic) and all the trace metals that are in there. Once  
15 you get that, your body can look after itself.

16 Right now in America, we are in a medical  
17 disaster. An absolute medical disaster. Cancer's went from  
18 3 percent at the turn of the century, 50 percent in 1950,  
19 it's currently 40 percent, and within 50 years, it's  
20 predicted to be 75 percent of all Americans will have cancer.  
21 Today's newspaper says Alzheimer's is going to go up 300  
22 percent. In the past 20 years, diabetes has gone up 20  
23 percent. Modern medicine has lost every war on every  
24 degenerative disease so badly, and the future looks dismal.  
25 There's no hope at all with modern medicine because they're  
26 looking for a white powder chemical.

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1                   And here we have something that's not manmade.

2           God made coral and it works. It's a magic mineral.

3                   KEVIN TRUDEAU: Now, we're pretty much running out  
4           of time.

5                   DEBBIE FLET: Yeah.

6                   ROBERT BAREFOOT: Yes.

7                   KEVIN TRUDEAU: And, Bob, I want to thank you  
8           again for being on the show. We'll have you back again as  
9           always.

10                  DEBBIE FLET: Yes.

11                  KEVIN TRUDEAU: Folks, we just have a few seconds  
12           left. If you're watching right now and you're concerned  
13           about your health, if you're concerned about cancer, heart  
14           disease, diabetes, if you are concerned about sleeping,  
15           stress reduction, anti-aging issues, Bob's quoting some  
16           incredible research. I would recommend you really read the  
17           books, call and get information on the books. I mean, this  
18           way, you can really look at the research yourself about the  
19           benefits of calcium magnesium.

20                  I'm taking this product myself. I have everyone  
21           on my staff take it. I have all my family members taking  
22           this. I personally believe this is a great way to be healthy.

23                  Not \$40, 19.95. Call right now. Thanks for  
24           watching. I'm Kevin Trudeau.

25                  DEBBIE FLET: And I'm Debbie Flet. Thanks for  
26           watching.

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1 KEVIN TRUDEAU: We'll see you next time.

2 DEBBIE FLET: Bye.

3 KEVIN TRUDEAU: Bye-bye.

4 MALE ANNOUNCER: The preceding was a paid  
5 commercial presentation.

6 ON SCREEN: The preceding was a paid program for  
7 Robert Barefoot's "Coral Calcium"

8 (The videotape was concluded.)

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C E R T I F I C A T I O N   O F   T Y P I S T

MATTER NUMBER: P034501 \_\_\_\_\_CASE  
TITLE: MISC. MATTERS - AD PRACTICES \_\_\_\_\_TAPING  
DATE: DATE UNKNOWN \_\_\_\_\_  
TRANSCRIPTION DATE: DECEMBER 19, 2002 \_\_\_\_\_

I HEREBY CERTIFY that the transcript contained herein is a full and accurate transcript of the tapes transcribed by me on the above cause before the FEDERAL TRADE COMMISSION to the best of my knowledge and belief.

DATED: DECEMBER 19, 2002

\_\_\_\_\_  
ELIZABETH M. FARRELL

C E R T I F I C A T I O N   O F   P R O O F R E A D E R

I HEREBY CERTIFY that I proofread the transcript for accuracy in spelling, hyphenation, punctuation and format.

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