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FEDERAL TRADE COMMISSION

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VIDEOTAPE -- CORAL CALCIUM

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Waldorf, Maryland
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The following transcript was produced from a videotape provided to For The Record, Inc. on December 14, 2002.

PROCEEDINGS

For The Record, Inc.  
Waldorf, Maryland  
(301) 870-8025
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
were watching it, though, and they found it fascinating. But
my brother and his girlfriend are both doctors, so they found
it very controversial.

ROBERT BAREFOOT: Yes.

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

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

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

ROBERT BAREFOOT: That's correct.

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

DEBBIE FLET: Thank you.

KEVIN TRUDEAU: Glad to have you here.

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

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

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

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

ROBERT BAREFOOT: That's correct.

KEVIN TRUDEAU: -- all around the world now.

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

KEVIN TRUDEAU: Right.

DEBBIE FLET: Wow.

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

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

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

DEBBIE FLET: Yes.

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

ROBERT BAREFOOT: Um-hum.

KEVIN TRUDEAU: And you're a big component of coral calcium from Okinawa, Japan, and you do, obviously,
have a product that you sell that you have a special blend
which you think is the most absorbable. But when you say
that there's so many people that say it can't be that easy --

DEBBIE FLET: Yeah.

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

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

ROBERT BAREFOOT: Yes.

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

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

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

ROBERT BAREFOOT: Yes, the doctor.

DEBBIE FLET: -- he said that your body naturally

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balances its own pH.

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

ON SCREEN: Robert Barefoot Scientist/Author

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

DEBBIE FLET: Right.

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

KEVIN TRUDEAU: Oh.

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

DEBBIE FLET: Right.

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

DEBBIE FLET: Okay.

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

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

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

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

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

They just -- and the Spanish explorers came in 500 years ago and looked at this and filled their ship holds with the coral sand, they called it, and they took it back to
Spain where the chemists said, hey, it's mainly calcium, so they now called it coral calcium.

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

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

ROBERT BAREFOOT: Yes.

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

ROBERT BAREFOOT: Well, that's a nice myth. Doctors say you can get what you want by eating it, but that's not true because we don't all eat the same things.

See, the way we discovered this was we went around the world and said, are there other places around the world where no one has cancer, no one has diabetes, and lo and behold, there are 19 different cultures spread all over the world, 10,000 miles apart, and we say what's the common denominator. And the common denominator is that almost all of them are above the 8,000 foot altitude, except for the Okinawans, which are at sea level.

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

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

ROBERT BAREFOOT: Well -- well --

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

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

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

ROBERT BAREFOOT: 650.

KEVIN TRUDEAU: -- anything more would be toxic?

ROBERT BAREFOOT: Right. Then they upped it to

1,000.
KEVIN TRUDEAU: But they were wrong?

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

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

ROBERT BAREFOOT: Well, they keep changing their mind.

KEVIN TRUDEAU: Well, they --

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

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

ROBERT BAREFOOT: Yes.

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

ROBERT BAREFOOT: Yes.

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

ROBERT BAREFOOT: Yes.

KEVIN TRUDEAU: -- no cancer --

ROBERT BAREFOOT: That's right.
KEVIN TRUDEAU: -- no heart disease --
ROBERT BAREFOOT: Well, they do have cancer, but
the rate is so phenomenally low --
KEVIN TRUDEAU: Okay.
ROBERT BAREFOOT: Virtually no cancer.
KEVIN TRUDEAU: Virtually no cancer, virtually no
disease.
ROBERT BAREFOOT: That's right.
KEVIN TRUDEAU: Virtually no diabetes.
ROBERT BAREFOOT: Yes.
KEVIN TRUDEAU: No acid reflux, no indigestion.
ROBERT BAREFOOT: And they stay young.
They don't grow old like we do. Like the Hunzas in Pakistan
--
KEVIN TRUDEAU: Their skin looks good.
ROBERT BAREFOOT: -- they don't have children
until they're in their seventies when they're mature enough
to handle kids.
DEBBIE FLET: Wow.
ROBERT BAREFOOT: But they have the body of a 30-
year-old.
(Laughter.)
ROBERT BAREFOOT: They have the body of a 30-year-
old, though.
KEVIN TRUDEAU: And you're telling me that in
these cultures around the world, the number one common
denominator is the amount of calcium they consume?

ROBERT BAREFOOT: That's right.

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

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

KEVIN TRUDEAU: Which is this coral calcium?

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

KEVIN TRUDEAU: Okay.

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

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

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

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

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

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

DEBBIE FLET: Since we start taking this --

ROBERT BAREFOOT: Yes.

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

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

DEBBIE FLET: Within two weeks?

ROBERT BAREFOOT: Fifty percent -- 50 percent of people who are sick, within two weeks, see remarkable changes in their health.
DEBBIE FLET: Wow.

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

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

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

ROBERT BAREFOOT: Yes.

DEBBIE FLET: Yeah. What kind of results?

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

DEBBIE FLET: Um-hum.

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

DEBBIE FLET: Wow.

ROBERT BAREFOOT: -- what's happening.

KEVIN TRUDEAU: Is -- big question, and every medical doctor is glued right now to the television watching, waiting for your answer. Is calcium -- taking calcium a cure for cancer?
ROBERT BAREFOOT: According to the Journal of the AMA, yes, they said it reverses cancer and makes it go back to normal. But I also say --

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

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

KEVIN TRUDEAU: You're quoting somebody?

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

KEVIN TRUDEAU: American Medical Association.

ROBERT BAREFOOT: Yes.

KEVIN TRUDEAU: They said this?

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

KEVIN TRUDEAU: What (inaudible).

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

ROBERT BAREFOOT: And as a matter of fact, the New York Times, because of this, did a five-page spread on calcium, the super-nutrient it was called. What's happening they said. And the Los Angeles Times did the same spread. And the Reader's Digest did a huge article on it where they
claimed that calcium reverses cancer. So, our -- and the
U.S. World News Report, May 3rd edition, huge article, that
magic mineral calcium, and they were all talking about
calcium reversing cancer.

KEVIN TRUDEAU: That is --

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

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

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

KEVIN TRUDEAU: You're quoting?

ROBERT BAREFOOT: Yes.

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

ROBERT BAREFOOT: Yes.

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

DEBBIE FLET: Yeah, I remember this.

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

ROBERT BAREFOOT: Yes.

DEBBIE FLET: Um-hum.

KEVIN TRUDEAU: -- there's calcium from oyster
shells.
ROBERT BAREFOOT: Yes.

KEVIN TRUDEAU: There's calcium carbonate.

ROBERT BAREFOOT: Yes.

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

DEBBIE FLET: Um-hum.

ROBERT BAREFOOT: Um-hum.

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

DEBBIE FLET: Yes.

ROBERT BAREFOOT: Um-hum.

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

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

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

KEVIN TRUDEAU: Now, but first I want us to get to
coral calcium because you say of all the calciums out there, that's the -- in your opinion, the best to take?

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

    DEBBIE FLET: Yeah. I take that, yeah.

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

    DEBBIE FLET: Yeah.

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

    ROBERT BAREFOOT: Yes.

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

    ROBERT BAREFOOT: Yes.

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

    ROBERT BAREFOOT: That is correct.

    KEVIN TRUDEAU: Any idea what percentage out there or --
ROBERT BAREFOOT: Oh, gosh, well, every time --
people come to me all the time with these bottles, we start
looking at them. All you do is look at the magnesium content
and you see 1 percent, 2 percent --

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

DEBBIE FLET: Right.

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

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

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

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

ROBERT BAREFOOT: No, no, no.

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

ROBERT BAREFOOT: It has Vitamin A, B, C, D, E.

It has B1, B2, B3, B4. It even has some cesium to prevent
cancer. That is the super or loaded.

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

ROBERT BAREFOOT: Yes, that's correct.

KEVIN TRUDEAU: And so, this is your formula?

ROBERT BAREFOOT: Right, yes.

KEVIN TRUDEAU: All right. Now --
ROBERT BAREFOOT: It also has Vitamin D, which allows you to absorb 10 times as much calcium.

KEVIN TRUDEAU: All right.

ON SCREEN: 1-800-392-1155

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

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

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

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

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

DEBBIE FLET: Yeah.

KEVIN TRUDEAU: Right.

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

KEVIN TRUDEAU: Exactly.

DEBBIE FLET: Right.

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

ROBERT BAREFOOT: Yes.

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

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

ROBERT BAREFOOT: Yes.

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

BRYCE MEAD: Yes.

DEBBIE FLET: What's your name?

BRYCE MEAD: Bryce Mead.

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

BRYCE MEAD: Thank you. No, actually, I was calling to thank Mr. Barefoot and to share my personal experience with coral calcium.
KEVIN TRUDEAU: You've actually taken the product?

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

KEVIN TRUDEAU: Okay. And --

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

I have been a follower of Linus Pauling (phonetic). I'm not sure if you're familiar with him. He's written several books on vitamin and mineral deficiency, and I've read his books. And I saw your infomercial with Bob Barefoot and I called and ordered some coral calcium. Within a week after starting the calcium, I began to sleep a lot better. I was waking up in the middle of the night and I was having difficulty going to sleep. And I began to recover much more quickly. And my physical endurance increased exponentially on the bike, and I was really amazed because it only took about seven to ten days to see a difference.

DEBBIE FLET: Seven to ten days.

ON SCREEN: Individual results will vary.

1-800-392-1155

KEVIN TRUDEAU: Now, obviously, you were taking a
lot of supplements before, correct?

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

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

   BRYCE MEAD: Yes.

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

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

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

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

   KEVIN TRUDEAU: That's fantastic.

   BRYCE MEAD: Yes. And it really worked wonders,
and my energy level is through the roof. I'm -- like I said,
I'm amazed. But, also, my -- I got my father to take it as
soon as I started to see results, and my grandmother. My
father had been having difficult sleeping, he's 56 years old,
waking up in the middle of the night, and he figured it was -
- he attributed it to, you know, the aging process. And
within a week and a half of being on the product, he has been
-- he started sleeping through the night. He sleeps, you
know, eight hours now and he said, you know, that's the
nicest thing anybody has done for me in a long time.

DEBBIE FLET: That's so fantastic.

KEVIN TRUDEAU: Yeah.

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

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

BRYCE MEAD: Oh, you're welcome.

DEBBIE FLET: Thank you.

BRYCE MEAD: Thank you.

DEBBIE FLET: Bye.

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

ROBERT BAREFOOT: Yes.

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

Calcium, obviously, you talk about cancer, heart
disease, disease, anti-aging, the benefits of that.

ROBERT BAREFOOT: Yes.

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

ROBERT BAREFOOT: Yes.

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

ROBERT BAREFOOT: Yes.

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

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

(Laughter.)

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

DEBBIE FLET: Um-hum.

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

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

ROBERT BAREFOOT: Yes.

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

DEBBIE FLET: Yes, um-hum.

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

ROBERT BAREFOOT: Um-hum.

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

DEBBIE FLET: Yeah.

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

ROBERT BAREFOOT: Yes.

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

ROBERT BAREFOOT: Yes.

KEVIN TRUDEAU: Explain that.

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

**ON SCREEN:** Robert Barefoot

**Scientist/Author**

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

KEVIN TRUDEAU: Well, that's --

DEBBIE FLET: You're also --

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

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

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

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

DEBBIE FLET: Oh, yeah.

KEVIN TRUDEAU: The sweating program.

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

DEBBIE FLET: Yes.

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

ROBERT BAREFOOT: Yes.

DEBBIE FLET: Yeah.

KEVIN TRUDEAU: I thought that was interesting.

ROBERT BAREFOOT: Yes.

DEBBIE FLET: And that makes sense to you.

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

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

ON SCREEN: 1-800-392-1155

KEVIN TRUDEAU: We're going to go back to the phone lines in just a moment, but before we do, again, if you're watching right now, you've seen Bob on maybe some of our other shows, talk shows. We're talking about coral calcium, the benefits of calcium in your diet, and, folks, if
you're interested in getting more information on his books, I highly recommend and endorse these books, I highly recommend and endorse taking calcium magnesiu m and in Bob's opinion, coral calcium is the best. Get the best quality. This is the only place you can get the original and only Bob Barefoot formulation.

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

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

ROBERT BAREFOOT: Oh, yes.

DEBBIE FLET: Yeah.

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

KEVIN TRUDEAU: Now, let's go back to the phone
lines. We have another caller on the line. Hi, you're with Debbie and Kevin. What's your first name?

BARBARA: Barbara.

KEVIN TRUDEAU: This is Barbara?

BARBARA: Yes.

DEBBIE FLET: Hello.

KEVIN TRUDEAU: Hi, you're with Debbie and Kevin.

How are you?

BARBARA: Fine, thank you.

KEVIN TRUDEAU: Now, are you using this or do you have a question for Bob?

BARBARA: Oh, my, am I using it.

(Laughter.)

DEBBIE FLET: Really?

BARBARA: I started the 10th of June and I feel like a new human being.

DEBBIE FLET: How long have you been using it, Barbara?

BARBARA: Since -- well, since the 10th of June.

DEBBIE FLET: Oh, sorry.

KEVIN TRUDEAU: Two weeks.

ROBERT BAREFOOT: Okay.

DEBBIE FLET: Hello? Hello?

KEVIN TRUDEAU: Now, what's happened?

BARBARA: Well, my varicose veins that I was going to have ligated have shrunk to nothing.
ON SCREEN: Individual results will vary

1-800-392-1155

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

DEBBIE FLET: Oh.

BARBARA: I feel wonderful.

DEBBIE FLET: Two weeks.

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

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

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

DEBBIE FLET: (Inaudible).

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

ROBERT BAREFOOT: That a girl.
KEVIN TRUDEAU: Barbara, thanks very much for calling in.

DEBBIE FLET: Yes, thank you.

BARBARA: All right, thank you.

KEVIN TRUDEAU: She mentioned pain like carpal tunnel.

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

KEVIN TRUDEAU: Right.

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

DEBBIE FLET: So, it can reverse illness?

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

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

ROBERT BAREFOOT: Yes.

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

ROBERT BAREFOOT: Exactly.

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

ROBERT BAREFOOT: Exactly.
KEVIN TRUDEAU: -- everyone saying you can't make
a medical claim for a food supplement.

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

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

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

DEBBIE FLET: Right.

ROBERT BAREFOOT: You have to get what it needs.

But you also need the calcium magnesium, arbitiam atriam
(phonetic) and all the trace metals that are in there. Once
you get that, your body can look after itself.

Right now in America, we are in a medical
disaster. An absolute medical disaster. Cancer's went from
3 percent at the turn of the century, 50 percent in 1950,
it's currently 40 percent, and within 50 years, it's
predicted to be 75 percent of all Americans will have cancer.
Today's newspaper says Alzheimer's is going to go up 300
percent. In the past 20 years, diabetes has gone up 20
percent. Modern medicine has lost every war on every
degenerative disease so badly, and the future looks dismal.
There's no hope at all with modern medicine because they're
looking for a white powder chemical.
And here we have something that's not manmade.

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

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

DEBBIE FLET: Yeah.

ROBERT BAREFOOT: Yes.

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

DEBBIE FLET: Yes.

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

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

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

DEBBIE FLET: And I'm Debbie Flet. Thanks for
watching.
KEVIN TRUDEAU: We'll see you next time.

DEBBIE FLET: Bye.

KEVIN TRUDEAU: Bye-bye.

MALE ANNOUNCER: The preceding was a paid commercial presentation.

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

(The videotape was concluded.)
CERTIFICATION OF TYPIST

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

CERTIFICATION OF PROOFREADER

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

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