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UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF NEW YORK

FEDERAL TRADE COMMISSION,

Plaintiff,

v.

CHK TRADING CORP., CHK TRADING CO., INC., and CHONG KIM,

Defendants.

Civil No. 04-CV-8686 (Hon. R. Berman) (ECF CASE)

AMENDED COMPLAINT FOR PERMANENT INJUNCTION AND OTHER EQUITABLE RELIEF

Plaintiff, the Federal Trade Commission ("FTC" or "Commission"), through its

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undersigned attorneys, for its Amended Complaint alleges:

1. Plaintiff FTC brings this action under Section 13(b) of the Federal Trade

Commission Act ("FTC Act"), 15 U.S.C. § 53(b), to secure a permanent injunction, rescission of

contracts and restitution, disgorgement of ill-gotten gains, and other equitable relief against the

Defendants for engaging in deceptive acts or practices and false advertisements for food, drugs,

devices, services or cosmetics, in or affecting commerce in connection with the advertising, marketing and sale of Hanmeilin Cellulite Cream and Hanmeilin Breast Cream in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

#### JURISDICTION AND VENUE

This Court has jurisdiction over this matter pursuant to 15 U.S.C. §§ 45(a), 52,
 53(b) and 28 U.S.C. §§ 1331, 1337(a), and 1345.

3. Venue in this District is proper under 15 U.S.C. § 53(b) and 28 U.S.C. § 1391(b) and (c).

#### THE PARTIES

4. Plaintiff, the Federal Trade Commission, is an independent agency of the United States Government created by statute. 15 U.S.C. §§ 41-58. The Commission enforces Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), which prohibits unfair or deceptive acts or practices in or affecting commerce. The Commission also enforces Section 12 of the FTC Act, 15 U.S.C. § 52, which prohibits false advertisements for food, drugs, devices, services or cosmetics in or affecting commerce. The Commission, through its own attorneys, may initiate federal district court proceedings to enjoin violations of the FTC Act and to secure such equitable relief, including rescission of contracts and restitution, and the disgorgement of ill-gotten gains caused by Defendants' law violations, as may be appropriate in each case. 15 U.S.C. § 53(b).

5. Defendant CHK Trading Corp. is a New York corporation, doing business as Hanmeilin Cosmetics and Shangrila, with offices located at 39 West 32<sup>nd</sup> Street, Suite 300, New York, New York 10001. Defendant CHK Trading Co., Inc., doing business as Hanmeilin Cosmetics and Shangrila, is a New Jersey corporation, with offices located at 8 Garden Place, Apt. 281, Edgewater, New Jersey 07020. CHK Trading Corp. and CHK Trading Co., Inc. (collectively, "CHK") transact, or have transacted, business in this District and throughout the United States through the advertising, marketing, and sale of Hanmeilin Cellulite Cream and Hanmeilin Breast Cream, among other products, via advertisements and the Internet site, www.ezcellulite.com.

6. Defendant Chong Kim, also known as Chong Hwan Kim, Chong H. Kim and Charles Kim ("Chong Kim"), is the president of CHK Trading Corp. and CHK Trading Co., Inc. He is also a director of CHK Trading Co., Inc. He resides at 2050 Ellery Avenue, Fort Lee, New Jersey 07024. At all times relevant to this Amended Complaint, acting individually or in concert with others, Chong Kim has formulated, directed, controlled, or participated in the acts or practices of CHK, including the acts or practices alleged in this Amended Complaint. Chong Kim has transacted business in the Southern District of New York.

7. Defendants CHK Trading Corp. and CHK Trading Co., Inc. sell the same products, have the same president and are under his common ownership and control, use similar names, have identical assumed or alternate names, use the same accountant, use the same website, use the same merchant bank and account number to process consumer payments via credit cards, share the same telephone company account, and cooperate and act in concert to carry out the Defendants' business practices as alleged herein. They constitute a common enterprise for purposes of this proceeding.

#### <u>COMMERCE</u>

8. The acts and practices of Defendants alleged in this Amended Complaint are in or affecting commerce, as "commerce" is defined in Section 4 of the FTC Act, 15 U.S.C. § 44.

#### **DEFENDANTS' COURSE OF CONDUCT**

#### Hanmeilin Cellulite Cream

9. Since at least November 2003, Defendants have advertised, promoted, offered for sale, and sold products to the public throughout the United States, including a purported weight loss product called Hanmeilin Cellulite Cream.

10. Hanmeilin Cellulite Cream is a topical cream which contains the following ingredients: purified water, evening primrose extract, horsetail extract, thea sinensis extract, caprylic/capric triglyceride, stearic acid, butylene glycol, glycerl stearate, cetyl alcohol, stearyl alcohol, microcrystalline wax, polysorbate 60, sorbitan sesquioleate, carbomer, triethanolamine, tocopheryl acetate, trisodium edta, methylparaben, propylparaben, ethylparaben, phenoxyethanol, and fragrance. The fees charged for the cream are \$75 per jar for four jars, \$85 per jar for two jars and \$95 per jar for one jar, which are charged to consumers' credit cards after they supply their account information over the telephone. The product comes with directions to apply Hanmeilin Cellulite Cream on the buttocks, stomach and thighs and massage until the cream is completely absorbed. The suggested application is twice a day.

11. Defendants advertise and offer Hanmeilin Cellulite Cream for sale to Spanishspeaking consumers through *TeleRevista*, a national magazine. The advertisements include a reference to the company's website: www.ezcellulite.com. Spanish-speaking consumers can purchase the product direct from the company by calling the company's toll-free 800 number or the company's New York office telephone number.

12. To induce Spanish-speaking consumers to purchase Hanmeilin Cellulite Cream, Defendants have disseminated, or caused to be disseminated, advertisements for Hanmeilin Cellulite Cream, including but not limited to the attached Exhibits A-C (English-language translations follow each exhibit). Exhibit A contains the following statements or depictions, among others (an English-language translation follows the quote):

#### [EXCERPTS FROM THE ADVERTISEMENT]

#### Celulitis, Estrías, Pierda Peso y Pulgados

#### CHINESE HERBAL 100% NATURAL

#### HANMEILIN CELLULITE CREAM

\* \* \*

#### HANMEILIN CELLULITE CREAM

#### 1) CELULITIS:

Es una condición de la piel que afecta a mas del 90% de las mujeres. La retención de líquidos y las células de grasa agrandadas empujan la piel hacia arriba.

1. Desvanecera la celulitis...despues se disolvio la grasa y redujo la celula adiposa.

#### 2) AREAS ESPECIFICAS:

Es la acumulación de grasa en areas como cadera, abdómen, rostro, pantor rilla, múslo, brazo, etc... Más de 80% de las mujeres la sufren. Visible aumento de talla y peso.

2. Reducción de peso y talla (100% pérdida de grasa. Reducción de la célula adiposas. Recupera la figura.

#### 3) SOBREPESO Y OBESIDAD:

La acumulación de la grasa es mayor por consiguiente la célula adiposa esta agrandada en la mayor parte del cuerpo. Aumento de talla y peso. 20% de la población mundial la sufre.

3. Reducción de peso (10 a 95 libras). Eliminacion de grasa. Reduccion de la celula adiposa. Reduccion de talla (de 14 a 8 - 12 a 8 - 10 a 6). Es la forma más saludable y correcta de perder peso.

\* \* \*

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#### **GRAN DIFERENCIA**

USTED OBTENDRA MAS DE 5 BENEFICIOS

\* \* \*

• Elimina la grasa.

• Reduce el tamaño de la célula adiposa. [graphic]

• Elimina la celulitis y estrias....

\* \* \*

- Pierde 15 libras de su estómago de 6 a 9 semanas. [graphic with text: Todo En Uno]
- Puede ser usada en cualquier parte de su cuerpo.
- Reduzca su talla de 14-6, 12-6, 10-4 y más hasta 50 libras.

\* \* \*

REDUCE	TABLETAS, JUGOS, DIETAS, BATIDOS	OTRAS CREMAS	EDERMOLOGIA [sic]	HANMEILIN
CELULITIS	NO	NO	TEMPORAL- MENTE	SI
PULGADAS	TEMPORAL- MENTE	NO	NO	SI
PESO	WATER, "YO- YO," MUSCLE	NO	NO	SI
CELULA ADIPOSA	NO	NO	NO	SI
FIRMESA Elasticidad	NO	NO	NO	SI
* SOLAMENTE PUEDE SER VERDADERA Y ORIGINAL AQUELLAS QUE PUEDEN				

SOLUCIONAR Y ACTUAR EN LOS 3 PROBLEMAS \* SOLAMENTE HANMEILIN PUEDE SOLUCIONAR 1 O LOS 3 PLOBLEMAS [sic] JUNTOS

[Photo] Yo tengo 32 años, madre de seis niños y mido 5.4. Tuve a mi ultimo bebe el 30 de mayo de 1997 dejándome con 215 libras.

Lei el anuncio de **HANMEILIN CELLULITE CREAM** y decidi probarlo. Después de usarlo he perdido 65 libras sin ejercicios, sin pasar hambrey [sic] todo el crédito se lo debo a Hanmeilin....

Exhibit A, TeleRevista, November 2003, p. 17; December 2003, p. 39, May 2004, p. 7, June

2004, p. 7, and September 2004, p. 13. [emphasis in original]

#### [TRANSLATION]

#### Cellulite, Stretch Marks, Lose Weight and Inches CHINESE HERBAL 100% NATURAL HANMEILIN CELLULITE CREAM

\* \* \*

#### HANMEILIN CELLULITE CREAM

#### 1) CELLULITE:

A skin condition affecting more than 90% of women. Fluid retention and enlarged fat cells push the skin upward.

1. It will make the cellulite vanish...since the fat was dissolved and the adipose cell was reduced.

#### 2) SPECIFIC AREAS:

The accumulation of fat in areas such as the hips, abdomen, face, calves, thighs, arms, and so forth... More than 80% of women have it. Noticeable increase of size and weight.

2. Weight and size reduction (100% loss of fat. Reduction of adipose cells. The figure comes back..[)]

#### 3) OVERWEIGHT AND OBESITY:

The accumulation of fat is greater, therefore the adipose cell is enlarged in most of the body. Increase of size and weight. 20% of the world's population suffers from it.

3. Weight reduction (10 to 95 pounds). Elimination of fat. Reduction of the adipose cell. Size reduction (from 14 to 8 - 12 to 8 - 10 to 6). The most healthy and correct way to lose weight.

\* \* \*

\*

#### **BIG DIFFERENCE**

YOU WILL GET MORE THAN 5 BENEFITS

- Eliminates the fat.
- Reduces the size of the adipose cell. [graphic]
- Eliminates cellulite....

\* \* \*

- Lose 15 pounds from your stomach in 6 to 9 weeks. [graphic with text: all in one]
- Can be used anywhere on your body.

\* \* \*

• Reduce your size from 14-6, 12-6, 10-4 and more up to 50 pounds.

\* \* \*

REDUCE	PILLS JUICES, DIETS, SHAKES	OTHER CREAMS	EDERMOLOGY [sic]	HANMEILIN
CELLULITE	NO	NO	TEMPORARILY	YES
INCHES	TEMPORARILY	NO	NO	YES
WEIGHT	WATER, "YO- YO," MUSCLE	NO	NO	YES
ADIPOSE CELL	NO	NO	NO	YES
FIRMNESS Elasticity	NO	NO	NO	YES

\* ONLY THOSE THAT CAN SOLVE AND ACT ON THE 3 PROBLEMS CAN BE AUTHENTIC AND ORIGINAL

\* ONLY HANMEILIN CAN SOLVE 1 OR ALL 3 PROBLEMS AT THE SAME TIME

[Photo] I'm 32, mother of six, and 5'4". I had my last baby on May 30, 1997 and ended up weighing 215 pounds.

I read the ad for **HANMEILIN CELLULITE CREAM** and decided to try it. After using it I have lost 65 pounds without exercise, without going hungry, and all the credit goes to Hanmeilin....

Translation of Exhibit A. [emphasis in original]

13. Exhibit B contains the following statements, among others (an English-language

translation follows the quote):

#### [EXCERPTS FROM THE ADVERTISEMENT]

#### HANMEILIN

#### ANOS ADELGANZANDO Y EMBELLECIENDO A LAS PERSONAS.

\* \* \*

...En la actualidad hay tantas variedades de productos, dietas, ejercicios para el tratamiento de la Cellulitis y Pérdida de Peso... En nuestra oficina hemos recibido cantidad de personas que han

probado todo tipo de dietas... Les hemos explicado que nosotros contamos, entre otras técnicas, con una Crema llamada Hanmeillin, con una confianza de 5000 años de historia. Hecha a base hierbas chinas, 100% natural y los resultados han sido altamente positivos y permanentes.

Para que Ud. pueda tomar el control de su cuerpo, eliminar la celulitis, bajar de peso...y hacer realidad en tener 'Un Cuerpo Esbelto sin Cellulitis', las siguentes explicaciones son para Usted:

\* \* \*

Hanmeillin Cellulite Cream, ataca la reducción de la grasa en la Célula Adiposa, resolviendo verdaderamente el problema.

# ¿Por qué ciertas personas pierden peso en certas areas y otras siguen intactas con el problema?

Esto no pasará con Hanmeillin [sic] porque esta crema ataca la grasa en la Célula Adiposa, resolviendo el problema. No pasa igual con las muchas dietas y ejercicios que hay en este ambiente.

#### Sobrepeso y Obesidad:

Hanmeillin [sic] actua quitando la grasa de la Célula Adiposa, las mismas que están aumentadas de tamaño en la mayo parte del cuerpo, produciendo obesidad y sobrepeso.

#### Historia de cómo surge Hanmeillin [sic]:

...Estos miles de años de tradición herbácea china y la tecnología de los años venideros se combinaron para producir la: Cream 'HANMEILIIN' [sic], la única y original que hace posible desaparecer la celulitis, quema la grasa, propiciando la reducción de peso y así lucir una figura esbelta....

Las ventajas que tiene 'Hanmeillin' [sic], sobre las otras cremas que exiten en el mercado, es que después de las resultados obtendios, pueden dejar de usarla. Elimina la grasa y reduce el tejido grasoso. Pierde pulgadas en todas las áreas aplicadas y sobre todo.... Las otras cremas del mercado nunca puede dejar de usarlas porque le resurge el problema....

\* \* \*

...La Crema para la Celulitis de 'Hanmeilin' es la fórmula del éxito. La crema reducirá su estómago y le disminuirá pulgadas en otras partes del cuerpo....

#### P.¿Las pulgadas que he perdido retornarán?

**R.** No. Nuestra experiencia demuestra que las pulgadas perdidas no retornarán mientras Ud. mantega su peso actual...Con nuestra increible crema para la celulitis 'Hanmeilin' Ud. continuará perdiendo celulitis, marcas de estrías y grasa. Ud. evitará que esas pulgadas aumenten

nuevamente con bueno hábitos de alimentacíon.

\* \* \*

#### Exhibit B, *TeleRevista*, February 2004, p. 23. [emphasis in original]

#### [TRANSLATION]

#### HANMEILIN SLIMMING AND BEAUTIFYING PEOPLE FOR YEARS

\* \* \*

...These days there are so many varieties of products, diets, exercises for the treatment of Cellulite and Weight Loss... At our office we have seen a number of people who have tried all types of diets... We have explained to them that we have, among other techniques, a Cream called Hanmeillin [sic], with a dependability of 5000 years of history. Made from Chinese herbs, 100% natural and the results have been highly positive and permanent.

So that you can take control of your body, eliminate cellulite, lose weight...and make 'A Svelte, Cellulite-free Body' a reality, the following explanations are for you:

\* \* \*

Hanmeillin [sic] Cellulite Cream tackles fat reduction in the Adipose Cell, really solving the problem.

# Why do some people lose weight in certain areas while others continue to have the problem?

This will not happen with Hanmeillin [sic] because this cream attacks the fat in the Adipose Cell, solving the problem. The same thing does not happen with the many diets and exercises that are around.

#### **Overweight and Obesity:**

Hanmeillin [sic] acts by removing the fat from the Adipose Cell[s] which are increased in size in most of the body, producing obesity and overweight.

#### Story of how Hanmeillin [sic] was developed:

...These thousands of years of Chinese herbaceous tradition and the technology of the future years combined to produce the: 'HANMEILIIN' [sic] Cream, the only and original [cream] that makes it possible to get rid of cellulite, burns fat, reducing weight and thus giving you a svelte figure....

The advantages of 'Hanmeillin,' [sic] over the other creams that exit [sic] on the market is [sic] that after the results are achieved you can stop using it. It eliminates the fatty tissue. You lose inches in all the areas [to which it is] applied....

\* \* \*

...'Hanmeilin' Cellulite Cream is the formula for success. The cream will reduce your stomach and take inches off other parts of your body....

#### Q.Will the inches I have lost return?

A. No. Our experience shows that the lost inches will not return as long as you maintain your current weight...With our incredible 'Hanmeilin' cellulite cream you will continue to lose cellulite, stretch marks, and fats. You will keep those inches from coming back with good eating habits.

\* \* \*

Translation of Exhibit B. [emphasis in original]

14. Exhibit C contains the following statements or depictions, among others (an

English-language translation follows the quote):

#### [EXCERPTS FROM THE ADVERTISEMENT]

reportaje

#### ¿POR QUE LA ACUMULACION DE GRASA EN CIERTAS AREAS DEL CUERPO?

\* \* \*

Nuestro cuerpo tiene debajo de la piel una capa conformada por células grasosas. Las células grasosas, como su nombre lo indicia, están compuestas por grasa; en nuestro cuerpo tenemos más o menos alrededor de 300 to 1200 billones de estas células. Entre más grasa contenga la célula más grande será su tamaño y más será aumento de peso y pulgadas. Cuando estas células aumentan en tamaño, no solo usted notará que sube de peso, sino también vendrán otros problemas como son la celulitis y los problemas de área específica. Muchos productos en el mercado prometen ayudar a bajar de peso, pero estos nunca reducen el tamaño de la célula grasosa o sea que nunca se elimina grasa....

\* \* \*

#### ¿POR QUE HANMEILIN?

Porque HANMEILIN reduce el tamaño de la célula grasosa, reduciendo así la grasa dentro de ella; es por eso que con HANMEILIN, al eliminar la celulitis, también bajará de peso. Esta crema es a base de HERBAS CHINAS 100% naturales. Esta fórmula fue descubierta hace más de 5000 años y ha sido perfeccionada a través de los años. La crema penetrará la célula y al eliminar la grasa dentro de ella, esta reducirá en tamaño y quedará vacía. El peso que usted pierde no lo volverá a recuperar....

\* \* \*

#### [photographs] [caption] Evelyn ahora exitosa! ;Usted también puede!

#### Querido; [sic] Hanmeilin

#### 04/12/04

Les escribo esta carta en agradecimiento por lo que han hecho por mi. También espero que todo aquel que la lea y se identifique con mi problema, sepa que ha encontrado la solución. Hace dos años gané el concurso de Miss American Teen New York 2002 para representar mi estado. En aquel entonces lucía bien, no pesaba más de cien libras y me sentía muy conforme. Después de que terminó el concurso me despreocupe de mi apariencia física y comencé a comer más de lo usual y a deshoras; entonces empecé a notar que mi cintura se estaba perdiendo y mi abdomen lucía gorda.... En fin al ver que había engordado comencé a tratarme con todo lo que me sugerían, cosas como dietas, ejercicios, té, pastillas, masajes.... Todos estos métodos funcionaron al comienzo, dándome resultados temporales, lucía bien, más o menos por un mes y después volvía al mismo peso que supuestamente había perdido y otra vez el mismo problema. Todo esto hasta que leí sobre HANMEILIN en el Internet y decidí probarlo. Era mi última esperanza.... Después de un mes comencé a ver resultados al usar la crema; hoy ya han pasado seis meses después de haber usado el producto y no he vuelto a recuperar el peso que perdí, mi abdomen ha vuelto a lucir como antes. Espero que al igual que yo otras personas se animen a usarla para que obtengan los mismos resultados.

\* \* \*

Exhibit C, TeleRevista, June 2004, p. 43. [emphasis in original]

#### [TRANSLATION]

feature

#### WHY DOES FAT ACCUMULATE IN CERTAIN AREAS OF THE BODY?

\* \* \*

Our body has a layer of fat cells under the skin. The fat cells, as their name indicates, are made

of fat; our body has more or less about [sic] 300 to 1200 billion of these cells. The more fat the cell contains the bigger it will be and the greater the gain of weight and inches will be. When these cells grow larger, you will notice that not only do you gain weight, but you will also have other problems such as cellulite and specific problem areas. Many products on the market promise to help you lose weight, but they never reduce the size of the fat cell, that is, the fat is never eliminated....

\* \* \*

#### WHY HANMEILIN?

Because HANMEILIN reduces the size of the fat cell, thus reducing the fat inside it; that is why with HANMEILIN, when you eliminate cellulite, you will also lose weight. This cream is based on 100% natural CHINESE HERBS. This formula was discovered more than 5000 years ago and has been perfected over the years. The cream will penetrate the cell and, when it eliminates the fat inside it, the cell will shrink in size and will remain empty. You will not regain the weight you lose....

\* \* \*

#### [photographs] [caption] Evelyn now a success! You can be too!

#### Dear; [sic] Hanmeilin

04/12/04

I am writing you this letter to thank you for what you have done for me. I also hope that everyone who reads it and identifies with my problem will know that he/she has found the answer. Two years ago I won the 2002 Miss American Teen New York contest to represent my state. I looked good then, I didn't weigh more than a hundred pounds and I was very happy. After the contest I became less concerned with my physical appearance and I started to eat more than usual and at odd times; then I began to notice I was losing my waistline and my abdomen looked fat.... Finally, when I saw I had grown fat, I began treating myself with everything they suggested to me, things like diets, exercises, tea, pills, massages.... All these methods worked at first, giving me temporary results, I looked good for more or less a month and then I went back to the same weight that I had supposedly lost and the same problem all over again. All this until I read about HANMEILIN on the Internet and decided to try it. It was my last hope..... After a month I started to see results when I used the cream; now six months have gone by after having used the product and I have not gained back the weight I lost, my abdomen looks like it did before. I hope that, like me, others will be encouraged to use it so that they can obtain the same results. Thank you. Evelyn Ocampo.

\* \* \*

Translation of Exhibit C. [emphasis in original]

15. Defendants advertise and offer Hanmeilin Cellulite Cream to English-speaking and Korean-speaking consumers over the Internet on their website: www.ezcellulite.com. English-speaking and Korean-speaking consumers can purchase the product direct from the company by mail, by email, by calling the company's toll-free 800 number, or by calling the company's New York office telephone number.

16. To induce English-speaking consumers to purchase Hanmeilin Cellulite Cream, Defendants have disseminated, or caused to be disseminated, advertisements for Hanmeilin Cellulite Cream, including but not limited to the attached Exhibit D from the company's website. This advertisement contains the following statements or depictions, among others:

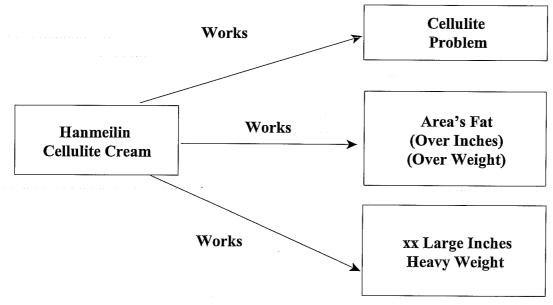
[EXCERPTS FROM ENGLISH-LANGUAGE PORTION OF WEBSITE]

\* \* \*

#### Why is Hanmeilin Unique?

The evidence is conclusive. Human body have [sic] 300 - up to 1,200 billions [sic] of fat cell [sic].

"The more fat makes more enlarged fat cells which cause [sic] cellulite problem, over inches and weight."



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#### Hanmeilin Herbal Cellulite Cream

- Hanmeilin work [sic] on any three problem [sic]
- Size of enlarged fat cell can be reduced by HML because of eliminated excess fat
- Specifically designed to targed [sic] cellulite and areas that you have bigger fat cells with excess fat

#### **Other Creams**

- They say reduce cellulite, lose inches
- They don't say lose weight
- No weight lose [sic], never lose fat

#### Diet pills & products

If cellulite is not eliminated in small area, never lose fat
 You lose water and muscle only
 Temporarily weight lose [sic]. Come back!
 Doesn't lose fat in cell so weight lose [sic] not permanent

\* \* \*

#### How can HANMEILIN Cellulite Cream change your looks in 4-8 weeks?

[Graphic from left to right of shape of human being reducing in size] [Graphic from left to right of fat cells reducing in size]

The picture shown at the [sic] above is the complete process of eliminating excess fat in the fat cell by **HANMEILIN Cellulite Cream**... As more fat is eliminated through normal eliminating channel of the body, you will experience that **the clothes is** [sic] **looser** (1c) and be able to **wear smaller size** of clothes (1d)... After the water is gone, you will see a **remarkable result** in the fat cell size reduced area by the **shape and weight** (3).

\* \* \*

# • You can lose 20 Lbs more [sic] faster • Expensive than Liposuction

• Best record 95 Lbs

Hanmeilin's Cellulite Cream

• Dangerous

Liposuction

• xx large over inches

- Only one area at a time
- heavy weigh [sic] (20 Lbs, 50 Lbs, 100 Lbs etc)
- One area takes 4-8 months

\* \* \*

•

Exhibit D (www.ezcellulite.com). [emphasis in original]

17. To induce Korean-speaking consumers to purchase Hanmeilin Cellulite Cream,

Defendants have disseminated, or caused to be disseminated, advertisements for Hanmeilin

Cellulite Cream, including but not limited to the attached Exhibit E from the company's website

(an English-language translation follows Exhibit E). This advertisement contains the following

statements or depictions, among others:

[TRANSLATION OF EXCERPTS FROM KOREAN-LANGUAGE PORTION OF WEBSITE]

\* \* \*

Hanmeilin Cellulite cream, which has been known for its proven effects in the United States for the past 16 years, will help you make your bodyline leaner and smoother.

\* \* \*

Fantastic effect [sic] to make a more beautiful body shape and to keep your body slim!

• Diet cream using pure extracts from the natural herbs!

\* \*

- Burns the fat from hard-to-lose area [sic]!
- Simultaneous fat removal from partial areas and the entire body! (Belly, dual chin, thigh, calves, hip, face, etc.)
- Remove [sic] cellulite areas, which even the dermatologists find hard to treat! (Dimply, "orange peel" area on thighs or hips)
- Select the parts where you want to lose fat and treat at [sic] the convenience of your home!

\* \* \*

Guaranteed satisfaction – Removal of cellulite, partial fat, fat from entire body....

- Only the products that can remove both cellulite and partial body fat are the scientific original products that can burn fat from the entire body!....
- The best diet program recommended by Dr. Manuel C. Pazos, a world's [sic] renowned obesity specialist!

\* \* \*

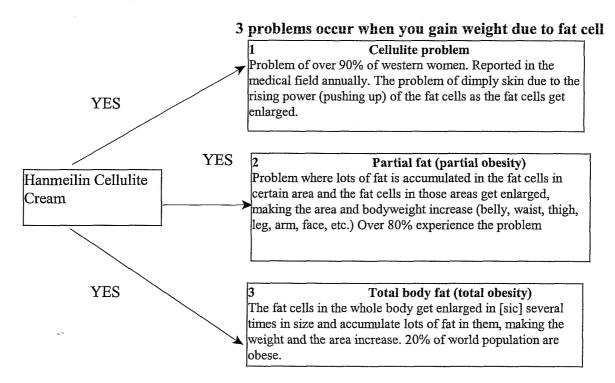
- For those people who cannot exercise due to physical reasons! (hypertension, diabetic patients, orthopedic patients)
- Superior product with no yo-yo syndrome!

\* \* \*

#### Why only Hanmeilin?

Guaranteed effect that you can find out before you use. Human [sic] has 30 billion to 120 billion of fat cells in the body.

Fat cells accumulate lots of fat in them when their size increases in [sic] several times. The enlarged fat cells cause the problems such as cellulite, partial obesity, entire body obesity, increase in body weight.



Cellulite Cream shows great effect to solve 3 problems

1. By removing the fat, the enlarged cells become smaller. The reduction of expansive force, the pushing up disappears.

2. Weight loss and area reduction

(Cell reduction) (100% fat loss)

3. Weight loss and size reduction 10, 20, 50...95 pounds loss record (100% fat loss) Size reduction 14-8, 12-6, 10-4

- Hanmeilin solves all 3 problems

- Revolutionary effect of removing fat

in the fat cells and restoring the enlarged fat cells to its [sic] original size

- Special cream that solves the problem of cellulite and partial obesity with state-of-the-art technology

Similar Creams

Advertise that it can make body Slim and reduce size. However, It doesn't say it can lose weight. No weigh [sic] loss means that there [sic] no removal of fat

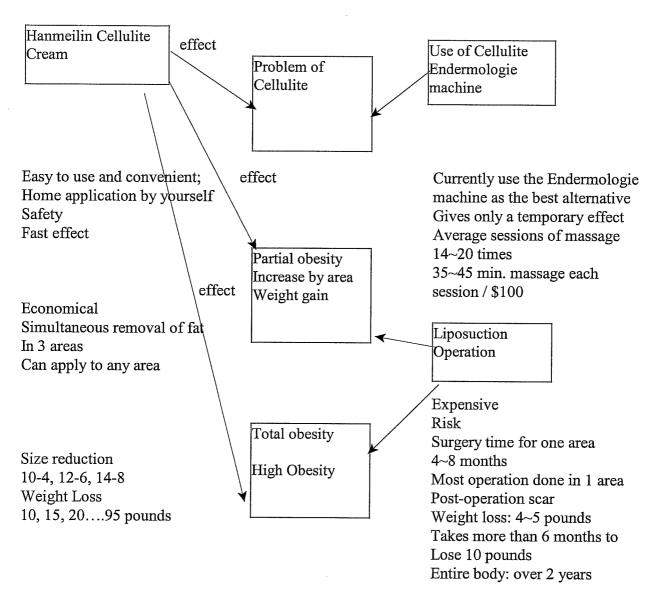
Diet tablets Diet pills (all tablets) Diet products Only advertise weight loss No advertisement on removal Of cellulite, partial obesity The fact that it cannot remove Cellulite (small amount of fat) is that the fat still remains and weight loss is achieved due to removal of water content and muscles Even more weight increase Due to Yo-yo syndrome - there is not a single product that solves 3 problems It cannot reduce the enlarged Fat cells because it cannot remove the fat within the fat cells - The partial obesity and cellulite still remains even after weight loss

\* \* \*

Hanmeilin Cellulite Cream offers 5 multifunctional effects.

Removal of Cellulite, partial obesity, firmer skin, chapped skin, smoother skin

\* \* \*



The effect of Hanmeilin cannot be compared with anything.

\* \* \*

How does the Hanmeilin Herbal Cellulite Cream work?

\* \* \*

- Hanmeilin can rapidly remove 20 pounds of fat without any risk.

20 pounds: 3~4 months, recorded 95 pounds weight loss

[Left picture] Enlarged fat cells with lots of stored fat and cellulite [Middle picture] Fat-removed cell Removal of Cellulite [Right picture] Enhanced elasticity and cells that restored the normal size

[Bottom picture] Becomes tender (because of the empty space after the fat cluster in the fat cell is removed) Once the fat is removed, the fat cells become smaller which results in the area reduction and weight loss; Cellulite disappears.

Comparison between Hanmeilin Herbal Cellulite Cream and Liposuction

[In English in original]

Hanmeilin's Cellulite Cream

[Korean translation starts here]

- loss of 20 pounds faster than liposuction

- Recorded 95 pounds of weight loss

- Less risky

- Huge weight loss (20 pounds, 50 pounds, 100 pounds, etc.)

Liposuction

limited to removal of 5 pounds due to risk
In case of removing 10 pounds of fat, the operation should be done in 2-3 times and the time takes 6 months

\* \* \*

Translation of Exhibit E (www.ezcellulite.com). [emphasis in original]

18. Defendants advertise and offer Hanmeilin Cellulite Cream for sale to Chinesespeaking consumers through *The World Journal*, a national Chinese-language publication. The advertisements include a reference to the company's website: www.ezcellulite.com. Chinesespeaking consumers can purchase the product direct from the company by calling the company's toll-free 800 number or the company's New York office telephone number.

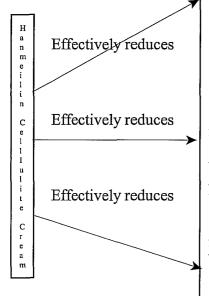
19. To induce Chinese-speaking consumers to purchase Hanmeilin Cellulite Cream, Defendants have disseminated, or caused to be disseminated, advertisements for Hanmeilin Cellulite Cream, including but not limited to the attached Exhibit F (English-language translation follows the exhibit). Exhibit F contains the following statements or depictions, among others:

#### [TRANSLATION]

#### **Cellulite Cream**

[Images omitted]

Enlarged fat cell→ Space inside the cell→ a shrunken fat cell



Three Types of Health Problems

1. Cellulite makes the surface of the skin uneven. After becoming larger, fat cells create unevenness on the skin's surface, making the skin appear like an orange

2. Increased weight in certain areas. As fat multiplies and fat cells expand, weight increases of more than 10-25 pounds in the stomach, abdomen, thighs, and buttocks are a problem for 90% of people

3. Big and heavy. Overall fat increases of 30-100 pounds in body weight is a problem for 25% of people.

Other Cellulite Creams

Do not remove the fat Do not reduce the number of pounds Only drain the body of water

Exhibit F, The World Journal, November 7, 2004. [emphasis in original]

#### Hanmeilin Breast Cream

20. Since at least August 2004, Defendants have advertised, promoted, offered for sale, and sold to the public throughout the United States, a purported breast cancer prevention product called Hanmeilin Breast Cream.

21. Hanmeilin Breast Cream is a topical cream which contains the following ingredients: purified water, safflower extract, ginseng extract, licorice extract, caprylic/capric triglyceride, stearic acid, butylene glycol, glycerl stearate, cetyl alcohol, stearyl alcohol, microcrystalline wax, polysorbate 60, sorbitan sesquioleate, carbomer, triethanolamine, tocopheryl acetate, trisodium edta, methylparaben, ethylparaben, propylparaben, phenoxyethanol, and fragrance. The fees charged for the cream are \$74 per jar for four jars, \$84.50 per jar for two jars and \$99 per jar for one jar, which are charged to consumers' credit cards after they supply their account information over the telephone. The product comes with directions to apply Hanmeilin Breast Cream on areas around the breasts and massage until the cream is completely absorbed. The suggested application is twice a day.

22. Defendants advertise and offer Hanmeilin Breast Cream for sale to Chinesespeaking consumers through Exhibit F, *The World Journal*, a national Chinese-language publication. The advertisements include a reference to the company's website: www.ezcellulite.com. Chinese-speaking consumers can purchase the product direct from the company by calling the company's toll-free 800 number or the company's New York office telephone number.

23. To induce Chinese-speaking consumers to purchase Hanmeilin Breast Cream,

Defendants have disseminated, or caused to be disseminated, advertisements for Hanmeilin Breast Cream, including but not limited to the attached Exhibit F. Exhibit F contains the following statements or depictions, among others:

#### [TRANSLATION]

	Beautiful Breast	Hanmeilin		
Breast Cream	Cream	CTFA Qualified		
* * *		* * *		
		The breasts have a number of gland tissues (G/T). Their size determines the size as well as the health of the mammary glands. Hanmeilin breast cream has 22 nourishing ingredients that will provide the nourishment to the mammary glands so that the breasts can grow (full-figuredness, erectness, and size). [Images of gland tissue and a woman, with text, omitted]	* * *	
So you can see that breast cancer is produced in the G/T		Hanmeilin Prevents Breast Cancer		
[Image of breast omitted]		offers G/T health Hanmeilin promotes circulation (Creating a warm sensation at first)		

Testimonials: All of the Hanmeilin customers (for twenty years) that have had cancer. Hanmeilin does not contain hormones. The ingredients of Hanmeilin's highly nourishing creams have 5000 years of culture and history and are guaranteed to be safe and restore you to your youth.

\* \* \*

Exhibit F, The World Journal, November 7, 2004. [emphasis in original]

#### THE FTC ACT

24. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits unfair or deceptive acts or practices in or affecting commerce. Section 12(a) of the FTC Act, 15 U.S.C. § 52(a), prohibits the dissemination of any false advertisement in or affecting commerce for the purpose of inducing, or which is likely to induce, the purchase of food, drugs, devices, services, or cosmetics. For the purposes of Section 12 of the FTC Act, 15 U.S.C. § 52, Hanmeilin Cellulite Cream and Hanmeilin Breast Cream are each a "drug" or "cosmetic" as defined in Sections 15(c) and (e) of the FTC Act, 15 U.S.C. §§ 55(c) and (e). As set forth below, Defendants have engaged and continue to engage in violations of Sections 5(a) and 12 of the FTC Act in connection with the advertising, marketing and sale of Hanmeilin Cellulite Cream and Hanmeilin Breast Cream.

#### **COUNT ONE**

25. Through the means described in Paragraphs 12, 13, 14, 16, 17 and 19, including through the statements and depictions contained in the advertisements attached as Exhibits A-F, Defendants have represented, expressly or by implication, that:

(a) Hanmeilin Cellulite Cream, when rubbed into the skin, causes permanent weight loss;

(b) Hanmeilin Cellulite Cream, when rubbed into the skin, causes substantial weight loss, including as much as 10 to 95 pounds; and

(c) Hanmeilin Cellulite Cream, when rubbed into the skin, eliminates fat and cellulite.

26. In truth and in fact:

(a) Hanmeilin Cellulite Cream, when rubbed into the skin, does not cause permanent weight loss;

(b) Hanmeilin Cellulite Cream, when rubbed into the skin, does not cause substantial weight loss, including as much as 10 to 95 pounds; and

(c) Hanmeilin Cellulite Cream, when rubbed into the skin, does not eliminate fat and cellulite.

27. Therefore, Defendants' representations as set forth in Paragraph 25 above are false or misleading and constitute a deceptive practice, and the making of false advertisements, in or affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

#### COUNT TWO

28. Through the means described in Paragraphs 12, 13, 14, 16, 17 and 19, including through the statements contained in the advertisements attached as Exhibits A-F, Defendants have represented, expressly or by implication, that Hanmeilin Cellulite Cream, when rubbed into the skin, causes permanent weight loss, causes substantial weight loss, including as much as 10 to 95 pounds, and eliminates fat and cellulite.

29. In truth and in fact, Defendants did not possess and rely upon a reasonable basis that substantiated the representations set forth in Paragraph 28 above, at the time the representations were made.

30. Therefore, the making of the representations as set forth in Paragraph 28 above constitutes a deceptive practice, and the making of false advertisements, in or affecting

commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

#### COUNT THREE

31. Through the means described in Paragraph 23, including through the statements and depictions contained in the advertisement attached as Exhibit F, Defendants have represented, expressly or by implication, that Hanmeilin Breast Cream, when rubbed into the skin, prevents breast cancer.

32. In truth and in fact, Defendants did not possess and rely upon a reasonable basis that substantiated the representation set forth in Paragraph 31 above, at the time the representation was made.

33. Therefore, the making of the representation as set forth in Paragraph 31 above constitutes a deceptive practice, and the making of a false advertisement, in or affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

#### **INJURY**

34. Consumers throughout the United States have suffered and continue to suffer substantial monetary loss as a result of Defendants' unlawful acts or practices. In addition, the Defendants have been unjustly enriched as a result of their unlawful practices. Absent injunctive relief by this Court, the Defendants are likely to continue to injure consumers, reap unjust enrichment, and harm the public interest.

#### THIS COURT'S POWER TO GRANT RELIEF

35. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court to grant injunctive and such other relief as the Court may deem appropriate to halt and redress violations of the FTC Act. The Court, in the exercise of its equitable jurisdiction, may award other ancillary relief, including but not limited to, rescission of contracts and restitution, and the disgorgement of ill-gotten gains, to prevent and remedy injury caused by Defendants' law violations.

#### **PRAYER FOR RELIEF**

Wherefore, Plaintiff FTC, pursuant to Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), and the Court's equitable powers, requests that this Court:

(a) Award the Plaintiff such preliminary injunctive and ancillary relief as may be necessary to avert the likelihood of consumer injury during the pendency of this action and to preserve the possibility of effective final relief, including, but not limited to temporary and preliminary injunctions;

(b) Permanently enjoin Defendants from violating the FTC Act as alleged herein;

(c) Award such equitable relief as the Court finds necessary to redress injury to consumers resulting from Defendants' violations of Sections 5(a) and 12 of the FTC Act, including, but not limited to, rescission of contracts and restitution, and the disgorgement of ill-gotten gains by the Defendants; and

(d) Award the Plaintiff the costs of bringing this action, and such other equitable relief as the Court may determine to be just and proper.

DATED: New York, New York April  $\frac{18}{6}$ , 2005

Respectfully submitted,

WILLIAM BLUMENTHAL General Counsel

BARBARA ANTHONY Regional Director

Millub Stolls

MICHELE STOLLS (MS 3618) DONALD G. D'AMATO (DD 3008)

ATTORNEYS FOR PLAINTIFF FEDERAL TRADE COMMISSION Northeast Region One Bowling Green, Suite 318 New York, NY 10004 Telephone (212) 607-2829 Facsimile (212) 607-2822

# EXHIBIT

A

#### Cellulite, Stretch Marks, Lose Weight and Inches. **CHINESE HERBAL 100% NATURAL** HANMEILIN CELLULITE CREAM

• Special discourses, "Global Cosmetic Trends and Cosmeceuticals for the 21st Century".

#### 1) CELLULITE:

A skin condition affecting more than 90% of women. Fluid retention and enlarged fat cells push the skin upward.

1. It will make the cellulite vanish, and your skin will feel smooth and frm [sic], without bulges, since the fat was dissolved and the adipose cell was reduced.

- 10 IFSCC Awards Oct. 1978 Australia.
- •14 IFSCC Awards Sept. 1986 Spain.

#### HANMEILIN CELLULITE CREAM 2) SPECIFIC AREAS:

The accumulation of fat in areas such as the hips, abdomen, face, calves, thighs, arms, and so forth. Even if it is not associated with overweight, there can be problems. More than 80% of women have it. Noticeable increase of size and weight.

2. Weight and size reduction (100% loss of fat. Reduction of adipose cells. The figure comes back.

#### [graphic]

#### HANMEILIN

REDUCE	PILLS JUICES, DIETS, SHAKES	OTHER CREAMS	EDERMOLOGY [sic]	HANMEILIN
CELLULITE	NO	NO	TEMPORARILY	YES
INCHES	TEMPORARILY	NO	NO	YES
WEIGHT	WATER, YO-YO. MUSCLE	ND	NO	YES
ADIPOSE CELL	NO	NO	NO	YES
FIRMNESS Elasticity	NO	NO	NO	YES
ORIGINAL.			3 PROBLEMS CAN BE A MS AT THE SAME TIM	

[Photo] I'm 32, mother of six, and 5'4". I had my last baby on May 30, 1997, and ended up weighing 215 pounds.

I read the ad for HANMEILIN CELLULITE CREAM and decided to try it. After using it I have lost 65 pounds without exercise, without going hungry, and all the credit goes to Hanmeilin. Thank you for this wonderful product that has changed my life. I am happy, healthy, thin, and can go out in public without feeling asharned. If anyone has the opportunity to read my letter, try this wonderful product that really works.

Mrs. Mano O Kim Pago Pago American Samoa 96799 [signature]

> HANMEILIN COSMETIC INC. www.ezcellulite.com

 8 IFSCC Awards August 1974 London. •6 IFSCC Awards (USA)

#### 3) OVERWEIGHT AND

**OBESITY:** The accumulation of fat is greater, therefore, the adipose cell is enlarged in most of the body. Increase of size and weight. 20% of the world's population suffers from it.

3. Weight reduction (10 to 95 pounds). Elimination of fat. Reduction of the adipose cell. Size reduction (from 14 to 8 - 12 to 8 -10 to 6). The most healthy and correct way to lose weight.

#### **BIG DIFFERENCE**

YOU WILL GET MORE THAN 5 BENEFITS • Our body has about 300-1200 billion adipose cell [sic].

- · Eliminates the fat.
- Reduces the size of the adipose cell. [graphic]
- · Eliminates cellulite and stretch marks.
- · Lose inches and weight.
- · Slims and firms.
- Lose 15 pounds from your stomach in 6 to 9
- weeks [graphic with text: all in one]
- · Can be used anywhere on your body
- · Better than Liposuction.
- Reduce your size from 14-6, 12-6, 10-4 and more up to 50 pounds.
- · Some products are harmful to the health.
- Others must be used all year round.
- · Don't waste any more money or time.

#### NO HORMONES OR STIMULANTS

#### HANMEILIN BREAST CREAM

The shape of the bust depends on how healthy the mammary glands are. Our cream penetrates each of those mammary glands and gives them the nutrition necessary for your bust to grow and become firm and beautiful without surgery. Daily application of the cream will result in good blood circulation that will transport the nutrition your bust needs to look firm, full, and voluminous.

[graphic]

Glandular Tissue [graphic]

39 W 32ND Street, Suite # 300 New York, NY. 10001

Tels.: 1-800-878-3939 - 1-212-244-6014 Fax: 1-212-244-6016

[VISA logo] [MasterCard logo] 4 jars \$75 each 2 jars \$85 each 1 jar \$95 each

CHRIFFIED TRANSLATION The Language Doctors, Inc.

# Celulitis, Estrías, Pierda Peso y Pulgadas. CHINESE HERBAL 100% NATURAL HANMEILIN CELLULITE CREAM

Discursos Especial "Global Cosmetic Trends and Cosmeceuticais para el Siglo XXI".

- 10 Premios IFSCC Oct. 1978 Australia. 14 Premios IFSCC Sep. 1986 España.
- 8 Premios IFSCC Ago.1974 Londres.
- 6 Premios IFSCC (USA)

# HANMEILIN CELLULITE CREAM

#### 1) CELULITIS:

Es una condición de la piel que afecta a mas del 90%de las mujeres. La retención de líquidos y las células de grasa agrandadas empujan la piel hacia arriba.

1. Desvanecera la celulitis y sentira la piel lisa y Trme sin abultamientos pues se disolvio la grasa y redujo la celula adiposa.

LICE	TABLETAS, JUGOS, DIETAS, BATIDOS	otras Cremas	EDERMOLOGIA	KANMEILIN
ULITIS	NO	NO	TEMPORALMENTE	s
GADAS	TEMPORALMENTE	NO	ND	SI
0	AGUA, YD-YD, MUSCULO	NHD -	ND	53
	NO	NO	NO	SI.
AESA ticitat	MC	NO	NO	SI (

AMENTE PUEDE SER VERDADERA Y ORIGINAL ADUELLAS DUE PUEDEN LUCIONARY ACTUAR EN LOS 3 PLOB EMAS CAMENTE HANMELIN PJECE SOLUCIONAR 1 0 LOS 3 PROBLEMAS JURITOS.



Yo tengo 32 años ,madre de seis niños y mido 5.4.Tuve a mi ultimo bebe el 30 de mayo de 1997 dejándome con 215 libras, Lei el anuncio de HANMEILIN CELLULITE CREAM V decidi probario.Después de usarlo he perdido 65 libras

in ejerciciós, sin pasar hambrey todo el crédito se lo debo Hanmellin Gracias por este maravilloso producto que a cambiado mi vida. Me siento feliz, saludable, delgada puedo caminar entre la gente sin avergonzarme.Si liguien tiene la oportunidad de leer mi carta ,pruebe este naravilloso producto que realmente trabaja. Ars Mano O Kim

ago Pago Incrican Samoa 96799



# 4 Frascos \$75 c/u.

2 Frascos \$ 85 c/iL:

1 Frasco S 95 c/u.

## HANMEILIN COSMETIC INC. www.ezcellulite.com

#### 2) AREAS ESPECIFICAS:

Es la acumulación de grasa en areas como cadera, abdómen.rosuro,pantor rilla, múslo, brazo, etc. Aunque no esté con sobrepeso puede tener problemas . Más del 80% de las mujeres la sufren. Visible aumento de talla y peso.

2. Reducción de peso y talla (100% pérdida de grasa. Reducción de la célula adiposas. Recupera la figura.

HANMNILIN

#### 3) SOBREPESO Y OBESIDAD; La acumulación de la grasa es mayor por consiguiente la célula adiposa esta agrandada en la mayor parte del cuerpo. Aumento de talla y peso. 20% de la población mundial la sufre.

#### 3. Reducción de peso (10 a 95 libras). Eliminacion de grasa Reduccion de la celula adiposa. Reduccion de talla (de 14a 8- 12 a 8- 10 a 6). Es la forma más saludable y correcta de perder peso.

#### **GRAN DIFERENCIA**

USTED OBTENDRA MAS DE 5 BENEFICIOS

- Nuestro cuerpo tiene alrededor de 300-1200 billiones de célula adiposa.
- · Elimina la grasa
- Reduce el tamaño de la célula adiposa.
- Elimina la celulitis y estrías.
- Pierde puigadas y peso.
- Afinador y afirmador.
- Pierde 15 libras de su estómago de 6 a 9 semanas.

- Reduzca su talla de 14-6,12-6,10-4 y más hasta 50 libra

## SIN HORMONAS NI ESTIMULANTES





La forma del busio depende de lo saludable en que estan las glándulas mamarias. Nuestra crema va penetrandocientro de cada una de esas giándulas mamarias y le dan la nutrición necesaria para que su busto crezca y se ponga firme y hermoso sin operaciones. Aplicando diariamente la crema brindará una buena circulación sanguinea que transportará la nutrición que su busto necesita para que luzca firme, rebosante y con volúmen.

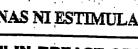
39 W 32ND Street, Suite # 300 New York, NY. 10001 Tels. 1-800-878-3939 • 1-212-244-6014 Fax: 1-212-244-6016

Puede ser usada en cualquier parte de su cuerpo.

- · Mejor que la Liposucción.

#### Algunos productos son dafilinos para la salud. Otros tienen que ser usado todo el año.

## No pierda más dinero ni tiempo.



TOD8 ER

180

# EXHIBIT

. B

## HANMEILIN SLIMMING AND BEAUTIFYING PEOPLE FOR YEARS

Since we want to help you, read the following remarks carefully, they contain valuable information about how to achieve a body worthy of admiration and start a healthier life. These days there are so many varieties of products, diets, exercises for the treatment of Cellulite and Weight Loss. This makes us ask why, there being so many products and methods, the same problem still exits [sic]. At our office we have seen a number of people who have tried all types of diets, such as pills, creams, exercises in salons, shakes, hypnosis, etc. So they can say that they have spent time and money without results and all they have gotten is a lot of disappointment. We have explained to them that we have, among other techniques, a Cream called Hanmeillin [sic], with a dependability of 5000 years of history. Made from Chinese herbs, 100% natural and the results have been highly positive and permanent.

So that you can take control of your body, eliminate cellulite, lose weight, recover your self-esteem, and make "A Svelte, Cellulite-free Body" a reality, the following explanations are for you:

What is the Origin of Cellulite? We have about 300 to 1200 million Adipose Cells distributed throughout the human body. It is a condition reflected in the skin through fluid retention and increased fat in the Adipose Cells, noticeable on the skin's surface. Some 90% of women worldwide suffer from Cellulite. Treatment with all kinds of products without results, because they have just temporarily removed fluids, which quickly return.

Hanmeillin [sic] Cellulite Cream tackles fat reduction in the Adipose Cell, really solving the problem.

Why do some people lose weight in certain areas while others continue to have the problem?

This will not happen with Hanmeillin [sic] because this cream attacks the fat in the Adipose Cell, solving the problem. The same thing does not happen with the many diets and exercises that are around.

#### Overweight and Obesity:

Hanmeillin [sic] acts by removing the fat from the Adipose Cell[s] which are increased in size in most of the body, producing obesity and overweight.

#### Story of how Hanmeillin [sic] was developed:

Five thousand years ago, a Secret Formula based on Chinese herbs was discovered that was used by the royal families of the Ming Dynasty. These thousands of years of Chinese herbaceous tradition and the technology of the future years combined to produce the; "HANMEILIIN" [sic] Cream, the only and original [cream] that makes it possible to get rid of cellulite, burns fat, reducing weight and thus giving you a svelte figure. With the name of "Hanmeillin," [sic] this marvelous cream has been used successfully for 16 consecutive years with amazing results and thanks to that it has been known and recognized worldwide...

The advantages of "Hanmeillin," [sic] over other creams that exit [sic] on the market is [sic] that after the results are achieved you can stop using it. It eliminates fat and reduces the fatty tissue. You lose inches in all the areas [to which it is] applied and above all, what's most important your money has been well spent. You can never stop using the other creams on the market because the problem returns and over the long term they do not give you the results you expect, and so you lose time and money.

Let your body see why your beauty care is a matter for "HANMEILLIN:" [sic]

Q. What can I do to have better results on my body? I eat healthfully, I exercise at least three times a week, and my body still doesn't have that firmness I would like ...? Help me! A. Don't worry. You are on the right path to achieving a firm body. "Hanmeilin" Cellulite Cream is the formula for success. The cream will reduce your stomach and take inches off other parts of your body, puckering after giving birth will disappear from a woman's abdomen, stretch marks caused by overweight will disappear. It increases youthfulness, firmness, tonicity, and the smooth appearance of the body.

#### Q. How can I believe in

#### "Hanmeilin" Cellulite Cream compared with the others on the market?

A. The main function of our cream is to reduce the size of the cell. Eventually you lose weight. Other diet products reduce only water and muscle. You will gain weight when you stop using them. Other body creams just move water from one place to another. Only our cream can burn fat.

## Q. Will the inches I have lost return?

A. No. Our experience shows that the lost inches will not return as long as you maintain your current weight. You have to gain weight to gain inches. With our incredible "Hanmeilin" cellulite cream you will continue to lose cellulite, stretch marks, and fats. You will keep those inches from coming back with good eating habits.

## Q. What are the Fat Cells and what is Overweight?

A. The bigger the fat cell the more it causes overweight. Some 70% of the body is water, which is retained in the connective tissues. Rapid weight loss causes only loss of water and muscle, in the end the only way to lose weight is to reduce the size of the fat cell as you will do with HANMEILIN COSMETIC INC. 1-800-878-3939 1-212-244-6014 -FAX 1-212-[illegible] WWW.EZCELLULITE.COM

Tele Revista 23

# AÑOS ADELGANZANDO Y EMBELLECIENDO A LAS PERSONAS.

detenimiento este nota a continuación. confierie valiosa información de cómo puede lograr un cuerpo digno de admirar e iniciar una vide más saludable. En la actualidad hay tantas variedades de productos, dietas, ejercicios para el tratamiento de la Celulitia y Pérdida de Peso. Esto nos lleva a preguntarnos el por qué habiendo tantos productos y métodos, aun exite el mismo problema. En nuestra oficina hemos recibido cantidad de personas que han probado todo tipo de dietas,como pildoras, cremas, ejercicios en salones , batidos, hipnosis, etc. Por lo que pueden afirmar que han gastado tiempo y dinero sin resultados y solamente han ganado muchas deslluciones. Les hemos explicado que nosotros contamos, entre otras técnicas, con una Crema llamada Hanmeillin, con una confianza de 5000 años de historia. Hecha a base hierbas chinas, 100% natural y los resultados han sido altamente positivos y permanentes,

Para que Ud, pueda tomar el control de su cuerpo, eliminar la celulitis, bajar de peso, recuperar su autoestima y hacer realidad en tener "Un Cuerpo Esbelto sin Celulitis", las siguientes explicaciones son para Usted;

### 20uál es al Origan de la Calulitis?

Tenemos alredédor de 300 a 1200 millones de Células Adiposas que están distribuidas por todo el cuerpo humano. Es úna condición que se refleja en la piel por retención de líquidos y aumento de grase dentro de las Células Adiposas, haciéndose notable en la superficie de la piel. El 90 % de las mujeres en el mundo sufran de Celulitis. Tratamiento con productos de todo tipo sin resultados, porque ellos solo han removido temporalmente líquidos, que se recuperan rápidamente.

Hanmeillin Cellulite Oream, ataca la reducción de la grasa en la Cálula Adiposa, resolviendo verdadaramente el problema.

L'Por qué ciertas personas pierden peso en ciertas areas y otras siguen intactas con el problema ? Esto no pasará con Hanmeillin porque esta crema ataca la grasa en la Célula Adiposa, resolviendo el problema..No pasa igual con las muchas dietas y ejercicios que hay en este ambiente.

## Sobrepeso y Obesidad:

Hanmeillín actua quitando la grasa de la Cálula Adiposa, las mismas que están aumentadas de tamaño en la mayor parte del cuerpo, produciendo obesidad y sobrepeso.

## Historia de cómo surge Hanmeillin:

Hace oinco miliaños fue descubierta una Fórmula Secrata a base de hierbas chinas que fue disfrutada por las familias de la realeza de la Dinastia de Ming, Estos miles de años de tradición herbácea ohina y la tecnologia de los años venideros se combinaron para producir is: Crema "HANMEILIIN", la única y original que hace posible desaparecer la celulitis, quema la grasa, propiciando la reducción de peso y así lucir una figura esbelta. Con el nombre de "Hanmeillin", esté maravillosa crema viene siendo usada exitosamente durante 16 años consecutivos con resultados esombrosos y gracias a ésto ha sido conocida y reconocida mundialmente\_

Las ventajas que tiene "Hanmeillin", sobre las otras cremas que exiten en si mercado, es que después de los resultados obtenidos, pueden dejar de usaria. Elimina la grasa y reduce el tejido grasoso. Pierde pulgadas en todas las áreas aplicadas y sobre todo , lo más importante su dinero ha sido bien invertido. Las otras oremas del mercado nunca puede dejar de usarias porque la resurge el problema y a la larga no le dan los resultados que Ud. espera y que por lo tanto pierde tiempo y dinero.

Contéstele a su cuerpo porque el cuidado de su belleza le concisme a "HANMEILLIN":

P.2Qué puedo hacer para tener mejores resultados en mi cuerpo? Yo me alimento saludablemente, hago ejercicios por los menos tres veces por semana y mi

#### cuerpo sigue sin lucir esa firmeza que a mi me gustaría tener ...? ¡Ayúdemej

R. No se preocupe. Ud. está en buen camino para lograr un cuerpo firme. La Crema para la Celulitis de "Hanmellin" es la formula del éxito. La crema reducirá su estómago y le disminuirá pulgadas en otras partes del cuerpo, deseparecerán las arrugas de la barriga de las mujeres después del parto, deseparecerán las estrías por el excesivo peso. Aumenta la juventud, firmeza, tonicidad y la suave aparienola del cuerpo,

#### P.¿Cómo puedo crear en la Crema para la Colulitis de "Hanmeilin" comparada con las otras del marcado 7

R. La función principal de nuestra orema es raducir el tamaño de la célula. Eventualmente Ud. pierde peso. Otros productos de dieta, sólamente raducen agua y músculo. Ud.subirá de peso ouando deja de usarlos. Otras cremas para el cuerpo sólamente trasladan agua de un lugar a otro. Solo nuestra crema puede quemar la grasa.

#### P.¿Las pulgadas que he perdido reiornarán ?

**R.** No. Nuestra experiencia demuestra que las pulgadas perdidas no retormarán mientras Ud. mantega su peso actual. Ud. tiene que aumentar de peso para aumentar de pulgadas. Con nuestra increible crema para la celulitis "Hanmellin" Ud. continuará perdiendo celulitis, marcas de estrías y grasas. Ud. evitará que esas pulgadas aumenten nuevamente con buenos hábitos de alimentación.

#### P.¿Qué son las Células Grasosas y qué es el Sobrepeso ?

 R. Cuanto más grande es el temaño de la cálula grasosa más causa sobrepeso.
 El 70% del ouerpo es agua, que se mantiene en los tejidos conectivos.
 La pérdida rápida de peso causa solamente pérdida de agua y músculo, finalmente la única forma de perder peso es reduciendo el tamaño de la célula grasosa que lo logrará con HANMEILIN COSMETIC INC. 1-800-878-3939 1-212-244-6014 • FAX 1-313-244-6016

# EXHIBIT

C

## WHY DOES FAT ACCUMULATE IN CERTAIN AREAS OF THE BODY?

Many people ask themselves every day why, even though they are not fat, they have an accumulation of fat in certain parts of their bodies; for example the stomach , thighs, arms, etc....

Our body has a layer of fat cells under the skin. The fat cells, as their name indicates, are made of fat; our body has more or less about [sic] 300 to 1200 billion of these cells. The more fat the cell contains the bigger it will be and the greater the gain of weight and inches will be. When these cells grow larger, you will notice that not only do you gain weight, but you will also have other problems such as cellulite and specific problem areas. Many products on the market promise to help you lose weight, but they never reduce the size of the fat cell, that is, fat is never eliminated. That is why the FDA withdrew the diet pills and supplements from the market, since they contained an ingredient known as EPHEDRA, a side effect of which was an accelerated heart rate, leading to heart attacks. It was responsible for 155 deaths.

#### [photographs]

[caption] Evelyn now a success! You can be too!

Many people have noticed that when they diet or exercise, even though they lose weight, they still retain cellulite and specific problem area[s]; this is because when you exercise to burn fat, the first step is eliminating water through perspiration, since after a long time you start to eliminate fat.

#### WHY HANMEILIN?

Because HANMEILIN reduces the size of the fat cell, thus reducing the fat inside it; that is why with HANMEILIN, when you eliminate cellulite , you will also lose weight . This cream is based on 100% natural CHINESE HERBS. This formula was discovered more than 5000 years ago and has been perfected over the years. The cream will penetrate the cell and, when it

SEE OUR AD ON PAGE #7 TELS. 1-800-878-3939 · 1-212-244-6014 www.ezcellulite.com

eliminates the fat inside it, the cell will shrink in size and will remain empty. You will not regain the weight you lose. Also, our personal consultation, which we have been doing successfully for more than 19 years, will tell you about your body and how HANMEILIN will help you.

Dear; Hanmeilin

04/12/04

I am writing you this letter to thank you for what you have done for me. I also hope that everyone who reads it and identifies with my problem will know that he/she has found the answer. Two years ago I won the 2002 Miss American Teen New York contest to represent my state. I looked good then, I didn't weigh more than a hundred pounds, and I was very happy. After the contest I became less concerned with my physical appearance and I started to eat more than usual and at odd times; then I began to notice I was losing my waistline and my abdomen looked fat, I was embarrassed , I couldn't believe it and it was even stranger for me because months earlier I had received an award from the American Cancer Society for a program I designed to prevent problems of overweight in young people. Finally, when I saw I had grown fat, I began treating myself with everything they suggested to me, things like diets, exercises, tea, pills, massages, I even put on an uncomfortable plaster that only gave me severe back pain . All these methods worked at first, giving me temporary results, I looked good for more or less a month and then I went back to the same weight that I had supposedly lost and the same problem all over again. All this until I read about HANMEILIN on the Internet and decided to try it. It was my last hope, because I didn't want to resort to liposuction, since apart from the cost it's very risky. After a month I started to see results when I used the cream; now six months have gone by after having used the product and I have not gained back the weight I lost , my abdomen looks like it did before. I hope that, like me, others will be encouraged to use it so that they can obtain the same results. Thank you. Evelyn Ocampo

DA/1770A

## **ZPOR QUE LA ACUMULACION DE GRASA EN CIERTAS AREAS DEL CUERPO?**

Nuestro cuerpo tiene debajo de la piel una capa conformadaa por células grassas. Las células grasosas, como su nombre lo indica, están compuestas por grasa; en nuestro cuerpo tenemos más o menos alrededor de 300 a 1200 billones de estas células Entre más prasa contenga la célula más grande será su tamaño y pulgadas .Cuando estas células aumentan en tamaño, no solo usted notará que sube de pest, sinolique también vendrán otros problemas como son la celulins y los problemas de área específica . Muchos -productos en el mercado prometen ayudar a bajar de peso, "pero estos nunca reducen el tamaño de la célula grasosa o sea que auncasse elimina grasa. Es por eso que la FDA retiró del mercado las pastillas y suplementos dietéricas, puesto que \_éstos\_contenían,un-ingrediente.llamado EPHEDRA que como efectomerundario aceleraba el rimo cardiaco, causando arí stannessiveprazén y fue responsable de 155 muertes.

Muchas personas han experimentado que cuando hacen dietas o ejercicios, aunque pierden peso, todavía conservan la celulitis y el problema de área específica ; esto es porque cuando se hace ejercicio para poder quemar grasa, el primer paso es eliminar agua por medio del sudor, ya que después de mucho tiempo se comienza a eliminar grasa.

## ¿POR QUE HANMEILIN?

Oueridos Hanmellin

Porque HANMEILIN reduce el tamaño de la célula grasosa , reduciendo así la grasa dentro de ella; es por eso que con HANMEILIN, al eliminar la celulitis , también bajará de peso . Esta crema es a base de HIERBAS CHINAS 100% naturales. Esta fórmula fue descubierta hace más de 5000 años y ha sido perfeccionada a través de los años. La crema penetrará la célula y al eliminar la grasa dentro de ella, esta reducirá en tamaño y quedará vacía. El peso que usted pierde no lo volverá a recuperar. También nuestra consulta personal, la cual llevamos haciendo por más de 19 años exitosamente, le dirá a usted sobre su cuerpo y cómo HANMEILIN la ayudará.

Les ESTREC CHA CARA EN AGRANA EN AGRANA EN ANTRE SETREC CHA CARA EN AGRANA EN ANTRE SE EN ANTRE SE EN ACTUENTS DE MUEL AN ANTRE SE EN ANTR

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ni Suparce de contrast sun summersen s'espués de un mes commer e veries sultaides al només gromminoy sui han pasado subroces anespues de la perfusión el producto y atolite vuelle descuastar el pessagar perfusión anabidomen ha vuelto a anor comos antes respués de la perfusión de la personas se chimen e la parte por a que obtengan los suismos resultados



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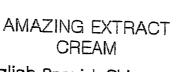
# EXHIBIT

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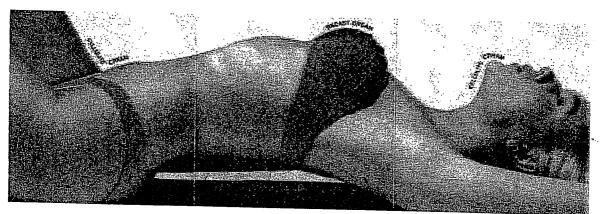
## Hanmeilin Cellulite Cream

100% Natural Chinese Herb



English Spanish Chinese Korean





HANMEILIN products are not ordinary cosmetics. They contain unique extracts of Chinese herbs grown in China. These precious herb extracts are blended with other natural ingredients to make our remarkable effective body-care products ideal for solving specific problems. Hanmeilin products are the result of research effort incorporating 5000 years of Chinese herbs are gathered from the different parts of China.

HANMEILIN products are not drugs. These body-care products contain no drugs, hormones or chemical stimulants. Hanmeilin Cellulite and Breast Cream are mild cosmetic creams with pure Chinese herb extracts and other refinedemollient bases blended for optimum effectiveness.

These 100% Chinese herbs secret formulas were cherished by the royal families of the Ming Dynasty. Five thousand years of Chinese herb tradition and modern technology combined to produce these unique Cellulite Creams with remarkable results.

All ingredients are listed on C.T.F.A Made in U.S.A

## Area's Fat? (You never got the solution)

Although women repeatedly try to lose weight by diet products, exercise, stop eating, they never reduce area's fat, those unwanted inches around thighs, hips, arms, belly and Face.

Cellulite Problem? (You never got the solution)

One weapon in the war against cellulite is by endermologie treatments but improves only temporarily.

Finally...Don't worry, Anymore!

There is Hanmeilin herbal cellulite cream.

Try Hanmeilin,

It works,

It makes sense !



First of all, It's important to keep these medical informations in mind:

## "Medical Reports on Area's Fat"

# Even when you lost pound, the area's fat remains same inches.

So many women have the problem of unwanted fat around belly, thigh, legs, arms and hips. They try situps for belly, bicycle for the thigh, sauna and belt machines, but these very rarely work to get rid of fat. Women getting fat first around thighs, belly, waist, arms and legs. However, they lose fat the opposite way. By sit-up and bicycle it is impossible to get rid of fat from only thigh and belly. These exercise get rid of whole body's fat.

Although women repeatedly try to lose weight by diet products, exercise, stop eating. They never reduce area's fat. Those unwanted inches around Special area fat cannot be reduced by

## exercise.

thighs, hips, arms, belly and face. This big enemy to the shape of their body is never reduced by diet products,

exercising and stop eating. The reasons are heredity and hormones that produce enzymes to make unwanted fat makes bigger fat cell size and crowded tissues.

For your reference, we are provided the copy of medical book.

## Comparison between two body fat reasons: Multi-fat cell and non-multi-fat cell

Multi-fat cell people who get fat from childhood will experience more difficulty than nonmulti-fat cell peple on losing weight process.

Dr. Yikaida Yosho (born 1935) 1961 graduated from Tokyo Medical School ,MD. international medicine doctor Specialty: diet, obstetrics. Current: Professor in Tokyo Medical School Cairman of Medical Health Center Article published "The way to reduce belly fat" "Information on health for middle age"

"Clinical test information of fat", etc

- The rate of extordinarily overweight men is over 30%
- The rate of extordinarily overweight women is over 40%
- The rate of combining multi-fat cell with nonmulti-fat cell overweight problem is higher than we expect.

According to Dr. Yikaida Yosho's research on overweight people, there are two type of fat reason; multi-fat cell (type A) and nonmulti-fat cell (type B). From the research, he discovered the number of fat cell and the size of the fat cell are different between type A and type B person.

#### Type A person

People whose overweight reason belongs to type A has a lot of fat cell, i.e., multi-fat cell.

The reason of multi-fat cell is from baby time or teenage time's overeating that causes the number of fat cell increased. In this case the fat cell will increase tremendously as you grow up and it will be more difficult to reduce the excess fat. Generally, multi-fat cell people have 3 or 4 times more fat cell than normal people. For those who are extordinarily overweight, they have larger quantity of fat cell and the size of fat cell are also bigger than normal people. Hence the adipose of the fat cell will be more difficult to get rid of than normal people. (1,200 Billions of fat cell)

#### Type B person

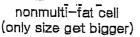
People whose overweight problem belongs to this case has normal number of fat cell. But the size of fat cell got bigger by overeating, childbirth, lack of exercise, and etc. This kind of body usually refers as mid-age fat problem. For type B people, it's easier to get rid of fat than type A people because it is no ways to reduce the number of fat cell from type A's body. And mid-age's fat problem mainly because of the fat cell size has grown bigger, therefore it is easier to reduce the fat than type A person. (300 Billion's of fat cell)

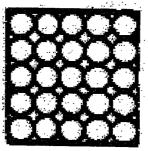
Most women have smoother and more beautiful skin that is because women have more fat cell than men. And, this is also the reason why women usually can gain weight easier and experience more difficult on losing weight compare to men. (Human body have 300 billion upto 1,200 billion of fat cell)

Multi-fat cell vs nonmulti-fat cell

O indicate fat cell
 □ indicate the fat size







Multi-fat cell (size get bigger and more fat cell)



fat cell size get smaller (body size get smaller too)



fat cell size get smaller (fat cell number stay the same)

After lose weight, the number of the fat cell is the same, but the fat cell size gets smaller.

What is Cellulite?

Cellulite is a skin condition which affects more than 90% of women. Enlarged fat cells pushing up on the skin. It can occur without gaining a pound and despite a healthy diet and diligent exercise.

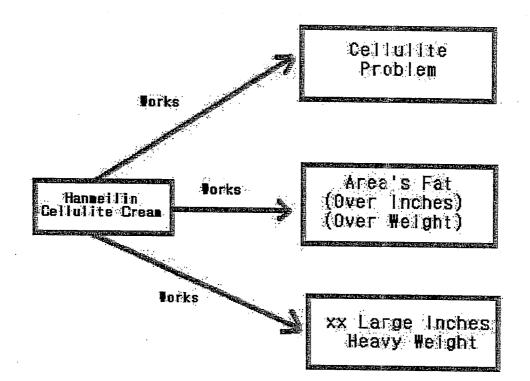
## Area's Fat (Unwanted Fat)

The unwanted fat that makes enlarged fat cell size around thighs, hips, arms, belly, face with over inches and weight. The reasons are heredity and holmons that produce enzymes to make unwanted fat. Most of women have the problem due to delivery baby, lack of exercise, overeating, aging...ETC More than 80%

## Why is Hanmeilin Unique?

The evidence is conclusive. Human body have 300 - up to 1,200 billions of fat cell.

"The more fat makes more enlarged fat cells which cause cellulite problem, over inches and weight."



Hanmeilin Herbal Cellulite Cream

- Hanmeilin work on any three problem
- Size of enlarged fat cell can be reduced by HML because of eliminated excess fat
- Specifically designed to targed cellulite and areas that you have bigger fat cells with excess fat

## Other Creams

- They say reduce cellulite, lose inches
- They don't say lose weight
- No weight lose, never lose fat

## Diet pills & products

- If cellulite is not eliminated in small area, never lose fat You lose water and muscle only Temporarily weight lose. Come back!
   Doesn't lose fat in fat cell so weight lose not permanant
- None of them not work on three problem that hanmeilin does
- It never reduce enlarged fat cell size because it never eliminate excess fat
- Even when you lost pound, area's fat remains same inches

and cellulite. That means you lost water and muscle not for fat at all



## Answer your body beauty care concern with hanmeilin

Q: What can I do to see better result for my body? I eat healthy, exercise at least three times a week...

Still my body does not look as firm as I would like... Help!

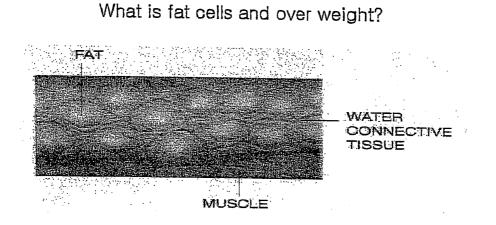
A: Don't worry. You're on the right track to get a great firm body. There is Hanmeilin Cellulite Cream, a formula for success. This cream can flaten stomachs and shed unwanted inches from other parts of body, remove wrinkles on women's abdomen after childbirth, remove stretch marks from excessive weight gain, and enhance the youthful, firm, toned and silky-smooth appearance of the body.

## Q: How can I believe Hanmeilin Cellulite Cream compared with others?

A: The significant fuction of our cream is to reduce your fat cell size, eventually, you lose weight. Other diet products just reduce water and muscles, and you will gain more weight after stop using. Other body creams just remove water from one place to another. Only our cream can burn fat.

## Q: Will my lost inches return?

A: No. Our experience shows that the lost inches will not return as long as you maintain your present weight. We have found that you actually have to gain weight to regain your inches. With our incredible Hanmeilin Cellulite Cream, you will continue losing cellulite, stretch marks, and fat. You can avoid those inches from coming back with better eating habits.



- The above picture shows:
- The more fat, The bigger fat cell size.
- Bigger fat cells cause over weight.
- 70% of body weight is water.
- Water is kept in connective tissue (between fat cells)

Fast losing weight causes losing just water and muscles. The only way to lose weight is to reduce fat cell size.

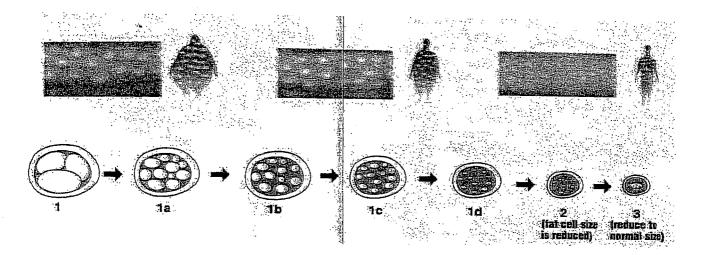
DIRECTIONS:

Apply HANMEILIN Herbal Cellulite Cream on your buttocks, stomach, thighs, double chin and massage until the cream is completely absorbed. Use twice daily.

#### FOR EXTERNAL USE ONLY.

Not recommended during pregnancy.

## How can HANMEILIN Cellulite Cream change your looks in 4-8 weeks?



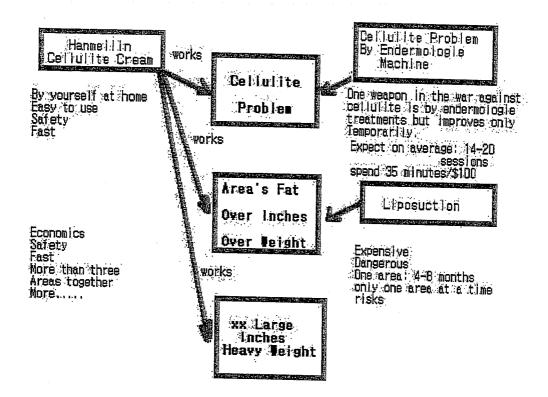
The picture shown at the above is the complete process of eliminating excess fat in the fat cell by HANMEILIN Cellulite Cream. The Cream can penetrate the wall of the cell. It causes the excess fat that stored within the cell to release fat and allows water to enter into cell. Hence, at the beginning of the fat eliminating stage(1-1b), you will feel the problem area getting softer but weight is the same. As more fat is eliminated through normal eliminating channel of the body, you will experience that the clothes is looser(1c) and be able to wear smaller size of clothes(1d). However, the fat cell size will be reduced and the water that filled within the cell will be gone with other water by urinating(2). Hence, at the last stage, you will experience more urinating than usual. After the water is gone, you will see a remarkable result in the fat cell size reduced area by the shape and weight(3).

Why is Hanmeilin Unique?

Hanmeilin Cellulite Cream works like five solutions in one..... Cellulite, unwanted fat including strech marks, firming and silky smooth skin.

An excellent investment in your life !!!

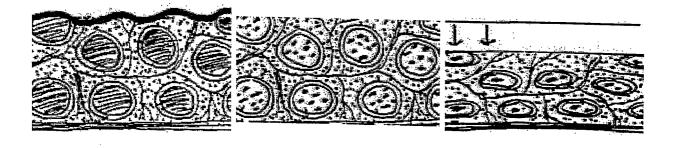
Big savings and times !!!



## How it works?

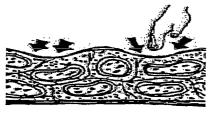
The problem area becomes softer than before.

Excess fat is eliminated, cellulite disappears as you lose inches and weight. You experience looser fitting clothing and even smaller size wardrobe.



- More & bigger fat cell size
- Eliminate excess fat
- Disappear cellulite
- Lose inches
- Lose weight

- Cellulite problem
- Blank space cell



 Soften because of blank space

## Comparison between Hanmeilin's Herbal Cellulite Cream and Liposuction

Hanmeilin's Cellulite Cream

- You can lose 20 Lbs more faster than Liposuction
- Best record 95 Lbs
- xx large over inches
- heavy weigh (20 Lbs, 50 Lbs, 100 Lbs etc)

Liposuction

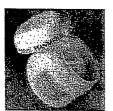
Reduce the fat cell size

- Expensive
- Dangerous
- Only one area at a time
- One area takes 4-8 months
- After surgery, the patient wears a postoperative girdle for two weeks. This serves to compress the remaining fat cells together smoothly. Immediately afterward, the patient will see a slimmer silhouette, but it takes about three months to see the final results. says Dr. Coleman. "After liposuction, you're left with a checkerboard effect. There are blank spaces where the fat cells used to be. The fat will compress
- Liposuction won't remove cellulite. In fact, if an inexperienced physician takes fat from too close to the skin, he may create a dimpled and uneven texture that looks like cellulite.
- You can gain weight after liposuction. Even though the area that was suctioned will not get fatter (fat cells rarely multiply), if you overeat you will gain weight in other areas. Some women say they are pleasantly surprised to gain weight in their breasts. Others say excess weight shows up in less desirable locations- on the back, shoulders, or upper arms, for example.
- As you read over the attached original liposuction article, you will find an important fact of fat removal on weight-loss process: <u>It takes 3 months to</u> see fat removal result. That means to drop weight in one or two weeks by any method does not really remove your body fat, but what you have lost instead are water and muscle.
- Can not remove too much fat. It is dangerous to take out more than 5 pounds of fat in a liposuction. That means if you want to reduce 10 pounds, it takes at least 6 months (with at least 2 liposuctions).

There are so many fake and dangerous products on the market nowadays.

file://A:\ezcellulite\www.ezcellulite.com\index.htm

For your reference, we have provided the following medical reports and news for you.



Have Questions or make order ? Please contact us.

39 W 32 St suite 300 New York, NY 10001 Tel: 212-244-6014 Toll Free: 1-800-878-3939 Fax: 212-244-6016 <u>E-mail: order@ezcellulite.com</u>



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# EXHIBIT

## Ε

#### Hanmeilin Cellulite Cream [image] 100% Natural [image] Chinese Herb

#### Amazing Extract Cream

### English Spanish Chinese Korean

#### [image]

Hanmeilin Cellulite Cream [Korean translation starts here]

Hanmeilin Cellulite cream, which has been known for its proven effects in the United States for the past 16 years, will help you make your bodyline leaner and smoother.

Put on the nature.

Fantastic effect to make a more beautiful body shape and to keep your body slim!

- Diet cream using pure extracts from the natural herbs!
- Revolutionary diet program that is combined with your regular meals! .
- Burns the fat from hard-to-lose area!
- Simultaneous fat removal from partial areas and the entire body! (Belly, dual chin, thigh, calves, hip, face, etc.)
- Remove cellulite areas, which even the dermatologists find hard to treat! (Dimply, • "orange peel" area on thighs or hips)
- Select the parts where you want to lose fat and treat at the convenience of your home! •
- The ultimate choice for teen-age diet with no adverse effect! (Timesaving for students! . Stress-buster!)

#### Multifunction

Guaranteed satisfaction - Removal of cellulite, partial fat, fat from entire body, even the chapped

[Page 2]

- Only the products that can remove both cellulite and partial body fat are the scientific original products that can burn fat from the entire body! (No rapid reduction of water content and muscle in the body)
- The best diet program recommended by Dr. Manuel C. Pazos, a world's renowned obesity specialist!
- Maintain the firm and silky-smooth skin even after losing weight!
   Excellent for channed skin due to
- Excellent for chapped skin due to pregnancy or sudden weight gain!
- For those people who cannot exercise due to physical reasons! (hypertension, diabetic patients, orthopedic patients)
- Superior product with no yo-yo syndrome!

Stability

- Proven product
- All ingredients are listed on C.T.F.A

Convenience

- Homecare is possible
- Highly functional cosmetic product that is affordable and convenient

## Problem of partial obesity

You try the diet products, exercise, and even frequent fasting, but the partial body fat stays there although your weight goes down. Especially around belly, thigh, arm, hip, and face....over 80% is the problem.

Problem of Cellulite

Currently the use of Endermologie machine only gives you a temporary effect – you have to continue to receive treatment for the best result. Over 90% of Western women suffer from cellulite, and these days cellulite occurs among the Eastern women as well.

Don't worry.

Try Hanmeilin Herbal Cellulite Cream. [in English in original]

Try Hanmeilin,

it works,

It makes sense !

HANM[illegible] [image]

[Korean translation starts here]

First of all, please refer to the medical reports regarding the partial obesity.

[in English in original]

"Medical Reports on Area's Fat"

## Even when you lost pound, the area's fat remains same inches.

So many women have the problem of unwanted fat around belly, thigh, legs arms and hips. They try situps for belly, bicycle for the thigh, sauna and belt machines, but these very rarely work to get rid of fat. Women getting fat first around thighs, belly, waist, arms and legs. However, they lose fat the opposite way. By sit-up and bicycle it is impossible to get rid of fat from only thigh and belly. These exercise get rid of whole body's fat

Although women repeatedly try to lose weight by diet products, exercise, stop eating. They never reduce area's fat. Those unwanted inches around Special area fat

Cannot be reduced by

exercise.

thighs, hips, arms, belly and face. This big enemy to the shape of their body is never reduced by diet products, exercising and stop eating. The reasons are heredity and hormones that produce enzymes to make unwanted fat makes bigger fat cell size and crowded tissues

## Medical reports regarding Partial Obesity

You lose your weight by diet product, exercise and fasting, but your body still has socalled partial obesity. You try to wrap your body with plastic foil and use various equipments and machines, but it is impossible to burn those fat.

You try the diet products, exercise, and even frequent fasting, but your body shape doesn't change although your weight goes down. It is so-called partial obesity.

\* Why does partial obesity occur? The archenemy of women is the partial obesity. It is because the fat around the upper arm, thigh and belly ruins the body shape, and the accumulated fat does not go away no matter how hard you try. Then, why does the partial obesity occur especially to women? Hereditary constitution and female hormone are known to be the causes of the partial obesity. It says that the female hormone activates the enzyme that helps the fat synthesis in certain parts. It says "the fat cluster of the partial obesity has large fat cells and a complex structure tangled with fiber membrane, so it is different from fat in other areas."

#### There is no special exercise that helps you lose fat in certain part. - Diet class

There are many people who are concerned about the fat in certain body area such as in tummy, thigh, face, caives, etc. These people tend to choose to do exercise targeting certain areas. For example, they do sit-ups for tummy or cycling for calves or thighs. Some people also rely on a vibrating belt for belly in the sauna room or equipments that claim to help lose fat without physical movement. However, the successful case for losing fat in the targeted areas is extremely rare. In general, men gain weight from tummy, upper body, arms, and legs; women gain weight from thigh, tummy, body, arms, and legs. When you lose weight, the order is in the reverse direction. When you do sit-ups and cycling, the fat cells in the entire body burn in the above order, and you cannot just get rid of fat in belly or thigh alone.

# It is impossible to lose weight only in certain areas; in case of fasting or taking super-low-calorie meals, adverse effects such as muscle reduction or weakening of bone can occur.

There are women whose lower body is especially obese. No matter how much they try diet, the fat does not go away. They try body wrapping or rolling the beer bottle on the limbs, but there is no change. Some other slender women walk proudly on the street with mini skirts, but it is only on the wish list of these obese women. Especially for Korean women whose legs are relatively short, the lower body obesity makes them look quite inactive and not quick enough in their activities. You can easily find people around you who are concerned about unwanted fat around certain parts of the body such as belly area and thigh, etc. However, the diet and exercise cannot make you lose weight in certain areas of the body

Obesity is divided into multiplication-type obesity (multi-cell) and hypertrophic obesity (large fat cells).

File://A:\ezcellulite\www.ezcellulite.com\korean-index.html

#### [Page 5]

It is harder to treat the obesity with multiplying fat cells than the obesity with hypertrophic fat cells.

Author Ikeda Yoshio Born in 1935 Graduated from the Medical School at Tokyo University in 1961 Internal medicine doctor, a top-rated specialist in Japan in Diabetes and Obesity. Currently Professor at the Medical School at Tokyo University Department Chairperson of Medical Health Center of the same University Hospital Publications and papers Multiple publications including "The ways to leaner tummy" "Pathology for the salary man"

- When the rate of body fat in the body composition is over 30% for man and over 40% for woman, it is called high obesity.
- Among types of high obesity, there are multiplication-type obesity and hypertrophic obesity, and a combination type that combines these two types.

Let's say, there are Type A person and Type B person who seem to have the same level of obesity by look. Based on a close examination of the cell tissues of each person, we learned that there are differences between two people in terms of the number and the size of fat cells.

Type A person had the obesity with a large number of fat cells in certain fat tissues. According to the studies so far, the number of these fat cells multiplies easily during the babyhood and the puberty period; it is not usually seen among the adults who completed the growth. High obesity, which is often observed among obese children or teenagers, is a result of extreme multiplication of the number of fat cells. It is harder to treat obesity once you become an adult. When the child obesity or teenage obesity becomes an adult obesity, the number of fat cell becomes 3~4 times bigger than the normal people, exceeding 100 billion. Each enlarged fat cell becomes even bigger in the case of high obesity, and it accumulates the neutral fat in each cell.

On the other hand, Type B person has almost a normal number of fat cells, but his obesity is because each fat cell becomes enlarged. This type is so called "mid-age obesity", a hypertrophic obesity.

From an obesity treatment perspective, in case of the fat cell multiplying-type obesity such as Type A, it is extremely hard to reduce the number of fat cells, making it difficult to treat. On the contrary, the mid-age obesity like Type B, you simply restore the enlarged fat cell to the original condition. So, in terms of treatment, it is easier for Type B person to lose weight. Most of the people, who begin to gain weight as they become middle-aged, have hypertrophic type obesity, so the best prescription is to try hard not to gain weight from an early period.

When you compare man and woman at the same age and with the same level of obesity, the quantity of fat of woman is usually bigger than that of man. The reason for this seems that the fat tissue of woman has more number of fat cell although the size of the fat cell does not have difference between man and woman. In other words, woman requires more fat than man to make the beautiful body curves. Also, it may mean that it is easier for woman to gain weight and harder to lose weight.

[Page 6]

## Change in cell properties of the fat tissue

O Number and size of fat cell capacity of fat tissue

[image]

Hypertrophic obesity

[image]

Multiplication-type obesity

[image] After weight loss

[image] After weight loss

The number of fat tissue does not change after weight loss. The size of the fat cell is reduced.

The fatter you are, the shorter become your lifetime.

In the advanced countries, the obese population rapidly increases due to excessive intake of nutrition. Obesity is an enemy of health and an enemy of long life. Depending on the degree of

First of all, let us introduce the case of Ms. Feineman, a model that reflects the situation in the advanced country. She is a mid-aged American woman, who testified about her past as a citizen member during the discussion on the issue of obesity of the Nutrition Committee.

Due to her excessive overweight, she started knocking the hospital door from age 11, and tried around 20 obesity specialists and various facilities for weight loss. So far, she has lost 170 Kg. It seems that this level of weigh loss can make disappear even the famous Sumo player, Mr. Takamiyama (157 Kg), but the truth is, she repeated the weight gain and weight loss; 170Kg is the total of the weight loss in the process.

It cost her about \$15,000 for weight loss, which amounts to \$88 per 1Kg of weigh loss. Her weight was 75Kg at age 19 and 79Kg at age 22 when she had first delivery. It went up to 83Kg, and right She has lived like a department store of the disease, suffering from various diseases.

#### [Page 7]

She suffered from hypertension at age 17, diabetes and hyperlipemia and a candidate for heart disease at age 34. Her history of diseases is recorded at the official documents of the Nutrition Obopo page is a second at the official documents of the Nutrition

Obese people can easily develop disease like this lady and have a short lifespan even though they do not suffer from a specific disease, so obesity does not have any good. However, the advanced countries are concerned with the increasing obesity.

The Nutrition Committee pointed out that "Obesity is one of the most troubling health problems in the United States," and that "there are over 30 million obese people in the United States. Half of them will live a shorter life because of obesity."

From children to adults, obesity is spread out all over in the advanced countries regardless of the generation. In the United Kingdom, the Ministry of Health and Welfare is promoting a breast-feeding movement as the artificial feeding becomes the cause of obesity and such babies become obese when they become adults.

Unlike adults, the child obesity is due to multiplication of the number of fat cells. In the adult obesity, it is the size of the fat cell, rather than the number, that increases. Fat cell, unlike the general cells, increases in several times in size and accumulates fat in the cell. Therefore, increasing the number of fat cells that can be enlarged at any time when a person is young is youry dangerous. So, the problem of child obesity is a very serious one. In Sweden, the central government, local government, corporations, and households are all working together for a war against obesity by designating a test area nationwide.

#### What is cellulite?

As fat cells multiples in terms of number and size, they accumulate lots of fat within the cell, mainly in the fat cells around thigh or certain areas of the body. As they grow big, due to the expansive force, the skin becomes dimply.

You cannot get rid of it by healthy diet and regular exercise. It can occur in the absence of weigh gain. Over 90% of women have the problem.

#### Partial obesity?

A lot of fat is accumulated in the fat cells in certain areas; mainly, the fat cells around thigh, hip, belly, arm, and face become enlarged, making the area bigger and increasing the weight. The causes are known to be heredity and female hormone. Hormone activates the enzymes that helps the fat synthesis in certain areas like thigh, and helps the accumulation of fat in certain area. Delivery is also a big cause and the partial obesity can occur due to inactivity and overeating. 80% of women suffer.

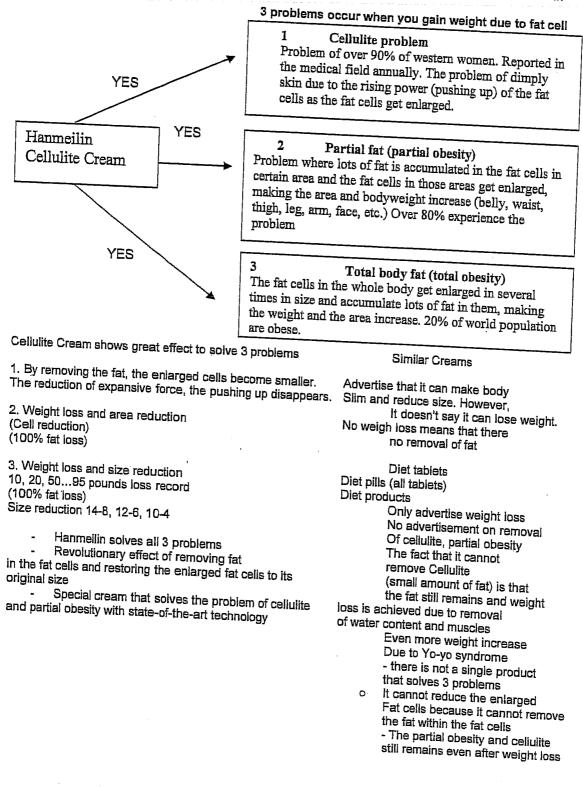
[images]

Why only Hanmeilin?

#### [Page 8]

Guaranteed effect that you can find out before you use. Human has 30 billion to 120 billion of fat cells in the body.

Fat cells accumulate lots of fat in them when their size increases in several times. The enlarged fat cells cause the problems such as cellulite, partial obesity, entire body obesity, increase in body weight.



[In English original]

What is fat cells and over weight?

FAT

[image]

#### WATER CONNECTIVE TISSUE

#### MUSCLE

[Korean translation starts here]

- In the above picture, one can learn the more overweight a person is, the bigger the size -....
- The enlarged fat cell becomes the reason of overweight. -
- 70% of body weight is water. -
- Water connects the cells in between the fat cells.

Rapid weight loss is just the loss of water content and muscle. Safe and ideal weight loss is to remove of fat in the fat cell and to reduce the size of the fat cell.

[In English in original]

How can HANMEILIN Cellulite Cream change your looks in 4-12 weeks?

[image]

[Korean translation starts here] By our consulting! - Hanmeilin's consulting! By your design - By your design!

(fat cell size is reduced)

(reduce to normal size) [Page 10] By yourself - You put on by yourself!

Step 1: Process in which the accumulated fat is removed (1-1b): Skin becomes smoother and the

Step 2: Process in which the fat is removed and thereby the volume decreases (1c-1d): The clothes have more room and the person can feel the diet effect. Step 3: Optimal diet effect (2-3): Ejection of water content from the cell, frequent urination (restore

Hanmeilin Cellulite Cream offers 5 multifunctional effects.

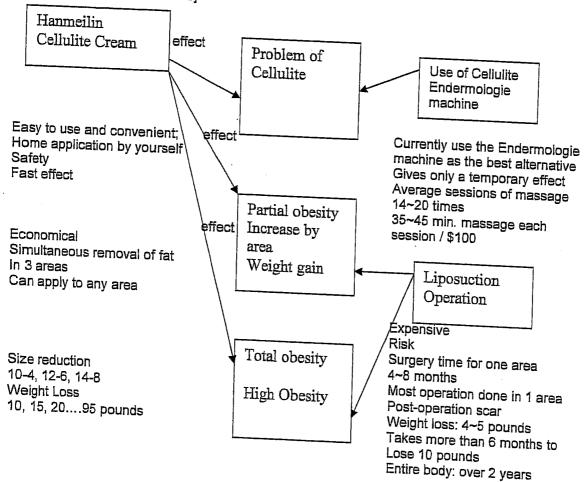
Removal of Cellulite, partial obesity, firmer skin, chapped skin, smoother skin

It will be an invaluable investment in your life!!!

[In English in Original]

## Big savings and times!!!

[Korean translation starts here]



The effect of Hanmeilin cannot be compared with anything.

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#### [Page 11]

There are only two methods of removing fat precisely and exactly: Hanmeilin Cellulite Cream and Liposuction.

You can verify the effect of Hanmellin by comparing the phenomenon: empty spaces are made after fat is removed and the space becomes smaller as time goes by.

How does the Hanmeilin Herbal Cellulite Cream work?

- The expansion of an area is because the fat cells in the area come to store an excessive amount of fat, which enlarges the size of the cells. This results in the weight gain. In case of thigh, it has more than 0.1 billion fat cells that are enlarged. (Our body has 30 billion to 120 billion fat cells)
- Hanmeilin can rapidly remove 20 pounds of fat without any risk.
   20 pounds: 3~ 4 months, recorded 95 pounds weight loss

[Left picture] Enlarged fat cells with lots of stored fat and cellulite

[Middle picture] Fat-removed cell Removal of Cellulite

[Right picture] Enhanced elasticity and cells that restored the normal size

[Bottom picture] Becomes tender (because of the empty space after the fat cluster in the fat cell is removed) Once the fat is removed, the fat cells become smaller which results in the area reduction and weight loss; Cellulite disappears.

Comparison between Hanmeilin Herbal Cellulite Cream and Liposuction

Page 121 [In English in Original] Hanmeilin's Cellulite Cream [Korean translation starts here] - loss of 20 pounds faster than liposuction

- Recorded 95 pounds of weight loss

- Less risky

- Hugh weight loss (20 pounds, 50 pounds, 100 pounds, etc.)

## - After surgery, you should wear things like a compressor for 2 weeks to connect the remaining fat cells in the top and the bottom. Shortly, the area becomes slim and you can verify the final result of the operation in 3 months. Empty spaces are generated after the liposuction; it is the space of the cells that were sucked with fat. The liposuction cannot remove cellulite. The operation by inexperienced surgeon can result in cellulite problem in skin. The fat cells in the operation area are no longer a problem. However, other areas increase and the body weight also increases.

Because it is dangerous, you can only remove up to 5 pounds of fat in one operation. In case you remove more than 10 pounds of fat, you need to get surgery 2 or 3 times. It takes over 6 months to do so.

There are so many fraudulent and dangerous products out on the market. These days, the correct medical knowledge is required more than ever. We will let you know the new reports and healthrelated news through the special topic section for you.

<Special Topic> Successful Diet

"After losing the fat, the weight does not decrease for a considerable amount of time>

If we can get rid of all deaths by cancer, the average life span of human is extended for 2 years. However, if we can get rid of all deaths related to obesity, it can be extended for more than 7 years, according to a theory. Obesity is such a danger signal to health.

Obesity plays a decisive role in the occurrence of hypertension, diabetes, heart diseases, sclerosis of the arteries, kidney stone, arthritis, etc. Especially, compared to the hip obesity (female-type obesity) where the hip and thigh become bigger, the abdominal obesity (male-type obesity) where the belly and waist become bigger has high occurrence rate of the fatal diseases such as diabetes and hypertension, according to the result of a study.

Therefore, maintaining the ideal ratio of the body fat is the shortcut to the prevention of geriatric diseases. We introduce the ways to long-term and comprehensive weigh control for those who wish

First of all, try to have a regular lifestyle. Especially, do not break your life rhythm in terms of meal time, amount of meal, bed time, active time. You should not skip the breakfast to reduce the amount of meal and overeat later on.

Second, make it your habit of morning walk. If you walk before breakfast, since your body has consumed the calories overnight, the glucose level in the blood is at the lowest level, so your body use fat as fuel. Therefore, it becomes the effective method for weight loss.

Third, have a balanced meal. You cannot lose weight just by reducing the meal portion. Make fat content less than 15% of the meal portion. In case of carbohydrates, it is better to take the complex carbohydrates (brown rice, whole wheat bread, fruits) than the simple carbohydrates (cookies,

5/5/2004

Liposuction

- limited to removal of 5 pounds due to risk

- In case of removing 10 pounds of fat, the operation should be done in 2-3 times and the time takes 6 months [Page 13]

Also, a balanced meal should include the nutrients that are burnt (carbohydrates, fat, protein) and the nutrients that burn (vitamin, mineral), as well as finishing nutrient (fiber). Do not exclude the vegetables and fruits in the meal menu. In case of brown rice, ½ of regular portion is enough.

Fourth, build body muscle by exercise. When you build up more muscles in the body through muscular exercise, fat in the body naturally decreases. Also, muscles burn lots of calories just for the maintenance. Not only you get to burn the calories during the exercise, but also you get to consume a lot of calories due to active metabolism even after exercise.

Fifth, live an active life. Work passionately in everything you do; the harder you work, the more calories you burn.

Sixth, continue to do above. If you keep steadily the above principles, the fat cells will definitely reduce.

Where the fat cells are gone, water replaces the part. Since the fat tissues and the water do not have much difference in terms of weight, even after you lost the fat cells, the body weight stays for a considerable period. In fact, that is the start of the victory. You just need to wait; Water will come out slowly. You should never stop there. Keep your initial resolution. All your efforts will bear the precious fruit of ideal body shape.

<Special topic> Yo-yo trap sitting on the short cut

Someone said he/she lost 20 pounds by taking the diet products for several weeks. This is the result of reducing the water and muscles, not the fat in the body.

Once you quit the intake and start the normal meals, it will make up for the water loss from the initial period and the accumulation of fat becomes accelerated, resulting in even more obesity. You become very happy because of fast visible result from the diet product, equipment and fasting, etc., and this is mainly the loss of body water and muscle coupled with the glycogen and protein; once certain time passes, the amount of consumption of the calories in the system reduces, so a little intake of food makes the body even fatter and accelerates aging.

Such rapid weight loss not only helps the fat cells to improve their ability to store fat, but alto results in a serious adversary effect, which is called yo-yo syndrome. When you repeat the weight gain and rapid weight loss with irregular diet, it makes the body store more fats in the belly area and raises the occurrence rate of geriatric diseases, according to the reports in the medical field. The repetition of yo-yo syndrome is much more harmful to health than just staying with the obesity, and it makes it even more difficult to treat obesity. The more serious problem of yo-yo syndrome is that it sharply reduces the basal metabolism. After the drop in the basal metabolism, the weight increases in more accelerated rate, speeding up the obesity. Rapid weight loss produces negative effect on muscle, water, and bone density; weight loss in a short period is harmful to health because it is not the loss of fat, but the loss of water, mineral and salt content that maintain the balance of the body system.

#### [In English in Original]

The Life Extension Weight Loss Program [Korean translation starts here] Obesity Specialist, Dr. Durd Peason & Sandy Shaw, M.D. in the United States

#### [Page 14]

The kinds that requires oral administration such as diet drugs, enzymes, an appetite-suppressing ingredient, etc. stimulates the neural cells in the digestive system such as neural cells and the stomach in the human body and secretes the enzymes that helps lose the appetite, resulting in various symptoms such as a brain dysfunction, difficulty in breathing, emotional disorder, shaking hand, insomnia, alopecia (loss of hair), etc.

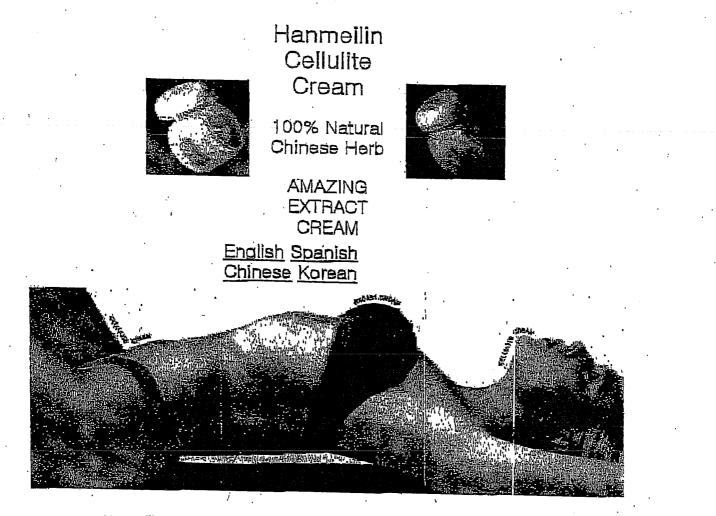
Published by United States Pharmacopeia; The result of the clinical test by Johns Hopkins Medical School, published in New York Times on May 11, 1994

[In English in Original]

Have Questions or make Order ? Please contact us.

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Hanmellin Cellulite Cream

16 년 동안 마국에서 김종된 한페린 크림이 당신의 바디라인을 날씬하고 아 름답게 가꾸어 드립니다.

자연을 바른다

바를 수록 날씬하고 아름다운 몸매 완성과 날씬한 몸매 유지를 위한 쏸타지!

- 천연먁초의 순수 옥출물을 이용한 다이어트 크릴!
- 식사와 함꼐 하는 획기적인 다이머트 프로그램!
- 문통을 하여도 안빠지는 부분의 지방 제거까지!
- 부분 지방 제거와 천체 지방 제거를 동시에 만족! (아랫배, 이랑텍, 허 벅지, 좋아리, 히프, 얼글등)
- 피부과에서도 지료가 어렵다는 셑름라이트 제거! (허벅지나 히프가 글껌질처럼 을통 붙용한 부분!)
- 가정에서 자신이 빼고 싶은 부위를 선택 치유!
- 쾽소년 다이어트에는 부작용이 없는 최고의 선택! (공부하는 학생률 시간 결약! 스트레스 해소!)

다기능성

확실한 만족 - 셀룰라이트 제거, 부분 비만, 전체 비만, 터진살 까지!

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- 셀콜라이트 제거와 부분 지방 제거가 되는 제품만이 전체 비만을 제 거할수 있는 과학적인 진품! (금격한 수분과 근육감소가 없음)
- 세계적인 비만 전문가 Dr. Manuel C. Pazos가 추천한 최고의 다이어 트 프로그램!
- 살볼 뺀 추에도 탄력있고 부드러운 피부 유지!
- 임신 또는 갑작스런 비만으로 터진살에 탁될!
- ▲ 신제상의 이유로 운동을 할수 없으신분을 위하여! (고혈압, 당노환자, 정형외과 환자)
- 요요 현상이 전혀 없는 탁월한 제품!

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- 확인된 제품
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## 부분비만 문제

## 다이어트 식품에다 운동, 단식을 밥먹듯 계속 해본 결과 체증은 줄어드 부분 비만은 그대로 있다. 주로 배, 허벅지, 팔, 히프, 얼굴..... 80% 이상이 문제

## 셀플라이트 문제

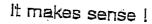
현재 에더플로지 기계 사용으로 일시적인 호과일뿐 또다시 계속 토리트먼트 들 받아야 하는 것이 최선의 방법이다. 서양 여성의 90% 이상이 문제, 요즈 음 동양여성에게도 많이 발생한다.

## · 걱정하지 마세요. 이젠 한메린 허발 셀루라이트 크림 을 만나 보세요

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먼저 부분 비만에 대한 의학계 발표문들을 참조 하십시요.

"Medical Reports on Area's Fat"

# Even when you lost pound, the area's fat remains same inches.

So many women have the problem of unwanted fat around belly, thigh, legs, arms and hips. They try simps for belly, bicycle for the thigh, sama and belt machines, but faces very rarely work to get rid of fat. Women getting fat first around fhighs, belly, waist, arms and legs. However, they lose fat the opposite way. By sit-up and bicycle it is impossible to get rid of fat from only thigh and belly. These exercise get rid of whole body's fat.

Although women repeatedly iny to lose weight by diet products, exercise, stop eating. They never reduce area's fat. Those unwanted inches around Special area fat cannot be reduced by

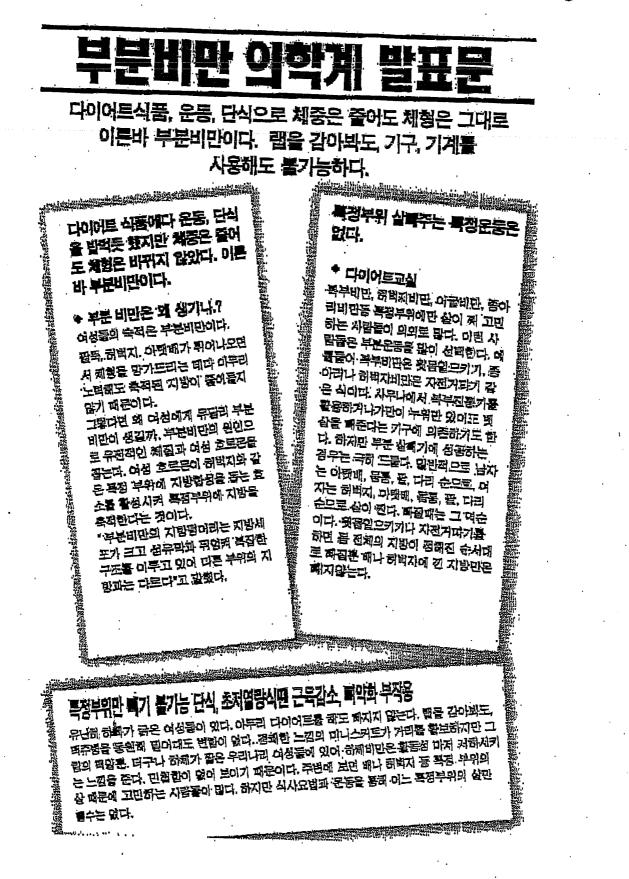
## exercise.

thighs, hips, arms, belly and face. This big enemy to the shape of their body is never reduced by diet products, exercising and stop eating. The reasons are heredity and hormones that produce enzymes to make unwanted fat makes bigger fat cell size and crowded tissues.

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5/5/2004



비만은 증식형 비만과 비대형 비만의 두 가지로 나누어진다.

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## 지밤세포 중식형인 비만이 지방세포 비대형 비만에 비해, 비만 해 소 지료가 어려운 경우가 많다.

지은이 이께다 요시오 1935년 출생 1961년 동경 의과대학 졸업 내과 전문의, 특히 당뇨병과 비만부문에서는 말본에서 제일인자 현재 동경 의과대학 교수, 통 대학부속 병원 '건강의학센터' 부장으로 재직. 저서 및 논문 '배를 들어가게 하는 방법', '샐러리맨의 병리학', 비만의 입상의학' 등 다수

- 몸믜 조직에서 체지방이 차지하는 비율이 남자가 30퍼센트, 여 자는 40퍼센트를 넘몬 경우를 고도비만이라고 한다.
- 고도 비만에는 중식령 비만과 비대형 비만, 이 두가지 타입이 흔 합된 혼합철인 경우가 많다.

객관적으로 보면 같은 정도의 비안이라고 생각되는 AM와 BM가 있다 고 하자, 각자의 세포조직을 면밀하게 조사해보면, AM와 BM는 지방세 포의 수나 크기에서 차이가 있는 것을 알았다.

A씨는 일정량의 지방조직에서 자지하는 지방세포믜 수가 많은 비민이 었다. 이 지방세포믜 수가 증식하기 쉬운 것은 뮤아기와 사춘기이며 섬 장이 끝난 성인에게서는 보지 못하는 것이 지금까지의 연구에서 밝혀 졌다.

소아 비만, 혹은 사춘기에서 보게 되는 고도 비만은 이처럼 지방 세포의 수가 국단적으로 불어난 결과라고 하겠으며, 어준이 되면 될수록 비만 해소는 어렵다는 것이 된다. 소아 비만이나 사춘기 비만이 그대로 성인 비만으로 이행된 경우, 지방세포의 수는 중상 체증인 사람의 3~4배에 달해 1,000억이나 되는 큰 선물 넘을 수 밖에 없다. 고도 비만은 들어난 지방세포 하나 하나가 더욱 비대하여 각 세포 속에 중성지방을 많이 축 적한 상태라는 것이다.

한편, B씨의 경우를 보면 지방세포의 수는 거의 경상에 가까우나, 지방 세포 하나 하나가 커졌기 때문에 생긴 비만이었다. 이런 유령이 소위 중 년 비대라고 하는 것으로 지방세포 비대형인 비만이다.

비만을 치료한다는 관점에서 말하면 A씨 같은 지방세포 증식형 비만은 그 수를 줄이는 것이 국히 곤란하기 때문에 지료로 어려워 진다. 그것에 비해 B씨 같은 중년 비만에서는 대철화된 지방 세포를 원래대로 되돌리 면 되기 때문에 치료, 족 샅을 빼는 것이 A씨에 비해 쉽다고 하겠다. 지금 비만을 걱정하기 시작한 중년이 되고부터 샅이 찌고 있는 사람들

의 대부분은 이 지방세포 비대형 비만이 많으므로 일찌감치 살찌지 많 도록 노력하는 것보다 더 좋은 처방은 없다.

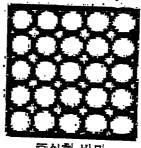
연령과 비만도가 같은 남자와 여자를 비교해보면, 여자의 지방량은 남 자보다 많은 것이 보름이다. 이것은 지방세포의 크기에서 낭녀간의 차 이는 없는데 비해, 여자의 지방조칙이 지방세포의 수가 많기 때문인 듯 하다. 즉, 여자 특유의 아름다운 몸의 선 때문에 여자는 남자보다도 많 은 지방을 필요로 한다고 하겠다.그리고 이것은 남자보다도 여자 쪽이 살이 찌기 쉽고, 빼기도 어려운 체질을 가지고 있다는 것인지도 모른다.

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지방조직의 세포 특성의 변화

o 지방세포의 수와 크기 그 지방조직의 응적





증식철 비만



체중 감소 후, 지방조직의 수는 감소하지 않는다. 지방 세 포의 크기는 축소된다.

## 비만할수록 수명이 짧아진다.

선진국은 지금 명양의 과잉섬취로 민한 비만인구가 격중하고 있어 비명을 지르고 있는 실정이다. 비만은 건강의 적이며 장수의 적이기도 하다. 비만 의 정도에 따라 그만큼 건강수준은 저하된다.

우선 선진국의 모습을 그대로 상징하는 하나의 모령을 소개하면 파이네 만이라고 하는 미국의 한 중년부인의 경우인데, 이 부인은 명양문제 위원 회의 비만 운제 심의 때 시민의 한 사람으로서 출석하여 자기의 과거에 대 해 중언하였다.

부인은 지나치게 살이 졌기 때문에 11살 때부터 병원문을 노크하기 시작 했고 그 이후로 20여명의 비만전문의나 체종감량을 위한 여러 시설의 신 세를 졌다고 하며, 지금 까지 무려 170kg이나 감량했다고 한다. 이 정도 의 체종감량이라면 일본에서 유명한 미국계 스모 선수인 다까미야마 (157kg)라 할지라도 체종이 없어 질것 같은데, 그녀가 다까미야마 이상의 거인이었던 것은 아니고 체종이 늘면 줄이고 또 늘어나면 빼고 한 체종의 증감량을 함계한것이 그 정도라는 것이다.

그녀가 이렇게 체종을 빼는데 들인 비용이 무려 15,000달러의 거공이었 다고 하니, 체종 1kg을 빼는데 86달러씩 들어간 셑이다. 그녀의 체중은 19세 때 75kg, 22세 초산 때 79kg였다. 그 추 83kg까지 불었던 것이 지금 은 62.5kg으로 내렸다고 한다.

그녀는 마치 질병의 백화점과도 같이 여러 가지 병에 시달리면서 살아 왔

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는데, 17세 때에는 고혈말으로, 34세 때에는 당뇨병과 고질혈증으로 그리 고 심장병 환자의 후보생으로서도 손색없는 형편에 놓여 있었다. 이 밖에 도 중풍 기타 많은 병력들은 명양 문제 위원회의 공식 기록에 남겨졌을 정 도였다.

비만한 사람은 이 부인과 같이 질병에 걸리기 쉬우며 뚜렷한 병에 걸리지 는 많느다 해도 수명이 짧은 것은 사실이므로 어느 모르 보아 비만은 좋은 것이라고는 하나도 없다. 하지만 선진국은 날로 늘어만 가는 비만 문제 때 문에 끌머리를 앓고 있다.

명양문제위원회는 "비만은 미국의 건강훈제 중 최대의 문제거리의 하 나'라고 지적하고 있으며 또 "지금 미국에는 3,000만 명 이상의 비만 자가 있다. 그리고 그 가운데 반은 비만때문에 수명이 단축를 것이다"라고도 지 적하고 있다.

어린이로부터 어른에 이르기까지 어느 세대를 막물하고 비만층이 만연하 고 있는 것이 지금 선진국의 변황이다. 영국에서는 민공영양아가 비만아 의 원인이며 이런 어린이는 성인이 된 후에도 비만으로 연결 된다고 하여 보건사회보장성은 모유 권장은동을 적극적으로 전개하고 있다.

어른들과 달리 머린이의 비만은 지방세포의 수 자체가 무수히 늘어나는데 있다. 어른의 비만은 지방세포의 수가 늘어나는게 아니라 크기가 커진다. 지방세포는 일반 세포와는 달리 몇 배의 크기로 불어 나면서 그 속에 지방 홀 옥정한다. 그러으로 이렇게 얼마든지 커질 수 있는 지방세포의 수를 어 려서 부터 좋가시켜 놓으면 커서도 문제가 되는 것이다. 그래서 비민아의 문제는 굉장히 심각한 것이다. 스웨덴에서는 전국에 시범 지역을 지정하 여 중앙정부, 자치단체,기업체, 가정이 모두 하나가 되어 비만 퇴치 작전 을 벌이고 있는 실정이다.

## 셀루라이트란?

지방세포들은 몇배의 크리고 불어나면서 그 속에 많은 지방을 저장하는데 주로 허벅지나 특정부위의 지방세포들에 지방이 많이 저장되어 커지면서 몰라오는 팽창력 때문에 피부가 울등플통해지는 문제. 건강한 다이어트와 꾸준한 문동을 해도 많된다. 체증증가가 없는데도 생 일수 있다. 여성의 90% 이상이 문제

## 부분비만?

특정 부위에 많은 지방이 지방세포에 저장되어 주로 허벅지, 히프, 배, 팔, 월굴 등의 지방세포들이 커져 부위와 체중이 중가된 문제로 그 원인은 유 전성과 여성 흐르흔을 곱는다. 흐르몬이 허벅지와 같은 특정부위에 지방 합성을 돕는 효소를 활성시켜 특정부위에 지방을 축적한다. 그리고 출산 때문에 많이 생기고 운동부족, 과식 등으르도 발생한다. 여성의 80% 문제

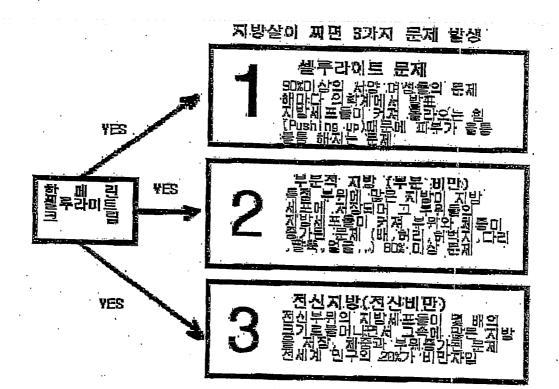


## 왜 한메린 뿐인가?

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사용전 말수 있는 확실한 효과 입答, 인간은 300억개에서 1,200억개의 지 발세포를 갖고 있다.

지방세포톨은 몇배의 크기로 붙어 나면서 그속에 많은 지방을 저장하는데 커진 지방 세포들은 셀루라이트, 부분비만, 전신비만, 체중증가 문제를 발 생시킨다.



셀루라이트 크림(건미상)은 3가지문제 롩 해결하는 확실한 효과

1.지방이 제거되므로 커진 세포들이 즉· 소되어 팽창력 감소로 Pushing Up 이 사라진다.

2. 체중 감량과 부위감소 (세포축소) (100% 지방감량)

8.체종감량과 사이즈 감소 10,20,50,..95Lbs 강량기록 (100% 지방갑량) 사이즈감소 14-8, 12-6, 10-4

- 한메린은 세가지 모든 문제들 해 결합니다.
- 지방세포만의 지방을 제거하고 커진 지방세포들은 다시 정상 크 기로 뜯여주는 획기적인 효과
- 첨단 기술을 특정 부위의 셀루라 이트문제와 부분 비만돌 정확히

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유사크림 슬림, 사이즈 김

슬림, 사이즈 감소층으로 광고 그러나 제중감량광고 없음. 체중감량이 없는 것은 지방을 제거 못한것임

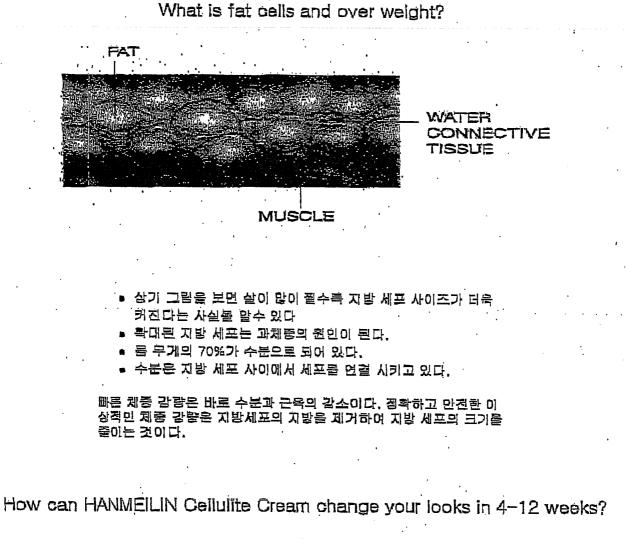
다이어트 알약 다이어트 pills(모든경제) 다이어트 제품 제중강량만을 크게 광고함. 셀루라이트 제거, 부분비만 광고없다. 셀루라이트(적은 양의 지방)을 제거못 하는 것은 지방은 그대로 남아 있고 수 분과 근육 제거로 제중 감량이 된것임. 요요 열상, 더욱 제즘 증가

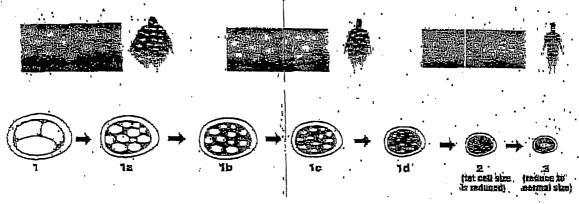
- 3가지 문제를 해결하는 것이 단 하나도 없습니다.
- 커진 지방세포를을 줄여 주지 못합니다. 지방 세포만의 지방 을 제거 못했기 때문
- 제종은 흩어도 부분 비만과 셀 루라이트는 그대로 남아 있다

#### 해결하는 특수 크림입니다.

수분과 근육 손실 감량이기 때

무





By our consulting! - 한메린 상담에 의한!

By your design! - 당신의 디자민에 의환! file://A:\ezcellulite\www.ezcellulite.com\korean-index.html

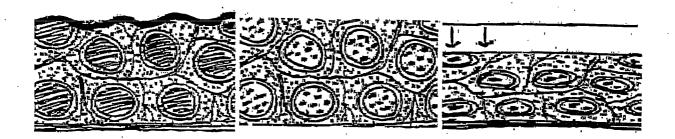
확실하고 정확하게 지방을 뻗수있는 것은 한메린 셀루라이트 크릴과 지방홈입술뿐입니다. 지방이 빠진 후 빈공간이 생기는 동말한 효과가 시작되어 점점 공간 들이 줄어 드는 현상동을 비교해 보시게 되면은 한메린의 효과를 확

한메린 허벌 셀루라이트 크림은 어떻게 작용하는가? • 부위가 증가된것은 그 부위의 지방 세포들에 지방이 과도하게 저 장되어 세포들이 커지고 제중도 증가된것인데 허벅지민 검우 1억 개 이상의 지방세포들이 커진 현상이다. (우리음에는 300명 ~ 1,200억개의 지방세포를 갖고 있다)

 한메린몬 20파운드 지방을 아무런 위험없이 더 빠르고 많은 지방 을 제거할수 있다.

20파운드: 3-4개월, 85파운드 감량 기록

인하실수 있습니다.



- 지방이 많이 저장되어 비대해진 지방세포와 셀루라이트
- 지방이 제거된 세포
- 셀루라이트 제거

 탄력 관화와 정상크기로 줄어된 세포



 말랑말랑해진다.
 (지방세포안의 지방덩어리 가 빠져 나간추 생긴 빈공 간 때문)

 지방이 제거 되면 지방세 포들이 작아져 부위감소와 제중감량 그리고 셒루라이 트가 없어진다.

한메린 허벌 셀루라이트 크림과 지방 흡입술 비교

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By yourself! - 당신 스스로 바르는!

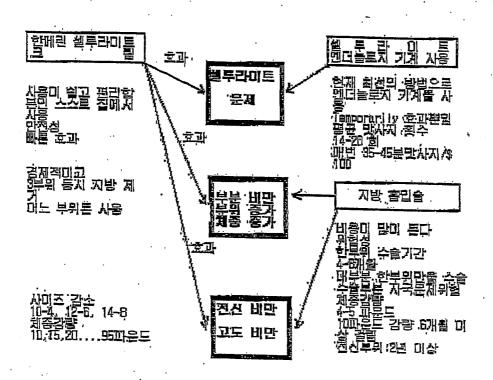
1 단계 : 축적된 지방이 제거 되는 과정 (1-1b) : 피부가 부드러워지 고 체중은 그대로 유지됨 2 단계 : 지방이 제거되어 부피가 줄어드는 과정 (1c-1d) : 옷이 노슨 해장을 느끼며 다이어로 효과를 체감 3 단계 : 최적의 다이어트 효과 과정 (2-3) : 세포속의 수분 배출, 잦 은 소변 현상이 생김(정상세포로 환원)

한메린 셀루라이트 크림은 5가지의 다기는 효과를 갖고 있습니다.

셑투라이트 제거, 부분 지방, 탄력강화, 터진살, 부드러운 피부

## 당신의 인생에 값진 투자가 될것입니다!!!

Big savings and times !!!



한메린믜 흐과는 어느것과 비교할수 없습니다.

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## Hanmeilin's Cellulite Cream

- 지방 촙입술 보다 빠르
   게 20 파운드 감량
  - 95 파운드 감량 기록
  - 위험 부담이 적다
  - 많은 제종감량(20 Lbs, 50 Lbs, 100 Lbs, etc)

Liposuction

- 위험해서 한번 수술에 5 파운
   드 제한
- !만약 10 파운드의 지방을 제 거할 경우
  - 두번 내지 3번의 수슬로 해야 하며 기간은 6개월 이상 걸림
- 수술추 압박 등대 같은 것을 2주 동안 작동한다. 날아 있는 뒷부분과 아랫부분 지방세포들을 연결시키기 위한 방법이다. 잠시 추 곧 slim 해 지는데 최종적인 수술효과의 결과를 3 개월추에 확인할수 있다. 지방촎입술 추 빈공간들이 생기는데 지방과 함께 빠져 나간 세모들의 동일한 자리인것이다.

지방 홈입술은 셀루라이트를 제거 할수 없다. 경험이 많지 않은 의사 의 수술은 피부가 울퉁 불통 모히려 셀루라이트 훈제가 생길수 있다. 체증이 증가 될수 있다. 수술한 부위의 지방 세포는 더이상 문제가 많 된다. 그러나 다른 부위가 좋가되고 물무게도 좋가된다.

 한번 수술에 위험해서 5파운드이상의 지방을 뻗수가 없다. 만약 10 파운드의 지방을 제거할 겸우 두번 내지 3번의 수술을 해야 되는데 기간은 6개될 이상 겉린다.

수 많은 사기성 제품, 위험한 상품들이 많이 나와 있습니다. 요즈옴 세상은 올바른 의학상식이 결실히 요구되는 시대입니다. 여러분들을 위해 많으로 새 로운 의학계 발표문들과 건강뉴스를 특별코너를 통해 말려 드리겠습니다.

## <특별코너> 다이어트 성공법

"지방살이 빠진 다음에도 상당기간동만 제중은 졸지 않는다.

맘에 의한 사망이 모두 제거된다면 인간의 평균 수명이 2년 면장되지만 비 만에 관련된 사망이 제거된다면 7년 이상 연장된다는 이론이 있을 중도로 비만은 건강에 적신호이다.

비만은 그럴암, 당뇨병, 실장병, 동맥경화, 담석증, 골관결염 등의 발생에 결 정적인 역활을 한다. 특히 둔부와 허벅지가 비만해지는 둔부 비만증 (여성령 비만중)에 비해 북부와 허리가 비만해지는 북부비만증 (남성령 비만중)이 당뇨병, 고령암 등 지명적인 질병의 발생빈도가 높다는 연구결과가 나와 남 섬들을 우울하게 하고 있다.

그러므로 이상적인 체지방의 비율을 유지하는 것은 성민예방의 지통길이라 하겠다. 이상적인 물을 갖기를 열망하는 분들을 위해 장기적이고 종합적인 체중조절을 위한 비결을 소개한다.

첫째, 최대한 규칙적인 생활을 하라. 특히 식사시간, 식사량, 수면시간, 활동 시간에 자신의 생활리들을 깨뜨리지 말라. 식사량을 줄이려고 아침을 걸렸 다가 나중에 한꺼번에 과식을 하는 일이 없어야 한다.

들째, 아침 산팩을 생활화하라. 아침 식사전 산책을 하면 밤새 멸량을 소모 한 관계로 멸당이 최저 상태이므로 지방을 연료로 사용할수 밖에 없어 체密 강소에 효과적인 방법이 된다.

세째, 균혈식을 하라. 무조건 식사량을 줄인다고 체증이 주는 것은 아니다. 지방이 식사량의 15%를 넘지 많도록 하고 탄수화물의 경우에도 단순 탄수 화물 (과자, 설탕, 물)보다 복합 탄수화물(현미, 풍밀로 만든 빵, 과밀)을 섭 취하는 것이 좋다.

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또한 타는 영양소 (탄수화물, 지방, 단백질)와 함께 태우는 영양소 (비타민, 미네랄) 끝마무리 영양소 (섬유질)가 골고루 있어야 한다. 식사 메뉴에 있어 서 야재와 과밀을 빠뜨리지 말라. 현미식믜 경우 1/2만 먹어도 충분하다.

넷째, 운동을 통해 몸의 근육될 키붜라. 근육운동에 의해 근육삶이 많아지면 지방삶은 자연히 감소한다. 또한 근육은 자체유지에 많은 칼로리돌 소모한 다. 운동시에만 멸량이 소모되는 것이 아니라 운동이 끝난 후에도 신진대사 가 활발하게 되므로 자연 칼로리 소모가 많아 진다.

다섯째, 생동강 있는 삶을 살아라. 매사에 의옥을 가지고 열심히 일릴수록 칼로리 소모는 많아진다.

여섯째, 이 모든 것을 꾸준히 하라. 이 원칙들을 꾸준히 지켜나가면 지방살 은 반도시 줄어 듣게 되어 있다.

다만 지방살이 좋어든 그 자리에 물이 채우게 되는데 지방조직과 줄의 무게 는 큰 차이가 없으므로 지방살이 빠진 다음에도 상당기간동안 체종은 붙지 많는다. 사실상 이때부터가 승리의 시간이다. 이제는 기다리기만 하면 된다. 물은 서서히 빠져 나가기 때문이다. 질대로 멈춰선 안된다. 처음 먹은 밤 꿀 까지 초지일관하라. 지금까지의 각고의 노력은 이상적인 몸이라는 값진 열 매를 맺은 것이다.

## <특별 코너> 지름길에 도사린 요요중후군 함정

다이어트 제품을 몇 주동안 복용한 결과 20lbs.을 즐였다고 한 다. 이것은 체내지방의 감소가 아닌 수분과 근육을 출여서 나타 난 결과이다.

더구나 복용을 중단하고 정상 식사를 하게되면 이는 초기에 손 실된 수분이 다시 보충되고 지방육적이 더욱 가속화되어 더욱 빨리 비만해지는 결과를 초래한다. 다이어트 식품, 기계, 절식 등으로 체중감량이 빨리 일어나 기뿐마음을 성급하게 맞지만 이는 주로 글리코겐과 단백질 손실과 더불어 체내수분과 근육 손실이며 일정기간이 지나면 제내열량 소비량도 줄어 조금만 먹어도 더욱 중중해지고 노화를 측진하게 된다.

이러한 빠른 체중 감량은 오히려 지방세포톨의 지방 저장능력 을 향상 시키고 요요중후군이라는 심각한 부작용을 낳는다. 볼 규칙한 다이어트로 제중증가와 빠른 감량을 반복하게 되면 복 부에 지방이 더 많이 축적되어 성인병발생률을 높이는 것으로 의학계에서 보고되고 있다. 이러한 요요현상을 반복하는 것은 아예 비만인재로 지내는 것보다 훨씬 더 건강에 해로우며 비만 을 치료하기도 어렵게 된다. 그리고 더 큰 문제는 기초 대사을 을 현저히 떨어 뜨리게 하는 것이 요요 증후군이다. 기초 대사 을 전하후 체중은 더욱 가속화 되며 증가되어 비만을 촉진시킨 다. 빠른 제중감량은 근육, 수분, 뼈밀도 막화되고, 빠른 시일내 제중감량은 지방감소가 아니라 올의 생체발란스를 유지시켜주 는 수분, 미네랄과 염분들이 빠져 나가는 것이며 건강에 해롭 다.

The Life Extension Weight Loss Program 미국비만 의학전문지 Dr. Durd Peason & Sandy Shaw, M.D.

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다이어트 약, 호소, 식욕억제 성분 등 먹는 종류는 인체의 뇌세 포와 위장등 소화기 계통의 신경세포를 자극하여 식욕을 듣구 지 않는 호소를 분비시켜 뇌기능장애, 호흡곤란, 정서볼안, 손 떨림, 볼면종, 탈모증 등 각종증세에 직면할 수 있다.

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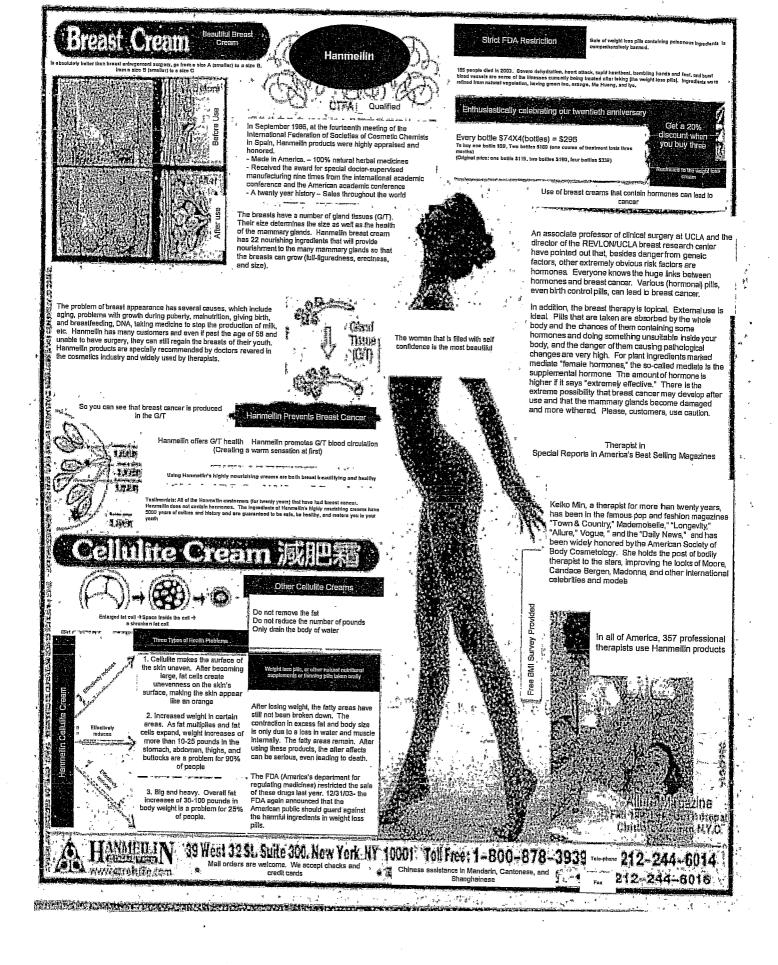


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## EXHIBIT

F



「方。二樓為三個連 可獨立。正廳間隔 比又有變化,圍繞 三樓是爲樓主家 及巷弄外迴廊的 廳兩廂到頂的廳 的大塊舊白果 **北著,紋理清 夏花園,徽** 其中。 都會有一種 展示了萬仁 收藏的歷代文物。作為 藏品門類之富、品位之 。在這裏,從遠古的恐 ;石,到現代藝術界的高 稱徽派石雕之最的「魁 · 到充滿鄉土氣息的 慶衣、斗笠、嗩吶、喜

**5**1

MIEL

l.us

籃,還有難得見到的古代榨汁機。 展品更多的是散發濃郁古徽州文化氣息的磚 雕、木雕、石雕和各種家具陳設。這些文物安 放在萬粹樓的華麗雅室裏,顯得十分妥貼自 整幢房子融爲一體。人們在這裏感受到的不僅 僅是中華古老文明的衝擊,更能真切地體味到 古代徽州人家的生活氣息。

據萬仁輝稱,他的企業因爲受亞洲金融風暴 影響虧損,已經關閉了,現在是靠賣廣州的資 產來維持博物館的開銷。據悉,萬粹樓建成短 短五年間,接待海內外高官名流已難以計數, 對萬仁輝的精彩創意和萬粹樓豐富館藏給於予 了高度評價。樓內收藏有費孝通題寫「藏寶於 民小、中國國務院副總理錢其琛題寫「文物精 品」等各類題字近六十幅。前香港大學校長鄭 耀宗在此稱,「我走遍世界,到過法國羅浮 宫,大英博物館、北京故宮博物館等國家博物 館,它們以一種象徵皇權、代表國家和民族的 大氣勢給人以震撼。而我到了這個博物館也 感受到同樣的震撼,這是一種親切的、沈 甸得很深的文化的震撼,好像我的祖 輩們就在這樣的環境裏生活過」。 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 --0,

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