Exhibit A
FEDERAL TRADE COMMISSION

INDEX

VIDEO TAPE: Smoke Away

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FEDERAL TRADE COMMISSION

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January 15, 2003

The following transcript was produced from a live tape provided to For The Record, Inc. on January 16, 2003.

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

VIDEOTAPE -- SMOKE AWAY

ON SCREEN: The following is a paid presentation for the Smoke Away™ System, brought to you by the Council on Natural Health.

MALE ANNOUNCER: The following is a paid presentation for the Smoke Away System, brought to you by the Council on Natural Health.

ON SCREEN: (Scrolling on screen)

If you have
ever tried
to quit smoking
and failed,
stay tuned!
The program
you are about
to see could
change your life!

MALE ANNOUNCER: If you've ever tried to quit smoking and failed, stay tuned. The program you are about to see could change your life.

ON SCREEN: (Flashing on screen)

ATTENTION! SMOKERS!

MALE ANNOUNCER: Attention all smokers --

For The Record, Inc.
Waldorf, Maryland
(301) 870-8025
ON SCREEN: Sick of ruining your health?

MALE ANNOUNCER: -- are you sick of ruining your health?

ON SCREEN: Tired of throwing your money away?

MALE ANNOUNCER: Are you tired of throwing your money away?

ON SCREEN: Sick and tired of being sick and tired?

MALE ANNOUNCER: Are you sick and tired of being sick and tired?

ON SCREEN: Don't go away!

MALE ANNOUNCER: Then don't go away because in the next few minutes --

ON SCREEN: Kick the Habit in only 7 days!

MALE ANNOUNCER: -- you'll learn how you can kick the habit in only seven days --

ON SCREEN: Patches Prescriptions Gums

MALE ANNOUNCER: -- without expensive patches, prescriptions or gums --

ON SCREEN: GUARANTEED!

MALE ANNOUNCER: -- guaranteed, or we pay you $100.

ON SCREEN: Smoke Away Natural Doctor

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

MALE ANNOUNCER: Introducing Smoke Away, the natural, doctor-recommended stop smoking system that lets --

ON SCREEN: Quit Smoking!
Quickly, Easily and Naturally!

MALE ANNOUNCER: -- you quit smoking quickly, easily and naturally --

ON SCREEN: Virtually...
No Insomnia No Tension No Weight Gain
Based on consumer feedback!

MALE ANNOUNCER: -- and with virtually no withdrawal symptoms, like insomnia, tension or weight gain, no matter how long you've smoked or how many times you've tried to quit before.

ON SCREEN: Michelle
Smoked for 16 Years
Quit in 2 Days!
Individual results may vary.

MICHELLE: I quit smoking on two days with Smoke Away.

ON SCREEN: Brian
Smoked for 20 Years
Quit in 1 Day!
Individual results may vary.
BRIAN: I quit smoking the very first day.

ON SCREEN: Barb
Smoked for 2 Years
Quit in 3 Days!
Individual results may vary.

BARB: Using Smoke Away, it took me three days to quit smoking.

ON SCREEN: Ian
Smoked for 35 Years
Quit in 3 Days!
Individual results may vary.

IAN: I quit smoking in three days.

ON SCREEN: Betty
Smoked for 40 Years
Quit in 3 Days!
Individual results may vary.

BETTY: I smoked for 40 years and I quit in three days with Smoke Away, and if I can do it after trying every other method there is, I know Smoke Away will work for anyone.

ON SCREEN: Certificate of Guarantee
"You quit or we pay you $100.00"

Guarantee!

MALE ANNOUNCER: And most importantly, you'll learn all about Smoke Away's incredible you quit or we
pay you $100 guaranteed. So, stay with us.

ON SCREEN: Carrie Oliver    Michael Moore

CARRIE OLVER: Hi, I'm Carrie Olver.

MIKE MOORE: Hi, I'm Mike Moore. If you're a smoker, I'm betting you've tried to quit more than a few times. You may have tried nicotine patches or nicotine gums that end up putting more nicotine into your body, or you may have tried expensive prescription drugs. You may even have tried to quit cold turkey.

CARRIE OLVER: Sure.

ON SCREEN: Kick the Habit!

Quickly, Easily and Naturally!

CARRIE OLVER: But finally, they have developed a product that lets you kick the habit quickly, easily and naturally and in only seven days.

ON SCREEN: Virtually. . .

No insomnia

No tension

No weight gain

Based on consumer feedback

CARRIE OLVER: And according to many who have actually quit using Smoke Away with virtually no withdrawal symptoms, like insomnia, tension or even weight gain.

MIKE MOORE: It's called the Smoke Away System
and here to talk with us about it is Dr. Thomas DeBlasio.

Doctor, welcome.

DR. THOMAS DeBLASIO: Hi, Mike. Hi, Carrie.

CARRIE OLVER: Hi, Doctor. Have a seat.

DR. THOMAS DeBLASIO: Thank you.

MIKE MOORE: Dr. DeBlasio, what makes Smoke Away so important?

ON SCREEN: Dr. Thomas DeBlasio, M.D.

DR. THOMAS DeBLASIO: Well, as a doctor, I can tell you that one of the best things you can do for your health is to never start smoking in the first place. And if you do smoke, to quit right now. And I know from the incredible amount of letters Smoke Away has received from happy customers that it really does help people quit, quickly, easily and naturally. That's why it's so important.

CARRIE OLVER: Doctor, you must see a lot of people who want to quit smoking.

DR. THOMAS DeBLASIO: Absolutely. And most smokers don't want to cut their lives short. They don't want to kill themselves with cancer, emphysema or even heart disease. They really truly want to quit.

CARRIE OLVER: But before the Smoke Away System, quitting was brutally, brutally hard.

MIKE MOORE: How has the Smoke Away System
changed all that?

ON SCREEN: Quit Smoking!

Quickly, Easily and Naturally!

DR. THOMAS DeBLASIO: Well, with the Smoke Away, you can quit smoking quickly, easily and naturally. In fact, you can quit in only seven days.

CARRIE OLIVER: Doctor, what makes the Smoke Away System so effective?

DR. THOMAS DeBLASIO: Well, you see, nicotine addiction works on three levels. There's the physical level, which is the actual physical addiction, but there's also a psychological level and an emotional level to the addiction, and Smoke Away works on all three.

ON SCREEN: Animation of human body with toxins floating around

1. Helps your body cleanse itself!

DR. THOMAS DeBLASIO: First, it works on the physical level by helping your body detoxify itself. In other words, you quickly metabolize away the nicotine and other poisons associated with smoking and get them out of your system.

ON SCREEN: Animation of human head

2. Helps eliminate cravings!

DR. THOMAS DeBLASIO: Second, it works on a psychological level by helping to almost instantly
eliminate the cravings, so you simply don't want to reach
for a cigarette anymore.

ON SCREEN: 3. Helps you stay calm!

DR. THOMAS DeBLASIO: Third, it works on the
emotional level, by helping you to stay calm, relaxed and
satisfied. So, you don't need a smoke to calm your
nerves.

ON SCREEN: 1. Helps your body cleanse itself
of nicotine!

2. Helps eliminate cravings for nicotine!

3. Helps you stay calm!

CARRIE OLVER: So, Smoke Away helps your body
cleanse itself of nicotine, it helps to eliminate your
craving for nicotine and it helps you stay relaxed, calm
and satisfied while you're quitting.

DR. THOMAS DeBLASIO: Exactly. It covers
everything and that's why it is so effective.

ON SCREEN: Bonnie

Smoked for 26 Years

Quit in 2 Days!

Individual results may vary.

BONNIE: I didn't think that I could ever quit
smoking, especially not this easy. With Smoke Away, it
just made it so simple.

ON SCREEN: Maria

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Waldorf, Maryland
(301) 670-8025
Smoked for 8 Years

Quit in 1 Day!
Individual results may vary.

MARIA: I never thought quitting could be so easy until I tried Smoke Away.

ON SCREEN: Barb
Smoked for 2 Years
Quit in 3 Days!
Individual results may vary.

BARB: I didn't experience any side effects with Smoke Away. No tension, no weight gain, no insomnia. It was fantastic.

ON SCREEN: Michelle
Smoked for 16 Years
Quit in 2 Days!
Individual results may vary.

MICHELLE: I feel great. Since I've quit smoking using Smoke Away, I can walk, I can run, I can play with my 16-month-old niece. I wake up in the morning, I can breathe, I'm not congested.

ON SCREEN: Michael
Smoked for 33 Years
Quit in 7 Days!
Individual results may vary.

MICHAEL: The best part about quitting smoking
with Smoke Away is that it's easy.

CARRIE OLVER: Hi, we're here talking with Dr. Thomas DeBlasio about Smoke Away, the natural stop
smoking system that lets you quit smoking quickly, easily
and naturally in only seven days.

Now, Doctor, what's the difference between
Smoke Away and some of these other stop smoking products?

ON SCREEN: Dr. Thomas DeBlasio, M.D.

DR. THOMAS DeBLASIO: Smoke Away has virtually
nothing in common with those products. This product, for
instance, is only available with a prescription from your
doctor and its primary use is to treat moderate to severe
depression.

CARRIE OLVER: Wow. Well, what about the
nicotine patches and the nicotine gum?

ON SCREEN: Patches and gums put nicotine into
your bloodstream. . .

DR. THOMAS DeBLASIO: Basically, what both of
these products do is release regular ongoing doses of
nicotine into your bloodstream.

ON SCREEN: Nicotine increases risk of stroke
or high blood pressure!

DR. THOMAS DeBLASIO: And when you have
nicotine in your blood, no matter how it gets there,
you have an increased risk of stroke or high blood

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pressure --

ON SCREEN: WARNING!

If you smoke while using a nicotine patch or nicotine gum, you could be at risk of a serious nicotine overdose.

DR. THOMAS DeBLASIO: -- and if you smoke when you're using a nicotine patch or nicotine gum, you could be at risk of a serious nicotine overdose.

CARRIE OLVER: Really?

DR. THOMAS DeBLASIO: Absolutely. It says so right here in the warning you get with each package. From a medical standpoint, that's one of the big benefits of Smoke Away.

ON SCREEN: Patches and gums put nicotine into your body. ...

... Smoke Away™ doesn't!

DR. THOMAS DeBLASIO: These patches and gums put nicotine into your body. Smoke Away doesn't.

ON SCREEN: Smoke Away™ targets Physical, Psychological and Emotional levels of Addiction!

DR. THOMAS DeBLASIO: And remember, Smoke Away addresses all levels of the addiction, the physical, psychological and the emotional.

CARRIE OLVER: And these products are expensive.
MIKE MOORE: That's right. If you follow the indicated course of treatment --

ON SCREEN: $$$

MIKE MOORE: -- you'll spend hundreds of dollars on these nicotine patches and gums or expensive prescription drug products.

ON SCREEN: Kick the habit for a fraction of the cost!

MIKE MOORE: Yet, with Smoke Away, you can finally kick the habit for a fraction of what these products cost.

CARRIE OLVER: That's amazing.

ON SCREEN: Helps eliminate withdrawal symptoms!

Based on consumer feedback

DR. THOMAS DeBLASIO: And the Smoke Away System helps to eliminate the withdrawal symptoms usually associated with quitting, like tension, weight gain, insomnia.

CARRIE OLVER: This really is one of the most important health products developed in this country.

MIKE MOORE: But that's not the best part.

CARRIE OLVER: What do you mean?

ON SCREEN: Certificate of Guarantee

"You quit or we pay you $100.00"

For The Record, Inc.
Waldorf, Maryland
(301)870-8025
Guaranteed!
MIKE MOORE: You forgot the you quit or we pay you $100 guaranteed.
ON SCREEN: $100.00 in cold hard cash!
MIKE MOORE: None of these other products promises to pay you $100 in cold, hard cash if you don't quit in seven days. But that's exactly what Smoke Away does.
ON SCREEN: Paid programming for the Council on Natural Health
CARRIE OLVER: Okay. Get ready for your chance to order and don't go away. When we come back, we are going to meet Dr. Sherry Bresnahan and she is going to tell us about the patients she has helped quit smoking using the Smoke Away System, some who've smoked for over 30 years. Don't go away.
ON SCREEN: ATTENTION SMOKERS
MALE ANNOUNCER: Attention all smokers --
ON SCREEN: Kick the Habit!
In only 7 days!
MALE ANNOUNCER: -- now you can kick the habit in only seven days --
ON SCREEN: Quickly
Easily
Naturally!
MALE ANNOUNCER: -- quickly, easily and naturally --

ON SCREEN: GUARANTEED!

Or we pay you $100.00!

MALE ANNOUNCER: -- guaranteed or we'll pay you $100 in cold, hard cash. That's right.

ON SCREEN: Kick the Habit

In only 7 days!

MALE ANNOUNCER: Now, you can kick the habit in only seven days --

ON SCREEN: Without prescriptions!

MALE ANNOUNCER: -- without pricey prescriptions --

ON SCREEN: Without patches!

MALE ANNOUNCER: -- patches or --

ON SCREEN: Without gums!

MALE ANNOUNCER: -- gums, and with --

ON SCREEN: Virtually...

No Tension No Insomnia No Weight Gain

Based on consumer feedback

MALE ANNOUNCER: -- virtually no withdrawal symptoms, like tension, insomnia or weight gain.

No matter how long you've smoked or how many times you've tried to quit before, it's true. From California to New York, from Minnesota to Miami,

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Waldorf, Maryland
(301) 870-8025
Americans everywhere are --

ON SCREEN: Kick the Habit in
7 days or less!

MALE ANNOUNCER: -- kicking the habit in seven
days or less and you can, too.

ON SCREEN: Betty
Smoked for 40 Years
Quit in 3 Days!
Individual results may vary.

BETTY: I smoked for 40 years and I quit in
three days with Smoke Away.

ON SCREEN: Mike
Smoked for 33 Years
Quit in 7 Days!
Individual results may vary.

MIKE: Using Smoke Away, I was able to quit
within seven days.

ON SCREEN: Yvonne
Smoked for 20 Years
Quit in 3 Days!
Individual results may vary.

YVONNE: I was on the patch for five months
with absolutely no results. I did Smoke Away for three
days and I've been smoke-free ever since.

ON SCREEN: Natural

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Waldorf, Maryland
(301) 870-8025
Doctor
Recommended!

MALE ANNOUNCER: Smoke Away is the natural, doctor-recommended stop smoking system.

ON SCREEN: Dr. Sherry Bresnahan, D.C.

Safe!
Highly Effective!

Individual results may vary.

DR. SHERRY BRESNAHAN: I love the Smoke Away program. It's safe, it's highly effective. I've had tremendous success with my patients using the Smoke Away program. In fact, I had a patient who had smoked for 25 years and quit in two days using the Smoke Away program. I love it. I highly endorse the Smoke Away program.

MALE ANNOUNCER: Here's how the powerful Smoke Away System works.

ON SCREEN: Animation of human body with toxins floating around

1. Helps your body cleanse itself!

MALE ANNOUNCER: One, Smoke Away helps your body cleanse itself of nicotine and other poisons associated with smoking.

ON SCREEN: Animation of human head

2. Helps eliminate cravings!

MALE ANNOUNCER: Two, Smoke Away helps to

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almost instantly eliminate cravings so you don't want to reach for a cigarette.

ON SCREEN: 3. Helps you stay calm!

MALE ANNOUNCER: And three, Smoke Away helps you stay calm, relaxed and satisfied while you quit.

ON SCREEN: Everything You Need to Quit Smoking!

Quickly

Easily

Naturally!

1-800-993-3405

www.smokeawayonline.com

MALE ANNOUNCER: Your Smoke Away System comes complete with everything you need to quit smoking quickly, easily and naturally.

ON SCREEN: 7 Day supply of Formula 1!

1-800-993-3405

www.smokeawayonline.com

MALE ANNOUNCER: When you order, you'll receive a seven-day supply of Formula 1. This amazing supplement is designed specifically for use as a component of the Smoke Away System to help your body detoxify itself as fast as possible.

ON SCREEN: Natural Homeopathic Medicine

1-800-993-3405

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(301) 870-8025
www.smokeawayonline.com

MALE ANNOUNCER: Plus, you'll receive a supply of Natural Homeopathic Medicine, the medical supplement specifically formulated to --

ON SCREEN: Almost instantly eliminates your cravings for nicotine!

1-800-993-3405

www.smokeawayonline.com

MALE ANNOUNCER: -- almost instantly eliminate your craving for nicotine.

ON SCREEN: 30 Day supply of Stress Manager

1-800-993-3405

www.smokeawayonline.com

MALE ANNOUNCER: Plus, a 30-day supply of a special Smoke Away supplement, Stress Manager.

Your Smoke Away System also comes with the Stop Smoking Information Handbook, including detailed instructions on how to use the system.

ON SCREEN: Effective Motivational Support Audio CD

1-800-993-3405

www.smokeawayonline.com

MALE ANNOUNCER: Plus, a special audio CD which provides effective motivational support as you quit smoking, and to ensure your first month as a non-smoker

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(301) 870-8025
is the best possible --

ON SCREEN: 30 Day supply of Formula 2!
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: -- you will also receive a 30-day maintenance supply of health supporting nutrients called Smoke Away Formula 2. This special supplement is specially formulated to work with the Smoke Away System to help ensure your body will continue the detoxification process.

ON SCREEN: FREE! 30 Day supply
Helps support healthy lung function!
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: But that's not all. We'll also give everyone who calls during this special television presentation a free 30-day supply of NuLung. This is a special proprietary formula designed to help the immune system support healthy lung function.

ON SCREEN: $24.95 Value!
FREE! 30 Day supply
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: That's a value of $24.95. But it's available absolutely free to everyone who calls
during this special television presentation.

ON SCREEN:  FREE! 30 Day supply of Appetite Control

FREE! $29.95 Value
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER:  Plus, you'll receive a 30-day supply of Appetite Control, another Smoke Away special supplement, a value of $29.95, also absolutely free.

ON SCREEN:  $54.99 Value!
Yours Absolutely FREE!
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER:  Together, these two products are worth over $50, but they're yours absolutely free if you call during this special television presentation.

ON SCREEN:  Certificate of Guarantee
"You quit or we pay you $100.00"
Guarantee!
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER:  And don't forget, for a limited time, you can take advantage of our famous you quit or we pay you $100 guarantee.  That's right.

ON SCREEN:  Stop smoking in just 7 days!

For The Record, Inc.
Waldorf, Maryland
(301)870-8025
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: Use the system as directed and
if you don't stop smoking in seven days --

ON SCREEN: GUARANTEED!
Or we pay you $100.00
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: -- just send what's left back
and we'll send you a check for $100.

ON SCREEN: Start Smoke Away™ today. . .
Kick the habit in 1 week!
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: Just imagine, if you started
Smoke Away today, you could kick the habit in one week.
What are you waiting for?

ON SCREEN: Call Right Now!
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: Call right now.
ON SCREEN: Forget about prescriptions!
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: Forget about expensive
prescriptions --

ON SCREEN: Forget about patches and gums!
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: -- forget about patches and
gums that just put more nicotine in your body and often
don't work.

ON SCREEN: Kick the Habit!
Quickly, Easily and Naturally!
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: For less than the cost of all
of them, you can kick the habit in just seven days,
quickly, easily and naturally --

ON SCREEN: Virtually... 
No Tension No Insomnia No Weight Gain
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: -- and with virtually no
withdrawal symptoms like tension, insomnia or weight
gain --

ON SCREEN: Stop Smoking in 7 Days!
GUARANTEED!
1-800-993-3405
MALE ANNOUNCER: -- no matter how long you

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Waldorf, Maryland
(301)670-8025
smoke or how often you've tried to quit before, guaranteed --

ON SCREEN: GUARANTEED!

Or we pay you $100.00
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: -- or we'll pay you $100 in cold, hard cash.

ON SCREEN: SPECIAL LIMITED TIME OFFER!

CALL RIGHT NOW!
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: This is a special limited time offer, so don't delay. Call right now.

CARRIE OLVER: Welcome back. We're talking to Dr. Thomas DeBlasio about Smoke Away, the stop smoking system that lets you kick the habit in just seven days, quickly, easily and naturally --

ON SCREEN: Carrie Olver

Based on consumer feedback

CARRIE OLVER: -- without expensive patches, prescriptions or gums, and with virtually no withdrawal symptoms, like insomnia, tension or weight gain.

ON SCREEN: Certificate of Guarantee

"You quit or we pay you $100.00"
Guarantee!

MIKE MOORE: And don't forget Smoke Away's your quit or we pay you $100 guarantee.

CARRIE OLVER: And now we would like to introduce you to a very special guest, Dr. Sherry Bresnahan.

DR. THOMAS DeBLASIO: Hi, Dr. Sherry.

DR. SHERRY BRESNAHAN: Hi, Dr. DeBlasio.

CARRIE OLVER: Great to see you. Hi.

MIKE MOORE: Hi, Dr. Sherry.

DR. SHERRY BRESNAHAN: Hi, Mike.

CARRIE OLVER: Have a seat.

DR. SHERRY BRESNAHAN: Thank you.

CARRIE OLVER: Now, Dr. Sherry, how long have you been recommending Smoke Away to your patients?

ON SCREEN: Dr. Sherry Bresnahan, D.C.

DR. SHERRY BRESNAHAN: I've been recommending Smoke Away to my patients ever since I've been in private practice.

CARRIE OLVER: Now, how do your patients feel when they come in and they've tried to quit smoking and they can't do it?

DR. SHERRY BRESNAHAN: Oh, they feel so dejected. They're unhappy, they feel like failures.

MIKE MOORE: And what have the results been
like?

DR. SHERRY BRESNAHAN: Ooh, that's the flip side of the coin. They're very happy. They're -- they feel like they succeed. I do follow-up telephone calls with my patients and, for example, there was this one 26-year-old who had been smoking since he was 9 years old. He was ecstatic.

ON SCREEN: Individual results may vary.

DR. SHERRY BRESNAHAN: By day three, he had no cravings, he had no insomnia, he wasn't getting the munchies. He was thrilled.

CARRIE OLVER: What have some of your other patients said?

DR. SHERRY BRESNAHAN: There was an older woman. She had been smoking since she was in her thirties. She was now 65. And by day seven, she had kicked the habit. She was done.

CARRIE OLVER: Amazing.

DR. SHERRY BRESNAHAN: She was ecstatic, very happy.

CARRIE OLVER: Um-hum.

ON SCREEN: Dr. Thomas DeBlasio, M.D.

DR. THOMAS DeBLASIO: Dr. Sherry, are there patients who have been smoking for a long time?

DR. SHERRY BRESNAHAN: The patients that I've
seen have been smoking anywhere from 10 to 30 years on average.

CARRIE OLVER: And what do your patients tell you about quitting using this system, using the Smoke Away System?

DR. SHERRY BRESNAHAN: The thing that I hear most often from the patients is that if they would have known it was this easy, they would have gotten it sooner. They're thrilled.

MIKE MOORE: I want to know, did they experience a lot of withdrawal symptoms?

ON SCREEN: Dr. Sherry Bresnahan, D.C.

DR. SHERRY BRESNAHAN: None of my patients have experienced any symptoms, no withdrawal symptoms, no tension, no weight gain, no insomnia. It's wonderful.

CARRIE OLVER: Well, tell me, what do you think about the other stop smoking kind of products that are on the market?

DR. SHERRY BRESNAHAN: I ask my patients if they've tried anything else and all of them have tried something. Mostly they've tried the patches or the gums and they've not had good results with them.

MIKE MOORE: Why do you think Smoke Away is so effective?

ON SCREEN: Dr. Sherry Bresnahan, D.C.
DR. SHERRY BRESNAHAN: For the very fact, I believe that it takes the poisons out of the system. It does not introduce anything artificial back into the system. There's no nicotine, no toxins, no poisons going back in. It cleanses.

DR. THOMAS DeBLASIO: And, Doctor, what would you say to others who are looking for a way to quit smoking?

DR. SHERRY BRESNAHAN: Ooh, try Smoke Away.

(Laughter.)

MIKE MOORE: It works?

DR. SHERRY BRESNAHAN: It works beautifully.

CARRIE OLVER: Thank you so much.

DR. SHERRY BRESNAHAN: You're welcome.

ON SCREEN: Ian

Smoked for 35 Years

Quit in 3 Days!

Individual results may vary.

IAN: Before using the Smoke Away System, I tried patches, I tried gums, I tried hypnosis. I spent thousands of dollars on those things and they just didn't work. And the reason being is they were adding nicotine to my system and I was trying to get rid of the nicotine. I'm a nicotine addict. I don't need nicotine.

ON SCREEN: Joan
Smoked for 33 Years
Quit in 2 Days!
Individual results may vary.
JOAN: Why I chose Smoke Away over patches or gum because Smoke Away has no nicotine and I didn't want to put any more nicotine into my body.

ON SCREEN: Maria
Smoked for 8 Years
Quit in 1 Day!
Individual results may vary.
MARIA: The best thing about quitting smoking with Smoke Away is I can run, I can exercise and I feel healthier than ever.

ON SCREEN: Michael
Smoked for 33 Years
Quit in 7 Days!
Individual results may vary.
MICHAEL: I feel wonderful. I feel great. I no longer have the smell of smoke on my clothing or my breath. I am no longer harming myself or my family or my friends.

ON SCREEN: Emma
Smoked for 47 Years
Quit in 7 Days!
Individual results may vary.
EMMA: Without Smoke Away, I know I couldn't quit smoking.

ON SCREEN: Paid programming for the Council on Natural Health

CARRIE OLVER: If you're a smoker, you already know that smoking is one of the leading causes of death among women and men in America. I know you want to quit. I know you've tried to quit. But, please, don't give up.

ON SCREEN: Quit Smoking!
Quickly, Easily and Naturally!

CARRIE OLVER: With Smoke Away, you can quit smoking quickly, easily and naturally. It has worked for thousands of people just like you and it can work for you, too.

MIKE MOORE: So, give yourself and your loved ones the greatest gift in the world, the gift of health and happiness.

ON SCREEN: Call Right Now!

MIKE MOORE: Call and order the Smoke Away System right now.

ON SCREEN: ATTENTION SMOKERS

MALE ANNOUNCER: Attention all smokers --
ON SCREEN: Kick the Habit!
In only 7 days!

MALE ANNOUNCER: -- now you can kick the habit

For The Record, Inc.
Waldorf, Maryland
(301)870-8025
in only seven days --

ON SCREEN: Quickly

Easily

Naturally!

MALE ANNOUNCER: -- quickly, easily and naturally --

ON SCREEN: GUARANTEED!

Or we pay you $100.00!

MALE ANNOUNCER: -- guaranteed or we'll pay you $100 in cold, hard cash. That's right.

ON SCREEN: Kick the Habit!

In only 7 days!

MALE ANNOUNCER: Now, you can kick the habit in only seven days --

ON SCREEN: Without prescriptions!

MALE ANNOUNCER: -- without pricey prescriptions --

ON SCREEN: Without patches!

MALE ANNOUNCER: -- patches or --

ON SCREEN: Without gums!

MALE ANNOUNCER: -- gums, and with --

ON SCREEN: Virtually...

No Tension No Insomnia No Weight Gain

Based on consumer feedback

MALE ANNOUNCER: -- virtually no withdrawal

For The Record, Inc.
Waldorf, Maryland
(301) 870-8025
symptoms, like tension, insomnia or weight gain.

No matter how long you've smoked or how many

times you've tried to quit before, it's true. From

California to New York, from Minnesota to Miami,

Americans everywhere are --

ON SCREEN: Kick the Habit in

7 days or less!

MALE ANNOUNCER: -- kicking the habit in seven
days or less and you can, too.

ON SCREEN: Betty

Smoked for 40 Years

Quit in 3 Days!

Individual results may vary.

BETTY: I smoked for 40 years and I quit in

three days with Smoke Away.

ON SCREEN: Mike

Smoked for 33 Years

Quit in 7 Days!

Individual results may vary.

MIKE: Using Smoke Away, I was able to quit

within seven days.

ON SCREEN: Yvonne

Smoked for 20 Years

Quit in 3 Days!

Individual results may vary.
YVONNE: I was on the patch for five months with absolutely no results. I did Smoke Away for three days and I've been smoke-free ever since.

ON SCREEN: Natural Doctor Recommended!

MALE ANNOUNCER: Smoke Away is the natural, doctor-recommended stop smoking system.

ON SCREEN: Dr. Sherry Bresnahan, D.C.

Safe!

Highly Effective!

Individual results may vary.

DR. SHERRY BRESNAHAN: I love the Smoke Away program. It's safe, it's highly effective. I've had tremendous success with my patients using the Smoke Away program. In fact, I had a patient who had smoked for 25 years and quit in two days using the Smoke Away program. I love it. I highly endorse the Smoke Away program.

MALE ANNOUNCER: Here's how the powerful Smoke Away System works.

ON SCREEN: Animation of human body with toxins floating around

1. Helps your body cleanse itself!

MALE ANNOUNCER: One, Smoke Away helps your body cleanse itself of nicotine and other poisons
associated with smoking.

ON SCREEN: Animation of human head

2. Helps eliminate cravings!

MALE ANNOUNCER: Two, Smoke Away helps to
almost instantly eliminate cravings so you don't want to
reach for a cigarette.

ON SCREEN: 3. Helps you stay calm!

MALE ANNOUNCER: And three, Smoke Away helps
you stay calm, relaxed and satisfied while you quit.

ON SCREEN: Everything You Need to Quit

Smoking!

Quickly

Easily

Naturally!

1-800-993-3405

www.smokeawayonline.com

MALE ANNOUNCER: Your Smoke Away System comes
complete with everything you need to quit smoking
quickly, easily and naturally.

ON SCREEN: 7 Day supply of Formula 1

1-800-993-3405

www.smokeawayonline.com

MALE ANNOUNCER: When you order, you'll receive
a seven-day supply of Formula 1. This amazing supplement
is designed specifically for use as a component of the

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Smoke Away System to help your body detoxify itself as fast as possible.

ON SCREEN: Natural Homeopathic Medicine

1-800-993-3405

www.smokeawayonline.com

MALE ANNOUNCER: Plus, you'll receive a supply of Natural Homeopathic Medicine, the medical supplement specifically formulated to --

ON SCREEN: Almost instantly eliminates your cravings for nicotine!

1-800-993-3405

www.smokeawayonline.com

MALE ANNOUNCER: -- almost instantly eliminate your craving for nicotine.

ON SCREEN: 30 Day supply of Stress Manager

1-800-993-3405

www.smokeawayonline.com

MALE ANNOUNCER: Plus, a 30-day supply of a special Smoke Away supplement, Stress Manager.

Your Smoke Away System also comes with the Stop Smoking Information Handbook, including detailed instructions on how to use the system.

ON SCREEN: Effective Motivational Support Audio CD

1-800-993-3405

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www.smokeawayonline.com

MALE ANNOUNCER: Plus, a special audio CD which provides effective motivational support as you quit smoking, and to ensure your first month as a non-smoker is the best possible --

ON SCREEN: 30 Day supply of Formula 2
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: -- you will also receive a 30-day maintenance supply of health supporting nutrients called Smoke Away Formula 2. This special supplement is specially formulated to work with the Smoke Away System to help ensure your body will continue the detoxification process.

ON SCREEN: FREE! 30 Day supply
Helps support healthy lung function!
1-800-993-3405
www.smokeawayonline.com

MALE ANNOUNCER: But that's not all. We'll also give everyone who calls during this special television presentation a free 30-day supply of NuLung. This is a special proprietary formula designed to help the immune system support healthy lung function.

ON SCREEN: $24.95 Value!
FREE! 30 Day supply

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(301)870-8025
1-800-993-3405

www.smokeawayonline.com

MALE ANNOUNCER: That's a value of $24.95. But it's available absolutely free to everyone who calls during this special television presentation.

ON SCREEN: FREE! 30 Day supply of Appetite Control

FREE! $29.95 Value

1-800-993-3405

www.smokeawayonline.com

MALE ANNOUNCER: Plus, you'll receive a 30-day supply of Appetite Control, another Smoke Away special supplement, a value of $29.95, also absolutely free.

ON SCREEN: $54.99 Value!

Yours Absolutely FREE!

1-800-993-3405

www.smokeawayonline.com

MALE ANNOUNCER: Together, these two products are worth over $50, but they're yours absolutely free if you call during this special television presentation.

ON SCREEN: Certificate of Guarantee

"You quit or we pay you $100.00"

Guarantee!

1-800-993-3405

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