Exhibit B
FEDERAL TRADE COMMISSION

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FEDERAL TRADE COMMISSION

In the Matter of: )
Emerson Direct, Inc. ) Matter No. 0323139
 )
----------------------------------)
Dates Unknown

The following transcript was produced from a live tape provided to For The Record, Inc. on July 11, 2003.
120 SECOND COMMERCIAL

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ON SCREEN: (Flashing on screen)

Attention Smokers!

MALE ANNOUNCER: Attention all smokers.

ON SCREEN: KICK THE HABIT!

In just 7 Days

MALE ANNOUNCER: Now you can kick the habit in just seven days. That's right.

ON SCREEN: Quit Smoking in Just 7 Days!

100% Guaranteed!

MALE ANNOUNCER: You can quit smoking in only seven days guaranteed.

ON SCREEN: Smoke Away

MALE ANNOUNCER: Introducing the all-natural Smoke Away System --

FC: The Record, Inc.
Weicho, Maryland
(301)870-8025
ON SCREEN: Herbal "Stop Smoking"

Program that works!

MALE ANNOUNCER: -- the herbal stop smoking program that works to completely stamp out your nicotine cravings in just one week.

ON SCREEN: easy

safe

100%

effective

Money Back Guarantee!

MALE ANNOUNCER: Smoke Away is easy, safe and 100 percent effective or your money back.

ON SCREEN: Patches

Prescriptions

Gums

MALE ANNOUNCER: Fed up with expensive patches, prescriptions and gums that often don't work?

ON SCREEN: Smoke Away

Quit Smoking in Just 7 Days!

100% Guaranteed!

MALE ANNOUNCER: For less than the price of all of them, you can stop smoking in seven days guaranteed.

ON SCREEN: Over 100,000

have used the Smoke Away System!
MALE ANNOUNCER: Over 100,000 people have used the Smoke Away System.

ON SCREEN: Smoke Away

Dave
20 Yr. Smoker
Quit in Days!

DAVE: I like the fact that Smoke Away is all-natural and it really works.

ON SCREEN: Smoke Away

Yvonne
20 Yr. Smoker
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: Smoke Away

Kevin
20 Yr. Smoker
Quit in 7 Days!
Individual results may vary.

KEVIN: Smoke Away has added years to my life. I know now I can enjoy my kids growing up and their kids growing up.

ON SCREEN: Smoke Away
Catherine & Harvesta

CATHERINE: Thanks to Smoke Away, we've been smoke-free for two years and saved $2,000.

CATHERINE AND HARVESTA: Thank you, Smoke Away.

ON SCREEN: Contains all-natural herbal ingredients

MALE ANNOUNCER: The secret is the unique combination of all-natural herbal ingredients --

ON SCREEN: Smoke Away

eliminate craving for nicotine

MALE ANNOUNCER: -- that work to completely and naturally eliminate your body's craving for nicotine --

ON SCREEN: no side effects

No Insomnia

No Tension

No Weight Gain

Individual results may vary

MALE ANNOUNCER: -- with no side effects, like insomnia, tension, or weight gain.

ON SCREEN: NO withdrawal symptoms

MALE ANNOUNCER: So, now you can quit quickly and effortlessly without the agony of withdrawal.

ON SCREEN: Smoke Away

Dr. Sherry Bresnahan, DC

DR. SHERRY BRESNAHAN: It's safe, it's highly

Fc: The Record, Inc.
Weiser, Maryland
(301) 670-8025
effective. I've had tremendous success with my patients using the Smoke Away Program.

ON SCREEN: Doctor Recommended!
1-800-395-5013

DR. SHERRY BRESNAHAN: In fact, I had a patient who had smoked for 25 years and quit in two days using the Smoke Away Program.

ON SCREEN: All-Natural Program
Quit Smoking in just 7 Days!
100% Guaranteed!
1-800-395-5013

MALE ANNOUNCER: Smoke Away is the only all-natural program that's guaranteed to help you quit smoking in only seven days. No matter how long you've smoked, no matter how many times you've tried to quit before. It's true.

ON SCREEN: Quit Smoking in just 7 Days!
1-800-395-5013

MALE ANNOUNCER: If you started the Smoke Away
Program today --

ON SCREEN: Smoke Away

KICK THE HABIT!

1-800-395-5013

MALE ANNOUNCER: -- in seven days, you could

kick the habit --

ON SCREEN: Quit Smoking

in Just 7 Days!

100% Guaranteed!

(less S&H)

1-800-395-5013

MALE ANNOUNCER: -- 100 percent guaranteed or

your money back.

ON SCREEN: Smoke Away

Order NOW!

Also works for:

tobacco chewing

cigars

snuff

1-800-395-5013

MALE ANNOUNCER: Don't be a slave to smoking

anymore. Pick up the phone and order your Smoke Away

System now.

ON SCREEN: Smoke Away

100% Money Back

For: The Record, Inc.

Waldorf, Maryland

(301) 870-8025
Guarantee (less S&H)
We Accept Check-By-Phone
1-800-395-5013
Send check or money order to:
Council on Natural Health
P.O. Box 367087
Bonita Springs, FL 34136-7087
Rush Shipping Available

MALE ANNOUNCER: To order Smoke Away, call 1-800-395-5013. That's 1-800-395-5013. So, call 1-800-395-5013 and order today.
(The first commercial was concluded.)

60 SECOND COMMERCIAL

ON SCREEN: (Flashing on screen.)
Attention Smokers!

MALE ANNOUNCER: Attention all smokers.
ON SCREEN: KICK THE HABIT!
Quit Smoking
in 7 Days!

MALE ANNOUNCER: Now you can kick the habit in just seven days.

ON SCREEN: Quit Smoking
in 7 Days!
100%

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

MALE ANNOUNCER: That's right. You can quit smoking easily in only seven days guaranteed.

ON SCREEN: Smoke Away
All Natural
1-800-764-1356

MALE ANNOUNCER: Introducing the all-natural Smoke Away System --

ON SCREEN: Herbal "Stop Smoking" Program that works!
Makes a great gift!
All Natural
1-800-764-1356

MALE ANNOUNCER: -- the herbal stop smoking program that works to help completely --

ON SCREEN: Stop Smoking in 7 Days!
GUARANTEED! (flashing)
1-800-764-1356

MALE ANNOUNCER: -- stamp out your nicotine cravings in just one week.

ON SCREEN: Patches
Prescriptions
Gums
1-800-764-1356

For The Record, Inc.
Waldorf, Maryland
(301) 870-8025
MALE ANNOUNCER: Fed up with expensive patches, prescriptions and gums that often don't work --

ON SCREEN: Smoke Away
Quit Smoking
in Just 7 Days!
100%
Guaranteed!
Makes a great gift!
1-800-764-1356

MALE ANNOUNCER: -- for less than the price of all of them, you can stop smoking in seven days 100 percent guaranteed or your money back.

ON SCREEN: Smoke Away
Dr. Sherry Bresnahan
Doctor Recommended!
1-800-764-1356

DR. SHERRY BRESNAHAN: It's safe, it's highly effective. I've had tremendous success with my patients using the Smoke Away Program.

ON SCREEN: All Natural Smoke Away
20 Yr. Smoker
Quit in Days!

1-800-764-1356

For The Record, Inc.
Wellcare, Maryland
(301) 870-8025
DAVE: I like the fact that Smoke Away is all-natural and it really works.

ON SCREEN: Individual results may vary.
Guaranteed!
Smoke Away
20 Yr. Smoker
Quit in 3 Days!
Yvonne
1-800-764-1356

YVONNE: I did Smoke Away for three days and I've been smoke-free ever since.

ON SCREEN: Contains all-natural herbal ingredients

1-800-764-1356

MALE ANNOUNCER: The secret is the unique combination of all-natural herbal ingredients --

ON SCREEN: Smoke Away eliminate craving for nicotine
1-800-764-1356

MALE ANNOUNCER: -- that work to completely and naturally eliminate your body's craving for nicotine.

ON SCREEN: $ (crossed out)
Patches

1-800-764-1356

For The Reccr, Inc.
Waldorf, Maryland
(301) 870-6025
MALE ANNOUNCER: Why spend hundreds of dollars on patches and gums that just put more nicotine in your system?

ON SCREEN: Smoke Away

Quit Smoking
in Just 7 Days!

100%
Guaranteed!
1-800-764-1356

MALE ANNOUNCER: For less than the price of any of them, you will stop smoking in seven days --

ON SCREEN: Stop Smoking in 7 Days!

GUARANTEED! (flashing)
1-800-764-1356

MALE ANNOUNCER: -- guaranteed or your money back.

ON SCREEN: NOT available in stores!

Also works for:
tobacco chewing
cigars
snuff
Order NOW!

1-800-764-1356

MALE ANNOUNCER: Pick up the phone and order

For The Record, Inc.
Waldorf, Maryland
(301)570-6025
your Smoke Away System now.

Makes a great gift!

Smoke Away makes a great gift.

(The second commercial was concluded.)

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For The Recrcé, Inc.
Wajdori, Maryland
(301) 670-8025
CERTIFICATION OF TYPIST

MATTER NUMBER: 0323139

CASE TITLE: EMERSON DIRECT, INC.

TAPING DATE: DATES UNKNOWN

TRANSCRIPTION DATE: JULY 25, 2003

REVISED DATE: SEPTEMBER 3, 2003

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

DATED: SEPTEMBER 3, 2003

ELIZABETH M. FARRELL

CERTIFICATION OF PROOFREADER

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

KATHY J. DE MENT

For The Record, Inc.
Waldorf, Maryland
(301) 670-6025