

## IN THE MATTER OF

## CC POLLEN COMPANY, ET AL.

CONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATION OF  
SECS. 5 AND 12 OF THE FEDERAL TRADE COMMISSION ACT

*Docket C-3419. Complaint, March 16, 1993--Decision, March 16, 1993*

This consent order prohibits, among other things, a Phoenix-based firm, and its owners, from making false claims about the effect consumption of their bee pollen products has in regard to allergies, aging, impotence, sexual dysfunction, weight loss and antibiotic treatment, and requires that they have scientific evidence to support any other health-benefit claims they make about any food or other product for human consumption, in the future. In addition, the respondents are prohibited from producing or distributing any advertisement that is represented to be something other than a paid ad, and are required to prominently disclose in all future infomercials they create that the programs are paid ads. Finally, the respondents are required to pay \$200,000 as disgorgement of profits.

*Appearances*

For the Commission: *Brinley H. Williams, Michael Milgrom and Melissa R. Sternlicht.*

For the respondents: *Daniel C. Smith, Arent, Fox, Kintner, Plotkin & Kahn, Washington, D.C.*

## COMPLAINT

The Federal Trade Commission, having reason to believe that CC Pollen Company, a corporation, and Bruce R. Brown, Carol M. Brown, and Royden Brown, individually and as officers and/or directors of said corporation ("respondents") have violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that a proceeding by it in respect thereof would be in the public interest, alleges:

PARAGRAPH 1. Respondent CC Pollen Company is a corporation organized, existing and doing business under and by virtue of the laws of the State of Arizona, with its office or principal place of business located at 3627 East Indian School Road, Suite 209, Phoenix, Arizona.

Respondents Bruce R. Brown, Carol M. Brown, and Royden Brown are officers and/or directors of the corporate respondent named herein. They formulate, direct and control the acts and practices of said corporate respondent, including the acts and practices hereinafter set forth. Their addresses are the same as that of the corporation.

PAR. 2. Respondents have advertised, offered for sale, sold and/or distributed food products, including bee pollen products (various products containing bee pollen, and/or bee propolis, and/or royal jelly) intended for human consumption. Bee pollen products are “foods” or “drugs” within the meaning of Section 12 of the Federal Trade Commission Act, 15 U.S.C. 52.

PAR. 3. The acts and practices of respondents alleged in this Complaint have been in or affecting commerce, as “commerce” is defined in Section 4 of the Federal Trade Commission Act, 15 U.S.C. 44.

PAR. 4. Respondents have disseminated or caused to be disseminated advertisements for bee pollen products. These advertisements have been disseminated by various means in or affecting commerce, including, but not limited to, television signals transmitted across state lines, for the purpose of inducing the purchase of bee pollen products by members of the public. These advertisements include, but are not necessarily limited to, two television productions, “The Search for the Fountain of Youth” (transcript attached hereto as Exhibit A, copy of program attached as Exhibit D) and “TV Insiders” (transcript attached hereto as Exhibit B, copy of program attached as Exhibit C), and the print advertisements attached hereto as Exhibits E and F.

PAR. 5. The aforesaid television productions contain the following statements and depictions:

(A) MR. MURPHY: Ladies and gentlemen, the show you're about to see was first broadcast a few months ago. Since that time, we have received literally thousands of letters, some of which I'd like to share with you. But let us first watch the show that changed the lives of so many people. (Exhibit A, transcript; Exhibit D, video tape of "The Search for the Fountain of Youth.")

(B) Norman Errington Productions Presents "The Search for the Fountain of Youth." (Exhibit A, transcript; Exhibit D, video tape of "The Search for the Fountain of Youth.")

(C) MR. MURPHY: Welcome to our program to explore new ways to improve your life. I'm your host, Paul Murphy. (Exhibit A, transcript; Exhibit D, video tape of "The Search for the Fountain of Youth.")

(D) MR. MURPHY: Across the world's cultures, we found similarities in their style of living that seem to unlock some of the mysteries of longevity. Many of these cultures have groups who have extended their years, and we found that each of these cultures has a common link. And we'll be exploring these similarities. (Exhibit A, transcript; Exhibit D, video tape of "The Search for the Fountain of Youth.")

(E) MR. MURPHY: "The Search for the Fountain of Youth" is not offering any medical miracles, nor are we making any medical claims at all in this report. We're simply going to present the facts as we have found them, so you can explore this phenomenon with us. (Exhibit A, transcript; Exhibit D, video tape of "The Search for the Fountain of Youth.")

(F) MR. MURPHY: We'll be back in a minute with more information on our search for the Fountain of Youth. First, we'll meet Noel Johnson, who is turning back the pages of time. (Exhibit A, transcript; Exhibit D, video tape of "The Search for the Fountain of Youth.")

(G) Title of 30-minute television program: "TV Insiders." (Exhibit B, transcript; Exhibit C, video tape of "TV Insiders.")

(H) MR. INNEO: Hello, I'm Vince Inneo, your inside information investigator. Welcome to this very special edition of "TV Insiders." No matter what walk of life or what the subject, it's no secret that having inside information keeps you steps ahead of the others. That's why we're here. This installment is critically important. Many of you have written possibly the most valuable inside information we have yet uncovered. Here are some of the hundreds of letters asking us or telling us about a 73-year-old Phoenix, Arizona man who many of you have claimed has rediscovered nature's formula for youth. Listen to some of these amazing stories. (Exhibit B, transcript; Exhibit C, video tape of TV Insiders.)

(I) MR. INNEO: Let me restate something. It's your cards and your letters alerting "TV Insiders" to new discoveries, interesting people and inside information. We need inside information. You tell me the stories and what you've heard, we will research it, investigate it, and we will share our findings with everyone. If we use your information, we will send you a "TV Insiders"

investigator's card. This you can count on. So until next mission, this is your inside investigator, Vince Inneo, wishing you good health and God's blessings. (Exhibit B, transcript; Exhibit C, video tape of "TV Insiders.")

(J) Statements and depictions of apparent unpaid, spontaneous, and unscripted interviews between Vince Inneo and Dr. Gary Null, Ms. Carol Brown, and Mr. Royden Brown. (Exhibit B, transcript; Exhibit C, video tape of "TV Insiders.")

(K) Statements and depictions that portray individuals as users of bee pollen products who have submitted unsolicited testimonials to "TV Insiders." (Exhibit B, transcript; Exhibit C, video tape of "TV Insiders.")

(L) All materials, whether real or recreated, represent factual events. (Exhibit B, transcript; Exhibit C, video tape of "TV Insiders.")

PAR. 6. Through the use of the statements contained in the advertisements and promotional materials referred to in paragraph five, including, but not necessarily limited to, the advertisements attached as Exhibits A, B, C and D, respondents have represented, directly or by implication, that "The Search for the Fountain of Youth" and "TV Insiders" are not paid-for advertisements, but rather are independent and objective documentary or news programs.

PAR. 7. In truth and in fact, "The Search for the Fountain of Youth" and "TV Insiders" are paid-for advertisements and not independent and objective documentary or news programs.

Therefore, the representations set forth in paragraph six, above, were and are false and misleading.

PAR. 8. The aforesaid advertisement also contains the following statements:

(A) MR. MURPHY: Across the world's cultures, we found similarities in their style of living that seem to unlock some of the mysteries of longevity. Many of these cultures have groups who have extended their years, and we found that each of these cultures has a common link. And we'll be exploring these similarities. (Exhibit A, transcript; Exhibit D, video tape of "The Search for the Fountain of Youth.")

(B) DR. JENSEN: There's no doubt in my mind that bee pollen is the one thing I have found in all of my travels and in all of my experience that brings on long life and good health. (Exhibit A, transcript; Exhibit D, video tape of "The Search for the Fountain of Youth.")

(C) UNIDENTIFIED SPEAKER: Now, for the first time, the magic of High Desert Bee Pollen is available with this television offer. If you want to feel a

renewed vitality and increased energy, then you may wish to order today. (Exhibit A, transcript; Exhibit D, video tape of "The Search for the Fountain of Youth.")

(D) UNIDENTIFIED SPEAKER: If you order today, we will also include a thirty-day supply of chewable royal jelly tablets for longevity. (Exhibit A, transcript; Exhibit D, video tape of "The Search for the Fountain of Youth.")

(E) MR. MURPHY: Bee pollen is the answer to mankind's quest for the Fountain of Youth. Bee pollen is the activating substance which rejuvenates and slows the aging process. (Exhibit A, transcript; Exhibit D, video tape of "The Search for the Fountain of Youth.")

(F) MR. MURPHY: Leading British medical authority, Dr. G. J. Binding, provides a scientific viewpoint: "Pollen is the finest, most perfect food. A giant germ killer in which bacteria simply cannot exist." (Exhibit A, transcript; Exhibit D, video tape of "The Search for the Fountain of Youth.")

(G) DR. JENSEN: There's no doubt in my mind that the High Desert Bee Pollen is one thing that I have felt will bring more health, more longevity, a greater power in that body, for the rest of your life. (Exhibit A, transcript; Exhibit D, video tape of "The Search for the Fountain of Youth.")

(H) MR. MURPHY: Dr. Jensen speaks as an expert. He has spent a lifetime looking for ways to increase longevity. He's traveled to hundreds of places on earth where longer lives share a common thread with each of these cultures. And that thread is bee pollen. (Exhibit A, transcript; Exhibit D, video tape of "The Search for the Fountain of Youth.")

(I) MR. ROYDEN BROWN: . . . Royal Jelly is the greatest rejuvenating and sex stamina food known to man, and you certainly want to have, be active sexually all the rest of your life. (Exhibit B, transcript; Exhibit C, video tape of "TV Insiders.")

(J) MR. INNEO: For those people who are allergic to pollen, will they be able to use Mountain-High Bee Pollen?

MR. BROWN: Bee pollen according to Leo N. Conroy, M.D. in Denver, Colorado, an allergist, says that bee pollen is the best reliever of allergies that he's ever found. He's had, he had over 60 thousand patients documented and 94 percent of them were completely relieved of the symptoms by ingesting the bee pollen.

MR. INNEO: Never have pollen-related allergies again?

MR. BROWN: Never have pollen allergy symptoms again, rest of their lives. (Exhibit B, transcript; Exhibit C, video tape of "TV Insiders.")

(K) MR. INNEO: I've heard from people that Mountain-High Bee Pollen helps them lose weight. Can you tell me how?

MR. BROWN: Well, Mountain-High Bee Pollen has all the nutrients you need for perfect health. So when you eat the Mountain-High Bee Pollen before each meal, it satisfies your appetite. As a result, you eat a little less food with each meal you eat and you lose weight constantly as long as you're eating the

Mountain-High Bee Pollen. (Exhibit B, transcript; Exhibit C, video tape of “TV Insiders.”)

(L) Propolis is considered the strongest of the natural antibiotics. . . . Propolis is widely recommended by natural health-care practitioners in preference to chemical antibiotics in many conditions where an antibiotic is useful. . . . [Propolis] is being enthusiastically welcomed as the strongest of the natural “preventative” medicines. (Exhibit E, portion of CC Pollen Company printed advertisement.)

(M) Extra High Potency High Desert Honeybee Pollens:

- 6. Weight Control . . .
- 10. Increased Sexual Stamina & Endurance . . .
- 11. Long Lives are attained by bee pollen users . . .

(Exhibit F, topic headings, portion of CC Pollen Company printed advertisement.)

PAR. 9. Through the use of the statements contained in paragraph eight, above, including, but not necessarily limited to, the advertisements attached as Exhibits A, B, C, D, E and F, respondents have represented, directly or by implication, that:

(A) Consumption of any bee pollen product cannot result in an allergic reaction;

(B) Consumption of CC Pollen Company’s bee pollen products will permanently alleviate all of the consumer’s pollen allergy symptoms;

(C) Consumption of bee pollen products slows or prevents or reverses the aging process;

(D) Consumption of bee pollen products can cure, or prevent, or alleviate impotence and/or sexual dysfunction;

(E) Consumption of bee pollen products causes weight loss;

(F) Bee pollen products, such as those advertised by CC Pollen Company, are an effective antibiotic for human use.

PAR. 10. In fact and in truth:

(A) Consumption of a bee pollen product can result in an allergic reaction;

(B) Consumption of CC Pollen Company's bee pollen products will not permanently alleviate all of the consumer's pollen allergy symptoms;

(C) Consumption of bee pollen products does not slow or prevent or reverse the aging process;

(D) Consumption of bee pollen products cannot cure, or prevent, or alleviate impotence and/or sexual dysfunction;

(E) Consumption of bee pollen products does not cause weight loss;

(F) Bee pollen products, such as those advertised by CC Pollen Company, are not an effective antibiotic for human use.

Therefore, the representations set forth in paragraph nine, above, were and are false and misleading.

PAR. 11. Through the use of the statements set forth in paragraph eight and others not specifically set forth herein, respondents have represented, directly or by implication, that at the time they made the representations set forth in paragraph nine, respondents possessed and relied upon a reasonable basis for each such representation.

PAR. 12. In truth and in fact, at the time respondents made the representations set forth in paragraph nine, they did not possess and rely upon a reasonable basis for making each such representation. Therefore, respondents' representation as set forth in paragraph eleven was and is false and misleading.

PAR. 13. The acts and practices of respondents as alleged in this complaint, and the placement in the hands of others of the means and instrumentalities by and through which others may have used said acts and practices, constitute unfair and deceptive acts or practices in or affecting commerce, and the dissemination of false advertisements, in violation of Sections 5(a) and 12 of the Federal Trade Commission Act.

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Complaint

## EXHIBIT A

## AUDIO TEXT

## VIDEO STATEMENTS

Norman Errington Productions Presents The Search for the Fountain of Youth

MURPHY: Ladies and gentlemen, the show you're about to see was first broadcast a few months ago. Since that time, we have received literally thousands of letters, some of which I'd like to share with you. But let us first watch the show that changed the lives of so many people.

MURPHY: Welcome to our program to explore new ways to improve your life. I'm your host, Paul Murphy. For centuries, mankind has searched for that elusive Fountain of Youth. Ponce de Leon spent his entire life searching. Others have traveled and visited ancient cultures, hoping to find clues and answers. For centuries, people have looked for ways to renew that youthful vitality, and for ways to live longer and more productive lives.

What we're about to present to you may change your life. Across the world's cultures, we found similarities in their style of living that seem to unlock some of the mysteries of longevity. Many of these cultures have groups who have extended their years, and we found that each of these cultures has a common link. And we'll be exploring these similarities.

The locations of these cultures range from the mountains of Tibet to the rich heritage of Aztec and Mayan civilizations, in Europe and to the Orient. One thing we've found is that America is behind in reaching for those lessons to provide longer and healthier lives.

The man who has obviously bathed in the Fountain of Youth is this nearly 90-year-old man they call "Superman." Twenty-five years ago he was not able to walk and his son wanted him to go to a nursing home because of poor health. We're going to meet Noel Johnson. Not only did he stay out of the nursing home and prove his doctors wrong, this Superman is the oldest person to ever complete the New York Marathon. He's treated like a king in Thailand; he's appeared on hundreds of television programs, and he's a national treasure for his ability to overcome aging. He improves his condition with every marathon he runs.

We'll meet Bob Kite. He's an athlete who doesn't fit the mold. Due to his heavy business schedule, he's unable to work out on a regular basis, so he relies on an energy source to carry him to victory in some of the toughest endurance races in the world.

In the next few minutes, we'll also meet the father of the health food movement today, Dr. Bernard Jensen. Dr. Jensen has traveled the world searching for the answers to provide information on how all of us can live more vital lives. He's studied cultures across the world, and you'll be surprised at his findings.



And we'll meet a man who has devoted the past 30 years to a mission, to find the Fountain of Youth. His travels led him down many roads. He's developed a company devoted to providing the Fountain of Youth.

#### The Search for the Fountain of Youth

"The Search for the Fountain of Youth" is not offering any medical miracles, nor are we making any medical claims at all in this report. We're simply going to present the facts as we have found them, so you can explore this phenomenon with us. It's not surprising today that people are turning away from medicines to treat the sick and turning to wellness efforts to ensure the well-being of people before they become sick.

This is a story that begins almost a half-century ago in war-torn England. An American from Eaton, Colorado, volunteered to assist the Royal Canadian Air Force in England. His story will have a remarkable effect on the American quest for vitality. Royden Brown was first introduced to the opportunity for improvements in health through nutrition in 1943 at an officers' dining table. He was introduced to a food that changed his life and changed others'.

MURPHY: Royden, are the benefits of bee pollen a recent discovery?

BROWN: Bee pollen was on earth before man. It's as old as antiquity. Bee pollen and the products of the beehive are ... were ... found in the tombs of the pharaohs of Egypt, five and six thousand years ago. The products of the beehive have been revered in all major religions. The Torah, the code of Islam, the scrolls of the middle east, the writings of China, everywhere, the products of the beehive have been held in reverence.

For example, in the St. James version of the Bible, they're mentioned 68 times. And, of more recent vintage, the risen Jesus Christ, when He came back to earth, the first food He ate was bee pollen. God had Him eat bee pollen, symbolically, for the reason that Man was supposed to make bee pollen an integral part of his life.

MURPHY: Why haven't we heard more about the positive aspects of bee pollen?

BROWN: Mainly because the pharmaceutical companies cannot patent bee pollen and make their 40- and 50-times markup of their cost. Bee pollen is a low-profit food.

MURPHY: Let's find out a little more about the magic of bee pollen. In every corner of the earth, we're blessed with flowers. Ever wonder about the purpose of flowers? They provide beauty to the eye and a lift to the spirit. Scientists have found a far greater purpose. Wildflowers provide a source for honeybees who must visit 1,500 individual flowers to collect just one granule of bee pollen. Just one tablet of bee pollen can contain pollen from as many as 100,000 flowers. Bee pollen has been called "Nature's perfect food" because it has

everything the body requires - all the protein, all the minerals, and a great source of energy. It's the essence of life itself.

Bee pollen is brought back to the hive and is collected in special traps. In addition to pollen, another element of the hive is royal jelly. Now, just as the name implies, royal jelly is given to a selected bee and that alone makes an ordinary bee the queen. Not only does the royal jelly create the queen, it also extends her life from an average of 35 days to five or six years.

Depiction of Print Article Containing Royal Family Photos and Headline:  
Secret Love Potion Made Fergie Pregnant

It's been reported in newspapers and magazines for years that the Royal Family has used royal jelly. Although the Royal Family is obviously protective of all information, the British press regularly features the Royal Family's use of royal jelly. The press also has highlighted reports that the Queen Mother attributes royal jelly for her remarkable stamina and that Princess Anne uses it when she competes in equestrian events. It's even been reported that the Queen herself takes extra royal jelly when she has particularly arduous engagements to undertake.

We'll be back in a minute with more information on our search for the Fountain of Youth. First, we'll meet Noel Johnson, who is turning back the pages of time.

JOHNSON: I'm Noel Johnson from San Diego, California. I'll soon be 90 years old. I'm running marathons, I'm boxing - a World Senior Boxing Champion. I'm a bee pollen lover. I use bee pollen every day of my life. Without the bee pollen, you cannot have the energy to continue to live.

"High Desert Bee Pollen" Candy Bars and Pills

VOICE-OVER: Now, for the first time, a special selection of High Desert Bee Pollen products are available through this television offer. You will receive a selection of the delicious bee pollen bars, the President's and First Lady's lunch bars, plus your kit will include a 30-day supply of Pollenergy and one box of bee pollen honey chewable tablets.

Call Toll-Free Number or Send Check or Money Order

If you order today, we will also include a supply of chewable royal jelly tablets. To order your Presidential energy assortment with Visa or Mastercard, call toll-free 1-800-321-5100 or send check or money order for \$39.95 plus \$3.50 for postage and special handling to Tele-Mart, Box B, Elfers, Florida 34680.

## The Search for the Fountain of Youth

MURPHY: Welcome back to "The Search for the Fountain of Youth."

We found one man who actually seems to be growing younger. Now you may not believe the growing success of Noel Johnson, but his unique story has been the focus of national magazine articles, with Dan Rather special profiles on national television, and in national magazines. And he's now treated like a prince in many countries for his ability to battle the ravages of time. David Letterman called him "Superman" and he's now astounding medical doctors as he approaches his ninetieth birthday - Let's meet Noel Johnson. He's a world-class marathon runner - that's a 26-mile run. He's a world-class boxer. He's defeated boxers half his age. His name is synonymous with longevity throughout the world. Simply, he's reversed the aging process. Recently, Reader's Digest summarized the success story of Noel Johnson. At 70, Noel K. Johnson of San Diego had heart trouble, arthritis and gout. He drank too much. He was 50 pounds overweight. He was in such bad shape that his son suggested he enter a nursing home. Today, at nearly 90, he's a trim 138 pounds and claims his afflictions have disappeared. We had a chance to meet the remarkable Noel Johnson.

JOHNSON: My son one day came over and said that, "Dad," he says, "Why don't you go to a retirement home or someplace?" He says, "You can't take care of your place any more." And he was right. I didn't argue with him. So I decided, well, there must be something wrong in this world when a person has to be put away when you're seventy, seventy-five years old. Everybody seems to be that way. All my neighbors and things were that way, so why shouldn't I be that way, and I questioned it. I thought, "Well, why does this have to happen?" Nobody ever found out anything about the Fountain of Youth, and I thought, "Well, I'm gonna do it." There's something that you can do to keep from gettin' sick. Our bodies are supposed to live forever. And so I went into bee pollen, and I thought at that time, "Well, maybe I can continue until I'm 80." So I took bee pollen for about two years, and when I was 80 years old, I was in much better condition than I had ever been since I was 70. I was improvin', and I said, "Well, I'm gonna continue." So I continued to take the bee pollen and doin' my light exercise and things like that, and by the time it got to be 85, I was much better than I was at 80. And now I'm getting near 90, I'm better'n I was at 85. I'm improving right along. I've found . . . I'm finding out new things all the time. Bee pollen is one of the things that has done it.

I was running in the New York Marathon one time, running down Brooklyn, a lady came out and put her arms around me and says, "How'd you like to run home with me?" I said, "Listen. You ... you just stay here and wait and I'll be back." When I run a marathon, I ... the only thing I eat in the morning, I take my bee pollen, and then I have bee tablets with me. About every mile, I take a tablet of bee pollen. It goes into your bloodstream just a few minutes after you swallow it, and I think that bee pollen gives me, every mile, it gives me energy. Yes, bee

pollen would help you. It'll help you. I don't care if you're an athlete or a secretary, whichever you are.

MURPHY: Noel Johnson's book, *A Dud at Seventy ... Stud at 80*, has received world-wide recognition. It's been printed in dozens of languages. Johnson's new book is about to be published: *Be Healthy to 100*. It's sure to be another international hit. Johnson is certainly a unique individual. In just a few minutes, we'll let you know how to order the same High Desert Bee Pollen that Johnson uses daily.

Certainly, a lot of world-class athletes are using this food, bee pollen. It offers energy that can't be achieved any other way, no matter what kind of condition you may be in. It also offers the non-athlete the ability to achieve. A great example is Bob Kite of Phoenix, Arizona. Kite began taking bee pollen seven years ago, and now he's the envy of the running group in Arizona and California. But what makes him unique is that he does not train like the competition. He freely admits to being a junk food fan, but feels bee pollen lets him mix irregular workouts with running competition and still be a winner. We caught up with Bob Kite and asked him how long has he been taking bee pollen.

KITE: I've been takin' it for about seven years now, off and on. I'm not a devout athlete, nor a nutritionist by any means. I eat a lot of garbage food. I've been known to get comfortable at a Burger King every now and then and, in fact, I'm a soft drink junkie, but at the same time I supplement it with the bee pollen and I think that's more or less my ace in the hole as far as mixing athletics with decadence in life. If you eat enough of the right stuff, it makes up for the bad stuff that you typically put into your diet.

A lot of the success of that was the fact that I took quite a bit of bee pollen before the race, and then during the race I'd be eatin' the bee pollen bars, mainly because your body can only last about two, two-and-a-half hours on what it can store, what ... the carbo loading theory. After that, you're ... you're turning cannibal on yourself, and it's just whatever the body can consume. If you can put something else new in there, it won't eat yourself up. I think that the bee pollen really kicked into effect in those third, fourth and fifth hours of running. Whereas everybody else was bonking and trying to survive on bananas and chocolate, I was doing just fine on the pollen. If you can take it long enough, you will be healthier. It ... it just is nothing more than a food. It's a pure food; it's a complete food. So, if your diet is bad, or if you're inconsistent with your diet, this bee pollen is kinda like mortar. You can build a nice wall with rocks, but if you don't have that mortar in there it'll fall apart sooner or later. Bee pollen kinda fills it all in and makes it solid because you can live on it. You can ... bee pollen and water, you can live on it.

MURPHY. In just a minute, we'll be meeting a world-renowned individual who is credited with being the father of today's growing wellness orientation. Dr. Bernard Jensen has traveled the world in search of answers on the Fountain of Youth, and he's found some answers. We'll be right back.

JENSEN. There's no doubt in my mind that bee pollen is the one thing I have found in all of my travels and in all of my experience that brings on long life and good health.

VOICE-OVER: Now, for the first time, the magic of High Desert Bee Pollen is available with this television offer. If you want to feel a renewed vitality and increased energy, then you may wish to order today. This Presidential kit includes a generous selection of delicious bars; the President's lunch bar and the First Lady's lunch bar. In addition, you will also receive a thirty-day supply of Pollenergy and one box of bee pollen honey chewable tablets. If you order today, we will also include a thirty-day supply of chewable royal jelly tablets for longevity. To order your Presidential energy kit with Visa or Mastercard, call toll-free 1-800-321-5100. Or, send a check or money order for \$39.95 to Tele-Mart, Box B, Elfers, Florida 34680. Please add \$3.50 for shipping and special handling. Once again, to order your Presidential bee pollen kit, call toll-free 1-800-321-5100, or send a check or money order for \$39.95 to Tele-Mart, Box B, Elfers, Florida 34680. Please add \$3.50 for shipping and special handling. Credit card and money orders are processed for shipment within forty-eight hours.

#### The Search for the Fountain of Youth

MURPHY: There is no doubt that the bee pollen story is a fascinating one. In the next few years, you'll see the growth in bee pollen sales to levels like in Scandinavian and oriental cultures. Remember, bee pollen is not a drug; it's a food. High Desert Bee Pollen is America's number one pollen distributor to other nations.

One country uses more High Desert Bee Pollen than any other. Nearly one in four people in Iceland use High Desert Bee Pollen regularly. This is due to the remarkable story of Gissur Gugmondsson. Gissur was nearly bedridden for years and was in pain all the time. Here is his story, translated from the Reykjavik daily newspapers on November 10, 1987:

TRANSLATOR: Around the age of sixty, I began to suffer from a marked lack of breath, especially when I had to carry or lift heavy objects. I mentioned this to my doctor who, after careful examination, diagnosed hardening of the arteries and other ailments afflicting my muscles and joints. He advised me to give up all heavy manual labor immediately to avoid making my condition worse, hinting I could even drop down dead any minute. In the following years, I was plagued with various ailments, in particular with rheumatism, which caused me unbearable suffering in most of my joints.

I was provided with a specially constructed table and chair for reading and writing, and had supports strapped around my knees for walking and had begun using a walking stick. I underwent tests during this period. Everything was tried. I underwent therapy and massage and all of this was positive as far as it went. I read about the body's nutritional needs, and when I read about bee pollen I felt it

was something worth looking into. I began taking it in tablet form and then bought a box of grains and increased my intake. Then my body really started to return to form. A miracle happened. The effect snowballed. The pain disappeared from joints, and other improvements followed, such as a vast increase in my stamina and general zest for life. My heartbeat is perfectly normal, my vision no longer impaired, and I have stopped using the reading glasses which I needed for thirty-seven years. I have also quit using the leg straps and walking stick. My doctor for the past five years confirmed the truth of everything I have said about the time I have been her patient. I am now nearing the age of 81, and I am absolutely satisfied with the life I lead and enjoy doing so. Pollen has done so much for me and I shall never stop taking it.

MURPHY: Since bee pollen's history parallels the history of civilization, let's highlight what the authorities have said about bee pollen.

Dr. Carlton Fredericks, noted health author, feels "Honeybee pollen is the only super-perfect food on this earth. It is not a subject to debate or challenge." Many, many years ago, Hippocrates said, "Let your medicine be your food, and your food be your medicine."

According to Dr. William Hedgepeth, leading holistic medicine doctor, "Bee pollen is the answer to mankind's quest for the Fountain of Youth. Bee pollen is the activating substance which rejuvenates and slows the aging process."

Dr. John R. Christopher, considered by many to be the greatest herbalist, adds, "I consider honeybee pollen the most natural food in the world. Pollen is life itself."

Leading British medical authority, Dr. G. J. Binding, provides a scientific viewpoint "Pollen is the finest, most perfect food. A giant germ killer in which bacteria simply cannot exist."

Another noted nutritional authority, Ernest Cantreras, states, "To my knowledge, there is no better and more complete natural nutrient than honeybee pollen."

Our next guest is the world-renowned Dr. Bernard Jensen. Dr. Jensen's credits read like a "Who's Who in the Nutritional World." He has written over 50 books in his life-long quest for knowledge about nutrition. His search for long life and to discover the secrets of health has led him to over 55 countries. He received the Dag Hammerskjold Award for his efforts in nutritional research, and also was presented a special award from Queen Juliana of the Netherlands. Dr. Jensen is an outspoken advocate of bee pollen.

JENSEN: There are very few foods I consider whole foods. Bee pollen is one of those foods. It feeds every part of the body, and especially the glandular side of our body. And when it feeds those glands, this gives us the energy and the pep for repair and rebuilding. And we find that bee pollen is part of the food that the bee lives on. That is what feeds the queen bee. We find out that this is ... gives us the best part of that bee colony to build a whole bee: the eye, the nerves, the spine, the responsiveness, the nervous system, the digestive system. It feeds

and makes a whole body, and it does that for the human as well as it does for the bee. There's no doubt in my mind that the High Desert Bee Pollen is one thing that I have felt will bring more health, more longevity, a greater power in that body, for the rest of your life.

MURPHY: Dr. Jensen speaks as an expert. He has spent a lifetime looking for ways to increase longevity. He's traveled to hundreds of places on earth where longer lives share a common thread with each of these cultures. And that thread is bee pollen. Jensen has spent thousands of hours with people over 100 years of age and all of these cultures, no matter the location, are bee keepers.

#### The Search for the Fountain of Youth

VOICE-OVER: Now, for the first time, the magic of High Desert Bee Pollen is available with this television offer. If you want to feel a renewed vitality and increased energy, then you may wish to order today. This Presidential kit includes a generous selection of delicious bars: the President's Lunch Bar and the First Lady's Lunch Bar. In addition, you will also receive a 30-day supply of Pollenergy and one box of bee pollen honey chewable tablets. If you order today, we will also include a 30-day supply of chewable royal jelly tablets for longevity. To order your Presidential energy kit with Visa or Mastercard, call toll-free 1-800-321-5100. Or send a check or money order for \$39.95 to Tele-Mart, Box B, Elfers, Florida 34680. Please add \$3.50 for shipping and special handling. Once again, to order your Presidential bee pollen kit, call toll-free 1-800-321-5100, or send a check or money order for \$39.95 to Tele-Mart, Box B, Elfers, Florida 34680. Please add \$3.50 for shipping and special handling. Credit card and money orders are processed for shipment within forty-eight hours.

MURPHY: As I promised earlier, we'd like to share with you just a few of the many letters we've received. From Wisconsin, this viewer writes, "I have used the honeybee pollen only a short time and it's helping so much I want to be sure I won't run out. It's really wonderful." A lady from Michigan writes, "Please send me another order of bee pollen. My husband absolutely cannot be without it." According to Mr. Mack of Florida, who states, "Your pollen is the best we've ever had. We're recommending it to all our nutritional counseling clients." "I have been relieved of severe depression episodes. I have high energy levels. Pollen helped in my weight reduction program, also," said Mrs. G. H. of Texas.

A 71-year-old writes to say, "At 71, I'm more capable than I was 15 years ago. I feel good!" For those interested in weight reduction, this person from New Jersey writes, "At age 73, I feel like about 50 years of age, and have lost about 50 pounds." A professional dietitian at Florida wrote, "As a dietitian, I have taken pollen in its many forms from various sources, but I had never had the benefits and results contained in your bee pollen." From Georgia, this viewer says, "Your bee pollen is all you claim it to be. I thought all bee pollen was the same, but there's no comparison. I have never experienced such energy in my body." Another

gentleman wrote, "My wife and I (72 years) just started taking bee pollen on the advice of a nutrition-minded M.D. We were informed you have the best, and we want to order." A letter from Dr. T. T. states, "Health improvements have been phenomenal! Thank you." An 81-year-old California viewer says, "After eating honeybee pollen and honey at 81 years old, I gave up my glasses that I've used for 44 years and regained my sexual potency which had been missing for 16 years." W. H. from Utah writes to say, "I love your honeybee pollen. I've not tried a more delicious bee pollen yet. Yours is soft, clean and fresh. Am I impressed." And that's a good point, ladies and gentlemen. All our products go directly to you from harvesting, right here in the good old U.S.A. While many of the imported pollens lose up to 70% of their potency in shipment from other countries or while sitting on shelves for many months. And I'd like to add that we have supplied the White House, Camp David, Air Force One and Executive One for many years. Now these bars even went to the Moscow Summit and we're very proud of that. Our pollen bars were named in honor of President and Mrs. Reagan.

This is Paul Murphy saying, "Be healthy, be happy, and God bless you."

Norman Errington Productions

1988

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Ordering  
Information  
Repeated



Complaint

116 F.T.C.

## EXHIBIT B

## AUDIO TEXT

## VIDEO STATEMENTS

UNIDENTIFIED VOICE: Insider One Safety Tower. Runway three five right cleared for takeoff.

PILOT: Insider One, Roger

UNIDENTIFIED VOICE: TV Insiders with Investigator Vince Inneo.

VIDEO: TV Insiders, with Investigator Vince Inneo

MR. INNEO: Hello. I'm Vince Inneo, your inside information investigator. Welcome to this very special edition of TV Insiders. No matter what walk of life or what the subject, it's no secret that having inside information keeps you steps ahead of the others. That's why we're here. This installment is critically important. Many of you have written possibly the most valuable inside information we have yet uncovered. Here are some of the hundreds of letters asking us or telling us about a 73-year-old Phoenix, Arizona man who many of you have claimed has rediscovered nature's formula for youth. Listen to some of these amazing stories.

VIDEO: From D.A.L.'s Letter

MALE SPEAKER: I had arthritis in a very painful state in my left foot to the extent that I was limping quite noticeably. Now the arthritic pain has vanished completely, I am now able to walk normally.

VIDEO: Pat Patten, Homemaker

FEMALE VOICE: I've been using it about a year now. I had dry patches on my face. They are gone. My energy level has increased. I feel great all over. Even my fingernails have grown. It's been a godsend.

VIDEO: From Dr. F.M.'s Letter

MALE SPEAKER: It helped me a lot. I'm telling the patients that are interested in their health. Keep up the good work.

MR. INNEO: These are only a sampling of the letters from people around the world who want to share this information.

Here is one from Mr. Magnus Bjornsen in Iceland. He writes that his health had deteriorated to being confined 24 hours a day to a wheelchair. However,

