

IN THE MATTER OF

NATIONAL MEDIA CORPORATION, ET AL.

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

Docket C-344l. Complaint, June 24, 1993--Decision, June 24, 1993

This consent order prohibits, among other things, the Pennsylvania-based corporations from disseminating the infomercials for Cosmetique Francais or for Crystal Power and from making false claims regarding the efficacy or safety of any similar cellulite treatment product, similar crystalline stone or any product. The consent order requires that a disclosure statement be placed in certain video advertisements, and that the respondents pay \$275,000 into a fund for consumer redress to be administered by the Commission.

Appearances

For the Commission: *Patricia A. Hensley* and *Kathryn C. Nielsen*.

For the respondents: *Steven John Fellman, Galland, Kharasch, Morse & Garfinkle*, Washington, D.C.

COMPLAINT

Pursuant to the provisions of the Federal Trade Commission Act, and by virtue of the authority vested in it by said Act, the Federal Trade Commission, having reason to believe that National Media Corporation and Media Arts International, Ltd., corporations, hereinafter sometimes referred to as respondents, have violated the provisions of said Act, and it appearing to the Commission that a proceeding by it in respect thereof would be in the public interest, hereby issues its Complaint stating its charges in that respect as follows:

PARAGRAPH I. A. Respondent National Media Corporation ("National Media"), is a corporation organized, existing and doing

business under and by virtue of the laws of the State of Delaware. National Media has its principal office and place of business at 4360 Main Street, Philadelphia, Pennsylvania. National Media controls the acts and practices of its wholly-owned subsidiary, Media Arts International, Ltd. (“Media Arts”).

B. Respondent Media Arts is a corporation organized, existing and doing business under and by virtue of the laws of the State of Delaware. Media Arts has its principal office and place of business at 1875 Campus Commons Road, Suite 200, Reston, Virginia.

PAR. 2. Respondents have advertised, offered for sale, sold, and distributed numerous products to consumers throughout the United States, including Crystal Power, crystals that purportedly can heal the human body; Cosmetique Francais, a purported cellulite product; HP-9000, a household cleaning product; and Magic Wand, an immersion-style kitchen mixer. These commercials, which are referred to as program-length commercials, run for 30 minutes or less and fit within normal television broadcasting time slots. The commercials for HP-9000 and Magic Wand are part of a series of commercials titled “Amazing Discoveries.” Respondents’ commercials are broadcast on network independent and cable television stations throughout the United States.

PAR. 3. The Crystal Power crystals and Cosmetique Francais are “drugs,” “devices,” and/or “cosmetics” within the meaning of Sections 12 and 15 of the Federal Trade Commission Act.

PAR. 4. 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.

False and Unsubstantiated Efficacy Claims

PAR. 5. Respondents have disseminated or have caused to be disseminated advertisements for Cosmetique Francais, including but not necessarily limited to a 30-minute television commercial identified as “Cellulite Free in 28 Days” and attached as Exhibit A. This advertisement contains the following statements:

549

Complaint

1. Debra Morris: "So, the bottom line, the question is, can you get rid of cellulite?"
 Corrinne Lorraine: "Yes, you can definitely, you know, get rid of it."
2. Debra Morris: "But, if you do have it, can you get rid of it, even if your mother and grandmother have it?"
 Corrinne Lorraine: "Yes. Well, maybe they didn't work on it, so they kept it. But if you do what's right, you know, you can definitely get rid of it."
3. Corrinne Lorraine: "And when you use those products and you get to the point where you feel you've gotten rid of all that, then you can just keep using it if you want once or twice a week to keep up and make sure it doesn't come back, you know."
 Debra Morris: "So, you're saying in 28 days I can get rid of this?"
 Corrinne Lorraine: "Yes."
 Debra Morris: "In 28 days. And then only once or twice a week to keep it off?"
 Corrine Lorraine: "Yes."
4. Announcer: "Now, from Cosmetique Francais comes the easy, safe, natural body contour system that promises 28 days to freedom. Freedom from those ugly lumps, bumps, and bulges you couldn't lose before.
 "During your morning bath or shower, apply the super-concentrated contouring lotion. Rub into the affected areas like liquid soap. This fragrant, pleasant lotion will tighten and reduce spongy skin tissues.
 "After you dry off, use the body firming cream. All it takes is a minute of gentle massage. The natural herbs and exotic plant extracts will do the rest, contouring your body, tightening and toning superficial tissues and improving skin texture.
 "Each night before retiring, apply a small amount of the Cosmetique Francais tissue refining oil. This is one of nature's most potent beautifiers. It corrects that orange peel appearance, stimulates dermal metabolism, and makes skin silky smooth.
 "Yes, only forty-nine-ninety-five to be cellulite-free in 28 days."

5. Suzanne: “It happened and I’ve gotten rid of it.”
 “I’m about the same weight. I have lost about five pounds since I’ve started. And I think it’s just I’ve just gotten more conscious of it now that I’ve been looking and doing my body. But it tightened up my skin. It got rid of the orange peel area.
 “But I had that [orange-peel] area and I was real worried and it did get rid of it. It firmed it up and I do not have it any more.”
6. Kathleen: “I told her that no matter how much I worked out, these areas, there wasn’t anything I could do to get rid of them. The aerobics wouldn’t help, swimming, the weights. Nothing was getting rid of the cellulite in my thighs and on my buttocks.
 “So she told me about the products that she was using and I obviously saw the way she looked and I started using them. And I would say it took about a month for me and just all of a sudden one day I looked in the mirror and they were gone. Just slowly but surely. And I kept using them and now it’s completely gone. And these were years that I had this. And I had been working out consistently and eating right for years and that wasn’t doing it.”
7. Debra Morris: “Are you telling me that, right now, if I said, ‘Okay, go put on bathing suits,’ you three would all come out here and you don’t have, I mean, is this, do you have any of those little dimples?”
- Suzanne: “No.”
 Kathleen: “No.”

PAR. 6. Through the use of the statements contained in the advertisements referred to in paragraph five, including but not necessarily limited to the “Cellulite Free in 28 Days” advertisement attached as Exhibit A, respondents have represented, directly or by implication, that:

- A. Use of Cosmetique Francais substantially reduces or eliminates cellulite.
- B. Use of Cosmetique Français stimulates dermal metabolism.

C. Use of Cosmetique Francais substantially reduces or eliminates cellulite in 28 days.

D. Continued use of Cosmetique Francais once or twice a week after the cellulite has been reduced or eliminated will prevent its recurrence.

E. Use of Cosmetique Francais is more effective than dieting or exercise in reducing or eliminating cellulite.

PAR. 7. In truth and in fact:

A. Use of Cosmetique Francais does not substantially reduce or eliminate cellulite.

B. Use of Cosmetique Francais does not stimulate dermal metabolism.

C. Use of Cosmetique Francais does not substantially reduce or eliminate cellulite in 28 days.

D. Continued use of Cosmetique Francais once or twice a week after the cellulite has been reduced or eliminated will not prevent its recurrence.

E. Use of Cosmetique Francais is not more effective than dieting or exercise in reducing or eliminating cellulite.

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

PAR. 8. Through the use of the statements contained in the advertisements referred to in paragraph five, including but not necessarily limited to the "Cellulite Free in 28 Days" advertisement attached as Exhibit A, respondents have represented, directly or by implication, that at the time they made the representations set forth in paragraph six, respondents possessed and relied upon a reasonable basis that substantiated such representations.

PAR. 9. In truth and in fact, at the time they made the representations set forth in paragraph six, respondents did not possess and rely upon a reasonable basis that substantiated such representations. Therefore, the representation set forth in paragraph eight was, and is, false and misleading.

PAR. 10: Respondents have disseminated or have caused to be disseminated advertisements for the Crystal Power crystals, including but not necessarily limited to a 30-minute television commercial identified as "Crystal Power." This advertisement contains the following statements:

1. Eva Sutter: "The doctors couldn't believe I was cured. I couldn't believe - It was, I still don't at times understand exactly what happened. But it did happen."

2. Eva Sutter: "It did happen. It indeed did happen. It was verified. There were mammography tests taken. There were pictures: It was gone. There was this lump that they absolutely told me could not, there was no way, and it happened in a matter of two weeks. It was like, it was a miracle. And it scared me. And it changed things."
"And there was a final moment where I did not frantically (sic), you could not miss this lump, it was so protruding that the slightest touch, you could -- it was sticking up. And I went to this lady who was my therapist who had a tank and had crystals in a tank room. And I said, 'Alma,' I said, 'Alma,' I said, 'Alma, there's this lump and it's this size and it's not a cyst. They don't know what it is. They didn't say it, but pretty clear -- it was pretty clear to me. I got it. I got it.' I was clear what they were telling me."
"And this woman just looked at me and she said, 'I think you should do two things. Find out, find out what that lump is there to tell you. Find out what's going on and do some meditation, do some prayer work, and work with crystals.' And she wasn't going to tell me how to work with crystals either. She said 'You have some crystals.' She gave me one crystal, she did give me one small crystal."
"There I was with the crystal, with the same situation, with the lump and I did it. I for once, I couldn't afford to be the cynical self that just disputed everything. I did, I did exactly the few things that were suggested. I trusted it. I trusted it and I worked with it, not knowing exactly what I was doing. You know, I really didn't know what I was doing. And I had to kind of go with faith and not check it every 15 or 13 (sic) seconds or so. Is the lump still there? Is this still happening? Because I had seen it. I had seen it on the picture. I had felt a needle go

549

Complaint

into it. I mean, it was there. And literally, literally it was, it was gone.”

3. Eva Sutter: “The next day, it was gone. Totally, absolutely gone. I mean from this size [indicating the size of a 50 cent piece], the next day it was gone.”
“At that particular time, the crystal saved my life.”

PAR. 11. Through the use of the statements contained in the advertisements referred to in paragraph ten, including but not necessarily limited to the “Crystal Power” advertisement, respondents have represented, directly or by implication, that:

- A. Use of the Crystal Power crystals can cure breast cancer.
- B. Use of the Crystal Power crystals can eliminate lumps in women’s breasts.

PAR. 12. In truth and in fact:

- A. Use of the Crystal Power crystals cannot cure breast cancer.
- B. Use of the Crystal Power crystals cannot eliminate lumps in women’s breasts.

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

PAR. 13. Through the use of the statements contained in the advertisements referred to in paragraph ten, including but not necessarily limited to the “Crystal Power” advertisement respondents have represented, directly or by implication, that at the time they made the representations set forth in paragraph eleven, respondents possessed and relied upon a reasonable basis that substantiated such representations.

PAR. 14. In truth and in fact, at the time they made the representations set forth in paragraph eleven, respondents did not possess and rely upon a reasonable basis that substantiated such representations. Therefore, the representation set forth in paragraph thirteen was, and is, false and misleading.

Deceptive Claim Regarding Product Safety

PAR. 15. Respondents have disseminated or have caused to be disseminated advertisements for HP-9000, including but not necessarily limited to a 30-minute television commercial identified as “Amazing Discoveries: HP-9000.” This advertisement contains the following statements:

1. Ian Long: “Michael, this is actually a chemical bleach, unlike a chlorine bleach which will burn your skin. This will not harm, hurt your skin in any way, shape or form.”
2. Ian Long: “As I say, it’s a chemical bleach. It will not harm your skin in any way, shape or form. In fact, this has been exclusively tested throughout Europe. You know how particular the Germans are. The Germans actually gave this particular product something no other product of this kind has ever, ever had. They actually print it on the box. Look, you can always tell the original, it’s printed on the box the results of that test. Sehr gut means, very simply, very good.”
3. Announcer: “Hands stained with grease, ink and iodine clean up in seconds, even under the fingernails. And HP-9000 is completely safe.”

PAR. 16. Through the use of the statements and depictions contained in the advertisements referred to in paragraph fifteen, including but not necessarily limited to the “Amazing Discoveries: HP-9000” advertisement, respondents have represented, directly or by implication, that HP-9000 is completely safe for use on human skin and will not hurt or harm the skin in any way.

PAR. 17. In truth and in fact HP-9000 is not completely safe for use on human skin and can hurt or harm the skin. Therefore, the representation set forth in paragraph sixteen was, and is, false and misleading.

PAR. 18. Through the use of the statements and depictions contained in the advertisements referred to in paragraph fifteen, including but not necessarily limited to the “Amazing Discoveries: HP-9000” advertisement, respondents have represented, directly or

by implication, that at the time they made the representation set forth in paragraph sixteen, respondents possessed and relied upon a reasonable basis that substantiated such representation.

PAR. 19. In truth and in fact, at the time they made the representation set forth in paragraph sixteen, respondents did not possess and rely upon a reasonable basis that substantiated such representation. Therefore, the representation set forth in paragraph eighteen was, and is, false and misleading.

Deceptive Demonstrations

PAR. 20. Respondents have disseminated or have caused to be disseminated advertisements for the Magic Wand, including but not necessarily limited to a 30-minute television commercial identified as “Amazing Discoveries: Magic Wand.” This advertisement depicts the Magic Wand crushing the pulp of a whole, fresh pineapple and states that it is done “in seconds, literally seconds.” The pulp is then used to make a tropical drink. The advertisement also depicts the Magic Wand whipping skim milk, which is shown in the advertisement being used as mousse-like desserts and cake frosting.

PAR. 21. Through the use of the statements and depictions contained in the advertisements referred to in paragraph twenty, including but not necessarily limited to the “Amazing Discoveries: Magic Wand” advertisement, respondents have represented, directly or by implication, that:

A. The Magic Wand can crush a whole, fresh pineapple in seconds.

B. Skim milk whipped by the Magic Wand can be used as mousse-like desserts and cake frosting.

PAR. 22. In truth and in fact:

A. The Magic Wand cannot crush a whole, fresh pineapple in seconds, or in any reasonable period of time.

B. Skim milk whipped by the Magic Wand cannot be used as mousse-like desserts and cake frosting, because it stays whipped for only a few minutes.

Therefore, the representations set forth in paragraph twenty one were, and are, false and misleading.

PAR. 23. Through the use of the statements and depictions contained in the advertisements referred to in paragraph twenty, including but not necessarily limited to the "Amazing Discoveries: Magic Wand" advertisement, respondents have represented, directly or by implication, that:

A. The demonstration of the Magic Wand included an unaltered, whole, fresh pineapple used to make a tropical drink.

B. The demonstration of the Magic Wand included mousse-like desserts and cake frosting made from skim milk whipped by the Magic Wand.

PAR. 24. In truth and in fact:

A. The demonstration of the Magic Wand did not include an unaltered, whole, fresh pineapple used to make a tropical drink. Respondents substituted crushed pineapple pulp with a slice of pineapple on top to resemble a whole, fresh pineapple.

B. The demonstration of the Magic Wand did not include mousse-like desserts and cake frosting made from skim milk whipped by the Magic Wand. Respondents substituted Cool Whip dairy topping to resemble mousse-like desserts and prepared frosting mix to resemble cake frosting.

Therefore, the representations set forth in paragraph twenty three were, and are, false and misleading.

Deceptive Format

PAR. 25. Through the advertising and dissemination of the “Crystal Power,” “Cellulite Free in 28 Days,” “Amazing Discoveries: HP-9000,” and “Amazing Discoveries: Magic Wand” advertisements, respondents have represented, directly or by implication, that these commercials are independent television programs and not paid commercial advertising.

PAR. 26. In truth and in fact, the “Crystal Power,” “Cellulite Free in 28 Days,” “Amazing Discoveries: HP-9000,” and “Amazing Discoveries: Magic Wand” advertisements are not independent television programs and are paid commercial advertising. Therefore, the representation set forth in paragraph twenty five, was, and is, false and misleading.

Deceptive Endorsements

PAR. 27. Through the use of the statements and depictions contained in the advertisements referred to in paragraph five, including but not necessarily limited to the “Cellulite Free in 28 Days” advertisement, respondents have represented, directly or by implication, that various testimonials and endorsements contained therein reflect the typical or ordinary experiences of consumers, in terms of eliminating cellulite, after using Cosmetique Francais.

PAR. 28. In truth and in fact, the various testimonials and endorsements contained in the advertisements referred to in paragraph five do not reflect the typical or ordinary experiences of consumers, in terms of eliminating cellulite, after using Cosmetique Francais. Therefore, the representation set forth in paragraph twenty seven was, and is, false and misleading.

PAR. 29. Respondents have disseminated or have caused to be disseminated advertisements for various products, including but not necessarily limited to the “Amazing Discoveries: HP-9000” and the “Amazing discoveries: Magic Wand” advertisements, which display the purported seal of an organization called the National Association

of Advertising Producers (“NAAP”), and contain the following statement:

“The following special promotional program has been approved by the National Association of Advertising Producers for its integrity and excellence.”

PAR. 30. Through the use of the statements and depictions contained in the advertisements referred to in paragraph twenty nine, including but not necessarily limited to the “Amazing Discoveries: HP-9000” and “Amazing Discoveries: Magic Wand” advertisements, respondents have represented, directly or by implication, that:

A. The NAAP is an existing organization whose qualifications give it the expertise to evaluate commercials for their integrity and excellence.

B. The NAAP is an entity that, at the time of providing its endorsements, was independent from all of the individuals and entities marketing the products.

PAR. 31. In truth and in fact:

A. The NAAP is not an existing organization whose qualifications give it the expertise to evaluate commercials for their integrity and excellence.

B. The NAAP is not an entity that, at the time of providing its endorsements, was independent from all of the individuals and entities marketing the products. In fact, the NAAP was created and controlled by respondents.

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

PAR. 32. The acts and practices of respondents as alleged in this complaint constitute unfair or deceptive acts or practices and the making of false advertisements in or affecting commerce in violation of Sections 5(a) and 12 of the Federal Trade Commission Act.

Commissioner Azcuenaga recused.

549

Complaint

EXHIBIT A

TRANSCRIPTION OF TAPE # 26

CELLULITE FREE IN 28 DAYS

Woman #1: What is cellulite? That's a very good question and one that women never want to answer. It's the little monster pods that form at the bottom of your derriere.

Woman #2: Like most women do, it's that icky stuff that, you know, when you sit down, it kind of oozes out to the side, you know, kind of ripples up. See, whenever you sit down you're so conscious of it so you try to sit on the edge of a chair so it has some place to hang. I don't like it. I don't like it at all.

Woman #3: Cellulite is international and nobody's safe from it .

Woman #4: I think cellulite is people, or pollution on people. We should do everything in our power to get rid of this pollution today. It's just really taking over the population. And I think it's just a disgusting display of human pollution. We should really do something to clean up these beaches.

Man #1: Cellulite -- I think that's one of those new sugar substitutes, isn't it?

Man #2: I would never date a woman with cellulite. That would be the most embarrassing thing, to walk down the street. It'd look like you're dating two people or something like that. I would never, never, no.

Man #3: It's ugly. Right? I'd say it's something that if a woman can get rid of it, that would be great.

Corrinne Lorraine: How do you look from behind? If that's an embarrassing question, you're going to love the next half hour.

Debra Morris: Hi. I'm Debra Morris. Joining me today is my co-host, Craig Morris. Our guest today is Corrinne Lorraine, an actress I'm sure all of you have seen before. Corrinne, welcome!

Corrinne Lorraine: Thank you, Debby.

Debra Morris: Okay, Id like you to tell me your story.

Corrinne Lorraine: One day I was sitting like this on my bed and I just, I put my hands like this and I felt, you know, all those . . . it just felt like little bumps, you know, and I said, "Oh, my God!" and I looked and I saw all this cellulite there, you know, all those little fatty lumps accumulated full of fat. And I just

really, I got crazy, because I said I can't, you know, walk around like this, you know, and what happened is that I knew of a wonderful man whose name is Mark Traynor. He's an internationally well-known cosmetologist and beauty consultant to many stars and I went to him because I know he goes to Europe a lot and always bring back, brings back wonderful products. And I thought, "Well, what better person to ask" you know. So, I went to him, and as a matter of fact, which was really incredible, he was about to go to France, which is my native country. And, I don't say my home any more because I really feel this is my home now. But I was born there, and, you know, in France they use nature's healing products. They use a lot of products from the earth and try to keep things very healthy. They're not into preservatives and colorings and, you know, as much as it's become, unfortunately, here. So, I asked him if maybe he could find something while he was there. And he said, he promised he would come back with an answer for me. So you can imagine how anxious I was to have him back! And when he did come back he had this wonderful three-part body contouring system that just blew my mind. It was just incredible.

- Craig Morris: And it did work for you? And it helped you out? Your orange peel syndrome?
- Corrinne Lorraine: Yes! Yes, Craig! My orange peel syndrome. Yes! Yes!
- Craig Morris: That's pretty traumatic.
- Debra Morris: Okay. So how long was it before you started seeing results?
- Corrinne Lorraine: It took me about four weeks. I mean, I was, I really had it let go, I mean, let it go and I didn't even know about it. You don't really look at yourself in the mirror like this all the time, you know, you can't look and don't really pay too much attention to that, you know!
- Mark Traynor: What do the French women do to treat this particular problem? And I came across a wonderful product that we call Cosmetique Francais. It's a body contouring system. I brought it back. I gave it to Corrinne. She used it. She gave it to her friends. We brought it to a fitness center where numerous women used it and they all seemed to love it.
- Doriann Traina: I found out through Bobbi Strauss, our exercise studio here. She introduced it one morning before classes and asked for some volunteers to give it a trial basis. And about seven of the girls volunteered and I was a little

549

Complaint

- skeptical in the beginning, but I figured I'd give it a shot. And I exercise five days a week and I try to eat properly, but I still had the problem areas on the upper thigh and on the abdomen. And I tried it for and after two weeks, I really started to see a difference in my skin texture and in the firmness on my upper thigh.
- Renee Lawrence: She said that they had this new product on the market and would any of us care to try it. And I'm interested in staying youthful so I said, "I've got some problem areas. I'd be delighted to try it." So I did. And I was amazed. I really saw results. And just to make sure that I wasn't deluding myself, I asked my husband. He's pretty honest. And he said, "You know, it really looks better."
- Linda Allen: When I turn around and look at myself in the mirror, there is such a difference. It, it's I can't believe it myself. It is, it is really a wonder process. It, it's just very exciting to use. It feels good to put on. I just feel totally different about my body now.
- Dorothee Heller: She asked for volunteers. I think I was the one with the hand up first.
- Interviewer: And why was that?
- Dorothee Heller: Because I do have a problem. I have very heavy thighs. And when I shower or whatever, putting on stockings, I feel those lumps and bumps. It's really very upsetting. And I thought to try this and see if it would help.
- Interviewer: And?
- Dorothee Heller: And it did. It really did. I found after, I used it for about four weeks and I found that the lumps and bumps disappeared. It was much smoother, much firmer. Very, very smooth. Smooth thighs. Nice.
- Maggie Amrhein: I've had people stop me, parents, students, people on the street, commenting and telling me how great I look. How great my body looks. How much of an improvement they've seen in the past month. And I really feel this has a lot to do with it.
- Dorothee Heller: First of all, that it made my skin very smooth.
- Interviewer: Uh, huh.
- Dorothee Heller: So my husband told me I have very smooth thighs. I asked him, "Compared to whom?"
- Debra Morris: I understand that anyone can reduce cellulite in 28 days and that you have some tips that will help us do that.
- Corrinne Lorraine: That's right. So my tips are, first drink a lot of water. Then, avoid fatty foods. Exercise. Stimulate circulation.

- Every morning use a body firming creme. And, every evening use a tissue refining oil.
- Debra Morris: So, the bottom line, the question is, can you get rid of cellulite?
- Corrinne Lorraine: Yes, you can definitely, you know, get rid of it.
- Debra Morris: Is it in your genes? Do you have it from the time you're born?
- Corrinne Lorraine: No, you're not born with it, although they think, studies have shown that it's genetically carried. And if your mother and grandmother have it, there's very strong chances that you'll have it to some extent in your body. Yes.
- Debra Morris: But, if you do have it, can you get rid of it even if your mother and grandmother have it?
- Corrinne Lorraine: Yes. Well, maybe they didn't work on it, so they kept it. But if you do what's right, you know, you can definitely get rid of it.
- Debra Morris: What is your answer to, say, to someone who says there is no such thing as cellulite?
- Corrinne Lorraine: You know, I don't know about them saying there's no cellulite. I mean, call it again my orange peel, you know, type skin look or any words you want to use, but I mean, if you just, as you were saying, look at the women on the beach and if you ask the millions of women who have problems with it if it exists, I mean they'll tell you. I mean, it's just, you know, I don't think it's funny at all to say it doesn't exist, because women are really having a terrible problem with it, you know. They lose their, their, their shape, they feel less sexy, they feel old, they don't want to put on shorts or bathing suits when they go on the beach, you know. And plus, it's not even a question of age, you know, young girls get it, you know, 15, 16, 17. I mean you see them on the beach, you know. It's just terrible! So to say it doesn't exist, I think, is a little crazy.
- Craig Morris: Can thin people get cellulite also?
- Corrinne Lorraine: Yes! Well, I did!
- Craig Morris: Really?
- Corrinne Lorraine: Yes, I did.
- Craig Morris: Is it harder for thin people to get rid of cellulite or . . . ?
- Corrinne Lorraine: I think it shows more because it's not lost in the . . . It does show right away, you know, when you're thin, I mean, and right away you can see those. . .
- Craig Morris: And it's the same little dimples that you get?

549

Complaint

- Corrinne Lorraine: Yes, yes. And they're not cute, those dimples!
- Debra Morris: Is it a gradual process?
- Corinne Lorraine: Yes.
- Debra Morris: And once you get it off, do you have to keep up whatever you're doing to keep it off? Do you understand my question?
- Corrinne Lorraine: Yes, I think so. Yes. What you want to know is, can you do it in one time? No. I mean it would be, that would be too much of a miracle. But I think, already, to be able to do it in 28 days is a great miracle. I mean, what's a month in somebody's life when you've been plagued with something like that sometimes for years, and, you know, months and months. So, I think 28 days is close to a miracle, you know. And when you use those products and you get to the point where you feel you've gotten rid of all that, then you can just keep using it if you want once or twice a week to keep up and make sure it doesn't come back, you know.
- Debra Morris: So, you're saying in 28 days I can get rid of this?
- Corrine Lorraine: Yes.
- Debra Morris: In 28 days. And then only once or twice a week to keep it off?
- Corrinne Lorraine: Yes.
- Debra Morris: Then how come there are so many women walking around . . .
- Corrinne Lorraine: Because they don't know about it, Debby, not yet. But I guess after this they will. Hopefully, they'll be using the product and, you know, it works for most people, and, you know, I can't say that it works for, you know, everybody because I don't think any product, you know, on the market works for everybody. There might be a few people that it's not going to help. I don't know. But I can tell you that it's worked for myself. It's worked for my friends, you know, and I just know that it works.
- Doriann Traina: I started seeing a difference after about two weeks.
- Interviewer: Uh, huh.
- Doriann Traina: About two weeks, I started . . . the difference on the smoothness of my skin . . .
- Interviewer: Yes.
- Doriann Traina: . . . was much faster. Probably about after about really seven days of continuing it. And I did it religiously. I figured if I was going to do it . . .
- Interviewer: Do it.

- Doriann Traina: . . . I was going to do it religiously. And after about seven days I definitely felt a difference in the texture of my skin. And my husband even noticed it, because we have a summer house and I went out with a bathing suit on for the first time last week, and he said he saw a difference also.
- Kathy Robson: I have an eight year old son. Jeffrey. And he is skinny! And I always say, "Oh, Jeff, if I had your legs I'd be so happy." And I started using this cream and I put on a bathing suit, literally about two weeks later, he said, "Mom: You look good." He said, "From the back, you look nice!" And he doesn't understand what happened or what went on, but for him to notice, I thought it was great, I ran to the beach.
- Dorothee Heller: I think, definitely, to try it. I just feel it's a good product and it's something that you should try, if you have that, that sort of a problem.
- Maggie Amrhein: I would say try it. It's going to make a difference and it's easy to use and I think that's the results.
- Linda Allen: I have used the system for a month now. And all you need is two, three weeks to really see any results. I feel better. I look better. I feel sexier. It just, it's, I just don't think a woman can not afford to use it. I mean, you just have to. It's wonderful.
- Announcer: From France, the beauty capital of the world, comes the long-awaited answer to one of the human body's most nagging problems. The unsightly burden of cellulite. The formations of fat attack thighs, buttocks, abdomen and arms of young and old alike.
- Now, from Cosmetique Francais comes the easy, safe, natural body contour system that promises 28 days to freedom. Freedom from those ugly lumps, bumps and bulges you couldn't lose before.
- Yes, you can be only 28 days away from a slimmer, sexier, more attractive you! With this remarkable and simple-to-use three-step body contour system. During your morning bath or shower, apply the super-concentrated contouring lotion. Rub into the affected areas like liquid soap. This fragrant, pleasant lotion will tighten and reduce spongy skin tissues. After you dry off, use the body firming cream. All it takes is a minute of gentle massage. The natural herbs and exotic plant extracts will do the rest, contouring your body, tightening and toning superficial tissues and improving skin texture. Each night before

retiring, apply a small amount of the Cosmetique Francais tissue refining oil. This is one of nature's most potent beautifiers. It corrects that orange peel appearance, stimulates dermal metabolism, and makes skin silky smooth. One. Two. Three. The simple, safe, easy three-step body contouring system from Cosmetique Francais. In less than five minutes a day of faithful use, you can start being proud of your figure again. Wear shorts, a bathing suit, lingerie, without being ashamed of unsightly cellulite. With this amazing French system you'll see results in just 28 days without painful surgery or spending huge amounts of money. The complete Cosmetique Francais body contouring system is now available in the United States through this exclusive television offer. And it's only forty-nine-ninety-five, plus three dollars shipping and handling. Yes, only forty-nine-ninety-five to be cellulite-free in 28 days. And as an extra bonus you'll receive an imported all-natural loofah pad to stimulate your skin while bathing or showering and to make you feel good all over. Now with the revolutionary body contouring system from Cosmetique Francais you can say good-bye to unsightly cellulite and hello to a slimmer, smoother, sexier, you! The complete system is only forty-nine-ninety-five, plus three dollars shipping and handling. And it comes with a one hundred percent money back guarantee. Keep it for ten days. If not totally satisfied, return for a full refund.

Debra Morris: We've just been joined by Suzanne and Kathleen, who are also actresses. And so my question to you is, okay, Kathleen, tell me, or Suzanne, tell me your story.

Suzanne: Um, well, I feel very fortunate to have met Corrinne. I was having a problem. I was going out on auditions and I was having a problem. My agent would call and he would say, "Okay, you have a bathing suit audition," and I would just go "oh, no!" and cringe and not want to go out. So I knew I had a problem. And I knew I had some, I had to do something about it. And I've tried all sorts of things that haven't worked and, finally, Corrinne introduced me to the body contouring, the three, the three steps of it. And it worked, and I just, I feel so relieved because I thought this was going to be a problem I was going to have for a long time, for the rest of my life. It happened and I've gotten rid of it.

- Debra Morris: Now, were you heavy? You haven't lost any weight. You're the same weight, you've just gotten. . .
- Suzanne: Right. I'm about the same weight. I have lost about five pounds since I've started. And I think it's just, I've just gotten more conscious of it now that I've been looking and doing my body. But it tightened up my skin. It got rid of the orange peel area.
- Corrinne Lorraine: That famous orange peel area that Craig loves so much.
- Craig Morris: I don't like the orange peel! Let's get something straight here! I can get in a lot of trouble here!
- Suzanne: Right. But I had that area and I was real worried and it did get rid of it. It firmed it up, and I do not have it anymore.
- Renee Lawrence: Well, frankly, I did it very religiously. It was kind of fun and very effortlessly (sic). I put it on in the morning and in the evening and I couldn't believe it, but I thought I started to see results. So I kind of asked my husband. And he said, "Yeah, I really think it's better." I could not believe it. I really, because friends of mine have actually gone for operations and here, you know, I could just do it so easily. So I felt, "Gee, this is wonderful."
- Suzanne: I just, I feel so much better about myself. You were talking about, "Do you feel sexier and better about yourself?" And, um, I do. I feel, I feel wonderful.
- Craig Morris: So are you still doing the upkeep now, a couple times a week or what?
- Suzanne: Yes. I'm doing it three times a week because I just love it. I feel like when I go out of the house in the morning without the cream and without doing the gel in the shower, that I've forgotten something. I just love it. I've really gotten used to it.
- Corrinne Lorraine: That's great. I'm really happy.
- Debra Morris: Okay, Kathleen, tell me your story.
- Kathleen: Well, I met Corrinne at the gym. We were both working out one day and we were talking and she's an actress and I'm an actress and a model and I was really working, you know, with the weights and I was telling her that I had an audition the next day and I had to wear a bathing suit. And I said I had been in the gym for the last seven days in a row trying, you know, working there . . . seeing me there, they were ready to reserve a sleeping space for me at night.
- Corrinne Lorraine: I noticed.
- Kathleen: I told her that no matter how much I worked out, these areas, there wasn't anything I could do to get rid of them.

