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FEDERAL TRADE COMMISSION

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TITLE: SABLE HAIR FARMING SYSTEM
RADIO INFOMERCIAL

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MSI/SALBERG COMPLAINT EXHIBIT C
TRUDEAU COMPLAINT EXHIBIT C
SABAL COMPLAINT EXHIBIT A

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1 MR. TRUDEAU: My guest from beautiful Florida I have on
2 the telephone is Jacqueline Sable, the founder of Sable
3 Laboratories and the inventor of the hair farming formula we've
4 been talking about all morning.

5 You know, our topic today is going to be balding, hair,
6 the scalp, thinning hair, and how people get that, what they can
7 do about it, what the options are, and so forth.

8 Well, good morning, Jacqueline. How are you?

9 MS. SABLE: Good morning, Kevin. Thanks for having us
10 on the air today. And happy hair farming to everybody listening
11 in who has a hair loss problem.

12 MR. TRUDEAU: Yes. You know, it's funny. When I was
13 talking to you a few days ago, and I read all the material that I
14 was looking at, this is very fascinating.

15 MS. SABLE: Hard to believe, isn't it?

16 MR. TRUDEAU: You know, male pattern baldness is what
17 people think about a lot when they talk about hair. And I know .
18 . . I understand that you are really an expert in the field of
19 hair and the scalp and this type. And it's really interesting
20 cause I understand from your material you've been all over the
21 country, on virtually hundreds of shows talking to people about
22 it, the problem and the invention that you came up with. How did
23 you get involved? I mean, you think about baldness, you think of
24 men.

25 MS. SABLE: Well, I had what's called alopecia areata.

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1 Now, there's a lot of women, and some men listening in, that have
2 had that problem themselves, where hair falls out in patches due
3 to a nervous condition, or it just thins evenly due to nerves.

4 And what happens is the spinning mechanism at the base
5 of the follicle, the actual hole that hair grows inside of, is
6 affected by nerves. And it cannot spin the protein from the
7 blood from which hair grows evenly and smoothly into hair. The
8 hair breaks and stops growing, and your hair falls out and it's
9 not replaced.

10 And in order to help myself, because I had to wear
11 hairpieces. I'm a teacher of cosmetology here in Florida, and
12 I've been a hairdresser for 20 years, at least. I'm not that
13 old, but at least 20 years. And I didn't want to wear a wig for
14 the rest of my life. In fact, the more I wore one, the more hair
15 I lost. So it was a never-ending problem.

16 And in order to help myself, I went to the medicinal
17 powers of herbs. You know that herbal remedies, Kevin, were what
18 they used for thousands of years. In fact, even the medical
19 people today are turning back to herbs now for natural healing.

20 MR. TRUDEAU: Aren't most drugs derived from herbs? A
21 lot of them?

22 MS. SABLE: They were. But then in the beginning of
23 the 20th century they started deriving them from metals. And
24 that's where a lot of sickness has come from, in my belief, my
25 personal belief.

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1 MR. TRUDEAU: That's interesting.

2 MS. SABLE: Now they're turning back to natural
3 healing. So I found a combination of herbs that, when mixed with
4 cleansers like witch hazels and alcohols, can deep clean
5 underneath the surface of the scalp, and clean out all the debris
6 that prevents the hair or blocks the hair from reaching the
7 surface.

8 You see, hair only grows from blood, Kevin. There is
9 no magic potion that grows hair. And please, anyone listening in
10 with any kind of hair loss problem, don't buy these phony
11 products that you see on the market. They don't work. Anything
12 that claims to grow hair, it's a flat-out lie.

13 MR. TRUDEAU: But what about Minoxidil? Don't they
14 claim to grow hair?

15 MS. SABLE: It cannot grow hair. All it does it
16 elongate the peachfuzz, or glue in the hair that you would
17 normally lose. It's a glue. It's an Elmer's Glue for the scalp.
18 That's what I call it.

19 MR. TRUDEAU: No kidding.

20 MS. SABLE: You see, people who are totally bald cannot
21 be helped by Minoxidil, because they cannot grow their hair back.
22 If they grew hair, why couldn't they grow hair back on a man
23 who's totally bald? They can't do that.

24 MR. TRUDEAU: So does it work with people who are just,
25 you know, straight bald?

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1 MS. SABLE: No. It only works on those who are just
2 losing their hair. So here's a young man using this very
3 expensive drug, rubbing it into his head every day, which is
4 causing all kinds of other physical ailments, according to their
5 own literature, now.

6 MR. TRUDEAU: Right.

7 MS. SABLE: I'm not saying this. It's in their own
8 literature.

9 MR. TRUDEAU: Exactly.

10 MS. SABLE: According to the law of the United States
11 and the FDA, you have to put side effects. There's liver
12 problems, kidney problems, heart problems, rashes. There's a
13 list a mile long. But naturally, they make it so small that a
14 human eye can't read it.

15 MR. TRUDEAU: Right.

16 MS. SABLE: I had to blow it up 10 times at a photostat
17 machine in order to see what they were saying.

18 MR. TRUDEAU: Okay.

19 MS. SABLE: So the point that I'm making is, they can
20 only help those who are just starting to lose hair. And the only
21 way to help them is by gluing in the hair that would naturally
22 fall out. And that's why they say, if you stop using Minoxidil
23 or Rogaine, the hair falls out. The glue dissolves. It's very
24 simple.

25 MR. TRUDEAU: That's interesting.

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1 MS. SABLE: Now, what hair farming does it totally
2 different. We deep clean the debris under the scalp. It's just
3 a shampoo. Not a drug. Completely herbal, completely natural.
4 Safety tested. It's been used for many, many years. About 10,
5 15 years in this country and 4 or 5 other countries that we are
6 in. We are in about 150 cities in this country alone. And all
7 it does it clean. And so that the hair that's growing from the
8 blood has a free passageway to reach the surface.

9 MR. TRUDEAU: Now, why did you come up with the name
10 hair farming? When I first heard this, I --

11 MS. SABLE: Well, that's what we're doing.

12 MR. TRUDEAU: I thought you were involved with rabbits.

13 MS. SABLE: Well, that's true. The telephone company
14 put me in the bunny business. They spelled it
15 H-A-R-E. And we lost thousands of dollars on that mistake.

16 MR. TRUDEAU: Right.

17 MS. SABLE: And when I called the phone company and
18 asked them why they did that, they said, "Well, gee, we never
19 heard of hair farming, H-A-I-R." And they were right, because we
20 had made it up. So I couldn't really be too mad at them, could
21 I?

22 MR. TRUDEAU: That's right.

23 MS. SABLE: So what happened is I had to think of a
24 name to explain what we were actually doing. Now, we weren't
25 growing hair. We do not claim to grow hair.

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1 MR. TRUDEAU: Right.

2 MS. SABLE: There is no way anyone can grow hair,
3 except the blood. But we were cleaning, and you might say we
4 were cultivating. And the amazing thing that was happening is
5 that after we cleaned, as we looked at the scalp, hair sprouted
6 out. And right in front of our eyes. And when I saw that
7 happen, I said, "Gee, this is just like farming."

8 MR. TRUDEAU: Now, I understand that you've been on a
9 vast number of television shows where you actually take people
10 right out of the audience and clean the scalp right there. And
11 in virtually just a few minutes -- what is it, a half an hour or
12 something?

13 MS. SABLE: At least. That's all. Hair sprouted right
14 out.

15 MR. TRUDEAU: People get excited about the results.

16 MS. SABLE: Yes. Because the hair is there. Again,
17 we're not growing hair. And the hair that sprouts out measures
18 five years, for instance, that it's been growing under the scalp,
19 from the blood, from the protein in the blood. And we've
20 actually proved that even more so, because we had cadaver scalps
21 dissected, and there's the hair trapped in the follicles. And
22 then we went further than that, and we had live subjects tested
23 in a laboratory here in south Florida, and they counted the hairs
24 as they came in on every test subject every day that they used
25 the product.

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1 Again, we were not growing hair. We were just cleaning
2 debris, which is just simply a shampoo. But we're the only
3 shampoo in the world that can get down and clean under the scalp.

4 And fortunately for us, or we wouldn't be on this show
5 right now, it cannot be broken down and deciphered, because it's
6 herbal. And anything organic cannot be duplicated.

7 MR. TRUDEAU: Well, you can't duplicate Coca-Cola.

8 MS. SABLE: True. I don't know if that's organic or
9 not.

10 MR. TRUDEAU: No, no. But the ingredients are right on
11 the label, and of course it cannot be duplicated.

12 MS. SABLE: Exactly. So we have a wonderful product
13 that cleans the scalp. And if you learn to do that, first of
14 all, you'll never lose your hair. If you learn the correct use
15 of hair cosmetics and how to keep your glands under control.
16 Because, you see, that's my theory. And I have a right to this
17 theory, whether the medical community believes me right now or
18 not, although they soon will because I'll be written up in most
19 of the major medical journals around the world.

20 MR. TRUDEAU: You were mentioning that. There are
21 articles coming out now in medical journals?

22 MS. SABLE: Oh, yes. I should be in most of the major
23 medical journals in the world in the next few months, which will
24 finally end baldness in the human race. And I'm very proud of
25 that. A hundred percent on my testing. And that will be

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1 announced, I would say, before the end of the June. And that's
2 one of the reasons for this show today. Hopefully we're going to
3 reach all the people that have seen me on TV already and wondered
4 if this is really true.

5 MR. TRUDEAU: And by the way, for the people listening,
6 we are going to be giving out a toll-free number in just a little
7 while, if you want information on the hair farming product. So
8 we will be giving out a toll-free number.

9 Now, you were talking the other day, and I talked to a
10 station manager, you were on as a guest. After the show, where
11 you did actual live demonstration and people saw it. I
12 understand you got over 2,000 phone calls.

13 MS. SABLE: The phones are still ringing. That was
14 three weeks ago.

15 MR. TRUDEAU: Unbelievable.

16 MS. SABLE: And that was just a local show in Missouri.
17 Can you imagine what's going to happen from your show? I hope
18 you have the staff to answer the phone calls. I don't.

19 MR. TRUDEAU: Well, yeah. And like I say, we will be
20 giving out the number, so people don't have to call the station
21 and flood us with inquiries.

22 MS. SABLE: Well, for those who are listening in, let
23 me say this, very simply. It's guaranteed to work on every human
24 being. You're alive, the blood is flowing, your hair is growing
25 from blood.

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1 Number two, we don't grow hair. We're just cleaning
2 the debris that's preventing it from reaching the surface. It's
3 100-percent guaranteed, completely harmless, herbal, natural.
4 And everyone should have all their hair back in six months to a
5 year, permanently, painlessly, and never have to purchase
6 anything again. You're not tied to hair farming for the rest of
7 your life.

8 We teach you free of charge what to do to keep your
9 hair once you have it back.

10 MR. TRUDEAU: Now, I have a partner, and we talked
11 about this in the last few days. He's bald. And he asked me a
12 question. He said, "Why do some people go bald, and not others?
13 Why don't all of us have, you know, the debris get stuck in our
14 scalp?"

15 MS. SABLE: Because some people inherit -- in fact, 80
16 percent of the male population of the world inherit over-
17 producing scalp glands. They either sweat too much or have too
18 much oil on their scalp. And we've got about 2,000 glands every
19 square inch of our scalp. Perspiration and 2,000 oil glands.

20 If you've inherited the tendency to perspire too much,
21 when you reach 15 or 16 you're going to start having dry hair.
22 This glandular problem matures when you become an adult. That's
23 why everybody has hair as a preteen.

24 Now, once you become a teenager, your glands in your
25 body start working as they will the rest of your adult life. And

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1 if you have a perspiration problem, it will come out of the
2 scalp, this excess fluid, move along the surface of your scalp,
3 according to the inherited shape, taking debris with it,
4 pollutants in the air, any conditions you work under or play
5 under, and hair cosmetics that we use incorrectly. And it will
6 clog the openings in its path.

7 Now, fortunately you don't go bald in one day. You
8 lose about 30 hairs a day. And in that two-month period of time,
9 two- to three-month period of time, which they call the telogen
10 stage, before the second hair can replace the one that's fallen
11 out, if the passageway in the follicle above it becomes clogged,
12 too much so, too hard, too permanent that the hair can't push its
13 way through, a clogged area will eventually form over a period of
14 years that's called a bald spot. And it takes on the pattern of
15 the inherited shape of the head.

16 So if you've got a flat area in back, the fluid goes
17 there and causes a puddle back there. Clogs there, and you've
18 got monk's pattern. If you've got a high-pitched head, it goes
19 forward towards the front of your head, and you've got receding
20 hairline, and eventually all the hair on top of your head is
21 gone.

22 Now, what usually happens when you have dry hair and
23 scalp is that you use conditioners, because you want to condition
24 your hair. Now what do you do? You rub it into your scalp,
25 don't you?

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1 MR. TRUDEAU: Sure.

2 MS. SABLE: Real good. You're clogging the scalp with
3 the conditioner.

4 MR. TRUDEAU: So it's even making the problem even more
5 severe.

6 MS. SABLE: Exactly. And then you use hairspray,
7 because you want to hold that flyaway hair in place. And
8 hairspray is one of the biggest problems to mankind today, never
9 mind the atmosphere, also to having hair loss. Because people
10 don't know how to use it correctly. I'm not saying don't use
11 these products, but learn to use them correctly.

12 MR. TRUDEAU: So not just men. We're talking about
13 women, too.

14 MS. SABLE: Exactly.

15 MR. TRUDEAU: As in yourself, that have the thinning
16 hair, the hair falling out.

17 MS. SABLE: Exactly. You see, in the case of a man,
18 when the blow-dryer look came out about 15 years ago, when they
19 invented blow dryers, and men started using hairspray for the
20 first time, young fellows. Because my father's generation didn't
21 use hairspray, it was a sissy thing to do.

22 MR. TRUDEAU: Right.

23 MS. SABLE: So today, now, the young fellows are blow
24 drying their hair. And what do they do? They want to hold their
25 hair in place, so they spray the hair on the side of their head

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1 to hold it in place. They don't realize how much hairspray is
2 hitting the temple area. The next thing, with the perspiration
3 and oil that's there, causing cement in the follicle, and
4 starting a receding hairline. Until eventually they have so much
5 of a receding hairline that what do they do? They comb their
6 hair over and spray down on the scalp to hold that hair in place,
7 to hide the receding hairline, and they clog the hair on top of
8 their head, and they go bald on top.

9 Now, I'm not saying don't use hairspray, those of you
10 who do this that are listening in. But simply cover with your
11 other hand the receding area as you're spraying that side of the
12 head. Same thing with the other side, cover that receding area.
13 And when you do the top of your hair, don't spray down on your
14 scalp. Comb the hair the way you want. Spray the hairspray on
15 your hand, comb, or brush, and put it on the hair that way.

16 MR. TRUDEAU: All right, now, let me ask you a
17 question. I don't have, I've never had any hair loss. I don't
18 have a receding hairline. And --

19 MS. SABLE: Then you can't sympathize, can you?

20 MR. TRUDEAU: And my partner's bald.

21 MS. SABLE: Okay. But you see, you're one of the rare
22 20 percent of the human race, which includes Indians -- anyone
23 with Indian blood will never lose hair. Any kind of Indian blood
24 will never lose hair.

25 MR. TRUDEAU: Why is that?

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1 MS. SABLE: We don't know.

2 MR. TRUDEAU: You don't know.

3 MS. SABLE: And why is it, also -- now, here's a very
4 interesting premise for any doctors or any scientists listening
5 in today. I have found that it is the Caucasian race that
6 affects the other races. No Indians, no black or Oriental race
7 has hair on their body like the Caucasian male.

8 MR. TRUDEAU: Right.

9 MS. SABLE: And they are not prone to hair loss unless
10 it's intermarriage. And in the Indian race -- with whites. In
11 the Indian race, there is no hair loss. And anyone that has even
12 one-quarter of Indian blood will not lose hair. If there's more
13 mixture in the blood than one-quarter, they will lose.

14 MR. TRUDEAU: So there are some things out there that
15 we still don't know about.

16 MS. SABLE: I think we've just touched the tip of an
17 iceberg here.

18 MR. TRUDEAU: But what you're saying is if somebody has
19 thinning hair, if somebody has a receding hairline, if someone is
20 bald --

21 MS. SABLE: They've inherited over-producing scalp
22 glands.

23 MR. TRUDEAU: And you're saying that if the follicles
24 were cleaned properly --

25 MS. SABLE: They would never lose their hair.

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1 MR. TRUDEAU: -- then the hair that is there will start
2 to --

3 MS. SABLE: Remain the rest of their life.

4 MR. TRUDEAU: That's amazing.

5 MS. SABLE: Now, if we could reach the teenagers
6 through wonderful shows like these -- and I'm very grateful for
7 you to be giving us this opportunity to tell people about hair
8 farming -- we could actually end hair loss in the human race. No
9 one would become bald any more.

10 MR. TRUDEAU: Well, I'm going to tell the audience
11 about it, because I've been talking about it all week. I said,
12 "You know, I'm talking to this woman who I think is crazy." And
13 I said, "We're going to try it out on my partner, who I mentioned
14 is bald." And the only reason that you're on this show with us
15 today is because yesterday we took my partner, and we put this
16 stuff on his head.

17 And I'm going to tell you what happened. But we are
18 going to take a break, because I know I'm already getting waves
19 from the studio that people are calling saying is there a toll-
20 free number that we can get information from the Hair Farming
21 Product. So, let's take a short break and give out that number
22 so if people do want information on the Hair Farming program they
23 can call you and get all their questions answered and so forth.
24 Let's take a break.

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1 MR. TRUDEAU: And we're back. This is Kevin Trudeau on
2 "Let's Talk, America." My guest again is Jacqueline Sable, the
3 founder of Sable Laboratories in Florida, and the inventor of the
4 hair farming product or program, or herbal formula invention.
5 We've been talking about hair loss and balding and thinning.

6 And you know, Jacqueline, this is a fascinating
7 subject. As I mentioned, I can't sympathize with people because
8 I've never had any hair come out of my comb, and I have a full
9 head of hair and no receding hairline.

10 MS. SABLE: The glands of your scalp are working
11 normally. I was mentioning about those that have a perspiration
12 problem, but there's a lot of those that have oil problems, also.
13 And the oil glands, if you have over-producing oil glands, you
14 have dandruff. Dandruff is caused by oil coming out of inside
15 the follicle, because it lubricates the inside of the follicle,
16 the oil gland. And it lubricates the outside of the hair shaft
17 that slides up the follicle to reach the surface of the scalp.

18 So when the oil comes out of the follicle, it mixes
19 with the dead skin that we shed on our scalp, and you have
20 dandruff flakes.

21 MR. TRUDEAU: Okay.

22 MS. SABLE: If you have excess oil, you have excess
23 dandruff. Now, a dandruff shampoo manufacturer cannot stop you
24 from oversecreting oil. That's a genetic inherited problem. And
25 it can't stop us from shedding skin, because that's nature.

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1 There has to be a barrier to prevent the two from
2 blending and reaching each other. And that barrier's usually
3 petroleum-based, tar-based, medicated-based, whatever they use,
4 in a dandruff shampoo, you will be bald in no time. If you have
5 a dandruff shampoo, throw it out the window. Because you'll
6 never see a shiny-headed, bald old man with dandruff. Think
7 about it.

8 MR. TRUDEAU: That's amazing, yeah.

9 MS. SABLE: They have totally sealed that person's
10 head. That's what a dandruff shampoo does.

11 MR. TRUDEAU: Now, it's funny you said that. Because
12 yesterday when I called you on the phone and said, "I have my
13 partner in the chair." I says, "I'm looking at his bald head,
14 and what should I do?" And you said, "Look at the scalp and tell
15 me if it looks like leather and nice and smooth." And I go,
16 "Yes, it's shiny. It's very nice and --"

17 MS. SABLE: Every follicle is filled.

18 MR. TRUDEAU: And when you said that, I said, "Of
19 course." And you said, "Do you think any hair can grow out of
20 that?" I said, "No, there's no place for it to grow."

21 So when I put on the formula one, and I rubbed it in,
22 within a few minutes, just a few minutes, all of a sudden the
23 smoothness stopped and the scalp became rougher --

24 MS. SABLE: And holes started to appear.

25 MR. TRUDEAU: It looked like somebody took little, tiny

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1 needles --

2 MS. SABLE: Exactly.

3 MR. TRUDEAU: -- and poked it in the scalp, so that
4 there were now, instead of just a smooth, shiny top, it looked
5 like there were places that hair could actually begin to sprout
6 again.

7 MS. SABLE: Well, the doctors that have tested with us,
8 that amazed them. That was the very first thing that amazed
9 them. They said they saw more in five minutes with our product
10 than they did with any other product they've ever tested. And
11 that includes the Rogaine and Minoxidil products. Because the
12 follicles actually started dilating in those five minutes.

13 They were cleaning out, you see. The debris that was
14 right on top was being flushed out by formula one.

15 MR. TRUDEAU: Now, obviously we've been hearing about -
16 - I've heard about, oh, this cleanness to follicles, cleanness to
17 follicles, that's been something that the people who've been
18 talking about for a long time --

19 MS. SABLE: Do you know why? I invented that, and I
20 was develop -- my discoveries were copyrighted in 1976. I am the
21 one who invented the theory of the clogged follicle; that it was
22 not dead, that it was simply a hole and that it was clogged. I
23 naturally formed a company, sent literature out all over the
24 world. And lo and behold, other companies started saying what I
25 was saying. And now doctors are saying what I was saying.

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1 But you know, I never got the credit for it.

2 MR. TRUDEAU: Well, that happens so many times, doesn't
3 it?

4 MS. SABLE: I have about five copyright lawsuit
5 infringements, copyright infringement lawsuits pending.

6 MR. TRUDEAU: Incredible, incredible.

7 MS. SABLE: And which I will be announcing probably by
8 the end of the year.

9 MR. TRUDEAU: Now, you said that your program, the hair
10 farming formula that people put on cleans the follicles. I've
11 heard of other products that make that same claim.

12 MS. SABLE: I'll tell you the difference. Anyone that
13 hears any other product making that claim, which was stolen from
14 me, call them up and tell them you're totally bald, you want all
15 your hair back, and they'll say they can't help you. Because all
16 they do is -- in hair. They just have a glue for the scalp.

17 MR. TRUDEAU: right.

18 MS. SABLE: As you can see, the phones never stop
19 ringing here, so be prepared.

20 MR. TRUDEAU: That's okay, Jacqueline.

21 MS. SABLE: And what happens in our case is that we
22 will say yes. We will say, "Yes, we can take a totally bald old
23 man. And if we're right, if the hair is there, it'll come back
24 through the clean passageways." Again, we're not growing it.

25 MR. TRUDEAU: All you're doing is cleaning the --

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1 MS. SABLE: You see, in the United States you have to
2 be very, very careful about the words you use. But it happens to
3 be true. We're not growing hair. We're just cleaning debris.
4 Nobody can grow hair, it only grows from blood.

5 But again, in any way, shape, or form, if you were to
6 take a bald man and show him with a full head of hair, they, the
7 FDA claims that you're growing hair.

8 MR. TRUDEAU: Right.

9 MS. SABLE: And it's really a problem. It's really a
10 play on words, because it's unfair. It's really unfair. And
11 this is why we're going to countries like Mexico and Europe and
12 -

13 MR. TRUDEAU: You know, I want to talk about that.
14 Because I was talking to you, and you were telling me all the
15 challenges you were having in this country, being able to have a
16 program that seems to have effective results.

17 And by the way, I've talked to people that have been
18 using this for several months. Because I said no, no, no, this
19 sounds too --

20 MS. SABLE: Too easy.

21 MR. TRUDEAU: Yes. Let me talk to them. And I
22 understand that virtually there are tens of thousands of people.
23 As I mentioned, 2,000 people called on the last show you were on.
24 The phones were flooded with people wanting this program.

25 MS. SABLE: I often think at night before I go to bed

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1 of all the men that are rubbing their heads and saying, "This
2 woman better be right." I'm either being thanked or cursed all
3 across the country. And world. I'm in Russia already. Would
4 you believe it? I'm in Russia.

5 MR. TRUDEAU: Really?

6 MS. SABLE: In Russia. When the walls came down in
7 Russia, they called me. They heard about hair farming in Russia.
8 I couldn't believe it. I heard the news in the morning that the
9 walls came down. I get a phone call from a big professor in
10 Russia that wants to represent us.

11 MR. TRUDEAU: There you go.

12 MS. SABLE: I thought it was so funny.

13 MR. TRUDEAU: But I called people. And I said, "Look,
14 you've been using this stuff for how long?" "I've been using it
15 for three months." "And what are the results?" It's
16 unfortunate, but, you know, before we did this show, because we
17 were talking about this product, there are certain things I can't
18 even tell you, you can't even tell me on the air --

19 MS. SABLE: It's a shame, really.

20 MR. TRUDEAU: -- of what's occurring.

21 MS. SABLE: You have to remember that we're putting
22 dermatologists out of business. They don't make money on
23 pimples. They make money on hair transplants.

24 MR. TRUDEAU: Sure.

25 MS. SABLE: They make money selling Rogaine and

Complaint

125 F.T.C.

EXHIBIT C

21

1 Minoxidil. They don't make money on pimples any more.

2 MR. TRUDEAU: And these hair transplants and all these
3 other --

4 MS. SABLE: And scalp reduction, which is a horror. Do
5 you know that scalp reduction, they cut the whole top of the head
6 open?

7 MR. TRUDEAU: Oh.

8 MS. SABLE: They take the hair from above your ears and
9 pull it up top of your head and sew it in place.

10 MR. TRUDEAU: The things that people do just to --

11 MS. SABLE: Ten thousand dollars for that one.

12 MR. TRUDEAU: Unbelievable. Jacqueline, we've got to
13 take a break, because again, we're getting calls at the studio to
14 give out the 800 number again.

15 MS. SABLE: It's happening all the time.

16 MR. TRUDEAU: So hold on. We're going to take a break,
17 and we'll give out the 800 number for people who want information
18 on the hair farming system. Let's take a break.

19 MR. TRUDEAU: And we're back. This is Kevin Trudeau,
20 "Let's Talk, America." Our subject today is hair, hair loss.
21 And I'm talking with the founder of the hair farming system, from
22 Florida. I have her on the phone, Jacqueline Sable.

23 MS. SABLE: I was talking to you about Mexico.

24 MR. TRUDEAU: Yes, I wanted to ask you about that,
25 because I know that you were going over there in the next few

EXHIBIT C

22

1 actually today or something, to do all this filming, because the
2 Mexican government, the banks or something over there, want to
3 promote this, because they see the results.

4 MS. SABLE: That's right. And the main thing is that
5 when we do a Spanish TV show, we don't have the restrictions that
6 we have in the United States. They are not so involved with drug
7 companies, and they don't have the restrictions. You're able to
8 show the hair. You're able to show people returning their hair.
9 You're able to do a demonstration as part of an infomercial.

10 MR. TRUDEAU: Right.

11 MS. SABLE: In this country, you're not allowed to
12 advertise that you can put hair back on a bald person.

13 MR. TRUDEAU: Sure.

14 MS. SABLE: You can do interviews, like I've done in
15 the past on all the major talk shows. By the way, you'll soon be
16 seeing me on Oprah and Regis and Kathy Live, and I'll be in all
17 the newspapers, in all the news. We'll be announcing this around
18 the world.

19 MR. TRUDEAU: Well, once that comes out in the medical
20 journals, all of a sudden, bam, now all these people will, again
21 -- you've already been on several hundred talk shows all around
22 the country.

23 MS. SABLE: But, you see, that wasn't enough
24 credibility. When they see it in the medical journals, that's
25 when the trouble really starts.

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EXHIBIT C

23

1 MR. TRUDEAU: The trouble. It sounds like the good
2 news for the people who have this problem.

3 MS. SABLE: Well, how many products in this country are
4 prevented from coming into this country, that can help people?
5 Think about it. How many people have got to go to Mexico for
6 cancer cures? How many people have got to go to Europe for
7 looking young again, and for wrinkle removal? I can name you a
8 list a mile long.

9 MR. TRUDEAU: Well, I, myself, I went to Mexico to have
10 a heart problem taken care of.

11 MS. SABLE: Thank you.

12 MR. TRUDEAU: With a treatment that wasn't available in
13 this country. And I tell people all around, I can't even mention
14 it on the air. It's unfortunate, because it's not available and
15 not legalized in this country yet.

16 MS. SABLE: Well, you're putting people out of work. I
17 mean, people at doctor offices have to be paid, nurses have to be
18 paid. You know, houses have to be paid for.

19 Now, it's like the car and the horse. That's my
20 position. And they didn't like that car too much, the people who
21 made the horseshoes and the horse carriages and so forth.

22 MR. TRUDEAU: Sure, I remember the whips being put out
23 of the --

24 MS. SABLE: Exactly. And the wagon wheels and so
25 forth. So here I come, little old me, little old hair lady,

EXHIBIT C

1 that's what they call me.

2 MR. TRUDEAU: The hair lady.

3 MS. SABLE: The hair lady, from Pompano Beach, Florida,
4 is taking on the whole United States, you might say. And it's
5 not fun. It's hard.

6 MR. TRUDEAU: But I have to tell you. My partner was
7 the most skeptical guy. And I started to tell you the story. We
8 put this on. And I saw the results. Just last night I hopped in
9 my car, and I was talking to him on the car phone. I said, "I
10 can't believe --"

11 MS. SABLE: Some of the hairs were probably three or
12 four inches long.

13 MR. TRUDEAU: Well, I tell you what. I couldn't
14 believe what I saw. And he couldn't. His wife couldn't believe
15 it. His two sons said, they were laughing. We were having --

16 MS. SABLE: You want to see the doctors' expressions.
17 The condescending look when I walk into their office. And then
18 their expression and the jaw that drops when they 10-inch-long
19 hairs popping out of a totally old, bald man.

20 MR. TRUDEAU: Jacqueline --

21 MS. SABLE: The hairs measure five years per inch.

22 MR. TRUDEAU: Jacqueline, the time has flew, and we're
23 going to have to sign off here in just a couple seconds. But I
24 wanted to thank you for spending the time with us. And I'm sure
25 I'll be able to get you back on this show again.

EXHIBIT C

25

1 I know you're going to Mexico for all this filming, and
2 people will see on television again what's happening.

3 MS. SABLE: There's a lot more I can teach people. So
4 I really hope we've been of some help. There's hope now. You
5 don't ever have to be bald any more. You don't ever have to go
6 bald, if you're a young person who's just starting to lose their
7 hair. And there's a lot of help that we can give you. So I hope
8 you do give us a call.

9 MR. TRUDEAU: That sounds terrific. Jacqueline Sable
10 of Sable Laboratories, thanks for being our guest.

11 MS. SABLE: Okay. Happy hair farming, everyone.

12 MR. TRUDEAU: Have a great day.
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EXHIBIT D

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FEDERAL TRADE COMMISSION

FTC MATTER NO.: 942-3278

TITLE: KEVIN TRUDEAU'S MEGA MEMORY
TELEVISION INFOMERCIAL

PAGES: 1 THROUGH 25

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EXHIBIT D

1 ANNOUNCER AND GRAPHIC: The following is a paid commercial program
2 brought to you by Mega Systems.

3 [Setting - nighttime scene of city streets, band playing in background, newspaper
4 articles with Danny Bonaduce's picture on them pan across the screen as announcer announces
5 the opening of the show and introduces Danny Bonaduce].

6 ANNOUNCER: First he has the hottest talk show in the city on WO
7 [INAUDIBLE]P radio, the Loop, now with the hottest talk show on television, it's the Danny
8 Bonaduce Show. With Danny's house band, the Critics, and special guest, memory expert,
9 Kevin Trudeau. And now our favorite member of the Partridge Family - Heeere's Danny
10 Bonaduce.

11 [Setting - Introduction ends. Scene of a talk show set (like The Tonight Show,
12 Late Show, etc. - band playing, Bonaduce enters the studio from behind an Arsenio style moving
13 wall, flash to cheering audience].

14 AUDIENCE: We love you, Danny!

15 MR. BONADUCE: [laughing] I thank you; I love you, I, I do. Thank you very
16 much, thank you very much [motions for cheering audience to quiet]. Thank you very much,
17 Thank you very much, Thank you for showing up for the show - I'd like to give a special thank
8 you to Chevy for showing up tonight. [points to police style outline on the floor of a dead body].
9 Thank you. [Audience cheers]. You know, I'll tell you what the problem with Chevy was, he
0 didn't play with the big boys, it's television, it's all about cars. It's who has the best car. Leno,
1 he's got himself a new Viper; Letterman - he drives a Viper. So what did I do? I went out and
2 got myself a Viper and here it is ... [red toy motorized car runs across the stage into Bonaduce's
3 right foot].

4 [Audience cheers, laughs].

5 What can I tell ya I don't have their budget! Let's say hello to the house band. the

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EXHIBIT D

2

1 Critics. [points to band, camera on four piece rock band playing theme song] [back to Danny
2 seated at desk with Letterman style window behind him with a city background and large
3 microphone on desk].

4 All right, Mr. Montegna (band director), how is your memory?

5 MR. MONTEGNA: Oh, [INAUDIBLE] Danny, I'm lucky I remembered how to
6 get here today.

7 MR. BONADUCE: I have the same problem myself. I'm really glad that
8 memory expert Kevin Trudeau is on the show tonight - because I, I as you might expect, I don't
9 have quite the memory I should, uh I always knew that I was on a TV show but until I met Kevin
10 I always thought I was a member of the Brady kids.

11 [Audience laughs, shot on band].

12 Well, I'd like to bring out my first guest, he's memory expert Kevin Trudeau, he's
13 the founder of the American Memory Institute, the world's largest memory training school and
14 author of the number one self-improvement program in history, the Mega Memory - you've seen
15 him on all the television shows - he is one of the most sought after speakers and talk show guests
16 in the country. Please help me make him feel welcome - Kevin Trudeau!

17 [Band plays, Bonaduce applauds, audience howls. Kevin Trudeau walks out,
18 shakes hands with Bonaduce and seats himself in guest chair].

19 MR. TRUDEAU: How ya doing?

20 MR. BONADUCE: Real good. It's good to see you. Thanks for being on the
21 show.

22 MR. TRUDEAU: It's a pleasure.

23 MR. BONADUCE: All right first thing tell us about the American Memory
24 Institute and Mega Memory.

25 MR. TRUDEAU: Well, as you know, as you mentioned, what we are is the

EXHIBIT D

3

1 largest memory, memory training school in the world today and we teach people all around the
2 world how to release the photographic memory that people have right now, or instant recall
3 memory. Now I call it Mega Memory so that people can do some pretty amazing things like go
4 into a room and meet thirty or forty people and remember everyone's name or a student can
5 study for an exam and remember everything for the test and get a straight A or you can
6 remember phone numbers, things to do, foreign languages, uh, playing cards, um, anything all
7 like that that helps people be more effective in their business and even stop some of the absent
8 minded things, like did you ever have this happen to you, did you ever walk into a room in your
9 home and say, "Why did I come in there?" [All laugh].

0 MR. BONADUCE: Almost every day.

1 MR. TRUDEAU: Happened to you, right? Or you go to the store to buy milk
2 and you come back with ten things but you didn't buy milk?

3 MR. BONADUCE: Right, exactly, OK.

4 MR. TRUDEAU: Or where are my keys or where did I park the car? All these
5 little absent minded things we help people when we develop and release the photographic
6 memory that they have.

7 MR. BONADUCE: And the Mega Memory will do all that?

MR. TRUDEAU: Oh, yeah, as a matter of fact, we gotta do a demonstration first.

MR. BONADUCE: I was gonna say how about a little demonstration. Now I've
seen some of these demonstrations from you before.

MR. TRUDEAU: Yeah, on all the other talk shows I've been on and since you
asked...

MR. BONADUCE: Well if it's on the other talk shows I want it here. [All
laugh].

MR. TRUDEAU: OK. So I had a chance to meet some of the audience before

