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MSI/SALBERG COMPLAINT EXHIBIT C
TRUDEAUS COMPLAINT EXHIBIT C
SABAL COMPLAINT EXHIBIT A
MR. TRUDEAU: My guest from beautiful Florida I have on the telephone is Jacqueline Sable, the founder of Sable Laboratories and the inventor of the hair farming formula we've been talking about all morning.

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

Well, good morning, Jacqueline. How are you?

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

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

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

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

MS. SABLE: Well, I had what is called alopecia areata...
Now, there's a lot of women, and some men listening in, that have had that problem themselves, where hair falls out in patches due to a nervous condition, or it just thins evenly due to nerves.

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

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

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

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

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

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

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

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

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

MR. TRUDEAU: No kidding.

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

MR. TRUDEAU: So does it work with people who are just, you know, straight bald?
MS. SABLE: No. It only works on those who are just losing their hair. So here's a young man using this very expensive drug, rubbing it into his head every day, which is causing all kinds of other physical ailments, according to their own literature, now.

MR. TRUDEAU: Right.

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

MR. TRUDEAU: Exactly.

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

MR. TRUDEAU: Right.

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

MR. TRUDEAU: Okay.

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

MR. TRUDEAU: That's interesting.
MS. SABLE: Now, what hair farming does it totally
different. We deep clean the debris under the scalp. It's just
Safety tested. It's been used for many, many years. About 10,
15 years in this country and 4 or 5 other countries that we are
in. We are in about 150 cities in this country alone. And all
it does it clean. And so that the hair that's growing from the
blood has a free passageway to reach the surface. '

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

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

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

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

MR. TRUDEAU: Right.

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

MR. TRUDEAU: That's right.

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

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

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

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

MR. TRUDEAU: People get excited about the results.

MS. SABLE: Yes. Because the hair is there. Again, we're not growing hair. And the hair that sprouts out measures five years, for instance, that it's been growing under the scalp, from the blood, from the protein in the blood. And we've actually proved that even more so, because we had cadaver scalps dissected, and there's the hair trapped in the follicles. And then we went further than that, and we had live subjects tested in a laboratory here in south Florida, and they counted the hairs as they came in on every test subject every day that they used the product.
Again, we were not growing hair. We were just cleaning debris, which is just simply a shampoo. But we’re the only shampoo in the world that can get down and clean under the scalp.

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

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

MS. SABLE: True. I don’t know if that’s organic or not.

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

MS. SABLE: Exactly. So we have a wonderful product that cleans the scalp. And if you learn to do that, first of all, you’ll never lose your hair. If you learn the correct use of hair cosmetics and how to keep your glands under control.

Because, you see, that’s my theory. And I have a right to this theory, whether the medical community believes me right now or not, although they soon will because I’ll be written up in most of the major medical journals around the world.

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

MS. SABLE: Oh, yes. I should be in most of the major medical journals in the world in the next few months, which will finally end baldness in the human race. And I’m very proud of that. A hundred percent on my testing. And that will be
announced, I would say, before the end of June. And that's
one of the reasons for this show today. Hopefully we're going to
reach all the people that have seen me on TV already and wondered
if this is really true.

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

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

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

MR. TRUDEAU: Unbelievable.

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

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

MS. SABLE: Well, for those who are listening in, let
me say this, very simply. It's guaranteed to work on every human
being. You're alive, the blood is flowing, your hair is growing
from blood.
Number two, we don't grow hair. We're just cleaning the debris that's preventing it from reaching the surface. It's 100-percent guaranteed, completely harmless, herbal, natural. And everyone should have all their hair back in six months to a year, permanently, painlessly, and never have to purchase anything again. You're not tied to hair farming for the rest of your life.

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

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

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

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

Now, once you become a teenager, your glands in your body start working as they will the rest of your adult life. And
If you have a perspiration problem, it will come out of the scalp, this excess fluid, move along the surface of your scalp, according to the inherited shape, taking debris with it, pollutants in the air, any conditions you work under or play under, and hair cosmetics that we use incorrectly. And it will clog the openings in its path.

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

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

Now, what usually happens when you have dry hair and scalp is that you use conditioners, because you want to condition your hair. Now what do you do? You rub it into your scalp, don't you?
MR. TRUDEAU: Sure.

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

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

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

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

MS. SABLE: Exactly.

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

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

MR. TRUDEAU: Right.

MS. SABLE: So today, now, the young fellows are blow drying their hair. And what do they do? They want to hold their hair in place, so they spray the hair on the side of their head...
to hold it in place. They don't realize how much hairspray is
hitting the temple area. The next thing, with the perspiration
and oil that's there, causing cement in the follicle, and
starting a receding hairline. Until eventually they have so much
of a receding hairline that what do they do? They comb their
hair over and spray down on the scalp to hold that hair in place,
to hide the receding hairline, and they clog the hair on top of
their head, and they go bald on top.

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

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

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

MR. TRUDEAU: And my partner's bald.

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

MR. TRUDEAU: Why is that?
MS. SABLE: We don't know.

MR. TRUDEAU: You don't know.

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

MR. TRUDEAU: Right.

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

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

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

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

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

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

MS. SABLE: They would never lose their hair.
MR. TRUDEAU: -- then the hair that is there will start to --

MS. SABLE: Remain the rest of their life.

MR. TRUDEAU: That's amazing.

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

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

And I'm going to tell you what happened. But we are going to take a break, because I know I'm already getting waves from the studio that people are calling saying is there a toll-free number that we can get information from the Hair Farming Product. So, let's take a short break and give out that number so if people do want information on the Hair Farming program they can call you and get all their questions answered and so forth. Let's take a break.
MR. TRUDEAU: And we're back. This is Kevin Trudeau on "Let's Talk, America." My guest again is Jacqueline Sable, the founder of Sable Laboratories in Florida, and the inventor of the hair farming product or program, or herbal formula invention. We've been talking about hair loss and balding and thinning.

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

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

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

MR. TRUDEAU: Okay.

MS. SABLE: If you have excess oil, you have excess dandruff. Now, a dandruff shampoo manufacturer cannot stop you from oversecreting oil. That's a genetic inherited problem. And it can't stop us from shedding skin, because that's nature.
There has to be a barrier to prevent the two from blending and reaching each other. And that barrier's usually petroleum-based, tar-based, medicated-based, whatever they use, in a dandruff shampoo, you will be bald in no time. If you have a dandruff shampoo, throw it out the window. Because you'll never see a shiny-headed, bald old man with dandruff. Think about it.

MR. TRUDEAU: That's amazing, yeah.

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

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

MS. SABLE: Every follicle is filled.

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

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

MS. SABLE: And holes started to appear.

MR. TRUDEAU: It looked like somebody took little tiny
needles --

MS. SABLE: Exactly.

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

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

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

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

MS. SABLE: Do you know why? I invented that, and I was develop -- my discoveries were copyrighted in 1976. I am the one who invented the theory of the clogged follicle; that it was not dead, that it was simply a hole and that it was clogged. I naturally formed a company, sent literature out all over the world. And lo and behold, other companies started saying what I was saying. And now doctors are saying what I was saying.
But you know, I never got the credit for it.

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

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

MR. TRUDEAU: Incredible, incredible.

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

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

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

MR. TRUDEAU: Right.

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

MR. TRUDEAU: That's okay, Jacqueline.

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

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

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

MR. TRUDEAU: Right.

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

MR. TRUDEAU: You know, I want to talk about that.

Because I was talking to you, and you were telling me all the challenges you were having in this country, being able to have a program that seems to have effective results.

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

MS. SABLE: Too easy.

MR. TRUDEAU: Yes. Let me talk to them. And I understand that virtually there are tens of thousands of people.

As I mentioned, 2,000 people called on the last show you were on. The phones were flooded with people wanting this program.

MS. SABLE: I often think at night before I go to bed
of all the men that are rubbing their heads and saying, "This woman better be right." I'm either being thanked or cursed all across the country. And world. I'm in Russia already. Would you believe it? I'm in Russia.

MR. TRUDEAU: Really?

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

MR. TRUDEAU: There you go.

MS. SABLE: I thought it was so funny.

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

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

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

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

MR. TRUDEAU: Sure.

MS. SABLE: They make money selling Rogaine and
Minoxidil. They don't make money on pimples any more.

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

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

MR. TRUDEAU: Oh.

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

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

MS. SABLE: Ten thousand dollars for that one.

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

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

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

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

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

MR. TRUDEAU: Yes, I wanted to ask you about that, because I know that you were going over there in the next few
actually today or something, to do all this filming, because the Mexican government, the banks or something over there, want to promote this, because they see the results.

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

MR. TRUDEAU: Right.

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

MR. TRUDEAU: Sure.

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

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

MS. SABLE: But, you see, that wasn’t enough credibility. When they see it in the medical journals, that’s when the trouble really starts.
MR. TRUDEAU: The trouble. It sounds like the good news for the people who have this problem.

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

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

MS. SABLE: Thank you.

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

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

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

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

MS. SABLE: Exactly. And the wagon wheels and so forth. So here I come. Little old me, little old hair lady,
that's what they call me.

MR. TRUDEAU: The hair lady.

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

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

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

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

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

MR. TRUDEAU: Jacqueline --

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

MR. TRUDEAU: Jacqueline, the time has flew, and we're going to have to sign off here in just a couple seconds. But I wanted to thank you for spending the time with us. And I'm sure I'll be able to get you back on this show again.
I know you're going to Mexico for all this filming, and people will see on television again what's happening.

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

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

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

MR. TRUDEAU: Have a great day.
FEDERAL TRADE COMMISSION

FTC MATTER NO.: 942-3278

TITLE: KEVIN TRUDEAU'S MEGA MEMORY TELEVISION INFOMERCIAL

PAGES: 1 THROUGH 25
ANNOUNCER AND GRAPHIC: The following is a paid commercial program brought to you by Mega Systems.

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

ANNOUNCER: First he has the hottest talk show in the city on WQ...

[INAUDIBLE]P radio, the Loop, now with the hottest talk show on television. It's the Danny Bonaduce Show. With Danny's house band, the Critics, and special guest, memory expert, Kevin Trudeau. And now our favorite member of the Partridge Family - Here's Danny Bonaduce.

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

AUDIENCE: We love you, Danny!

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

[Audience cheers, laughs].

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

EXHIBIT D

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 in the
Complaint 125 FT.C.

EXHIBIT D

largest memory, memory training 5c1100J in the world lOday and we teach people aJJ around the
world how to release the photographic memory that people have right now, or instant recall
memory. Now I call it Mega Memory so that people can do some pretty amazing things like go
into a room and meet thirty or forty people and remember everyone’s name or a student can
study for an exam and remember everything for the test and get a straight A or you can
remember phone numbers, things to do, foreign languages, uh, playing cards, um, anything all
like that that helps people be more effective in their business and even stop some of the absent
minded things, like did you ever have this happen to you, did you ever walk into a room in your
home and say, “Why did I come in there?” [All laugh].

MR. BONADUCE: Almost every day.

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

MR. BONADUCE: Right, exactly, OK.

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

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
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Complaint

EXHIBIT D

the show real quickly. If I had a, if I met you, stand up, if I met you just stand up real quick and I
what, I'm gonna do is I'm just gonna go around the room, real quick and call you off by name,
by memory if I get your name right have a seat and if by some reason I miss, you have to remain
standing for the rest of the show. So...

[Audience laughs].

OK, let's go over here. OK, we have Danelle have a seat, we have Neil, the
nickname Haje have a seat, back there we have Nick have a seat, York have a seat, Rob have a
seat, [shot on audience crowd of people standing up, each sits as he is called]. Elana have a seat,
Matt have a seat, Janice Nugeri have a seat, Jules Leave have a seat, Ordo have a seat, Anna I
believe have a seat, uh John have a seat, Donna have a seat, let have Julie have a seat, uh Floyd
have a seat, Amy in the back have a seat, I think it's Charise have a seat, Debbie have a seat, And
then we have Gail have a seat, uh, let's see this is Pauly have a seat, Brenda have a seat, Jeff, we
have Ed, believe it's Anno, am I pronouncing it correctly?

MAN: Udo.

MR. TRUDEAU: Udo, OK, have a seat.

MR. BONADUCE: Unbelievable, unbelievable, unbelievable.

[Audience cheers, applauds etc.]

MR. TRUDEAU: That's, that's, that's, that's just to give you an idea, Danny just
to give you an idea of what can be done when you have a trained memory and it's something that
everybody can do right now.

MR. BONADUCE: That's what I was going to ask you. Are some people just
born lucky, with a better memory than others?

MR. TRUDEAU: Yeah, you know that's probably one of the most common
misconceptions. Some people think, Oh, he you know must have been lucky, and born with a good
and I just don't have a good memory. That's not the case. Every single person has a
photographic memory right now lying dormant. It's an ability that everyone has. You see, you remember everything that you see, hear and think about. If it comes through the senses it is remembered. The problem though is recalling information. And let me give you an example.

And think about this and ask yourself this question. How many times, does it happen to you where you walk into a bank or a grocery store and you see someone you know, I mean for something like five years you know them a You know them and you go, oh "hi" and as soon as you say "hi," the name goes completely blank in your mind, happen to anybody, here right?

[directed to audience, laughs] and the whole day doesn't it aggravate you? I know this guy, what's his name? Can't remember. Three days later, at two o'clock in the morning, from nowhere, the name just pops into your mind, oh it was Joe Smith. The question is did you really forget in the first place? No! The information was in your memory. The problem was recalling it when you needed it.

MR. BONADUCE: Yeah, when I remember it later, I'm so proud, I wake up my wife. It was Bob! That's who it was at the bank! [All laugh].

MR. TRUDEAU: Yeah, yeah and it doesn't really help you then, you know.

MR. BONADUCE: No.

MR. TRUDEAU: Happens a lot of time. Three o'clock in the afternoon, you're drinking coffee at your desk and you go, "oh I forgot to call Harry at noon." Well, you didn't really forget, you did remember it at three, it you unfortunately just didn't remember it at noon when you needed it.

MR. BONADUCE: Well, how does it work?

MR. TRUDEAU: Well, let me just give you an idea of how the memory actually works and the mind works so people have an idea. If you can imagine a filing cabinet and in that filing cabinet there is a thousand files all alphabetized, in alphabetical order. And I go, "Hey, Danny, can you get me the Jones file?" Boom. Within seconds you can have that information at
your fingertips.

MR. BONADUCE: Sure, it's under the J's.

MR. TRUDEAU: Right. But what would happen if we took the same files and threw them on the floor and mixed them all up? I say, "Hey, can you find me the Harris file?"

You'd say, "Yeah, can you call me next Tuesday, I have to, I gotta go through this big mess.

Your mind is exactly the same way. You meet people everyday in your business and forget their names. A student may be studying for an exam, maybe thinking of things to do. You may try reading things or watching television or a business professional attending meetings and all you're really doing is throwing information in the Grand Canyon of your mind. It's like taking that file folder and throwing it into the room arbitrarily then when you try to go back to recall it and you and you think, what was that guy's name? What was that phone number? What did I have to do today? What were the directions? You go blank and you think you forgot. You didn't forget. The information is in your memory, the problem is, it's just misfiled. So what we actually developed when I developed the Mega Memory system is a way to teach the brain how to develop mental file folders. So when you see something, when you hear it, or even if you think about it without doing anything, the information automatically goes into a mental file and can be instantly recalled just like a person's name, or anything at all.

MR. BONADUCE: All right, well, I went a little bit out of my way and made a up list, a list of fifteen things.

MR. TRUDEAU: OK.

MR. BONADUCE: Now, I wrote them down. You haven't seen it before, uh, if you're at home or you in the audience want to try and remember these fifteen things give it a shot.

MR. TRUDEAU: Yeah, as he calls them out try your own to at home, and here in the audience to see how well you can remember, test your own memory.
MR. BONADUCE: All right, you ready?

MR. TRUDEAU: Yes.

MR. BONADUCE: Number one through fifteen. Number one "Larry Worth."

[All laugh].

MR. TRUDEAU: I'm sure there is something, I'm sure there's something, I'm sure, behind that name.

MR. BONADUCE: Yes. It's my boss's name and I get one thousand bucks every time I mention it.

[Laughter, applause]

MR. TRUDEAU: You did that on Arsenio too, didn't ya...

MR. BONADUCE: Now I'm doing it again! I know a good thing when I get a hold of it.

MR. TRUDEAU: OK, number one is "Larry Worth," OK.

MR. BONADUCE: All right, number two is "table."

MR. TRUDEAU: Number two is "table," got it.

MR. BONADUCE: Three is "microphone."

MR. TRUDEAU: OK, three is "microphone," got it.

MR. BONADUCE: Four, "ashtray."

MR. TRUDEAU: Four is "ashtray," got it.

MR. BONADUCE: Five, the name "Art Eastland."


MR. BONADUCE: OK, number six is a phone number. It's "541-2270."

MR. TRUDEAU: "541-2270," got it.

MR. BONADUCE: Seven, "passion fruit."

MR. TRUDEAU: Uh, "passion fruit," OK.
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MR. BONADUCE: Eight, "St. Lucia."

MR. TRUDEAU: OK, eight, "St. Lucia."

[Laughs]

MR. BONADUCE: Nine, "Chicago."

MR. TRUDEAU: Nine, "Chicago."

MR. BONADUCE: Ten is "paper."

MR. TRUDEAU: Ten's "paper," got it.

MR. BONADUCE: Eleven, "watch."

MR. TRUDEAU: OK, got it, "watch."

MR. BONADUCE: Twelve, "book."

MR. TRUDEAU: OK, twelve, "book."

MR. BONADUCE: Thirteen, "constants."

MR. TRUDEAU: OK, thirteen, "constants."

MR. BONADUCE: Fourteen, "success."

MR. TRUDEAU: Fourteen, "success."

MR. BONADUCE: And fifteen, "money."

MR. TRUDEAU: OK, fifteen "money." Now we kind of did this at a blistering speed, but check and see how well I can recall these by memory. I think they go something like this. One was "Larry Worth." Two, of course was "table." Three was "microphone." Four was "ashtray." Five was "Art-Eastland." Six was the telephone number "541-2270." Seven was "passion fruit." Eight was "St. Lucia." Nine was "Chicago." Ten, of course, was "paper."

Eleven was um, "watch." Twelve was "book." Thirteen was "constants." Fourteen was "success." Fifteen was "money." And backwards, it goes, money - success then we have constants, book, watch, paper, Chicago, St. Lucia, passion fruit, 541-2270, then we have, Art-Eastland, ashtray, microphone, table, and the first one was Larry Worth and that's forwards and
backwards by memory.

Mr. Bonaduce: That's spooky!

[Cheers, applause]

Oh.

[Cheers, applause]

Mr. Trudeau: Now, I gotta say something. I gotta say, 'cause when people see me do that demonstration and remembering the names demonstration, I think it, you know people can be impressed by that and think, "oh, wow that's something, that's really impressive!" and even though I think it is . . .

Mr. Bonaduce: It is.

Mr. Trudeau: . . . an impressive demonstration. What can be done with a trained memory, I tell people, please don't be impressed because it's something that everyone can do right now. It's virtually an ability that everyone has.

Mr. Bonaduce: Well, and I know that to be true as a matter of fact.

Mr. Trudeau: Yeah, because, as a matter of fact, I was on your radio show, "The Loop" in Chicago, one of the things you did, because I know you're not into sports . . .

Mr. Bonaduce: I'm completely sports illiterate. As a matter of fact [All laugh].

Mr. Trudeau: And you, he was being harassed a lot by people calling up, the callers, and what you did to in order to kinda make yourself a little more acclimated to the city was, you took the Mega Memory course and committed to memory in about thirty minutes all of the Chicago Bears.

Mr. Bonaduce: It's true.

Mr. Trudeau: Names, numbers, and positions.

Mr. Bonaduce: Now. [inaudible]
MR. TRUDEAU: Now, yeah, right

MR. BONADUCE: Now this list.

MR. TRUDEAU: Yeah, I brought with me and this was months ago, right?

MR. BONADUCE: Because I thought there were eleven people on a football team.

MR. TRUDEAU: Right, there's uh

[Laughs]

MR. BONADUCE: Apparently there's fourteen thousand peoples on the Bears.

[Looks at the list, Mr. Trudeau shows list]

Look at that list. It's really unbelievable.

MR. TRUDEAU: Yeah, now and this was months ago and that you committed this to memory so I just want . . .

MR. BONADUCE: Right.

MR. TRUDEAU: to call a couple and test your own memory. Here see how well . . .

MR. BONADUCE: OK, yeah, right, right, all right.

MR. TRUDEAU: OK, what number? We'll start with an easy one. What number if Jim Harbaugh.

MR. BONADUCE: Easy, four. And he's the quarterback.

MR. TRUDEAU: OK, that was an easy one. Let's go to more obscure players.

How 'bout Ron Cox.

MR. BONADUCE: Ron Cox is number fifty-four and he is a lineman.

MR. TRUDEAU: Ex, excellent. OK, how about Keith Van Horn?

MR. BONADUCE: Keith Van Horn, is number seventy-eight and he is a tackle.

MR. TRUDEAU: Excellent. And, uh, we'll do another one. How about Perry
MR. BONADUCE: Perry Snow is number ninety-six and he is also a linebacker.
MR. TRUDEAU: Not bad, huh?

[Cheers, applause, etc.]

MR. BONADUCE: And I cannot tell you, I cannot tell you how easy it was. It really wasn't difficult to do at all. It took about thirty minutes.

MR. TRUDEAU: Yeah, that's one of the things about Mega Memory that's very unique is the fact that it only takes only a few hours to learn the technology and when you release that photographic memory learn for anything, whether it be for business, for a business, if you are in business, or if you're a student wanting to recall things for test time or if you just impress people it's pretty easy to do. Yeah.

MR. BONADUCE: Now, since I've done it on my radio show a lot of people have asked me, isn't it all just word association?

MR. TRUDEAU: Yeah, you know if anyone's out there very read a book on how to improve your memory and I'm sure many people have, that's what you're probably exposed to basic word association and you'll probably find out what I did - it doesn't work. Basic association is very difficult and very cumbersome to use. Now I saw that problem evident also so the Mega Memory technology is very unique where it's the only memory improving system in the world that doesn't use basic word association as the technique to help you remember. It simply consists of a series of mental exercises which stimulate parts of the brain cell and the big words are "dendrites" and "neurotransmitters."

MR. BONADUCE: Oh yeah, I got lots of them.

MR. TRUDEAU: Right. [Laughs]

[Audience laughs]
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EXHIBIT D

eye becomes like a wide angle camera virtually picking up and recording everything it sees
whether you're focused on it or not. Your ear becomes a powerful tape recorder virtually
recording everything it hears whether you're focused on it or not, and so you remember things
without applying a technique. I gotta tell you a quick story. I was on one of the other talk shows
and one of the demonstration I did was I met the audience like I did tonight and remembered
everybody's name. Now we had a short period of time but I did about one hundred people
because we had a lot of time before the show and I came off and everybody was impressed, and
Ed grabbed me and said, "Sure, you could do that, but nobody else could." I said, "No, Ed,
anybody can do that and I'll prove it out on tonight's audience. You give me a student, a
business professional; give me someone in their sixties. I'll have them go through Mega
Memory, the home study course this week on their own. Next week invite the four of us back on
the show and I'll have my brand new graduates do the same demonstration.

MR. BONADUCE: The same demonstration, with all of the names with the
audience?

MR. TRUDEAU: With all of the names, yeah, right.
Right. And it was a great way to get back on the program.

MR. BONADUCE: Right. [Inaudible]

MR. TRUDEAU: But, it was so exciting next week to see a sixty-seven year old
woman, by memory, rattie off over fifty people's names that she met just before the show.
Everyone was so impressed that she got a standing ovation and they grabbed her and they said,
"Hey, how did you remember those people's names?" and her answer was, "uh, I don't know!"
[laughs] She said, "I just remembered." And we all laughed hysterically. She looked at me
and she said, "What did you do to my memory?" And I said, "Well, I didn't do anything, I just
released the photographic instant recall memory you've had your whole life and now it's with
you forever." She grinned ear to ear and I said, "What's so funny?" She said, "I can't wait for
my bridge club!" [Laughs]. She's gonna be a terror now on the playing cards.

MR. BONADUCE: Well, I want to talk to you about playing cards and it's gotta be great for business and school, but right away, how do people get this course if they want it or information on it, anyway?

MR. TRUDEAU: Sure, Danny, if people do want information on the Mega Memory home study course they can call our 800 number which is on the screen, and as a courtesy to the viewers, we will give them an over fifty percent discount off the regular price of the course.

MR. BONADUCE: All right, now what about playing cards? Can you, can you, like, if can you, go to Vegas with this?

MR. TRUDEAU: Yeah, I knew you were going to ask me that. [Laughs]. If anybody, uh, uh...

MR. BONADUCE: Of course.

MR. TRUDEAU: It was funny I did a seminar a couple of years ago in Las Vegas and we sold this thing out in a matter of days, like two days. Five thousand people complete sell out and I was like, "This is amazing!" It's a self sell. We get there and there's five hundred people we have to turn away at the door. And it dawned on me that this was Las Vegas, memory cards, so I asked the crowd how many people here came here because they wanna learn how to remember playing cards. Every hand in the room went up. I said well, it's going to be very easy to do, with a powerful memory, but please don't use this as an unfair advantage against your friends to make money. A guy in the back of the room yelled out, "Why not?"

MR. BONADUCE: I'm with him.

MR. TRUDEAU: But it is very easy for bridge players or card players and it changes the game from one of luck to one of skill once you have an advantage.

MR. BONADUCE: All right. There are two areas where this has got to be very
MR. TRUDEAU: Yeah, it really does. Y'know, Dale Carnegie wrote a book called *How to Win Friends and Influence People*.

MR. BONADUCE: Right.

MR. TRUDEAU: It's the number two bestseller of all time, second only behind the Bible, so it's a pretty credible book, but in that book, Carnegie discovered that a person's favorite subject is really themselves.

MR. BONADUCE: Right.

MR. TRUDEAU: And a person's name is the sweetest sound in the language to each one of us. It commands attention every time it's used, but most people really don't use that fact to their advantage every single day in a business. As a matter of fact, let me ask the audience a question by a show of hands, and be honest. How many people here has this actually happened to, you walk up to someone for the first time, you shake their hand, then person gives you their name, and as soon as that handshake breaks, the name kinda just drops to the floor. Has that happened to anyone here?

[Audience shot. Raised hands.]

MR. BONADUCE: Oh yeah. All the time.

MR. TRUDEAU: OK, yeah, OK. If you didn't raise your hand perhaps you didn't understand the question.

[All laugh.]

Happens to everyone and it's very embarrassing in business not remembering names. I will say this, you go into a group situation, uh, a cocktail party or a business meeting and you meet ten, twenty, thirty people and you leave and say goodbye to every single person with their name. I guarantee when you leave the room they'll all remember you and the business you're in because it gives you such a big advantage. You know I was doing a show in New York...
not too long ago and it was a call in radio show a fellow called up on the air, he says "Kevin I
saw you on TV about eight months ago, I bought your Mega Memory course. It was the best
investment I ever made for my business." I said, "Why's that?" He said, "You see I was
applying for a job on Wall Street, a job I really wanted, the problem was five hundred other
people were applying for the same position so in order to set myself apart, what I did was I
committed to memory every single person's name in the firm." He says, "Kevin, over the five
day interview process I must a met over fifty people. So everyday when I would walk back in
I'd call people by name that I met - like hey, Franklin Milatello good to see you, John Sincotti,
nice to see you again. They were blown away." He says, "But the second thing I did is I
committed to memory all fifteen hundred of the New York Stock Exchange companies and their
stock symbols."

MR. BONADUCE: No way, fifteen hundred, really?

MR. TRUDEAU: Yeah, fifteen hundred. As a matter of fact, gentleman has
written a book on that, who has committed those to memory. It very easy to do and he said, "Oh
man, I was like a freak show. They say 'hey Charlie you gotta check this guy out!'"

[All laugh].

He goes he obviously got the job, has gotten three promotions, since then. I go to
meetings now without paper and pencil, I make presentations without notes, they call me the
walking computer. He says, "and the best part about it is now because of my powerful memory.
everyone thinks I'm smart."

[All laugh].

And he was kidding me and he goes, "and I don't know if it's true!"

[All laugh].

MR. BONADUCE: Well, let, let me test you the on how long things stay in your
mind, how many lists you've memorized. Number five...
MR. TRUDEAU: Number five of course was Art Eastland, the name Art Eastland.

MR. BONADUCE: OK, there we go.

MR. TRUDEAU: [laughs].

MR. BONADUCE: All right so uh, it'll help you make money in business. Now how about school? It's gonna be really important for studies 'cause now I remember talking about being able to take notes faster than you can write by remembering it.

MR. TRUDEAU: Right, that's true.

MR. BONADUCE: Well, that's true.

MR. TRUDEAU: Yeah, 'cause you can remember faster than you can write things down, and in, in school it's probably one of the most quantifiable ways you can determine whether the powerful memory is helpful. We took an entire seventh grade class in the beginning of last school year. They went through the Mega Memory system, just took a few days, a couple of hours, very easy and at the end of the school year they had a big problem on their hands.

Eight months ahead of their school curriculum, lowest grade point average A minus, and they tested the vocabulary levels of the seventh graders and they found to be those of sophomores in college because they could remember all the words and definitions. I can't wait until they take their SAT's. They were three years ahead in Spanish, because Foreign languages, if you ever wanna learn foreign language it has a lot to do with memory, as you know.

MR. BONADUCE: Sure.

MR. TRUDEAU: Because I know you speak Japanese.

MR. BONADUCE: I speak Japanese, right. This has been very helpful with that.

MR. TRUDEAU: And, and has a lot to do with memory, learning foreign languages.

But here's the most exciting statistic. Absentee rate virtually zero.
MR. BONADUCE: Because school became what, more fun? More interesting?

MR. TRUDEAU: The kids loved to go to school. I can just imagine in class going, "teacher, don't forget that test I studied for twenty minutes last night!"

MR. BONADUCE: So, your kids could definitely improve their grade point average by, by taking memory course.

MR. TRUDEAU: Yeah. as a matter of fact, on my first television show we had this fellow on there who was a law student who went from a 2.5 GPA to a 3.8 after going through Mega Memory. But more importantly, he used to study as a law student three to five hours every single day. After he went through the program, his study time went down to one hour a day and his GPA went up from a 2.5 to 3.8. Matter of fact in the law firm he works in now, they call him the walking genius because he has committed to memory virtually all of the case law he learned in school. She he'll be sitting in contract meetings, and they'll mention something and he'll say, "wait a minute, there was a case in 1975, it was a landmark case, in St. Louis, the judge was Harrington, it was Shoemaker versus Augustine.

MR. BONADUCE: Oh, geez.

MR. TRUDEAU: And he'll recall the basic information. Then, they'll send a gentleman to run to the law library to get the actual case. But having information at your mental fingertips, fingertips like that really gives you a major advantage.

MR. BONADUCE: Make sure to give me his card. I've, I've been known to use lawyers before.

[All laugh].

Uum, um, one more time 'cause I mean people are going to be amazed by this.

How can we get a hold of it or at least get more information on the Mega Memory system.

MR. TRUDEAU: Sure. again, if people want to call us, they can call us at our 800 number which is on the screen and again as a courtesy to the viewers when they call in for
EXHIBIT D

information on the Mega Memory, our home study course, we'll give them an over fifty percent
discount off the regular price of the program.

MR. BONADUCE: Cool. Now what got you started in all this. How, what made
you wake up one day, and say, "I think I'll be in the memory business."

MR. TRUDEAU: Well . . .

MR. BONADUCE: "I think I'll teach people to memorize things."

MR. TRUDEAU: It was funny because a lot of people assume I had a good
memory my whole life and that really wasn't the case. I was told in high school that I had a
learning disability, a memory block. I virtually flunked out of high school and never went to
college and after I, I, I found that out, I said I figured I had to find a way to help myself to
improve my own memory and I read every book on memory and nothing worked because all
they taught you was basic word association.

MR. BONADUCE: Right.

MR. TRUDEAU: It didn't work. I then met a fellow who did a research report in
1975 at the Oklahoma School for the Blind in Muskogee, Oklahoma, V.R. Carter, was the
Superintendent back then, and he took thirty-five blind children and he improved their memory.
These kids were blind from birth, by the way, and he improved, in just five days, fifteen percent
recall ability to ninety percent in just the week.

MR. BONADUCE: Wow.

MR. TRUDEAU: They were so impressed that they tested the kids six and eight
months later to see if it stuck and most of the kids improved to ninety-five and ninety-eight
percent recall. So, it stuck. He duplicated the results with retarded kids with IQ's of only fifty
and sixty and the results were almost identical, lower memory in the beginning, dramatic
improvement in the nineties just a week later and a year later in testing almost hundred percent
recall ability with slow, retarded kids. Obviously we know at this point if we can teach blind and
retarded kids it had to be an ability, a powerful memory, that everyone had. So I took that raw
data and put together, invested, if you will, over the next year the entire Mega Memory system
that we have today, founded the institute and just in the last couple of years over two million
people now, uh, Danny, have gone through the Mega Memory home study course to improve
their own memory.

MR. BONADUCE: Wow.

MR. TRUDEAU: It's the most utilized home study course utilized, as you
mentioned, in history. So we're seeing the results, we really are.

MR. BONADUCE: I'll tell you along these lines, we're hearing a lot about
Attention Deficit Disorder, do you know about that? Have you heard about that?

MR. TRUDEAU: ADD.

MR. BONADUCE: Right, ADD. Uh, will this help with that?

MR. TRUDEAU: It's a, it's a buzzword, ADD and we're getting letters and calls
more on this subject than any thing else and there are millions of people, children and adults who
are afflicted with this problem, and when I started looking at that because it has a lot to do with
memory, attention span, uh it didn't exist twenty-five years ago, thirty-five years ago it didn't
exist so I started to wonder if there is anything physically amiss. So I started doing the research
and we tested five thousand kids with ADD. One hundred percent of them hypoglycemic, they
eat too much sugar. Ninety-eight percent had food allergies, primarily monosodiumglutamate, the
casing in the milk, glutamate in wheat, red dyes. We had, uh, eighty-six percent had low grade
virus infections primarily in the Herpes family, Epstein Barr virus which is associated with
chronic fatigue syndrome.

MR. BONADUCE: Right.

MR. TRUDEAU: And then we had an eighty percentile candidiasis which is a
yeast overgrowth. When you combine these things together you get the symptoms of
hyperactivity or a short attention span and not just for children, for adults. So we see that there is
a big correlation, there's a lot of controversy 'bout this, by the way, because the drug Riddlin is
the drug of choice to give.

MR. BONADUCE. Sure.

MR. TRUDEAU. And we don't agree with that as an option, but uh we think
through dietary change and we discuss this in Mega Memory, some of the things and options that
people can take to dramatically improve. Tell you a story about ADD. I was doing a show in
Cleveland, a fellow called up on the air and he says, "I have ADD." He says; "I'm flunking
Calculus, I have a straight "F" because I can't remember the calculus equations," he goes, "but
Kevin I got your course." And in lesson seven I teach everyone how to commit an equation to
memory in thirty seconds, a calculus equation. He says, "I can't believe it, I have a test
tomorrow. If I can remember twenty equations I'm gonna get an "A." I'm gonna give a
hundred." I says, great then you study for a half hour tonight and you call me tomorrow after
your test. Tell me how you did.

MR. BONADUCE. Half an hour?

MR. TRUDEAU: Sure. It takes thirty seconds each. So the next day he called
me at my home. So I says, "How'd you do?" He says, "Well I got good news and bad news," he
goes, "the good news is that I got a hundred percent on my calculus equations exam." I go,
"Man, that's great." He goes, "Yeah I was the first person done." I go, "What's the bad news?"
"What's the bad news is that the teacher won't accept the test because she figures I must have
cheated to get this "A."

MR. BONADUCE: Sure.

MR. TRUDEAU: I said, "Oh what do you have to do now?" He says, "I gotta
take it Friday in the principals office." I said, "Now how you gonna do on Friday?" Now here's
the best part. He says, "Kevin, I can't forget these equations even if I tried." You see, when you
learn information properly the first time it’s locked into the knowledge bank and you can recall it
and have access to anytime in the future. Just like that list we did earlier. To be able to go
back and say, “yeah, number six was 541-2270.”

MR. BONADUCE: That’s right, all right how about number thirteen, then?

MR. TRUDEAU: Number thirteen of course, was “constants.”

MR. BONADUCE: And, uh, let’s go for the money, what was number one?

MR. TRUDEAU: Number one, of course, was “Larry Worth!”

MR. BONADUCE: All right.

[Laughs, cheers, etc.]

Now you were talking about allergies and things like that is nutrition, well, I
happen to know this from the course, and I find this very interesting. What is the correlation
between nutrition and memory.

MR. TRUDEAU: There is a big connection between nutrition and memory, and
Mega Memory is one of the only courses that talks about the foods you can eat, that can improve
memory, some of the supplements that people can take; herbs and so forth that’ll improve the
memory function the way the brain operates. So, uh there’s a lot to do with nutrition and
memory not only for children but for adults. I mean I’ll just give you a prime example. Turkey
which is a wonderful food. we eat a lot of it today because it’s low in fat and it’s very high in
something called Tryptophane.

MR. BONADUCE: Right.

MR. TRUDEAU: Which is a natural sedative. The problem is after
Thanksgiving what do everyone want to do? Take a nap.

MR. BONADUCE: Go to sleep.

MR. TRUDEAU: Take exactly. They think, “Oh it’s because we ate a lot of
food.” No, you eat a lot of food at other holidays but you don’t fall asleep. We eat a lot of
tukey, you're putting into your body a high dose of tryptophane and it makes you tired
physically as well as mentally. Makes you lethargic so that's an example of something to avoid
if you want to be mentally alert and mentally sharp.

MR. BONADUCE: I always thought turkeys were really boring.

[Laughs]

MR. TRUDEAU: Yeah, Yeah [laughs] 'cause

MR. BONADUCE: That must be what that's about,

MR. TRUDEAU: [inaudible] Yeah, let me tell you something else about this,

about nutrition. I was walking in New York City, Manhattan with the President of the NFL, he's
a good friend of mine. He has children. We were talking about nutrition, I was talking about
how Mega Memory virtually takes that eye, as you mentioned, and turns it into a wide angle
camera and your ear into a powerful tape recorder so you record this without trying. He says,
"Kevin, that's amazing! Let's put it to the test." So we were walking down Fifth Avenue,
"describe to me one of these storefronts." I said, "OK" and I thought for a second, he put me off
guard. I said, "One of these storefronts, there was a wicker chair, as a matter of fact, the bottom
rung was frayed. There was two uh, brown shoes with argyle socks. There was a black Chinese
cabinet with one, two, three, four, five drawers. The two in the top had a dragon, looked like a
tiger on the right," and I was describing in detail the wicker basket, the fruit, the type of fruit and
so forth and he...

MR. BONADUCE: Sounds like Elvis's room.

[Laughs]

MR. TRUDEAU: [Laughs]. So we, so we walked back about fifteen blocks and
we found this exact storefront with everything as I described it was exactly there. Let me tell ya
something, this guy was impressed.

MR. BONADUCE: I bet.
MR. TRUDEAU: Well I looked in I was impressed. I go, I go, "Wow. This really works." But that's the ability that everyone has right now and it can be released.

MR. BONADUCE: How about remembering the past? You know, I know you can teach to remember things you're learning now but how about things you knew back then but that you've since forgotten?

MR. TRUDEAU: Yeah, uh I got a call on a talk show years ago and this woman calls up and says, "I'm so glad I'm talking to a memory expert. I went on vacation two years ago with my husband and we hid our jewelry box where no one would ever find it," and she said, "and no one has every found it including me." I said, "No, I can't help," and I thought about and there's a lot of things if it did come in through the senses or even if you thought about it is permanently recorded in the memory so I do have a technology now called "How to Remember Things in Your Past" and it's excellent for if you lost a ring, a piece of jewelry, if you met someone in the first grade that you think, "I know that person but I can't remember his name." It is in the memory and it can be accessed very easily.

MR. BONADUCE: This is amazing, once again, how do people get more information on Mega Memory?

MR. TRUDEAU: Sure, again if people wanna call us, they can call us at our 800 number which is on the screen. And again as a courtesy to the viewers when they call for information on Mega Memory our home study course, we'll give them an over fifty percent discount off the regular price of the program.

MR. BONADUCE: All right. What was number three?

MR. TRUDEAU: Uh, number three was "microphone."

MR. BONADUCE: What was number twelve?

MR. TRUDEAU: Twelve. Of course, was "book."

MR. BONADUCE: And eight?
MR. TRUDEAU: Eight was oh, "St. Lucia," which us, there's something behind St. Lucia, right?

MR. BONADUCE: I happen to be going there next week on vacation, and I can't wait.

MR. TRUDEAU: I knew that. [Laugh].

MR. BONADUCE: That's amazing, now, and a lot of people are going to ask if MR. TRUDEAU: Yeah, a lot of people think that you have to work at it and practice. And Mega Memory's unique in that regard. Since we're not teaching basic word association it's something that you have to practice like a skill to keep up or requires a lot of hard work to learn. It's more like an ability that's being released. And I'll give you a good analogy, learning how to ride a bicycle, learning how to swim, learning how to drive a manual speed transmission on a car. Once you learn how, the ability is now released, it's with you forever there's no constant practice. I mean if you didn't go swimming in twenty years and I throw you into the deep end of the pool, you're really not gonna drown, you're gonna swim like a fish. It's an ability that's been released. Or if I put you on a bicycle tomorrow which you may not have ridden in five or ten years, boom, you still ride the bike. Same with the memory once it's released it's with you forever.

MR. BONADUCE: Thank you very much. We've been talking with Kevin Trudeau, author of Mega Memory. Thank you very much for coming. Thanks to the Critics. Thank you and thank you, Kev.

[Shake hands]

[Cheers. Camera shot of behind the audience. Band is playing].

[Graphic appears on the screen as follows: For more information on the Mega]
EXHIBIT D


MR. BONADUCE: Hi, this is Danny Bonaduce. Thanks for watching the show.

1 I just want you to know that I have personally gone through Kevin's Mega Memory home study courses and I highly recommend and endorse the program. It's great if you wanna make more money in your career, get straight "A"s in school with less study time or just develop a photographic memory, call the 800 hundred number and get yourself the Mega Memory course.

2 It's fun, it's easy and it works! This is Danny Bonaduce and remember, I love you!

3 [Camera shot on playing band, audience applauding].
MEGA SYSTEMS INTERNATIONAL, INC., ET AL.

Complaint

EXHIBIT E

MEGA MEMORY

12/1/94

Hello, thank you for calling the American Memory Institute, this is __________ and I'm glad you called, how can I help you today?

Customer: What's the price?

- Great, I'd be happy to help you with that. Now, did you hear about us on the television or radio?

- Were you considering this for yourself, or for someone else?
  
  - If someone else ask, "Is this for your children?" Pitch the best... ad lib like crazy!  
  
  - If for the caller...  
  
  "Oh! You're being this for work or study? (do this regardless of how old they sound)"

- Student...  
  
  - What are you studying?  
  
  What would you find it helpful to cut your study time in half and improve your grades at the same time?

- Working...  
  
  - What kind of work do you do?  
  
  Do you find it difficult to keep track of daily details in your work?

BENEFITS

This is a foundation, benefits change depending on what caller does...you must ask.

- Students... earn straight A's, cut study time in half, improve confidence and self image.

- Professionals... remember important client information, names, faces, schedules, important details:

  - Generic shopping lists, names, birthdays, speeches, poetry, scripture, playing cards.

Essentially what Kevin teaches you is a mental filing system. It's an organizational system for your memory that is being used by over 2 million people! (#1 self improvement system in history!) It shows you how to put things away in your memory in a sequential order, so that when you go looking for them you know right where there are. We all have a photographic memory, it's just that we haven't been shown how to use it.

The course itself is primarily an audocassette tape program, there is also a video tape and two workbooks. The lessons are about 25 minutes each, nice and short for kids or commuting back and forth to work and it's very simple to go through.

You'll start to see results after the first couple of lessons and we guarantee you'll have a minimum improvement of at least 500% in your memory, and that is measurable because you're tested on the lessons.

Now if you were to attend Kevin's live training the cost would be $200, but since you heard the special promotion, you can get the home study program for a 50% discount from that. The program would be $149.95 and it comes with a 1 year trial period. That's one year unconditional money back guarantee, if you're not satisfied for any reason, just return it and we'll give you a full refund of the purchase price, no questions asked and we can do that with a Visa or Mastercard today, which would be best for you.

MSI/SALBERG COMPLAINT EXHIBIT E
TRUDEAU COMPLAINT EXHIBIT J
Mega Memory Pricing Information

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MEGA SYSTEMS INTERNATIONAL, INC., ET AL.

Complaint

EXHIBIT E

Mega Memory Add'l Information

Delivered in US by: US Mail Delivery time: credit card - 3 weeks or 4-6 weeks for checks
Delivered in Canada by: Fed Ex (No P.O. boxes) 3 week delivery
(Rush Orders: add $15 for 5 business day Fed Ex delivery on 3XXX and 7XXX)

Charge will appear on their statement as: Mega Systems

Make checks or money orders payable to: Mega Memory

Send checks or money orders to: Mega Memory, PO Box 888
Deer, IL for 7XXX or Dept A for 1XXX, and 76XX
Morton Grove, IL 60053

NOTICE: Only 02, 33XX, and 4411 come to Portland, ME.
All others go to Morton Grove. No exceptions.

UPSELL #2 INFORMATION

I wanted to tell you about a book that will go great with your Mega Memory program. It's by Dr. Alex Daurae and it's called Get Smart, Eat Healthy. It has a special section on memory and it gets into the details about vitamins and other food supplements that can help really enhance your memory. There's a chapter on foods that enhance memory abilities. It usually sells for $69.95, but with your order today, it's only $19.95. It still has the same guarantee, would you like to add this to your order?

UPSELL #2 INFORMATION

Oh, by the way, Kevin has just released his brand new tape series called, "5 Minutes a Day to Perfect Spelling." You'll be able to write letters, business correspondence, reports, anything - and you'll use the right words and spell them correctly every time! There are no tricky spelling rules to learn, and you'll learn to spell automatically - with no effort! It's like having a permanent "spell check" in your head! Like the title says, it only takes 5 minutes a day and you'll be a perfect speller. It sells for $59.95, but since you've ordered Mega Memory today, it's only $29.95 with no extra shipping and handling. Since this is a brand new program, everyone who orders will receive Kevin's two lesson course, "How to Remember Everything in Your Past" FREE! It's a $19.95 value that has sold over a million copies! This complete package is also still covered by the same one year unconditional money back guarantee. Shall I add this to your order?

Customer Service - 1-800-323-3938. To cancel hold orders, give 800-695-8374.

To Reach Kevin Trudeau: Corporate Phone Number - Mega Systems, Merrillville, IN 219-736-6172

Address: Kevin Trudeau
PO Box 11031
Merrillville, IN 46410
MEGA BASIC
Names
Dates
Facts
Figures
Faces

MEGA ADVANCED
Large Amounts of Info
(textbooks, scripture, technical product info)
Large Series of #’s
Calculus Equations
Playing Cards
Statistics
Attention Deficit Disorder (A.D.D.)
Diet & Nutrition
+ The Video Never Forget Another Name

...And it will take you to the full potential of your memory!
Basic Package
8 audio cassette tapes
1 workbook
1 pocket guide

The basic package of Mega Memory sold over 1 million copies before the advanced package was ever produced. Due to extreme positive response from the basic course, Kevin went on to produce Advanced Mega Memory. The basic course takes about 8 hours to complete and still guarantees a 500% improvement in memory retention. It covers how to remember names, dates, facts, figures, etc. and is an excellent "start-up" course to unleashing a perfect photographic memory. You want to be careful that you do not "downgrade" the basic package to make it seem like it won't be worth their time.

Complete Mega Memory Package
14 audio cassette tapes
1 video entitled, "Never Forget Another Name"
2 workbooks
1 pocket guide

The advanced package is for anyone who is serious about reaching their full memory potential. It takes a 12-14 hour time commitment to complete. This package will go into greater detail about how to remember names with the help of the hour long video. It also goes into specifics on remembering enormous amounts of information, large series of numbers, math formulas and calculus equations, playing cards, statistics, and much more.

Unsellable:
Our unsell rate on Mega Memory has been very low. You always need to try to sell the past tape. Some things to always mention when selling the past tape are:

1. Oh, I almost forgot to mention (ha, ha) the latest tape that Kevin has just produced. (This needs to be said sincerely and as sort of a joke, too)

2. This tape is usually $19.95 but since you placed an order today, you can get it for only 9.95 with NO extra shipping!

3. This tape is also covered under the 60 day money back guarantee and you could return just that one tape if you choose to for your 9.95 back.

4. If you change your mind and call to order it later, we'll have to charge $19.95 plus shipping.

Now is the time to buy.

5. This technology allows you to selectively choose things you want to remember. It's not as if all your memories will come flooding back to you.

6. We had a guy call us to tell us that he lost his glasses many years ago and when he got this tape he remembered where they had fallen off. Incredible!
Help Sheet - Overcoming Common Objections

1.) I have to talk it over with my spouse.

- Well, I completely understand that. There are a lot of people who make those kinds of decisions together. Let me ask you this, could he/she use a better memory, too? Does your wife/husband like to save money? Do you think your wife/husband would be pleased if you saved her/him $160? Since you have the money back guarantee, you have nothing to lose, right? Which is better for you, Visa or Mastercard?

2.) First request for literature.

- Of the two million people who've done Mega Memory, most of them tell us that it makes more sense to evaluate course by using it - rather than by trying to make a decision from a brochure. We can send you the Mega Memory program with an unconditional 60-day money back guarantee which means if you're not completely satisfied after using it for 2 full months, we'll refund the purchase price - no questions asked! Two months would be enough time for you to evaluate the program, wouldn't it? You'd like to take advantage of the 50% savings, right? Which is better for you, Visa or Mastercard?

3.) Second request for literature.

- Are there other questions you have that I haven't answered for you? (Answer each question, then go for the close.)
- I'd hate to see you miss out on this substantial savings today. This is a special price, and since we've started this promotion, there's been an unbelievable response! You've already taken the first step to improving your memory by calling! With a unconditional money-back guarantee you have nothing to lose, right? Based on that, let's get you started with Mega Memory, fair enough?

4.) Can this work for people with learning disabilities, ADD, dyslexia, or head injuries?

- These techniques were perfected with blind and retarded children back in the early 70's. Through research, we've found that everyone can improve their memory with this program (except Alzheimer's patients). We guarantee a minimum 500% improvement in memory, but the average person has a 1500-2000% increase in memory retention! I think you'll agree that any degree of improvement in memory is worth it, isn't it? We want you to try the program, for 60 days, with an unconditional guarantee. You be the judge of the results - I know you'll be satisfied because I've heard from people just like you who have had tremendous success. Would you prefer Visa or Mastercard?
5.) I'd like to think it over before I order.

- Is it the money, or is it something else?

**If money:**

If I could break it up into two easy payments would you buy the program today? (If yes...) Well, then what I can offer you is the basic course first - which covers how to remember names, dates, facts, and figures - and it's an excellent way to start to unleash a perfect photographic memory! The basic course contains 8 audio cassettes instead of 14, one workbook instead of 2, and although you don't get the video, you still get the handy pocket guide. And remember, this technology was developed with blind and retarded children - so it's easy to learn - and once you know it, you don't have to practice. By ordering today, the basic course is only $69.95 plus $9.95 shipping and handling - and we still honor Kevin's 60 day money back guarantee. When you're finished the basic course, you can call back and order the remaining tapes. That would be better for your budget, right?

**If it's something else:**

(Find out their real objection) Let me ask you a question, a $139 investment is reasonable for something that's going to help you (and your family) for the rest of your life, isn't it? You'd like to have a powerful memory like Kevin does, wouldn't you? Well, you'll start seeing the results by lesson 3! You've already got the ability to never forget! You can't forget how to swim or tie your shoes, can you? Of course not! This course allows you to use the ability you already have - you just haven't been shown how to use it! Would you like to get started with a Visa or Mastercard today?

Some common "tie-downs" you can use throughout your pitch:

- You can see how you'd benefit from a 500% improvement, can't you?
- A money back guarantee is pretty fair, isn't it?
- Having a better memory would certainly benefit you, wouldn't it?
- You can see how this program would help you, right?
- Spending a half hour at a time on a lesson is reasonable, isn't it?
- If you could take a pill for $140 dollars that would improve your memory, you'd swallow it, wouldn't you? Ha! Ha! Then what are you waiting for?
- You probably know other people this program could help, don't you?
- You probably know people who have good memories, right? Well, how would you like to have a great memory?
- $139 is a reasonable investment for something that will help you (and your family) for the rest of your life, right?
EXHIBIT E

STUDENTS
- they'll know the answers to test questions easily
- spend less time studying
- raise their grades and the possibility of scholarship money for college
- increase their overall efficiency
- improve their self-image, more confidence in themselves
- less stressful because they have more confidence in remembering things
- easily impress teachers and others - making school visits enjoyable
- learn foreign languages faster and with ease
- math formulas

BUSINESS/PROFESSIONAL USE
- remember people's names easily
- remembering appointments and things to do
- instantly recall details about important clients, prospects, associates
- remember facts, figures, statistics
- do presentations without notes
- impress people with your ability to remember (Wall Street story)
- directions to important meetings

HOME/PERSONAL USE
- remember shopping lists
- memorize playing cards
- study Bible scripture
- study foreign languages
- remember telephone numbers
- remember directions
- birthdays and anniversaries

SUCCESS STORIES
- chemist - memorizing the periodic table of elements
- doctors - memorizing all bones and muscles in the body
- lawyers - all the information about their clients and facts to win their cases
- accountants - memorizing all the tax
- teachers/educators - giving their students the advantage over the others, putting them way above grade
Notes

Children
The course is effective for anyone age 10 to the very elderly, however, children below age 10 can use the program with supervision. Now the program isn't too complicated for them, but their attention span at that age is limited. So, we recommend that you do the program with them and when they've lost concentration, turn it off, and go back to it when they're ready.

Students
Stress is a major factor in why students do poorly in tests. Mega Memory will teach them how to be relaxed and confident before taking their tests. Students will get better grades in less study time because they'll actually learn how to recall information when they need it.

Professionals
People who can walk into a room and meet 30 new people and remember their names, both first and last when leaving really leave an impression. They appear to be smarter than their coworkers and often times it's the little things that get you that promotion, close that sale or get you the new job you've been trying for. Dale Carnegie said it in his best selling book, How to Make Friends and Influence People. The sweetest sound in the language to a person is his name. If you want to make a favorable impression, tell people by their name and watch them respond.

Seniors
The human brain is like any muscle in the body. The more you use, and exercise it, the better it will respond. Senior citizens are one of our largest markets. They assume because they're getting older, their memories are going to fade. It isn't necessarily so. The Mega Memory system allows people to stimulate their neurotransmitters and begin to dust off some of the cobwebs and see dramatic improvement in their recall ability.

Generic
The Mega Memory System teaches people how to store and retrieve information when they need it. At the Institute, Kevin Trudeau and his staff were able to prove that we are all born with perfect, virtually photographic memories. We remember everything we see, hear, feel and touch. The problem is recalling that information when we need it. We like to explain the system as a mental filing system. For example, picture a room and in that room there were 500 file folders thrown all over the place, on the floor, on shelves, everywhere. I ask you to get me the Jones file and your response would be, yeah right, come see me in a couple of days. However, if you had filed the folders alphabetically in a cabinet, you would walk over and open the drawer, look under J and pull out the folder, simply and easily. That's what the Mega Memory System will do for you. Teach you how to organize and retrieve information simply and easily.
Today! The Amazing Memory Secrets From
A Man Who Virtually Flunked Out Of High School

I imagine meeting 50 people and remembering all of their names. I imagine giving a presentation and having facts, figures and details in your lap notebook without having to "check your notes." Imagining having a 500% increase in your memory. Imagining recalling telephone numbers, playing cards, things to do, conversations, directions, appointments, addresses, everything you see, hear, read or even think about, all effortlessly. I imagine remembering everything for uses or increasing your intelligence, self-confidence, remembering every detail everyone you meet. Imagining having a perfect PHOTOGRAPHIC MEMORY! With the American Memory Institute's revolutionary exclusive techniques taught in the "MEGA MEMORY" home study course—NOW YOU CAN!

You've Seen It On TV
Now Put It To Work For You
UNBELIEVABLE! Not if you've seen or heard Kevin Trincape in one of his thousands of television or radio appearances. Not if you have seen these amazing techniques demonstrated on "The Tonight Show," "That's Incredible," or "8029." Not if you have read about them in newspapers and magazines meant to coax. Not if you have seen him live with Zig Zagal, Brian Tracy, or Charles "Tremendous" Hunter.

Kevin Trincape is the founder of the American Memory Institute, the world's largest memory training school, whose techniques have revolutionized and simplified memory development. And now you can experience, simplified memory techniques for yourself.

Memory Means More Money
In sales and business, a great memory means money! Why? Because, no matter what business you are in, you're really in the people business. Having excellent and long-term recall of names makes you likable and helps people remember you! After all, a person's name is the reason you are in business. For you to have instant recall of facts, details, and people, you appear intelligent. IN JUST 3 DAYS you will begin to expand your memory you already have. With a little practice you can memorize anything! And people will call you their "memory guru." The knowledge is power, but only if you can remember it.

Knowledge Is Power, But Only
If You Can Remember It.
There is no such thing as a great or bad memory, only a trained or untrained memory. The easy-to-follow exercises Kevin Trincape will teach you actually stimulate your brain's memory centers to increase your memory and mental capabilities. You will remember everything you see, hear, read or even think about. What an advantage in your personal or business life!

Share It With The Whole Family
Everyone Will Benefit From
Their New Abilities
MEGA MEMORY is fun for the whole family to do together. Your children's self-confidence will increase. They'll find exciting fun and exciting with their new super power mental recall memory. And they'll actually enjoy school. You will see them study with MEGA MEMORY. They'll be giving your children a gift that will last a lifetime.

One Year Money Back Guarantee
If you are not completely satisfied for any reason, simply return the program within one year for a full refund. You get to use it for yourself. RISK FREE!

Over 1 Million People Can't Be Wrong!

- "I have made it twice, four times the price." - Mikepepe, Illinois State
- "I have not only improved my recall of names and faces, but I can sometimes a group in counter part."
- "For the gift of our generation who took the program, our astounded member have reported increased earnings as a direct result of these improved skills.
- "Kevin, In A Little Readien"er
- "I have every memory course available. Kevin Trincape's program MEGA MEMORY is light years above them all. I would pay $1,000.00 for this one."
- "Dr. Alex Buve
- "Kevin Trincape is a genius...the best teacher I have ever listened to."
- "President, Insurance"
- "My GPA went from 2.3 to 3.8! It is the best thing I have ever done!" - Kevin Buve, College Student"
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Complaint

EXHIBIT F

What Is Your MQ? Take This Test And See For Yourself:

1. Have you ever been embarrassed by forgetting someone's name ten seconds after shaking hands or her hand?
2. Do you need to remember product knowledge, facts or numbers in your profession?
3. When you make a presentation, do you feel more comfortable with notes or do you forget facts and details easily?
4. Do you read books and magazines or attend seminars and workshops you could remember more of the information?
5. Have you ever forgotten to call someone you are due to call?
6. Have you ever been unable to call someone because you had forgotten his or her telephone number?
7. Have you ever had to apologize for forgetting an important meeting, appointment, birthday or anniversary?
8. Have you ever misplaced anything (such as keys, important papers, etc.)?
9. Have you ever forgotten directions, an address, or forgotten to stop at the bank, cleaners or a store on your way home?

Scoring: If You Answered Yes To 4 Or More Of These Questions,
You Need The Mega Memory System To Succeed!

The Mega Memory System

The Mega Memory System contains 14 audio cassettes, 2 easy-to-use workbooks, and a handy pocket guide. Your personal instructor on all the cassettes is Kevin Trudeau, President and Founder of the American Memory Institute, the world's most popular memory training school. We're also including, as a special gift, Kevin's popular TV video "Never Forget Another Name."
yours FREE!

As Kevin teaches you his revolutionary memory techniques, you'll begin to see a difference almost immediately. You will learn the secrets of organizing your thoughts. Amazing as it may seem, you already have the capability to remember more things—and recall them instantly—when you learn how to release the power of the subconscious mind. Not only will you see increased memory abilities, you'll also experience increased mind power as well.

Your increased mental powers will allow you to get more from life, and people will actually think you're smarter. That's because, as Kevin says, "It's not what you learn, but what you remember that makes you wise."

- Never Forget Another Name
- Memory Means More Money
- Better Grades In Less Study Time
- Easy-To-Learn Home Study Course
- Not Basic Word Association
- Revolutionary And Exciting New Techniques
- World's Largest Memory Training School
- Used By Over 1 Million People
FEDERAL TRADE COMMISSION

FTC MATTER NO.: 942-3278

TITLE: DR. CALLAHAN'S ADDICTION BREAKING TECHNIQUE TELEVISION INFOMERCIAL

PAGES: 1 THROUGH 28
ANNOUNCER: The following is a paid commercial program brought to you by Mega Systems.

MR. TRUDEAU: Thanks again for joining me. I'm Kevin Trudeau, and this is another edition of "A Closer Look."

Millions of people are addicted to food and are overweight, constantly struggling with diet after diet, exercise program after exercise program, yet more people are fat today than ever before. Millions, too, are addicted to cigarettes and can't quit, and probably millions more suffer from some kind of addiction, compulsion, or phobia.

My guest today is Dr. Roger Callahan, an expert in the field of addictions, phobias, stress, and traumas. He has been featured on virtually every major TV and radio talk show, including "Donahue" and CNN. He has been a best-selling author whose revolutionary treatment for losing weight and quitting smoking takes less than three minutes with 95 percent success. If you smoke and want to quit, or if you want to lose weight once and for all, today's show could be an answer to your prayers.

Dr. Callahan, thanks for being my guest today.

DR. CALLAHAN: Kevin, a pleasure to be with you.

MR. TRUDEAU: You know, I have to tell the viewing audience how I met you because it was a fascinating story. As you know, we do a series of infomercials like this where we market different products, and I saw your ad in an airline
magazine for the five-minute phobia cure. And I thought, you
know, that would be a great product for us to market if it works,
and I called you on the phone to discuss it with you, find out
your background; and I learned all about your, you know,
expertise and the books you've authored with the major book
publishers and your experience on CNN and "Donahue" and so forth.
And you said, Kevin, not only will we get rid of
phobias, but the treatments that you discovered, that you
invented get rid of addictions like food addictions so people can
lose weight easily without trying to diet. They can just lose
the weight because they reduce the urge to overeat.
You can reduce smoking, alcoholism, any type of
compulsion, depression, jealousy. And I was fascinated. I said
really, can you get rid of smoking? He said, Oh, yeah. I said
well, doctor, I smoke cigars, about six cigars a day, if you
remember this conversation -- I was calling you on the phone.

DR. CALLAHAN: Yes, I do, yeah.

MR. TRUDEAU: And I said I had gone to, for the last
six years, the top people in various fields trying to get rid of

DR. CALLAHAN: You mentioned some names to me, and they
were, indeed, the top people.

MR. TRUDEAU: The top people in hypnotists. I bought
subliminal tapes. I bought other types of tapes. I'd been to,
you know, different types of therapies -- biofeedback. I got
accupressure, acupuncture. I got the patch. I got an ear clip that uses some type of Chinese thing. I got magnets —
everything to try to quit. I bought little devices to try to cut down, and nothing worked. And worse, I was just more stressful trying to quit.

And you said, "Well, Kevin, the next time you have an urge to smoke a cigar, you call me." So I called you on the phone a few days later because for the first two days I didn't want to call you. I was afraid you were going to take the cigar away from me.

So I called you on the phone and said, Doctor, I really have to smoke a cigar right now. And I remember this because it wasn't that I wanted to; I had to.

DR. CALLAHAN: Yes.

MR. TRUDEAU: And a lot of people that are watching, if you have an addiction to cigarettes or food, you know it's true. If you want Haagen Daz Ice Cream, if you want pizza, if you want hamburgers or French fries, or if you want a cigarette, you get to that point, as you know, it's a have to: you have to smoke.

DR. CALLAHAN: Yeah. That's the keynote of addiction.

MR. TRUDEAU: Right.

DR. CALLAHAN: It's an irresistible, uncontrollable urge —

MR. TRUDEAU: — to do it.

DR. CALLAHAN: — which is destructive in some way.
MR. TRUDEAU: Oh, sure.

DR. CALLAHAN: And hurtful.

MR. TRUDEAU: And I said--you said on a scale of one to ten, where is it? And I says it's about a nine and a half.

You said fine. You gave me and walked me through the treatments --

DR. CALLAHAN: Right.

MR. TRUDEAU: -- on the phone. It took less than five minutes. It's a simple treatment you just do. Very simple, very easy. And the urge reduced from a nine and a half to a one or zero. It was gone.

DR. CALLAHAN: Yeah. That's right.

MR. TRUDEAU: I said, Doctor, I swear to you, I'm not going to smoke this cigar, but I'm convinced it will come back. The urge, if not tonight, tomorrow. And you said fine, if it comes back, call me.

DR. CALLAHAN: Yeah.

MR. TRUDEAU: I said that's a deal. Six months passed, and I never had the urge to smoke a cigar. I never smoked a cigar.

DR. CALLAHAN: Right.

MR. TRUDEAU: It was incredible. Now, this is not uncommon. You see this all the time in your practice.

DR. CALLAHAN: Yeah. We see that all the time. More frequently, a person will have to repeat the simple treatment.
Once they learn how to do the treatment, --

MR. TRUDEAU: Right.

DR. CALLAHAN: -- it only takes a minute or less.

MR. TRUDEAU: Yeah. It seems, it seems --

DR. CALLAHAN: Because once you know it and once the person learns how to do it, they can do it without thinking about it, and it takes less than a minute.

MR. TRUDEAU: Now, this is a revolutionary approach to addictions.

DR. CALLAHAN: Oh, yes, yes. It's revolutionary in the sense that nothing in psychology could have explained or predicted this. It's revolutionary because it works with a high success rate that's never before been possible.

And what we're doing, Kevin, is we're actually -- when we do the treatment, we're actually getting to the fundamental causal level of the problem. It's not like just distraction or reducing the symptom. We're actually getting at the core base of the problem. I had to study quantum physics to really understand that in more detail.

MR. TRUDEAU: Now, I remember you were on CNN --

DR. CALLAHAN: Yes.

MR. TRUDEAU: -- because with people who are overweight, they have this uncontrollable urge to eat, whether it be chocolate or candy bars or, you know, hamburgers, french fries. People watching know they have addictions to Haagen-Daz
ice cream. You know, we eat too much food.

DR. CALLAHAN: Right.

MR. TRUDEAU: And, again, they eat when they are not hungry.

DR. CALLAHAN: Yes.

MR. TRUDEAU: I mean, you authored the book, "Why Do I Eat When I'm Not Hungry?" Right?

DR. CALLAHAN: That's right.

MR. TRUDEAU: But you were on CNN, and you had a very interesting experience you were sharing with me.

DR. CALLAHAN: Yes. It was my third time on CNN. The previous two times I helped some people with anxiety problems, very quickly, who called in for help. This time the anchor said,

I hear you've been developing something with addiction. Well, see if you can help me right now. I'm dying for some chocolate.

And the anchor who was with her joked and says, Yes.

She's going to eat her pencil. And she really looked desperate, and it was serious. At first, I didn't know if she was joking because they were laughing. And she says, no, it's very serious.

So I took her through the treatment. She was in Georgia, and I was in a studio in L.A. And in about two minutes, because she didn't know what they were all about -- two or three minutes -- her urge was not only gone, but you've seen a clip of that, you know --

MR. TRUDEAU: Yes.
DR. CALLAHAN: She does something like this, which is very interesting. She says -- and we're telling her all the while to think how good the chocolate would be. We're not trying to turn her off.

MR. TRUDEAU: That's right.

DR. CALLAHAN: She said at the end of the treatment, "Ooh, I don't even want any." Remember that?

MR. TRUDEAU: That's right.

DR. CALLAHAN: Isn't that interesting? We get that every once in a while. Also, she became very relaxed. Her whole being changed. Her manner changed because that, that power that was driving that urge coming from a very deep level of being, was simply dissipated. It was gone, not there anymore.

MR. TRUDEAU: And now you also find that when people give themselves the treatment, because it just takes less than five minutes, that their face sometimes changes, the stress reduction goes down so much.

DR. CALLAHAN: That's right. Their face changes. I had one patient who was addicted to pain pills, and it was very serious because she was getting pain pills from a number of different doctors, -- you know, one doctor would never give her that many -- and she found that it made her relax, the only thing that made her relax, but it was a terribly dangerous thing she was doing. And I treated her. After the second meeting, by telephone -- we treated her by telephone -- after second session
she didn't want, she didn't want any anymore, and about a week later she called up and she said, you know, this is really interesting. My friends are coming up to me and asking if I had plastic surgery, I look so much better. She looked younger. All the strain and stress and everything was gone out of her face.

We have people, too, who are very pale and they are low on energy. After treatment, color comes into their face. They feel so much better. So we know that a lot of physiologic and chemical changes result as a function of this simple treatment.

It's a very deep, basic thing.

MR. TRUDEAU: Now, we were talking about smoking, and I had a friend of mine, Jack Freeman, who is -- he's from Charlotte, North Carolina. We had went to Las Vegas, and he, for 15 years, this guy smoked two and a half packs of cigarettes a day.

Now, imagine, he's on the plane from Charlotte to Chicago for about two hours without a cigarette. He gets off the plane, and the plane was a little delayed because we were running late. He says, Kevin, I have to smoke a cigarette. I said, well, you can't. We have to just get right on this plane. They're going to leave.

We hop on. Now we get another three hours to Las Vegas. This guy is in the plane climbing the walls. Now, when someone doesn't have a cigarette, what's going on there? Let's talk about that phenomenon just for a moment.
DR. CALLAHAN: I wrote a book called -- it's published in Germany -- called 'The Anxiety Addiction Connection' because I found there is an addiction between anxiety and addictions. And all addictions, Kevin, whether it's to nail biting, hair pulling, heroine, cocaine, pain pills, cigarettes, chocolate, -- you name it -- all addictions are a result of anxiety, and they are an attempt to -- a wrong attempt, a tragic attempt to mask or tranquilize the anxiety. And it just doesn't work. It doesn't take care of the problem.

MR. TRUDEAU: So that's what people go on diets for? If they try to stop cold smoking they are climbing the calls and they are irritable?

DR. CALLAHAN: Yes, that's right. That's what it is. They are having an anxiety attack. Even heroin withdrawal, I found, is actually an anxiety attack.

MR. TRUDEAU: Really? Not physiological?

DR. CALLAHAN: No. Well, there are physiological elements, but they are very minor, very minor. What I was trained, and most professionals still believe, that in the heroin addiction the problem is mainly physiologic. It's not at all. There is a lot of evidence now to show that. It's not at all.

MR. TRUDEAU: Well, this fellow, Jack, when he was, you know, climbing the walls on the plane, I walked him through the treatments. We're sitting right next to him on the plane.

DR. CALLAHAN: Yeah.
MR. TRUDEAU: And within two to three minutes, the urge went from a ten -- actually, he said it was an 11 -- went from an 11 down to a zero, and he said I don't want the cigarette. I have no urge. Then he goes, I can't believe it.

DR. CALLAHAN: Yeah.

MR. TRUDEAU: The meaL came, and we started talking, and he was eating. They were cleaning up all the plates, and he had not finished his meal yet; he was still eating. He noticed he was the last guy done eating, and he didn't even eat his entire meal. And he grabbed me, and he says, Kevin that's the slowest I've ever eaten in my life.

DR. CALLAHAN: Oh, yeah.

MR. TRUDEAU: Now, isn't that interesting? It seemed to charge everything.

DR. CALLAHAN: Yes. What happened is -- and they all report this after the addiction treatment. They unanimously almost will say, you know, I feel very relaxed.

MR. TRUDEAU: Right.

DR. CALLAHAN: I feel very calm inside. And that's what it was. He didn't have that frantic kind of a need to push and shove the meal down. So it's better for his digestion also.

MR. TRUDEAU: Oh, sure.

DR. CALLAHAN: But, you know, there is something very important for people -- you said at the opening, if they want to quit smoking.
MR. TRUDEAU: Right.

DR. CALLAHAN: Let me tell you something: Some of them don't want to quit smoking. I recommend those who don't want to quit smoking but have to fly across country or attend meetings where they are not allowed to smoke, do this treatment and watch what it can do for them. And they find that it's not going to drive them crazy to be without their cigarettes, they may change their mind about it.

MR. TRUDEAU: They may want to.

DR. CALLAHAN: But even if they never want to, at least they are going to have more control over it. It's not going to be running them, not controlling them. They can regain control.

MR. TRUDEAU: That's funny, because we both know a major celebrity, who will be nameless, who just yesterday just did the treatment because "I don't want to quit, I like smoking." I said, well, do this treatment anyways, and then smoke the cigarette. We did the treatment. He didn't want to smoke it. He says you know something? Maybe I do want to really quit.

DR. CALLAHAN: Sure.

MR. TRUDEAU: Because he was afraid, as you mentioned, to try to quit because he thought it was going to be very difficult and stressful and so forth.

DR. CALLAHAN: Oh, yeah. I know how difficult it is when I quit 30-some years ago. It was terrible. I went through hell. And there are people who -- most smokers have tried it.
and they find that, Jesus, I'd rather die of lung cancer or heart
disease than end up in a mental hospital. That's the way it
stands for them.

MR. TRUDEAU: Right, right. For those of you watching
who do want information on Dr. Callahan's techniques, it's a
videotape where you, in just about 15 minutes, explain and show
the treatment. How to apply it.

I highly recommend it. I've seen this in-action. It's
probably the most revolutionary thing you can do, if you have any
addiction, whether it be for food, if you're overweight, if you
have a smoking addiction, if your children are addicted to drugs
-- any compulsion, anything whatsoever, we recommend you call the
800 number and get information on the video because it really
could change your life. And it's something that I feel very
passionate about because I've seen the results for myself and in
my own life.

Now, let's talk about weight loss. We've talked about
smoking, but people out there -- and I'm one of them -- we like
to eat food. You know, I --

DR. CALLAHAN: Almost all of us are.

MR. TRUDEAU: It's a very pleasurable experience.

DR. CALLAHAN: Yeah. And it really is, yeah.

MR. TRUDEAU: And sometimes you eat to the point -- and
I think people can relate to this -- you eat when you're not
hungry. You just go past that point.
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EXHIBIT G

DR. CALLAHAN: Or it's so good, and you can't resist it. See, that's the key element. If you could resist it, then you don't have any problem.

MR. TRUDEAU: Right.

DR. CALLAHAN: And there are very few people like that, they can just resist it. "Oh, I'll lose a few pounds, I'll just leave this out and leave that out," and they don't have any trouble, but most of us have trouble; and that's what we mean by addiction.

MR. TRUDEAU: It seems that a lot of these diets that people try would work if you followed through on them, --

DR. CALLAHAN: Yeah.

MR. TRUDEAU: -- but people, quote, cheat, or they can't -- because they are just being driven -- at ten o'clock at night they open up the refrigerator and out comes the Haagen Daz.

DR. CALLAHAN: The editor who bought my book, "Why Do I Eat When I'm Not Hungry?" -- she was at Doubleday at the time -- she and her husband are very nice people, and they love good food. In fact, they go over to Italy -- they go to Bologna and study the special gourmet cooking that they have there and so forth, and she always has been over 30-some pounds, and she'd always go crazy when she was there because it was so good and she could not resist it.

Well, she read the book, of course. that she bought. She later left Doubleday, so that's relevant for the rest of this
story because at the International Book Fair, my agent was there.
-- I think it was at Brussels -- and he said that she was telling
everybody that for the first time she could go to Bologna and
only eat smaller amounts. She didn't have to eat so much. The
drive was gone, that extra urge. That addictive urge was gone,
so she was raving about it to everybody.

MR. TRUDEAU: She could really enjoy the food --
DR. CALLAHAN: But she could still enjoy good food --
MR. TRUDEAU: -- without feeling guilty --
DR. CALLAHAN: -- without feeling guilty.
MR. TRUDEAU: -- and actually reduce weight because she
could eat normally without having that urge.
DR. CALLAHAN: Exactly. Isn't that wonderful?
MR. TRUDEAU: It's fascinating. Now, you had mentioned
about some of the talk shows you've been on radio, because you've
been on many --
DR. CALLAHAN: Yeah.
MR. TRUDEAU: -- and you treat people right over the
phone in a few minutes.
DR. CALLAHAN: They call -- we tell them to call -- you
know, I'll tell you why I do this. It's very simple. When I
wrote my first book, it was a Book-of-the-Month Club selection on
romantic love, and like every other author, I just went on show
after show and just discussed the concepts in the book.
But when I wrote the "Five-minute Phobia Cure," I knew
nobody in their right mind would believe me or even should believe me because it's so outrageous, it's so revolutionary. So I told all the producers, get people who have these problems, and let me show you.

So when I was appearing on the radio shows and I had just discovered the addiction treatment, I told the listening audience because I wanted to show people what we could do, so they didn't just have to take my word for it. You know, in the privacy of your office, you can make any claim you want. Nobody knows the difference.

MR. TRUDEAU: Sure, you can. Right, right, right.

DR. CALAHAN: So I wanted to show the world that we really had something quite real and powerful. And so we had -- I urged anyone calling in who had any addictive urge for anything -- we've had people call in for -- who needed to shoot up with heroin, they needed to take the extra alcoholic drank, they were the first one who called was on the way to the refrigerator, she said, and she heard me say that. She stopped, picked up the phone, and called.

She says, I'm on my way to the refrigerator right now. I'm in there to get my favorite desert, that ice cream with chocolate on it. She said, I can't resist that stuff. Is there anything you can do for me?

In a matter of about a minute and a half, in her case, she didn't want it, didn't need it. Now, listen to this:
people in a row -- I kept the records on this -- called before we
ran into the first person that we couldn't help within the time
constraints of the show.

MR. TRUDEAU: Now --

DR. CALLAHAN: That was over a lot of shows. That
wasn't one show. That was about 30 or 40 shows.

MR. TRUDEAU: Right. Well, that brings me to the next
question: Does this treatment work for every 100 percent of
the time?

DR. CALLAHAN: No, no; of course, no. There are some
people that it won't work for at all: their problems are too
complicated. Also, let's make it clear --

MR. TRUDEAU: But that's a very small percentage.

DR. CALLAHAN: It's a small percentage, and they can
usually be helped with individual treatment --

MR. TRUDEAU: Right.

DR. CALLAHAN: -- which we do by telephone.

MR. TRUDEAU: Which you still do over the phone, right?

DR. CALLAHAN: Yeah. We and our staff can check them
through their voice, and we can treat them by phone.

MR. TRUDEAU: But it helps most of them, and what we
mean by "help" is we don't mean we cure their addiction in a
couple of minutes.

MR. TRUDEAU: Right.

DR. CALLAHAN: What we mean is that their addictive
urge, that uncontrollable urge is gone, completely gone, and they feel fine.

MR. TRUDEAU: Right.

DR. CALLAHAN: And there is no resistance. They don't have to fight it. Now, they may have to repeat that treatment over and over until -- the beautiful thing is for the first time in their life, the cause, the deep cause of the problem is being addressed during this treatment, believe it or not.

MR. TRUDEAU: Right.

DR. CALLAHAN: The real cause.

MR. TRUDEAU: Which brings me to the next point: What is the root cause that we're dealing with? I mean, you talked about energy patterns running through the body, you know, with meridians from the ancient arts.

DR. CALLAHAN: It's very, very difficult to explain this, Kevin, because it does relate to quantum physics. There is information -- God, how do I, how do I briefly tell you this?

The quickest thing I can tell you is that they are anxious. When we do the treatment, they are not anxious. And when we eliminate the anxiety, they don't need the heroin, they don't need the alcohol. The withdrawal is gone.

MR. TRUDEAU: Is that why when someone tries to quit one addiction, another one replaces it?

DR. CALLAHAN: Sure. Without treating the addiction -- Alcoholics Anonymous, which has been up until recently the best
form of treatment for alcoholism, what do they do? They go there
and they get addicted to sugar, coffee, all kind of things, which
are better addictions, by the way, because the alcohol was
probably ruining their life. --

MR. TRUDEAU: Right.

DR. CALAHAN: -- but, nevertheless, they still remain
highly addicted to these other things.

MR. TRUDEAU: Well, let's talk about the alcohol. You
had mentioned a story where you live in Palm Springs, someone
came into the grocery store that recognized you from TV.

DR. CALAHAN: Yeah. I live in Indian Wells, which is
right near Palm Springs, and I was going to the supermarket one
day, and somebody slapped me on the shoulder. I looked around,
and I see this smiling face.

And he says, Dr. Callahan. I says, yeah. Hi, how are
you? He says, I saw you on television. He says, I saw you a
year and a half ago, and you were doing something about
addictions on there. I says, yeah, yeah, I remember that. And
he says, you know, I've tried that. I've been an alcoholic for,
like, 20 years, tried a lot of different programs. Nothing
helped me.

He says, I just followed the directions that you did on
that program, and I feel so great. I want you to know I haven't
had a drink in a year and a half. He said, I'm so grateful to
you. Now, that's the kind of thing that makes somebody feel
MR. TRUDEAU: It's amazing because I read some books for different addictions and overweight.

DR. CALLAHAN: Yeah.

MR. TRUDEAU: And it seems that it's always about some type of psychological problem, some type of stress, something they are trying to cover up or hide.

DR. CALLAHAN: Yeah.

MR. TRUDEAU: And I know the feeling. I mean, I've been there like a lot of people where you just want to eat, and you're not hungry, and you say, you know, I just have to eat this food.

DR. CALLAHAN: In November, the American Psychological Association -- that's my professional organization -- came out with a newspaper article reporting that the science director -- that's the group -- the head of the research and so forth representing the organization -- found that really the people trying to help other people with problems aren't doing very well. They are not really helping much. So the problems usually always come back, and so you see, but that's not applying to this work. They are not aware of this yet. This gets to the heart of their problem, eliminates in most cases, very quickly.

MR. TRUDEAU: For those of you watching, again, who do want information on Dr. Callahan's technique, it's a video which can eliminate or help reduce the urge of any addiction that you
may have. If you are overweight and you've been trying to lose weight, this could be -- and I believe it may be the answer that you've been looking for. If you've been trying to quit smoking and really want to, try this.

You have nothing to lose by trying it. I've used the techniques myself. I've tried them on my friends. The results have been nothing more than miraculous or spectacular. You have this video, "Hope without Reason."


MR. TRUDEAU: "Hope with Reason."

DR. CALAHAN: And you know, how about the story about the makeup lady?

MR. TRUDEAU: Oh, yeah. Every time that we would run into someone we would use the technique --

DR. CALAHAN: She was curious about what we did, and so I said, do you want to experience it? She said, Yeah. This happened about 20 minutes ago.

MR. TRUDEAU: Right.

DR. CALAHAN: And she said -- I asked her, Is there anything in your past that -- you know, most of us have things in our past, some kind of pain or trauma.


DR. CALAHAN: Right. And I said I don't want to know what it is, but think about it, and how high do you go? She went all the way to the top of the scale for ten. How long have you
had this? Seven years.

Well, she's only 29 years old, so she's had this almost a third of her life. Every time she would think of this during the last seven-year period, she'd be in great pain and misery.

In a matter of maybe a minute and a half, we got her to acne which I use as the lowest end of the scale, no trace of it.

MR. TRUDEAU: Right.

DR. CALAHAN: And she walked around later, saying, I feel so good. I feel like a load or burden. But, you see, until my discoveries, nothing like that was possible.

MR. TRUDEAU: Right.

DR. CALAHAN: And so, check back with her and see how long it endures. We expect that to last forever.

MR. TRUDEAU: What other doctors right now -- I know a lot of doctors, therapists from -- whether they be psychiatrists, psychologists --

DR. CALAHAN: Yeah.

MR. TRUDEAU: -- are coming to you to learn these so they can treat their own patients.

DR. CALAHAN: Oh, yes.

MR. TRUDEAU: What are other people, therapists saying?

DR. CALAHAN: Oh, gosh. We have all kinds of -- for example, at our last training session in June, this last June.

Dr. -- what's his name? -- from Massachusetts -- well, put his quote up and let them see it because he said something really
spectacular, and I want his name on there.

MR. TRUDEAU: Yeah.

DR. CALLAHAN: He said he's been a psychiatrist for 30 years, but since he's been doing my procedure, -- this is really terrific -- he said for the first time in 30 years, he has the satisfaction of actually helping his patients. Now, we get things like that from all over. We had people from Europe, from Canada, and doctors all over the country who -- Dr. Fred Gallo, for example, from Pennsylvania, is very, very excited because he's been able to eliminate depression with these techniques which we developed some time ago. And he's just thrilled about it because he had always thought that depression was a chemical problem.

MR. TRUDEAU: Right.

DR. CALLAHAN: You have to do something with the chemistry. When we do the treatments, Kevin, the chemistry changes.

MR. TRUDEAU: The actual ---

DR. CALLAHAN: Sure, because we're working on a more fundamental level than the chemistry. We're working at the input-of-information level into the body. The chemistry and the thoughts come later. I used to work just with thoughts.

MR. TRUDEAU: Right.

DR. CALLAHAN: They are almost irrelevant.

MR. TRUDEAU: It's amazing. Now, people can learn the
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EXHIBIT G

treatments within less than ten or fifteen minutes.

DR. CALLAHAN: Well, on the video we take them through
the step-by-step recipes that we've developed that will help most
people.

MR. TRUDEAU: Now, when you see these physiological
changes, -- we talked about the stress reduction, we talked about
the urges going away - is there any other physiological or health
benefits that you know are associated with the treatments?

DR. CALLAHAN: Oh, yeah, because there is a lot of --

MR. TRUDEAU: Does energy levels increase, for example?

DR. CALLAHAN: Oh, yes. Well, there is a lot of
physiologic health benefits simply from eliminating psychological
problems. It's been known for many, many years that most
patients that go to their general practitioners or doctors
actually -- at least half of them mainly have something
psychological behind their problem.

MR. TRUDEAU: You know, I was reading in a trade
journal that the 900 lines, the psychic lines, --

DR. CALLAHAN: Yeah.

MR. TRUDEAU: -- the number-one reason people call is
because they are feeling bad, some type of depression --

DR. CALLAHAN: Yeah.

MR. TRUDEAU: -- which usually leads them to overeat,
and they are looking for relationships, they are looking for
love, and they have some type of love pain. And they continue to
call over and over again to try to get some type of relief from this bad feeling. And these treatments that you give that you teach people how to administer to themselves in just a matter of minutes can alleviate that problem --

DR. CALLAHAN: Yes, in most people.

MR. TRUDEAU: -- and not just -- maybe they have to apply it a few more times, --

DR. CALLAHAN: Yeah.

MR. TRUDEAU: -- but how long does it last?

DR. CALLAHAN: Well, it will vary from one person to the next. It's really shocking that in a small number of them, one treatment is all they need. My first case, you know, was with a Snicker bar addiction. This patient came to me because her doctor told she was developing a heart problem. She needed to lose about 40 pounds.

She went back six months later. She hadn't lost a pound. And she explained to her doctor it's because of the Snicker bar. I got to have Snicker bars all the time. She carried a bunch of them in her purse for emergencies. And so she came to me and said -- I had already helped her with a serious anxiety problem -- and she said, do you think you could help me with this? I said, let's find out. So we had her think about Snicker bars, treated her. It took about two or three minutes. At most. That was 14 years ago, and I keep checking with her. She hasn't wanted another Snicker bar since.
MR. TRUDEAU: It's amazing --

DR. CALLAHAN: That's what happens.

MR. TRUDEAU: -- because when you do the treatment, like when you mentioned about the CNN, you don't try to hide what the person -- you say, here, look at it, --

DR. CALLAHAN: Yeah.

MR. TRUDEAU: -- smell it.

DR. CALLAHAN: Think about how good it is:

MR. TRUDEAU: Think how wonderful it is. And I've seen people like with Haagen Daz Ice Cream who are about to just jump right in -- and the ice cream is great, as we know, but say, I don't want it. Now, the other thing that you had mentioned which was fascinating is that people can still eat chocolate, they can still eat Haagen Daz, but now they are in control. They can eat it, or they can still smoke the cigarette. --

DR. CALLAHAN: Yeah.

MR. TRUDEAU: -- but they are now in control.

DR. CALLAHAN: Yeah. People can eat and smoke and do all kinds of things without being addicted. What we are after is eliminating the addiction.

MR. TRUDEAU: Do you find that when people use the treatments for being overweight that there is -- that they lose weight very quickly without any stress whatsoever?

DR. CALLAHAN: Well, it's much easier for them, obviously. For example, this first patient I was telling you
with the Snicker bars, all she had to do was leave out the
Snicker bars, and she started keeping everything else the same
and started dropping a pound, two pounds a week.

MR. TRUDEAU: So now people don't have -- for the first
time don't have to, quote, go on a diet.

DR. CALLAHAN: Yeah.

MR. TRUDEAU: They can just eliminate the addiction to
food that they know they shouldn't be eating?

DR. CALLAHAN: That's right, yes.

MR. TRUDEAU: And they can eat normally, be
happy --

DR. CALLAHAN: Exactly.

MR. TRUDEAU: -- and have no deprivation.

DR. CALLAHAN: Right.

MR. TRUDEAU: Which is a key. When people try to go on
diets, I know, they always feel like they are being deprived of
something that they really want.

DR. CALLAHAN: Oh, yeah.

MR. TRUDEAU: But you're saying --

DR. CALLAHAN: And they can't wait to get off the diet.

MR. TRUDEAU: You're saying you eliminate the want.

DR. CALLAHAN: We eliminate that excessive addictive
urge, yes. That's right.

MR. TRUDEAU: And if you are overweight -- I think
every person who has had this type of addiction to food feels
that -- they know that they've been overweight. Let's talk about
sports. You mentioned an Olympic swimmer.

DR. CALLAHAN: Un-huh.

MR. TRUDEAU: What type of result --

DR. CALLAHAN: Oh, yeah. We had -- an Olympic swimmer
was sent to me by a psychologist who he was working with because
he knew I had developed a phenomenon. It's a very interesting
thing I call "psychological reversal." It's sort of a
self-sabotaging thing that can happen to any of us.

MR. TRUDEAU: I think a lot of us can relate to that.

DR. CALLAHAN: That's right. And he's an excellent
athlete. He's just superb, and he was on the -- one of the major
teams. And -- but he had trouble just getting over the edge:
every time that he was observed and so forth, he couldn't perform
up to his maximum ability. We fixed his reversal. Boom, he
suddenly did well and played in the Olympics.

MR. TRUDEAU: So this can reduce stress if people are
in real-life situations, maybe businessmen are going into
meetings and their stress is going up?

DR. CALLAHAN: We help a lot of golfers. You know, in
the Palm Springs area there's more golf courses per capita than
anywhere in the world, so we get a lot of golfers who are
interested, and they have the yips. You know, they do well when
nobody is looking, but putting, you know, the short game really
suffers from anxiety, and it's a phobia. I treated, I treated a
hall-of-fame athlete and two golf champions who had some of that problem, and as soon as we treated them, wham, they took off.

MR. TRUDEAU: Yeah. We call it "choking under pressure." Right?

DR. CALLAHAN: That's right. Yeah. I just was talking to a person I know who owns archery -- manufactures archery equipment, and he was telling me that it's a big problem there, too, that a lot of people drop out because they get the yips when they are shooting at a target. They get nervous, apprehensive, phobic.

MR. TRUDEAU: Sure. Dr. Callahan, time is running out and I really appreciate you being my guest. It's a fascinating subject. Hopefully, we'll have time to have you on again to talk more about it.

DR. CALLAHAN: Good.

MR. TRUDEAU: If you are overweight, if you've been trying to quit smoking and you can't, please call the 800 number. This is something that I personally can endorse and recommend. I've used it myself. I've seen my friends use it. We both have. And the results have been nothing but spectacular. Call the 800 number.

Thanks again for being with me and watching. I'm Kevin Trudeau, and this has been another edition of "A Closer Look."

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TITLE: DR. CALLAHAN ADDICTION BREAKING

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The following is a paid, commercial program brought to you by Mega Systems.

Thanks for joining me. I'm Kevin Trudeau, and this is a very special edition of A Closer Look.

If you are one of the 65 million Americans who are overweight, please stay tuned. We're going to be sharing the most revolutionary breakthrough that can allow you to lose all the weight you want.

If you have any addiction, if you're addicted to food, if you're addicted to cigarettes and want to quit smoking, please stay with me. If you have any stress and anxiety in your body, please stay tuned for this show.

We're going to be sharing Dr. Callahan's revolutionary breakthrough that he had discovered while studying quantum physics. Dr. Callahan came up with a breakthrough that in 60 seconds can eliminate your addictive urge to overeat, to smoke cigarettes, to do any compulsion, any type of addicted behavior, whether it be alcohol, drugs, cigarettes, food, maybe picking your thumb, any type of compulsive behavior, and eliminate all the stress and anxiety in your body.

Now this technique will take 60 seconds to apply and works in virtually 100 percent of the time.

Let me explain who Dr. Callahan is. Many of you know me, I'm Kevin Trudeau, founder of the American Memory Institute and
the host of A Closer Look. I bring and find some of the most
important people and breakthroughs that are out there in the self
improvement area. Things that can have a positive change in your
life.

I found Dr. Roger Callahan, who is a clinical psychologist
and one of the world's foremost authorities on addictions,
compulsives, compulsive behavior, phobias, and stress and
anxiety. He's written several books including "Why Do I Eat When
I'm Not Hungry," "Love, Pain, Stress and Anxiety: The Anxiety-
Addiction Connection."

And what he found as a practicing clinical psychologist for
35 years, while studying quantum physics, is that the root cause
of all addictions is the same thing. Whether you're addicted to
food -- now let me ask you a question.

If you are overweight, if you right now are having have an
overweight, fat problem, isn't it true that it's because you eat
when you're not hungry? Isn't it because that you have an
overwhelming compulsion to eat food when you don't want to.

Maybe you're addicted to pizza. Maybe you're addicted to
Hagen Daas ice cream. Maybe your's is potato chips. Maybe
you're addicted to -- maybe you just eat large, massive
quantities of food. Maybe you eat late at night. Whatever your
addiction is, maybe it's chocolate. You have this overwhelming,
uncontrollable desire to eat food when you're not hungry.

That's the reason you're overweight. That's the number one
cause of people being overweight.

You've tried diets, you've listened to hypnotic tapes, you've listened to subliminal tapes, you've tried exercise programs, but nothing works. Why? Because you can't stick with the program. Heck, if you go on a diet for three weeks and stick to it, you'll lose weight.

The problem is, you can't stick to it. Why? Because you're struggling the entire time. You have an uncontrollable urge to eat when you're not hungry.

I've known people that, maybe you're watching a show right now, who are saying as you're eating your pint of Hagen Daas ice cream, yeah, that's exactly me. Maybe you eat pizza, piece after piece after piece, and just stuff your face.

Do you ever just go to a buffet and just fill your plate, and fill it again, and fill it again, and ask yourself as you're stuffing your mouth and say, I'm full. I don't feel good. Why am I doing this?

I want you to know, it's not your fault. Up until now, folks, not one program has ever gotten to what we believe to be the root cause of all addictions, whether it be cigarettes, whether it be food, whether it be alcohol, whether it be any type of addiction or compulsive behavior.

The root cause, Dr. Callahan discovered, is a stress and anxiety energy field that flows through the body. You see, when -- right before we have to smoke that cigarette or eat that food
or eat that chocolate or eat that -- those cookies or cakes or
ice cream or pizza, whatever it is, right before we do that.
there is a field of energy, Dr. Callahan calls it pruravations
in the thought field. That's the big word.

There's a field running through the meridians in your body,
it's energy. It's stress and anxiety. As that energy field
begins to flow up, we attempt to mask it. We mask it by smoking
a cigarette, by eating some chocolate, by eating cookie after
cookie after cookie, by eating the ice cream, by having another
helping of food when we're full. That's how we mask the stress
and anxiety.

Nothing has gotten to the root cause. Well, Dr. Callahan,

in research in quantum physics, figured out a way that in 60
seconds you can do a simple technique to yourself that will knock
out and eliminate the stress and anxiety pattern. The stress
actually dissipates out of the cells. When that happens, you
begin to breathe different, you begin to feel different, you feel
lighter. All the stress just left your body, you feel totally
relaxed. And the urge to overeat or the urge to smoke is gone.
It's eliminated. It's 100 percent gone.

Right on CNN, Dr. Callahan took one of the anchor gals, he
was talking about phobias and how he gets rid of and cures
phobias in 60 seconds, and he was talking about addictions. This
gal was addicted to chocolate. She was a chocoholic. This is
the anchor woman right on CNN.
She said, "Dr. Callahan, I'm addicted to chocolate. I have this chocolate compulsion. I eat it all the time. I have to eat it. It's an uncontrollable urge. I don't have any control over it."

Many of you right now, if you smoke cigarettes, if you eat, you know, it's an uncontrollable urge. It has nothing to do with will power. You're a good person. It has nothing to do with -- people say oh, you just don't have enough will power. 'No, it's uncontrollable. You can't control this. It's not your fault. It's this field of energy running through the body.

Well this uncontrollable urge, she said, "I have an uncontrollable urge to eat chocolate." He said, "Well, on a scale of one to ten, where's your urge right now?" She said, "Well, it's about a five or a six." He said, "Do you have any chocolate on you?" She said, "Well of course I have chocolate on me. I eat it all the time." He said, "Can you take it out of your purse." "Oh no, I can't do that. Because then I'll have to eat it, and I won't have any control over it. Doctor, I'll just have to eat it."

He said, "Take it out anyway. She takes it out and he says, "Open up the package and smell it. I want you to imagine how wonderful and how delicious this chocolate's going to taste. I mean, it's chocolate. It tastes great."

So she begins to smell it. "Oh Doctor, I have to eat this now." He said, "On a scale of one to ten, where is your urge?"
She said, "It's over a ten. I have to have it." He said, "Fine."

He walked her through a 60 second procedure, a simple technique right there. Right at CNN studios. This is the anchor woman. And he said, "Where's your urge now?"

She looked at that chocolate and she said, "I don't want it." He said, "No, don't tell me that." He said, "Pick up that chocolate. You love chocolate. Chocolate tastes great. You couldn't -- you had to eat it a minute ago. Smell it. Imagine how wonderful it's going to taste if you eat it."

She smelled it and here's exactly what she did. "Ugh, I'm repulsed by it, Doctor. I don't want it. I do not want it."

What happened? The stress and anxiety energy field that was running through the body, he broke it up with that simple technique. And when he broke it up, she began to breathe different, all the stress left her body, she felt great. She was like, wow. Her facial muscles relaxed. She looked beautiful and radiant and she had no desire to eat that chocolate. The uncontrollable urge was gone.

Now let me ask you a question. If you're fat, if you're overweight, and most people out there are. I read a report in some magazine that said over 65 percent of all Americans are either on a diet, just got off a diet, about to start a diet. That's a lot of people that have a weight problem.

I'm sure hundreds of millions of dollars are spent every year on pills and powders and shakes and diet packaged food and
diet programs and tapes and hypnosis tapes and all these ridiculous things. They don't work.


Dr. Callahan, while studying quantum physics, figured out that he has this technique that in 60 seconds you can break up the stress and anxiety in your body and eliminate totally the addictive urge.

Now what will that mean to you? That means you can lose weight easily, effortlessly, because you don't have any urge to overeat when you're not hungry. The urge is gone.

I was on Value Vision, one of the home shopping clubs, a wonderful organization. We were on here selling the videotape, Dr. Callahan's videotape, that people can learn the techniques. It takes 15 minutes to learn the technique and only a minute to apply.

We broke all the records. People were buying this thing like crazy. We just broke record after record after record. They got more response on this than anything else, they had told me.

While I was on another time, a gal called up on the phone. She said, "Kevin, I saw you about a month ago and I bought your program." This is right on tape. We have this on film. Right on national TV.

She said, "I want you to know, I got it a month ago and
here's what happened. I was addicted because of food. I would
overeat when I wasn't hungry. So late at night when I wanted to
eat food, I used the technique. It took only 60 seconds. I just
used it one time. I relaxed, I felt fantastic. I slept better
than I have in years because all the stress was gone."

She goes, "I was just feeling great and the urge was gone.
I didn't eat the food. I didn't want it." She goes, "Since
that, I've lost over 10 pounds, but I'm not trying to lose
weight."

She said, "I eat ice cream, I eat cookies, I eat cake, I eat
everything I want. But I'm just loosing weight." And I said,
"Well are you trying to lose weight." And she says, "No." I go,
"Do you need to lose weight." She goes, "Well, of course I need
to lose weight."

What's happening is she broke up the cause. She got to the
root cause of the addiction, the overeating compulsion and
addiction and now she doesn't have to eat it. She feels
wonderful. There's no struggle.

Imagine going into a buffet and looking at all this
luscious, wonderful food and say, this looks wonderful. But you
still don't have to eat it if you don't want to. That's what
we're talking about.

Folks, if you're watching right now, I want you to know you
can purchase what we have available. It's Dr. Callahan's, "The
Callahan Technique." It's a videotape. That's all it is.