

Complaint Exhibit A

Procera-Keyview Labs, Inc.

2/24/2014

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OFFICIAL TRANSCRIPT PROCEEDING
FEDERAL TRADE COMMISSION

MATTER NO. 1223142
 TITLE PROCERA-KEYVIEW LABS, INC.
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PAGES 1 THROUGH 66

PROCERA AVH VIDEO

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FEDERAL TRADE COMMISSION

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3 In the Matter of:)
4) Matter No. 1223142
5 Procera-Keyview Labs, Inc.)
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12 The following transcript was produced from a
13 digital recording provided to For The Record, Inc. on
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1 FEDERAL TRADE COMMISSION
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4 RECORDING: PAGE:
5 Procera-Keyview Labs, Inc. video 3
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4

1 P R O C E E D I N G S
2 - - - -
3 PROCERA AVH VIDEO
4 ON SCREEN: The following is a paid
5 advertisement for PROCERA AVH
6 These statements have not been evaluated by the
7 Food & Drug Administration. This product is not intended
8 to diagnose, treat, cure, or prevent any disease.
9 ON SCREEN: Poor Diet Linked to Memory Loss
10 ON SCREEN: OTC Pain Relievers Linked With
11 Accelerated Mental Decline
12 ON SCREEN: Bad Air Bad for Brains And Minds
13 ON SCREEN: Fast Food Diets Hard On the Brain
14 ON SCREEN: The Mental Edge
15 ON SCREEN: Denise Marie
16 Host
17 The Mental Edge
18 DENISE MARIE: Welcome to the broadcast,
19 everyone. I'm Denise Marie, and this is my fabulous co-
20 host, Dave Richards.
21 ON SCREEN: Dave Richards
22 Host
23 The Mental Edge
24 DENISE MARIE: We have an incredible show
25 planned for you today. We're talking about how you

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1 (Pages 1 to 4)

5

1 can --
 2 ON SCREEN: Boost Brain Power Naturally!
 3 The Mental Edge
 4 DENISE MARIE: -- significantly improve your
 5 memory, mental concentration, focus, mental clarity and
 6 even moods.
 7 DAVE RICHARDS: And that's why it's my extreme
 8 pleasure to welcome to the broadcast Josh Reynolds, the
 9 founder of Brain Research Labs. Josh is a renowned
 10 clinical research scientist in brain health and fitness.
 11 He has many great achievements in the field, from
 12 creating state-of-the-art brain tests and exercises to
 13 conducting clinical trials on brain pills for large --
 14 ON SCREEN: Dr. Robert Heller & Josh Reynolds
 15 Founders, Brain Research Labs
 16 DAVE RICHARDS: -- nutraceutical and
 17 pharmaceutical companies.
 18 ON SCREEN: Boost Brain Power Naturally!
 19 The Mental Edge
 20 DAVE RICHARDS: But what we're most excited to
 21 hear about today is his latest and greatest creation, a
 22 breakthrough nutritional formula called Procera AVH --
 23 ON SCREEN: PROCERA AVH
 24 Can Help Quickly Restore:
 25 Focus
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6

1 Concentration
 2 Memory
 3 DAVE RICHARDS: -- that can help quickly
 4 restore focus, concentration and even memory to the
 5 levels they were as much as 10 to 15 years ago.
 6 ON SCREEN: Boost Brain Power Naturally!
 7 The Mental Edge
 8 DENISE MARIE: Josh, welcome to the program.
 9 JOSH REYNOLDS: Thank you. It's great to be
 10 here.
 11 DAVE RICHARDS: Now, Josh, you are an
 12 internationally recognized pioneer in the area of brain
 13 health and fitness with over 30 years of experience in
 14 researching the brain.
 15 DENISE MARIE: And congratulations on the
 16 success of your medically acclaimed book, 20/20 Brain
 17 Power.
 18 DAVE RICHARDS: Now, did I read this correctly,
 19 Josh, that you have studied over one million brains?
 20 JOSH REYNOLDS: Actually, it was over 1.5
 21 million brains.
 22 DAVE RICHARDS: Ah, forgive me.
 23 ON SCREEN: Josh Reynolds
 24 Brain Scientist, Researcher, Author
 25 The Mental Edge
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7

1 JOSH REYNOLDS: What we learned from looking at
 2 1.5 million brains is that we're seeing something that I
 3 think may be an epidemic.
 4 ON SCREEN: Mental Decline chart
 5 25 yr Arrow pointing downward
 6 35 yr
 7 45 yr
 8 50 yr
 9 JOSH REYNOLDS: What we saw was the brain was
 10 declining up to 50 percent -- that's your memory, your
 11 brain power -- up to 50 percent by the time you reach age
 12 50. What?
 13 DENISE MARIE: (Inaudible) yeah.
 14 ON SCREEN: 50% Memory Loss by Age 50!
 15 The Mental Edge
 16 DAVE RICHARDS: Fifty percent by the time
 17 you're 50 years old?
 18 JOSH REYNOLDS: Isn't that shocking?
 19 DENISE MARIE: Very shocking.
 20 DAVE RICHARDS: Well, certainly.
 21 DENISE MARIE: And upsetting.
 22 JOSH REYNOLDS: You know, our brains were not
 23 evolutionarily designed for the kind of stress, the
 24 amount of information we have to process, the times right
 25 now, the survival, the onslaught of environmental toxins,
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8

1 and the attack of free radicals. There are new toxins
 2 discovered every day.
 3 ON SCREEN: Lead
 4 Mercury
 5 Aluminum
 6 PCBs
 7 Cadmium
 8 Brain Toxins
 9 Boost Brain Power Naturally!
 10 The Mental Edge
 11 JOSH REYNOLDS: We know about lead, mercury,
 12 aluminum, PCBs.
 13 ON SCREEN: Pain Killers
 14 Brain Toxins
 15 Boost Brain Power Naturally!
 16 The Mental Edge
 17 JOSH REYNOLDS: Recently, it was found that
 18 over-the-counter painkillers are slowing down our brain.
 19 DAVE RICHARDS: Really?
 20 ON SCREEN: Boost Brain Power Naturally!
 21 The Mental Edge
 22 JOSH REYNOLDS: So, the probability of our
 23 brain giving out before our body is what really scares
 24 us.
 25 DENISE MARIE: Let's talk about stress and the
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9

1 role it plays in the problem, because we are certainly
 2 overcome with it these days.
 3 ON SCREEN: National Institute of Health
 4 reports: 80% of Americans claims they are experiencing
 5 severe stress
 6 JOSH REYNOLDS: A recent report by NIH showed
 7 that over 80 percent of Americans feel they're under the
 8 greatest stress they've ever been under, extreme stress.
 9 ON SCREEN: Boost Brain Power Naturally!
 10 The Mental Edge
 11 JOSH REYNOLDS: They're stressed out. In fact,
 12 our brain is burned out. You know, it's no wonder, we're
 13 in a time where there's a lot of economic and personal
 14 finance issues.
 15 DENISE MARIE: Yeah.
 16 JOSH REYNOLDS: There's worries about war,
 17 finances, real estate, losing our homes. Our kids are
 18 going to schools that are overcrowded. Our jobs are
 19 putting more and more pressure on us to work harder. We
 20 are all trying to do more with less money, which puts a
 21 tremendous crunch on us emotionally, psychologically,
 22 creates fear and anxiety.
 23 ON SCREEN: Stress Causes Mental Decline
 24 The Mental Edge
 25 JOSH REYNOLDS: And guess what takes the brunt
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10

1 of all this stress and anxiety and fear? The brain.
 2
 3 ON SCREEN: Boost Brain Power Naturally!
 4 The Mental Edge
 5 DAVE RICHARDS: Let's get right to the solution
 6 because I think that's the most important and exciting
 7 part of this. It doesn't have to be this way, is that
 8 correct?
 9 JOSH REYNOLDS: That's absolutely correct. So,
 10 here's the solution. It's called Procera, Procera AVH.
 11 ON SCREEN: This product has not been evaluated
 12 by the Food and Drug Administration.
 13 It is not intended to diagnose, treat, cure, or
 14 prevent any disease or illness.
 15 Clinically Tested Natural Brain Pill
 16 The Mental Edge
 17 JOSH REYNOLDS: Procera is a safe, natural,
 18 clinically tested supplement for your brain that provides
 19 the brain the nutrition it needs so that -- and this was
 20 clinically proven --
 21 ON SCREEN: This product has not been evaluated
 22 by the Food and Drug Administration.
 23 It is not intended to diagnose, treat, cure, or
 24 prevent any disease or illness.
 25 Procera Helps Improve Memory
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11

1 The Mental Edge
 2 JOSH REYNOLDS: -- you have a better memory,
 3 you remember things faster --
 4 ON SCREEN: This product has not been evaluated
 5 by the Food and Drug Administration.
 6 It is not intended to diagnose, treat, cure, or
 7 prevent any disease or illness.
 8 Procera Helps Improve Focus & Recall
 9 The Mental Edge
 10 JOSH REYNOLDS: -- you have better focus and
 11 recall --
 12 ON SCREEN: This product has not been evaluated
 13 by the Food and Drug Administration.
 14 It is not intended to diagnose, treat, cure, or
 15 prevent any disease or illness.
 16 Procera Helps Concentration
 17 The Mental Edge
 18 JOSH REYNOLDS: -- sharper concentration --
 19 ON SCREEN: This product has not been evaluated
 20 by the Food and Drug Administration.
 21 It is not intended to diagnose, treat, cure, or
 22 prevent any disease or illness.
 23 Procera Helps Improve Mental Clarity
 24 The Mental Edge
 25 JOSH REYNOLDS: -- more mental clarity, and it
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12

1 was shown to reverse mental decline by up to 15 years.
 2 ON SCREEN: Regain 10-15 Years of Mental
 3 Decline
 4 25yr Arrow pointing upward
 5 35yr
 6 45yr
 7 50yr
 8 ON SCREEN: Boost Brain Power Naturally!
 9 The Mental Edge
 10 JOSH REYNOLDS: Now, in a landmark clinical
 11 study, which we did in Australia at the MIT of Australia
 12 --
 13 ON SCREEN: Brain Sciences Institute
 14 Swinburne University, Australia
 15 The Mental Edge
 16 JOSH REYNOLDS: -- it's called the Brain
 17 Sciences Institute, they discovered that Procera restored
 18 the memory power and the recall speed they had 10 to 15
 19 years ago.
 20 ON SCREEN: Boost Brain Power Naturally!
 21 The Mental Edge
 22 JOSH REYNOLDS: This is a form of mental
 23 quickness, how quickly you can recall something, which is
 24 very important.
 25 DENISE MARIE: You know, you mentioned earlier
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13

1 that Procera has three triple action effects. Can we
 2 talk more about this in detail?
 3 JOSH REYNOLDS: Sure. Procera has three, what
 4 I call, miracle memory molecules, from nature, not from
 5 molecules.
 6 ON SCREEN: VINPOCETINE
 7 OXYGEN -- picture of brain
 8 Dramatization
 9 JOSH REYNOLDS: Number one, Procera helps to
 10 lift up, boost the waning oxygen supply in your brain.
 11 ON SCREEN: HUPERZINE
 12 PROTECT -- picture of brain
 13 Dramatization
 14 JOSH REYNOLDS: Number two, Procera helps your
 15 brain battle stress, helps your brain fight those
 16 neurotoxins, the environmental toxins that we're getting
 17 every day.
 18 ON SCREEN: ACETYL L-CARNITINE
 19 VITAL NUTRIENTS -- picture of brain
 20 KEY NEUROTRANSMITTERS
 21 Dramatization
 22 JOSH REYNOLDS: Number three, maybe foremost,
 23 it refuels your brain with these vital neurotransmitters
 24 that your brain really needs to stay quick, to be
 25 focused, to be happy.
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14

1 ON SCREEN: Boost Brain Power Naturally!
 2 The Mental Edge
 3 DAVE RICHARDS: And I believe we do have some
 4 PET scan images that you brought with you. Let's put
 5 them up on the monitor and take a look at them.
 6 ON SCREEN: BRAIN SCAN
 7 BEFORE
 8 VINPOCETINE
 9 JOSH REYNOLDS: All right. So, what this shows
 10 is that just one of the ingredients in Procera, which is
 11 called Vinpocetine, and that's the oxygenating ingredient
 12 that kicks up the energy level of the brain --
 13 ON SCREEN: BRAIN SCAN
 14 BEFORE MINUTES AFTER
 15 Lack of Oxygen Oxygen Rich
 16 *For Illustration Purposes Only
 17 Dramatization of just one ingredient in Procera AVH
 18 JOSH REYNOLDS: -- look, it lights up the brain
 19 like a Christmas tree. And this happens in less than an
 20 hour.
 21 ON SCREEN: Boost Brain Power Naturally!
 22 The Mental Edge
 23 DAVE RICHARDS: All right. Well, Josh and
 24 Denise, let's go to the phone lines.
 25 ON SCREEN: Results may vary.
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15

1 Not every consumer will experience the same
 2 results.
 3 On the phone now...
 4 Eric
 5 Real Estate Broker, CA
 6 DAVE RICHARDS: Let's talk to Eric in Southern
 7 California, another satisfied Procera user.
 8 Eric, welcome to the broadcast.
 9 ERIC: Good morning.
 10 DENISE MARIE: Hi, Eric. How you doing?
 11 ERIC: Doing great.
 12 DAVE RICHARDS: Now, Eric, just tell us, what's
 13 been your experience with Procera?
 14 ERIC: Well, since I've been taking that
 15 product, I've noticed a huge difference in mental clarity
 16 and focus. I'm in a very complicated business, which
 17 is real estate, and as you know, it's very challenging
 18 and --
 19 DENISE MARIE: Tough business right now.
 20 ERIC: -- it's also very competitive. And if
 21 I'm not sharp and focused, the next guy may be. I
 22 started noticing results within the first week.
 23 DENISE MARIE: What kind of changes,
 24 specifically, if you can?
 25 ON SCREEN: Results may vary.
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16

1 Not every consumer will experience the same
 2 results.
 3 On the phone now...
 4 Improved Memory and Focus
 5 ERIC: Well, I noticed that my short-term
 6 memory was better, my recall of facts came quicker to me.
 7 ON SCREEN: Results may vary.
 8 Not every consumer will experience the same
 9 results.
 10 On the phone now...
 11 Eric
 12 Real Estate Broker, CA
 13 ERIC: I take Procera every day and it's almost
 14 like I can't get by without it anymore. I -- you know, I
 15 could probably, but I don't want to. Your brain just
 16 feels super-charged.
 17 DAVE RICHARDS: We're glad you could spend a
 18 couple minutes here with us on the broadcast. We
 19 appreciate your call today.
 20 ERIC: Thank you very much.
 21 DENISE MARIE: Thanks, Eric.
 22 ERIC: I appreciate it.
 23 JOSH REYNOLDS: Thank you, Eric.
 24 DAVE RICHARDS: Thank you, Eric.
 25 ON SCREEN: This is a paid presentation for
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17

1 Procera AVH.
 2 Boost Brain Power Naturally!
 3 The Mental Edge
 4 DAVE RICHARDS: We'll be back in a moment with
 5 more on how you can finally stop having those
 6 embarrassing senior moments. Stick around.
 7 ON SCREEN: Brain Oxygen - Boosting Miracle
 8 Struggling for the rights words?
 9 Losing your mental edge?
 10 Overwhelmed with things to remember?
 11 Can't stay focused?
 12 Suffering from poor memory?
 13 800.717.9910
 14 ANNOUNCER: Do you struggle to find the right
 15 words, answers or things to say? Ever feel like you've
 16 lost your mental edge? Is your life overburdened with
 17 reminders? Do you get frustrated when you just can't
 18 stay focused on a task? Has remembering names, dates and
 19 details become an embarrassing problem that seems to be
 20 getting worse?
 21 ON SCREEN: Brain Power Decline chart
 22 25yr -20% arrow pointing downward
 23 35yr
 24 45yr -40%
 25 50yr -50%

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18

1 800.717.9910
 2 ANNOUNCER: It's a fact, as we age, our memory
 3 power declines as much as 50 percent by the time we reach
 4 age 50. In fact, your brain may be giving out faster
 5 than your body.
 6 ON SCREEN: Brain Oxygen - Boosting Miracle
 7 Clinically Tested Formula
 8 Reverse up to 10-15 Years of Memory Decline!
 9 800.717.9910
 10 ANNOUNCER: But it doesn't have to be that way
 11 anymore. There's a natural brain oxygen boosting formula
 12 that's clinically shown to reverse up to 15 years of
 13 mental decline. It's called Procera AVH.
 14 ON SCREEN: Brain Oxygen - Boosting Miracle
 15 Memory
 16 Brain Power
 17 Focus
 18 Try Procera AVH RISK FREE!
 19 *S/H Charges Apply
 20 Clinically Tested Formula
 21 800.717.9910
 22 ANNOUNCER: And, now, you can regain the memory
 23 and brain power you had 15 years ago, absolutely risk-
 24 free.
 25 ON SCREEN: Natural Memory Booster

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19

1 Clinically Tested & Effective
 2 Huperzine-A
 3 Vinpocetine
 4 Acetyl L-Carnitine
 5 800.717.9910
 6 ANNOUNCER: Procera AVH contains three miracle
 7 memory molecules, natural brain nutrients shown to be
 8 safe and effective in over 20 years of research.
 9 ON SCREEN: Brain Oxygen - Boosting Miracle
 10 800.717.9910
 11 ANNOUNCER: The secret is Procera AVH's
 12 patented triple action that can --
 13 ON SCREEN: VINPOCETINE
 14 VITAL NUTRIENTS
 15 ANNOUNCER: -- refuel and re-energize your
 16 brain by restoring --
 17 ON SCREEN: ACETYL L-CARNITINE
 18 KEY NEUROTRANSMITTERS
 19 ANNOUNCER: -- depleted neurotransmitters --
 20 ON SCREEN: HUPERZINE
 21 PROTECT
 22 ANNOUNCER: -- and waning oxygen supplies, so
 23 you can feel sharper --
 24 ON SCREEN: Try Procera AVH Risk Free!
 25 *S&H charges apply

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20

1 Feel Sharper
 2 Think Faster
 3 Remember Better
 4 800.717.9910
 5 ANNOUNCER: -- think faster and remember
 6 better.
 7 ON SCREEN: Try Procera AVH Risk Free!
 8 *S&H charges apply
 9 BRAIN SCAN
 10 BEFORE MINUTES AFTER
 11 Lack of Oxygen Oxygen Rich
 12 *For illustration purposes only
 13 Dramatization of just one ingredient in Procera
 14 AVH!
 15 800.717.9910
 16 ANNOUNCER: Just look at the difference it
 17 makes with just one of the ingredients in Procera AVH.
 18 ON SCREEN: Omar K.
 19 Results may vary.
 20 Not every consumer will experience the same
 21 results.
 22 800.717.9910
 23 OMAR K.: I'm much better at what I do today
 24 than I ever have been.
 25 ON SCREEN: Bibi C.

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21

1 Results may vary.
 2 Not every consumer will experience the same
 3 results.
 4 800.717.9910
 5 BIBI C.: I felt solid and I felt bright and
 6 alive and energetic and clear and focused.
 7 ON SCREEN: Try Procera AVH Risk Free!
 8 *S&H charges apply
 9 Mental Clarity
 10 Mental Energy
 11 Sharper Memory
 12 Sharper Focus
 13 Better Concentration
 14 800.717.9910
 15 ANNOUNCER: Say good-bye to fuzzy thinking.
 16 Say hello to incredible mental clarity and energy. Why
 17 suffer from brain fog or poor memory anymore? Do
 18 something about it today and enjoy razor-sharp focus and
 19 concentration guaranteed or you don't pay. Imagine
 20 regaining the mental sharpness you had 10 to 15 years
 21 ago. Now you can with Procera AVH.
 22 ON SCREEN: Try Procera AVH Risk Free!
 23 *S&H charges apply
 24 FREE Bonus Bottle!
 25 800.717.9910
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22

1 ANNOUNCER: Call today to find out how you can
 2 get a free bonus bottle of Procera AVH absolutely risk-
 3 free.
 4 ON SCREEN: Try Procera AVH Risk Free!
 5 *S&H charges apply
 6 1st Free Gift!
 7 2nd Free Gift!
 8 800.717.9910
 9 ANNOUNCER: Call now and you'll also get a free
 10 copy of Josh Reynolds' medically acclaimed book, 20/20
 11 Brain Power, plus a free subscription to his brain health
 12 and fitness newsletter.
 13 ON SCREEN: Try Procera AVH Risk Free!
 14 *S&H charges apply
 15 AND THAT'S NOT ALL
 16 800.717.9910
 17 ANNOUNCER: And that's not all.
 18 ON SCREEN: Try Procera AVH Risk Free!
 19 *S&H charges apply
 20 2 FREE Gifts
 21 First 500 Callers Get
 22 3rd Free Gift!
 23 800.717.9910
 24 ANNOUNCER: Be one of the first 500 callers and
 25 we'll include a free bottle of Josh's brain detox
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23

1 formula, Ceraplex --
 2 ON SCREEN: Try Procera AVH Risk Free!
 3 *S&H charges apply
 4 Flush Away Toxins!
 5 Detox Your Brain!
 6 Protect Against Free Radicals
 7 2 FREE Gifts
 8 800.717.9910
 9 ANNOUNCER: -- that can help combat the harmful
 10 effects of environmental toxins in your food and water.
 11 It's the safe and natural way to help detoxify and
 12 protect your brain while super-charging your mental
 13 clarity and focus even more.
 14 ON SCREEN: Try Procera AVH Risk Free!
 15 *S&H charges apply
 16 SATISFACTION GUARANTEED
 17 3 FREE Gifts
 18 Call for a FREE Bonus Bottle of Procera AVH + 3
 19 FREE Gifts!
 20 *S&H charges apply
 21 800.717.9910
 22 ANNOUNCER: And, remember, there's no risk, so
 23 why continue to suffer?
 24 Call now and find out how to get your bonus
 25 bottle of Procera AVH, the natural remedy for your
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24

1 memory. Your complete satisfaction is guaranteed, so
 2 call now.
 3
 4 ON SCREEN: Dave Richards
 5 Host
 6 This is a paid presentation for Procera AVH.
 7 The Mental Edge
 8 DAVE RICHARDS: Okay, Josh, so what I'm hearing
 9 is that the real problem we're all facing is that, first
 10 of all --
 11 ON SCREEN: This is paid presentation for
 12 Procera AVH.
 13 Boost Brain Power Naturally!
 14 The Mental Edge
 15 DAVE RICHARDS: -- our brains are over-stressed
 16 by all of society's pressures, yet they're
 17 undernourished. We're not getting the proper nutrients
 18 to them. And it's a sort of energy crisis that we're
 19 dealing with here, that's right?
 20 JOSH REYNOLDS: Exactly. Stress drains our
 21 energy and what we do when our energy's drained is we
 22 rush after one of these energy drinks.
 23 ON SCREEN: Energy Drinks Can Deplete
 24 Neurotransmitters!
 25 The Mental Edge
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25	<p>1 JOSH REYNOLDS: And you know what? The energy</p> <p>2 drinks are not good for our brain because they deplete</p> <p>3 the neurotransmitters that we need for alertness. It's</p> <p>4 actually a waste of money when you can be doing</p> <p>5 something --</p> <p>6 ON SCREEN: Boost Brain Power Naturally!</p> <p>7 The Mental Edge</p> <p>8 JOSH REYNOLDS: -- to build up your brain's own</p> <p>9 natural reserves. You could be doing something to</p> <p>10 improve the brain's depleted neurotransmitter levels.</p> <p>11 Remember, it's not a stimulant and it doesn't</p> <p>12 pick you up and let you down. It picks you up and kind</p> <p>13 of keeps you up. Not only that, you experience less</p> <p>14 stress and you're more calm.</p> <p>15 ON SCREEN: This product has not been evaluated</p> <p>16 by the Food and Drug Administration.</p> <p>17 It is not intended to diagnose, treat, cure, or</p> <p>18 prevent any disease or illness.</p> <p>19 Call 800.717.9910</p> <p>20 Josh Reynolds</p> <p>21 Brain Scientist, Researcher, Author</p> <p>22 The Mental Edge</p> <p>23 JOSH REYNOLDS: Procera helps to nourish the</p> <p>24 brain --</p> <p>25 ON SCREEN: This product has not been evaluated</p> <p style="text-align: center;">For The Record, Inc.</p> <p>(301) 870-8025 - www.ftrinc.net - (800) 921-5555</p>	27	<p>1 ON SCREEN: Procera Can Help Improve Two Types</p> <p>2 of Memory</p> <p>3 Long Term Memory</p> <p>4</p> <p>5 Short Term Memory</p> <p>6 (Dates)</p> <p>7 (Names)</p> <p>8 (Multi-Tasking)</p> <p>9 (Make Decisions Quicker)</p> <p>10 Free Bonus Bottle PLUS 3 FREE Gifts!</p> <p>11 Boost Brain Power Naturally!</p> <p>12 The Mental Edge</p> <p>13 JOSH REYNOLDS: In fact, what most people don't</p> <p>14 know is there's several types of memory. Most people</p> <p>15 think that memory's just memory. The two types of memory</p> <p>16 that I'm going to talk about and that Procera had a</p> <p>17 profound effect on is long-term memory and then there's</p> <p>18 short-term memory. This is also known as working memory.</p> <p>19 Working memory is where you recall information</p> <p>20 that you may have stored a minute ago or ten years ago</p> <p>21 and you use that information to make a decision or solve</p> <p>22 a problem. We use working memory to do multi-tasking, to</p> <p>23 do problem solving. Making a decision typically involves</p> <p>24 this working memory. There's some memory involved and</p> <p>25 some thinking or cognitive process involved.</p> <p style="text-align: center;">For The Record, Inc.</p> <p>(301) 870-8025 - www.ftrinc.net - (800) 921-5555</p>
26	<p>1 by the Food and Drug Administration.</p> <p>2 It is not intended to diagnose, treat, cure, or</p> <p>3 prevent any disease or illness.</p> <p>4 Call 800.717.9910</p> <p>5 Regain 10-15 Years of Lost Brain Power!</p> <p>6 Restore Neurotransmitters!</p> <p>7 Improve Mental Clarity!</p> <p>8 Improve Concentration!</p> <p>9 Boost Moods!</p> <p>10 Boost Brain Power Naturally!</p> <p>11 The Mental Edge</p> <p>12 JOSH REYNOLDS: -- to bring back the memory,</p> <p>13 the brain power you had 10 to 15 years ago, restoring</p> <p>14 those neurotransmitters, improving your mental clarity,</p> <p>15 improving your concentration and elevating your mood.</p> <p>16 ON SCREEN: This product has not been evaluated</p> <p>17 by the Food and Drug Administration.</p> <p>18 It is not intended to diagnose, treat, cure, or</p> <p>19 prevent any disease or illness.</p> <p>20 Free Bonus Bottle PLUS 3 FREE Gifts!</p> <p>21 Boost Brain Power Naturally!</p> <p>22 The Mental Edge</p> <p>23 JOSH REYNOLDS: Now, one of the things about</p> <p>24 memory that Procera had such a pronounced impact on was</p> <p>25 recall speed.</p> <p style="text-align: center;">For The Record, Inc.</p> <p>(301) 870-8025 - www.ftrinc.net - (800) 921-5555</p>	28	<p>1 ON SCREEN: Procera Can Help Improve Two Types</p> <p>2 of Memory</p> <p>3 Long Term Memory</p> <p>4</p> <p>5 Short Term Memory</p> <p>6 (Details)</p> <p>7 (Recall)</p> <p>8 Free Bonus Bottle PLUS 3 FREE Gifts!</p> <p>9 Boost Brain Power Naturally!</p> <p>10 The Mental Edge</p> <p>11 DAVE RICHARDS: Okay.</p> <p>12 JOSH REYNOLDS: We use it when we want to learn</p> <p>13 something and then recall it a short minute or hour</p> <p>14 later, whenever it is.</p> <p>15 ON SCREEN: Free Bonus Bottle PLUS 3 FREE</p> <p>16 Gifts!</p> <p>17 Call Now! 800.717.9910</p> <p>18 The Mental Edge</p> <p>19 JOSH REYNOLDS: Procera improved the ability to</p> <p>20 multi-task, to recall information faster, back to what it</p> <p>21 would have been 10 to 15 years earlier, that much mental</p> <p>22 speed.</p> <p>23 DAVE RICHARDS: Okay. I want to interrupt for</p> <p>24 a second because let's go to the phone lines right now.</p> <p>25 With us, we have your colleague, Josh, Dr. Con Stough,</p> <p style="text-align: center;">For The Record, Inc.</p> <p>(301) 870-8025 - www.ftrinc.net - (800) 921-5555</p>

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1 who has called in from the world-renowned Brain Sciences
2 Institute in Australia to tell us about his clinical
3 trial with Procera AVH.
4 Welcome to the broadcast, Dr. Stough. Great to
5 have you here with us.
6 ON SCREEN: on the phone now...
7 Dr. Con Stough
8 Brain Sciences Institute, Australia
9 DR. CON STOUGH: Thanks very much.
10 DAVE RICHARDS: Real simple, can you tell us
11 what was different about the clinical trial that you
12 conducted with Procera AVH?
13 ON SCREEN: on the phone now...
14 Dr. Con Stough
15 Procera AVH Clinical Trial
16 DR. CON STOUGH: Well, we've conducted many
17 trials with many different substances, looking at whether
18 they improved cognition and brain function. We found
19 that this one was unique in that it worked very soon,
20 only after a few weeks of taking it.
21 ON SCREEN: Procera's Clinically Shown to Help:
22 Improve Memory
23 Sharpen Recall and Focus
24 Elevate Moods
25 on the phone now...
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1 DR. CON STOUGH: Absolutely. There's really
2 nothing until now that has been able to help us stop that
3 decline. I think -- we don't normally see those effects
4 so quickly. And I think by improving the cognitive
5 function, we also see some changes, improvements in moods
6 --
7 ON SCREEN: SWINBURNE
8 SWINBURNE UNIVERSITY OF TECHNOLOGY
9 A double-blind, placebo controlled Study that
10 revealed that Procera AVH:
11 1. Improve Memory
12 2. Improve Mood
13 3. Improve Mental Focus, Concentration
14 4. Improved Mental Energy
15 Con Stough, Christina Kure, Jo Tarasuik and
16 Luke Downey
17 BRAIN SCIENCES INSTITUTE
18 SWINBURNE UNIVERSITY, AUSTRALIA
19 DR. CON STOUGH: -- and they seem to go
20 together in this substance, and they don't always go
21 together in other studies.
22 ON SCREEN: Fast Acting
23 Improves Oxygen to Brain
24 Improves Blood Circulation to Brain
25 Increases Key Neurotransmitters in Brain
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30

1 Dr. Con Stough
2 Procera AVH Clinical Trial
3 DR. CON STOUGH: And it was unique in the types
4 of things that it improved, including things like memory,
5 speeding up the brain, and some aspects of intelligence
6 and mood. So, we found that this was a, you know, very
7 effective substance in our clinical trials.
8 ON SCREEN: on the phone now...
9 Dr. Con Stough
10 Procera AVH Clinical Trial
11 Brain Sciences Institute, Australia
12 DAVE RICHARDS: Hmm. Doctor, I wanted to ask
13 you how you decided to study Procera AVH.
14 DR. CON STOUGH: Well, you know, we were
15 approached by many organizations that have a look at
16 their substances to see if their substances can improve
17 brain function.
18 DAVE RICHARDS: Mm-hmm.
19 DR. CON STOUGH: But this one appeared to us to
20 have a lot of really good science behind it.
21 DAVE RICHARDS: People can improve their brain
22 function to levels that they had perhaps 10 to 15 years
23 prior. Is that something that you concur with?
24 ON SCREEN: on the phone now...
25 Procera Boosts Brain Power Quickly!
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1 DR. CON STOUGH: It's a fairly unique, fast-
2 acting sort of process which pumps the brain full of more
3 energy, improves blood circulation to the brain, and
4 increases the key neurotransmitters that are responsible
5 for cognitive functioning.
6 ON SCREEN: on the phone now...
7 Dr. Con Stough
8 Procera AVH Clinical Trial
9 Brain Sciences Institute, Australia
10 DAVE RICHARDS: Well, Dr. Stough, we really
11 appreciate you taking the time to call in all the way
12 from Australia. We do appreciate your time and we thank
13 you for your insights and your expertise in this matter.
14 DENISE MARIE: Thanks, Doctor.
15 DR. CON STOUGH: It's a pleasure to be with
16 you.
17 DAVE RICHARDS: Thank you.
18 ON SCREEN: Free Bonus Bottle PLUS 3 FREE
19 Gifts!
20 Call Now! 800.717.9910
21 The Mental Edge
22 JOSH REYNOLDS: I've been at this for a long
23 time, probably 40 years if you want to count college when
24 I was a psych major. And my passion has been to find a
25 solution for memory decline and, more importantly, to
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1 help people just pick up their brain, to get out of the
 2 doldrums, to be a little brighter and sharper and
 3 quicker, no matter what their age.
 4 You know, I've learned, as my book clearly
 5 details, it's never too late to reverse mental decline,
 6 to perk up your brain, and you don't have to assume that
 7 whatever your age, you're behind the eightball --
 8 ON SCREEN: This is a paid presentation for
 9 Procera AVH
 10 Free Bonus Bottle PLUS 3 FREE Gifts!
 11 Call Now! 800.717.9910
 12 The Mental Edge
 13 JOSH REYNOLDS: -- oh, I'm just going to grin
 14 and bear it and dig in. No. Now there's something you
 15 can do about it and Procera is your answer.
 16 DENISE MARIE: We'll be right back.
 17 ON SCREEN: Brain Oxygen - Boosting Miracle
 18 Struggling for the rights words?
 19 Losing your mental edge?
 20 Overwhelmed with things to remember?
 21 Can't stay focused?
 22 Suffering from poor memory?
 23 800.717.9910
 24 ANNOUNCER: Do you struggle to find the right
 25 words, answers or things to say? Ever feel like you've
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1 lost your mental edge? Is your life overburdened with
 2 reminders? Do you get frustrated when you just can't
 3 stay focused on a task? Has remembering names, dates and
 4 details become an embarrassing problem that seems to be
 5 getting worse?
 6 ON SCREEN: Brain Power Decline chart
 7 25yr -20% arrow pointing downward
 8 35yr
 9 45yr -40%
 10 50yr -50%
 11 800.717.9910
 12 ANNOUNCER: It's a fact, as we age, our memory
 13 power declines as much as 50 percent by the time we reach
 14 age 50. In fact, your brain may be giving out faster
 15 than your body.
 16 ON SCREEN: Brain Oxygen - Boosting Miracle
 17 Clinically Tested Formula
 18 Reverse up to 10-15 Years of Memory Decline!
 19 800.717.9910
 20 ANNOUNCER: But it doesn't have to be that way
 21 anymore. There's a natural brain oxygen boosting formula
 22 that's clinically shown to reverse up to 15 years of
 23 mental decline. It's called Procera AVH.
 24 ON SCREEN: Brain Oxygen - Boosting Miracle
 25 Memory
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1 Brain Power
 2 Focus
 3 Try Procera AVH RISK FREE!
 4 *S/H Charges Apply
 5 Clinically Tested Formula
 6 800.717.9910
 7 ANNOUNCER: And, now, you can regain the memory
 8 and brain power you had 15 years ago, absolutely risk-
 9 free.
 10 ON SCREEN: Natural Memory Booster
 11 Clinically Tested & Effective
 12 Huperzine-A
 13 Vinpocetine
 14 Acetyl L-Carnitine
 15 800.717.9910
 16 ANNOUNCER: Procera AVH contains three miracle
 17 memory molecules, natural brain nutrients shown to be
 18 safe and effective in over 20 years of research.
 19 ON SCREEN: Brain Oxygen - Boosting Miracle
 20 800.717.9910
 21 ANNOUNCER: The secret is Procera AVH's
 22 patented triple action that can --
 23 ON SCREEN: VINPOCETINE
 24 VITAL NUTRIENTS
 25 ANNOUNCER: -- refuel and re-energize your
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1 brain by restoring --
 2 ON SCREEN: ACETYL L-CARNITINE
 3 KEY NEUROTRANSMITTERS
 4 ANNOUNCER: -- depleted neurotransmitters --
 5 ON SCREEN: HUPERZINE
 6 PROTECT
 7 ANNOUNCER: -- and waning oxygen supplies, so
 8 you can feel sharper --
 9 ON SCREEN: Try Procera AVH Risk Free!
 10 *S&H charges apply
 11 Feel Sharper
 12 Think Faster
 13 Remember Better
 14 800.717.9910
 15 ANNOUNCER: -- think faster and remember
 16 better.
 17 ON SCREEN: Try Procera AVH Risk Free!
 18 *S&H charges apply
 19 BRAIN SCAN
 20 BEFORE MINUTES AFTER
 21 Lack of Oxygen Oxygen Rich
 22 *For illustration purposes only
 23 Dramatization of just one ingredient in Procera
 24 AVH!
 25 800.717.9910
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1 ANNOUNCER: Just look at the difference it
2 makes with just one of the ingredients in Procera AVH.
3 ON SCREEN: Jonathan N.
4 Results may vary.
5 Not every consumer will experience the same
6 results.
7 800.717.9910
8 JONATHAN N.: That I can stay in the zone, if
9 you will, for a longer period of time. And, to me,
10 that's important because I put in 12-hour days and you
11 got to be on top of it all the way through.
12 ON SCREEN: Elle H.
13 Results may vary.
14 Not every consumer will experience the same
15 results.
16 800.717.9910
17 ELLE H.: Now, I really feel that I'm
18 functioning the way I was 20 years ago. There's no
19 question about that.
20 ON SCREEN: Try Procera AVH Risk Free!
21 *S&H charges apply
22 Mental Clarity
23 Mental Energy
24 Sharper Memory
25 Sharper Focus
For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555

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1 Better Concentration
2 800.717.9910
3 ANNOUNCER: Say good-bye to fuzzy thinking.
4 Say hello to incredible mental clarity and energy. Why
5 suffer from brain fog or poor memory anymore? Do
6 something about it today and enjoy razor-sharp focus and
7 concentration guaranteed or you don't pay. Imagine
8 regaining the mental sharpness you had 10 to 15 years
9 ago. Now you can with Procera AVH.
10 ON SCREEN: Try Procera AVH Risk Free!
11 *S&H charges apply
12 FREE Bonus Bottle!
13 800.717.9910
14 ANNOUNCER: Call today to find out how you can
15 get a free bonus bottle of Procera AVH absolutely risk-
16 free.
17 ON SCREEN: Try Procera AVH Risk Free!
18 *S&H charges apply
19 1st Free Gift!
20 2nd Free Gift!
21 800.717.9910
22 ANNOUNCER: Call now and you'll also get a free
23 copy of Josh Reynolds' medically acclaimed book, 20/20
24 Brain Power, plus a free subscription to his brain health
25 and fitness newsletter.
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1 ON SCREEN: Try Procera AVH Risk Free!
2 *S&H charges apply
3 AND THAT'S NOT ALL
4 800.717.9910
5 ANNOUNCER: And that's not all.
6 ON SCREEN: Try Procera AVH Risk Free!
7 *S&H charges apply
8 2 FREE Gifts
9 First 500 Callers Get
10 3rd Free Gift!
11 800.717.9910
12 ANNOUNCER: Be one of the first 500 callers and
13 we'll include a free bottle of Josh's brain detox
14 formula, Ceraplex --
15 ON SCREEN: Try Procera AVH Risk Free!
16 *S&H charges apply
17 Flush Away Toxins!
18 Detox Your Brain!
19 Protect Against Free Radicals
20 2 FREE Gifts
21 800.717.9910
22 ANNOUNCER: -- that can help combat the harmful
23 effects of environmental toxins in your food and water.
24 It's the safe and natural way to help detoxify and
25 protect your brain while super-charging your mental
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1 clarity and focus even more.
2 ON SCREEN: Try Procera AVH Risk Free!
3 *S&H charges apply
4 SATISFACTION GUARANTEED
5 3 FREE Gifts
6 Call for a FREE Bonus Bottle of Procera AVH + 3
7 FREE Gifts!
8 *S&H charges apply
9 800.717.9910
10 ANNOUNCER: And, remember, there's no risk, so
11 why continue to suffer?
12 Call now and find out how to get your bonus
13 bottle of Procera AVH, the natural remedy for your
14 memory. Your complete satisfaction is guaranteed, so
15 call now.
16 ON SCREEN: Dave Richards
17 Host
18 This is a paid presentation for Procera AVH.
19 The Mental Edge
20 DAVE RICHARDS: Welcome back, everybody. How's
21 your memory these days? Are you forgetting where you
22 left things like, oh, maybe your cell phone or your car
23 keys? Are you forgetting important dates or details?
24 ON SCREEN: Free Bonus Bottle PLUS 3 FREE
25 Gifts!
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41	<p>1 Boost Brain Power Naturally! 2 The Mental Edge 3 DAVE RICHARDS: Are you struggling to recall 4 names, facts, and ideas as quickly as you used to? Is 5 getting work done more difficult because you just simply 6 can't concentrate or multi-task like you used to? 7 ON SCREEN: Denise Marie 8 Host 9 The Mental Edge 10 DENISE MARIE: Ladies, especially, are you 11 feeling anxious or depressed and you just don't know why. 12 Is your job or your school more difficult because you 13 feel more scatterbrained and simply can't focus or think 14 as clearly and quickly as you used to? 15 ON SCREEN: Free Bonus Bottle PLUS 3 FREE 16 Gifts! 17 Boost Brain Power Naturally! 18 The Mental Edge 19 DENISE MARIE: Or are you simply looking for a 20 way to boost your brain power, to get back the mental 21 edge to get ahead? 22 DAVE RICHARDS: Well, thanks to over 30 years 23 of research by Josh Reynolds and his study of over 1.5 24 million brains, you may finally now have a safe, natural 25 solution to those problems. For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555</p>	43	<p>1 The Mental Edge 2 JOSH REYNOLDS: -- the waning oxygen supply in 3 your brain. This is what drags your energy down. Your 4 oxygen levels are low because your brain doesn't get 5 enough oxygen as we age, as we're under stress. What 6 Procera does is give your brain -- infuse your cells with 7 oxygen to perk them up like a breath of fresh air. 8 ON SCREEN: HUPERZINE 9 PROTECT -- picture of a brain 10 Dramatization 11 JOSH REYNOLDS: Number two, Procera helps your 12 brain battle stress, helps your brain fight those 13 neurotoxins, the environmental toxins that we're getting 14 every day. We can't get away from them. 15 ON SCREEN: This product has not been evaluated 16 by the Food and Drug Administration. 17 It is not intended to diagnose, treat, cure, or 18 prevent any disease or illness. 19 Free Bonus Bottle PLUS 3 FREE Gifts! 20 Boost Brain Power Naturally! 21 The Mental Edge 22 JOSH REYNOLDS: It helps your brain fight the 23 free radicals, which come from the foods that you eat, 24 the bad foods, the trans-fatty acids and other foods that 25 cause these free radicals. For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555</p>
42	<p>1 DENISE MARIE: You know, you mentioned earlier 2 that Procera has three triple action effects. Can we 3 talk more about this in detail? 4 ON SCREEN: This product has not been evaluated 5 by the Food and Drug Administration. 6 It is not intended to diagnose, treat, cure, or 7 prevent any disease or illness. 8 Free Bonus Bottle PLUS 3 FREE Gifts! 9 Josh Reynolds 10 Brain Scientist, Researcher, Author 11 The Mental Edge 12 JOSH REYNOLDS: Sure. Procera has three, what 13 I call, miracle memory molecules from nature, natural 14 molecules. 15 ON SCREEN: VINPOCETINE 16 OXYGEN -- picture of a brain 17 Dramatization 18 JOSH REYNOLDS: Number one, Procera helps to 19 lift up, boost -- 20 ON SCREEN: This product has not been evaluated 21 by the Food and Drug Administration. 22 It is not intended to diagnose, treat, cure, or 23 prevent any disease or illness. 24 Free Bonus Bottle PLUS 3 FREE Gifts! 25 Boost Brain Power Naturally! For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555</p>	44	<p>1 ON SCREEN: HUPERZINE 2 VITAL NUTRIENTS -- picture of a brain 3 KEY NEUROTRANSMITTERS 4 Dramatization 5 JOSH REYNOLDS: Number three, maybe foremost, 6 it refuels your brain with these vital neurotransmitters 7 that your brain really needs -- 8 ON SCREEN: This product has not been evaluated 9 by the Food and Drug Administration. 10 It is not intended to diagnose, treat, cure, or 11 prevent any disease or illness. 12 Free Bonus Bottle PLUS 3 FREE Gifts! 13 Call Now! 800.717.9910 14 The Mental Edge 15 JOSH REYNOLDS: -- to stay quick, to be 16 focused, to be happy. Your brain actually has moods, 17 which you feel, and if you don't give it the 18 neurotransmitters to keep its energy level up, then 19 everything drops and sags down, your memory, your mood, 20 your energy level. 21 DENISE MARIE: Can you tell us what those 22 ingredients are? 23 ON SCREEN: Free Bonus Bottle PLUS 3 FREE 24 Gifts! 25 Call Now! 800.717.9910 For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555</p>

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1 The Mental Edge
 2 JOSH REYNOLDS: Sure. Let me show you what
 3 each pill is giving you in terms of brain food. Take the
 4 brain food that's in fish. It's called carnitine or
 5 acetyl carnitine.
 6 ON SCREEN: ACETYL L-CARNITINE
 7 30-40 Servings of Fish = Procera AVH
 8 Boosts Neurotransmitters
 9 JOSH REYNOLDS: It would take about 30 or 40
 10 servings of fish to give you what you get in one serving,
 11 one daily serving of Procera.
 12 DENISE MARIE: Amazing.
 13 ON SCREEN: Free Bonus Bottle PLUS 3 FREE
 14 Gifts!
 15 Boost Brain Power Naturally!
 16 The Mental Edge
 17 DAVE RICHARDS: And that's just one ingredient.
 18 What about the others?
 19 JOSH REYNOLDS: Well, the other ingredients
 20 include the periwinkle plant, which -- from which we get
 21 Vinpocetine.
 22 ON SCREEN: VINPOCETINE
 23 Helps Improve Oxygen Uptake and Circulation in
 24 Brain
 25 JOSH REYNOLDS: Vinpocetine is this highly
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1 revered plant in Europe --
 2 ON SCREEN: Free Bonus Bottle PLUS 3 FREE
 3 Gifts!
 4 Call Now! 800.717.9910
 5 The Mental Edge
 6 JOSH REYNOLDS: -- where they used it to treat
 7 memory disorders. They call it the immortality flower.
 8 What it does, it brings more oxygen and glucose to your
 9 brain. It increases circulation in the brain, so it
 10 wakes up part of your brain.
 11 DAVE RICHARDS: Mm-hmm.
 12 JOSH REYNOLDS: Your brain feels more alive,
 13 more energy.
 14 DENISE MARIE: Less numb.
 15 JOSH REYNOLDS: And then there's Huperzine.
 16 ON SCREEN: HUPERZINE
 17 Helps Improve Learning, Memory, Recall
 18 JOSH REYNOLDS: Huperzine from China or from
 19 the China Club moss, highly revered by students and
 20 elders and boomers because it seems to improve learning
 21 and memory at all ages.
 22 ON SCREEN: Free Bonus Bottle PLUS 3 FREE
 23 Gifts!
 24 Boost Brain Power Naturally!
 25 The Mental Edge
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1 JOSH REYNOLDS: They've used it with students
 2 to improve their grade point averages, on up to old
 3 folks. The U.S. Government has also been studying
 4 Huperzine-A because it has a neuro-protective effect.
 5 They're using it to study how it can prevent pesticides,
 6 which have some kind of poison neurotoxin in them from
 7 affecting the brain.
 8 ON SCREEN: Huperzine-A
 9 Vinpocetine
 10 Acetyl L-Carnitine
 11 JOSH REYNOLDS: So, Huperzine, Vinpocetine,
 12 Acetyl Carnitine, three fantastic miracle ingredients,
 13 great for your brain.
 14 ON SCREEN: Free Bonus Bottle PLUS 3 FREE
 15 Gifts!
 16 Boost Brain Power Naturally!
 17 The Mental Edge
 18 DENISE MARIE: And I love that you get all of
 19 these benefits from one, easy-to-swallow pill.
 20 JOSH REYNOLDS: That address all the brain's
 21 needs, that perk the brain up --
 22 ON SCREEN: Free Bonus Bottle PLUS 3 FREE
 23 Gifts!
 24 Call Now! 800.717.9910
 25 The Mental Edge
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1 JOSH REYNOLDS: -- that work for anybody
 2 whether they're 20, 25 years old, and just starting to
 3 experience brain decline --
 4 ON SCREEN: Call 800.717.9910
 5 Regain 10-15 Years of Lost Brain Power
 6 The Mental Edge
 7 JOSH REYNOLDS: -- remember, brain aging starts
 8 precipitous decline around age 25, 30. Or we're talking
 9 about people through mid-age, middle ages, seniors, up to
 10 80. My mother's 90 and she loves her Procera. She loves
 11 it. It helps her for bridge she says.
 12 DENISE MARIE: Ah.
 13 DAVE RICHARDS: Right now, let's go back to the
 14 phone lines. We have Richard with us on the broadcast.
 15 Hello, Richard, welcome.
 16 ON SCREEN: Results may vary.
 17 Not every consumer will experience the same
 18 results.
 19 on the phone now...
 20 Richard
 21 Retired Engineer, SC
 22 RICHARD: Hi, how are you doing?
 23 DENISE MARIE: Hi, Richard.
 24 DAVE RICHARDS: Now, I want to ask you, what
 25 was your life like before taking Procera?
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1 RICHARD: Retirement was more of a trauma than
 2 I thought, you know, as a professor at Purdue and then
 3 the University of Connecticut, and all of a sudden, we
 4 retired down here and there was kind of nothing. And it
 5 was --
 6 DAVE RICHARDS: Right.
 7 RICHARD: I wouldn't say I was depressed, but,
 8 you know, it wasn't the excitement that I was used to and
 9 it would get me real tired and I'd kind of collapse in
 10 the evening about 8:00.
 11 ON SCREEN: Results may vary.
 12 Not every consumer will experience the same
 13 results.
 14 on the phone now...
 15 Improved Energy and Mental Clarity!
 16 RICHARD: But after I started on this, I still
 17 had energy all day, you know.
 18 DENISE MARIE: So, it gave you additional
 19 physical energy as well as some mental clarity?
 20 RICHARD: Absolutely, yeah, yeah. So, I wasn't
 21 going to question the results, and they were kind of
 22 dramatic, you know.
 23 ON SCREEN: Results may vary.
 24 Not every consumer will experience the same
 25 results.
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1 on the phone now...
 2 Richard
 3 Retired Engineer, SC
 4 DAVE RICHARDS: I understand that the right
 5 side of your brain has been awoken to new possibilities
 6 and that you're taking on all kinds of right brain
 7 activities.
 8 DENISE MARIE: New endeavors.
 9 DAVE RICHARDS: Yeah.
 10 RICHARD: Absolutely. You know, I was always
 11 good at engineering drawing and I know the principles
 12 behind it, but I was never very artistic. It was hard
 13 for me to, you know, to draw a bunny rabbit that my
 14 granddaughter would recognize.
 15 ON SCREEN: Results may vary.
 16 Not every consumer will experience the same
 17 results.
 18 on the phone now...
 19 Improved Creativity
 20 Improved Memory
 21 RICHARD: But -- and then I started painting
 22 and my first painting is in a gallery, you know.
 23 DENISE MARIE: How about that.
 24 RICHARD: And part of it is that, you know, my
 25 wife says men are never really good at colors, but all of
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1 a sudden, colors and things like that became very vivid
 2 to me and I even painted my son on a wave in California
 3 and I remembered exactly the colors, the way they were
 4 and stuck with it.
 5 DENISE MARIE: Wow. Very detailed.
 6 RICHARD: So, it's like being born again to be
 7 honest with you.
 8 DAVE RICHARDS: That is fascinating.
 9 DENISE MARIE: That's incredible.
 10 ON SCREEN: Results may vary.
 11 Not every consumer will experience the same
 12 results.
 13 on the phone now...
 14 Richard
 15 Retired Engineer, SC
 16 JOSH REYNOLDS: It's kind of like Procera
 17 because it actually does increase oxygen and circulation
 18 in your brain. It wakes up parts of the brain that may
 19 have been asleep or disconnected from other parts of the
 20 brain. So, we hear this from a lot of people. Parts of
 21 them that they didn't know they had, talents that they
 22 didn't know they had come out. I mean, it's amazing. I
 23 love it.
 24 DAVE RICHARDS: Well, Richard, you know, we
 25 can't thank you enough for spending the few minutes here
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1 with us on the broadcast that you have. Your story is
 2 certainly inspiring, fascinating and uplifting for all of
 3 us. So, thank you.
 4 RICHARD: Well, I appreciate it very much.
 5 DAVE RICHARDS: All right, sir.
 6 DENISE MARIE: Thank you.
 7 DAVE RICHARDS: Take care.
 8 RICHARD: Okay, bye-bye.
 9 ON SCREEN: Free Bonus Bottle PLUS 3 FREE
 10 Gifts!
 11 Call Now! 800.717.9910
 12 The Mental Edge
 13 DAVE RICHARDS: What a fascinating call that
 14 was.
 15 DENISE MARIE: I absolutely love that we can
 16 actually do something to make a difference.
 17 JOSH REYNOLDS: We're talking about improving
 18 memory so that your recall is faster, so you don't suffer
 19 those embarrassing moments.
 20 DENISE MARIE: Right. Yeah.
 21 DAVE RICHARDS: (Inaudible).
 22 JOSH REYNOLDS: You want to keep your edge.
 23 Maybe you're in a competitive job, like most of them, or
 24 a school situation or getting close to retirement or even
 25 on the athletic field, maybe you just need enough mental
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1 energy to pick yourself up.
 2 ON SCREEN: This is a paid presentation for
 3 Procera AVH
 4 Free Bonus Bottle PLUS 3 FREE Gifts!
 5 Call Now! 800.717.9910
 6 The Mental Edge
 7 JOSH REYNOLDS: Maybe you need to look for
 8 another job or a second job or get a job in retirement.
 9 Procera allows you to feel calmer while also perking up,
 10 literally waking up your brain.
 11 DAVE RICHARDS: With Procera AVH, you can now
 12 be mentally quicker and more productive at any age, from
 13 students to seniors.
 14 DENISE MARIE: So, stay tuned to find out more
 15 about how Procera can boost your memory, your mood, your
 16 mental clarity and energy, and keep you sharp as a tack
 17 throughout the day. We'll be right back.
 18 ON SCREEN: Omar K.
 19 Results may vary.
 20 Not every consumer will experience the same
 21 results.
 22 800.717.9910
 23 OMAR K.: I'm much better at what I do today
 24 than I ever have been.
 25 ON SCREEN: Darcy T.
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1 Results may vary.
 2 Not every consumer will experience the same
 3 results.
 4 800.717.9910
 5 DARCY T.: My process of recall is definitely
 6 quicker and I can notice in everyday things that would
 7 take me about five minutes before I'd clue in and say,
 8 oh, I should have said this when I said that. It's all
 9 coming together. And it's relaxed, I'm not nervous.
 10 It's fabulous.
 11 ON SCREEN: Try Procera AVH Risk Free!
 12 *S&H charges apply
 13 Mental Clarity
 14 Mental Energy
 15 Sharper Memory
 16 Sharper Focus
 17 Better Concentration
 18 800.717.9910
 19 ANNOUNCER: Say good-bye to fuzzy thinking.
 20 Say hello to incredible mental clarity and energy. Why
 21 suffer from brain fog or poor memory anymore? Do
 22 something about it today and enjoy razor-sharp focus and
 23 concentration guaranteed or you don't pay. Imagine
 24 regaining the mental sharpness you had 10 to 15 years
 25 ago. Now you can with Procera AVH.
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1 ON SCREEN: Try Procera AVH Risk Free!
 2 *S&H charges apply
 3 FREE Bonus Bottle!
 4 800.717.9910
 5 ANNOUNCER: Call today to find out how you can
 6 get a free bonus bottle of Procera AVH absolutely risk-
 7 free.
 8 ON SCREEN: Try Procera AVH Risk Free!
 9 *S&H charges apply
 10 1st Free Gift!
 11 2nd Free Gift!
 12 800.717.9910
 13 ANNOUNCER: Call now and you'll also get a free
 14 copy of Josh Reynolds' medically acclaimed book, 20/20
 15 Brain Power, plus a free subscription to his brain health
 16 and fitness newsletter.
 17 ON SCREEN: Try Procera AVH Risk Free!
 18 *S&H charges apply
 19 AND THAT'S NOT ALL
 20 800.717.9910
 21 ANNOUNCER: And that's not all.
 22 ON SCREEN: Try Procera AVH Risk Free!
 23 *S&H charges apply
 24 2 FREE Gifts
 25 First 500 Callers Get
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1 3rd Free Gift!
 2 800.717.9910
 3 ANNOUNCER: Be one of the first 500 callers and
 4 we'll include a free bottle of Josh's brain detox
 5 formula, Ceraplex --
 6 ON SCREEN: Try Procera AVH Risk Free!
 7 *S&H charges apply
 8 Flush Away Toxins!
 9 Detox Your Brain!
 10 Protect Against Free Radicals
 11 2 FREE Gifts
 12 800.717.9910
 13 ANNOUNCER: -- that can help combat the harmful
 14 effects of environmental toxins in your food and water.
 15 It's the safe and natural way to help detoxify and
 16 protect your brain while super-charging your mental
 17 clarity and focus even more.
 18 ON SCREEN: Try Procera AVH Risk Free!
 19 *S&H charges apply
 20 SATISFACTION GUARANTEED
 21 3 FREE Gifts
 22 Call for a FREE Bonus Bottle of Procera AVH + 3
 23 FREE Gifts!
 24 *S&H charges apply
 25 800.717.9910
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1 ANNOUNCER: And, remember, there's no risk, so
 2 why continue to suffer?
 3 Call now and find out how to get your bonus
 4 bottle of Procera AVH, the natural remedy for your
 5 memory. Your complete satisfaction is guaranteed, so
 6 call now.
 7 ON SCREEN: This is a paid presentation for
 8 Procera AVH.
 9 Call 800.717.9910
 10 Dave Richards
 11 Host
 12 The Mental Edge
 13 DAVE RICHARDS: So, Josh, tell me, because I'm
 14 sure our listeners want to know, what about all these
 15 other supplements we see in the store?
 16 ON SCREEN: This is a paid presentation for
 17 Procera AVH.
 18 Free Bonus Bottle PLUS 3 FREE Gifts!
 19 Call Now! 800.717.9910
 20 The Mental Edge
 21 DAVE RICHARDS: What about things like ginkgo,
 22 I mean --
 23 JOSH REYNOLDS: Well, they just don't have the
 24 clinical study. They don't have the scientific proof.
 25 ON SCREEN: Call 800.717.9910
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1 Boost Oxygen, Protects Against Toxins and
 2 Nourishes Brain
 3 The Mental Edge
 4 JOSH REYNOLDS: So, you need to take care of
 5 your brain. We found the magic three, put them
 6 together --
 7 ON SCREEN: This product has been evaluated by
 8 the Food and Drug Administration.
 9 It is not intended to diagnose, treat, cure, or
 10 prevent any disease or illness.
 11 Call 800.717.9910
 12 Clinically Tested - Safe and Effective!
 13 The Mental Edge
 14 JOSH REYNOLDS: -- clinically tested them.
 15 That's what makes Procera unique.
 16 ON SCREEN: Call 800.717.9910
 17 Denise Marie
 18 Host
 19 The Mental Edge
 20 DENISE MARIE: And, Josh, we are just about out
 21 of time. Now, do you have any last thoughts for our
 22 audience?
 23 ON SCREEN: Free Bonus Bottle PLUS 3 FREE
 24 Gifts!
 25 Call Now! 800.717.9910
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1 Josh Reynolds
 2 Brain Scientist, Researcher, Author
 3 The Mental Edge
 4 JOSH REYNOLDS: You need more than one
 5 ingredient. Ginkgo may work for some kind of people. It
 6 has a protective effect --
 7 ON SCREEN: Free Bonus Bottle PLUS 3 FREE
 8 Gifts!
 9 Call Now! 800.717.9910
 10 The Mental Edge
 11 JOSH REYNOLDS: -- but it's not the best of all
 12 these things that we research. And then you have to find
 13 the best and we find three --
 14 ON SCREEN: Call 800.717.9910
 15 Boost Oxygen, Protects Against Toxins and
 16 Nourishes Brain
 17 The Mental Edge
 18 JOSH REYNOLDS: -- it needed three to address
 19 your brain's three major problems, which ginkgo or the
 20 others don't. They do not address all those problems.
 21 ON SCREEN: This product has been evaluated by
 22 the Food and Drug Administration.
 23 It is not intended to diagnose, treat, cure, or
 24 prevent any disease or illness.
 25 Call 800.717.9910
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1 The Mental Edge
 2 JOSH REYNOLDS: Yeah. I've been at this for a
 3 long time, probably 40 years if you want to count college
 4 when I was a psych major. And my passion has been to
 5 find a solution for memory decline and, more importantly,
 6 to help people just pick up their brain, to get out of
 7 the doldrums, to be a little brighter and sharper and
 8 quicker, no matter what their age.
 9 You know, I've learned, as my book clearly
 10 details, it's never too late to reverse mental decline,
 11 to perk up your brain, and you don't have to assume that
 12 whatever your age, you're behind the eightball, oh, I'm
 13 just going to grin and bear it and dig in. No. Now
 14 there's something you can do about it and Procera is your
 15 answer.
 16 DAVE RICHARDS: Josh, thank you so much for
 17 joining us on the broadcast today. Wonderful to have you
 18 here.
 19 DENISE MARIE: And it has been a pleasure to
 20 meet you and thank you for bringing us this valuable
 21 information. I, for one, cannot wait to put it to good
 22 use.
 23 JOSH REYNOLDS: Thank you.
 24 DAVE RICHARDS: Ladies and gentlemen, if you
 25 are ready to reclaim your memory and brain power, your
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1 focus, your concentration and your mental clarity and
 2 stamina, get ready to make a call right now --
 3 ON SCREEN: This is a paid presentation for
 4 Procera AVH.
 5 Free Bonus Bottle PLUS 3 FREE Gifts!
 6 Call Now! 800.717.9910
 7 The Mental Edge
 8 DAVE RICHARDS: -- and take advantage of this
 9 incredible show special.
 10 DENISE MARIE: And if you're looking for a way
 11 to feel less stressed, less anxious or depressed about
 12 how overwhelming life can be, if you're ready to take
 13 control, try Procera risk-free and see what a difference
 14 it can make in your life.
 15 DAVE RICHARDS: Thanks for watching, everyone.
 16 ON SCREEN: Penny S.
 17 Results may vary.
 18 Not every consumer will experience the same
 19 results.
 20 800.717.9910
 21 PENNY S.: Definitely have more energy and
 22 focused and able to process things at a much increased
 23 speed than before I took the pills.
 24 ON SCREEN: Leah F.
 25 Results may vary.
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1 Not every consumer will experience the same
 2 results.
 3 800.717.9910
 4 LEAH F.: I'd say I've got more of my edge back
 5 than I've had in a decade.
 6 ON SCREEN: Try Procera AVH Risk Free!
 7 *S&H charges apply
 8 Mental Clarity
 9 Mental Energy
 10 Sharper Memory
 11 Sharper Focus
 12 Better Concentration
 13 800.717.9910
 14 ANNOUNCER: Say good-bye to fuzzy thinking.
 15 Say hello to incredible mental clarity and energy. Why
 16 suffer from brain fog or poor memory anymore? Do
 17 something about it today and enjoy razor-sharp focus and
 18 concentration guaranteed or you don't pay. Imagine
 19 regaining the mental sharpness you had 10 to 15 years
 20 ago. Now you can with Procera AVH.
 21 ON SCREEN: Try Procera AVH Risk Free!
 22 *S&H charges apply
 23 FREE Bonus Bottle!
 24 800.717.9910
 25 ANNOUNCER: Call today to find out how you can
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1 get a free bonus bottle of Procera AVH absolutely risk-
 2 free.
 3 ON SCREEN: Try Procera AVH Risk Free!
 4 *S&H charges apply
 5 1st Free Gift!
 6 2nd Free Gift!
 7 800.717.9910
 8 ANNOUNCER: Call now and you'll also get a free
 9 copy of Josh Reynolds' medically acclaimed book, 20/20
 10 Brain Power, plus a free subscription to his brain health
 11 and fitness newsletter.
 12 ON SCREEN: Try Procera AVH Risk Free!
 13 *S&H charges apply
 14 AND THAT'S NOT ALL
 15 800.717.9910
 16 ANNOUNCER: And that's not all.
 17 ON SCREEN: Try Procera AVH Risk Free!
 18 *S&H charges apply
 19 2 FREE Gifts
 20 First 500 Callers Get
 21 3rd Free Gift!
 22 800.717.9910
 23 ANNOUNCER: Be one of the first 500 callers and
 24 we'll include a free bottle of Josh's brain detox
 25 formula, Ceraplex --
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1 ON SCREEN: Try Procera AVH Risk Free!
 2 *S&H charges apply
 3 Flush Away Toxins!
 4 Detox Your Brain!
 5 Protect Against Free Radicals
 6 2 FREE Gifts
 7 800.717.9910
 8 ANNOUNCER: -- that can help combat the harmful
 9 effects of environmental toxins in your food and water.
 10 It's the safe and natural way to help detoxify and
 11 protect your brain while super-charging your mental
 12 clarity and focus even more.
 13 ON SCREEN: Try Procera AVH Risk Free!
 14 *S&H charges apply
 15 SATISFACTION GUARANTEED
 16 3 FREE Gifts
 17 Call for a FREE Bonus Bottle of Procera AVH + 3
 18 FREE Gifts!
 19 *S&H charges apply
 20 800.717.9910
 21 ANNOUNCER: And, remember, there's no risk, so
 22 why continue to suffer?
 23 Call now and find out how to get your bonus
 24 bottle of Procera AVH, the natural remedy for your
 25 memory. Your complete satisfaction is guaranteed, so
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1 call now.
 2 ON SCREEN: The Mental Edge
 3 ON SCREEN: The preceding was a paid
 4 advertisement for PROCERA AVH.
 5 These statements have not been evaluated by the
 6 Food & Drug Administration.
 7 This product is not intended to diagnose,
 8 treat, cure, or prevent any disease.
 9 (The recording was concluded.)

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1 CERTIFICATION OF TYPIST
 2
 3 MATTER NUMBER: 1223142
 4 CASE TITLE: PROCERA-KEYVIEW LABS, INC.
 5 TAPING DATE: DATE UNKNOWN
 6 TRANSCRIPTION DATE: FEBRUARY 24, 2014
 7
 8 I HEREBY CERTIFY that the transcript contained
 9 herein is a full and accurate transcript of the tapes
 10 transcribed by me on the above cause before the FEDERAL
 11 TRADE COMMISSION to the best of my knowledge and belief.

12
13
14
15
16

DATED: FEBRUARY 24, 2014

ELIZABETH M. FARRELL

17
18 CERTIFICATION OF PROOFREADER
19
20 I HEREBY CERTIFY that I proofread the transcript for
21 accuracy in spelling, hyphenation, punctuation and
22 format.

23
24
25

SARA J. VANCE
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