

Complaint Exhibit E

Memory Pill Helps the Brain Like Prescription Glasses Help the Eyes, Claims US Surgeon General Candidate

Remarkable changes observed, helps users match the memory power of others 15 years younger in as little as 30 days!

SPOKANE, WASHINGTON –

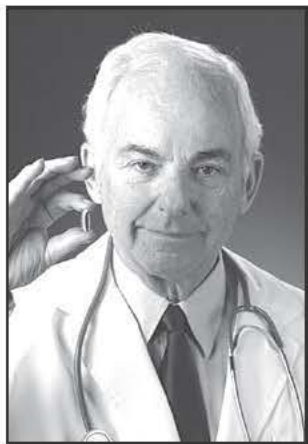
Help is on the way for those who routinely lose their car keys, get lost while driving, forget to call people back, or misplace their TV remote control.

Just like a good pair of glasses can make blurry vision, sharp and crystal-clear, there's a new, doctor-recommended memory pill that may help your brain, sharpening your memory and mental powers, and making that slow-thinking, sluggish brain as sharp as a tack.

In a controlled research study, the prescription-free formula, known as Procera AVH® has been shown to increase memory, mood, and mental clarity, but it does much more than that.

Time Travel for Your Brain?

If you have ever dreamed of traveling back in time, this drug-free compound may be the next best thing.



Emeritus professor, alternative medicine pioneer Robert Heller, MD, uses and recommends a drug-free method to increase memory, mental focus and concentration.

During research trials at the prestigious Brain Sciences Institute, clinical researchers witnessed a remarkable transformation in study participants' brains.

Over a period of a few weeks, scientists observed the

formula "biochemically coaxing" aging brains to function more youthfully, helping match the speed, memory abilities and mental powers enjoyed by others who were up to 15 birthdays younger.

Younger-Functioning Brain in 30 Days?

If the results of this randomized, double-blind, placebo controlled study, published in *JANA*, a leading peer-reviewed scientific journal, are to be believed, it may be entirely possible that you can get your new, younger-functioning brain in as little as 30 days.

This is old news for Robert Heller, MD, who uses and recommends the formula. "It's not a drug," says Dr. Heller, "it's a nutritional supplement that can help a foggy, sluggish brain become a sharper, quicker, and healthier brain."

Wake Up Call for Tired Brains

For years, Dr. Heller looked for an effective solution to patients' complaints about mind and memory.

"I searched for a remedy or treatment that could help my patients, even friends and family, regain the memory and mental sharpness we all seem to lose with age. I am quite happy to now recommend Procera AVH as it gives the brain much needed support against free radicals and improve the decline in neurotransmitters, and blood flow and oxygen."

"For me, it's like reading an eye chart with the right pair of glasses instead of an old pair of lenses. Everything comes into focus, my brain is more crisp, more focused, clearer, and sharper."

Dr. Con Stough at the Brain Sciences Institute concurs, "It's a fairly unique process that pumps the brain full of more energy (oxygen), improves

blood circulation to the brain and increases the key neurotransmitters that are responsible for cognitive functioning."



A randomized, double-blind, placebo-controlled study on what may be the world's first truly effective memory pill was conducted at this university research facility.

Elizabeth K. of Rochester, New York experienced a night-and-day difference in her mind and memory. At the age of 54, her memory was declining at an "alarming rate."

She searched high and low for a solution, before she heard about Procera AVH. She decided to give it a try.

"It took about a month for the memory benefit to kick in. Six months later, even my husband was impressed with my improved memory. And I am very happy with my renewed mental clarity and focus!"

A 'Bonus' Effect?

Elizabeth was pleasantly surprised with one of the formula's 'bonus effects.'

"Within a week I felt a wonderful change in my mood. It was such an unexpected bonus," smiles Elizabeth.

Pharmacist Gene Steiner, Pharm.D, was relocating to another state and was apprehensive about taking the state board of pharmacy jurisprudence examination, a daunting examination that tests a candidate's mastery of pharmacy law.

Dr. Steiner took Procera AVH daily for two weeks prior to the test, and passed with flying colors.

"The recall I experienced was near fantastic," says Steiner.

Curiosity piqued, Dr. Steiner did his own research to

learn more about the formula.

He read about a US cognitive researcher who had taken a new approach to treating memory loss, addressing the "energy crisis" that occurs naturally in human brains around the age of 40-50.

Author, researcher, preeminent brain expert, and lead formulator for Procera AVH, Joshua Reynolds, explains, "One-third of your brainpower may be lost by the age of 40, and up to 50 percent may be lost by the age of 50!"

Half-Blind... and Can't See It

"If you were to lose half your vision, essentially go half-blind, you would surely notice it," says Reynolds. "But the gradual loss of mental acuity and brainpower over many years may be too subtle for people to notice." This explains why many Procera AVH users seem surprised at the effects.



Frustrated and concerned about her "alarming rate" of memory loss, 54-year-old Elizabeth K., Rochester, New York, discovered a natural memory pill that changed her life.

Mark S. in Alego, Texas, was worried about being at his best during sales calls.

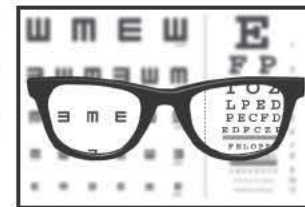
"I really needed something to help with mental clarity, focus and memory. I have to be at my best when I meet with clients." Shortly after he started taking Procera AVH, Mark was amazed at how sharp and mentally focused he was during his appointments.

"It was definitely a noticeable difference. I was very pleased with Procera AVH and

happy to know it will help me stay at my best."

Neural Pathways, Revitalized!

Three clinically validated brain boosting nutrients in Reynolds' formula have been shown to "light up aging brains like a Christmas tree."



Age-related vision loss is easily corrected with glasses. A novel drug-free compound has been found to help fight age-related memory loss and poor mental clarity in as little as 30 days.

Procera revitalizes tired sluggish brains cells with a fresh supply of oxygen and key vital nutrients. Plus, it helps restore depleted neurotransmitters, which may help increase and enhance alertness, concentration, and memory.

"We included acetyl-L-carnitine, a natural modified amino acid with a proven record of memory enhancement," says Reynolds.

"It's the same brain nutrient found in cold-water fish, but you'd have to eat over 20 servings of fish to get what's in one daily dose of Procera AVH."

The formula also contains vinpocetine, a substance that helps deliver increased oxygen and glucose to your brain. "Vinpocetine helps increase circulation in the brain, so your brain feels more alive, like a breath of fresh air," says Reynolds.

The third ingredient is huperzine, a potent plant chemical shown to improve learning and memory at all ages. "Students may do better in school when they take it," adds Reynolds.

"And the US government has been studying huperzine's neuroprotective powers against the brain-damaging effects of pesticides in food."

Selwyn A. credits Reynolds' memory pill with bolstering his confidence. "Procera has helped me speak or retain more than I used to. I am improving daily."

Carey S. reports, "I feel so much more focused and with the new energy I'm now ready to tackle the things I've been putting off for years!"

Get a FREE Bonus Supply And a FREE Book, Too!

Try Procera AVH Risk-Free today and receive a Free Bonus Supply along with a free copy of medically acclaimed, *20/20 Brainpower: 20 Days to A Quicker, Calmer, Sharper Mind!*, a \$20 value.

Procera AVH is the leading US brain health supplement. It is clinically shown to help improve memory, mood and mental clarity! And it comes with a 90-day satisfaction guarantee so you can experience the long-term results risk-free, too!

Free Rapid Detox Formula for First 500 Callers!

Dr. Heller is also including, with the first 500 orders, a FREE supply of his powerful brain detox formula, Ceraplex, scientifically designed to help flush away environmental toxins from the brain to help enhance memory and focus even further. This is a special introductory offer and supplies are limited, so call now.

Call Toll-Free!
1-XXX-XXX-XXXX

This product is not intended to diagnose, treat, cure or prevent any disease. These statements have not been evaluated by the FDA.

UCLA is not involved in the product described in this material. The reference to Dr. Heller should not be construed as an endorsement by UCLA.

Complaint Exhibit E

Page 90