

EXHIBIT E-2

EXCERPTED TRANSCRIPT

RADIO PROGRAM WITH NATALIE DAY AND DR. RONALD JAHNER  
COGNIPRIN NEW CTA

Exhibit pagination on bottom center of each page of this excerpt.

1 OFFICIAL TRANSCRIPT PROCEEDING

2 FEDERAL TRADE COMMISSION

3  
4  
5  
6  
7 MATTER NO. 1523024

8  
9  
10 TITLE XXL IMPRESSIONS, LLC

11  
12  
13 DATE RECORDED: DATE UNKNOWN

14  
15 TRANSCRIBED: APRIL 6, 2015

16 REVISED: JULY 31, 2015

17  
18 PAGES 1 THROUGH 30

19  
20  
21  
22  
23  
24 RADIO PROGRAM WITH NATALIE DAY AND DR. RONALD JAHNER

25 COGNIPRIN NEW CTA

1 P R O C E E D I N G S

2 - - - - -

3 RADIO PROGRAM WITH NATALIE DAY AND DR. RONALD JAHNER

4 NATALIE DAY: Hello, and welcome to the  
5 program. I'm Natalie Day, and we have an extraordinary  
6 show about the brain and memory loss and how you can  
7 easily improve your memory, focus and concentration.

8 You know, about our mid to late twenties, we  
9 start losing brain power and our cognitive function. Our  
10 mental sharpness -- you've noticed this -- you know, what  
11 normally gets us through the day, it starts to decline,  
12 it gets harder and harder to get through the day without  
13 feeling mentally drained and foggy and tired. This  
14 decline, some experts are saying, is so steep that our  
15 brains may actually be wasting away significantly faster  
16 than our bodies.

17 My guest today says relief is here. Thanks to  
18 a breakthrough in the nutritional world, we can now all  
19 safely and easily roll back mental decline by as much as  
20 12 years. This means we can improve our memory by 44  
21 percent right now. We can get rid of brain fog and  
22 improve memory recall even waking up brain cells that  
23 have been sleeping. You're going to find out all about  
24 that in just a moment. I'll be talking with the exciting  
25 Dr. Ronald Jahner, a national board certified

1 naturopathic physician. He's going to reveal to us the  
2 secret of this breakthrough discovery.

3 Dr. Jahner, welcome back to the program

4 DR. RONALD JAHNER: Thank you very much for  
5 having me. I really appreciate being here.

6 NATALIE DAY: Before we get started, I need to  
7 ask, what is this research that is showing increased  
8 premature mental decline in both American men and women?

9 DR. RONALD JAHNER: Well, Natalie, it would be  
10 great if it was just one, but it's not. There's actually  
11 multiple studies showing this. But the one that I'm  
12 really concerned about, the Journal of Public Health  
13 published a 30-year study involving 16 countries. This  
14 is a massive amount of information research. And the  
15 researchers showed an increase in mental decline in  
16 adults under 74. But the real impact for us is the  
17 realization that of the 16 countries studied, the U.S.  
18 showed the highest increase of cognitive decline. It was  
19 66 percent of men and 92 percent of women showed that  
20 their brain and thinking function was deteriorating as  
21 they got older.

22 NATALIE DAY: Well, and now, the Obama  
23 Administration, it seems, has this \$100 million brain  
24 research initiative targeting memory loss. Dr. Jahner,  
25 let me play a news clip for the audience and you to hear

1 it. It's safe, natural substances in a nutritional  
2 production called CogniPrin, that actually -- the  
3 research studies are already in. The ingredients in  
4 CogniPrin have been thoroughly researched and are proven  
5 to improve mental function in almost everyone who takes  
6 it.

7 NATALIE DAY: For all of the first-time  
8 customers out there, you're going to be able to try  
9 CogniPrin for one month free. All you need to do is call  
10 1-800-588-6475. That's 1-800-588-6475. CogniPrin's been  
11 called the brain oxygen boosting miracle that energizes  
12 mind, mood and memory. It sharpens focus, clears away  
13 brain fog and erases 12 years of lost memory power. So,  
14 every new customer will automatically receive a free 30-  
15 day supply along with their first order. The results are  
16 guaranteed, so I want to encourage you now to take  
17 advantage of Dr. Jahner's advice and give CogniPrin a  
18 try. Call 1-800-588-6475. Again, 1-800-588-6475.

19 And that's not all. They're making it almost  
20 impossible not to try CogniPrin today because they're  
21 including two free bonus items when you call. The first  
22 bonus item, I love this, it's called Goji Melts, and it  
23 uses the highest potency goji extract, named by Time  
24 Magazine the superfruit of the year. Along with acai and  
25 maqui berry extracts, they also include vitamins B12 and

1 lipofuscin occurs in the brain, which it will, if it's  
2 happening on your hands, it's happening in your brain,  
3 it's actually a form of sludge, a slime that kind of  
4 builds up on the brain and those molecules in your brain  
5 are oxidizing your brain tissue and the fatty insulation  
6 that protects the brain. So, it's a very similar  
7 phenomena to rust forming on metal. So, of course, if  
8 that happens, now you're going to have even more problem  
9 with the brain communicating within itself and with the  
10 body.

11 Now, what I'm here to talk about is that  
12 there's solid research and clinical experience. We're  
13 talking about multiple double-blind studies, research  
14 papers and so forth, which we'll get into a little later.  
15 This combination of ingredients is uniquely designed to  
16 chase away the brain fog, revitalize your brain. It's  
17 the only single supplement with all these ingredients  
18 that's clinically proven to help slow down your memory  
19 loss. In fact, the studies say the ingredient in  
20 CogniPrin can improve your memory by up to 44 percent.  
21 You can literally scrub the rust off your brain with  
22 CogniPrin.

23 NATALIE DAY: You know, truly amazing. And,  
24 folks, you know, if you're taking a memory supplement  
25 right now, something for your brain, they don't have the

1 numbers like that. You're not hearing the percentages of  
2 improvement you can have. They just don't have the  
3 clinical studies that CogniPrin has behind it, which is  
4 why this is such a breakthrough on this program today.

5 Here is something even more exciting, Dr.  
6 Jahner, that the makers of CogniPrin are making a  
7 guarantee to everyone in my listening audience today.  
8 What they're saying is try CogniPrin just even for three  
9 weeks and you're going to improve your memory and reduce  
10 mental decline or it's free, you won't pay for it.  
11 CogniPrin's been called the brain oxygen boosting miracle  
12 that energizes mind, mood and memory, sharpens focus,  
13 clears away brain fog and erases -- erases 12 years of  
14 lost memory power.

15 Write this number down, folks, 1-800-588-6475.  
16 That's 1-800-588-6475. CogniPrin's been called the brain  
17 oxygen boosting miracle that energizes mind, mood and  
18 memory. It sharpens focus, clears away brain fog and  
19 erases 12 years of lost memory power. So, every new  
20 customer will automatically receive a free 30-day supply  
21 along with their first order.

22 And that's not all. They're making it almost  
23 impossible not to try CogniPrin today because they're  
24 including two free bonus items when you call. The first  
25 bonus item, I love this, it's called Goji Melts. While

1 have wondered, is there any way to reverse brain decline?  
2 I mean, that's -- that's the holy grail of brain  
3 research.

4 NATALIE DAY: Sure.

5 DR. RONALD JAHNER: Now, no one had ever been  
6 able to figure out how to do that. We could give you  
7 some things to do or take that would stop it from getting  
8 a lot worse. But based on research done at Stanford  
9 University, they tested some of the key ingredients in  
10 CogniPrin and they actually were able to show significant  
11 improvement in all aspects of cognitive function. That  
12 includes learning, memory, recalling numbers, names,  
13 faces. And the results were so dramatic that they  
14 actually felt that the average person in the study had  
15 reversed their cognitive decline by 10 to 12 years.

16 NATALIE DAY: Wow.

17 DR. RONALD JAHNER: If they were 50, they're  
18 now functioning like someone who's 35 or 40.

19 NATALIE DAY: What does it mean for me, the  
20 common person, that my memory is going to be rolled back  
21 12 years?

22 DR. RONALD JAHNER: Well, look at the work you  
23 do, Natalie. I mean, you're talking to people, you're  
24 conversational, you know a tremendous amount of  
25 information about the people you interview because you

1 C E R T I F I C A T I O N O F T Y P I S T

2 MATTER NUMBER: 1523024

3 CASE TITLE: XXL IMPRESSIONS, LLC

4 TAPING DATE: DATE UNKNOWN

5 TRANSCRIPTION DATE: APRIL 6, 2015

6 REVISION DATE: JULY 31, 2015

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 DATED: JULY 31, 2015

14

15

16 ELIZABETH M. FARRELL

17

18 C E R T I F I C A T I O N O F P R O O F R E A D E R

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