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VALUEVISION

WEIGHT DEFECT FAT LOSS ACCELERATORS

DATE RECORDED: JULY 19, 2000

Exhibit B

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PROCEEDINGS

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WEIGHT PERFECT

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HOST: Hello, everyone. Welcome back to ValueVision. I'm so excited. Alan North, I get -- you know, I came in last night during my night off --

7

ON SCREEN: Alan North vvtv.com Lynne Schacher

8

ALAN NORTH: I know.

9

HOST: -- during my night off and I stayed here because this is your last show and I'm so excited to have one final opportunity to let everybody get on this.

11

ALAN NORTH: Oh, that's wonderful.

12

HOST: I'm Lynne Schacher. This is Alan North. Weight Perfect.

13

ALAN NORTH: I have a 6:00 a.m. flight tomorrow.

14

HOST: This -- it's now or never. You're gone at 6:00 a.m..

15

ALAN NORTH: Thanks for coming in again.

16

HOST: Not a problem. Happy to do it.

17

ALAN NORTH: Appreciate it.

18

HOST: Here's why. I started this product about a year ago with the

19

powders. We're going to show you everything that Alan has to offer. When I had hit a dead end and thought all those extra 15 baby pounds are never going to go away, I

20

met Alan. So, we're going to talk about it. But before we do, call early to do --

21

22

(Break in tape.)

23

HOST: We do have to focus on basically two items and that's because

24

you're leaving --

25

ALAN NORTH: Right.

26

HOST: and the price goes up.

27

ALAN NORTH: Right.

1 HOST: So, that's why if you're wondering well, Lynne, why aren't you
2 spending as much time on the powders -- on the meal replacements as you are some
3 of these other items, that's because in about 55 minutes, the price will change.

4 **ON SCREEN:**

5 **V-11550**

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13 **VALUEVISION**

14 **vvtv.com**

15 ALAN NORTH: Right.

16 HOST: And that's -- we were doing a special for this visit that Alan is
17 here, and that's it guys. This is where we're going to start the presentation.

18 ~~Everything else though we will show is coming up and will show as still available~~

19 ~~because we want you to have access to everything that Alan has to offer. But this is~~
20 , where we're going to start.

21 ~~If your metabolism has stopped, that's what we're going to show you~~
22 metabolism has stopped, if you needed to lose -- you have 30 pounds left but your
23 body has hit a set point --

24 ALAN NORTH: Yes.

25 HOST: -- Alan, you have found for us -- you've created for us
26 something that's going to work for every single person out there to get their
27 metabolism revved back up and ready to go.

1 ALAN NORTH: Well, this is a product that can really be influential in
2 helping you speed up that metabolic rate so you can burn more calories faster, more
3 calories and fat more efficiently while -- during the day while you're awake and
4 working and doing all the activities that you do during the day. But there's also a
5 product that helps while you're sleeping at night because so many companies don't
6 focus on what happens during the night.

7 HOST: Um-hum.

8 ALAN NORTH: And during the night is so important. Lots of
9 metabolic processes are happening while you're sleeping. And why not ingest
10 something that's healthy that's going to help you burn those calories not only during
11 the day but while you're sleeping. So, you have a two-part product here, daytime and
12 nighttime formula.

13 HOST: Oh, I love that. Say that again.

14 ALAN NORTH: It's a -- it's a --

15 HOST: Two part product.

16 ALAN NORTH: It's a two-part product. It's really -- this is a -- this is
17 a weight loss system that was designed specifically -- now, keep in mind if this is you,
18 then this is for you.

19 HOST: Um-hum.

20 ALAN NORTH: If you are somebody that has a struggle like I do -- I

21 was a hundred pounds overweight. If you're just tuning in and you haven't seen me

22 before, I was a hundred pounds overweight. I've worked with so many different types
23 of people.

24 My average client -- I used to train people every day all day long and
25 counsel people nutritionally. My average client, when I first met somebody, was a
26 hundred pounds overweight. So, again, of course, I recommend a good eating and I

27 recommend some moderate exercise. You don't need to kill yourself in the gym. But

1 why not make it easier --

2 HOST: Um-hum.

3 ALAN NORTH: -- and that's what we've developed. We have

4 developed a system that's a supplement is to complement. It's designed to

5 complement a good nutritional program, a good exercise program, and can help you --

6 at -- first of all, it can put an end to the weight gain because people that put on body

7 fat -- and believe me I can -- I can identify.

8 If you put on fat real easily, the one thing that's interesting is that

9 we've noticed that people constantly are putting on weight. It's just like this never-

10 ending cycle. When you have fat cells and -- and you efficiently store fat, those fat

11 cells can expand indefinitely.

12 HOST: Um-hum.

13 ALAN NORTH: In other words, you can continue to gain body fat

14 and keep piling on fat and what happens to that stored energy, it just sits there. It gets

15 --

16 HOST: It does.

17 ALAN NORTH: It gets trapped. This is what it is.

18 HOST: It does.

19 ALAN NORTH: This is what it looks like. It's trapped energy.

20 HOST: Um-hum.

21 ALAN NORTH: And we have designed a formula that helps you burn

22 calories. It's been scientifically proven with many, many different studies. It's a two-

23 part product. The daytime formula has specific ingredients that stimulate a process

24 known as thermogenesis, that fat burning process. It creates -- it creates energy, new

25 production within the body naturally.

26 And, again, some people that lack the capacity to burn fat and calories

27 on their own, what happens to the food that you eat? Several things. One of three

1 ~~things can only happen. There's only three things that can possibly happen. One, you~~
2 eat food, what happens to it? It meets the energy requirements for the day. Okay.

3 HOST: And then what does it do?

4 ALAN NORTH: Two -- two, it gets either -- if it doesn't do that, it
5 gets stored as fat.

6 HOST: Um-hum.

7 ALAN NORTH: Or three, which is real important, it gets burned off.
8 It gets burned off by special cells of the body that are located within brown adipose

9 ~~cells. These cells help incinerate the fat that you eat and store in fat so~~
10 that you don't store it.

11 Well, that latter process is known as thermogenesis and some people
12 naturally lack this capacity. And scientists have found that certain people -- and this
13 is one of the problems with obesity and there's lots of problems. There's -- there's
14 genetics. In fact --

15 HOST: Um-hum.

16 ALAN NORTH: -- scientists have found an OB -- it's called the OB
17 gene where certain people have a gene where you put on fat easily and you can, of
18 course, identify with it because your mother may be overweight or your father may be
19 overweight or both parents could be overweight and you can see a lot of your relatives
20 are overweight. But one of the reasons that people put on fat is because they lack the
21 special molecule to burn fat that's located in cells throughout the body.

22 HOST: Do you mean they literally lack it?

23 **ON SCREEN:**

24 **before & after (photographs)**

26 **VALUEVISION**

27 ALAN NORTH: Well, no, I'm sorry. Let me rephrase. I made a

1 mistake. You don't lack it. You have it. You have the cell but it's just turned off.

2 HOST: It's turned off.

3 ALAN NORTH: This is an example of somebody that --

4 HOST: Uh.

5 ALAN NORTH: -- that has the capacity to lose weight but those cells

6 weren't working properly. Look at the difference here. This is an 11 week difference.

7 She lost over 30 pounds in 11 weeks.

8 HOST: In 11 weeks.

9 ALAN NORTH: And she was eating right. She was exercising. This

10 is an individual that had two knee replacements. He couldn't hardly walk let alone

11 exercise.

12 HOST: That is so dramatic.

13 ALAN NORTH: Fifty pounds. Fifty pounds, 12 weeks. I'm going to

14 show how to use the program it's so easy. Fifty pounds in 12 weeks. Look at that.

15 Protected his lean muscle tissue, lost the body fat that was stored, trapped, had

16 nowhere to go.

17 HOST: That's the deal guys. It has to be easy, too. I mean, there is

20 HOST: Um-hum.

21 ALAN NORTH: We have a whole bunch of photographs we're going

23 HOST: We'll just keep moving on through them for you.

24 ALAN NORTH: Let's go right down.

25 HOST: Absolutely. How much did this guy lose?

26 ALAN NORTH: Fifty pounds. This is 30 pounds in eight weeks.

27 HOST: Wow.

1 ALAN NORTH: Thirty pounds in eight weeks. And that before
2 photograph when I first met Todd, he was a hair- dresser. He is a hairdresser, he was
3 kick boxing, he was working out with a trainer, he was on the treadmill, and his
4 weight just plateaued. He needed that extra lift, that extra boost.

5 And, again, I don't recommend taking the ephedrine-based products.
6 This is not about ephedrine. It's not about mahuang. It's not going to make you jittery
7 --

8 HOST: Um-hum.

9 ALAN NORTH: -- not going to make you
10 feel nervous, not going to make you feel depressed.

11 This is Elda. Elda had chronic back pain. Again, like Johnny who you saw earlier
12 who lost fifty pounds in 12 weeks, she couldn't work out either as she was in constant
13 pain.

14 And you can imagine -- I mean, you know, the food that she ate just
15 went to fat. It went straight to fat. Even -- you know, again, if you're totally
16 immobile and you can't move, even if you're making good food choices, a lot of it
17 could go to fat if you're not active.

18 HOST: Yes.

19 ALAN NORTH: This is... 70... 115...
20 difference. You can visually see a big difference. That is, again, in the realm -- this
21 was somewhere between 12 and 14 weeks. Seventy pounds between 12 at 14 weeks.
22 I think it was somewhere --

23 HOST: Gosh.

24 ALAN NORTH: I don't know exactly. It was between 12 and 14
25 weeks. Seventy pounds. She's already lost 115. I've got to get another picture of her.

26 We have another individual I think. Look at this

27

1 this because you know what?

2 ALAN NORTH: Okay.

3 HOST: For it to work with me -- I have a career. I have two children.

5 ALAN NORTH: I'm going to --

6 HOST: Let's tell everybody how easy this is.

7 ALAN NORTH: I'm going to show you how easy it is to use --

8 HOST: Yeah.

9 ALAN NORTH: -- and then I'm going to give you a little bit of the

10 mechanics of how it works in the body.

11 HOST: Um-hum.

12 ALAN NORTH: Okay. Look, you have -- the daytime is capsules.

13 Okay. So, you want to take the daytime, of course, during the day right in the

14 morning. On the bottle, it's going to say at 10:00 in the morning and then at 2:00 in

15 the afternoon. You don't have to take it at 10:00 and 2:00, although we recommend it.

16 It could be at 9:00 and 1:00 or 11:00 and 3:00. But I want to demonstrate that it's not

17 a horse tablet.

18 HOST: That's what I love.

19 ALAN NORTH: This is just very natural herbal ingredients that have

20 been proven to burn fat.

21 HOST: That -- so, that just means it's going to go to work so fast --

22 ALAN NORTH: Very --

23 HOST: -- into your system, isn't it?

24 ALAN NORTH: It is. It goes --

25 HOST: Yeah.

26 ALAN NORTH: -- right to the system. It's not going to sit there. It

27 doesn't -- there's no binders and fillers. This doesn't disintegrate. Look how -- look

1 how gentle it is. It's very gentle on a stomach. Easy to swallow.

2 HOST: Twenty four hours.

3 ~~ALAN NORTH: Basically -- you'll notice on the bottle, too, it says~~

4 take on an empty stomach. By definition, it's real easy. Don't be confused. You take

5 ~~an hour before you eat or an hour after.~~

6 HOST: Um-hum. Um-hum.

7 ALAN NORTH: So, two in the morning, two in the afternoon. And,

8 again, it could be at 11:00 and 3:00, it could be 10:00 and 2:00, it doesn't matter.

9 HOST: And you -- and you know what I do though? If I'm off, I just

10 take it no matter what time.

11 ALAN NORTH: Yes.

12 ~~HOST: Um-hum. Um-hum.~~

13 ALAN NORTH: Well --

14 HOST: -- and I go home and I take it right away.

15 ALAN NORTH: Now, with the nighttime, all you do -- then you don't

16 ~~take it at all.~~

17 ~~tablespoon. Shake.~~

18 HOST: Excuse me. I can get one for you.

19 ALAN NORTH: Shake the nighttime -- I think we might have one in

20 there.

21 HOST: I do as a matter of fact.

22 ALAN NORTH: Okay. On the nighttime product, it's a liquid form.

23 It tastes great. You mix it with water or you can -- even if you want to you can mix

24 with crystal -- there we go.

25 ~~HOST: That's the beauty of live television. Okay.~~

26 ALAN NORTH: Okay. Now, I want you to zero in here because I

27 want you to have a full tablespoon right before going to sleep. This is going to help

1 all that metabolic activity.

2 HOST: And it taste good. And it taste good too.

3 ALAN NORTH: Look at this. You mix it -- you don't even need that
4 much water. I put a little bit too much. Okay. You can mix it with Crystal Light.

5
6 HOST: The extra calories.

7
8 sugars at night.

9 HOST: Um-hum.

10 ALAN NORTH: Now, here's the difference in here. I do want -- as
11 you'll notice, on the bottle -- it's so easy, too. You'll notice -- I'm just going to tell
12 you. It says add one tablespoon to eight ounces of water, you don't even need that
13 much, to cold water just before going to sleep. Okay.

14 Now, take this on an empty stomach. Try not to -- like if you go to bed
15 at 10:00 and you're going to take this right at 10:00, do not eat after 7:00. Try to let
16 three hours go prior to taking this product. And that's all that you do. That's all that
17 you do.

18 HOST: And it's that -- yeah.

19 ALAN NORTH: And it's going to provide those nutrients --

20 HOST: I'd just like just a sip --

21 ALAN NORTH: Yeah. Now.

22 HOST: -- because I'm not going to bed.

23 ALAN NORTH: Take a sip and I'll tell you why I don't recommend
24 taking it right now. Okay. Now, here's the key.

25 HOST: It's good.

26 ALAN NORTH: I'm going to show you this works. Okay. What's in
27 here? You don't need to be confused with the science of all this. It's so simple.

1 These are ingredients -- we didn't just put a bunch of ingredients in here and just, you
2 know, we keep our fingers crossed, let's hope that this burns fat.

3 HOST: Just hold on.

4 ALAN NORTH: This was based on real science, based on a lot of
5 research. It took two years to develop this program. Okay. There's citrus aurantium
6 which is a safe alternative to ephedrine. Ephedrine -- you know you've taken
7 ephedrine before. That's the big horse tablet in the kiosk. It -- it makes you jittery.

8 HOST: Um-hum.

9 ALAN NORTH: I've taken it before. We at first considered using it
10 but it raises your blood pressure, it makes you nervous, it gives you headaches, and it
11 could also lead to depression.

12 ~~In fact, some people have -- there hasn't been -- there have been deaths~~

13 linked to that supplement. This is a product that is safe. It's natural. Citrus
14 aurantium is one of the ingredients but it's the main ingredient.

15 HOST: Um-hum.

16 ALAN NORTH: Okay. It's the main ingredient because citrus
17 aurantium is from the bitter orange tree. It contains something that's called syneferine
18 (phonetic). Okay. That's the active fat burning ingredient. It's very safe.

19 It's going to burn fat in a similar fashion to ephedrine because it's
20 actually scientifically considered to be a cousin of ephedrine. But the great thing
21 about citrus aurantium is that it's natural, it's derived from the bitter orange tree, and it
22 has none of the negative side effects like ephedrine.

23 Okay. In addition -- see, that's
24 going to stimulate that thermogenic, that fat burning process that you may lack. In
25 addition, there's pyruvate. Pyruvate -- here's the interesting study about pyruvate.

26 HOST: You get so excited. You can just tell.

27

1 ALAN NORTH: Pyruvate actually has been shown to work better if
2 you have more weight to lose. Okay. In fact --

3 HOST: Oh.

4 ALAN NORTH: In fact, pyruvate doesn't really work as well with
5 people that are leaner. It works better if you have more fat to lose and it works
6 especially well with both men and women but even better with women. Okay. So --

7 HOST: ~~Because we have more fat~~

8 ALAN NORTH: Better --

9 HOST: Our tissues are made into more fat.

10 ALAN NORTH: Scientists don't even know why it works better with
11 women but pyruvate specifically seems to work better with women. Now, citrus
12 aurantium works better -- works equally on both men and women.

13 So, you're getting not just one fat burning ingredient, you're getting
14 several. You're getting also guarana. Now, here's what's interesting about guarana
15 It's natural caffeine. It's as safe as coffee.

16 HOST: We like guarana.

17 ALAN NORTH: Now, interesting, a lot of people ask when they're on
18 the WeightPerfect Program, can you have coffee. Actually, coffee does have caffeine.
19 We know that. That actually helps you burn fat. Caffeine is a well-known fat burner.
20 We didn't megadose it though.

21 And the interesting thing about the study is with the citrus aurantium
22 and pyruvate is that when studied, we find -- scientists have found that they all work -
23 - if you just use citrus aurantium by itself, it works.

24 ~~But recent studies show that if you combine it with a natural source of~~
25 caffeine, it actually makes the citrus aurantium burn more fat which means that it's
26 synergistic. It works better and in combination.

27 So, what -- unlike a lot of the supplement companies that will just stick

1 one fat burning ingredient at the incorrect levels, you're getting the right ingredients at
2 the right levels but in a very unique combination.

3 **ON SCREEN:**

4 **WeightPerfect**

5 **V-11550**

6 **Fat Loss Accelerator**

7 **Daytime formula helps you lose weight by:**

8 **Boosting your metabolism**

9 **Decreasing you appetite**

10 **Increasing energy**

11 **1-800-788-2454**

12 **VALUEVISION**

13 **vvtv.com**

14 **ALAN NORTH:** So, you're getting four unique combination fat

15 ~~burning ingredients that all have a synergy. The synergistically work to get that~~

16 metabolism going without any of the negative effects. Now, that's the whole concept
17 of the daytime formula.

18 **ON SCREEN:**

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1 vtv.com

2 ALAN NORTH: Now, let me go to the nighttime formula because the
3 nighttime formula you want to focus on at night. Okay. A lot of people neglect sleep
4 and a lot of companies neglect sleep.

5 Our clinical nutritionist the first thing -- and people always wonder
6 why he asks this. When he sits with somebody that has a real serious problem with
7 being overweight, what do you think the first question he asks?

8 HOST: Do you sleep?

9 ALAN NORTH: Do you get enough sleep? Do you get enough sleep?

10 HOST: Who gets enough sleep?

11 ALAN NORTH: Do you get the right quality of sleep?

12 HOST: Yeah.

13 ALAN NORTH: Because sleep -- if you are not sleeping, if you have
14 insomnia, if you're tossing and turning, you may be adding body fat to your body. It's
15 real simple.

16 HOST: Wait. Just by sleeping
17 there --

18 ALAN NORTH: Don't --

19 HOST: -- I don't -- I don't get my body to go into that, deep sleep,
20 what am I doing?

21 ALAN NORTH: By -- by not sleeping, you're adding -- you're
22 contributing the body fat. And let

24 HOST: Wow.

25 ALAN NORTH: -- but let me explain how this works. There are
26 special processes that happen during -- you know, constantly. Your body is
27 constantly at work. A lot of people think that when they go to sleep, their bodies are

1 simply in this double state that you're at rest and nothing is happening. But lots of
2 things are happening with your body. Lots of processes are happening.

3 And the body, while you're sleeping, -- that's the only time during the
4 day where your body has to heal itself, has to really rejuvenate and repair itself.

5 HOST: Um-hum. Um-hum.

6 ALAN NORTH: And how does it do that? It does that by feeding
7 your body with the right nutrients, the right amino acids, protein. Protein amino
8 acids, this is what your muscle is made of.

9 **ON SCREEN:**

10 **WeightPerfect**

11 **V-11550**

12 **Eat Less Accelerator**

13 **Night time formula helps you lose weight by:**

14 **Restoring healthy sleep patterns**

15 **Repairing and rejuvenating metabolic functions to better burn fat**

16 **Supplying body with important nutrients**

17 **1-800-788-2454**

18 **VALUEVISION**

19 **vvtv.com**

20 **ALAN NORTH: ValueVision's Nighttime Formula is made of**

21 naturally, one of the key factors here is that the nighttime formula contains amino
22 acids that are found in food, although most people aren't getting them from the foods
23 that they eat.

24 HOST: Alan, I sleep better. I am not a good sleeper. I have two kids
25 so I always kind of go with one eye open and one ear, you know, always open and
26 listening. I sleep better. I am more restful with the nighttime formula.

27 **ON SCREEN:**

1 ALAN NORTH: -- because what good is being leaner if you're not

2
3 that while you're sleeping, in addition to all those metabolic processes that are
4 happening, growth hormone is released. Growth hormone is released naturally within

5
6 That's why kids grow. Kids, you know, grow faster as teenagers and
7 through adolescence because they have lots of growth hormones. But as you get
8 older, the growth hormone levels in your body decrease. So, what's interesting about
9 growth hormone is that it is an amino acid-based hormone that peaks while you're
10 sleeping.

11 And guess what? If you're not sleeping, levels will be very low and
12 especially in combination as you age, they're already getting lower. That's why

13
14 but you don't need to do that. That's synthetic.

15
16 **ON SCREEN:**
17 **before & after (photographs)**
18 **Individual results may vary**

19 **VALUEVISION**

20 **ALAN NORTH:** A lot of -- it costs thousands to do that, but you can
21 do it naturally with nutrients. Again, what are those nutrients? Amino acids, protein
22 amino acids, natural nutrients that you're going to provide for your body that's going
23 to help increase the levels of growth hormone while you're sleeping. And what does
24 that mean? What does that mean?

25
26 going to help burn more fat and you're going to help utilize fat so that you don't store
27 it. You're going to utilize fat and -- so that it gets mobilized so you actually use it

1 while you're sleeping.

2 But in addition, why this helps you sleep, because it has those amino
3 acids, gamma amino butyric acid which helps -- it has a calming effect. In addition
4 though, there's melatonin. Melatonin and vitamins, B vitamins. You have melatonin
5 which will help induce sleep which will further augment the levels of growth
6 hormone.

7 ~~That's why these results that people receive, they're not kind of...~~
8 They were just like you that had trouble, but by implementing this simple supplement,
9 they're able to, in addition to their diets --

10 HOST: Um-hum.

11 ALAN NORTH: -- in addition to their
12 exercise -- I hate to use the word diets. I should say their nutritional program.

13 HOST: Yes.

14 **ON SCREEN:**

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25 ~~ALAN NORTH: They're able to lose the fat and it's -- what it is -- it's~~
26 ~~do you need this product? You don't necessarily need the product. The most~~
27 ~~important factor is nutrition. That's why I'm always talking about nutrition. But why~~

1 not take a supplement that will make it easier for you --

2 HOST: Um-hum.

3 ALAN NORTH: -- and is what this -- that's our whole company goal
4 is to help this whole process which is very difficult for a lot of people to make it
5 easier.

6

7 **(The program was concluded.)**

8

9

10

11

12

13