

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27

VALUEVISION

WEIGHTPERFECT FAT LOSS ACCELERATORS

DATE RECORDED: JULY 17, 2000

1 PROCEEDINGS

2 - - - - -

3 WEIGHT PERFECT

4 ON SCREEN:

5 WeightPerfect

6 BEFORE & AFTER (photographs)

7 MAKEUP RESULTS THEY VALUE

8 1-800-788-2434

9 VALUEVISION

10 vvtv.com

11 HOST: Hello, everyone. Welcome back into Value Vision. My name

12 is Lynne Schaefer. I didn't see that before and after show. I really want you to stop

13 whatever you're doing right now and I want you to put yourself in a before shot and

14 show us your transformation, put yourself in an after shot.

15 I just got back from the beach this weekend. I took a week long trip
16 over to the ocean on the East Coast. And I'll tell you what, I really wish I had gotten
17 to know Alan before I did because I have before and after pictures of myself, some
18 that I am not very happy with.

19 But this time at the ocean, I had the after shot and I am totally grateful
20 -- forever grateful to one of the most -- the products that have -- any product that I can
21 show you here at Value Vision.

22 I'm so proud of what I do and what I offer you on -- over television.

23 But this is the one that hits me where it's going to hit you. It's going to hit you when

24 you look in the mirror. It's going to hit you when you do put on those shorts and you

25 go to the beach. Ladies and gentlemen, Alan North. It is Weight Perfect time. Alan

26 get on out here, everybody. Yeah.

27 ALAN NORTH: Hi, Lynne. How are you?

1 HOST: Hello. Thank you. This is my -- this is my man.

2 ALAN NORTH: We haven't worked together in what, a decade?

3 ~~ON SCREEN: Alan North www.com Lyne Schacher~~

4 HOST: I know. I know. It's been a long time. Guys, I am so, so
5 ~~serious. This is -- this is something that if you have not ordered this before you need~~
6 ~~to do it today and here is why. I'm just going to let you talk in a minute.~~

7 ALAN NORTH: We have a special price, too.

8 ~~HOST: I will let him talk then just a minute. But this works. This~~
9 ~~works. I have to be hidden making my job! I have to be hidden a little apprehensive~~

10 ALAN NORTH: Um-hum.

11 HOST: -- of going to the beach. I just went to the beach and I was not
12 ~~apprehensive and it is thanks to this guy. If you have been using Weight Perfect, if~~
13 you've been using the powder formula, if you've been using the Accelerator, call us.
14 We want to hear from you.

15 ALAN NORTH: Absolutely.

16 HOST: This is your time to get on the air and say you know what, I
17 have got the before and after picture, too, and I am going to show it off.

18 ALAN NORTH: Right.

19 HOST: Okay. But you know what? We have to take care of business.

20 **(Break in tape.)**

21 HOST: -- the basic premise is a what your basic premise is. Eat -- you
22 ~~have to supplement your body with food~~

23 ~~ALAN NORTH: I'm just going to let you talk in a minute.~~

24 ~~HOST: I will let him talk then just a minute. But this works. This~~

25 ALAN NORTH: You have to eat to lose body fat. Remember,
26 traditional diets don't work.

27 HOST: I used to starve myself as a dancer.

1 ALAN NORTH: You know what?
2 HOST: The least amount you could eat was the best.
3 **ON SCREEN:**
4 **V-11550**
5 **Retail Value \$99.95**
6 **S&H \$4.49**
7 **REGULAR PRICE \$59.95 (slashed out)**
8 **SPECIAL PRICE \$49.95**
9 **This Visit Only**
10 **Visit us at 24 Hrs. Free Delivery (26 Days a Week)**
11 **1-800-788-2454**
12 **VALUEVISION**
13 **vvtv.com**
14 ALAN NORTH: I'm telling you I starved myself. When I was 18
15 years old, I went on one of those -- you remember when all of the yogurt places -- the
16 frozen yogurt shops were all over the place --
17 HOST: Oh, yeah, yeah, yeah.
18 ALAN NORTH: You couldn't walk around the corner --
19 HOST: Yeah.
20 ALAN NORTH: -- without seeing a frozen yogurt place. I ate only
21 yogurt for six weeks. I became emaciated. I went from 215 pounds to 165, lost
22 nothing but muscle, was sluggish, had headaches all day, and then I gained all the way
23 up to 300 pounds and I was just sick about it.
24 HOST: Now --
25 ALAN NORTH: I --
26 HOST: -- Alan, let's focus on this right now.
27 ALAN NORTH: Okay. Let's go for it.

1 HOST: We -- you know what we're doing is we're probably switching
2 the show order
3 around --

4 ALAN NORTH: Okay.

5 HOST: -- because I'm really a little bit nuts for this product --

6 ALAN NORTH: I know. It's so great.

7 HOST: -- and it is a relatively new product as well.

8 ALAN NORTH: Right.

9 HOST: It has to be easy, right? Alan is not telling you to eat
10 everything that you want to eat in the world, oh yeah, you're going to drop the weight.
11 No, no, no, that's not what he's telling you. He's telling you common sense take care
12 of yourself. But this is a product, guys, that really -- it does --

13 ALAN NORTH: It --

14 HOST: -- what our body doesn't do anymore. That's what I've found,
15 Alan.

16 ALAN NORTH: It is so -- I mean, this is -- as far as a fat burning
17 product, I mean, I cannot think of a product on the market that comes close. My job
18 is to work with our researchers --

19 HOST: Um-hum.

20 ALAN NORTH: -- and create products for you that are -- that are real

21 I mean, I am so tired of the junk out there. This is a two-part product. Okay. It has

22 daytime and nighttime formula. The daytime formula is packed with the perfect

24 HOST: I love that word.

26 ALAN NORTH: -- but so many products out there have ingredients and they actually do work as far as fat
27 loss but they have negative effects. You know what I'm talking about. You've heard

1 about ephedrine. You've heard about mahuang, ephedra.

2 HOST: Yeah.

3 ALAN NORTH: It does burn body fat. However, associated with that
4 body fat some people have major jitters, feel nervous, feel anxious --

5 HOST: Like you drank a pot of coffee.

6 ALAN NORTH: -- feel --

7 HOST: That's what you feel like.

8 ALAN NORTH: Yeah. More than a pot of coffee.

10 ALAN NORTH: Your heart is racing, your blood pressure can be
11 elevated, you have headaches, and that's not what this is all about. This is a product
12 that is extremely effective. Instead of ephedrine, the main ingredient in the daytime
13 formula is a very simple ingredient called citrus aurantium. It is derived -- it's a
14 natural herb derived from the bitter orange tree. It contains --

15 HOST: What does it do for my body?

16 ALAN NORTH: It helps you -- it helps -- what it helps is stimulate
17 cells that would otherwise burn fat. See, all of us have special cells in the body that
18 work as fat burning incinerators. That's why some people can get away with eating
19 hot dogs -- you know people who can eat pizza and burgers and hot dogs.

20 HOST: Well, I could do that when I was 18.

21 ALAN NORTH: Yes. Yes.

22 HOST: I can't do that anymore.

24 younger.

25 HOST: Um-hum.

26 ALAN NORTH: The cells that burn fat no longer work if some genetic process that shuts those cells down. What citrus
27

1 aurantium does is it stimulates those cells to be reactivated so that you can naturally
2 increase your metabolic rate.

3 So, what happens to ingested food that you eat, it has a better
4 opportunity to be burned rather than stored. Also, in addition, these things are products
5 that helps attack fat in a variety of ways. It helps you burn fat, ingested fat that you
6 eat, and also stored fat.

7 See, the fat that's stored -- that gets stored on your body, you know --
8 you know what I'm talking about. You have it on your stomach, on your legs,
9 anywhere on the body. It is just trapped energy that has nowhere to go because -- and
10 this is partly due because of those cells being inactive.

11 Citrus aurantium, which is the main ingredient that has no negative
12 effects, reactivates those cells so that you can become a fat burning machine. Now,
13 along with that, there's other ingredients that work and have been proven to work by
14 themselves.

15 For example, citrus aurantium we know works by itself. Now, there's
16 other ingredients, Green Tea, Green Tea extract, Green Coffee, It's not meant

17 Well, scientists in recent discoveries have found that when you
18 combine the two together, you have an even greater fat burning effect. But not only
19 that, it's also proven to help you lose weight. It's also proven to help you lose
20 weight you need to lose, the better pyruvate works.

21 So, again, you're having a very good synergy with all of these
22 ingredients. It's not meant to be a product, it's meant to be a product.
23 It's not meant to be a product, it's meant to be a product.
24 product. So, it is --

25 HOST: It's incredible, guys. Get to the phones. I'm going to call you
26 to action.

27 ALAN NORTH: It's going to help -- is going to help you with your

1 appetite because there's 5HTP, hydroxytryptophen (phonetic). It's a protein that helps
2 -- that's an immediate precursor to serotonin. What does that mean?

3 Serotonin -- if your levels of serotonin are low, your appetite -- you're
4 never going to feel full. That's going to help you with your appetite. And in addition,
5 there is trace essential minerals that most people do not get enough of such as
6 chromium, magnesium, and vanadium..

7 ~~HOST: So, you're nourishing the body as well?~~

8 ALAN NORTH: Absolutely.

9 HOST: Um-hum.

10 ~~ALAN NORTH: And then not only that, see, this is designed to help~~

11 ~~complete different function. The~~

12 ~~HOST: So, let's go -- that's~~

13 ~~there -- before we move on --~~

14 ~~ALAN NORTH: Okay.~~

15 ~~HOST: -- the daytime, when I take it?~~

16 ~~ALAN NORTH: You take it real simply in the morning at 10:00 a.m.~~
17 ~~and in the afternoon at 2:00 p.m.~~

18 ~~HOST: So, you get up and you have your breakfast --~~

19 ~~ALAN NORTH: Right.~~

20 ~~HOST: -- and you let your body do whatever it needs to do, and then -~~
21 ~~- the kind of time where we do feel -- we tend to drag a little bit that late morning,~~
22 ~~that's when we want to take this.~~

23 ~~HOST: On an empty stomach?~~

24 ~~ALAN NORTH: Absolutely. On an empty~~

25 ~~stomach --~~

1 HOST: Um-hum.

2 ALAN NORTH: -- to see -- just do it either an hour before you eat or
3 an hour after. It's really simple.

4 **ON SCREEN:**

5 **WeightPerfect**

6 **V-11550**

7 **Fat Loss Accelerator**

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

9 **Boosting your metabolism**

10 **Decreasing you appetite**

11 **Increasing energy**

12 **1-800-788-2454**

13 **VALUEVISION**

14 **vvtv.com**

15 ALAN NORTH: Now, with the nighttime, this is an incredible
16 product. And, again, I want you to point

17 out --

18 HOST: It tastes really good, too.

19 ALAN NORTH: It tastes great. The nighttime product is not a

21 HOST: Um-hum.

22 **ON SCREEN:**

23 **V-11550**

24 **Retail Value \$99.95**

25 **S&H \$4.49**

26 **REGULAR PRICE \$59.95 (slashed out)**

27 **SPECIAL PRICE \$49.95**

1 **This Visit Only**

2 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

4 **VALUEVISION**

5 **vvtv.com**

6 ALAN NORTH: Okay. The nighttime formula focuses on the

9 so much to do with weight loss.

10 **ON SCREEN:**

11 **WeightPerfect**

12 **V-11550**

13 **Fat Loss Accelerator**

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

17 **Supplying body with important nutrients**

18 **1-800-788-2454**

19 **VALUEVISION**

20 **vvtv.com**

21 ALAN NORTH: We have a clinical nutritionist that we work with.

22 One of the very first questions that he asks his clients -- asks the people that we work

23 with is how much sleep do you get and what is the quality of sleep like that you get?

24 First of all, you need to get seven -- seven to nine hours of sleep a night and it needs

25 to be a very good quality of sleep.

26 HOST: Yeah, right.

27 ALAN NORTH: Because if it's not -- you really do. You really do

1 day. So, together with this combination and the melatonin, you're going to help
2 induce sleep and raise the levels of growth hormone and that equals into greater fat
3 mobilization. In other words, you're going to help lose body fat while you're sleeping
4 because of the higher levels of growth hormone.

5 HOST: Now, Alan has given you all of the specifics about both of
6 these. I'm not going to get into it. I don't know if you're familiar with it or not,
7 it is. I'm going to go into my world for just a minute. I had -- just to tell you how I
8 felt like there was nothing else that I could ever do and how --

10 HOST: -- when I met Alan I really thought, you know what, I'm going
11 to try this just because I'm supposed to, to air it for you, I'd better know what they
12 taste like, I'd better know if this works or not just so I could give you my

14 ALAN NORTH: Right.

15 HOST: I went saying to people like my sons, oh, I just had a baby. I
16 just had a baby. Finally, I got about two years of my own and children, how do
17 you feel about it?

18 ALAN NORTH: Interesting.

19 HOST: And it was about that same time that I met you.

20 ALAN NORTH: Interesting.

21 HOST: I'm not going to get into it. I don't know if you're familiar with it or not,
22 it is. I'm going to go into my world for just a minute. I had -- just to tell you how I

23 be easy and it better be good or I'm not going to have anything to do with it. And,

25 ALAN NORTH: Um-hum.

26 HOST: I'm not going to get into it. I don't know if you're familiar with it or not,
27 like I'm having a milkshake --

1 ALAN NORTH: Um-hum.

2 HOST: -- instead of depriving my body. And because Alan was
3 telling me to eat all the time and nourish my body, I never felt hungry, I never got
4 crabby.

5 So, if you're the same way like I was and you're thinking you know
6 what, I don't have the time, it's got to be easy, nothing works, I've tried everything,
7 call me. I want your testimonials if you've been using this. And if you look in the
8 mirror -- this is beach season for you. And if you tend to hide and not go out there
9 and not want to let anybody see you --

10 ALAN NORTH: Right.

11 HOST: We've all been there. The majority of us have been there.
12 Call me, guys. This works.

13 ALAN NORTH: And there's nothing more rewarding for me to hear
14 somebody call and say Alan this has finally worked. And again this -- this -- the

16 HOST: Um-hum.

17 ALAN NORTH: -- is difficult because -- in reality, it's difficult in

19 expectations for future diets -- you can -- you can say well gosh, how could this work,
20 everything else has failed.

21 But remember, this is about nutrition. Again, I know that this is a

23 maximize your results and, of course, do a little bit of exercising. But, again, this is

25 you're going to take two capsules in the morning. I just want to show you this, too --

26 HOST: Um-hum.

27 ALAN NORTH: -- how gentle on the -- it's not a big horse tablet.

1 people ask if I'm on the Weight Perfect Nutritional Program, can I use the
2 Accelerator. The answer, of course, is yes. You're going to --

3 HOST: Oh, they were all designed to go together.

4 ALAN NORTH: You're going to maximize your results. Now --

5 HOST: Um-hum.

6 ALAN NORTH: -- the answer is can I use it if I'm not on the Weight

7 Perfect Program, the answer is still yes. But I encourage you to if you're just coming
8 off and you want to make the most incredible difference, you want to shock yourself,
9 also ask your sales operator about the nutritional food supplements either in the form
10 of the powder which is what I recommend before the bars and use the bars as backup.

11 HOST: The bars are backup

12 ALAN NORTH: And, you know, if you can --

13 HOST: Um-hum.

14 **ON SCREEN:**

15 **ValueVision Credit Card Payments as Low as**

16 **\$10.00/mo**

17 **V-11553**

18 **Retail Value \$135.00**

19 **S&H \$7.99**

20 **\$89.95**

21 **WeightPerfect**

22 **Advanced Weightloss Formula**

23 **60 meals (Choice)**

24 **1-800-788-2454**

25 **VALUEVISION**

26 **vvtv.com**

27 ALAN NORTH: If you can, you want to cover all bases, get all three

1 ~~But, again, just think about what product would work best for you based on what I'm~~
2 telling you and just choose.

3 ~~HOST: Let's go to the phone and chat with Paula. Hi, Paula.~~

4 **ON SCREEN:**

5 **V-11520**

6 **SA&H \$6.79**

7 **\$44.95**

9 **WeightPerfect Nutrition Bars**

10 **24-Bars (Choice)**

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

12 **VALUEVISION**

13 **vvtv.com**

14 ALAN NORTH: All right.

15 HOST: Welcome to the show.

16 ~~PAULA: Yes. Hi, Lane.~~

17 HOST: How are you?

18 PAULA: Hi. I spoke to Alan before.

19 ALAN NORTH: Hi, Paula.

20 **ON SCREEN:**

21 **V-11550**

22 **Retail Value \$99.95**

23 **S&H \$4.49**

24 **~~REGULAR PRICE \$59.95 (slashed out)~~**

25 **SPECIAL PRICE \$49.95**

26 **This Visit Only**

27 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27

1-800-788-2454

VALUEVISION

vvtv.com

PAULA: Hi, Alan. I bought -- I bought when you first introduced the program.

ALAN NORTH: Uh-huh.

HOST: Okay.

PAULA: And I just bought my fourth kit.

ALAN NORTH: Oh, wow.

HOST: Good for you.

ALAN NORTH: Wow. What's --

PAULA: I lost 50 pounds in three months.

ALAN NORTH: Wow.

HOST: Fifty pounds.

ALAN NORTH: All right.

HOST: Paula, congratulations.

PAULA: See, I don't know how -- Lynne, you were always thin. I mean, I stopped smoking and I got really big. I have another 50 to lose.

ALAN NORTH: Fifty pounds in three -- oh, that's awesome. Yep.

HOST: How do you feel?

PAULA: I feel wonderful. It's -- my daughter-in-law is on it also. It really works.

HOST: It does. Thank you.

PAULA: Tell everybody not to hesitate. The shakes are delicious.

HOST: Um-hum.

PAULA: The bars are delicious.

ALAN NORTH: So, Paula, you basically covered all bases. You did

1 the shakes, the bars, and the Accelerator?

2 PAULA: Right. Right. And I eat --

3 ALAN NORTH: Oh, that's awesome.

4 PAULA: And I eat two meals a day because I work.

5 **ON SCREEN:**

6 **before & after (photographs)**

8 **VALUEVISION**

10 **PAULA:** Yeah. I go on a treadmill. I do a mile a day on the

11 treadmill.

12 ALAN NORTH: Paula, will you do me one favor?

13 HOST: Incredible.

14 ALAN NORTH: Just do me one favor.

15 PAULA: Um-hum.

17 off the next time I come to Value Vision.

18 PAULA: Yeah. But, Alan, I never took a picture of myself.

20 HOST: Find one.

21 ALAN NORTH: You've got one. Find one. Find one. You sound
22 like me. I never want to dig up those before.

23 PAULA: I hate it.

24 HOST: Okay.

25 PAULA: But the thing is nobody should hesitate. I tried everything. I
26 mean --

27 HOST: Um-hum.

2 carbohydrates. That's brutal.

3 ALAN NORTH: Right.

4 HOST: Right.

5 PAULA: At least with Alan's diet you can go to the movies and have
6 popcorn.

7 HOST: Um-hum.

9 PAULA: You can have a baked potato.

10 HOST: That's right.

11 PAULA: You can eat the good carbos.

12 HOST: It just works with life.

13 ALAN NORTH: Exactly.

14 PAULA: It's good. It's really good. I mean, you can't go have a hot
15 fudge sundae. I mean, that you can't have. I mean, let's face it. But you can still lose
16 a lot of weight eating sensibly and not bad.

17 ALAN NORTH: Well --

18 HOST: Why do you think Paula -- why do you think if when you've
19 gotten to the point where you've tried everything and nothing was working for you,
20 why do you think this worked? What was it?

21 PAULA: Well, Alan mentioned something on his first time on the
22 show about this molecule that's sleeping and some people have it and some people
23 don't have it. Mine went to sleep for years. And this -- these pills I think woke it up

24 ALAN NORTH: You know, it's interesting --

25 HOST: Hum.

26 ALAN NORTH: It's interesting that you should mention that Paula
27 and a lot of times I'll talk about -- you're referring to the UCP molecule that's located

1 in brown fat.

2 **ON SCREEN:**

3 **WeightPerfect**

4 **V-11550**

5 **Fat Loss Accelerator**

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

7 **Restoring healthy sleep patterns**

9 **Supplying body with important nutrients**

10 **1-800-788-2454**

11 **VALUEVISION**

12 **vvtv.com**

13 PAULA: Yes.

14 ALAN NORTH: That's interesting because, you know, some people
15 that they really -- if that molecule is sort of what I would call shut off --

16 PAULA: Uh-huh.

17 ALAN NORTH: -- then this could, of course, like it's done for you,
18 it's reactivated your fat burning molecule --

19 **ON SCREEN:**

20 **WeightPerfect**

21 **V-11550**

22 **Fat Loss Accelerator**

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

24 **Boosting your metabolism**

25 **Decreasing you appetite**

26 **Increasing energy**

27 **1-800-788-2454**

1 VALUEVISION

2 vvtv.com

3 PAULA: Right.

4 ALAN NORTH: -- and simulated that thermogenic effect which is the
5 production of heat within the body. And truly, for some people -- you know, and

6 ~~you know, some people differently, but you're obviously someone that this was -- this~~

7 product was perfect for. So --

8 ON SCREEN:

9 V-11550

10 Retail Value \$99.95

11 S&H \$4.49

12 ~~REGULAR PRICE \$59.95 (slashed out)~~

13 SPECIAL PRICE \$49.95

14 This Visit Only

15 ~~Weight Perfect 24 Hr. Fat Loss Accelerator (30 day supply)~~

17 VALUEVISION

18 vvtv.com

19 PAULA: Right. Because I was a smoker. I was a very heavy smoker.
20 And I stopped smoking and that's when you blossom.

21 ALAN NORTH: Right.

22 PAULA: And no diet in the world helped me.

23 ALAN NORTH: Well --

24 PAULA: Nothing.

25 HOST: Well, you --

26 PAULA: It was a nightmare.

27 HOST: Well, you took care of the most important thing first --

1 ALAN NORTH: Fifty pounds.

2 HOST: -- when you quit smoking. Congratulations on that.

3 ALAN NORTH: A lot of people think 50 pounds is so much weight in
4 three months but 50 pounds is not -- I mean, I have seen so many people lose 50
5 pounds --

6 PAULA: I know.

7 ALAN NORTH: -- in 12 weeks.

8 PAULA: I still have another 50 to go, Alan.

9 ALAN NORTH: That's very realistic. It's very realistic. Paula,

10 HOST: It's exciting.

11 ALAN NORTH: -- thank you so much.

12 PAULA: Thank you, Alan.

13 ALAN NORTH: Thank you --

14 HOST: Bye, Paula.

15 ALAN NORTH: I just want to kind of

16 HOST: Bye-bye.

17 ALAN NORTH: -- want to recap on what Paula
18 was saying because it's very important. See, what happens is --

19 HOST: Incredible.

20 ALAN NORTH: So, I just want to kind of

21 the producer might complain that I get too technical and I don't want to sound
22 technical but this is body fat -- this is what body fat looks like in the body. Okay. It's
23 this -- you know, it doesn't look good. It's very unpleasant looking.

24 This is commonly referred to as yellow fat -- even though this is yellow, this is
25 commonly referred to by scientists as white fat. Okay. White fat is the bad fat. It's
26 the bad fat that you want to get rid of. It's the bad fat that you want to get rid of. It's
27 funny names that people have made of it.

1 HOST: Fat is fat.

2 ALAN NORTH: Yeah. Fat is fat.

3 HOST: Fat is fat.

4 ALAN NORTH: And 95 percent of your -- the body fat on your body
5 is made up of white fat. But there's also what's called a good fat. There's a good fat
6 that's called brown fat or otherwise known as BAT, brown adipose tissue. That
7 brown fat is located in the neck area, above the kidneys. That fat actually helps keep
8 your body warm when you're cold.

9 But scientists made it, like Paula was mentioning, a very important
10 discovery. They found located within brown fat, the good fat, there's special
11 molecules that help incinerate fat. They're called fat burning molecules. And in
12 some people that have a genetic tendency to put on fat easily, that -- that molecule is
13 actually turned off.

14 By adding these substances that are safe and natural, you're
15 reactivating those fat burning processes and creating what's called thermogenesis
16 which is a natural fat -- it's a natural process like digestion.

17 And see with Paula, she's now using it. Of course, she's also eating

20 deprivation. You're turning those fat -- you're unlocking --

21 HOST: It's tools.

22 ALAN NORTH: It's like a key. It's like a key that you're ingesting
23 that's unlocking your body's own fat burning potential.

25 **before & after (photographs)**

26 **Individual results may vary**

27 **VALUEVISION**

1 HOST: Guys, get to the phones. Please don't wait until the end of the
2 show. I have done enough shows with Alan --

3 ALAN NORTH: This --

4 HOST: -- to see what happens at the end of the show.

5 ALAN NORTH: Especially -- especially at this price. It was tough to
6 come up with this price. Again, this was the introductory price. We sold out over
7 7,000 units. We -- we sold out, basically. And so, now it's back at this price. The
8 phones are packed. So, please if you really want to try this, don't wait until the end of
9 the hour because you're going to be on hold.

10 HOST: This visit only. Let's talk about some of these before and
11 afters they've been showing up here, Alan.

12 ALAN NORTH: If we could -- if we can go through all of them, that
13 would be great. This is Todd. I think we're going to go back to the beginning. I'll
14 show you everybody. Everyone has a little bit of a story here.

15 This is CB. CB was making some better food choices, had a very
16 sluggish metabolic rate. She was working out with the trainer, couldn't get the results.
17 This is only -- this is less than 12 weeks.

18 Now, I also want to point out that something -- about something that's
19
20 saw her -- I saw her in the gym, my brother's gym in Dallas and I go CB, you are
21 looking awesome. We've got to get an after photograph of you. She goes you better
22 hurry because I'm two months pregnant.

23 HOST: So, in that photo, Alan --

24 ALAN NORTH: That photo --

25 HOST: -- she's two months pregnant?

26 ALAN NORTH: -- she's two months pregnant --

27 HOST: Excellent.

1 ALAN NORTH: -- just to give you an idea how wonderful --

2 HOST: Excellent.

3 ALAN NORTH: -- the wonderful results that she got. And she's

4 doing incredible. Of course, you don't want to be on any type of

5 she is still using the drinks. And, of course, you don't want to be on any type of

6 caloric restriction when you're pregnant. But, again, she's still using the drinks

7 because her protein requirement, of course, goes up when she's pregnant.

8 HOST: Get to the phones, guys. They're heating up.

9 ALAN NORTH: Look at some more --

10 HOST: I'm so excited for every single one of you.

11 ALAN NORTH: Check this out. This is -- this guy is so awesome.

12 This guy is Johnny. He is somebody that I work with. The funniest guy you can

13 imagine. But 50 pounds overweight and just -- I mean, two knee replacements, had

14 trouble exercising. I mean, he could barely ride a bike for five -- for five minutes and

15 he had trouble exercising

16 HOST: Incredible.

17 ALAN NORTH: Look at the difference. And, again, that is only 12

18 weeks, and just like Paula, he also lost 50 pounds.

19 HOST: Excellent.

20 ALAN NORTH: Fifty pounds, 12 weeks --

21 HOST: Incredible.

22 ALAN NORTH: -- gone.

23 HOST: Incredible.

24 ALAN NORTH: Well, let's look at this. This is Todd

25 saw a minute ago. Todd -- interesting story about Todd is he lost a lot of weight.

26 See, this before -- in fact, I wish I had another before of him because -- you see, look

27 at that before photograph. That before photograph is actually -- was his after because

1 HOST: Oh.

2
3 more, I think. Juanita, again, I can keep up with the after photos. She's lost 75
4 pounds. Her weight loss is up to 115. One hundred and fifteen.

5 HOST: Congratulations to all of these people because you know what,

6
7
8 because now -- now -- that's something that the Weight Watchers
9 Program, got excellent results, had heart problems, was in -- he was actually in the
10 hospital when I met him. Now, he got -- he just -- again, he also plateaued. The
11 Accelerator helped him get to his goal lean weight.

12 HOST: And Alan is not telling you to go and buy all these special
13 foods. He's saying sit down and eat with your family --

14 ALAN NORTH: Yes.

15 HOST: -- and just use some good old-fashioned common sense.

16 ALAN NORTH: Absolutely.

17 HOST: We have to go the phones and talk with Susan.

18 ALAN NORTH: All right.

19 HOST: Susan, thanks so much for waiting. Welcome to the show.

20 SUSAN: Hi. Hi, Alan.

21 ALAN NORTH: Hi, Susan.

22 SUSAN: You know, I just bought the product the last time you -- it
23 was on the show.

24 ALAN NORTH: Right.

25 SUSAN: I bought it on Wednesday.

26 SUSAN: I bought it on Wednesday.

27 ALAN NORTH: All right. Since last Wednesday?

1 SUSAN: Since last Wednesday.

2 ALAN NORTH: Wow. Now, which product --

3 HOST: Susan, you go.

6 ALAN NORTH: Okay.

7 SUSAN: I've been taking them together. And one of the things that's
8 been very helpful is I'm -- I have terrible insomnia and I'm sleeping so much better.

9 HOST: I noticed that difference, too, Susan.

10 ALAN NORTH: Oh, gosh. Susan, that is an excellent point that I
11 don't even talk about enough that so many people have insomnia and that could be a --
12 I've spoken with a sleep specialist -- a sleep doctor who said you're right, Alan, I've
13 seen you on tv, insomnia can be -- I mean, not being able to sleep can have a major,
14 major negative effect on your metabolic rate. So, gosh, congratulations.

15 HOST: Susan, tell us a little bit about yourself. I mean, I always like
16 to ask this question. Did you feel like you were just hitting a wall, that nothing was
17 working?

18 SUSAN: I have tried everything, everything you can possibly imagine,

21 ALAN NORTH: That is so great.

22 SUSAN: And I've been so depressed about it because I've been getting
23 some problems --

24 ALAN NORTH: Sure.

25 SUSAN: -- with my legs and my mobility and I've been in and out of
26 work.

27 ALAN NORTH: Oh, man.

1 SUSAN: You know, I don't want to lose my job because of my
2 mobility problems.

3 ALAN NORTH: Sure.

4 SUSAN: So, this has been the first thing that's been actually giving me
5 any ray of hope. So, thank you so much.

6 **ON SCREEN:**

7 **WeightPerfect**

8 **V-11550**

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

11 **Restoring healthy sleep patterns**

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

13 **Supplying body with important nutrients**

14 **1-800-788-2454**

16 **vvtv.com**

17 HOST: So, everybody at home -- everyone who's watching right now,

19 water going, something like that --

20 ALAN NORTH: Right.

21 HOST: -- how much by using the product for a week and how much
22 did you lose in a week?

23 SUSAN: Thirteen pounds.

25 **ON SCREEN:**

26 **WeightPerfect**

27 **V-11550**

1 **Fat Loss Accelerator**
2 **Daytime formula helps you lose weight by:**
3 **Boosting your metabolism**
4 **Decreasing your appetite**
5 **Increasing energy**
6 **1-800-788-2454**
7 **VALUEVISION**
8 **vvtv.com**
9 SUSAN: It's amazing.
10 HOST: How do you feel? I mean, how does your body feel? How
11 does your energy level feel?
12 SUSAN: Oh, I feel so much better. I'm moving so much better. It's
13 amazing.
14 ALAN NORTH: Susan --
15 ~~HOST: And you're sleeping better.~~
16 ALAN NORTH: Now, Susan, let me ask --
17 ~~SUSAN: I'm definitely sleeping better. I haven't slept in years.~~
18 **ON SCREEN:**
19 **V-11550**
20 **Retail Value \$99.95**
21 **S&H \$4.49**
22 **REGULAR PRICE \$59.95 (slashed out)**
23 **SPECIAL PRICE \$49.95**
24 **This Visit Only**
25 **WeightPerfect 24-Hr. Fat Loss Accelerator (30 day supply)**
26 **1-800-788-2454**
27 **VALUEVISION**

1 vtv.com

2 ALAN NORTH: Susan, let me ask you this. I know that you're using
3 the Accelerator. You've lost 13 pounds. What about as far as -- have you made any
4 changes nutritionally?

5 SUSAN: Oh, absolutely.

6 ALAN NORTH: Good..

7 SUSAN: I've been eating less -- one of the things that, you know, it
8 said on the bottle and I was

9 a little skeptical, it said that -- you know, that it had -- it helped your appetite.

10 ALAN NORTH: Yes.

11 SUSAN: I am not as hungry. And -- you know, that's never been quite

12 my -- always my reason for eating. But I found that since I haven't been as hungry, I

13 really have not felt the need to eat.

14 ALAN NORTH: Right.

15 SUSAN: So, I'm eating much less food. I'm pretty -- sticking between

16 about 1800 calories which has been very helpful.

17 I've been taking the Accelerator for about 10 days. I've been taking it for about 10 days.
18 supplements, Susan, I can't help you protein levels up, try to eat. Apparently,

21 SUSAN: Thank you so much.

22 ALAN NORTH: Thank you, Susan.

23 HOST: Susan, thank you for taking the time to call. Appreciate it.

24 ALAN NORTH: That's so awesome.

26 HOST: That's really awesome.

27 ALAN NORTH: And I do want to point out, again, I know that -- I

1 know that this is a very exciting program. Obviously, it's at a great price.

3 We're very, very busy as you can imagine. Everybody --

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

5