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VALUEVISION

WEIGHTPERFECT FAT LOSS ACCELERATORS

DATE RECORDED: JULY 17, 2000

Exhibit C

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PROCEEDINGS

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WEIGHT PERFECT

ON SCREEN: Alan North vvtv.com Michelle Murphy

HOST: We really want you to call in with your testimonials. We want

How you haven't been hungry. How it's been effective for you. How you've felt more energy.

ON SCREEN:

V-11520

S&H \$6.79

\$44.95

WeightPerfect

WeightPerfect Nutrition Bars

21 Bars (Choice)

1-800-788-2454

vvtv.com

HOST: And speaking of more energy, we have a show coming up --

(Break in tape.)

HOST: Why do you do the Accelerator? Because there's a few problems we have when we try to go on a weight loss program.

ON SCREEN:

V-11550

Retail Value \$99.95

S&H \$4.49

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

2 **SPECIAL PRICE \$49.95**

3 **This Visit Only**

4 **Weight Loss Foot 24 Hr. Fat Loss Accelerator (20 days supply)**

5 **1-800-788-2454**

6 **VALUEVISION**

7 **vvtv.com**

9 you've lost weight on this program --

10 ALAN NORTH: Right.

11 HOST: -- or you've gone on another program you're like look I've

12 been on every program, I'm going to give up. Do not give up. Because if you give up,

13 you're going to be at the same place in six months as you are today. The other thing

14 you said these, you know, results are very quick.

15 ALAN NORTH: Right.

16 HOST: We don't want you to think this is some diet that

17 ALAN NORTH: No, not at all.

18 HOST: This is a program that your body loves and you're feeding your

19 body, you're feeding your brain, and when you give your body what it actually needs

20 and not these other wasteful things --

21 ALAN NORTH: Right.

22 HOST: -- you're going to lose weight. The Accelerator is going to

23 increase the amount of energy that your body uses to burn fat and

24 increase your metabolism.

25 Now the most important thing is that you don't have to

26 you take those and don't feel the cravings and that's, to me, the most important thing

27 about the Accelerator. Because when you go on a diet, the worst thing is -- because

1 you know what? Your stomach -- they say your stomach can't shrink and get bigger
2 but in a way it does because --

4 HOST: -- you really -- if you're used to eating, you know, 5000
5 calories a day and you cut down even to 3000 calories or 2500, you're going to feel
6 hungry. This is going to help you so you're not going to be hungry and you're going to
7 stick on your program. Because you know what, what's the goal? The goal is to lose
8 weight. That is more important than any brownie or any, you know, dessert that you
9 see in the stores.

10 ALAN NORTH: This is a product that's really -- we've had an
11 unbelievable response with. This is a two part product. It's designed to help you
12 really increase your metabolic rate. The fact is all -- all people are different and here's
13 the thing. If you have a slow sluggish metabolism, there's a scientific reason.

14 HOST: Um-hum.

15 ALAN NORTH: I mean, a lot of people will blame you. They'll think
16 well gosh -- you know, you'll even blame yourself. You'll think I'm just lazy, you
17 know -- you know, I don't eat the right foods, I'm not doing enough -- and that may
18 be partially --

19 HOST: I don't have discipline.

20 ALAN NORTH: -- true. That may be partially true. There's lots of
21 different ways -- reasons why people gain weight. One of those reasons is because
22 certain people lack the capacity to create a process known as thermogenesis.

23 Thermogenesis is a production of heat, the production of energy, the
24 fat burning process that's natural that goes on with some people but not others. Think
25 of it this way -- and I'm not -- I don't want to get too scientific but let me describe it
26 this way.

27 HOST: Um-hum.

1 ALAN NORTH: You have two different types of fat on your body.
2 You have the good fat which is often referred to as brown adipose tissue, brown fat
3 and you have the bad fat that's often called white fat. The white fat is the body fat that
4 you can see. It's the stored energy.

5 And a lot of times what happens if you have a bad metabolism is
6 matter what you seem to eat, it gets stored efficiently into fat cells, while other people
7 can kind of eat whatever they want --

8 HOST: Um-hum.

9 ALAN NORTH: -- pizza, hot dogs --

10 HOST: And it burns up.

11 ALAN NORTH: -- and they burn it up. And there's a reason for that.

12 HOST: Teenagers

13 ALAN NORTH: There's a natural capacity located with brown
14 adipose tissue -- this is probably one of the most significant discoveries in weight loss
15 management in the last 50 years. In brown adipose tissue, the good fat which only
16 represents three percent of the fat in your body, you have special molecules -- they're
17 actually sometimes referred to as fat burning molecules.

18 **ON SCREEN:**

19 **before & after (photographs)**

20 **Individual results may vary**

21 **VALUEVISION**

22 HOST: Um-hum.

23 ALAN NORTH: Okay. And what happens is
24 those -- they're fat burning incinerators that help burn not only stored fat but ingested
25 fat that you eat. Well, if you have a really slow metabolism, for some reason it's like
26 a genetic cue that -- that doesn't allow you to burn the fat naturally. So, what ends up
27 happening is in the daytime form -- these are two different products. We have a

1 daytime formula and a nighttime formula.

2 ~~HOST: Do you... with... the... 16... this...~~
3 So, when you're seeing these before and afters, you know -- I mean, think about it.

4 Everybody says well, it's easy for you.

5 ALAN NORTH: Right.

6 HOST: Now, is -- do they think it's easy for this man as before? Do
7 you think it's that easy for all of the other before?

8 ALAN NORTH: Look at the difference. Look at the difference. This
9 is an Accelerator difference. And, again, I put him on both products, the daytime and
10 the nighttime. It's all in one.

11 And what ends up happening is you have citrus aurantium, the top fat
12 burning ingredients. Citrus aurantium which contains a natural ingredient called
13 syneferine (phonetic) that's the active fat burning ingredient that stimulates those
14 molecules that are located within brown adipose tissue and they work like fat burning

15 ~~membranes throughout the body.~~

16 What it does it carries white fat and carries it to the fat burning
17 incinerators throughout your body. So, the effect is a faster metabolism naturally.

18 ~~HOST: And ephedrine is what people have linked to heart problems.~~
19 HOST: And ephedrine is what people have linked to heart problems.

20 There is nothing -- none of that in that. I just want --

21 ALAN NORTH: Right.

22 ~~HOST: ... to you what this is and he... 17~~
23 HOST: ... to you what this is and he... 17

24 take this product --

25 ~~ONSCREEN~~

26 **V-11550**

27 **Retail Value \$99.95**

S&H \$4.49

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

2 **SPECIAL PRICE \$49.95**

3 **This Visit Only**

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

5 **1-800-599-2454**

7 **vvtv.com**

8 ALAN NORTH: Two capsules in the morning.

9 HOST: -- two in the morning and two in the afternoon, and they're
10 capsules. We've learned a lot about vitamins lately here at ValueVision. And I want
11 to share with you, this is soft. Okay. I can open this up and I'm just going to pour it
12 out because I want you to see how easy the body is going to be able to assimilate this
13 material. Okay.

14 So, it's not going to sit in your stomach. Because you know what?
15 Especially if it's a fat burner, you want it to work right away. You don't want it to just
16 sit there for five hours.

17 ALAN NORTH: Exactly.

18 HOST: Now, there's two products for \$49.95. You take this twice a
19 day --

20 ALAN NORTH: Right.

21 HOST: -- and you take this
22 product at night. There's also other nutrients in this product --

23 ALAN NORTH: Right.

24 HOST: -- and trace minerals that your body needs. It's a supplement
25 that you're not getting anyway. So, even if you didn't have to lose weight, this would
26 be something, you know, the vitamin A, the vitamin C, the calcium, something that

27 unusual. Now, I want to tell you about a special offer.

1 ALAN NORTH: Right.
2 HOST: -- here you're talking very scientifically.
3 ALAN NORTH: Right.
4 HOST: You do a lot of work
5 that other diet, you know, doctors would have you do not do --
6 ALAN NORTH: Right.

8 thing. So -- but you are regulating yourself.

9 **ON SCREEN:**
10 **WeightPerfect**
11 **V-11550**
12 **Fat Loss Accelerator**
13 **Daytime formula helps you lose weight by:**
14 **Boosting your metabolism**
15 **Decreasing you appetite**
16 **Increasing energy**
17 **1-800-788-2454**
18 **VALUEVISION**
19 **vvtv.com**

20 ALAN NORTH: Nutritional supplements are -- you can't patent a
21 nutritional supplement, although a lot of the drug companies are familiar with these
22 substances for burning fat. they don't get involved in them because it is a nutritional
23 supplement that cannot be patented. Therefore, the drug companies can't make money
24 with it.

25 But we have a research team -- of course, I'm not a doctor. This is not
26 intended to prevent, treat, or cure any type of disease but it can be very, very useful in
27 the treatment of weight loss.

1 HOST: Um-hum.

2 ALAN NORTH: Especially -- what happens is especially if you have a
3 slow metabolic rate, you take two capsules in the morning and two in the afternoon.

4 ~~That's the way it works. It's the way that makes it work. It's designed to help burn~~
5 adipose tissue, burn body fat.

6 HOST: Whether you're on this program or any other program --

7 ~~ALAN NORTH: Right.~~

8 HOST: If you're already on a program --

9 ALAN NORTH: Right.

10 **ON SCREEN:**

11 **V-11550**

12 **Retail value \$99.95**

13 **S&H \$4.49**

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

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19 **VALUEVISION**

20 **vvtv.com**

21 HOST: -- let's say you went to a doctor and he put you on, you know,
22 a certain type of diet regimen --

23 ~~ALAN NORTH: Right.~~
24 HOST: -- this is still something that you can take. Take it to your
25 doctor. Everything is on the bottle.

26 ~~ALAN NORTH: Right.~~

27 **ON SCREEN:**

1

WeightPerfect

2

V-11550

3

Fat Loss Accelerator

4

Night time formula helps you lose weight by:

5

Restoring healthy sleep patterns

6

Repairing and rejuvenating metabolic functions to better burn fat

7

Supplying body with important nutrients

8

1-800-788-2454

9

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10

vvtv.com

11

HOST: You get all the information. You get the information on the

12

nighttime. So, you can take this in conjunction. That's why this is the hottest selling

13

diet product we have.

14

ALAN NORTH: This is --

15

HOST: V-11550. You got to get on the line. There's a wait in the

16

phone room. You need to use automated ordering. And if you've lost weight on this

17

program, you need to call. Now, I'm taking this -- these capsules twice today.

18

ALAN NORTH: Right.

19

HOST: The nighttime formula is pineapple flavored. Very strong

20

slight flavor. You're going to -- you know, it's very -- I mean, it's not a strong

21

pineapple flavor but it's very pleasant.

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**

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3 **1-800-788-2454**

4 **VALUEVISION**

5 **vvtv.com**

6 ALAN NORTH: It's very --

7 HOST: What does this do for me?

8 ALAN NORTH: Now, there are two different products because

9 there's a day time formula that helps you burn fat throughout the day. So here

10 many companies neglect -- you know, they neglect the time when you're sleeping and

11 sleep is so critical. This product, the nighttime formula, focuses on the relationship

12 between sleep and burning body fat.

13 **ON SCREEN:**

14 **Weight Loss**

15 **V-11550**

16 **Fat Loss Accelerator**

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

18 **Restoring healthy sleep patterns**

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

20 **Supplying body with important nutrients**

21 **1-800-788-2454**

22 **VALUEVISION**

23 **vvtv.com**

24 **Weight Loss Accelerator**

25 reasons -- okay. Again, we talk about different reasons why people put on weight.

26 One of the reasons people put on weight is because of the quality

27 the quality of sleep that you really need. Why is that important and why is this --

1 where does this product fit in?

2 **ON SCREEN:**

3 **V-11550**

4 **Retail Value \$99.95**

5 **S&H \$4.49**

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

7 **SPECIAL PRICE \$49.95**

8 **This Visit Only**

9 ~~WORLD'S BEST FAT BURNER (2011)~~

10 ~~1-800-788-2454~~

11 ~~VALUEVISION~~

11 ~~VALUEVISION~~

12 ~~vvtv.com~~

13 ALAN NORTH: Well, it's real simple. This

14 is -- these are two different --

15 ~~HOST: We're going to show you how it works.~~

16 ALAN NORTH: -- formulations. The first product is a capsule that

17 you take --

18 HOST: Um-hum.

19 ALAN NORTH: -- for fat burning throughout the day. The second

20 ~~product is a liquid that you take at night. It's a liquid that~~

21 has in it is nutrients, amino acids, ornithine, glutamine, taurine, lysine rather and

22 there's melatonin.

23 ~~And the whole point of this product is to help you reach a~~

24 state of sleep. Why is that important? Because what ends up happening during sleep

25 ~~is that your body starts to produce the right kind of hormones~~

26 ~~Now, why is that important? Because over the years, the kind of~~

27 we all have decrease as you get older and number -- number two they will be

1 decreased if you're not sleeping enough because growth hormone levels which is --
2 growth hormone is directly signaled by the pituitary gland in the brain. If you're not
3 sleeping enough or you're not sleeping enough -- you're not getting the right quality of
4 sleep, your growth hormone levels will be low.

5 HOST: And they also have said that the metabolism is low and you

6 ~~dark metabolism and metabolism~~
7 **ON SCREEN:**

8 ~~before & after (before)~~
9 **Individual results may vary**

10 **VALUEVISION**

11 ALAN NORTH: You don't and your metabolism will be slower if

12 ~~you're not sleeping enough because of growth hormone being low. Growth hormone~~
13 ~~is the hormone that helps you burn body fat, help regulate your metabolic rate while~~
14 sleeping.

15 ~~So, again, how many products out there can offer a 24-hour metabolic~~
16 support? You're getting the right amino acids in combination with melatonin, in

17 ~~combination with vitamins which will alter other hormones~~

18 ~~and so on, the glow~~
19 ALAN NORTH: So, you're burning body fat really around the clock.

20 HOST: Well, the other thing is how many of you -- we want you to

21 call. Please call with your testimonials. Call with your questions. How many of you

22 ~~1~~
23 night eater for one thing --

24 ALAN NORTH: Um-hum. Um-hum.

25 HOST: -- and I can't go to bed hungry. So, this is the perfect program
26 for me because you sit in bed and you're thinking I'm hungry --

27 ALAN NORTH: Right.

1 HOST: -- I can't sleep, I'm hungry. I mean, how many of you -- and
2 some people, you know, can sleep on a concrete floor. But for those of us -- and it's a
3 perfect time right now. It's 6:24 in California. You know, it's early enough. Did you
4 sleep well last night? Are you trying to, you know, lose weight? Especially when
5 you're busy during the day --

6 ALAN NORTH: Right.

7 HOST: -- is probably easier to not eat as much, to not overeat, to not
8 choose the wrong foods, but when that nighttime comes, when it's a little bit quieter,
9 when you're having that down time --

10 **ON SCREEN:**

11 **V-11550**

12 **Retail Value \$99.95**

13 **S&H \$4.49**

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19 **VALUEVISION**

20 **vvtv.com**

21 HOST: -- it's really difficult to not run down to the refrigerator. It's
22 almost like your defenses are low.

23 ALAN NORTH: It is.

24 ~~HOST: It's a little bit of a problem? I mean, yeah? I know you~~

25 have. This is great because you can take it at night. You're going to sleep better.

26 Now, Melatonin is really the sleep aid that is in here.

27 ALAN NORTH: Yeah. Well, also the amino acids. There is GABA.

1 HOST: Um-hum.

2 ALAN NORTH: -- which is gamma amino butyric acids (phonetic).
3 It's a protein amino acid. It's very natural. And that helps -- that has a calming effect.

5 And, again, altogether the concoction of amino acids together in the

7 translates into greater fat mobilization. You're going to utilize fat more efficiently

9 So, again, it's a two-part product. The interesting thing about the
10 daytime formula -- it's very comprehensive. There's not just one ingredient. citrus
11 aurantium we know works.

12 HOST: Um-hum.

13 ALAN NORTH: But scientific studies show that it has a synergy with

15 HOST: Um-hum.

16 ALAN NORTH: Together, both guarana and citrus aurantium, work

17 by themselves, but when placed together in a formula

18 HOST: Oh, it's --

19 ALAN NORTH: -- they work even better.

20 HOST: Wonderful.

21 ALAN NORTH: And, again, not only that, there's pyruvate. Pyruvate

22 --

23 HOST: Um-hum.

24 ALAN NORTH: -- is a very well known fat metabolizer, especially --

1 synergy to help burn fat.

3 know --

4 ALAN NORTH: Okay.

5 HOST: Is price an issue? I guarantee you -- I mean, we can ask Amy
6 who lost -- how much weight did you lose, Amy? Almost 85 pounds.

7 ALAN NORTH: Wow.

8 HOST: Okay. She's our producer today. She's lost weight on the

~~summer. The thing about losing weight is I know that if I told you you could lose 20~~
11 mean, you'd pay dearly. I guarantee you \$5,000 would not be too much to ask. This
12 is only \$49.95.

13 ALAN NORTH: Summer special.

14 HOST: It's one visit. This is the only price that you're going to see
15 this visit. Next visit it's going to be higher. Now, my question is there's a lot of
16 kiosks that are out there --

17 ALAN NORTH: Right.

18 HOST: -- that are offering you --

19 ALAN NORTH: Right.

20 **(Break in tape.)**

21 HOST: Good luck.

22 NATALIE: Okay. Thank you.

23 ALAN NORTH: Thanks, Natalie.

24 HOST: Bye-bye, Natalie.

25 ALAN NORTH: I'll tell you about the great work. It's funny,
26 Michelle. I had a call -- this was two days ago as a matter of fact --

27 HOST: Still thick, yes.

1 ALAN NORTH: -- and it was from a guy -- his name was Tony in
2 New Jersey. And he said Alan, I've been watching and I've ordered the product. I
3 want to just ask you a question. He goes does it work for everybody. I'm like, well,
4 there's a host of factors involved. I mean, you know, it's hard to answer doesn't work
5 for everybody because I don't know what everybody does.

6 But does it work for everybody? There are certain -- there are certain
7 people that could take this product, the daytime and nighttime, and really be on a very
8 poor nutritional program, be very sedentary, and may not see a difference. He goes
9 well let me tell you something, I have been -- I've tried all the diets that are out there,
10 the special meal diet, the Atkins diet, the low carb diet, the 1200 calorie diet, the 1000
11 pounds in a matter of two months.

12 So, again, he really responded to the 24-hour fat loss Accelerator. But,
13 you know, I always recommend -- you don't hear me talking about hey, take these two
14 products and eat whatever you want.

15 HOST: No.

16 ALAN NORTH: Nutrition is very, very important.

17 HOST: Um-hum.

18 **ON SCREEN:**
19 **before & after (photographs)**

20 **Individual results may vary**

21 **VALUEVISION**

22 ALAN NORTH: But a lot of times -- I've heard a lot of feedback. I
23 talk to a lot of the people that order this as you well know and they call the office and
24 they'll ask me questions and they'll talk about their success stories. And so many
25 people have lost a tremendous amount of weight by taking the Accelerator and
26 nutritional system.

1 having trouble with the eating part of it so I've ordered the Accelerator and I'm on a
2 poor eating program but I wanted to see if this would work. Sometimes they'll say
3 well, gosh, I haven't noticed a lot of difference in weight loss but I've noticed my
4 clothes fitting looser or --

5 At any rate, see -- and most times -- and, Michelle, you know this,

6
7 weight or you're losing weight.

8 And most people don't really maintain because people with slow
9 metabolic rates tend to accumulate body fat almost on a weekly basis. And I've
10 noticed that even with the people that don't say they've lost a lot of weight with the
11 Accelerator, it's at least preventing a lot of the people from gaining weight.

12 HOST: Yes, I understand that. And I'll see the program and I

13 still go back to this. The reason why -- the number one reason -- I feel I, you know,

14 that's the reason. The reason why I feel I, the number one reason is I'm not

15 hungry because I can be on a, you know, more -- you know, better diet when I'm not
16 hungry.

17 **ALAN NORTH: Right.**

18 **HOST: When I'm hungry, I'm going to eat everything.**

19 **ALAN NORTH: Sure.**

20 **HOST: And if you are the kind of person that does not eat during the**
21 **day and you get home from work, especially if you have children, it's crazy. At 5:30,**

22 **6:00, you're not eating anything.**

23 **ON SCREEN:**

24 **V-11550**

25 **Retail Value \$99.95**

26 **S&H \$4.49**

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5 **VALUEVISION**

6 **vvtv.com**

7 ALAN NORTH: Right.

8 HOST: And remember, the figure in the car counts. The food you eat
9 off your children's plate counts. The food you eat before you eat dinner counts --

10 ALAN NORTH: Right.

12 before you -- you know, like when you go to a restaurant, this is a great item to have
13 because you're not going to want it. You're not going to want it. That's the beauty of
14 this program.

15 ALAN NORTH: It -- it does have 5HTP. 5HTP stands for five

16 ~~hydroxytryptophan (5HTP) which acts as an immediate neurotransmitter~~

18 low, the appetite is high. So, this is a product to -- it's a very comprehensive product
19 and we're just talking about the daytime. The daytime has 5HTP.

20 HOST: Um-hum.

22 **WeightPerfect**

23 **V-11550**

24 ~~Fat Loss Accelerator~~

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

26 **Boosting your metabolism**

27 **Decreasing your appetite**

1 **Increasing energy**

2 **1-800-788-2454**

3 **VALUEVISION**

4 **vvtv.com**

5 ~~ALAN NORTH: -- which acts as a mind -- even more than a mind~~

6 appetite suppressant and because it's an immediate precursor to serotonin. The drug
7 companies have known about this for years. Of course, again, they don't get involved
8 because they won't make money because it can't be patented.

9 Now, also, in addition though, the product basically helps -- as far as

10 the daytime is concerned, helps reactivate your natural fat burning process. See, we
11 all have the --

12 HOST: And boosting your metabolism is another way to say that,
13 right?

14 ALAN NORTH: Boosting your metabolism, reactivating your natural
15 fat burning process by stimulating the cells that burn fat. See, some of those cells are
16 -- you know, in a nut shell, they're turned off. In some people, they are literally turned
17 off.

18 **ON SCREEN:**

19 **V-11550**

21 **S&H \$4.49**

22 ~~REGULAR PRICE \$19.95 (11.99)~~

23 **SPECIAL PRICE \$49.95**

24 **This Visit Only**

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1 vvtv.com

2 HOST: They're waiting.

3 ALAN NORTH: In the brown fat located within the body, the good
4 fat, those brown fat -- that's called the UCP molecule but I don't want to get technical.
5 It's called uncoupling protein.

6 That uncoupling protein molecule helps burn fat, but in some people,
7 it's active, and that's why some people can get away with eating whenever they want
8 and not gain weight while some of us -- in a way those cells are just turned off

9 They're lazy.

10

11 ALAN NORTH: So, what they do -- the food that you eat, it just -- it's
12 sluggish and it just puts the food right to body fat. And that's why you're seeing so
13 many before and after photos where look at the before, they're pretty heavy. Heavy
14 people. But after a short time, eight, 12 weeks, look at the difference here.

15 **ON SCREEN:**

16 **before & after (photographs)**

17 **Individual results may vary**

18 **VALUEVISION**

19 ALAN NORTH: Now, this is a gentleman that happens to have been
20 on the Weight Perfect Nutritional Program, used two shakes a day in conjunction with
21 regular food. And, again, it doesn't omit all of your favorite foods. You get to have

22 ~~some of your favorite foods, but we don't want to make that a rule.~~

23 lose the last bit of weight, we put him on the Accelerator. Look at the definition
24 going down in his stomach area.

25 HOST: Um hum

26 ALAN NORTH: I mean, let me just run down and explain some of

27 these people that have done this. We've got some or people -- this is Juanita. Juanita

1 is unbelievable. This is a 70 pound difference.

2 HOST: Wow.

3 ALAN NORTH: She's up to 115 pounds gone and it's primarily the

4 ~~main focus, the main product that she focused on was the Accelerator because she~~

5 was doing the right thing, she was in the gym, she was eating right, but couldn't get

6 the weight to move because she had such a slow metabolism.

7 HOST: Well, it's great if you're

8 ~~summed up to you. If you've been on a program, and I'll guarantee you~~

9 if you're going to lose this much weight --

10 ALAN NORTH: Look at this.

11 HOST: -- you're going to plateau, you know. There's a great way --

12 it's like -- it's like cross training. When you go into the gym and you cross train,

13 you're going to break through that plateau. The same thing with the 24-hour program.

14 ALAN NORTH: In fact, in one scientific study, one of the doctors that

15 was analyzing citrus aurantium and doing studies said that citrus aurantium, which is

16 ~~in the daytime formula, may be the ideal supplement if you're plateaued on your~~

17 weight loss program.

18 ~~Yankee looking at Elde. Elde basically was a pretty tough case. Elde~~

19 ~~was on -- you know, eating right, but she couldn't lose the weight.~~

20 ~~HOST: Um, huh.~~

21 ALAN NORTH: -- because she had back problems and she could -- I

22 ~~mean, she had trouble standing taking these pictures. And so, look at the difference.~~

23 ~~20 pounds. I mean, I'll get calls from her husband thinking because she's~~

24 done such great -- her energy level. She's happier.

25 HOST: Well, she feels good.

26 ALAN NORTH: And her back pain has lessened.

27 HOST: You know, and there's a little bit of St. John's Wart also in the

1 HOST: One is the shake program that is individually packaged.
2 You're going to love the taste. It's either chocolate, vanilla, or strawberry or you can
3 get --

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

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