

Exhibit 1

1 OFFICIAL TRANSCRIPT PROCEEDING
2 FEDERAL TRADE COMMISSION

3
4 MATTER NO. 1223283
5 TITLE LINDSEY DUNCAN
6 DATE RECORDED: APRIL 26, 2012
TRANSCRIBED: MAY 3, 2013

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PAGES 1 THROUGH 14

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11 DR. OZ TALK SHOW SEGMENT
12 WITH LINDSEY DUNCAN

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1 FEDERAL TRADE COMMISSION

2 I N D E X

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4 TELEPHONE CONTACT: PAGE:

5 Dr. Oz Talk Show Segment

6 With Lindsey Duncan 3

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1 PROCEEDINGS

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3 DR. OZ TALK SHOW SEGMENT WITH LINDSEY DUNCAN

4 DR. OZ: Now, what if you've got fat all over
5 your body? There's a magic bean that melts away unwanted
6 fat. This thing has blown my mind. Stay with us.

7 (Music and applause.)

8 ANNOUNCER: Coming up, the miracle pill to burn
9 fat fast for anyone who wants to lose weight.

10 TEXT ON- SCREEN:

11 COMING UP

12 THE MIRACLE PILL TO BURN FAT FAST

13 DR. DUNCAN: I usually don't recommend weight-
14 loss supplements.

15 TEXT ON- SCREEN:

16 THE DR. OZ SHOW

17 COMING UP

18 ANNOUNCER: Could it be the magic bullet?

19 TEXT ON- SCREEN:

20 MAGIC BULLET?

21 THE DR. OZ SHOW

22 NEXT

23 DR. DUNCAN: It's amazing. Zero side effects.

24 DR. OZ: So, I'm hoping some of you are

25 skeptical about this. For The Record, Inc. (301) 870-

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1 ANNOUNCER: Two of our viewers put it to the
2 test.

3 TEXT ON- SCREEN:
4 PUT IT TO THE TEST!

5 DR. OZ: Are you ready for the moment of truth?

6 ANNOUNCER: They lost weight. How much? Find
7 out.

8 TEXT ON- SCREEN:
9 HOW MUCH?

10 ANNOUNCER: And tomorrow, when it comes to your
11 health, there's no such thing as too much information.
12 Your most shocking intimate questions answered.

13 TESTIMONIAL: We were having sex and we broke
14 (bleeped).

15 DR. OZ: You can actually lose your (bleep)
16 from this.

17 ANNOUNCER: From the bedroom.

18 DR. OZ: Boom, orgasm.

19 ANNOUNCER: To the bathroom.

20 VIEWER: When I pee, it seems to spray all
21 over.

22 VIEWER: When I eat spicy foods, it seems to
23 burn another hole in my butt.

24 ANNOUNCER: Dr. Oz is answering it all. That's

25 coming up tomorrow. For The Record, Inc. (301) 870-

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1 (Pause.)

2 (Applause and cheers.)

3 DR. OZ: You may think magic is make- believe,

4 but this little bean has scientists saying they've found

5 a magic weight- loss cure for every body type. It's green

6 coffee beans, and when turned into a supplement, this

7 miracle pill can burn fat fast for anyone who wants to

8 lose weight. This is very exciting, and it's breaking

9 news.

10 Millions of you love coffee, but now you're

DR. OZ: A staggering, newly released study

1 LINDSEY DUNCAN
2 NATUROPATHIC DOCTOR
3 CERTIFIED NUTRITIONIST

4 DR. DUNCAN: -- but this one has got me really,
5 really excited. So, and the medical community, the
6 weight- loss community is all buzzing about this, and
7 here's why. The recent study that you were talking about
8 earlier, they -- the participants took the capsules and
9 they did nothing else, they didn't exercise, they didn't
10 change their diet. They actually consumed 2,400 calories
11 a day. They burned only 400 calories. Now, that's
12 weight gain, not weight loss.

13 DR. OZ: Yeah.

14 DR. DUNCAN: And they lost over 10 percent of
15 their total body weight.

16 DR. OZ: Ten percent?

17 DR. DUNCAN: Ten percent. They lost 16 percent
18 of their total body fat, and they lost about 17 pounds
19 per participant, and they had no side effects, zero side
20 effects.

21 DR. OZ: And how long did they have to take the
22 pills for?

23 DR. DUNCAN: They did it for 12 weeks only.

24 DR. OZ: That's remarkable.

25 TEXT ON- SCREEN: For The Record, Inc.

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1 MONDAY ON THE DR. OZ SHOW
2 THE TOP HEALTH BOOSTERS TO TURBOCHARGE YOUR METABOLISM

3 DR. DUNCAN: Yes.

4 DR. OZ: Are you guys interested in this?

5 AUDIENCE: Yeah.

6 (Applause and cheers.)

7 DR. OZ: So, this is the raw material for --
8 for coffee that we drink. Why wouldn't just drinking
9 coffee do this?

10 DR. DUNCAN: Yeah, because when the coffee that
11 we drink is roasted, and when they roast it they roast it
12 at 475 degrees Fahrenheit.

13 DR. OZ: Hmm.

14 DR. DUNCAN: So, it changes the color, it turns
15 brown. It changes the aroma. It changes the taste. It
16 changes everything. But the most important thing it does
17 is it removes the chlorogenic acid. That's the key to
18 what we're talking about today.

19 DR. OZ: So, how does it work?

20 DR. DUNCAN: Well, it's amazing. It's what we
21 call a triple threat. Okay, and it's the chlorogenic
22 acid that causes the effect, and it works three ways.

23 The first way is it goes in and it causes the body to
24 burn glucose or sugar and burn fat, mainly in the liver.

25 The second way, and the most important way, is it slows

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1 the release of sugar into the bloodstream, so when you
2 don't have sugar building up in the bloodstream you don't
3 have fat building up because sugar turns to fat. And
4 everybody must remember that.

5 DR. OZ: Right.

6 DR. DUNCAN: When the two are combined
7 together, you get this synergistic effect that basically
8 burns and blocks and stops fat, but it also is natural
9 and safe.

10 DR. OZ: So, how much do folks have to take in
11 order to get the benefit?

12 TEXT ON- SCREEN:

13 THE DR. OZ SHOW

14 MIRACLE TO BURN FAT FAST

15 GREEN COFFEE BEAN EXTRACT

16 TAKE 800MG TWICE PER DAY

17 DR. DUNCAN: Eight hundred milligrams twice a
18 day, and you want to take it before meals, about 30
19 minutes before with a large glass of water.

20 DR. OZ: And I'm just going to -- it looks like
21 this, right? So --

22 DR. DUNCAN: It's capsules.

23 DR. OZ: Capsules.

24 DR. DUNCAN: Mm- hmm.

25 DR. OZ: So you're not going to take the actual

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1 bean; you're not having a coffee variant.

2 DR. DUNCAN: No.

3 DR. OZ: It probably wouldn't taste that great
4 anyway, so the capsules you can buy where?

5 DR. DUNCAN: You buy it online.

6 DR. OZ: Mm- hmm.

7 DR. DUNCAN: You want to make sure, and this is
8 important, that it's pure. So, you go to your web
9 browser, you type in pure green coffee beans or pure
10 green coffee bean extract.

11 DR. OZ: Hmm.

12 DR. DUNCAN: And you make sure that it doesn't
13 have all the additives, the excipients, the binders, the
14 cellulose, and the silica and all the other stuff. So,
15 look under other ingredients to make sure that it's a
16 pure product.

17 DR. OZ: Okay. Now, I always pride myself on
18 having the smartest TV audience out there.

19 DR. DUNCAN: Mm- hmm.

20 DR. OZ: And, so, I'm hoping some of you are
21 skeptical about this, because I was certainly skeptical
22 about it. Am I speaking for a couple of you anyway?

23 AUDIENCE: Yeah.

24 DR. OZ: It does seem a little too good to be
25 true. So, I gave the supplements to two viewers five For

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1 days ago. And Kendra and Omyra are here to join us.

2 Welcome both of you to the show.

3 (Applause.)

4 TEXT ON- SCREEN:

5 THE DR. OZ SHOW

6 STILL AHEAD...

7 ALL- NATURAL CURES TO

8 BEAT YOUR BELLY BLOAT

9 KENDRA: Thank you.

10 DR. OZ: So, I'm going to preface this by
11 saying I gave all the information we could find on this
12 product to our medical unit. They did diligent work, but
13 we still wanted to see what would happen in real life.
14 So, Kendra, you want to go first? Well, how did it work
15 for you?

16 KENDRA: It gave me more energy than I usually
17 have. It made me less hungry than I usually am, you
18 know, in the beginning stages of trying to lose weight.
19 And I seemed to get fuller faster when I was eating.

20 DR. OZ: Okay, and did you exercise while you
21 were on the program?

22 KENDRA: Not anything different that I don't
23 usually do.

24 DR. OZ: Okay. And, Omyra, how was it for you?

25 OMYRA: I did get a lot more energy. I didn't

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1 change my diet. Everything was the same. I was fuller,
2 and I was fuller longer, and I was excited with my
3 results, so . . .

4 DR. OZ: You were, she's excited, okay, let's
5 find out. Are you ready for the moment of truth?

6 OMYRA: Yes.

7 DR. OZ: Because we weighed you before and we
8 weighed you after. Kendra, we'll take you up first.
9 Kendra started off at 176 pounds, and in five days, five
10 days with nothing else changing, you lost two pounds.

11 KENDRA: Mm- hmm.

12 (Applause.)

13 DR. OZ: Which is good. And to highlight this,
14 you didn't do any physical activity whatsoever, so, I
15 mean, we always tell people to do activity and to be
16 smart about what they're eating, but independent of all
17 that, you lost two pounds, which is what the studies had
18 sort of shown in that regard as well.

19 Omyra, your numbers, okay, again, five days ago
20 you were 255 pounds. Less than a week later, Omyra has
21 lost six pounds.

22 (Applause.)

23 DR. OZ: That's more than a pound a day of
24 weight loss. I mean, I got to say, Lindsey, if I can
25 find things to help people lose a pound a day -- For The

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1 DR. DUNCAN: Yeah.

2 DR. OZ: -- I'd be talking about it a lot on
3 the show. So, you guys going to keep taking it?

4 KENDRA: Yeah.

5 OMYRA: Absolutely.

6 DR. OZ: All right, now, we've conquered your
7 fat, but what if your big belly is caused by bloating?
8 I've got the all- natural cures to get your belly flat
9 again. So, stay with us.

10 (Applause.)

11 (Whereupon, the talk show segment concluded.)

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1 CERTIFICATION OF TYPIST

2

3 MATTER NUMBER: 1223283
4 CASE TITLE: LINDSEY DUNCAN
5 TAPING DATE: APRIL 26, 2012
6 TRANSCRIPTION DATE: MAY 3, 2013

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: MAY 6, 2013

14

15

16 SARA J. VANCE

17

18 CERTIFICATION OF PROOFREADER

19

20 I HEREBY CERTIFY that I proofread the transcript for
21 accuracy in spelling, hyphenation, punctuation and
22 format.

23

24

25 ELIZABETH M. FARRELL For The

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