

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

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NUTRIMOST VIDEO

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Exhibit B

FEDERAL TRADE COMMISSION

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NutriMost video

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P R O C E E D I N G S

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FEMALE ANNOUNCER: The NutriMost Ultimate Fat Loss System is transforming people's lives.

UNIDENTIFIED FEMALE: I've been heavy my whole live. My first dieting experience was at age nine. So, I have tried everything. So, when this came down the pike, I thought, okay, I've been on this diet train all my life and I'm hoping that this will work. And I have to tell everybody, this is your last stop on that diet train. This is it. This is your answer.

JOE VARACO: Hi, my name is Joe Varaco and I've lost 32 pounds in three-and-a-half weeks on the NutriMost System. The first week that I did this, I lost 16 pounds. And I kept getting on my scale looking at it, getting off, on, off, this ain't happening and there's something with the -- I'd pick it up, move it to a different spot.

ANN: I had been put on prednisone as an adult for 15 years and all of the doctors had sort of written me off. They said that it would -- I would never be able to reverse all of the side effects from the prednisone, including the weight because I had been on it for so long.

My name is Ann and I lost 50 pounds with

1 NutriMost.

2 FEMALE ANNOUNCER: Because of advanced NRF
3 technology, you could easily lose 20 to 45 pounds or more
4 in just 40 days, with absolutely no hunger and no
5 exercise required, with no pre-packaged meals and no
6 drugs, hormones or surgery, a way that's safe and doctor
7 supervised, a program that's not just about weight loss,
8 but is good for your body and your overall health. It
9 sounds too good to be true. But thanks to breakthrough
10 technology, there is a way and it's called NutriMost.

11 With the NutriMost Ultimate Fat Loss System,
12 it's as simple as A, B, C. We assess nearly every factor
13 for fat-burning, fat storage and fat metabolism. We
14 balance your hormones, neurotransmitters and nutritional
15 needs. And we clear your toxins, heavy metals, bacteria,
16 viruses and other microbes, resulting in a complete
17 transformation of your body in less than 40 days.

18 DR. RAY WISNIEWSKI: NutriMost is unlike
19 anything else. Other programs aren't part of the
20 solution, they're part of the problem. Let's take a look
21 at the obesity trends put out by the United States
22 Government. As you can see, in 1990, most states had
23 more than 10 to 14 percent obesity. Yet, by 1993, we had
24 to add another category for those states between 15 and
25 19 percent obesity. In 1998, they had to add another

1 category to over 20 percent obesity. In 2001, they added
2 another category over 25 percent obesity. And by 2005,
3 they added another category to over 30 percent obesity.
4 As you can see, we continue to get more obese. By 2013,
5 for the first time ever, two states, Alabama and
6 Mississippi, were over 40 percent obesity.

7 FEMALE ANNOUNCER: Obviously, what we are doing
8 isn't working. In fact, the things that we may think are
9 solutions are actually part of the problem. Just ask
10 yourself, in the past 25 years, have we had more diet
11 foods on the market or less, more gyms and fitness
12 centers or less. We have more diet and lowfat foods and,
13 yet, the problem is worse than ever because all of these
14 disrupt our hormones, our body chemistry and our
15 metabolism. We are in dire need of a solution.

16 Enter NutriMost, an amazing technological
17 breakthrough that focuses on bringing the body into a
18 fat-burning state by assessing nearly every factor for

1 amazing fat-burning state. You can't get these results
2 this fast and this dramatic any other way without this
3 technology.

4 FEMALE ANNOUNCER: People all over the nation
5 are having their lives transformed by this powerful
6 technology. Just listen to what people are saying about
7 their experience with NutriMost.

8 JOE: I started losing like a couple pounds it
9 seemed like the first week and then the second week I was
10 like losing like three pounds a day, then four pounds
11 a day and then it slowed up some. But, yeah, it was just
12 -- it was coming off like that. And it was noticeable
13 after the second week. Yeah. And then I felt a lot
14 better, too. Energy.

15 My name is Joe and so far I've lost about 70
16 pounds on NutriMost. It does work. It does change, you
17 know, it changes your life. I mean that, you know. I'm
18 going to be around for my family and that's what's
19 important, you know.

20 UNIDENTIFIED FEMALE: What can I say about the
21 program except do it. You just have to make the
22 commitment and do it. And it starts off from day one.
23 You see the poundage coming down. You see, you know, all
24 the numbers -- your metabolic age, everything dropping
25 that should be dropping and everything going up that

1 should be going up and it's immediate. It's not one of
2 these, well, in a month, you might lose five pounds.
3 It's not that. It's a constant dropping and it's -- it
4 encourages you every time you step on that scale, it
5 just makes you want to continue doing the program. And
6 it's -- 40 days is nothing. You could do it with your
7 eyes closed, you know. Forty days to have a wonderful
8 life ahead of you, that 40-day commitment is a walk in
9 the park. You have to do it.
10

1 to just 55 years old. The big thing about Gene was he
2 was going to a liver specialist, one of the top liver
3 specialists in the country for fatty liver, and the thing
4 was that once he did the program and the specialist even
5 put it in his notes, he said since his weight loss, he's
6 been able to stop his diabetes medication, his blood
7 pressure, cholesterol meds. And the thing was that based
8 on his lab studies, there was no need to restart them.

9 But what the doctor said was this, the patient
10 underwent an ultrasound which showed resolution of his
11 fatty liver, and that's complete resolution. It's not
12 there anymore. In fact, even the doctor wrote that he
13 was one of the few patients that he's seen that had
14 radiographic evidence of resolution in his fat. They
15 were so impressed by that that the doctor contacted me,
16 asked how in the world did we do this. I explained what
17 we did, explained the technology, and the first thing he
18 said was, do you realize what you created, this is
19 absolutely amazing.

20 Almost immediately, he sent us in another
21 patient. Almost the exact same thing. Fatty liver,
22 diabetic, high blood pressure, high cholesterol. The
23 only difference, it was a woman instead of a man. We put
24 her on the same program. She had the exact same results.

25 UNIDENTIFIED FEMALE: I needed to get my

1 hormones back in balance. My body was out of whack. I
2 was having hive issues. I was having a lot of health
3 issues. So, that's why I initially did it. The side
4 benefit for me, though, was the additional weight loss.
5 I tell people that if you have an issue with health, not
6 just weight, then this is something you should check out.

7 UNIDENTIFIED FEMALE: I was to the point where
8 I was willing to try anything and I drug my husband with
9 me. We sat and we watched the testimonials and
10 everything and they were just amazing. So, we thought,
11 well, we can do this, and we did. And it was easy to
12 follow and easy to do. My health started getting better
13 constantly, and in the meantime, I had a doctor's
14 appointment because I was diabetic, I had high blood
15 pressure and GERD. I had my bloodwork done and at one
16 point my A1C was 11. She said that was the worst she had
17 ever had. I was her absolute worst patient. And my
18 bloodwork all came back perfect.

19 She was just amazed because everything I had
20 had was gone. I was no longer diabetic after ten years,
21 no longer had GERD after 15 years, and the high blood
22 pressure was gone. My blood sugar, I think, was like
23 6.7, the first time in ten years. It was such a life-
24 changer to no longer have to worry about that, that I
25 didn't have to take any pills and from -- I had nine

1 medications. If someone came in and they weren't sure, I
2 would tell them and tell them my story immediately, that
3 I no longer have to take nine medications. I am
4 energetic. I lost the weight I wanted. I'm happy. And
5 it is worth every bit of it. It's not too good to be
6 true, it is true.

7

1 oxygenates and alkalizes the body, which energizes the
2 cells and helps bring the body into a healing and fat-
3 burning state.

4 FEMALE ANNOUNCER: Second, we implement a plan
5 of nutritional detoxification.

6 DR. RAY WISNIEWSKI: See, your body is
7 incredibly intelligent. It protects itself by storing
8 chemicals and toxins in fat. So, in order to release and
9 burn that fat, you have to detoxify the body, both
10 systemically and at the cellular level. See, the thing
11 is, when you can get rid of the toxins, that allows the
12 body to be able to release the fat to be burned since
13 it's no longer needed to protect the body.

14 One of the most profound causes of weight gain
15 is due to changes in our hormones, our body chemistry and
16 our metabolism. See, all weight gain -- all weight gain
17 involves changes in your hormones, your biochemistry and
18 your metabolism. In fact, hormone production begins to
19 decrease 1 to 3 percent per year after the age of 30.
20 So, in order to have long-lasting, healthy and permanent
21 change, we must balance and correct hormones. That's
22 where NutriMost technology comes in. It changes all of
23 this.

24 FEMALE ANNOUNCER: Third, and most uniquely,
25 for it is the foundation of our entire process, we

1 personalize and customize a plan for you based on your
2 individual body chemistry and hormones, utilizing
3 NutriMost resonant frequency technology.

4 DR. RAY WISNIEWSKI: We all gain weight
5 differently due to our hormones. See, some carry weight
6 in their belly, some in their buttocks, others in their
7 arms and their legs. NRF technology is the key to
8 solving your body's specific imbalances. NRF stands for
9 NutriMost resonant frequency technology. Our NRF scan
10 finds your ultimate fat-burning zone by utilizing
11 electrical impedance resonant frequency technology with
12 galvanic skin response. Your NRF scan can determine and
13 create unique formulas that are specific for your body.
14 These formulas are more unique than your fingerprint. It
15 is so customized and specific that no two people are ever
16 the same.

17 The technology is really amazing, which is why

1 other words, without pollen present, we could produce the
2 exact same response, the exact same experience.

3 The technology takes a baseline of the
4 frequency of any particular substance of the body, then
5 assesses what we need to do to get into fat burning and
6 what we need to avoid that can actually pull us out of
7 fat burning. See, what we are able to do with this
8 technology is assess nearly every single factor for fat
9 burning, fat storage and fat metabolism. We're able to
10 find that perfect and exact fat-burning zone, then
11 determine what's out of this fat-burning zone and, more
12 importantly, what we need to do to bring it back into the
13 perfect and exact fat-burning range. And for the first
14 time ever, we are able to find and create the perfect
15 formulas. Essentially, we're able to ask the body
16 exactly what it needs to get into that fat-burning zone.

17 Your NRF scan will determine the specific
18 organs in your body that cause the highest biological
19 stress for fat burning. Accordingly, we can then
20 identify which fat-burning biomarkers are outside the
21 fat-burning zone and which supplements will be the most
22 effective at bringing those specific biomarkers back into
23 the maximum fat-burning zone.

24 The foundation of our entire process is the
25 three personalized and customized formulas that are

1 created using NRF technology which is then dosed for your
2 body. There are three specific formulations to bring
3 your body into that perfect fat-burning state. There is
4 an energy formula for hormones, neurotransmitters,
5 vitamins and minerals. There's a detox formula for
6 toxins, heavy metals, bacteria, viruses, nanobacteria,
7 mycoplasma and candida. And there is the specific weight
8 loss formulation. These formulas bring the body into
9 that perfect fat-burning zone and healing zone.

10 FEMALE ANNOUNCER: Step four of the NutriMost
11 approach is our proprietary system to reset your
12 hypothalamus and weight set point so you never gain the
13 weight back.

14 DR. RAY WISNIEWSKI: When you combine the
15 NutriMost Ultimate Fat Loss System protocols with NRF
16 technology, you are not only able to get into that
17 optimum fat-burning zone, but your body is also able to
18 enter into an optimal healing zone, known as autophagy.
19 AUTOPHAGY is where your body innately knows to eliminate
20 the bad, degenerated cells and replace them with good,
21 healthy cells, allowing the body to heal and regenerate
22 from a number of health challenges, including acid
23 reflux, thyroid conditions, diabetes, psoriasis, eczema,
24 high blood pressure, high cholesterol, sleep apnea,
25 asthma, fatty liver, lupus and other health and

1 autoimmune challenges. NRF technology allows us to enter
2 that perfect healing zone and fat-burning zone, allowing
3 us to target your abnormal fat.

4 You have three types of fat. You have your
5 normal fat reserves that are readily used for muscle and
6 for temperature regulation. You also have structural or
7 visceral fat, which is to give you shape and form. Then
8 there is abnormal/adipose fat. This is fat that is

1 your body enters a starvation mode which turns fat
2 burning off and fat storage on. Because of NRF
3 technology, we are able to hit the switch to turn fat
4 burning on and fat storage off. In fact, with NutriMost
5 technology, you can burn anywhere from 2,000 to 7,000
6 calories of fat per day. This groundbreaking program
7 guides your body into a special fat-burning zone based on
8 your hormones so you experience dramatic, safe weight
9 loss in a very short period of time.

10 DR. DAVID ARMOR: I'm Dr. David Armor and I
11 lost 40 pounds on the first 40 days of the NutriMost
12 program. I lost 97 pounds after the first five months of
13 the program. And in the past year, I'm down a total of
14 109 pounds.

15 RACHEL: My name's Rachel and I lost 50 pounds
16 with NutriMost. So, I was thinking, well, even if it
17 works and I can lose the weight, chances are I won't be
18 able to keep it off if I go back to eating any way close
19 to what I used to eat. And I've been able to keep it off
20 now since -- eight months.

21 FEMALE ANNOUNCER: Not only do we personalize
22 your program utilizing the very best fat-burning
23 technology, it's all doctor-supervised to assure the
24 absolute best results and it's all guaranteed.

25 DR. RAY WISNIEWSKI: We not only use the very

1 life can be completely transformed in only 40 short days.
2 Amazingly, 40 days appears to be a transformational
3 number. Noah saw 40 days and 40 nights of rain transform
4 the world. Jonah foretold that Nineveh would be
5 overturned or completely transformed in only 40 days.
6 Jesus fasted 40 days and 40 nights before being tempted
7 by the devil. Then after his resurrection, Jesus spent
8 40 days with his disciples. This revealed to us that
9 that 40 days means total and complete transformation.
10 Death of the old and rebirth of the new.

11 FEMALE ANNOUNCER: Amazing things can happen in
12 just 40 short days. Because of groundbreaking NRF
13 technology, we now have a way to lose weight faster,
14 easier, better and healthier than ever before. The
15 NutriMost system finds your body's perfect and exact fat-
16 burning zone while balancing your hormones and all your
17 body's nutritional needs resulting in not only targeted
18 fat loss, but also improved health.

19 We believe that NutriMost is, by far, the best
20 weight loss program on the planet. No other weight loss
21 program can compare.

22 DR. RAY WISNIEWSKI: Because of NRF technology,
23 we can now do what has never been able to be done prior
24 to this. We can lose weight quicker, better, easier and
25 healthier. You can't even compare NutriMost to other

1 systems. There's just nothing like NutriMost.

2 Here's a comparison between NutriMost and the
3 three most popular weight loss programs. They don't get
4 you into fat burning; NutriMost does. The time period to
5 lose 30 pounds typically is 20 to 30 weeks. NutriMost is
6 30 days for men, 40 days for women. They don't target
7 abnormal fat; we do. They don't raise and reset the
8 metabolism; we do. They don't reset the weight set
9 point; we do. They don't utilize NRF technology and
10 they're not personalized and customized. They're not
11 doctor-supervised. They don't guarantee the results and
12 they have a higher cost per pound loss than NutriMost.

13 And regarding the cost, we have to ask
14 ourselves, what's the cost of not being there for your
15 kids, your spouse or your family, the cost of having a
16 heart attack or stroke, the cost of not living and
17 fulfilling your dreams, the cost of loss of mobility or
18 being in a nursing home. See, the amazing thing about
19 this program is that the cost per pound lost on this
20 program is less than other programs available.

21 So, just imagine looking great, feeling great,
22 better health, better skin, better hair, better sleep,
23 more energy. You came for a reason. You want to change.
24 You want results. See, you already took that first step

1 be like just 40 short days from now. How would you like
2 to lose 25 or more pounds, have more energy, look great,
3 and decrease your risk of diabetes and heart disease all

