

# **Complaint Exhibit F**

# PHYSICIANS' MIND & MEMORY ALERT

Brain Oxygen-Boosting  
Secret '*Lights Up*'  
Mind & Memory!

Failing Memory  
Potential Sign  
of More Serious  
Things to Come!

'Fuzzy-thinking'  
brains become  
crisp, clear,  
and focused!

Doctor's Memory  
Pill Becomes  
America's Top  
Selling Brain  
Supplement

Patented Memory  
Pill Helps the Brain  
Like Prescription  
Glasses Help the  
Eyes, Claims US  
Surgeon General  
Candidate

## BREAKING NEWS

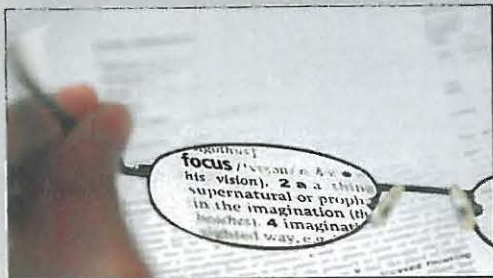
**Baby Boomers Now  
Fear Memory Loss  
More Than Cancer!**

Plus, tips on maintaining  
your independent lifestyle!

In some countries, history, what news media and the public has considered "newsworthy" has met different definitions. For example, mid-twentieth century, the news media

## MEMORY-BOOSTING BREAKTHROUGH!

Listen closely...you'll hear your brain say, "Aaaah!"



Just like a good pair of glasses can make blurry vision, sharp and crystal-clear, doctor-recommended Procera AVH may do the same thing for your brain, sharpening memory and mental powers for a crisp, clear, laser-focused mind.

In a controlled research study, this prescription-free formula has been shown to help increase memory, mood, and mental clarity. Procera AVH also helps aging brains function more youthfully, restoring the speed, memory abilities and mental powers to the levels enjoyed by people as much as 15 birthdays younger.

- > **ENHANCE** your memory, focus and concentration!
- > **IMPROVE** your ability to learn and recall information faster!
- > **SHARPEN** your thinking and mental quickness!
- > **BOOST** your alertness and mental vigor!
- > **ELEVATE** your mood and self-confidence!
- > **REDUCE** mental confusion

Area course in medicine

Call 1-800-919-2240 for your FREE 30-day supply of Procera AVH!

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How to save your treasured memories and your hard-earned dough, at the same time!

From the desk of  
Robert Heller, MD  
Emeritus Professor  
Pioneer in Alternative Medicine



Dear Reader,

#### Do You See What I See?

As a medical doctor, I've spent a lifetime diagnosing, and treating afflictions. I have become quite proficient at making accurate, first-glance observations.

With that said, I have a general observation to make about many of my older patients. They seem to be... soared. Have you noticed the same thing among your friends and family?

#### Fear... Apprehension... Losing Control?

Whatever the reason – the economy, crazy current events, or your falling health – it seems that fear and apprehension are running high. As a result, many people are feeling the urge to "take control of their lives." For older Americans, that means doing everything humanly possible to... stay mentally sharp and alert.

### "Cognitive health is, suddenly, on the minds of millions of aging Americans!"

#### Boomers now fear mental decline more than cancer or even death!

A recent Met Life/Harris survey found that baby boomers are more scared of losing their memory and mental capabilities than they are about getting cancer, heart disease, or suffering a debilitating stroke. Seniors citizens felt even stronger about it.

A recent Aging in Place in America study found that senior citizens fear losing their mental powers and independence, and being forced to move into a nursing home more than they do – death itself!

#### Inevitable? Yes. Correctable? Read On!

Much of this fear is rooted in the misconception that age-related mind and memory loss is a permanent and untreatable condition. For many, nothing could be further from the truth!

#### Want Some Good News?

Now there's a prescription-free, memory pill available that may do for the aging brain what prescription glasses do for the eyes. It's a natural compound that helps make a fuzzy-thinking brain, crisp, clear, and focused. And, you can even experience noticeable results in just 30 days.

#### Want Some Really Good News?

For a short while, you can try this clinically tested memory pill, risk-free, for 30 days. Learn more about this special offer inside this report.

But first, do you know the signs of encroaching mental decline? Turn the page to see if you have the symptoms.

## It's Your Life, Take Control by Energizing Your Mind

## with this Patented Memory Pill. See page 7!

### Do You Know the Signs of Mental Decline?

- > Forgetfulness
- > Foggy thinking
- > Mental fatigue
- > Sustained confusion
- > Inability to stay focused
- > Becoming easily distracted
- > Unexplained memory loss

A published study in *Annals of Internal Medicine* found that brain fog, a type of mild cognitive decline characterized by mental confusion and memory loss, is a major risk factor for loss of independence. More than 5.4 million people over the age of 70 experience mild forgetfulness that can frequently disrupt daily routines.

# The Dark Side of BRAIN FOG



### Mental Decline Starts Earlier Than Thought

Research in the January 5, 2012 issue of the *British Medical Journal* has fired a warning shot across the bow of baby boomers and younger adults in their 40s who have been waiting until they hit their 60s to start worrying about how to prevent mental decline.

Results from the Whitehall II cohort study showed that mental decline begins in earnest about the age of 45. Cognitive decline before the age of 60 has significant consequences, say researchers.

"As life expectancy continues to increase, understanding the correlation between cognitive decline and age is one of the challenges of the 21st Century." Just when we reach our retirement years, our brains are now giving out before our bodies.

## MENTAL DECLINE CAN BE LIFE-CHANGING

While many of the physical infirmities of growing old can be addressed with prescription eyeglasses, hearing aids, ramps, railings, or walkers, it's the loss of memory and mental abilities that most worry seniors. Losing the ability to mentally process everyday activities and events poses a risk to an independent lifestyle, starting with your financial independence.

A recent survey found that senior citizens fear having to move into a nursing home more than dying. How are nursing home residents most alike? According to the 2010 Nursing Home Data from the U.S. Center for Medicare and Medicaid Services, a full two-thirds of nursing home residents are diagnosed as... cognitively impaired. Are you at risk?

### DISORIENTED

Seniors fret about losing their driving privileges. For many, it is the last vestige of self-identity and independence. One patient calls her driver's license, her "badge of honor." Sadly, mental decline can change all of that.



#### Imagine being told that >>>

- > You are no longer allowed to handle your financial matters!
- > You must stop using and surrender your credit cards!
- > You are no longer trusted to purchase anything... for you or for others!

#### Imagine being told that >>>

- > You are moving to a nursing home to live with strangers!
- > Your lifelong possessions are to be sold or given away!

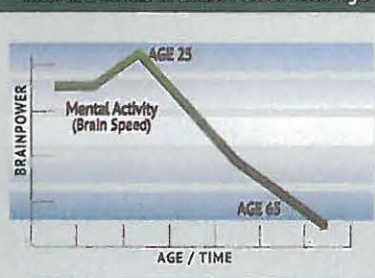
#### Imagine being told that >>>

- > You can no longer drive your automobile
- > You must sell your car, or give it to a family member
- > You are a prisoner in your own home

## WAKE UP YOUR TIRED, SLUGGISH BRAIN

### BEWILDERED

Natural Decline in Brain Power with Age

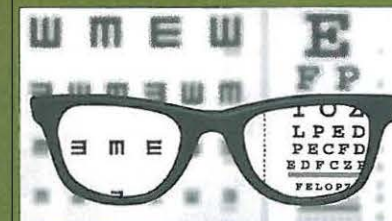


The thought of being a prisoner in one's own home, or being unable to recall who you are, where you live, or to whom you are related is sending forgetful baby boomers and retirees scrambling for a solution.

"What if I told you that your ability to concentrate and focus, and to recall names, places, faces, and even the smallest detail was not 'lost'?"

Would you believe that it may be just lying dormant... waiting to be awakened?

Procera AVH® is the memory pill preferred by many doctors, shown in clinical research to improve memory, focus, concentration, mental vigor and clarity, and even mood in just 30 days or less!



Just like a good pair of glasses can make blurry vision, sharp and crystal-clear - Procera AVH may do the same thing for your brain - sharpening memory, improving focus and concentration, imparting crisp, alert mental response, even restoring your memory and brainpower to a level enjoyed by those as much as 15 years younger!

Reserve your free 30-day supply today by calling 1-800-919-2240!

Call 1-800-919-2240 for your FREE 30-day supply of Procera AVH!

Physicians' Mind & Memory Alert

# If You Feel Like Your Tired Brain has Run Out of Gas, Guess What? It has!

Poor memory and concentration, and feeling confused are signs of an energy crisis in your brain. But it's not your fault – after 40 or 50 years of living, your hard-working brain begins to run low on fuel and sputter.

Instead of gasoline, your brain uses a three-part fuel consisting of oxygen, glucose, and neurotransmitters (messenger molecules that assist with intra-brain communication).

Prominent US brain researcher, Joshua Reynolds, revolutionized the treatment of memory loss by addressing the naturally occurring energy crisis in the brain. In his 40 years of research, Reynolds noticed that at a certain point, the aging brain experienced a surprising drop in performance, resulting in memory lapses, loss of concentration, and brain fog.

## Do Older Brains Actually Gasp for Air?

Looking for a safe, drug-free way to oxygenate the aging brain and restore healthy levels of brain nutrients and neurotransmitters, Reynolds identified three natural, safe extracts that, together, had a powerful effect!

Using just the right amounts of acetyl L-carnitine, huperzine, and vinpocetine – what he calls the three "miracle memory molecules" – Reynolds and fellow scientists created Procera AVH, a first of its kind, health and performance formula for the human brain.

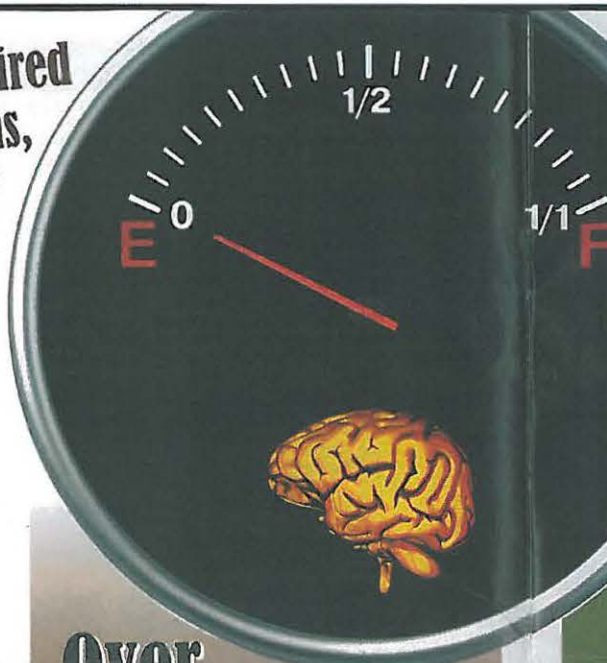
## VIAGRA for the brain?

One expert has called the memory pill, Procera AVH, "Viagra® for the brain" due to its ability to perk up a tired sluggish brain with a natural boost in oxygen-rich blood flow.



Increased oxygen from one of Procera AVH's natural ingredients – Vinpocetine

Is time travel a reality? Maybe, but not for your body, just for your brain. For the rest of the story, continue reading.



## Over 40? Your brain may be depleted in one or all of these vital cognitive needs:

Reduced oxygen and glucose from poor blood flow – Reduced blood flow through age-constricted carotid arteries and micro capillaries inhibit oxygen and glucose to the brain  
**Result? Poor memory**

Reduced neurotransmitters – Neurotransmitter levels in the brain naturally drop with age, stress, and even use of prescription drugs. At a certain 'tipping' point, mental acuity, alertness, and recall will be noticeably affected.  
**Result? Lack of concentration and focus**

Lack of brain-specific nutrients – Lifestyle choices, poor nutrition, alcohol, and free radical damage can all deplete the brain's natural storehouse of beneficial nutrients.  
**Result? Brain fog and mental confusion**

## Feels like Breathing Cool, Clean Crisp Air on a Cold Day!

If you have ever dreamed of traveling back in time, this drug-free compound may be the next best thing. Procera AVH truly has an 'impressive effect' on aging brains.

During research trials at the prestigious Brain Sciences Institute, clinical researchers witnessed a 'remarkable transformation' in study participants' brains.

### MENTAL VIGOR & VITALITY VS. PHYSICAL ENERGY?

Procera AVH helps energize mind and memory with a unique, non-stimulant formula that helps boost mental awareness, alertness and mental vigor. Unlike today's caffeine-laden energy drinks, Procera AVH provides a pleasant, sense of mental vitality with no crash leaving you feeling calm, but alert and attentive.

Brain expert Josh Reynolds says it best, "Mental vigor is the drive that enables us to be and feel sharp and focused, whether we are taking a test, playing a game of golf, or winning in a card game. Procera AVH helps keep you on your game, and in the zone!"

Over a period of a few weeks, scientists observed the formula "biochemically coaxing" aging brains to function more youthfully, helping restore the speed, memory abilities and mental powers enjoyed by those as much as 15 years younger."

Procera AVH stimulated faster thinking, an improved memory, a more youthful mental focus and alertness, and it was actually shown to help an average 50-year-old regain the memory and brainpower like that of a healthy 35-year-old!



## A Miracle in the making?

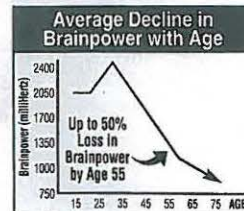
Doreen C., Tustin, Calif., was faced with a crushing decision. Her husband was going downhill, fast. "He had diminished to a point where he was confused during the day," Doreen says quietly.

**"I was fearful of leaving him at home," confides Doreen.**

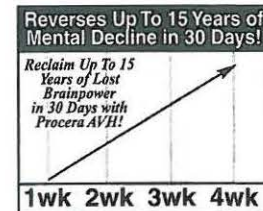
So, she began to think the unthinkable. "I was really considering placing him in long-term care, or at the very least, in day care." She paused for a long while, before adding, "That was a very difficult decision for us."

Several days later, Doreen was driving in her car when she heard an announcement about Procera AVH on the radio. "I thought, this has to be a sign. I pulled off the road, and ordered Procera right away!" Doreen began giving her husband Procera AVH on Monday and in days, she wondered if a miracle was in the making.

"I was witnessing a tremendous change," smiles Doreen. "My husband was joking, and carrying on. We were having conversations, which was something we had not done for months! I clearly saw a tremendous change."



By age 55, the average person can lose up to 50% of their brainpower.



In a university clinical study Procera AVH was shown to help reverse up to 15 years of mental decline, effectively restoring a 50-year-old's brainpower to that of a 35-year-old!

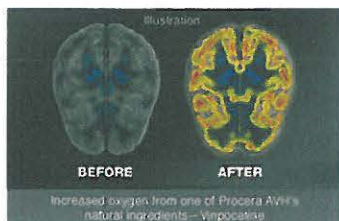
\* Stough C, Kure C, Tarasulk J, Lloyd J, Downey L, Scholley A, Wesne K, A Randomized, Double-blind, Placebo Controlled Study Examining the Effects of a Combination Nutraceutical Formula on Cognitive Functioning and Mood. Journal of the American Nutraceutical Association. 2009; 12(1): 12-19

# How to Make a Dull Mind – Razor-Sharp!

Have you heard about the prescription-free memory pill on the market that may do for the brain what prescription glasses do for the eyes?

Surgeon and psychologist, Dr. Paul Nemiroff compares ProcerA AVH to "...reading an eye chart with the right pair of glasses instead of an old pair of lenses. With ProcerA AVH, everything comes into focus, your brain is more crisp, more focused, clearer, and sharper."

Three clinically validated brain nutrients in the formula have been shown to "light up aging brains like a Christmas tree."



"It is not a drug," says Dr. Nemiroff, "it's a nutritional supplement that can help a foggy, sluggish brain become a sharper, quicker, and healthier brain."

Unlike consumers who rely on recommendations from friends or family members, physicians like Dr. Nemiroff demand to see peer-reviewed, clinical research.

ProcerA AVH was analyzed at one of the world's leading brain research centers using the same rigorous FDA-approved cognitive function tests used in over 1,000 pharmaceutical drug trials and cited in hundreds of published papers.

## Experience Mental Performance Enjoyed 15 Birthdays Ago

The surprising results of a randomized, double-blind, placebo controlled study were published in JANA, a leading peer-reviewed scientific journal. ProcerA AVH not only improved memory, mood, and mental focus, it also restored lost brainpower to the levels of those up to 15 years younger in as little as 30 days.

- Working Memory** (used in decision making and problem solving)
- Memory** (accuracy and speed of learning and recalling information)
- Focus and Concentration**
- Mental Clarity and Vigor**
- Mood** (increased feelings of well being, less mental confusion, less anger and hostility, and reduced tendency to feel blue)

"As a surgeon, psychologist and scientist, I wanted to share my thoughts on ProcerA AVH. It is truly an amazing breakthrough for memory!"



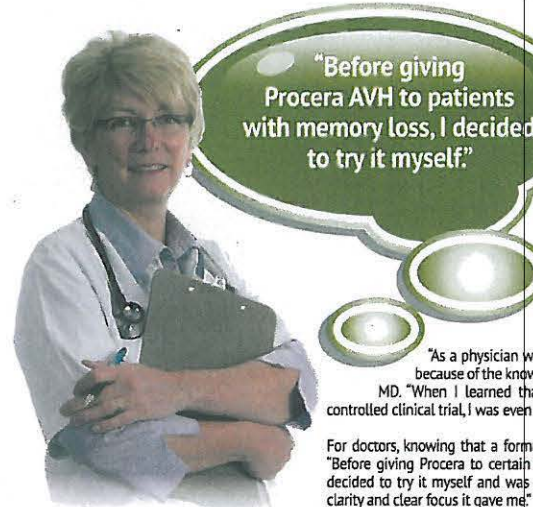
Dr. Paul Nemiroff PhD, MD, FACS

"It is not a drug," says Dr. Nemiroff, "it's a nutritional supplement that can help a foggy, sluggish brain become a sharper, quicker, and healthier brain."



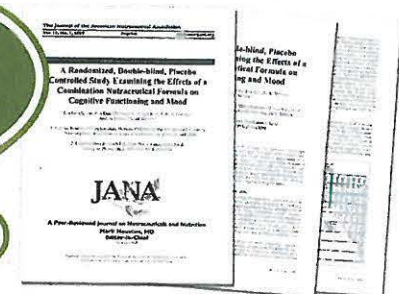
America's #1-Selling Brain Supplement

**#1 AMERICA'S SELLING BRAIN SUPPLEMENT**



"As a physician with a strong nutritional orientation, I was attracted to ProcerA AVH because of the known science behind each of the ingredients," says Marcela Dominguez, MD. "When I learned that ProcerA had withstood the rigors of a double-blind, placebo controlled clinical trial, I was even more impressed."

For doctors, knowing that a formula works is just as important as having solid scientific research. "Before giving ProcerA to certain patients to help them with memory loss," says Dr. Dominguez, "I decided to try it myself and was pleasantly surprised with the almost immediate boost in mental clarity and clear focus it gave me."



## REAL RESEARCH VS. RELATED STUDIES

Unlike most research used by some vitamin and supplement manufacturers that relies on a mix of unrelated clinical studies performed on individual ingredients, ProcerA AVH's pharmaceutical-level research was conducted on the complete ProcerA AVH formula. This distinction, along with the fact that ProcerA AVH was subjected to the most rigorous tests, the same ones recognized by FDA in research for prescription drugs (which may account for ProcerA AVH's standing as the #1 selling US brain health supplement.

- ProcerA AVH helps protect your brain from...
  - Free radicals, environmental neurotoxins, unhealthy inflammatory processes in the brain
- ProcerA AVH helps energize your mind and memory by boosting...
  - Blood flow, cellular energy, neurotransmitter levels, and oxygen supply & utilization

- ### ProcerA AVH's 10-Step Brain Stimulus
1. Helps increase blood flow to the brain
  2. Supports healthy circulation inside the brain
  3. Provides brain specific antioxidants
  4. Provides neuro-protective powers
  5. Fights unhealthy brain inflammatory processes
  6. Helps protect brain from calcium imbalance
  7. Increases mitochondrial output of energy molecules (ATP)
  8. Increases cerebral metabolism
  9. Restores depleted neurotransmitters
  10. Enhances oxygen supply and utilization

# LESS IS MORE ... Why Kitchen Sink Formulas Fail!



Don't be fooled by 'brain' formulas that boast an ingredient list as long as your arm. While this may look impressive, it is nothing more than a marketing ploy. Squeezing a long list of ingredients into a capsule is a clear sign that the dosage amount for each ingredient is pitifully small, and certainly ineffective.

Here's where Procera AVH is entirely different from the rest. The all-natural formula in Procera AVH combines three of the most clinically validated brain ingredients, each in their full clinical dosages to achieve the most significant memory boosting effects.

## 5 REASONS WHY MANY DOCTORS PREFER PROCERA AVH®

### #1 Passed rigorous, FDA-style cognitive testing! 'Passed with Flying Colors!'

Even though it was not required for a natural formula classified as a nutritional supplement, when it came time to test Procera AVH, the brain health experts at Brain Research Labs chose the same rigorous testing protocols used for prescription-sold, pharmaceutical drugs.

### #2 Awarded US Patent: Very rare for a natural, nutritional formula!

The Procera AVH formula was awarded a US Patent, a very rare honor for a drug-free, non-prescription nutritional formula.

### #3 Landmark research published in a peer-reviewed U.S. medical journal

Groundbreaking research revealed in the prestigious medical journal, JANA

### #4 Used and Recommended by Real Medical Doctors

Leading medical doctors and surgeons not only prefer to recommend Procera AVH



to patients, friends and family members, many also use the formula themselves.

### #5 US #1 Leading Brain Health Supplement

Procera AVH is the #1 top-selling brain health and performance supplement in the US, trusted by many doctors and hundreds of thousands of discerning consumers like you.

## Three Miracle Memory Makers in Procera AVH

"This remarkable brain nutrient powers thousands of cellular power plants inside each of your body's 75 trillion cells."

Acetyl L-Carnitine (ALC) found in Procera AVH is naturally produced by the body but levels decline significantly with

stress, age and poor nutrition. It would take over 20 servings of fish to give you the amount of carnitine, the famous "brain food" part of fish, that is found in one serving of Procera AVH. ALC also improves the health and function of brain cell membranes, and raises the level of key brain neurotransmitters, especially acetylcholine, which is critical to memory, focus and thinking and decision making.

## WANT PROOF THAT YOUR MEMORY POWERS ARE RETURNING?

### Get Free Brain Power & Memory Tests!

Improvements in memory and cognitive performance can be subtle and sometimes difficult to notice but often it's your friends and family that first begin to notice the changes in you. Just like your doctor uses a blood pressure monitor to check your blood pressure, Doctors Bresky, Heller, and Nemiroff recommend that you occasionally test your brain. Call today and ask how you can get a free Procera AVH Brain Power and Memory Tests from Brain Research Labs. Take a 'snapshot' of your memory and brainpower before supplementation with Procera AVH. And then, periodically, measure your brainpower again to track your progress so that you can prove to yourself that Procera AVH is working for you.



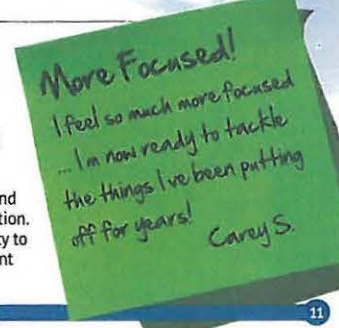
### "What's more expensive by weight than Gold, and is being studied by the US government for its brain-protecting prowess?"

Huperzine comes from the Chinese herb Huperzia serrata. Its main action in the brain is to further increase levels of acetylcholine - that key neurotransmitter for memory, focus and thinking. It also helps your brain fight off a nasty memory-attacking enzyme called cholinesterase. Huperzine has been clinically shown to help improve memory and cognitive function. It is also a powerful neuro-protectant. The US government is studying huperzine's neuroprotective powers against the brain-damaging effects of pesticides in food.

### "What fresh air is to the lungs, this amazing nutrient is to a forgetful brain."



Vinpocetine helps aging brains 'breathe in' fresh oxygen and alertness. This magical substance is found, among other places, in an extract from the beautiful periwinkle flower. Vinpocetine boosts life-giving blood flow and oxygen to the brain's thinking and memory centers. It increases the brain's utilization of glucose and oxygen and boosts brain energy - all within an hour after ingestion. Clinical studies have demonstrated vinpocetine's uncanny ability to improve memory and mental clarity...like giving your brain a giant breath of fresh air.



## Are Doctors Ready To Treat Memory Loss?

The number of patients complaining about short-term memory loss, an inability to concentrate and stay focused, and mental fatigue is on the rise, say healthcare experts.

**But are physicians ready for the onslaught?**

Doctors are discovering that resolving symptoms of premature mental decline – brain fog, mental sluggishness, and short-term memory lapses – is not as easy as treating a rash or runny nose. But thanks to Procera AVH, all that may be about to change!



## “CAN YOU IMAGINE...”

“Can you imagine the incredible feeling of reducing brain fog mental sluggishness and fatigue by nourishing the brain with a perfect combination of ingredients and seeing the positive results of memory gain instead of loss?”

“Procera AVH became so popular in my pharmacy that customers were returning to thank me for introducing them to the formula. It felt great to see the many people whose lives were enriched by taking a health product that actually did what it says it will do.”



Dr. Gene Steiner, PharmD

## “HAPPY TO RECOMMEND PROCERA AVH!”



**“Happy to Recommend Procera AVH!”**

For years, Robert Heller, MD, Emeritus Professor, and Alternative Medicine Pioneer, looked for an effective solution to patients' complaints about mind and memory.

“I searched for a remedy or treatment that could help my patients, even friends and family, regain the memory and mental

sharpness we seem to lose with age. I am quite happy to now recommend Procera AVH as it gives the brain much needed support against free radicals, unhealthy inflammatory processes and boosts the decline in neurotransmitters, blood flow and oxygen.”



Arnold Bresky, MD, Creator of Medicare-approved brain tune-up protocol

**“Memory is Life! That's why I've made Procera AVH the cornerstone of my new 4 Pillars of Brain Health Program”**

“Don't miss out on the best years of your life. If you don't take steps to address your mental decline, your future may be quite bleak. As a medical doctor who now specializes in memory problems, I urge you to take action today to ensure a healthier, more joyful tomorrow remaining free to make decisions for yourself!”



**When lives are at stake... you better be alert! Thank you, Procera!**

Roger J. flies commercial jets for a major US airline. “Many of my trips are all nighters or ‘red-eye’ flights. I find Procera AVH gives me greater mental stamina throughout the flight.”

Of course, the mental alertness and focus from taking Procera AVH can offer a feeling of confidence and security to anyone who has the safety of others in their hands.



**“Night and Day Difference!”**

At the age of 54, Elizabeth K's memory was declining at an alarming rate. “I was about to consult a neurologist when I read about Procera AVH.” Elizabeth decided to give it a try.

“It took about a month for the memory benefit to kick in. Six months later, even my husband was impressed with my improved memory. And I am very happy with my renewed mental clarity and focus!” Elizabeth was pleasantly surprised with one of the formula's ‘bonus effects.’ “Within a week I also felt a wonderful change in my mood. It was such an unexpected bonus,” smiles Elizabeth.

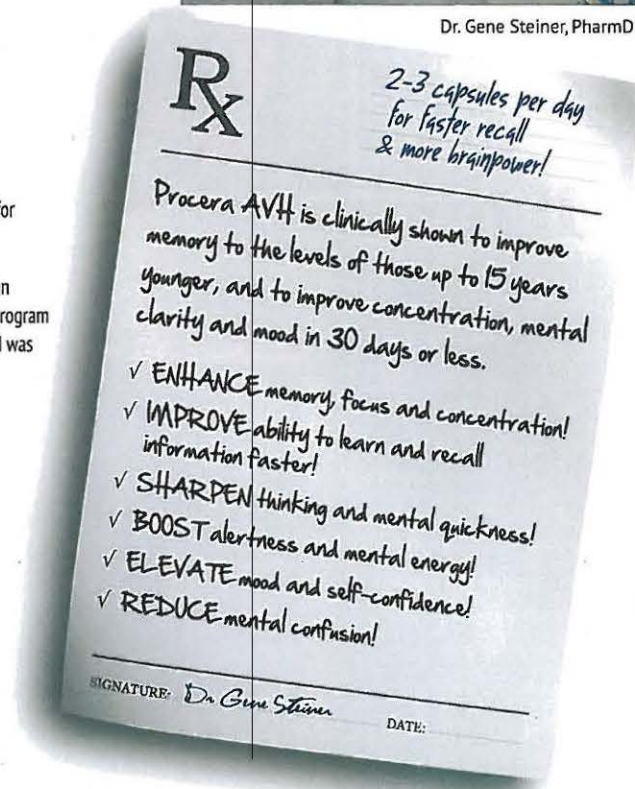
## A Special Message from Dr. Gene Steiner, ...about Procera AVH, the Natural Remedy for Your Memory!

“I have been a practicing pharmacist for the past 45 years.

I first met Josh Reynolds when I was an medical tv anchorman for a medical program in Los Angeles. I confided in him that I was fearful of not being able to recall certain subject matter for discussion during the show.

He gave me a couple of bottles of Procera AVH and instructed me on its use. Within a few days, I can tell you without reservation that my memory became crystal clear again.

I had such marvelous results after using Procera AVH that I started recommending it to my customers and friends and even shared with other physicians the amazing results.”





Procera AVH makes exciting changes in peoples' lives. We receive heartfelt letters and stories every week from people of all walks of life who have seen dramatic improvements in their health and life.

# WE HEAR FROM PEOPLE ALL ACROSS AMERICA!

While Procera AVH has been specifically formulated and rigorously tested with an eye to improving memory, focus, mental clarity, and mood, we are constantly surprised with the stories our customers share with us. The following customer stories do not ensure that you will see similar benefits. Your results may vary. But, with the industry leading satisfaction guarantee, there is no risk in trying for yourself.

### To Re-awakenings...

"I just wanted to thank you for bringing this wonderful formula to us. I'd like to tell you about my 83-year-old dad whom my sister and I are caring for. Three weeks after Procera, he is continuing to make progress! I speak for my entire family when I say thank you! God bless!"

Jacqueline K.  
Minneapolis, Minnesota



### To Better Relations...

"I have been married to my husband for almost 19 years. He took Procera AVH for over two months. He was finally able to get a job, stay centered, focused, and became significantly more attentive to me. He carried on real deep conversations with me for the first time in 19 years. I was overjoyed. He became a model husband in many new ways that he never had before..."

Star B.  
Fresno, California

### To Finding the Right Words...

Professional speaker Sylvia P. from California found Procera AVH and the right words, just in time.

"I started having a hard time staying focused and remembering important information. As a professional speaker in front of hundreds of people, I found these senior moments very embarrassing. Plus, it was threatening my career. Since taking Procera AVH, I can now conduct a whole seminar without relying on my notes. I feel like my old self again!"

Sylvia P.  
California



Richard G., South Carolina, credits his friends with noticing the difference Procera AVH made in him.

"Many things have changed for me. Since taking Procera AVH, I feel a lot sharper, I am much more alert, and I have more energy in the evenings."

Richard confesses that his friends were the first to notice the 'very positive changes' in him. His newfound surge of mental vigor took a decidedly creative turn.

Out of the blue, Richard felt the urge to learn to play the guitar. "I also started sketching, I am taking painting lessons and I recently signed up for a creative writing workshop. These are things I wanted to do my whole life and never had the energy until now, at age 73!"

Richard G.  
South Carolina

### For Better Focus and Even Balance...

"I am so EXCITED at what has happened. I have stopped 'lurching!' I have been lurching for about two years now, having to rely on grocery carts at stores or my husband to balance myself and walk more comfortably.

Then, I started taking Procera AVH and in two weeks, I had stopped lurching! Before, I had to think about every step I took to avoid tripping or falling. Now, I don't have to do that any more! I am much more relaxed now. Blessings to you!"

Lois E. (age 79 by the way!)  
Tempe, Arizona





# Exciting News: Improve

You'll feel Procera AVH go to work on your sluggish mind. Clinically tested ingredients work with your body to safely and gently support the flow of oxygen- and nutrient-rich blood to the brain. Formulator Joshua Reynolds says the mental clarity effect on the brain is like going outside and breathing fresh cool, clean air on a cold day!

Just as refreshing are the special gifts and freebies that Josh has made

available to all new members of the Procera AVH family. You'll find a thought-provoking book, the home version of a legendary Medicare-reimbursed brain health protocol with its easy to follow program, an informative newsletter, doctor-designed Memory & Brainpower tests to chart your progress to cognitive health, and a sophisticated brain-detoxifying formula that works with Procera AVH for an even sharper mind and memory.



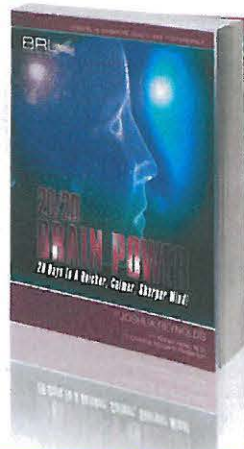
## FREE BONUS GIFT #1



Free with your Order!  
\$49.95 value

FREE!! Ceraplex, the brain detoxifying formula, works in conjunction with Procera AVH, flushing away toxins for increased mental clarity.

## FREE BONUS GIFT #2

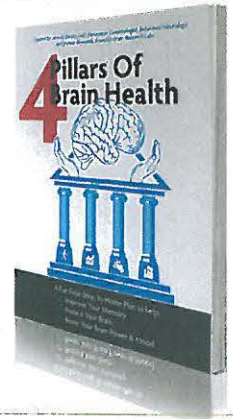


Free with your Order! \$19.95 value

FREE!! Your own copy of *20/20 Brainpower: 20 Days to a Quicker, Calmer, Sharper Mind!* by Joshua Reynolds and Robert Heller, MD. Based upon the Mayo Clinic guidelines for preventing mental decline with top brain exercises and relaxation techniques to improve memory, concentration, mental quickness as well as short- and long-term memory. Learn how to serve up delicious brain-friendly recipes that help you think faster, and remember more!

# Your Mind & Memory in as little as 30 Days!

## FREE BONUS GIFT #3



Free with your Order! \$14.95 value

FREE! Your own copy of the popular *"Four Pillars of Brain Health"* by America's Brain Tune Up doctor, Arnold Bresky, M.D. Discover easy how-to tips to move your sputtering, stumbling brain into the fast lane. Dr. Bresky is the creator of the Medicare-reimbursed Brain Tune Up Program, incorporated into this new program - a blend of spiritual, mental and wellness therapies designed to slow the progression of cognitive decline and other memory loss issues. An easy to follow guide to optimal brain health.

## FREE GIFTS YOU RECEIVE WITH YOUR ORDER!

## FREE BONUS GIFT #4



Free with your Order! \$9.95 value

FREE!! The latest copy of Brain Research Lab's acclaimed Brain Health Newsletter. You'll learn why certain memory-boosting botanical extracts may be a forgetful brain's best friend, how to hone your memory skills, and why the body prefers natural substances to synthetic drug compounds.

## FREE BONUS GIFT #5



Free with your Order! \$9.95 value

FREE!! Your own Memory and Brainpower tests designed by Joshua Reynolds and Robert Heller, MD. Take a 'snapshot' of your memory and brainpower before beginning supplementation with Procera AVH. And then, periodically, measure your brainpower again to track your progress so you can prove to yourself how well Procera AVH is working for you!

**"Trouble Finding the Right Words?"**  
 "I was having trouble finding words in my brain and remembering things. Now I am as sharp as a tack and I have a memory like an elephant. I will never stop taking it!"  
 Kasey L, Olathe, Kansas

**"Mentally Energized, More Confident!"**  
 "I was having concentration problems and difficulty remembering things. After only one week on Procera AVH, I felt mentally energized and more confident in myself! Now, I enjoy reading again. I've regained confidence in myself!"  
 Grace K, Alabama

**"Crossword Brilliance!"**  
 "Working four crossword puzzles in the morning paper, quicker, has amazed me with the answers just popping into my head! I stand outside myself and wonder where those answers come from! Thanks, Procera!"  
 Bobbie B., Dayton, Nevada

**"Faster Memory!"**  
 "I can call back names of places and people faster and I can do much better at crossword puzzles!"  
 Pete S., Dana Point, California

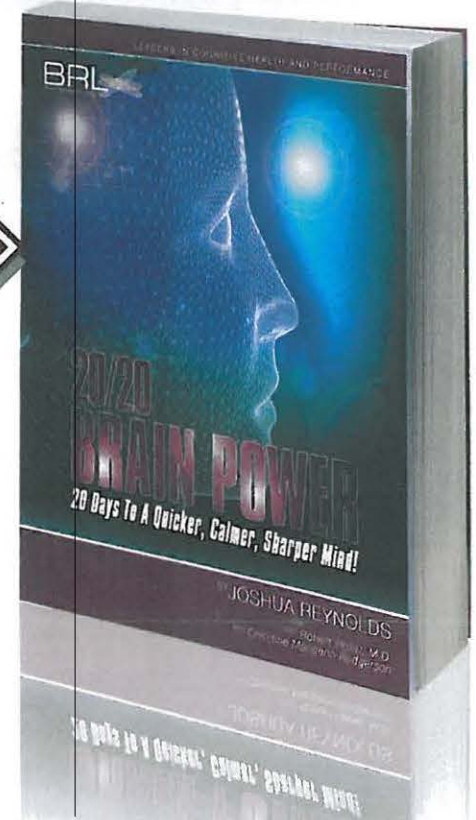
**Clinically Tested, Memory-Enhancing Superstars in every capsule!**  
 No other cognitive enhancement formula can match clinically tested, patented Procera AVH. This sophisticated, patented memory pill helps improve your memory, focus, concentration and mood, and can restore up to 15 years of lost brainpower in as little as 30 days!



Get Your **FREE** copy of Josh Reynolds and Dr. Robert Heller's medically acclaimed book, "20/20 BrainPower," a \$19.95 value!

"...20/20 Brainpower is an Olympic training program for the mind. Faster brains correlate to increased intelligence and healthier, longer lives."  
 Dr. Ross Pelton, RPh

"Very few people understand the brain and cognitive function better than Joshua Reynolds!"  
 Dr. L. Cass Terry, former Chair and Professor of Neurology, Medical College of Wisconsin



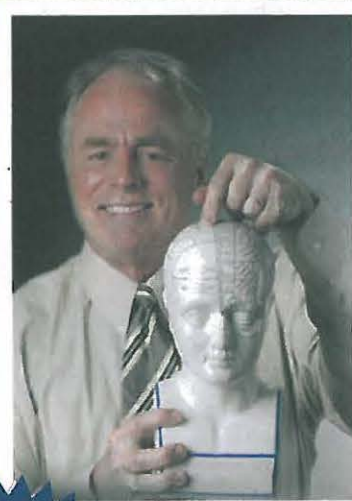
**THIS IS A MUST-HAVE BOOK!**  
 Contains Mayo Clinic guidelines for the prevention of mental decline!

This fun and easy reading "better brain book" outlines a step-by-step, 20-day program to achieve 20/20 brainpower based on satisfying your brain's three vital daily needs. The book also features Mayo Clinic guidelines on preventing mental decline, a stress reducing, rapid relaxation technique called Alpha Brain Break, scientifically validated brain speed exercise games and foods and supplements for brain health, performance and longevity.

20/20 Brainpower: 20 Days to a Quicker, Calmer, Sharper Mind lays out the latest in brain health and science, detailing recent breakthroughs along with fast and natural ways to improve your memory and focus, mental clarity and energy levels throughout the day.

# 2 Great Ways to Say 'Thank You' to your Brain!

"We have set aside a very limited supply of the premier brain-detoxifying formula, Ceraplex, along with Brain Research Lab's information-packed newsletter, both to be free bonus gifts to a few lucky customers. When you call, remember to ask the health advisors about these great deals!"



Joshua Reynolds, Founder, Brain Research Labs

**FREE BONUS GIFTS!**



## How do you scrub a 'dirty' brain?

The same people credited with measuring the speed of the human brain, and creating the country's #1 memory pill have now developed a head-clearing, brain detox formula that helps flush out and clear away neurotoxins. It's a "one-two punch" for a sharper mind and memory; Ceraplex helps cleanse the brain to allow Procera AVH to work even better.

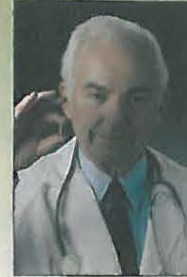
Ceraplex is a triple-action formula that helps fight free radicals and unhealthy inflammation levels, neutralize the harmful side effects of environmental toxins, and chelates heavy metals helping flush them out of the brain.

Ceraplex helps Procera AVH to improve mental clarity, sweep away brain fog and mental sluggishness. Customers report noticeable improvements in mental alertness, clarity and focus.



## Breaking news and emerging research... about your brain

Now, you can read all about it... your brain that is! Inside the latest copy of Brain Research Lab's acclaimed Brain Health Newsletter, you'll discover why certain memory-boosting botanical extracts may be a forgetful brain's best friend, how to hone your memory skills, and why the body prefers natural substances to synthetic drug compounds. But there's much more inside every issue of Brain Health Newsletter!



# An Open Letter to Anyone with Memory Problems

those are the fuels that power the brain. They help you think faster, stay focused and keep you more tuned in.

Procera AVH also helps your brain talk to itself, which improves speed-of-thought, and faster recall. To improve intra-brain communication, your brain needs a ready supply of billions of tiny messenger molecules called neurotransmitters.

But with age and after a lifetime of stress, the brain begins to run low on neurotransmitters. When it reaches a tipping point, your brain begins to sputter and lose function. Procera AVH helps re-supply your brain with memory-boosting neurotransmitters. You'll think faster, you'll remember more, and you'll have a sharper, crisper-thinking mind.

Finally, Procera AVH performs long overdue cerebral housecleaning by helping sweep away free radicals and toxins, which can take a toll on your brain health. Shortly after taking Procera AVH, the formula goes to work; fueled by a sophisticated mix of brain-specific antioxidants help eliminate years of built-up, mind-dulling free radicals and toxins.

The prestigious Mayo Clinic also supports the use of antioxidants similar to those in Procera AVH to help ward off mental decline.

First, you should know that age-related memory loss may not be a permanent condition. Symptoms like poor memory and mental focus, and brain fog are not your fault. For many, they may be just signs of imbalances and deficiencies that may be - corrected!

To invigorate a tired, fatigued mind, Procera AVH helps improve circulation in the brain. With increased blood flow comes more oxygen and more glucose, and

## Our 8-Way Think-Faster, Remember-More Satisfaction Guarantee! You won't gamble even a penny by trying Procera AVH™ today! Why? Your order is protected by not one, but eight ways — satisfaction guaranteed!

- Satisfaction Guarantee No. 1: Procera AVH™ helps improve your memory and recall, giving you added self-confidence and assurance!
- Satisfaction Guarantee No. 2: Procera AVH™ helps to enhance your mental focus and concentration, so you can stay on-task and get the job done!
- Satisfaction Guarantee No. 3: Procera AVH™ helps to restore youthful mental vigor, no more stumbling and fumbling for the right words!
- Satisfaction Guarantee No. 4: Procera AVH™ helps to boost your mood and elevate your sense of well-being. Feel more upbeat and enthusiastic!
- Satisfaction Guarantee No. 5: Procera AVH™ contains only the highest quality, and most highly researched natural brain nutrients available!
- Satisfaction Guarantee No. 6: Procera AVH™ helps to add more spice and youthful vitality to your life, a recharged mind translates to an energized body and a more rewarding life!
- Satisfaction Guarantee No. 7: Procera AVH™ is supported by a team of dedicated brain health product advisors. You'll be assigned your own personal brain health product advisor you can call directly with any of your brain health questions. Imagine that!
- Satisfaction Guarantee No. 8: Procera AVH™ helps to make you feel better! It must work for you or you may return your order for the full product price, no questions asked!





**With Procera AVH, a lot can happen in 30 days...**

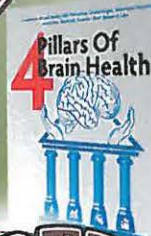
- including more youthful brainpower (equal to those as much as 15 years younger!) along with a super-sharp mind and memory!

**Try Procera AVH Risk-free and Receive these Five Free Gifts!**

Call 1-800-919-2240 as soon as possible to reserve these amazing free gifts. Ask how you can receive your free bonus gifts when you try Procera AVH risk-free.

**FREE**

Your own copy of *20/20 Brainpower: 20 Days to a Quicker, Calmer, Sharper Mind!* by Joshua Reynolds and Robert Heller, MD. Following the Mayo Clinic guidelines to preventing mental decline!



**FREE**

The home version of the Medicare-reimbursed 'Four Pillars of Brain Health' memory improvement protocol and program created by America's Brain Tune Up doctor, Arnold Bresky, MD.

**FREE**



Ceraplex, the brain detoxifying formula, that works in conjunction with Procera AVH for a sharper, crisper mind.

**FREE**

The latest copy of Brain Research Lab's acclaimed Brain Health Newsletter, breaking news about new discoveries and the human brain.



Your own Memory and Brainpower tests designed by Joshua Reynolds and Robert Heller, MD. Track your progress to cognitive health AND prove to yourself that Procera AVH is working for you!



**FREE**

*Psst... Do Something!*

**Your memory problems will only get worse with time. Unless you do something about it!**

Symptoms of premature mental decline like poor memory, the inability to stay focused and on-task, mental confusion, and all-around 'slow-thinking' may just be an indication that your brain is running low on fuel.

You could begin to fix this in as little as 30 days! Procera AVH re-fuels an aging, tired brain with clinically tested brain nutrients that help revitalize mind and memory.

Why not try Procera AVH risk-free today? Find out for yourself why it's America's #1-selling brain health supplement for good reason, used and recommended by doctors, pharmacists, and hundreds of thousands of discerning people across the country... like yourself.



**CALL 1-800-919-2240 NOW!**  
RESERVE YOUR FREE SUPPLY OF PROCERA AVH AND YOUR FREE BONUS GIFTS!



In as little as 30 days, you could begin enjoying amazing, new memory skills, a sharp, crisp sense of mental alertness, laser-beam focus and concentration, and it could even improve your mood and well-being!

**NOTE:**

Our inventory of free bonus gifts (see facing page) is limited. The sooner you call, the more likely it will be that you will receive one of these fabulous free gifts. Don't wait. Remember, your purchase is risk-free and guaranteed!



*"I am very happy with my renewed mental clarity and focus!"*  
Elizabeth K., Rochester, New York



*"I was having trouble finding words in my brain and remembering things. Now I am as sharp as a tack, and I have a memory like an elephant."*  
Kasey L., Olathe, Kansas



*"I can call back names of places and people faster and I am much better at crossword puzzles!"*  
Pete S., Dana Point, Calif.

**Brain Research Labs**  
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Westbrook ME 04092

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## Memory Pill Helps the Brain Like Prescription Glasses Help the Eyes, Claims US Surgeon General Candidate

*Remarkable changes observed, helps users match the memory power of those 15 years younger — in as little as 30 days!*



**H**ave you heard about the prescription-free memory compound that was awarded a US patent? In 30 days, it may help improve your memory, concentration, mental clarity, and even put you in a better mood!

Just like a good pair of glasses can make blurry vision, sharp and crystal-clear, this doctor-recommended memory pill may

help your brain, sharpening your memory and mental powers, and making your slow-thinking, sluggish brain as sharp as a tack!

ones used for expensive drugs. The natural memory formula passed with flying colors!

— **For more information, see inside!**

### Pharmacist of the Year Makes Memory Discovery of a Lifetime: Is It the Fountain of Youth for Aging Minds?

*'America's Pharmacist,' Dr. Gene Steiner, finds what he and his patients have been looking for — a real memory pill!*

An international team of scientists conducted a randomized, double-blind, placebo controlled study, subjecting the formula to stringent, FDA-style cognitive tests, the same

**I**f Pharmacist of the Year, Dr. Gene Steiner, had a nickel for every time someone leaned over the counter and whispered, "Do you have

anything that can improve my memory," he would be a rich man today. It's a question he's heard countless times in his 45-year career.

After searching for years for a drug or nutrient that could slow mental decline, he finally found what he was looking for — a genuine, mind-clearing, memory boosting memory pill.

But before Dr. Steiner shared his discovery with patients and pharmacy customers, he did the unthinkable — he tried it himself!

— **Read what happened to this 63-year-old pharmacist... inside this issue!**