

Exhibit A

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

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PAGES 1 THROUGH 62

VIDEOTAPE - SMOKE AWAY

**FOR THE RECORD, INC.
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FEDERAL TRADE COMMISSION

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VIDEOTAPE:

Smoke Away

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FEDERAL TRADE COMMISSION

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January 15, 2003

The following transcript was produced from a
live tape provided to For The Record, Inc. on January 16,
2003.

For The Record, Inc.
Waldorf, Maryland
(301) 870-8025

1 P R O C E E D I N G S

2 - - - - -
3 VIDEOTAPE -- SMOKE AWAY

4 ON SCREEN: The following is a paid
5 presentation for the Smoke Away™ System, brought to you
6 by the Council on Natural Health.

7 MALE ANNOUNCER: The following is a paid
8 presentation for the Smoke Away System, brought to you by
9 the Council on Natural Health.

10 ON SCREEN: (Scrolling on screen)

11 If you have
12 ever tried
13 to quit smoking
14 and failed,
15 stay tuned!
16 The program
17 you are about
18 to see could
19 change your life!

20 MALE ANNOUNCER: If you've ever tried to quit
21 smoking and failed, stay tuned. The program you are
22 about to see could change your life.

23 ON SCREEN: (Flashing on screen)

24 ATTENTION! SMOKERS!

25 MALE ANNOUNCER: Attention all smokers --

1 ON SCREEN: Sick of ruining your health?

2 MALE ANNOUNCER: -- are you sick of ruining
3 your health?

4 ON SCREEN: Tired of throwing your money away?

5 MALE ANNOUNCER: Are you tired of throwing your
6 money away?

7 ON SCREEN: Sick and tired of being sick and
8 tired?

9 MALE ANNOUNCER: Are you sick and tired of
10 being sick and tired?

11 ON SCREEN: Don't go away!

12 MALE ANNOUNCER: Then don't go away because in
13 the next few minutes --

14 ON SCREEN: Kick the Habit in only 7 days!

15 MALE ANNOUNCER: -- you'll learn how you can
16 kick the habit in only seven days --

17 ON SCREEN: Patches Prescriptions Gums

18 MALE ANNOUNCER: -- without expensive patches,
19 prescriptions or gums --

20 ON SCREEN: GUARANTEED!

21 MALE ANNOUNCER: -- guaranteed, or we pay you
22 \$100.

23 ON SCREEN: Smoke Away

24 Natural

25 Doctor

1 Recommended

2 MALE ANNOUNCER: Introducing Smoke Away, the
3 natural, doctor-recommended stop smoking system that
4 lets --

5 ON SCREEN: Quit Smoking!

6 Quickly, Easily and Naturally!

7 MALE ANNOUNCER: -- you quit smoking quickly,
8 easily and naturally --

9 ON SCREEN: Virtually. . .

10 No Insomnia No Tension No Weight Gain

11 Based on consumer feedback!

12 MALE ANNOUNCER: -- and with virtually no
13 withdrawal symptoms, like insomnia, tension or weight
14 gain, no matter how long you've smoked or how many times
15 you've tried to quit before.

16 ON SCREEN: Michelle

17 Smoked for 16 Years

18 Quit in 2 Days!

19 Individual results may vary.

20 MICHELLE: I quit smoking on two days with
21 Smoke Away.

22 ON SCREEN: Brian

23 Smoked for 20 Years

24 Quit in 1 Day!

25 Individual results may vary.

1 BRIAN: I quit smoking the very first day.

2 ON SCREEN: Barb

3 Smoked for 2 Years

4 Quit in 3 Days!

5 Individual results may vary.

6 BARB: Using Smoke Away, it took me three days
7 to quit smoking.

8 ON SCREEN: Ian

9 Smoked for 35 Years

10 Quit in 3 Days!

11 Individual results may vary.

12 IAN: I quit smoking in three days.

13 ON SCREEN: Betty

14 Smoked for 40 Years

15 Quit in 3 Days!

16 Individual results may vary.

17 BETTY: I smoked for 40 years and I quit in
18 three days with Smoke Away, and if I can do it after
19 trying every other method there is, I know Smoke Away
20 will work for anyone.

21 ON SCREEN: Certificate of Guarantee

22 "You quit or we pay you \$100.00"

23 Guarantee!

24 MALE ANNOUNCER: And most importantly, you'll
25 learn all about Smoke Away's incredible you quit or we

1 pay you \$100 guaranteed. So, stay with us.

2 ON SCREEN: Carrie Olver Michael Moore

3 CARRIE OLVER: Hi, I'm Carrie Olver.

4 MIKE MOORE: Hi, I'm Mike Moore. If you're a
5 smoker, I'm betting you've tried to quit more than a few
6 times. You may have tried nicotine patches or nicotine
7 gums that end up putting more nicotine into your body, or
8 you may have tried expensive prescription drugs. You may
9 even have tried to quit cold turkey.

10 CARRIE OLVER: Sure.

11 ON SCREEN: Kick the Habit!

12 Quickly, Easily and Naturally!

13 CARRIE OLVER: But finally, they have developed
14 a product that lets you kick the habit quickly, easily
15 and naturally and in only seven days.

16 ON SCREEN: Virtually. . .

17 No insomnia

18 No tension

19 No weight gain

20 Based on consumer feedback

21 CARRIE OLVER: And according to many who have
22 actually quit using Smoke Away with virtually no
23 withdrawal symptoms, like insomnia, tension or even
24 weight gain.

25 MIKE MOORE: It's called the Smoke Away System

1 and here to talk with us about it is Dr. Thomas DeBlasio.

2 Doctor, welcome.

3 DR. THOMAS DeBLASIO: Hi, Mike. Hi, Carrie.

4 CARRIE OLVER: Hi, Doctor. Have a seat.

5 DR. THOMAS DeBLASIO: Thank you.

6 MIKE MOORE: Dr. DeBlasio, what makes Smoke
7 Away so important?

8 ON SCREEN: Dr. Thomas DeBlasio, M.D.

9 DR. THOMAS DeBLASIO: Well, as a doctor, I can
10 tell you that one of the best things you can do for your
11 health is to never start smoking in the first place. And
12 if you do smoke, to quit right now. And I know from the
13 incredible amount of letters Smoke Away has received from
14 happy customers that it really does help people quit,
15 quickly, easily and naturally. That's why it's so
16 important.

17 CARRIE OLVER: Doctor, you must see a lot of
18 people who want to quit smoking.

19 DR. THOMAS DeBLASIO: Absolutely. And most
20 smokers don't want to cut their lives short. They don't
21 want to kill themselves with cancer, emphysema or even
22 heart disease. They really truly want to quit.

23 CARRIE OLVER: But before the Smoke Away
24 System, quitting was brutally, brutally hard.

25 MIKE MOORE: How has the Smoke Away System

1 changed all that?

2 ON SCREEN: Quit Smoking!

3 Quickly, Easily and Naturally!

4 DR. THOMAS DeBLASIO: Well, with the Smoke
5 Away, you can quit smoking quickly, easily and naturally.
6 In fact, you can quit in only seven days.

7 CARRIE OLVER: Doctor, what makes the Smoke
8 Away System so effective?

9 DR. THOMAS DeBLASIO: Well, you see, nicotine
10 addiction works on three levels. There's the physical
11 level, which is the actual physical addiction, but
12 there's also a psychological level and an emotional level
13 to the addiction, and Smoke Away works on all three.

14 ON SCREEN: Animation of human body with toxins
15 floating around

16 1. Helps your body cleanse itself!

17 DR. THOMAS DeBLASIO: First, it works on the
18 physical level by helping your body detoxify itself. In
19 other words, you quickly metabolize away the nicotine and
20 other poisons associated with smoking and get them out of
21 your system.

22 ON SCREEN: Animation of human head

23 2. Helps eliminate cravings!

24 DR. THOMAS DeBLASIO: Second, it works on a
25 psychological level by helping to almost instantly

1 eliminate the cravings, so you simply don't want to reach
2 for a cigarette anymore.

3 ON SCREEN: 3. Helps you stay calm!

4 DR. THOMAS DeBLASIO: Third, it works on the
5 emotional level, by helping you to stay calm, relaxed and
6 satisfied. So, you don't need a smoke to calm your
7 nerves.

8 ON SCREEN: 1. Helps your body cleanse itself
9 of nicotine!

10 2. Helps eliminate cravings for nicotine!

11 3. Helps you stay calm!

12 CARRIE OLVER: So, Smoke Away helps your body
13 cleanse itself of nicotine, it helps to eliminate your
14 craving for nicotine and it helps you stay relaxed, calm
15 and satisfied while you're quitting.

16 DR. THOMAS DeBLASIO: Exactly. It covers
17 everything and that's why it is so effective.

18 ON SCREEN: Bonnie

19 Smoked for 26 Years

20 Quit in 2 Days!

21 Individual results may vary.

22 BONNIE: I didn't think that I could ever quit
23 smoking, especially not this easy. With Smoke Away, it
24 just made it so simple.

25 ON SCREEN: Maria

1 Smoked for 8 Years

2 Quit in 1 Day!

3 Individual results may vary.

4 MARIA: I never thought quitting could be so
5 easy until I tried Smoke Away.

6 ON SCREEN: Barb

7 Smoked for 2 Years

8 Quit in 3 Days!

9 Individual results may vary.

10 BARB: I didn't experience any side effects
11 with Smoke Away. No tension, no weight gain, no
12 insomnia. It was fantastic.

13 ON SCREEN: Michelle

14 Smoked for 16 Years

15 Quit in 2 Days!

16 Individual results may vary.

17 MICHELLE: I feel great. Since I've quit
18 smoking using Smoke Away, I can walk, I can run, I can
19 play with my 16-month-old niece. I wake up in the
20 morning, I can breathe, I'm not congested.

21 ON SCREEN: Michael

22 Smoked for 33 Years

23 Quit in 7 Days!

24 Individual results may vary.

25 MICHAEL: The best part about quitting smoking

1 with Smoke Away is that it's easy.

2 CARRIE OLVER: Hi, we're here talking with Dr.
3 Thomas DeBlasio about Smoke Away, the natural stop
4 smoking system that lets you quit smoking quickly, easily
5 and naturally in only seven days.

6 Now, Doctor, what's the difference between
7 Smoke Away and some of these other stop smoking products?

8 ON SCREEN: Dr. Thomas DeBlasio, M.D.

9 DR. THOMAS DeBLASIO: Smoke Away has virtually
10 nothing in common with those products. This product, for
11 instance, is only available with a prescription from your
12 doctor and its primary use is to treat moderate to severe
13 depression.

14 CARRIE OLVER: Wow. Well, what about the
15 nicotine patches and the nicotine gum?

16 ON SCREEN: Patches and gums put nicotine into
17 your bloodstream. . .

18 DR. THOMAS DeBLASIO: Basically, what both of
19 these products do is release regular ongoing doses of
20 nicotine into your bloodstream.

21 ON SCREEN: Nicotine increases risk of stroke
22 or high blood pressure!

23 DR. THOMAS DeBLASIO: And when you have
24 nicotine in your blood, no matter how it gets there,
25 you have an increased risk of stroke or high blood

1 pressure --

2 ON SCREEN: WARNING!

3 If you smoke while using a nicotine patch or
4 nicotine gum, you could be at risk of a serious nicotine
5 overdose.

6 DR. THOMAS DeBLASIO: -- and if you smoke when
7 you're using a nicotine patch or nicotine gum, you could
8 be at risk of a serious nicotine overdose.

9 CARRIE OLVER: Really?

10 DR. THOMAS DeBLASIO: Absolutely. It says so
11 right here in the warning you get with each package.
12 From a medical standpoint, that's one of the big benefits
13 of Smoke Away.

14 ON SCREEN: Patches and gums put nicotine into
15 your body. . .

16 . . .Smoke Away™ doesn't!

17 DR. THOMAS DeBLASIO: These patches and gums
18 put nicotine into your body. Smoke Away doesn't.

19 ON SCREEN: Smoke Away™ targets Physical,
20 Psychological and Emotional levels of Addiction!

21 DR. THOMAS DeBLASIO: And remember, Smoke Away
22 addresses all levels of the addiction, the physical,
23 psychological and the emotional.

24 CARRIE OLVER: And these products are
25 expensive.

1 MIKE MOORE: That's right. If you follow the
2 indicated course of treatment --

3 ON SCREEN: \$ \$ \$

4 MIKE MOORE: -- you'll spend hundreds of
5 dollars on these nicotine patches and gums or expensive
6 prescription drug products.

7 ON SCREEN: Kick the habit
8 for a fraction of the cost!

9 MIKE MOORE: Yet, with Smoke Away, you can
10 finally kick the habit for a fraction of what these
11 products cost.

12 CARRIE OLVER: That's amazing.

13 ON SCREEN: Helps eliminate withdrawal
14 symptoms!

15 Based on consumer feedback

16 DR. THOMAS DeBLASIO: And the Smoke Away System
17 helps to eliminate the withdrawal symptoms usually
18 associated with quitting, like tension, weight gain,
19 insomnia.

20 CARRIE OLVER: This really is one of the most
21 important health products developed in this country.

22 MIKE MOORE: But that's not the best part.

23 CARRIE OLVER: What do you mean?

24 ON SCREEN: Certificate of Guarantee

25 "You quit or we pay you \$100.00"

1 **Guarantee!**

2 **MIKE MOORE:** You forgot the you quit or we pay
3 you \$100 guaranteed.

4 **ON SCREEN:** \$100.00 in cold hard cash!

5 **MIKE MOORE:** None of these other products
6 promises to pay you \$100 in cold, hard cash if you don't
7 quit in seven days. But that's exactly what Smoke Away
8 does.

9 **ON SCREEN:** Paid programming for the Council on
10 **Natural Health**

11 **CARRIE OLVER:** Okay. Get ready for your chance
12 to order and don't go away. When we come back, we are
13 going to meet Dr. Sherry Bresnahan and she is going to
14 tell us about the patients she has helped quit smoking
15 using the Smoke Away System, some who've smoked for over
16 30 years. Don't go away.

17 **ON SCREEN:** ATTENTION SMOKERS

18 **MALE ANNOUNCER:** Attention all smokers --

19 **ON SCREEN:** Kick the Habit!

20 **In only 7 days!**

21 **MALE ANNOUNCER:** -- now you can kick the habit
22 in only seven days --

23 **ON SCREEN:** Quickly

24 **Easily**

25 **Naturally!**

1 MALE ANNOUNCER: -- quickly, easily and
2 naturally --

3 ON SCREEN: GUARANTEED!

4 Or we pay you \$100.00!

5 MALE ANNOUNCER: -- guaranteed or we'll pay you
6 \$100 in cold, hard cash. That's right.

7 ON SCREEN: Kick the Habit

8 In only 7 days!

9 MALE ANNOUNCER: Now, you can kick the habit in
10 only seven days --

11 ON SCREEN: Without prescriptions!

12 MALE ANNOUNCER: -- without pricey
13 prescriptions --

14 ON SCREEN: Without patches!

15 MALE ANNOUNCER: -- patches or --

16 ON SCREEN: Without gums!

17 MALE ANNOUNCER: -- gums, and with --

18 ON SCREEN: Virtually. . .

19 No Tension No Insomnia No Weight Gain

20 Based on consumer feedback

21 MALE ANNOUNCER: -- virtually no withdrawal
22 symptoms, like tension, insomnia or weight gain.

23 No matter how long you've smoked or how many
24 times you've tried to quit before, it's true. From
25 California to New York, from Minnesota to Miami,

1 Americans everywhere are --

2 ON SCREEN: Kick the Habit in
3 7 days or less!

4 MALE ANNOUNCER: -- kicking the habit in seven
5 days or less and you can, too.

6 ON SCREEN: Betty
7 Smoked for 40 Years
8 Quit in 3 Days!
9 Individual results may vary.

10 BETTY: I smoked for 40 years and I quit in
11 three days with Smoke Away.

12 ON SCREEN: Mike
13 Smoked for 33 Years
14 Quit in 7 Days!
15 Individual results may vary.

16 MIKE: Using Smoke Away, I was able to quit
17 within seven days.

18 ON SCREEN: Yvonne
19 Smoked for 20 Years
20 Quit in 3 Days!
21 Individual results may vary.

22 YVONNE: I was on the patch for five months
23 with absolutely no results. I did Smoke Away for three
24 days and I've been smoke-free ever since.

25 ON SCREEN: Natural

1 Doctor

2 Recommended!

3 MALE ANNOUNCER: Smoke Away is the natural,
4 doctor-recommended stop smoking system.

5 ON SCREEN: Dr. Sherry Bresnahan, D.C.

6 Safe!

7 Highly Effective!

8 Individual results may vary.

9 DR. SHERRY BRESNAHAN: I love the Smoke Away
10 program. It's safe, it's highly effective. I've had
11 tremendous success with my patients using the Smoke Away
12 program. In fact, I had a patient who had smoked for 25
13 years and quit in two days using the Smoke Away program.
14 I love it. I highly endorse the Smoke Away program.

15 MALE ANNOUNCER: Here's how the powerful Smoke
16 Away System works.

17 ON SCREEN: Animation of human body with toxins
18 floating around

19 1. Helps your body cleanse itself!

20 MALE ANNOUNCER: One, Smoke Away helps your
21 body cleanse itself of nicotine and other poisons
22 associated with smoking.

23 ON SCREEN: Animation of human head

24 2. Helps eliminate cravings!

25 MALE ANNOUNCER: Two, Smoke Away helps to

1 almost instantly eliminate cravings so you don't want to
2 reach for a cigarette.

3 ON SCREEN: 3. Helps you stay calm!

4 MALE ANNOUNCER: And three, Smoke Away helps
5 you stay calm, relaxed and satisfied while you quit.

6 ON SCREEN: Everything You Need to Quit
7 Smoking!

8 Quickly

9 Easily

10 Naturally!

11 1-800-993-3405

12 www.smokeawayonline.com

13 MALE ANNOUNCER: Your Smoke Away System comes
14 complete with everything you need to quit smoking
15 quickly, easily and naturally.

16 ON SCREEN: 7 Day supply of Formula 1!

17 1-800-993-3405

18 www.smokeawayonline.com

19 MALE ANNOUNCER: When you order, you'll receive
20 a seven-day supply of Formula 1. This amazing supplement
21 is designed specifically for use as a component of the
22 Smoke Away System to help your body detoxify itself as
23 fast as possible.

24 ON SCREEN: Natural Homeopathic Medicine

25 1-800-993-3405

1 www.smokeawayonline.com

2 MALE ANNOUNCER: Plus, you'll receive a supply
3 of Natural Homeopathic Medicine, the medical supplement
4 specifically formulated to --

5 ON SCREEN: Almost instantly eliminates your
6 cravings for nicotine!

7 1-800-993-3405

8 www.smokeawayonline.com

9 MALE ANNOUNCER: -- almost instantly eliminate
10 your craving for nicotine.

11 ON SCREEN: 30 Day supply of Stress Manager

12 1-800-993-3405

13 www.smokeawayonline.com

14 MALE ANNOUNCER: Plus, a 30-day supply of a
15 special Smoke Away supplement, Stress Manager.

16 Your Smoke Away System also comes with the Stop
17 Smoking Information Handbook, including detailed
18 instructions on how to use the system.

19 ON SCREEN: Effective Motivational Support

20 Audio CD

21 1-800-993-3405

22 www.smokeawayonline.com

23 MALE ANNOUNCER: Plus, a special audio CD which
24 provides effective motivational support as you quit
25 smoking, and to ensure your first month as a non-smoker

1 is the best possible --

2 ON SCREEN: 30 Day supply of Formula 2!

3 1-800-993-3405

4 www.smokeawayonline.com

5 MALE ANNOUNCER: -- you will also receive a 30-
6 day maintenance supply of health supporting nutrients
7 called Smoke Away Formula 2. This special supplement is
8 specially formulated to work with the Smoke Away System
9 to help ensure your body will continue the detoxification
10 process.

11 ON SCREEN: FREE! 30 Day supply

12 Helps support healthy lung function!

13 1-800-993-3405

14 www.smokeawayonline.com

15 MALE ANNOUNCER: But that's not all. We'll
16 also give everyone who calls during this special
17 television presentation a free 30-day supply of NuLung.
18 This is a special proprietary formula designed to help
19 the immune system support healthy lung function.

20 ON SCREEN: \$24.95 Value!

21 FREE! 30 Day supply

22 1-800-993-3405

23 www.smokeawayonline.com

24 MALE ANNOUNCER: That's a value of \$24.95. But
25 it's available absolutely free to everyone who calls

1 during this special television presentation.

2 ON SCREEN: FREE! 30 Day supply of Appetite

3 Control

4 FREE! \$29.95 Value

5 1-800-993-3405

6 www.smokeawayonline.com

7 MALE ANNOUNCER: Plus, you'll receive a 30-day
8 supply of Appetite Control, another Smoke Away special
9 supplement, a value of \$29.95, also absolutely free.

10 ON SCREEN: \$54.99 Value!

11 Yours Absolutely FREE!

12 1-800-993-3405

13 www.smokeawayonline.com

14 MALE ANNOUNCER: Together, these two products
15 are worth over \$50, but they're yours absolutely free if
16 you call during this special television presentation.

17 ON SCREEN: Certificate of Guarantee

18 "You quit or we pay you \$100.00"

19 Guarantee!

20 1-800-993-3405

21 www.smokeawayonline.com

22 MALE ANNOUNCER: And don't forget, for a
23 limited time, you can take advantage of our famous you
24 quit or we pay you \$100 guarantee. That's right.

25 ON SCREEN: Stop smoking in just 7 days!

1 1-800-993-3405

2 www.smokeawayonline.com

3 MALE ANNOUNCER: Use the system as directed and
4 if you don't stop smoking in seven days --

5 ON SCREEN: GUARANTEED!

6 Or we pay you \$100.00

7 1-800-993-3405

8 www.smokeawayonline.com

9 MALE ANNOUNCER: -- just send what's left back
10 and we'll send you a check for \$100.

11 ON SCREEN: Start Smoke Away™ today. . .

12 Kick the habit in 1 week!

13 1-800-993-3405

14 www.smokeawayonline.com

15 MALE ANNOUNCER: Just imagine, if you started
16 Smoke Away today, you could kick the habit in one week.
17 What are you waiting for?

18 ON SCREEN: Call Right Now!

19 1-800-993-3405

20 www.smokeawayonline.com

21 MALE ANNOUNCER: Call right now.

22 ON SCREEN: Forget about prescriptions!

23 1-800-993-3405

24 www.smokeawayonline.com

25 MALE ANNOUNCER: Forget about expensive

1 prescriptions --

2 ON SCREEN: Forget about patches and gums!

3 1-800-993-3405

4 www.smokeawayonline.com

5 MALE ANNOUNCER: -- forget about patches and
6 gums that just put more nicotine in your body and often
7 don't work.

8 ON SCREEN: Kick the Habit!

9 Quickly, Easily and Naturally!

10 1-800-993-3405

11 www.smokeawayonline.com

12 MALE ANNOUNCER: For less than the cost of all
13 of them, you can kick the habit in just seven days,
14 quickly, easily and naturally --

15 ON SCREEN: Virtually. . .

16 No Tension No Insomnia No Weight Gain

17 1-800-993-3405

18 www.smokeawayonline.com

19 MALE ANNOUNCER: -- and with virtually no
20 withdrawal symptoms like tension, insomnia or weight
21 gain --

22 ON SCREEN: Stop Smoking in 7 Days!

23 GUARANTEED!

24 1-800-993-3405

25 MALE ANNOUNCER: -- no matter how long you

1 smoke or how often you've tried to quit before,
2 guaranteed --

3 ON SCREEN: GUARANTEED!

4 Or we pay you \$100.00

5 1-800-993-3405

6 www.smokeawayonline.com

7 MALE ANNOUNCER: -- or we'll pay you \$100 in
8 cold, hard cash.

9 ON SCREEN: SPECIAL LIMITED TIME OFFER!

10 CALL RIGHT NOW!

11 1-800-993-3405

12 www.smokeawayonline.com

13 MALE ANNOUNCER: This is a special limited time
14 offer, so don't delay. Call right now.

15 CARRIE OLVER: Welcome back. We're talking to
16 Dr. Thomas DeBlasio about Smoke Away, the stop smoking
17 system that lets you kick the habit in just seven days,
18 quickly, easily and naturally --

19 ON SCREEN: Carrie Olver

20 Based on consumer feedback

21 CARRIE OLVER: -- without expensive patches,
22 prescriptions or gums, and with virtually no withdrawal
23 symptoms, like insomnia, tension or weight gain.

24 ON SCREEN: Certificate of Guarantee

25 "You quit or we pay you \$100.00"

1 **Guarantee!**

2 **MIKE MOORE:** And don't forget Smoke Away's you
3 quit or we pay you \$100 guarantee.

4 **CARRIE OLVER:** And now we would like to
5 introduce you to a very special guest, Dr. Sherry
6 Bresnahan.

7 **DR. THOMAS DeBLASIO:** Hi, Dr. Sherry.

8 **DR. SHERRY BRESNAHAN:** Hi, Dr. DeBlasio.

9 **CARRIE OLVER:** Great to see you. Hi.

10 **MIKE MOORE:** Hi, Dr. Sherry.

11 **DR. SHERRY BRESNAHAN:** Hi, Mike.

12 **CARRIE OLVER:** Have a seat.

13 **DR. SHERRY BRESNAHAN:** Thank you.

14 **CARRIE OLVER:** Now, Dr. Sherry, how long have
15 you been recommending Smoke Away to your patients?

16 **ON SCREEN:** Dr. Sherry Bresnahan, D.C.

17 **DR. SHERRY BRESNAHAN:** I've been recommending
18 Smoke Away to my patients ever since I've been in private
19 practice.

20 **CARRIE OLVER:** Now, how do your patients feel
21 when they come in and they've tried to quit smoking and
22 they can't do it?

23 **DR. SHERRY BRESNAHAN:** Oh, they feel so
24 dejected. They're unhappy, they feel like failures.

25 **MIKE MOORE:** And what have the results been

1 like?

2 DR. SHERRY BRESNAHAN: Ooh, that's the flip
3 side of the coin. They're very happy. They're -- they
4 feel like they succeed. I do follow-up telephone calls
5 with my patients and, for example, there was this one 26-
6 year-old who had been smoking since he was 9 years old.
7 He was ecstatic.

8 ON SCREEN: Individual results may vary.

9 DR. SHERRY BRESNAHAN: By day three, he had no
10 cravings, he had no insomnia, he wasn't getting the
11 munchies. He was thrilled.

12 CARRIE OLVER: What have some of your other
13 patients said?

14 DR. SHERRY BRESNAHAN: There was an older
15 woman. She had been smoking since she was in her
16 thirties. She was now 65. And by day seven, she had
17 kicked the habit. She was done.

18 CARRIE OLVER: Amazing.

19 DR. SHERRY BRESNAHAN: She was ecstatic, very
20 happy.

21 CARRIE OLVER: Um-hum.

22 ON SCREEN: Dr. Thomas DeBlasio, M.D.

23 DR. THOMAS DeBLASIO: Dr. Sherry, are there
24 patients who have been smoking for a long time?

25 DR. SHERRY BRESNAHAN: The patients that I've

1 seen have been smoking anywhere from 10 to 30 years on
2 average.

3 CARRIE OLVER: And what do your patients tell
4 you about quitting using this system, using the Smoke
5 Away System?

6 DR. SHERRY BRESNAHAN: The thing that I hear
7 most often from the patients is that if they would have
8 known it was this easy, they would have gotten it sooner.
9 They're thrilled.

10 MIKE MOORE: I want to know, did they
11 experience a lot of withdrawal symptoms?

12 ON SCREEN: Dr. Sherry Bresnahan, D.C.

13 DR. SHERRY BRESNAHAN: None of my patients have
14 experienced any symptoms, no withdrawal symptoms, no
15 tension, no weight gain, no insomnia. It's wonderful.

16 CARRIE OLVER: Well, tell me, what do you think
17 about the other stop smoking kind of products that are on
18 the market?

19 DR. SHERRY BRESNAHAN: I ask my patients if
20 they've tried anything else and all of them have tried
21 something. Mostly they've tried the patches or the gums
22 and they've not had good results with them.

23 MIKE MOORE: Why do you think Smoke Away is so
24 effective?

25 ON SCREEN: Dr. Sherry Bresnahan, D.C.

1 DR. SHERRY BRESNAHAN: For the very fact, I
2 believe that it takes the poisons out of the system. It
3 does not introduce anything artificial back into the
4 system. There's no nicotine, no toxins, no poisons going
5 back in. It cleanses.

6 DR. THOMAS DeBLASIO: And, Doctor, what would
7 you say to others who are looking for a way to quit
8 smoking?

9 DR. SHERRY BRESNAHAN: Ooh, try Smoke Away.

10 (Laughter.)

11 MIKE MOORE: It works?

12 DR. SHERRY BRESNAHAN: It works beautifully.

13 CARRIE OLVER: Thank you so much.

14 DR. SHERRY BRESNAHAN: You're welcome.

15 ON SCREEN: Ian

16 Smoked for 35 Years

17 Quit in 3 Days!

18 Individual results may vary.

19 IAN: Before using the Smoke Away System, I
20 tried patches, I tried gums, I tried hypnosis. I spent
21 thousands of dollars on those things and they just didn't
22 work. And the reason being is they were adding nicotine
23 to my system and I was trying to get rid of the nicotine.
24 I'm a nicotine addict. I don't need nicotine.

25 ON SCREEN: Joan

1 Smoked for 33 Years

2 Quit in 2 Days!

3 Individual results may vary.

4 JOAN: Why I chose Smoke Away over patches or
5 gum because Smoke Away has no nicotine and I didn't want
6 to put any more nicotine into my body.

7 ON SCREEN: Maria

8 Smoked for 8 Years

9 Quit in 1 Day!

10 Individual results may vary.

11 MARIA: The best thing about quitting smoking
12 with Smoke Away is I can run, I can exercise and I feel
13 healthier than ever.

14 ON SCREEN: Michael

15 Smoked for 33 Years

16 Quit in 7 Days!

17 Individual results may vary.

18 MICHAEL: I feel wonderful. I feel great. I
19 no longer have the smell of smoke on my clothing or my
20 breath. I am no longer harming myself or my family or my
21 friends.

22 ON SCREEN: Emma

23 Smoked for 47 Years

24 Quit in 7 Days!

25 Individual results may vary.

1 EMMA: Without Smoke Away, I know I couldn't
2 quit smoking.

3 ON SCREEN: Paid programming for the Council on
4 Natural Health

5 CARRIE OLVER: If you're a smoker, you already
6 know that smoking is one of the leading causes of death
7 among women and men in America. I know you want to quit.
8 I know you've tried to quit. But, please, don't give up.

9 ON SCREEN: Quit Smoking!
10 Quickly, Easily and Naturally!

11 CARRIE OLVER: With Smoke Away, you can quit
12 smoking quickly, easily and naturally. It has worked for
13 thousands of people just like you and it can work for
14 you, too.

15 MIKE MOORE: So, give yourself and your loved
16 ones the greatest gift in the world, the gift of health
17 and happiness.

18 ON SCREEN: Call Right Now!

19 MIKE MOORE: Call and order the Smoke Away
20 System right now.

21 ON SCREEN: ATTENTION SMOKERS

22 MALE ANNOUNCER: Attention all smokers --

23 ON SCREEN: Kick the Habit!

24 In only 7 days!

25 MALE ANNOUNCER: -- now you can kick the habit

1 in only seven days --

2 ON SCREEN: Quickly

3 Easily

4 Naturally!

5 MALE ANNOUNCER: -- quickly, easily and
6 naturally --

7 ON SCREEN: GUARANTEED!

8 Or we pay you \$100.00!

9 MALE ANNOUNCER: -- guaranteed or we'll pay you
10 \$100 in cold, hard cash. That's right.

11 ON SCREEN: Kick the Habit!

12 In only 7 days!

13 MALE ANNOUNCER: Now, you can kick the habit in
14 only seven days --

15 ON SCREEN: Without prescriptions!

16 MALE ANNOUNCER: -- without pricey
17 prescriptions --

18 ON SCREEN: Without patches!

19 MALE ANNOUNCER: -- patches or --

20 ON SCREEN: Without gums!

21 MALE ANNOUNCER: -- gums, and with --

22 ON SCREEN: Virtually. . .

23 No Tension No Insomnia No Weight Gain

24 Based on consumer feedback

25 MALE ANNOUNCER: -- virtually no withdrawal

1 symptoms, like tension, insomnia or weight gain.

2 No matter how long you've smoked or how many
3 times you've tried to quit before, it's true. From
4 California to New York, from Minnesota to Miami,
5 Americans everywhere are --

6 ON SCREEN: Kick the Habit in
7 7 days or less!

8 MALE ANNOUNCER: -- kicking the habit in seven
9 days or less and you can, too.

10 ON SCREEN: Betty
11 Smoked for 40 Years
12 Quit in 3 Days!
13 Individual results may vary.

14 BETTY: I smoked for 40 years and I quit in
15 three days with Smoke Away.

16 ON SCREEN: Mike
17 Smoked for 33 Years
18 Quit in 7 Days!
19 Individual results may vary.

20 MIKE: Using Smoke Away, I was able to quit
21 within seven days.

22 ON SCREEN: Yvonne
23 Smoked for 20 Years
24 Quit in 3 Days!
25 Individual results may vary.

1 YVONNE: I was on the patch for five months
2 with absolutely no results. I did Smoke Away for three
3 days and I've been smoke-free ever since.

4 ON SCREEN: Natural

5 Doctor

6 Recommended!

7 MALE ANNOUNCER: Smoke Away is the natural,
8 doctor-recommended stop smoking system.

9 ON SCREEN: Dr. Sherry Bresnahan, D.C.

10 Safe!

11 Highly Effective!

12 Individual results may vary.

13 DR. SHERRY BRESNAHAN: I love the Smoke Away
14 program. It's safe, it's highly effective. I've had
15 tremendous success with my patients using the Smoke Away
16 program. In fact, I had a patient who had smoked for 25
17 years and quit in two days using the Smoke Away program.
18 I love it. I highly endorse the Smoke Away program.

19 MALE ANNOUNCER: Here's how the powerful Smoke
20 Away System works.

21 ON SCREEN: Animation of human body with toxins
22 floating around

23 1. Helps your body cleanse itself!

24 MALE ANNOUNCER: One, Smoke Away helps your
25 body cleanse itself of nicotine and other poisons

1 associated with smoking.

2 ON SCREEN: Animation of human head

3 2. Helps eliminate cravings!

4 MALE ANNOUNCER: Two, Smoke Away helps to
5 almost instantly eliminate cravings so you don't want to
6 reach for a cigarette.

7 ON SCREEN: 3. Helps you stay calm!

8 MALE ANNOUNCER: And three, Smoke Away helps
9 you stay calm, relaxed and satisfied while you quit.

10 ON SCREEN: Everything You Need to Quit

11 Smoking!

12 Quickly

13 Easily

14 Naturally!

15 1-800-993-3405

16 www.smokeawayonline.com

17 MALE ANNOUNCER: Your Smoke Away System comes
18 complete with everything you need to quit smoking
19 quickly, easily and naturally.

20 ON SCREEN: 7 Day supply of Formula 1

21 1-800-993-3405

22 www.smokeawayonline.com

23 MALE ANNOUNCER: When you order, you'll receive
24 a seven-day supply of Formula 1. This amazing supplement
25 is designed specifically for use as a component of the

1 Smoke Away System to help your body detoxify itself as
2 fast as possible.

3 ON SCREEN: Natural Homeopathic Medicine

4 1-800-993-3405

5 www.smokeawayonline.com

6 MALE ANNOUNCER: Plus, you'll receive a supply
7 of Natural Homeopathic Medicine, the medical supplement
8 specifically formulated to --

9 ON SCREEN: Almost instantly eliminates your
10 cravings for nicotine!

11 1-800-993-3405

12 www.smokeawayonline.com

13 MALE ANNOUNCER: -- almost instantly eliminate
14 your craving for nicotine.

15 ON SCREEN: 30 Day supply of Stress Manager

16 1-800-993-3405

17 www.smokeawayonline.com

18 MALE ANNOUNCER: Plus, a 30-day supply of a
19 special Smoke Away supplement, Stress Manager.

20 Your Smoke Away System also comes with the Stop
21 Smoking Information Handbook, including detailed
22 instructions on how to use the system.

23 ON SCREEN: Effective Motivational Support

24 Audio CD

25 1-800-993-3405

1 www.smokeawayonline.com

2 MALE ANNOUNCER: Plus, a special audio CD which
3 provides effective motivational support as you quit
4 smoking, and to ensure your first month as a non-smoker
5 is the best possible --

6 ON SCREEN: 30 Day supply of Formula 2

7 1-800-993-3405

8 www.smokeawayonline.com

9 MALE ANNOUNCER: -- you will also receive a 30-
10 day maintenance supply of health supporting nutrients
11 called Smoke Away Formula 2. This special supplement is
12 specially formulated to work with the Smoke Away System
13 to help ensure your body will continue the detoxification
14 process.

15 ON SCREEN: FREE! 30 Day supply

16 Helps support healthy lung function!

17 1-800-993-3405

18 www.smokeawayonline.com

19 MALE ANNOUNCER: But that's not all. We'll
20 also give everyone who calls during this special
21 television presentation a free 30-day supply of NuLung.
22 This is a special proprietary formula designed to help
23 the immune system support healthy lung function.

24 ON SCREEN: \$24.95 Value!

25 FREE! 30 Day supply

For The Record, Inc.
Waldorf, Maryland
(301)870-8025

1 1-800-993-3405

2 www.smokeawayonline.com

3 MALE ANNOUNCER: That's a value of \$24.95. But
4 it's available absolutely free to everyone who calls
5 during this special television presentation.

6 ON SCREEN: FREE! 30 Day supply of Appetite

7 Control

8 FREE! \$29.95 Value

9 1-800-993-3405

10 www.smokeawayonline.com

11 MALE ANNOUNCER: Plus, you'll receive a 30-day
12 supply of Appetite Control, another Smoke Away special
13 supplement, a value of \$29.95, also absolutely free.

14 ON SCREEN: \$54.99 Value!

15 Yours Absolutely FREE!

16 1-800-993-3405

17 www.smokeawayonline.com

18 MALE ANNOUNCER: Together, these two products
19 are worth over \$50, but they're yours absolutely free if
20 you call during this special television presentation.

21 ON SCREEN: Certificate of Guarantee

22 "You quit or we pay you \$100.00"

23 Guarantee!

24 1-800-993-3405

25 www.smokeawayonline.com