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 CLERK U.S. DISTRICT COURT
 CENTRAL DIST. OF CALIF.
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14 **UNITED STATES DISTRICT COURT**
 15 **CENTRAL DISTRICT OF CALIFORNIA**
 16 **SOUTHERN DIVISION**

17 FEDERAL TRADE COMMISSION,
 18 Plaintiff,
 19 v.
 20 ROEX, INC.,
 RODNEY H. BURRESON, and
 21 MARK ALEXANDER,
 22 Defendants.

SACV09-0266 AG MLOx

CV-
**COMPLAINT FOR
 PERMANENT
 INJUNCTION AND
 OTHER EQUITABLE
 RELIEF**

23 Plaintiff, the Federal Trade Commission ("FTC" or "Commission"), through
 24 its undersigned attorneys, for its Complaint alleges:

25 1. The FTC brings this action under Section 13(b) of the Federal Trade
 26 Commission Act ("FTC Act"), 15 U.S.C. § 53(b), to secure a permanent
 27 injunction, rescission or reformation of contracts, restitution, the refund of monies
 28

1 paid, the disgorgement of ill-gotten monies, and other equitable relief against
2 Defendants for engaging in deceptive acts or practices and false advertising in
3 connection with the advertising, marketing, and sale of products purporting to
4 treat, prevent, and/or eliminate such conditions as Alzheimer's disease, arthritis,
5 asthma, cancer, diabetes, glaucoma, heart attacks, herpes, HIV/AIDS, lupus,
6 multiple sclerosis, Parkinson's disease, strokes, and other serious medical illnesses,
7 in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

8 **JURISDICTION AND VENUE**

9 2. This Court has jurisdiction over this matter pursuant to 15 U.S.C.
10 §§ 45(a), 52, and 53(b) and 28 U.S.C. §§ 1331, 1337(a), and 1345.

11 3. Venue in this District is proper under 15 U.S.C. § 53(b) and 28 U.S.C.
12 §§ 1391(b) and (c).

13 **PLAINTIFF**

14 4. Plaintiff FTC is an independent agency of the United States
15 Government created by statute. 15 U.S.C. §§ 41-58. The Commission enforces
16 Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), which prohibits unfair or deceptive
17 acts or practices in or affecting commerce. The Commission also enforces Section
18 12 of the FTC Act, 15 U.S.C. § 52, which prohibits false advertisements for food,
19 drugs, devices, services, or cosmetics in or affecting commerce. The Commission,
20 through its own attorneys, may initiate federal district court proceedings to enjoin
21 violations of the FTC Act and to secure such equitable relief, including rescission
22 or reformation of contracts, restitution, the refund of monies paid, and the
23 disgorgement of ill-gotten monies, as may be appropriate in each case. 15 U.S.C. §
24 53(b).

25 **DEFENDANTS**

26 5. Defendant Roex, Inc. ("Roex") is a California corporation with offices
27 located at 16841 Armstrong Avenue, Irvine, CA 92606. Roex advertises, markets,
28 offers for sale, and sells a variety of health products, including, but not limited to,

1 foods, drugs, dietary supplements, and devices. Roex is headquartered and has its
2 principal place of business in the Central District of California and transacts or has
3 transacted business in this district and throughout the United States.

4 6. Defendant Rodney H. Burreson ("Burreson") is the President and
5 Chief Executive Officer of Defendant Roex. Defendant Burreson is also the owner
6 of thirty-eight percent of the stock of and a Director of Roex. At times material to
7 this Complaint, acting individually or in concert with others, Defendant Burreson
8 has formulated, directed, participated in, or had authority to control the policies,
9 acts, or practices of Roex, including the acts or practices alleged in this Complaint.
10 In connection with the matters alleged herein, Defendant Burreson resides in this
11 District and transacts, or has transacted, business in this District and throughout the
12 United States.

13 7. Defendant Mark Alexander ("Alexander") is the Director of
14 Consumer Education and the Director of Research and Development at Defendant
15 Roex. At times material to this Complaint, acting individually or in concert with
16 others, Defendant Alexander has formulated, directed, participated in, or had
17 authority to control the policies, acts, or practices of Roex, including the acts or
18 practices alleged in this Complaint. In connection with the matters alleged herein,
19 Defendant Alexander resides in this District and transacts, or has transacted,
20 business in this District and throughout the United States.

21 **COMMERCE**

22 8. The acts and practices of Defendants alleged in this Complaint are and
23 have been in or affecting commerce, as "commerce" is defined in Section 4 of the
24 FTC Act, 15 U.S.C. § 44.

25 **DEFENDANTS' COURSE OF CONDUCT**

26 9. Defendants Roex, Burreson and Alexander (collectively,
27 "Defendants") have engaged in the advertising, promotion, offering for sale, sale,
28 and distribution of health products to consumers located throughout the United

1 States. These health products include, but are not limited to, B-Complex
2 Combination, Beta-Sitosterol, Cell Talk, Chicken Sternal Collagen Type II
3 (Unhydrolyzed), Coconut Oil, Colostrum, the Daily Solutions Package, DHA,
4 Essential Fatty Acids (EFA), the Far Infrared Sauna, For Your Eyes Only,
5 Hyaluronic Acid, MSM, Oleuropein, PC-95, and Vitamin C Mineral Ascorbates
6 (formerly Ester-C).

7 10. Defendants have advertised and offered health products for sale
8 through various means including, but not limited to, radio “infomercials,”
9 Defendant Roex’s website at www.roex.com, and printed materials. The radio
10 “infomercial” was an hour-long, live, call-in program titled “The Truth About
11 Nutrition,” which featured Defendants Burreson and Alexander. Until August 1,
12 2008, and for years before that date, “The Truth About Nutrition” aired Monday
13 through Friday in major cities across the United States.

14 11. Defendants have marketed Roex’s products as effective in treating,
15 preventing, and reducing the risk of a variety of serious diseases or adverse
16 medical conditions, including, but not limited to, Alzheimer’s disease, arthritis,
17 asthma, cancer, diabetes, glaucoma, heart attacks, herpes, HIV/AIDS, lupus,
18 multiple sclerosis, Parkinson’s disease, and strokes. Individual products, which are
19 available in tablet, capsule, and powder forms, range in price from \$12.95 to
20 \$59.95 per bottle. Combinations of products are also available as packages, such
21 as the Daily Solutions Package, which is sold for \$140.70. The Daily Solutions
22 Package consists of B-Complex Combination, MSM, Oleuropein, PC-95, Vitamin
23 C Mineral Ascorbates (formerly Ester-C), and Ultimate Calcium Mineral Formula.
24 The Far Infrared Sauna, a device, was sold for \$399.95 during times relevant to
25 this Complaint. Exhibit A includes a copy of the “User Manual and Warranty” for
26 the Far Infrared Sauna and lists the ingredients and recommended serving sizes for
27 all other products at issue in this Complaint.

1 12. To induce consumers to purchase their products, Defendants
2 disseminated or caused to be disseminated advertisements, including, but not
3 limited to, the attached Exhibits B through K. These advertisements contain,
4 among other things, the following statements:

5 **EXCERPTS FROM RADIO PROGRAMS**

- 6 a. BURRESON, after a call from a man with colon and stomach cancer:
7 “For all the people listening, if you’re fighting or have been fighting
8 cancer, or if you’ve got an issue with cancer, I think that the – the
9 infrared sauna is an absolute *must* for you. It’s so beneficial that it’s
10 been shown to be able to kill cancer cells, do you know that?”
11 [Exhibit B at 44 (Radio Show Transcript 26:12 to 26:17)]
- 12 b. ALEXANDER: “Now, let’s also talk about another area that’ll
13 surprise a lot of people with the Beta[-Sitosterol] and that would be
14 diabetes. A lot of people are not aware of this, but Beta-Sitosterol has
15 been shown to normalize blood sugar and insulin levels in Type 2
16 diabetics by stimulating the release of insulin in the presence of
17 nonstimulatory glucose concentrations. And it inhibits something
18 called Glucose-6-Phosphatase. Now Beta-Sitosterol has the ability
19 also to heal ulcers, enhance uterine tone, and alleviate cramps, also
20 has anti-viral, anti-bacterial and anti-fungal properties. Isn’t that
21 interesting?

22 * * *

23 Listen to this, Beta-Sitosterol has been shown not only to boost
24 immunity, but also noted to enhance lymphocyte proliferation and NK
25 cell activity. And you’ve heard me talk about the importance of NK
26 cells, these are our natural killer cells, folks. Now, this is the reason
27 why some people actually contract cancer and other people are able to
28 ward it off. The strength or weakness of your immune system is

1 everything. We all have cancer cells in our body 24/7. Everybody
2 listening to this show has cancer in their body right now. I have
3 cancer in my body. Julie has cancer in her body. So what we want to
4 do is keep those NK cells, the natural killer cells, in tip-top condition,
5 because they act like Pac-Man more or less and they gobble up the
6 cancer before it ever becomes an issue. But what happens, if your
7 NK cells are weakened, they're not doing their job properly, look out.
8 That's when the cancer cells take hold and they overrun your normal
9 cells and then you have major problems, you know, with cancers. So
10 we don't want to, you know, get into that scenario. So keep in mind
11 that the Beta-Sitosterol, according to the research, has been shown to
12 enhance that natural killer cell activity. And that's a big deal."

13 [Exhibit C at 57 (Radio Show Transcript 17:18 to 19:9)]

14 c. BURRESON in response to a caller with HIV, who was already
15 taking several Roex products and asked what he should take for HIV:
16 "According to the studies I've read about coconut oil, it can help
17 tremendously as well. And, believe me, if I was HIV positive, I'd be
18 swallowing the coconut oil capsules like crazy And I mean 12 or
19 14 a day. Probably within a month, you might see all of this regime
20 that you're taking work so much more effectively, you can't believe
21 it." [Exhibit D at 80 (Radio Show Transcript 41:22 to 42:5)]

22 d. BURRESON: "Now, extensive international studies show that
23 colostrum may be one of the most effective methods of helping block
24 infectious diseases that take root in your bowel. There are over 8,000
25 studies on the benefits of colostrum. Eight thousand. Think about
26 that. I got a new one. Not only the role of colostrum-rich proline
27 polypeptides in human immunological and neurological health, that's
28 one, but also a new direction in AIDS therapy, number two So,

1 you better stay tuned because we can't cover it all today, but I can tell
2 you, over the next six months, you're gonna hear stories and benefits
3 of colostrum that will absolutely amaze you and astound you, and
4 you'll want to kick yourself in the butt for not ordering today if you
5 didn't. And if you do, you're on the forefront" [Exhibit E at 89
6 (Radio Show Transcript 13:18 to 14:9)]

7 e. BURRESON: "[R]esearchers have examined the keratoid – carotenoid
8 lutein as one of the dietary nutrients that has an inverse relationship
9 with breast cancer. In other words, the highest concentration of lutein
10 in the breast tissue, the lowest incidence of breast cancer. . . . The
11 lowest concentration of lutein in the breast tissue, the highest
12 incidence of breast cancer. And how much do you need? According
13 to the different studies, one done by the Western New York Diet
14 Study Questionnaire, the Freundheim study, they found out that lutein
15 intake *must* reach 7.1 milligrams per day or higher to reduce the risk
16 of breast cancer development by guess how much? Fifty-three
17 percent. And you get 10 milligrams of highest quality lutein in
18 just two tablets of the Roex For Your Eyes Only. Now, ladies, are
19 you gonna order it? Are you gonna get on it every day? Because you
20 wanna protect your breast tissue, and you wanna protect your skin,
21 and you wanna protect your eyes. Well, it all comes and starts with
22 the ingredients within For Your Eyes Only." [Exhibit F at 105 (Radio
23 Show Transcript 17:9 to 18:6)]

24 f. BURRESON: "Plant extracts have shown to stimulate anti-cancer
25 enzymes, neutralize certain carcinogenic or cancer-causing chemicals,
26 act as antioxidants, and become *powerful* antibacterial, antifungal, and
27 antiviral fighters in the body.

28 * * *

1 [O]leuropein is a powerful phytochemical that has been reported to
2 enhance the immune system, increase energy, has an internal
3 cleansing action, has powerful antiviral, antifungal, antibacterial and
4 antiparasitic properties, and can help reduce, or ameliorate or even –
5 maybe even eliminate many diverse health problems, and much, much
6 more. We asked Dr. Paul Ward to do research for us And he
7 says this: “oleuropein may be helpful in combating the following
8 health quandaries: low energy levels, chronic fatigue, HIV and
9 symptoms of AIDS, fungus and yeast infections, skin conditions,
10 tropical diseases like malaria and dengue fever, herpes, flu and colds,
11 bacterial infections, diabetes, arthritis, athlete’s foot and more.” Well,
12 when you go through all that, you got to start thinking to yourself,
13 “Wow, I wonder why I’m not taking that?” Well, I’m taking it. . . . I
14 take five tablets every morning with my PC-95, and if you do it that
15 way, I think it will give you a great base for protecting your body on
16 an everyday basis.” [Exhibit G at 117 (Radio Show Transcript 10:12
17 to 11:23)]

18 * * *

19 BURRESON, reading from the abstract of an animal study:
20 “[O]leuropein completely regressed the tumors [in mice] in 9 to 12
21 days . . . These observations elevated oleuropein from a nontoxic
22 antioxidant into a potent anti-tumor agent, with direct effects against
23 tumor cells.’ . . . I’m gonna take the high road and I’m gonna say it
24 may even work in human cells. And I can you tell you this, if it does,
25 you’ll be the winner. And if it doesn’t, you’ll still be the winner
26 because of the powerful antibacterial, antiviral, antifungal properties
27 [of oleuropein].” [Exhibit G at 118-19 (Radio Show Transcript 15:13
28 to 16:3)]

1 g. BURRESON, responding to a caller inquiring about a regimen he and
2 his wife should follow given that they both have high cholesterol, a
3 family history of heart disease, and are both overweight: "I talked to
4 Dr. Masquelier in 1996 in Baltimore. He and I met, and he's the
5 discoverer and patent holder on proanthocyanidins, the active
6 ingredient, and the only ingredient in PC-95. . . . And he told me, he
7 said, 'Rod, if – if you stay on proanthocyanidins for at least two years,
8 your chances of ever having a stroke or heart attack are reduced *so*
9 *low* . . . that you don't even have to worry about it.' . . . Now there
10 may be other issues involved, so don't go out and eat like a whatever
11 and think you're gonna overcome all the issues with PC-95 because
12 you're probably not. *But*, it will make such a big difference."
13 [Exhibit H at 139 (Radio Show Transcript 38:18 to 39:10)]

14 h. BURRESON, in response to a caller asking what to give someone in
15 the early stages of Alzheimer's disease: "Alzheimer's is a very, very
16 misunderstood issue in the body. Most – most misunderstood by the
17 medical community, in my opinion. . . . I believe, based on all the
18 science that I have seen, that stage one and two of Alzheimer's and
19 Parkinson's and other dementia diseases almost always stems from a
20 nutritional deficiency. . . . So one of the big things that you can do to
21 help yourself, take adequate amounts of B vitamins and Essential
22 Fatty Acids And take Cell Talk. Cell Talk is *so* incredible.
23 Every single adult and child in America, if we could get them on Cell
24 Talk and PC-95, we could change the health care system of this
25 country." [Exhibit I at 156 (Radio Show Transcript 45:18 to 46:9)]

26 i. ALEXANDER, responding to a caller asking whether Roex offered
27 any dietary supplements his teenage sons could take to wean them off
28 of prescription asthma medication: "Yeah, asthma also is very easy to

1 address in the majority of cases. We've had great success over the
2 years with the PC-95 . . . the MSM and the Ester-C. Those are
3 definitely the big three for asthma. But the reason I said it's easy to
4 eliminate, along with the nutrients, get the child off the pasteurized
5 dairy products. Things like pasteurized cow's milk, ice cream, the
6 pasteurized cheese, things like that. These create a lot of mucus in the
7 system . . . and the last thing you need with asthma is more mucus in
8 your lungs . . . in your respiratory tract." [Exhibit J at 164 (Radio
9 Show Transcript 21:21 to 22:11)]

10 j. BURRESON, on the subject of multiple sclerosis: "Cell Talk, Cell
11 Talk, Cell Talk! It's such an incredible product for enhancing the
12 immune system. If you combine Cell Talk and Oleuropein, I'll tell
13 you what, I think you're gonna get some great results. If you've got
14 multiple sclerosis, rheumatoid arthritis, lupus, or any of the other —
15 asthma or any of the other autoimmune disorders, I think the Cell
16 Talk, Oleuropein, I think that's the combination you're looking for."
17 [Exhibit D at 80-81 (Radio Show Transcript 43:25 to 44:7)]

18 k. BURRESON, speaking to a radio show caller who was completely
19 blind in one eye, has had scar tissue and cataracts removed from the
20 other, and had glaucoma: "I think you could do a lot for your eyes,
21 especially the one that you still got some sight in. Now, I don't know
22 about the other one, but you never know. . . . PC-95 For Your
23 Eyes Only, it's a *special* formula, *specific* for the eyes. . . . Hyaluronic
24 Acid and DHA. Those are the four products that I think will make the
25 most difference, give you the best benefit. . . . And I'll bet you if
26 you'll start taking — ramp up, start slowly, but . . . larger and larger
27 amounts, where you're up to at least eight tablets of each a day, call
28 me in two months and I wanna hear, and I want all the people to hear,

1 whether you've had any improvement or not. . . . I think you're gonna
2 be quite surprised." [Exhibit G at 127 (Radio Show Transcript 48:24
3 to 50:1)]

- 4 I. ALEXANDER speaking with a radio show caller seeking to help a
5 friend with lupus: "So here's what we want to do in terms of the
6 supplements. You want to get your friend on the Cell Talk. That will
7 be a specific for this because this is wonderful for autoimmune
8 disorders. It calms down an overactive immune system. . . . Now the
9 second product that's a must for your friend would be the Colostrum.
10 Again, this can calm down an overactive immune response. Now I
11 would also have her take everything in the Daily Solutions Pack.
12 That's very important for her overall health. That's sort of like a
13 health insurance policy, that Daily Solutions Pack. And it also
14 includes the Oleuropein in there, by the way, and that kills viruses,
15 because they believe lupus is a viral disease. And to round it out for
16 the pain and the inflammation, I'd add a few things. I'd add the
17 Hyaluronic Acid. I would add the Chicken Collagen. And I would
18 add the DHA 'cause these are gonna greatly help reduce her muscle
19 and joint pain." [Exhibit K at 182 (Radio Show Transcript 30:1 to
20 30:20)]

21 **SECTIONS 5 AND 12 OF THE FTC ACT**

22 13. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits unfair or
23 deceptive acts or practices in or affecting commerce. Section 12(a) of the FTC
24 Act, 15 U.S.C. § 52(a), prohibits the dissemination of any false advertisement in or
25 affecting commerce for the purpose of inducing, or which is likely to induce, the
26 purchase of food, drugs, devices, services, or cosmetics. For the purposes of
27 Section 12 of the FTC Act, the products distributed by Defendant Roex are either
28 "foods," "drugs" or "devices" as defined in Section 15(b), (c), and (d) of the FTC

1 Act, 15 U.S.C. § 55(b), (c), and (d). As set forth below, Defendants have engaged
2 and are continuing to engage in such unlawful practices in connection with the
3 marketing and sale of their products.

4 **DECEPTIVE ACTS OR PRACTICES**
5 **IN VIOLATION OF THE FTC ACT**

6 **COUNT I**

7 14. Through the means described in Paragraph 12(a), including but not
8 limited to the statements contained in the advertisement attached as Exhibit B,
9 Defendants Roex and Burreson have represented, expressly or by implication, that
10 the Far Infrared Sauna is effective in treating cancer.

11 15. The representation set forth in Paragraph 14 is false or was not
12 substantiated at the time it was made. Therefore, the making of the representation
13 set forth in Paragraph 14 constitutes a deceptive practice, and the making of false
14 advertisements, in or affecting commerce, in violation of Sections 5(a) and 12 of
15 the FTC Act, 15 U.S.C. §§ 45(a) and 52.

16 **COUNT II**

17 16. Through the means described in Paragraph 12(b), including but not
18 limited to the statements contained in the advertisement attached as Exhibit C,
19 Defendants have represented, expressly or by implication, that Beta-Sitosterol:

- 20 a. is effective in treating diabetes, ulcers, and cancer; and
21 b. is effective in preventing cancer.

22 17. The representations set forth in Paragraph 16 are false or were not
23 substantiated at the time they were made. Therefore, the making of the
24 representations set forth in Paragraph 16 constitutes a deceptive practice, and the
25 making of false advertisements, in or affecting commerce, in violation of Sections
26 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

1 **COUNT III**

2 18. Through the means described in Paragraph 12(c), including but not
3 limited to the statements contained in the advertisement attached as Exhibit D,
4 Defendants Roex and Burreson have represented, expressly or by implication, that
5 Coconut Oil is effective in treating HIV.

6 19. The representation set forth in Paragraph 18 is false or was not
7 substantiated at the time it was made. Therefore, the making of the representation
8 set forth in Paragraph 18 constitutes a deceptive practice, and the making of false
9 advertisements, in or affecting commerce, in violation of Sections 5(a) and 12 of
10 the FTC Act, 15 U.S.C. §§ 45(a) and 52.

11 **COUNT IV**

12 20. Through the means described in Paragraph 12(d), including but not
13 limited to the statements contained in the advertisement attached as Exhibit E,
14 Defendants Roex and Burreson have represented, expressly or by implication, that
15 Colostrum:

- 16 a. is effective in treating AIDS; and
17 b. is scientifically proven to be effective in treating AIDS.

18 21. The representations set forth in Paragraph 20 are false or were not
19 substantiated at the time they were made. Therefore, the making of the
20 representations set forth in Paragraph 20 constitutes a deceptive practice, and the
21 making of false advertisements, in or affecting commerce, in violation of Sections
22 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

23 **COUNT V**

24 22. Through the means described in Paragraph 12(e), including but not
25 limited to the statements contained in the advertisement attached as Exhibit F,
26 Defendants Roex and Burreson have represented, expressly or by implication, that
27 For Your Eyes Only reduces the risk of breast cancer.
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COUNT VIII

28. Through the means described in Paragraph 12(h), including but not limited to the statements contained in the advertisement attached as Exhibit I, Defendants Roex and Burreson have represented, expressly or by implication, that Cell Talk, B-Complex Combination, and Essential Fatty Acids, alone or in combination:

- a. are effective in preventing Alzheimer's disease and Parkinson's disease; and
- b. are effective in treating Alzheimer's disease.

29. The representations set forth in Paragraph 28 are false or were not substantiated at the time they were made. Therefore, the making of the representations set forth in Paragraph 28 constitutes a deceptive practice, and the making of false advertisements, in or affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

COUNT IX

30. Through the means described in Paragraph 12(i), including but not limited to the statements contained in the advertisement attached as Exhibit J, Defendants have represented, expressly or by implication, that PC-95, MSM, and Vitamin C Mineral Ascorbates (formerly Ester-C), alone or in combination, are effective in treating asthma.

31. The representation set forth in Paragraph 30 is false or was not substantiated at the time it was made. Therefore, the making of the representation set forth in Paragraph 30 constitutes a deceptive practice, and the making of false advertisements, in or affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

COUNT X

32. Through the means described in Paragraph 12(j), including but not limited to the statements contained in the advertisement attached as Exhibit D,

1 Defendants Roex and Burreson have represented, expressly or by implication, that
2 Cell Talk and Oleuropein, alone or in combination, are effective in treating
3 multiple sclerosis, rheumatoid arthritis, lupus, asthma, and any autoimmune
4 disorder.

5 33. The representations set forth in Paragraph 32 are false or were not
6 substantiated at the time they were made. Therefore, the making of the
7 representations set forth in Paragraph 32 constitutes a deceptive practice, and the
8 making of false advertisements, in or affecting commerce, in violation of Sections
9 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

10 **COUNT XI**

11 34. Through the means described in Paragraph 12(k), including but not
12 limited to the statements contained in the advertisement attached as Exhibit G,
13 Defendants Roex and Burreson have represented, expressly or by implication, that
14 PC-95, For Your Eyes Only, Hyaluronic Acid, and DHA, alone or in combination,
15 are effective in treating glaucoma, even for people who are nearly blind.

16 35. The representation set forth in Paragraph 34 is false or was not
17 substantiated at the time it was made. Therefore, the making of the representation
18 set forth in Paragraph 34 constitutes a deceptive practice, and the making of false
19 advertisements, in or affecting commerce, in violation of Sections 5(a) and 12 of
20 the FTC Act, 15 U.S.C. §§ 45(a) and 52.

21 **COUNT XII**

22 36. Through the means described in Paragraph 12(l), including but not
23 limited to the statements contained in the advertisement attached as Exhibit K,
24 Defendants have represented, expressly or by implication, that Cell Talk,
25 Colostrum, the Daily Solutions Package, Oleuropein, Hyaluronic Acid, Chicken
26 Sternal Collagen Type II, and DHA, alone or in combination, are effective in
27 treating lupus.

1 37. The representation set forth in Paragraph 36 is false or was not
2 substantiated at the time it was made. Therefore, the making of the representation
3 set forth in Paragraph 36 constitutes a deceptive practice, and the making of false
4 advertisements, in or affecting commerce, in violation of Sections 5(a) and 12 of
5 the FTC Act, 15 U.S.C. §§ 45(a) and 52.

6 **INJURY**

7 38. Consumers throughout the United States have suffered and continue
8 to suffer substantial monetary loss as a result of Defendants' unlawful acts or
9 practices. In addition, Defendants have been unjustly enriched as a result of their
10 unlawful practices. Absent injunctive relief by this Court, Defendants are likely to
11 continue to injure consumers, reap unjust enrichment, and harm the public interest.

12 **THIS COURT'S POWER TO GRANT RELIEF**

13 39. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court
14 to grant injunctive and such other relief as the Court may deem appropriate to halt
15 and redress violations of the FTC Act. The Court, in the exercise of its equitable
16 jurisdiction, may award other ancillary relief, including, but not limited to,
17 rescission or reformation of contracts, restitution, the refund of monies paid, and
18 the disgorgement of ill-gotten monies to prevent and remedy injury caused by
19 Defendants' law violations.

20 **PRAYER FOR RELIEF**

21 Wherefore, Plaintiff Federal Trade Commission, pursuant to Section 13(b)
22 of the FTC Act, 15 U.S.C. § 53(b), and the Court's own equitable powers, requests
23 that the Court:

- 24 (1) Enter a permanent injunction to prevent future violations of the FTC
25 Act by Defendants;
- 26 (2) Award such relief as the Court finds necessary to redress injury to
27 consumers resulting from Defendants' violations of the FTC Act,
28 including, but not limited to, rescission or reformation of contracts,

1 restitution, the refund of monies paid, and the disgorgement of ill-
2 gotten monies;

3 (3) Award Plaintiff the costs of bringing this action, as well as such other
4 and additional relief as the Court may determine to be just and proper.
5

6
7 Dated: 2-27, 2009

8 Respectfully Submitted,

9 WILLIAM BLUMENTHAL
10 General Counsel

11 

12 DAVID P. FRANKEL
13 ELIZABETH K. NACH
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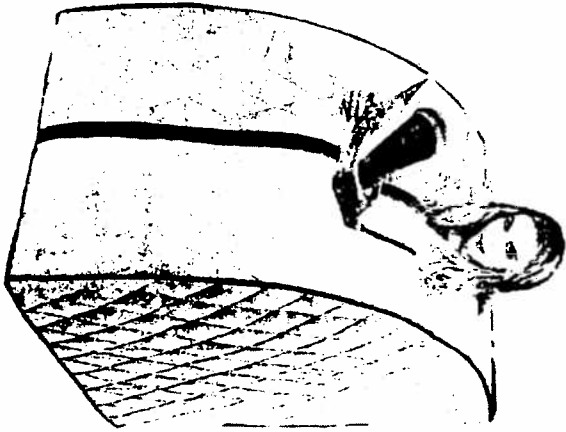
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InfraSpa™

Portable Digital Far Infrared Sauna

User Manual and Warranty



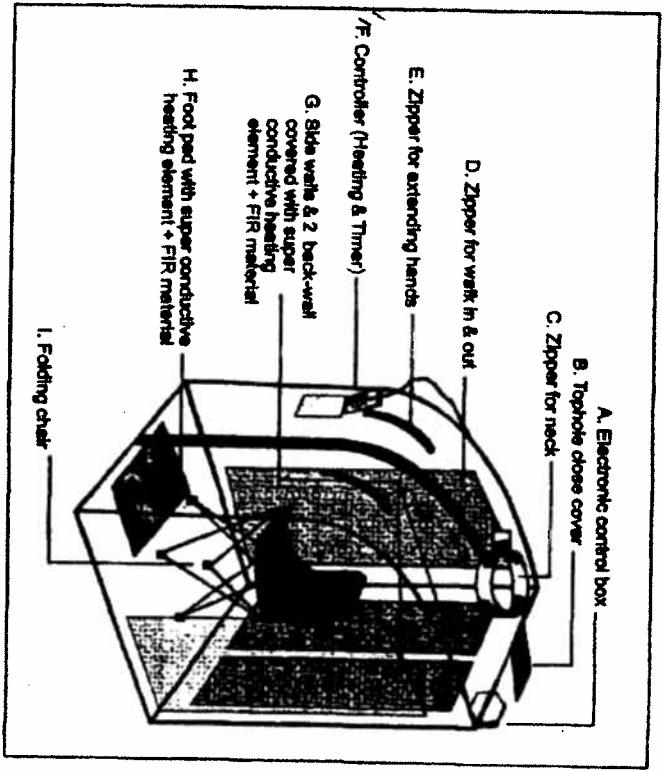
Model : I-Spa (L) / I-Spa (XL)

R0000052

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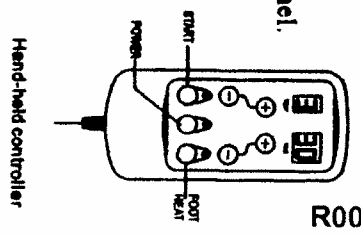
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InfraSpa™



Remote Control

1. Press Power button to turn on the InfraSpa™. The "TEMP" will display grade 3 (default) while the "TIME" will display 5 minutes (default).
2. Press "START" button to start the instrument. The indicator light will come on.
3. Press "FOOT HEAT" button to heat the foot panel. The indicator light will come on.
4. TEMP: there is a total of 5 grades; among them, grade 3 is middle temperature; grade 5 is the highest that usually used in winter; grade 1 is the lowest for beginner usage.
5. TIME: maximum usage time of 30 minutes, the default of 5 minutes can be increased or decreased by using the (+) or (-) buttons



R000053

Functions

When the InfraSpa™ box heats up to 65°C (149°F), the Far Infra Red material emits 95% of the energy.

It takes 5 minutes to reach a constant temperature of 65°C (149°F).

InfraSpa™ has super conductive heating of 1000 watts plus Far Infrared radiation (FIR) which adds up to a total of 1800 watts of thermal energy.

- The volume of perspiration can be up to 500 cc with 10 minutes of use depending on individual experience.
- The InfraSpa™ is inexpensive to operate.
- Safe ergonomic design is suitable for elderly users
- Quick set up and put away. No mess to clean up, just wipe with a damp cloth.

Features

- The side-walls, the back-wall and footpads are covered with 0.1mm ultra thin super conductive heating elements coated with heat-activated FIR radiant materials.
- Remote control with 1-5 Grade temperature control.
- Light weight only 10-11Kg. Dry and portable. Suitable for use anywhere.
- Auto temperature control for the foot pad. Extended use will not cause injury to feet.

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Comparison of FIR Sauna with Steam Sauna

| Item | Heat Source | Special Features | Maintenance | Assembly Time | Usage Area |
|---------------------|-----------------------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------|-----------------|
| InfraSpa™ FIR Sauna | - super conductive ultra thin heating element | - special heating pad for the feet made with FIR materials - portable - noiseless | - dry - odor-free - no need to wash | - 1 min. | - anywhere |
| Steam Sauna | - regular steam | - no functions for the feet - not portable - noisy | - humidity - bacteria - odor - needs to be washed regularly | - over 15 min. | - bathroom only |

Specifications of InfraSpa™

| | | |
|--------------------------|------------------------------|---------------------|
| Model | I-Spa (L) | I-Spa (XL) |
| Power supply | AC120V 60Hz | |
| Wattages | 1000W | |
| Temperature of inner box | 45-65°C(113-149°F) 1-5 grade | |
| Safety device | Auto temperature control | |
| Timer | 5-30 Min | |
| Unfolded size | H100 × W70 × L80 cm | H103 × W80 × L84 cm |
| Folded Size | H70 × W13 × L102 cm | H80 × W14 × L105 cm |
| Weight | 10 Kgs/set | 11 Kgs/set |
| Power Consumption | Low | |
| Foot Heating Pad | Auto temperature control | |

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R000054

Assembly Instructions

Please keep sauna away from sharp objects that may damage the unit during set-up or storage of the sauna equipment.

- a. Unfold both side-walls of the InfraSpa™ box and put them upright.
- b. Close the zipper from the bottom of the back-wall to the front end, and place the foam floor cushion in place, with the glossy side facing upward.
- c. The wired foot pad, with its footprint facing upward, should then be placed on the cushion near the front end.
- d. Put the folding chair on the rear part of the cushion. The unit is ready for use.
- e. Please note while setting up or closing down: Always keep away from sharp objects that may damage the unit. Reverse the procedures outlined above for setting up when packing the sauna after use.



Installation Procedures

1. To open the InfraSpa™ Box, put the PE-foam on the bottom and lay the folding chair in the housing. Build the InfraSpa™ Box inside the wall to keep it standing.
2. Plug the power cord into the power socket.
3. Use the hand held remote controller to set up the time and temperature.
4. It is suggested that you pre-heat the InfraSpa™ Box and the foot pad for five minutes before use. Use of the footpad depends on individual preferences.

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Maintenance & Storage

1. Dry the water from the PE-foam of the InfraSpa™ box after use.
2. Open the zipper to ventilate. Pack and store only after the heat has dissipated.
3. Use a clean damp cloth to wipe off, and then fold. No need to wash. Do not use cleaning agents or solvents.

Cautionary Note

- This InfraSpa™ is not medical equipment and cannot be used for medical purposes.
- People who are pregnant or under medical care should check with a doctor before using this sauna.
- Stop using the InfraSpa™ immediately if you feel uncomfortable or dizzy.
- Do not plug in while folded.
- Operation of the sauna for extended periods of time can cause overheating. The recommended use is 30 minutes per day, and no more than 3 times per week.

People with the following health conditions should consult a doctor before using the sauna:

- Any type of respiratory or heart conditions
- High or low blood pressure
- Any skin disease or disorders
- Check with your doctor regarding the use of this product
- Not recommended for use by anyone under age of 18 years old
- Not recommended for use in pregnancy
- Do not use in combination with alcoholic beverages

R0000055

-7-

Warning

- Unplug the power cord after each use.
- Do not use in or around water for danger of electrical shock.
- Keep the electrical cord away from the heat sources
- Do not operate the unit if the cord or plug has been damaged.
- Do not pull on the electrical cord.
- Any repairs should be performed by a qualified repair person.

Warranty

It is suggested the sauna should not be used for more than 30 minutes per day and no more than 3 times per week.

1. The warranty period is valid for 1 year from the date of purchase.
2. If the unit breaks down, please contact us. Do not try to repair the unit yourself.
3. If the damage is caused by the following reasons, you will be responsible for additional charges.
 - a. Improper use and operation.
 - b. Operation without complying with the appropriate voltage.
 - c. Re-assembly or removal after the supplier's installation.
 - d. Damage caused by nature, disaster or fire.
4. We will charge for repair under these conditions:
 - a. Expiration of the warranty period.
 - b. No warranty card on file.
 - c. The specification on the warranty card is different from the actual model.
 - d. The warranty card has been altered or cannot be recognized.
 - e. Without the purchase date on the warranty card, the warranty is void.
5. This warranty card has been defined for spare parts. Parts will be replaced accordingly.

R0000056

B - Complex

Supplement Facts

Serving Size: 1 Tablets
Servings Per Container: 120

| | Amount per Serving | % DV |
|----------------------------------------------|--------------------|--------|
| Vitamin A (as Beta Carotene) | 5,000 IU | 100% |
| Vitamin B1 (as Thiamine HCl) | 50 mg | 3,333% |
| Vitamin B2 (as Riboflavin) | 50 mg | 2,941% |
| Niacin (as Niacinamide and Niacin) | 100 mg | 500% |
| Vitamin B6 (as Pyridoxine HCl) | 100 mg | 5,000% |
| Folate (as Folic Acid) | 800 mcg | 200% |
| Vitamin B12 (as Methylcobalamin) | 300 mcg | 5,000% |
| Biotin | 300 mcg | 100% |
| Pantothenic Acid (as D-Calcium Pantothenate) | 50 mg | 500% |
| Magnesium (as Magnesium Citrate) | 50 mg | 13% |
| Arginine (as L-Arginine HCl) | 50 mg | * |
| Betaine HCl | 50 mg | * |
| Choline (as Choline Bitartrate) | 50 mg | * |
| Inositol | 50 mg | * |
| PABA (Para-Amino Benzoic Acid) | 50 mg | * |
| Bromelain | 10 mg | * |
| Alpha Lipoic Acid | 150 mcg | * |

* Daily Value not established

- CellTalk® -

TABLETS

Supplement Facts

Serving Size: 4 Tablets
Servings Per Container: 45

| | Amount per Serving | % DV |
|----------------------------------------------------------|--------------------|------|
| Iodine (Kelp) | 70 mcg | 48 % |
| Proprietary Blend | 3,000 mg | * |
| Bovine Colostrum (20% IgG) | | |
| Whey Protein Isolate | | |
| N-Acetyl Glucosamine | | |
| Astragalus Root | | |
| Acacia Gum (Gum Arabic) | | |
| Chondroitin Sulfate Sodium (Bovine) | | |
| Fenugreek Seed Extract | | |
| Echinacea Purpurea Root | | |
| Psyllium Seed Husk | | |
| Brewers Yeast | | |
| Graminaceae Flower Pollen Extract | | |
| Boswellia Serrata Gum Extract | | |
| Shiitake Mushroom | | |
| Maitake Mushroom | | |
| Reishi Mushroom | | |
| Cordyceps Sinensis Extract | | |
| Red Algae | | |
| Kelp Powder (Laminaria digitata and Ascophyllum nodosum) | | |

* Daily Value not established

- CellTalk® -

POWDER

Supplement Facts

Serving Size: 1 Heaping Teaspoon (4 grams)
Servings Per Container: 45

| | Amount per Serving | % DV |
|----------------------------------------------------------|--------------------|------|
| Iodine (Kelp) | 70 mcg | 48 % |
| Proprietary Blend | 3,000 mg | * |
| Bovine Colostrum (20% IgG) | | |
| Whey Protein Isolate | | |
| N-Acetyl Glucosamine | | |
| Astragalus Root | | |
| Acacia Gum (Gum Arabic) | | |
| Chondroitin Sulfate Sodium (Bovine) | | |
| Fenugreek Seed Extract | | |
| Echinacea Purpurea Root | | |
| Psyllium Seed Husk | | |
| Brewers Yeast | | |
| Graminaceae Flower Pollen Extract | | |
| Boswellia Serrata Gum Extract | | |
| Shiitake Mushroom | | |
| Maitake Mushroom | | |
| Reishi Mushroom | | |
| Cordyceps Sinensis Extract | | |
| Red Algae | | |
| Kelp Powder (Laminaria digitata and Ascophyllum nodosum) | | |

* Daily Value not established

**Unhydrolyzed Chicken Sternal
Collagen Type II**

Supplement Facts

**Serving Size: 3 Capsules
Servings Per Container: 30**

| | Amount per Serving | % DV |
|-----------------------------------------------|---------------------------|-------------|
| Unhydrolyzed Chicken Sternal Collagen Type II | 1,000 mg | * |
| Chondroitin Sulfate Sodium (Bovine) | 1,000 mg | * |
| Hyaluronic Acid (as Sodium Hyaluronate) | 10 mg | * |

* Daily Value not established

— Extra Virgin Coconut Oil —

Supplement Facts

Serving Size: 3 Softgel Capsules

Serving Per Container: 40

| | Amount Per Serving | % DV |
|----------------------------------|--------------------|------|
| Calories | 26 | * |
| Calories from fat | 26 | * |
| Total fat | 3 g | 4% |
| Saturated fat | 2.6 g | 13% |
| <i>Trans fat</i> | 0 g | * |
| <i>Monounsaturated fat</i> | 0 g | 0% |
| Protein | 0 g | 0% |
| Organic Extra Virgin Coconut Oil | 3000 mg | * |

* Daily Values not established

**Mother's Gift® Colostrum
capsules**

Supplement Facts

Serving Size: 2 Capsules
Serving Per Container: 60

| | Amount per Serving | % DV |
|-----------------------------------------------------|--------------------|------|
| Bovine Colostrum (20% IgG, 2-3% Transfer Factor) | 1,000 mg | * |
| Taurine | 500 mg | * |

* Daily Value not established

**Mother's Gift® Colostrum
Powder**

Supplement Facts

Serving Size: 1 rounded tsp (approx. 5 g.)
Serving Per Container: about 40

| | Amount per Serving | % DV |
|----------------------------------------------|--------------------|------|
| Colostrum (20% IgG, 2-3% Transfer Factor) | 5,000 mg | * |

*Daily Value not established

**Mother's Gift Colostrum
Pineapple**

Supplement Facts

Serving Size: 1 Chewable Tablet
Servings Per Container: 120

| | Amount Per Serving | % DV |
|----------------------------------------------|--------------------|------|
| Colostrum (20% IgG, 2-3% Transfer Factor) | 500 mg | * |

*Daily Value not established

DHA

Supplement Facts

Serving Size: 2 Softgels

Servings Per Container: 45

| | Amount Per Serving | % DV |
|---------------------|--------------------|------|
| Calories | 6 | * |
| Calories from Fat | 6 | * |
| Total Fat | 0.5 gm | <1% |
| Saturated Fat | 0 gm | 0% |
| Polyunsaturated Fat | 0 gm | * |
| Monounsaturated Fat | 0 gm | * |
| DHA (from Fish Oil) | 270 mg | * |

* Daily Value Not Established

For Your Eyes Only®

Supplement Facts

Serving Size: 2 Tablets

Servings Per Container: 60

| Amount Per Serving | | %DV |
|--------------------------------------------------------------------------|------------|------|
| Vitamin A (as Beta-Carotene) | 5,000 I.U. | 100% |
| Vitamin C (as Calcium Ascorbate) | 100 mg | 166% |
| Vitamin E (as Succinate and alpha-, beta-, gamma- and delta-tocopherols) | 100 IU | 333% |
| Zinc (as Zinc Chelate) | 15 mg | 100% |
| Copper (as Copper Chelate) | 1 mg | 50% |
| Lutein | 10 mg | * |
| Grape Seed Extract | 30 mg | * |
| Proprietary Blend | 255 mg | * |
| Bilberry Fruit Extract | | |
| Eyebright Flower Extract | | |
| Tumeric Rhizome Extract | | |
| Pomegranate Seed Extract | | |
| Cayenne Pepper Fruit Extract (40,000 H.U.) | | |
| N-Acetyl Cysteine | | |

*Daily Value Not Established

— **Hyaluronic Acid** —

Supplement Facts

Serving Size: 1 Capsule
Servings Per Container: 60

| | Amount Per Serving | %DV |
|--------------------------------------------|---------------------------|------------|
| Hyaluronic Acid (as Sodium Hyaluronate) | 50 mg | * |

*Daily Value not established

MSM

Supplement Facts

Serving Size: 2 Tablet
Serving Per Container: 60

| | Amount Per Serving | % DV |
|------------------------------|---------------------------|-------------|
| Vitamin C (as Ascorbic Acid) | 200 mg | 333% |
| Methylsulfonylmethane (MSM) | 2,000 mg | * |

*Daily Value not established

**MSM
Powder**

Supplement Facts

Serving Size: 1/4 Teaspoon (1.1 g)
Servings Per Container: 180

| | Amount Per Servings | %DV |
|------------------------------|----------------------------|------------|
| Vitamin C (as Ascorbic Acid) | 100 mg | 166% |
| Methylsulfonylmethane (MSM) | 1,000 mg | * |

*Daily Value Not Established

Oleuropein

Supplement Facts

Serving Size: 2 Tablets
Servings Per Container: 90

| Amount per Serving | | % DV |
|--------------------|--------|------|
| Olive Leaf Extract | 500 mg | * |

* Daily Value not established

PC-95®

Supplement Facts

Serving Size: 2 Tablets
Serving Per Container: 90

| | Amount Per Serving | % DV |
|--------------------|--------------------|------|
| Grape Seed Extract | 60 mg | * |

* Daily Value Not Established

Vitamin C mineral
Ascorbates tablets

Supplement Facts

Serving Size: 5 Tablets
Servings Per Container: 36

| | Amount Per Serving | % DV |
|----------------------------------------------------------------------------------------------------------------------------|---------------------------|-------------|
| Sodium | 200 mg | 8% |
| Vitamin C (as Sodium Ascorbate, Calcium Ascorbate, Magnesium Ascorbate, Potassium Ascorbate, and Ascorbyl Palmitate) | 3,000 mg | 5,000% |
| Calcium (as Calcium Ascorbate) | 150 mg | 15% |

**Ultimate Calcium Mineral Formula
Original**

Supplement Facts

Serving Size: 6 Tablets
Servings Per Container: 30

| | Amount Per Serving | % DV |
|---------------------------------------------------------------------------------------------------------------|---------------------------|-------------|
| Vitamin D3 (as Cholecalciferol) | 400 IU | 100% |
| Calcium (as Calcium Chelate, Calcium Citrate, Calcium Hydroxyapatite, Calcium Aspartate, and Calcium Lactate) | 1,200 mg | 120% |
| Magnesium (as Magnesium Chelate, Magnesium Oxide and Magnesium Aspartate) | 600 mg | 150% |
| Zinc (as Zinc Monomethionine) | 20 mg | 133% |
| Selenium (as L-Selenomethionine) | 200 mcg | 286% |
| Copper (as Copper Chelate) | 2 mg | 100% |
| Manganese (as Manganese Chelate) | 5 mg | 250% |
| Chromium (as Chromium Polynicotinate) | 200 mcg | 167% |
| Molybdenum (as Molybdenum Chelate) | 10 mcg | 13% |
| Potassium (as Potassium Chloride) | 99 mg | 3% |
| Boron (as Boron Chelate) | 3 mg | * |
| Silica (as Silicon Dioxide and Horsetail Extract) | 150 mg | * |

* Daily Value not established

**Ultimate Calcium Mineral Formula
Powder**

Supplement Facts

Serving Size: 1 Tablespoon (approx 13 gms)
Serving Per Container: 30

| | Amount Per Serving | % DV |
|--------------------------------------------------------------------------------------|---------------------------|-------------|
| Calories | 25 | |
| Total Carbohydrates | 7 g | 2% |
| Dietary Fiber | 3 g | 12% |
| Sugars | 1 g | * |
| Sugar Alcohols | 3 g | * |
| Vitamin D3 (as Cholecalciferol) | 400 IU | 100% |
| Calcium (as Calcium Chelate, Calcium Citrate, Calcium Lactate and Calcium Aspartate) | 1200 mg | 120% |
| Magnesium (as Magnesium Oxide, Magnesium Aspartate and Magnesium Chelate) | 600 mg | 150% |
| Zinc (as Zinc Chelate) | 20 mg | 133% |
| Copper (as Copper Chelate) | 2 mg | 100% |
| Manganese (as Manganese Chelate) | 5 mg | 250% |
| Chromium (as Chromium Chelate) | 200 mcg | 167% |
| Molybdenum (as Molybdenum Chelate) | 10 mcg | 13% |
| Potassium (as Potassium Chloride) | 99 mg | 3% |
| Boron (as Boron Chelate) | 3 mg | * |
| Inulin | 3 g | * |
| Silica (as Silicon Dioxide and Horsetail Extract) | 25 mg | * |

* Daily Value not established

In the Matter of:

Roex, Inc.

January 30, 2007

*Roex.com Radio Show - The Truth About Nutrition -- Optima-
100*

Condensed Transcript with Word Index



For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555

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1 P R O C E E D I N G S
 2 - - - - -
 3 (Pre-show chatter.)
 4 KEVIN: -- and we'll unleash you.
 5 JULIE LYNCH: Hey, can I just check these --
 6 these new stations with you one time, Rod? It's KGHT,
 7 Little Rock, Arkansas, AM880; KNTS, San Francisco,
 8 AM1210; KTN -- is it NY or MY?
 9 ROD BURRESON: M like mother.
 10 JULIE LYNCH: Okay, that's what I thought. MY,
 11 Sarasota, Florida, AM1280; and KJNT, Jackson,
 12 Mississippi, AM1180.
 13 ROD BURRESON: Right.
 14 JULIE LYNCH: Okay.
 15 ROD BURRESON: We should be on over 100
 16 stations by summer.
 17 JULIE LYNCH: That's pretty impressive --
 18 ROD BURRESON: That's amazing, yeah.
 19 KEVIN: You're going to be on the Talkers
 20 Magazine, Heavy 100 next year.
 21 ROD BURRESON: (Laughter.) They seem to ignore
 22 me in California and New York.
 23 KEVIN: Yeah.
 24 ROD BURRESON: Where they put out all the
 25 stuff. And, heck, we've got one of the top shows in --

4

1 in the area.
 2 KEVIN: Yeah, it's weird. Two minutes.
 3 ROD BURRESON: But who knows what the reason --
 4 KEVIN: For some reason, they don't put this
 5 sort of show in a class of regular radio shows. I'm not
 6 sure why. It has its own category.
 7 ROD BURRESON: Right. Now they're giving birth
 8 control pills to young teenage girls for acne.
 9 JULIE LYNCH: Oh, my God.
 10 ROD BURRESON: Mm-hmm.
 11 KEVIN: Well, I'm no doctor, but that sounds
 12 like a bad idea.
 13 ROD BURRESON: And they're selling millions of
 14 them.
 15 KEVIN: Wow.
 16 ROD BURRESON: Isn't that scary?
 17 JULIE LYNCH: It's very scary.
 18 ROD BURRESON: The sense of reason has left us.
 19 JULIE LYNCH: That's exactly right.
 20 ROD BURRESON: We are handcuffed by the drug
 21 companies and the food companies.
 22 KEVIN: One minute. Then we'll uncuff Rod and
 23 let him go.
 24 JULIE LYNCH: (Laughter.)
 25 ROD BURRESON: Let me at 'em.

6

1 and they're live at 1-800-429-PC95. That's 1-800-429-
 2 7295. That's right, we have a line open for you right
 3 now. 1-800-429-7295.
 4 How are you today, Rod?
 5 ROD BURRESON: Hello, Julie, I'm doing great,
 6 and hello to all the listeners. I was telling Kevin on
 7 the board and Julie before the show that I was ready to
 8 do the show last night when I read this. Now, listen to
 9 this, folks. Remember New York City was the leader in
 10 getting rid of the trans-fat? McDonald's Corporation
 11 says they will comply and has finally selected a new
 12 trans-fat-free oil for cooking its famous french fries
 13 after years of testing. What a bunch of morons.
 14 Listen to this, folks. You know what they're
 15 going to make their french fry -- or have their french
 16 fries deep-fried in or whatever they do with it?
 17 JULIE LYNCH: I'm afraid.
 18 ROD BURRESON: Canola oil-based corn oil and
 19 soybean oil.
 20 JULIE LYNCH: Ugh.
 21 ROD BURRESON: Now, when you heat that, that's
 22 the worst trans-fat you can put in your body. Boy, I
 23 hope all the people listening contact the Manhattan
 24 Chamber of Commerce and the Manhattan City Council and go
 25 after McDonald's. They don't care about your health;

5

1 KEVIN: Uncage him.
 2 ROD BURRESON: (Laughter.) Well, they won't be
 3 happy with me today, I can tell you that. But the
 4 listeners will, I hope.
 5 KEVIN: Thirty seconds, have a good show.
 6 OPTIMA-100 RADIO SHOW
 7 (Music playing.)
 8 JULIE LYNCH: Welcome to The Truth about
 9 Nutrition with Rod Burreson. I am your host, Julie
 10 Lynch, and we are broadcasting live from ABC Studios here
 11 in New York City. Rod Burreson is a nationally
 12 recognized expert in nutrition, exercise and
 13 rehabilitation. He is the author of Never, Ever, Ever
 14 Give Up, Health is on the Way. He is also the recipient
 15 of the Albert Schweitzer Humanitarian Award and the
 16 Ambassador of Peace Award. And of course he's the
 17 founder of Roex, Incorporated.
 18 And today I want to make a special welcome to
 19 some new stations we have with us. That's KGHT in Little
 20 Rock Arkansas, AM880; KNTS, San Francisco, AM1210; and
 21 KTMV, Sarasota, Florida, AM1280; and WJNT, Jackson,
 22 Mississippi, AM1180. We welcome all of you.
 23 And I just want to mention that if all of our
 24 listeners, you have questions for Rod, you can speak to
 25 him directly on the air. We are taking your questions,

7

1 they care about their money. Their money and your money.
 2 They want your money in their pocket.
 3 Well, I think it's disgusting, but if you think
 4 I'm wrong, listen to this, and I dug this out of the
 5 presentation yesterday when I was talking about soy.
 6 Now, because soybean oil and corn oil are vegetable oils,
 7 when you heat them, they're hydrogenated. When they're
 8 hydrogenated, they're one of the most carcinogenic heart
 9 or cardiovascular disease-causing oils you can put in
 10 your body.
 11 Listen to this. For soy-fed infant formulas,
 12 most adults realize now the dangers of it. But it's so
 13 important to understand that the bakery goods, meat
 14 products and ordinary supermarket products can adversely
 15 affect the digestive capacities and already compromised
 16 digestive systems, causing pancreatic insufficiency,
 17 bowel disease and other health challenges. It may not be
 18 coincidental that these problems are on the rise even as
 19 hidden soy has been slipping into more and more food
 20 products. Guess what, in the new McDonald's french
 21 fries, right?
 22 JULIE LYNCH: Of course.
 23 ROD BURRESON: Worse, the average American may
 24 be eating soy protein, which McDonald's probably -- I
 25 don't know if they do -- probably puts in their

1 hamburgers, right? Well, along with soy or corn oils,
 2 this is a deadly combination that can lead to pancreatic
 3 cell proliferation and cancer in laboratory rats.
 4 JULIE LYNCH: Oh, dear.
 5 ROD BURRESON: Both have been shown to initiate
 6 or fuel cancer cells, and because of the synergistic
 7 effect, the dangers appear to be greatest when the intake
 8 of both is high.
 9 So, if you're eating those new oils from
 10 McDonald's, is it going to cause you pancreatic cancer or
 11 liver cancer or other cancers or problems with your
 12 digestive tract? I think they will. How about
 13 cardiovascular disease? Is it going to increase it? I
 14 think it will.
 15 Folks, contact the Manhattan Chamber of
 16 Commerce, Manhattan City Council. Tell them to
 17 investigate, get an oil authority like Kaayla T. Daniel,
 18 Udo Erasmus or Michael A. Schmidt and ask them what they
 19 think of this new oil. I guarantee you they will stop it
 20 before it ever gets into the circulation at the fast food
 21 places. Well, it's up to them.
 22 Now, we're going to talk about one of the
 23 problems associated with those oils. It's diabetes. But
 24 what else is it? Do you know what type III diabetes is,
 25 for all you people listening? Type I is -- is insulin --

1 where you're insulin dependent. Type II is insulin
 2 resistance. Type III is Alzheimer's.
 3 JULIE LYNCH: Ooh.
 4 ROD BURRESON: Did you know that?
 5 JULIE LYNCH: I didn't.
 6 ROD BURRESON: Well, we can't trust the
 7 corporate America, the big drug companies and food
 8 companies anymore, and I don't know whether you
 9 understand this, but you probably understand more
 10 importantly the dangers of hydrogenated oils and their
 11 effect on diabetes and Alzheimer's in this country, but
 12 if you don't, after this show, I think you'll understand
 13 it a little better.
 14 But if you want to understand it even more, how
 15 dangerous the drugs are, buy my book, my book entitled
 16 "Never, Ever, Ever Give Up, Health is on the Way."
 17 There's an entire chapter on Resilin. Now, Resilin came
 18 out a few years ago as the greatest drug in the world for
 19 diabetes, right? And there was a big writeup in the Los
 20 Angeles Times, which I got the approval from the Los
 21 Angeles Times to reprint as a chapter in my book. And I
 22 want you to buy that book. I want you to read that
 23 chapter. Five of the top executives of the drug company
 24 that produced Resilin, a diabetes drug disaster, died
 25 from using the drug.

1 JULIE LYNCH: That's amazing.
 2 ROD BURRESON: Isn't that something? With the
 3 skyrocketing incidence rates that are expected to soar
 4 even higher in the future, diabetes is rapidly
 5 transforming the health landscape of the United States
 6 and other westernized nations. It's no exaggeration to
 7 say that diabetes now looms as one of the most costly,
 8 destructive medical epidemics of the 21st Century.
 9 Those affected with diabetes face a host of
 10 insidious health threats that include heart disease,
 11 impotence, stroke, blindness, just to name a few. Even
 12 worse, new research suggests that those with insulin
 13 resistance or diabetes are at significantly higher risk
 14 of developing one of today's most devastating and
 15 incurable neurological disorders called Alzheimer's or
 16 type III diabetes. The emerging connection between
 17 diabetes and Alzheimer's is yet another compelling reason
 18 for those who value their health to address the issues of
 19 impaired insulin sensitivity before it's too late.
 20 Although diabetes is an emerging epidemic, it
 21 also wholly is preventable and reversible through the
 22 strategies that incorporate dietary changes, lifestyle
 23 modifications and nutritional supplementation. Achieving
 24 and maintaining optimal blood sugar in insulin
 25 sensitivity may thus be one of the most important steps

1 you can take to protect yourself against an array of
 2 life-threatening conditions including diabetes and mind-
 3 destroying dementia.
 4 And we got the best nutritional support
 5 product, I think, on the planet called Optima-100. If
 6 you want to help nutritionally address blood sugar
 7 support, folks, you got to buy and get on Optima-100.
 8 For maintenance, just two tablets a day is all you need.
 9 If you've got a problem with diabetes, four to six
 10 tablets a day. But watch and see the difference it can
 11 make.
 12 Now, I want to tell you a quick story, because
 13 one of the individuals that works here, her husband is a
 14 contractor, and he's a good contractor. But he's been
 15 suffering from diabetes for several years. And she heard
 16 the presentation on Optima-100, so she got him started on
 17 it. Well, it's brought his blood sugar down almost 40
 18 points. In addition to that, listen to this, he said
 19 he's never felt better in his life. Well, I don't know
 20 about that, but maybe it's -- he's never felt better in
 21 his memory. Maybe that's the situation, because when
 22 you're young you feel pretty good.
 23 But the real story is if you want to
 24 nutritionally address blood sugar management, Optima-100,
 25 I believe, is the answer. It's got 27 different

12

1 nutrients that support the body's ability to utilize
 2 blood sugar and manage the body's ability to -- to cope
 3 with blood sugar. Now, you've got to modify your diet,
 4 as well. Nothing works without modifying your diet.
 5 That means get off a lot of that sugar.
 6 But more importantly, nutritional
 7 supplementation is an absolute must. And if you think
 8 the drugs are the answer, read my book on Resilin. I
 9 think you will change your mind quite quickly if you're
 10 on one of the new drugs, Glucophage, whatever the heck
 11 that it is, I don't think I'd go that way. It's up to
 12 you which way you go, but nutritional supplementation, I
 13 believe, is the answer.
 14 I don't know whether you know it or not, but I
 15 don't believe you can trust the big drug companies and
 16 the food companies anymore. And if you'll just start
 17 reading the papers, see all the lawsuits, the tens of
 18 thousands of lawsuits against the drug companies, you
 19 know what I'm talking about.
 20 JULIE LYNCH: Exactly.
 21 ROD BURRESON: And that's just the tip of the
 22 iceberg, folks. Get the nutritional support and address
 23 the nutritional deficiency. That's where you start. And
 24 then modify your diet. But we got a special price on
 25 Optima-100 today.

14

1 articles and books praise tofu and other soybean products
 2 and yet so many of my friends, says M.L. Marshall, who
 3 are vegan and who use tofu and soy milk as their main
 4 protein sources, look so unhealthy. I've been a
 5 vegetarian for 10 years, and after two years -- about two
 6 years ago I tried to be a vegan. Whenever I
 7 significantly increase my tofu intake, I started to have
 8 problems with my liver. And when I increased my soy milk
 9 intake, I developed occasional pancreatitis.
 10 JULIE LYNCH: Ooh, gosh.
 11 ROD BURRESON: Well, what does that tell you,
 12 folks? You think that stuff is safe? I don't think so.
 13 Now, one of the frightening things, but not
 14 surprisingly to think that almost every single one in
 15 America knows someone, a friend, a relative, a coworker,
 16 who has diabetes. Isn't that something?
 17 JULIE LYNCH: Mm-hmm.
 18 ROD BURRESON: Nearly 21 million adults alone
 19 in the United States have diabetes, and another 41
 20 million or more between the ages of 40 and 74 are pre-
 21 diabetic. But look at all the kids. The kids are going
 22 now, and the new studies have shown that by 2010, as
 23 written up in the Orange County Register, half of the
 24 kids in the Western Hemisphere will be overweight by
 25 2010.

13

1 JULIE LYNCH: And you can call right now to get
 2 your Optima-100 in four and 12-packs. And for all of our
 3 listeners, we've added a new, easy-to-remember number to
 4 order your Roex products. That's 1-877-ROEX-NOW. 1-877-
 5 ROEX-NOW. 1-877-763-9669. Of course you can always use
 6 the existing 800 number, 1-800-645-0010. That's 1-800-
 7 645-0010. Both numbers get your right to Roex. And the
 8 website is Roex.com, R O E X.com.
 9 ROD BURRESON: Now, according to the studies in
 10 the science behind hydrogenated vegetable oil, especially
 11 soybean oil and corn oil and canola oil -- you know
 12 canola oil is about the new genetically modified canola
 13 oil, which is Canadian grape seed oil, has about 1
 14 percent erucic acid? You know it's one of the most
 15 cancer-causing acids you can put in your body?
 16 JULIE LYNCH: Ugh.
 17 ROD BURRESON: Yeah, and McDonald's is going to
 18 put that in their french fries.
 19 JULIE LYNCH: It's awful.
 20 ROD BURRESON: It's scary. But worse than
 21 that, folks, I want you to hear this story about M.L.
 22 Marshall written up on page 201 of Dr. Kaayla T. Daniel's
 23 book on the dangers of soy. Now, you make the judgment
 24 whether you're going to eat one of those french fries or
 25 not. My articles and books praise tofu -- or many

15

1 JULIE LYNCH: So scary.
 2 ROD BURRESON: Folks, that's three years or
 3 less. Can you imagine that? The number of -- and here's
 4 the headlines of the Orange County Register, Study:
 5 Children Obesity to Worsen. And they say the number of
 6 overweight children worldwide will increase significantly
 7 by the end of the decade. Scientists expect profound
 8 effects on everything from public healthcare to
 9 economies. And there was a study done where nearly half
 10 of the children in North America and South America will
 11 be overweight by 2010, as written up March 6, 2006 in the
 12 Orange County Register.
 13 Well, it was published in the International
 14 Journal of Pediatric Obesity. And in the European Union,
 15 about 38 percent of all children will be overweight if
 16 present trends continue by 2010.
 17 JULIE LYNCH: Ugh.
 18 ROD BURRESON: Now you know how serious we got
 19 a problem. Well, if you take nutritional supplements to
 20 help your body manage blood sugar, something gets into
 21 the cells properly, then your body doesn't crave all that
 22 junk. So, it's very, very important.
 23 I think we have -- we have a boomer product
 24 package. Optima-100, Cell Talk and PC-95. If you get
 25 those three products, folks, you've got such a powerhouse

16

1 against diabetes. And we got a special price on that
 2 package today. Order that package. Get it and get
 3 started, get your children on it, every single person in
 4 America over the age of three, I believe, will benefit by
 5 taking these nutritional supplements that are so
 6 important to assist the body in its structure and its
 7 function. What is its function? To help your body
 8 manage blood sugar is just one of them.

9 JULIE LYNCH: And you can get your special
 10 boomer package right now. That's Optima-100, Cell Talk
 11 and PC-95 by calling the new, easy-to-remember number.
 12 That's 1-877-ROEX-NOW. 1-877-ROEX-NOW. 1-877-763-9669.
 13 Of course you can always use the existing 800 number, 1-
 14 800-645-0010. That's 1-800-645-001 number -- I'm sorry,
 15 0010. Both numbers get you right to Roex. And of course
 16 you can always go to the very friendly, very exciting new
 17 website, Roex.com, R O E X.com.

18 ROD BURRESON: You know, Julie, and for all the
 19 listeners out there, the average American today, I don't
 20 know what the children's number is, but I know the
 21 average adult today consumes 200 pounds of refined sugar
 22 per year.

23 JULIE LYNCH: That's so terrifying.

24 ROD BURRESON: Isn't it, though?

25 JULIE LYNCH: Ugh.

18

1 And I want to tell you something else. One of
 2 the big problems associated with diabetes and its
 3 relation to Alzheimer's is this. The many ways in which
 4 insulin resistance and diabetes can damage one's health
 5 are now widely recognized by most doctors. High blood
 6 sugar can damage your blood vessels and nerves, which in
 7 turn can lead to such debilitating conditions as
 8 blindness, kidney damage, heart disease and eventually
 9 even early death. However, many mainstream physicians
 10 may not be aware of the fact that diabetes can also lead
 11 to the formation of damaging substances known as advanced
 12 glycation end products, or AGEs.

13 Now, listen, folks. Advanced glycation end
 14 products are sugar-derived substances that form in the
 15 human body through the interaction between carbohydrates
 16 and proteins, lipids or nucleic acids such as DNA. Once
 17 formed, these advanced glycation end products, like when
 18 you combine a sugar molecule with a protein molecule,
 19 like when you eat the McDonald's junk with their
 20 hamburger, is an example --

21 JULIE LYNCH: Yuck.

22 ROD BURRESON: -- once formed, they affect the
 23 structure and function of proteins in the body and the
 24 tissues that contain these proteins. Considering that
 25 proteins are present everywhere in the human body, the

17

1 ROD BURRESON: Just 100 -- 107 years ago, it
 2 was 10 pounds. Isn't that amazing? Now you know why we
 3 got a problem. The next 10 years, folks, will bring the
 4 greatest burden on the budgets of cities, states and the
 5 federal government and individuals alike because of the
 6 problems associated with excess sugar, sedentary
 7 lifestyles, and the problem will affect people of all
 8 races, all professions and all ages.

9 Well, this sugar overload will cause an
 10 epidemic number of people with strokes, heart attacks,
 11 dementia, asthma, arthritis, allergies, memory failing
 12 and a host of other metabolic disorders. Now, if you
 13 think I'm kidding, you know, how long ago was it that I
 14 was talking about the dangers of COX-2 inhibitors like
 15 Vioxx and Celebrex and Bexstra, well, now you know.
 16 They're -- the information is out there. But I was
 17 leading it three years before they ever took Vioxx off
 18 the market.

19 JULIE LYNCH: That's what you always do, Rod.

20 ROD BURRESON: And, see, if you're listening to
 21 this radio show, you're on the forefront, folks, of
 22 what's going on. And you're going to benefit because
 23 you're probably not going to be sucked into that
 24 advertising mirage that goes on to cause you to start
 25 taking so many of those drugs.

19

1 importance and destructive potential of advanced
 2 glycation end products cannot be underestimated.

3 Recent studies have shown that both a formation
 4 and accumulation of advanced glycation end products are
 5 enhanced in diabetes. These proteins damaged by the
 6 glycation process may thus play an important role in the
 7 pathogenesis of diabetic complications and, as we shall
 8 see, in the development of Alzheimer's disease.

9 Well, I don't know about you, folks, but if
 10 you've ever seen anybody with Alzheimer's, and you know
 11 our great president, Ronald Reagan, died from
 12 Alzheimer's, it's pretty darn scary that you can't take
 13 care of your daily functions, you don't know who came to
 14 visit you, you don't know anything about your life
 15 anymore. Isn't that something?

16 JULIE LYNCH: Very scary.

17 ROD BURRESON: It's such a devastating
 18 neurological condition that slowly but inexorably
 19 destroys the ability to think, inevitably robbing a
 20 person of both his memory and his ability to function
 21 independently. Alzheimer's delivers a crushing blow, not
 22 only to the affected individual, but also to family
 23 members who frequently struggle to provide the ever-
 24 growing levels of care required by the patient. Well,
 25 you don't want to get into that mess. Now, it doesn't

| 20 | 21 |
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| <p>1 mean you won't, but you can protect yourself dramatically</p> <p>2 if you keep your blood sugar under control.</p> <p>3 And if you think that drugs are going to do</p> <p>4 that, I got news for you. And here's some recent early</p> <p>5 research. And by the way, this whole study was done by</p> <p>6 Dr. Edward Rosick, and he's a doctor of osteopathy and a</p> <p>7 doctor of nutrition. And listen to what he says. While</p> <p>8 declining levels of acetylcholine and the formation of</p> <p>9 beta-amyloid plaques in the brain are characteristic of</p> <p>10 Alzheimer's, oxidative damage and the accumulation of</p> <p>11 advanced glycation end products occur in both Alzheimer's</p> <p>12 disease and diabetics.</p> <p>13 Well, now you know why you want to take PC-95.</p> <p>14 It's the best, most powerful free radical scavenger and</p> <p>15 neutralizer you can put in your body. And why you want</p> <p>16 to take choline bitartrate with betaine hydrochloride,</p> <p>17 because it enhances the body's ability to form</p> <p>18 acetylcholine. And declining levels of acetylcholine you</p> <p>19 just heard are part of why the brain starts to</p> <p>20 deteriorate. See how it all ties together with our</p> <p>21 products?</p> <p>22 At an Alzheimer's Association international</p> <p>23 convention held in Madrid last July, 2006, scientists</p> <p>24 presented multiple studies linking diabetes and</p> <p>25 Alzheimer's. For example, Swedish scientists unveiled</p> | <p>1 findings associated with borderline diabetics with an</p> <p>2 increased risk of developing dementia and Alzheimer's,</p> <p>3 particularly in those with high systolic blood pressure.</p> <p>4 Over a course of nine years, this study</p> <p>5 continued, and it showed you increase your risk of</p> <p>6 developing dementia and Alzheimer's by 70 percent if you</p> <p>7 don't get your blood sugar under control.</p> <p>8 JULIE LYNCH: That's incredible.</p> <p>9 ROD BURRESON: Isn't that something?</p> <p>10 JULIE LYNCH: Huh.</p> <p>11 ROD BURRESON: Well, folks, there are three</p> <p>12 products that you just got to get on: PC-95, Cell Talk,</p> <p>13 Optima-100. If you're going to help your body help</p> <p>14 itself to better managing the blood sugar, this is where</p> <p>15 you start. And then modify your diet immediately to get</p> <p>16 off that garbage can stuff that's served in most of the</p> <p>17 fast food places that you go to and most of the stores</p> <p>18 with the hydrogenated vegetable oils, especially soybean</p> <p>19 oil.</p> <p>20 JULIE LYNCH: And you can call right now, our</p> <p>21 new, easy-to-remember number to order your Roex products.</p> <p>22 That's 1-877-ROEX-NOW. 1-877-ROEX-NOW. That's 1-877-</p> <p>23 763-9669. Of course you can always use the existing 800</p> <p>24 number, 1-800-645-0010. That's 1-800-645-0010. Both</p> <p>25 numbers get you right to Roex. And the website is</p> |
| 22 | 23 |
| <p>1 Roex.com, R O E X.com. Get your Optima-100 today in four</p> <p>2 and 12-packs and the special boomer package, Optima-100,</p> <p>3 Cell Talk and PC-95 at a very special price.</p> <p>4 ROD BURRESON: If you take the Optima-100, Cell</p> <p>5 Talk and PC-95 as directed, I don't know anybody that</p> <p>6 hasn't seen great results. But here's another part of</p> <p>7 this whole picture that I want you to understand. The</p> <p>8 relationship between diabetes and Alzheimer's and what</p> <p>9 you need to know, okay?</p> <p>10 Insulin resistance and diabetes have reached</p> <p>11 epidemic proportions in the United States with nearly</p> <p>12 one-third of the population already affected. A</p> <p>13 proportion expected to grow much larger in the future.</p> <p>14 Diabetes is associated with adverse conditions such as</p> <p>15 stroke, heart attack and blindness.</p> <p>16 As the baby boomer generation continues to age,</p> <p>17 the prevalence of Alzheimer's disease is expected to</p> <p>18 skyrocket. Alzheimer's is an incurable disease that</p> <p>19 leads to loss of memory, cognition and the ability to</p> <p>20 function independently. Diabetes and Alzheimer's disease</p> <p>21 share several biochemical similarities, including</p> <p>22 oxidative stress, the presence of damaging molecules</p> <p>23 known as advanced glycation end products. And scientists</p> <p>24 have discovered that type II diabetes is associated with</p> <p>25 a greatly increased risk of developing Alzheimer's</p> | <p>1 disease.</p> <p>2 JULIE LYNCH: Wow.</p> <p>3 ROD BURRESON: So, what's your strategy? First</p> <p>4 of all, modify your diet; second, start exercising; and,</p> <p>5 third, take Optima-100, Cell Talk and PC-95. Let's go to</p> <p>6 the calls.</p> <p>7 JULIE LYNCH: All righty. Let us go right now</p> <p>8 to -- let's go to Brian in Denver. Brian, you are live</p> <p>9 on the air with Rod Burreson.</p> <p>10 BRIAN: Hi, Rod.</p> <p>11 ROD BURRESON: Hello, Brian.</p> <p>12 BRIAN: I've got basically two questions. One</p> <p>13 is for my mother that's 83 years old. She has diarrhea</p> <p>14 all the time.</p> <p>15 ROD BURRESON: Uh-huh.</p> <p>16 BRIAN: And I was wondering what she could</p> <p>17 take.</p> <p>18 ROD BURRESON: Well, I got news for her and</p> <p>19 you. Most of the time that's an irritation of the bowel</p> <p>20 or what the doctors call irritable bowel syndrome.</p> <p>21 BRIAN: Mm-hmm.</p> <p>22 ROD BURRESON: And it's probably inflammation</p> <p>23 of the bowel. But more than likely, it -- it's --it</p> <p>24 stems from a lack of friendly flora in the colon. And a</p> <p>25 lack of friendly flora in the colon can lead to so many</p> |

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| <p style="text-align: right;">24</p> <p>1 problems, including problems with the immune system, not 2 only diarrhea but also inflammation of the colon wall. 3 Get her on Colon Essentials and Colostrum. Colon 4 Essentials and Colostrum, get the -- get both of them in 5 the powder form, have her take a rounded tablespoon of 6 each at least once a day, preferably twice a day for the 7 first month, and she can take it in water or juice or 8 whatever, it tastes good, but it's so beneficial. And 9 have her take it on an empty stomach. It goes right 10 through the stomach, coats the whole mucosa of the 11 intestinal tract, and that's the beginning of solving her 12 problem. 13 BRIAN: Okay. My other question, I was 14 diagnosed with cancer back in March. 15 ROD BURRESON: Uh-huh. 16 BRIAN: Colon and stomach cancer, and I've been 17 on chemo for 10 months, and so far the tumors haven't 18 shrunk. 19 ROD BURRESON: Well, that's because they don't 20 -- chemo really doesn't work that well for colon cancer, 21 colorectal cancer. Did you know that? 22 BRIAN: No, no. 23 ROD BURRESON: No, they don't tell you that 24 either. Almost always when you have colorectal cancer, 25 you're deficient in calcium, number one.</p> | <p style="text-align: right;">25</p> <p>1 BRIAN: Okay. 2 ROD BURRESON: And, you know, calcium has been 3 shown to reduce by 40 percent your risk of colorectal 4 cancer. 5 JULIE LYNCH: Wow. 6 ROD BURRESON: Yeah, that's right. But does 7 anybody tell you that when you go to the doctor? No. 8 BRIAN: No, no. 9 ROD BURRESON: Well, Colon Essentials, 10 Colostrum and lots of distilled water and Cell Talk. 11 Those are the three products that I think are where you 12 start, and I think it will make a big difference, plus 13 PC-95. And when you take PC-95, you're going to help 14 your body overcome many of the free radical pathologies 15 that are going on because of that chemotherapy. 16 BRIAN: Okay. 17 ROD BURRESON: But load up, lots of it, lots of 18 -- lots of Colon Essentials, lots of Cell Talk, lots of 19 Colostrum, lots of PC-95. That's where I'd go if it were 20 me. 21 BRIAN: Okay. I appreciate the advice. 22 ROD BURRESON: All right, buddy. 23 BRIAN: Okay, thank you. 24 ROD BURRESON: You're welcome. 25 JULIE LYNCH: Thank you so much, Brian, for</p> |
| <p style="text-align: right;">26</p> <p>1 your call. 2 BRIAN: Sure thing. 3 JULIE LYNCH: And right now the toll-free to 4 order all of your Roex Products. easy-to-remember number 5 is 1-877-ROEX-NOW. That's 1-877-ROEX-NOW, or 1-877-763- 6 9669. Of course you can always use the existing 800 7 number as well to order your Roex products, 1-800-645- 8 0010. That's 1-800-645-0010. The website is Roex.com, R 9 O E X.com. Load up today on your Optima-100 in four and 10 12-packs and the special package today, Optima-100, Cell 11 Talk and PC-95. 12 ROD BURRESON: For all the people listening, if 13 you're fighting or have been fighting cancer, or if 14 you've got an issue with cancer. I think that the -- the 15 infrared sauna is an absolute must for you. It's so 16 beneficial that it's been shown to be able to kill cancer 17 cells, do you know that? 18 JULIE LYNCH: That's incredible. 19 ROD BURRESON: Not only that, but essential 20 fatty acids, if you read Dr. Michael A. Schmidt's Smart 21 Fats book, and it's a very involved biochemical 22 understanding of fats and oils, he points out that 23 essential fatty acids are oxygen magnets. They pull 24 oxygen in to all cells of the body. Guess what can't 25 live in an oxygen environment.</p> | <p style="text-align: right;">27</p> <p>1 JULIE LYNCH: Cancer. 2 ROD BURRESON: Cancer cells. Well, that's -- 3 two of the other things that, Brian, you should do, get 4 on the EFAs as well, plus the infrared sauna. I don't 5 know if we've got any left, but if we have off this last 6 shipment, you should order one and get it. And Julie and 7 I know about saunas, because we do it every week. 8 JULIE LYNCH: All the time. 9 ROD BURRESON: Yeah, and you will not believe 10 how much better you can feel when you start getting the 11 toxins out of your body and killing off those pathogens 12 that are causing so many destructive situations within 13 the body. The infrared sauna works, folks. If you get 14 on any information with regard to infrared light waves, 15 you will find out that they penetrate up to two inches 16 within the body structure. Well, most saunas and steam 17 only penetrate a half an inch. This is why the don't 18 work very well. But infrared sauna penetrates up to two 19 inches. That's why it works so well. 20 JULIE LYNCH: And, boy, will you feel relaxed 21 ROD BURRESON: Yeah. 22 JULIE LYNCH: Oh, man. 23 ROD BURRESON: And fired up, ready to go. 24 JULIE LYNCH: Yeah, I know, that's what 25 happens. I have so much energy afterwards.</p> |

7 (Pages 24 to 27)

28

1 ROD BURRESON: Right.

2 JULIE LYNCH: Let's go to Bobby in Houston,

3 Texas. Bobby, you're live on the air with Rod Burreson.

4 BOBBY: Hell, Rod.

5 ROD BURRESON: Hello, Bobby.

6 BOBBY: I use a lot of your products, and I

7 just want to tell you, man, I got some great results. I

8 was going to the doctor for back pain, and all he would

9 give you were Tylenol IV, and one of my brothers called

10 last week and asked you about the back pain issue, and I

11 did exactly what he told me to do, with the choline

12 bitrate (sic) and the kidney/bladder support.

13 ROD BURRESON: Yeah.

14 BOBBY: And it just about -- the pain is just

15 about gone away, and I did it -- I mean, this is just in

16 the course of two or three days, man.

17 ROD BURRESON: Isn't that something?

18 BOBBY: Yep.

19 JULIE LYNCH: Wow.

20 ROD BURRESON: Congratulations, Bobby, you're a

21 good man, and I hope everything works out really good for

22 you, too, buddy.

23 BOBBY: Okay, okay, and I just want to let you

24 all know that, man, all the products are wonderful. I'm

25 getting great results from all the products. And I just

30

1 take WOW besides, boy, from the inside out, you're going

2 after those toxins. That's what makes us feel good.

3 BOBBY: I tell you -- I tell you what, I'm

4 definitely going to purchase me one.

5 ROD BURRESON: All right, Bobby.

6 BOBBY: All right.

7 ROD BURRESON: Thanks for your call.

8 BOBBY: All right, bye.

9 JULIE LYNCH: Thanks so much, Bobby. And the

10 toll-free number right now, the easy-to-remember, toll-

11 free number, 1-877-ROEX-NOW, to order all of your Roex

12 products. That's 1-877-ROEX-NOW, 1-877-763-9669. You

13 can always use the existing 800 number, if you prefer.

14 That's 1-800-645-0010. 1-800-645-0010. And the website,

15 the brand new, beautiful website, is Roex.com, R O E

16 X.com. Load up today on your Optima-100 in four and 12-

17 packs and the special package today, Optima-100, Cell

18 Talk and PC-95.

19 And I want everybody to know, if you're just

20 tuning in, you are listening to The Truth about Nutrition

21 with Rod Burreson. You can speak directly to Rod on the

22 air. We've got a line open for you right now at 1-800-

23 429-PC95, that's 1-800-429-7295.

24 Let's go to Reuben in Miami. Reuben, you are

25 live on the air with Rod Burreson.

29

1 heard you say something about infrared sauna. What is

2 that?

3 ROD BURRESON: Well, infrared sauna is a sauna,

4 you -- we sell them here at Roex, but we only get a

5 shipment about every four months, because it takes so

6 long to get from where they're manufactured in Asia to

7 here. But the real issue is it's one of the most

8 incredible detoxification things that you can do for your

9 body. And when you detox your body, you get rid of a lot

10 of toxins that are cancer-causing. And they also cause

11 dementia and memory fog and all sorts of disability in

12 the body. So, you want to get rid of the toxins. The

13 most important way, in my opinion, and in Dr. Hanson

14 Wong's opinion, is infrared sauna. Well --

15 BOBBY: I'm definitely going to -- I'm

16 definitely going to purchase me one.

17 ROD BURRESON: You can buy an infrared sauna

18 and put it up in your living room, and you can watch TV

19 or read a book while you're in it, and you can take the

20 sauna for 30 minutes or an hour. And then you're doing

21 so much good for your body. But think about it, Bobby,

22 and for all the people listening, doesn't that make a lot

23 of sense that you get rid of those toxins?

24 BOBBY: It sure does.

25 ROD BURRESON: And then if you go -- if you

31

1 REUBEN: Thank you, Judy (sic). How you doing,

2 Rod?

3 ROD BURRESON: Hello, buddy.

4 REUBEN: Yes, my mom, she has high blood

5 pressure, and it's causing her heart to enlarge, and she

6 also recently yesterday did a colonoscopy where they

7 couldn't even see in her colon because it was so

8 congested and clogged.

9 ROD BURRESON: Wow.

10 REUBEN: And she has severe constipation and

11 she can't go to the bathroom. So, I was wondering what

12 -- what --

13 ROD BURRESON: Well, let me point out

14 something, Reuben, and -- for your mom. First of all,

15 she's got to get her elimination system flowing and

16 moving. There isn't anything that I know on the planet

17 that works any better than WOW, W O W. It's a -- it's a

18 group of nutrients and herbal extracts that are so

19 important to enhance the peristalsis muscles of the colon

20 so they squeeze and help move that stuff along. And in

21 addition to that it enhances the blood purification, it

22 enhances the liver detoxification, it's a great product.

23 And all she has to do is start with two

24 capsules. Because of the fact that she's so plugged up,

25 I think she should probably start with three or four and

32

1 then work up slowly until she sees what I mean by wow
2 when she goes to the bathroom. Because she's going to
3 need a plunger. And when she gets that release, she's
4 going to feel like a thousand-pound weight comes off her
5 back.

6 And then the -- that's the beginning of coming
7 up with your body's ability to regenerate itself. You
8 got to get the nutrients in there, and you got to get the
9 toxins out of there. So, it starts with WOW and lots of
10 water. She should drink an eight-ounce glass of
11 distilled water every single hour she's awake, and
12 believe me, it will make such a difference. Watch and
13 see what happens if you just do that for, plus PC-95.

14 REUBEN: And -- and how about the high blood
15 pressure that's causing her heart to enlarge?

16 ROD BURRESON: Well, I think you got to address
17 the issue first of getting the elimination channel
18 flowing, because that's certainly one of the sources of
19 the problem. And then PC-95, Estro -- or the vitamin C,
20 the MSM, the lysine/proline and Big Blue. Those are the
21 ones that help the body nutritionally address the blood
22 pressure. And believe me, it works. I don't know
23 anybody that hasn't had great results from taking those
24 four -- or five products.

25 REUBEN: Okay. Thank you very much, Rod

33

1 ROD BURRESON: All right, Reuben. Thanks for
2 your call and good luck to your mom.

3 REUBEN: Okay.

4 JULIE LYNCH: Thank you so much, Reuben. And
5 for all of our listeners, we've added a new easy-to-
6 remember number to order your Roex products, 1-877-ROEX-
7 NOW. That's 1-877-ROEX-NOW. 1-877-763-9669. Of course
8 you can always use our existing 800 number, 1-800-645-
9 0010. That's 1-800-645-0010. Both numbers get you right
10 to Roex to order your products. And --

11 ROD BURRESON: You know, I got to tell
12 everybody. Debbie Smith sent an e-mail in, and she
13 didn't like the fact that Julie said we wish you luck.
14 She said we want you to say we wish you well. Well, I
15 just said good luck to your mother. Can you believe
16 that?

17 JULIE LYNCH: (Laughter.)

18 ROD BURRESON: Well, though, luck has nothing
19 has to do with it, she said, and she's right. You got to
20 get on the products and then we can say we wish you well.

21 JULIE LYNCH: Though the big guy upstairs
22 certainly does get involved.

23 ROD BURRESON: Oh, you better believe it.

24 JULIE LYNCH: So, maybe we should say we wish
25 you involvement --

34

1 ROD BURRESON: God bless you, how's that?

2 JULIE LYNCH: Exactly. Exactly. That's the
3 right deal to go.

4 ROD BURRESON: There you go.

5 JULIE LYNCH: All right, let's go to Jean in
6 Sunnyside. Jean, you're live on the air with Rod
7 Burreson.

8 JEAN: Oh, hello, Julie and Rod. First, I'd
9 like to -- may I comment on a Fox News article about
10 Capsaicin?

11 ROD BURRESON: Sure.

12 JEAN: And on January 7th, they had a program
13 that -- touting -- well, they -- telling about a study
14 done in England that -- and it appears in the
15 biochemical, biophysical research communication, and --
16 which shows some success using Capsaicin, and I don't
17 understand that. That's cayenne.

18 ROD BURRESON: It's Capsaicin.

19 JEAN: Capsaicin, okay. Capsaicin.

20 ROD BURRESON: Yes. Right.

21 JEAN: And --

22 ROD BURRESON: And that's the active ingredient
23 in cayenne, you're correct.

24 JEAN: And that it kills lung -- certain kinds
25 of lung cancer cells.

35

1 ROD BURRESON: And colon cancer cells and
2 prostate cancer cells.

3 JEAN: And pancreatic cells.

4 ROD BURRESON: Yeah, that's right.

5 JEAN: So, I -- you know, I'm trying to get the
6 study, because my sister has lung cancer and -- now, and
7 I haven't been able to get hold of it.

8 ROD BURRESON: Well, you know, Jean, that we
9 have the most powerful, hottest, hot cayenne you can --
10 you can buy from anyplace that I know of?

11 JEAN: Yes.

12 ROD BURRESON: It's 180,000 heat units.

13 JEAN: I gave her your website, you know

14 ROD BURRESON: Good. All right.

15 JEAN: So, she's back in Texas, but she doesn't
16 get the program, but --

17 ROD BURRESON: Well, the hotter the cayenne,
18 the more Capsaicin, the more effective.

19 JEAN: Capsaicin, okay.

20 ROD BURRESON: Yes.

21 JEAN: All right, very good. And I thought
22 maybe some of the listeners might want to get a hold of
23 it.

24 ROD BURRESON: That's a great comment, Jean. I
25 appreciate your comment.

9 (Pages 32 to 35)

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EXHIBIT B

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| 36 | 37 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 JEAN: Now, I really -- I -- my doctor gave me 2 a pamphlet on chronic venous insufficiency. 3 ROD BURRESON: Okay. 4 JEAN: And it says CVI, in the pamphlet, can't 5 be cured. But you can limit how much it harms your 6 health. 7 ROD BURRESON: Well, no, what that should have 8 said -- 9 JEAN: And I just wanted -- I -- 10 ROD BURRESON: Jean, what it should have said 11 is that doctors don't know how to do it. 12 JEAN: Okay, I just wanted to get your idea -- 13 ROD BURRESON: I believe a venous insufficiency 14 -- 15 JEAN: -- because my legs are swelling up, I've 16 got edema. 17 ROD BURRESON: Yeah, Jean -- 18 JEAN: Uh-huh. 19 ROD BURRESON: -- venous insufficiency is a 20 weakness of the vascular wall of the vein or the vein and 21 the artery. Why is that weak? The vein and artery has 22 three components, three major components, I'll put it 23 that way, to form the collagen. It's got vitamin C, 24 lysine and proline. Well, if you get the PC-95, which 25 enhances the collagen matrix in not only the vascular</p> | <p>1 wall but in the whole body, PC-95, vitamin C, 2 lysine/proline, now you can enhance, strengthen the 3 permeability, anti-permeability of the vascular wall. 4 And, believe me, hemorrhoids, edema, all that stuff 5 starts to disappear as you -- your -- your venous 6 insufficiency starts to disappear. 7 JEAN: How much of the C should be taken? 8 ROD BURRESON: Eight to 10,000 milligram a day. 9 JEAN: Okay. 10,000 milligrams? 10 ROD BURRESON: Right. 11 JEAN: Okay. And lysine/proline? 12 ROD BURRESON: They should take at least six 13 and maybe even nine capsules a day for at least several 14 months. 15 JEAN: Okay, six to nine. 16 ROD BURRESON: Right. 17 JEAN: Capsules a day. 18 ROD BURRESON: And PC-95, 10 tablets a day. 19 JEAN: Okay, I take 10 tablets a day already. 20 ROD BURRESON: Good. 21 JEAN: So, nine capsules of the lysine/proline 22 for about six months. 23 ROD BURRESON: Well, you want to take it for a 24 long time, forever probably. I will take it forever. 25 JEAN: For a long -- yeah.</p> |
| 38 | 39 |
| <p>1 ROD BURRESON: But the high dosage you want to 2 take for at least six months. 3 JEAN: Okay, that high dosage. 4 ROD BURRESON: Right. 5 JEAN: All right. And I just wonder, would 6 that help -- 7 ROD BURRESON: By the way, Jean, I want to tell 8 you something. Do you know your body's accustomed to 9 handling high doses of lysine? 10 JEAN: Oh. 11 ROD BURRESON: And do you know that lysine has 12 one of the most -- lysine and PC-95 have two of the most 13 common factors that protect the collagen matrix, whether 14 it be in your connective tissue or in your wall of your 15 vascular system of your body, it -- those two, lysine and 16 PC-95, attach -- 17 JEAN: And I can break the caps open and -- 18 ROD BURRESON: But hear me out. 19 JEAN: Okay. 20 ROD BURRESON: They attach to the collagen 21 matrix receptor sites so that two enzymes can't eat 22 through the collagen. And when they eat through the 23 collagen, that's how the fluid leaks, that's how you get 24 edema. 25 JEAN: That's -- that would be good in</p> | <p>1 preventing metastasis of cancer. 2 ROD BURRESON: Absolutely. And the spread of 3 viruses, as well. 4 JEAN: Okay. Real good. And how about Cell 5 Talk, would that help with -- 6 ROD BURRESON: Cell Talk is so incredible, you 7 better believe it would help. 8 JEAN: -- CVI, will it -- you know -- 9 ROD BURRESON: Yeah. 10 JEAN: Would that be a factor in -- 11 ROD BURRESON: You -- not only will it be a 12 factor, it will be a very important one. But you listen 13 to this show on Thursday. We're going to have a special 14 show on Cell Talk with a mystery guest, and I want you to 15 know, the mystery guest will be there the full hour. You 16 can ask a lot of your questions, and I want you to know 17 something else, when we get through with that hour, if at 18 least a million people haven't tried to call and order, 19 I'd be surprised. 20 JEAN: Mm-hmm. I was -- I was aware of that, 21 so I've been looking forward to Thursday, make sure I 22 don't miss your program on Thursday. 23 ROD BURRESON: That-a-girl. 24 JEAN: Okay, well, thank you so much, Rod 25 ROD BURRESON: Thanks for your call, Jean.</p> |

40

1 JEAN: This has been most helpful. Oh, but can
 2 I just break those capsules up and put them in liquid --
 3 ROD BURRESON: Sure.
 4 JEAN: -- because I have trouble swallowing.
 5 ROD BURRESON: Yeah. Sure, you can.
 6 JEAN: Okay, real good. Thank you, Rod and
 7 Julie.
 8 ROD BURRESON: Okay, sweetie.
 9 JEAN: Bye.
 10 JULIE LYNCH: Thank you so much, Jean, we
 11 appreciate your call. And you can call right now, the
 12 easy-to-remember number to order your Roex products is 1-
 13 877-ROEX-NOW. That's 1-877-ROEX-NOW, or 1-877-763-9669.
 14 Of course you can always use the existing 800 number, 1-
 15 800-645-0010, that's 1-800-645-0010. Both numbers will
 16 get you right to Roex to order your products. And the
 17 website is Roex.com, R O E X.com. Don't forget, today is
 18 the day to load up on Optima-100 in four and 12-packs.
 19 And there's a special package, Optima-100, Cell Talk and
 20 PC-95.
 21 Let's go to Melissa in Fort Lauderdale.
 22 Melissa, you're live on the air with Rod Burreson.
 23 MELISSA: Hi, Julie. Hi, Rod.
 24 ROD BURRESON: Hi, sweetie.
 25 MELISSA: Okay, I have a question regarding

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1 oils.
 2 ROD BURRESON: Okay.
 3 MELISSA: Now, I'm aware that fish oil is very
 4 beneficial for the health. But I'm currently taking your
 5 EFAs and DHA and coconut oil.
 6 ROD BURRESON: Right.
 7 MELISSA: Now, could I also take fish oil?
 8 ROD BURRESON: Sure you could, but you don't
 9 need to.
 10 MELISSA: Oh, I don't need to?
 11 ROD BURRESON: No. You take fish oil because
 12 of the eicosa hexanoic acid and decosa hexanoic acid, the
 13 EPA and DHA in fish oil. It's already in the Roex EFAs,
 14 but --
 15 MELISSA: Mm-hmm.
 16 ROD BURRESON: -- two of the most important
 17 oils come from flaxseed oil, linoleic acid and linolenic
 18 acid, and they're also in the EFAs. And then there's a
 19 prominent omega nine fatty acid that comes -- that's in
 20 there, and it comes from borage oil. And as a result,
 21 this combination is so important, it's so much more
 22 effective than just fish oil.
 23 MELISSA: Oh, okay, that's what I wanted to
 24 clarify.
 25 ROD BURRESON: All right.

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1 MELISSA: Necessary to take the fish oil
 2 ROD BURRESON: Yes. And the DHA, we put it in
 3 Estro -- even though it's in the EFAs, we put it in extra
 4 capsules and bottles because your body needs much more of
 5 it because it's so important for your brain function,
 6 your eyes, your nerve system of your body and your sex
 7 glands. All of those require DHA specifically, so we put
 8 it in extra bottles, so you should get both the EFAs and
 9 the DHA and of course coconut oil is the medium-chain
 10 fatty acid that's so beneficial for your skin and the
 11 vascular system of your body. And it's the low-calorie
 12 oil, so you aren't going to gain any weight from taking
 13 it, and you're not going to risk any heart disease from
 14 taking it, either.
 15 MELISSA: The coconut oil, that's more for
 16 weight loss?
 17 ROD BURRESON: No, the coconut is so important.
 18 See, it's medium, low-chain fatty acids, but these fatty
 19 acids give you energy. They're for burning -- they burn
 20 rather than store. So, they burn quickly, and as they --
 21 metabolism means to burn and convert to energy, right?
 22 So, when you -- when you burn these low and medium-chain
 23 fatty acids, boy, you get almost immediate energy, but
 24 your skin loves coconut oil.
 25 MELISSA: Yes, I notice my skin, it's really

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1 getting silky --
 2 ROD BURRESON: All right.
 3 MELISSA: -- and, oh, okay.
 4 ROD BURRESON: And your cardiovascular system
 5 loves coconut oil.
 6 MELISSA: Okay.
 7 ROD BURRESON: All right.
 8 MELISSA: All right, thank you so much.
 9 ROD BURRESON: You're welcome.
 10 MELISSA: Keep up the good work.
 11 ROD BURRESON: Bye.
 12 JULIE LYNCH: Thank you so much, Melissa, for
 13 your call. You can order right now with the new, easy-
 14 to-remember number, that's 1-877-ROEX-NOW, 1-877-ROEX-
 15 NOW, or 1-877-763-9669 to get all of your Roex products.
 16 You can also use the existing number, 1-800-645-0010.
 17 That's 1-800-645-0010. Both numbers get you right to
 18 Roex. And the website is Roex.com, R O E X.com. Don't
 19 forget to load up on your Optima-100 in four and 12-packs
 20 and the special package today is Optima-100, Cell Talk
 21 and PC-95.
 22 Let's go to Leigh in Modesto, California.
 23 Leigh, you're live on the air with Rod Burreson.
 24 LEIGH: Hi, Rod and Julie.
 25 ROD BURRESON: Hello, Leigh.

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1 LEIGH: I was just hearing about the coconut
2 oil, which my son has an anxiety disorder which causes
3 him to do a lot of hand washing, and so his skin is real
4 dry and he has a rash. And I've been giving him the EFAs
5 and the DHA but not the coconut oil, so I'm assuming
6 that's what I should add.
7 ROD BURRESON: Yes, and add more DHA. I don't
8 know how many you're giving him.
9 LEIGH: I was just giving two a day, which --
10 ROD BURRESON: Oh, I'd give him six to eight or
11 even 10 a day for a while.
12 LEIGH: Okay, and how about the EFAs?
13 ROD BURRESON: Six to eight or even 10 of those
14 a day for a while.
15 LEIGH: And the same with the coconut oil
16 ROD BURRESON: Yes, uh-huh.
17 LEIGH: Okay. He --
18 ROD BURRESON: More than likely, if you do that
19 and give him choline bitartrate along with it, it keeps
20 that fat in emulsification so your body can use it, and
21 it's so beneficial for all the cells in your body, your
22 brain cells, your skin cells, your eyes, everything.
23 LEIGH: Okay. And how much of the choline
24 bitartrate?
25 ROD BURRESON: Six capsules a day. And you can

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1 LEIGH: Okay.
2 ROD BURRESON: And when you swallow them, you
3 can't take a little sip of water, you take a gulp of
4 water.
5 LEIGH: Right, right.
6 ROD BURRESON: And if they just do that,
7 there's no problem. These capsules are so easy to
8 swallow.
9 LEIGH: Okay.
10 ROD BURRESON: All right.
11 LEIGH: Well, we'll just work up slow.
12 ROD BURRESON: Yes, okay.
13 LEIGH: All right, thank you.
14 ROD BURRESON: You're welcome.
15 LEIGH: Bye.
16 JULIE LYNCH: Thank you so much, Leigh, for
17 your call. And I just have to say, Rod, when I had to
18 take the whey protein shake --
19 ROD BURRESON: Uh-huh.
20 JULIE LYNCH: -- it's so easy to swallow with
21 the shake.
22 ROD BURRESON: Oh, yeah.
23 JULIE LYNCH: Like the shake just kind of
24 pushes it all down.
25 ROD BURRESON: Yeah, it gets you more bulk, so

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1 take it with the oil, if you like.
2 LEIGH: Okay. He's 13, so it's no problem
3 there with --
4 ROD BURRESON: No, not at all. It'll -- it'll
5 be such a wonderful opportunity for his neurological
6 system to start getting back to normal.
7 LEIGH: Okay. All right. And I just want to
8 say how much I enjoy your show and appreciate your
9 products. My husband got his cholesterol and prostate
10 problems under control with your products.
11 ROD BURRESON: Isn't that great?
12 LEIGH: So, we really appreciate it.
13 ROD BURRESON: Congratulations.
14 LEIGH: Do you have any tricks on how I could
15 get this many capsules down him?
16 ROD BURRESON: Yeah, I got an -- I got an idea,
17 but here's the story. My -- when my grandson was 13
18 years old, I had started him on our products when he was
19 age three.
20 LEIGH: Mm-hmm.
21 ROD BURRESON: He would take a whole handful at
22 age 13 and swallow them, no problem at all.
23 LEIGH: No problem.
24 ROD BURRESON: Kids just have to learn how to
25 swallow them.

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1 down it goes.
2 JULIE LYNCH: Exactly, exactly. All right, for
3 all of our listeners, we've added a new, easy-to-remember
4 number to order your Roex products, 1-877-ROEX-NOW.
5 That's 1-877-ROEX-NOW, or 1-877-763-9669. Of course you
6 can use the existing number any time you want, 1-800 --
7 ROD BURRESON: But -- oh, excuse me. Go ahead.
8 JULIE LYNCH: 1-800-645-0010. That's 1-800-
9 645-0010. Both numbers get you right to Roex. And the
10 website is Roex.com, R O E X.com.
11 ROD BURRESON: I want to encourage all the
12 Manhattan listeners, and we got a lot of them, and we
13 appreciate it very much, I want to encourage all of you
14 to buy Kaayla T. Daniels' book, The Whole Soy Story, read
15 pages 201 and 202. And on the bottom of page 201, it
16 starts with worse -- worse, the average American may be
17 eating soy protein along with soy or corn oils. Start
18 there. Fax it to the Chamber of Commerce and the City
19 Council. Tell them I do not want that junk in the french
20 fries in McDonald's.
21 JULIE LYNCH: Amen.
22 ROD BURRESON: And they call it their new great
23 oil. Can you believe that?
24 JULIE LYNCH: That's so scary.
25 ROD BURRESON: I mean, what a bunch of -- you

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1 know, either they're -- either they really want to do
 2 something good and they got some bad advice, or they
 3 really don't give a darn about you. But either way,
 4 don't allow that oil to be the substitute, because it's
 5 no better than already what they got.
 6 JULIE LYNCH: Let's go to Betty in Wildwood.
 7 Betty, you're live on the air with Rod Burreson.
 8 BETTY: Hi, Rod, how are you?
 9 ROD BURRESON: Hello, Betty.
 10 BETTY: Hi. I'm calling about -- I just went
 11 to a Nutrisystem diet.
 12 ROD BURRESON: Yes.
 13 BETTY: And I noticed -- well, most of the
 14 ingredients have a lot of soybean oil, soy -- soy
 15 proteins, soy electrofines. It has a lot of soy
 16 products. I was wondering if this is dangerous, if I
 17 should go off this diet.
 18 ROD BURRESON: I wouldn't touch it with a 100-
 19 foot pole.
 20 BETTY: Really?
 21 ROD BURRESON: Absolutely. Soy is dangerous.
 22 Soy is a Frankenstein food. Soy is so bad for your body,
 23 and all you got to do is get on our website or read Dr.
 24 Kaayla T. Daniel's book, The Whole Soy Story, and read it
 25 for yourself, make your own decision.

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1 PAUL: Hi, Rod.
 2 ROD BURRESON: Hello, Paul.
 3 PAUL: I just wanted to list a few of the
 4 benefits I've received from your products, and it's great
 5 -- I'm 55, it's great to have nutritional options.
 6 ROD BURRESON: Uh-huh.
 7 PAUL: One of the things is for years I would
 8 try to exercise, and I'd always get cramps in my muscle
 9 ROD BURRESON: Uh-huh.
 10 PAUL: And I learned that calcium is not only
 11 good for bones, but it's good for muscles. And I've been
 12 able to exercise for years now.
 13 ROD BURRESON: Wonderful.
 14 PAUL: It really helped me out. I took
 15 probiotics, and I heard about your WOW, but I was afraid
 16 to lose them all, so I didn't take your WOW for a while,
 17 but I would get headaches. And when I finally took your
 18 WOW, the headaches went away and I felt really good after
 19 it.
 20 (Music playing.)
 21 ROD BURRESON: Isn't that great?
 22 PAUL: Oh, yeah.
 23 ROD BURRESON: Wow, good.
 24 PAUL: And I got to tell you about the
 25 cayenne/ginger. I had a -- I came down with a flu --

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1 BETTY: Hmm.
 2 ROD BURRESON: I wouldn't touch it with a 100-
 3 foot pole. You don't need special foods, to buy special
 4 foods, to get your weight down. What you need to do is
 5 modify your diet and start taking good nutritional
 6 supplements so your body doesn't crave sugar.
 7 BETTY: That's it, okay. I just hope they'll
 8 take the stuff back now. I just got all this stuff.
 9 ROD BURRESON: Tell them there's soy in it and
 10 you don't want it.
 11 BETTY: Okay. I appreciate that.
 12 ROD BURRESON: All right, Betty.
 13 BETTY: Thank you so much. You have a good da
 14 ROD BURRESON: You're welcome.
 15 BETTY: (Inaudible) -- bye-bye.
 16 JULIE LYNCH: Thank you so much, Betty. And
 17 the toll-free number right now to order your Roex
 18 products is 1-877-ROEX-NOW, that's 1-877-ROEX-NOW. 1-
 19 877-763-9669. Of course you can always use the existing
 20 800 number, 1-800-645-0010. That's 1-800-645-0010. And
 21 the website is Roex.com, R O E X.com. Get your Optima-
 22 100 today in four and 12-packs and your special package
 23 today, it is a good one, Optima-100, Cell Talk and PC-95.
 24 Let's go to Paul in California. Paul, you're
 25 live on the air with Rod Burreson.

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1 ROD BURRESON: Uh-huh.
 2 PAUL: -- and I took it like every six hours
 3 like a cold capsule.
 4 ROD BURRESON: Right.
 5 PAUL: And it went away in a couple days, and a
 6 few days later, my right nostril, which was plugged for
 7 years, opened up.
 8 ROD BURRESON: Isn't that wonderful?
 9 Congratulations, Paul, and thanks very much for your
 10 call. We're running out of time, but we appreciate it
 11 very much.
 12 JULIE LYNCH: Thank you, Paul. And of course
 13 the toll-free number, 1-877-ROEX-NOW to order your
 14 products, 1-877-ROEX-NOW.
 15 Rod Burreson, thank you so much. What a great
 16 show.
 17 ROD BURRESON: And thanks to all you callers
 18 and listeners. And don't forget, all you Manhattan
 19 people, call the Chamber of Commerce and City Council.
 20 Don't accept that garbage can oil. We love you. See you
 21 tomorrow.
 22 (Whereupon, the show concluded.)
 23 (Whereupon, the recording was concluded.)
 24
 25

1 CERTIFICATION OF TYPIST

2
3 MATTER NUMBER: 0723076
4 CASE TITLE: ROEX
5 TAPING DATE: JANUARY 30, 2007
6 TRANSCRIPTION DATE: NOVEMBER 5, 2008

7
8 I HEREBY CERTIFY that the transcript contained
9 herein is a full and accurate transcript of the tapes
10 transcribed by me on the above cause before the FEDERAL
11 TRADE COMMISSION to the best of my knowledge and belief.

12
13 DATED: NOVEMBER 6, 2008

14
15
16 SARA J. VANCE

17
18 CERTIFICATION OF PROOFREADER

19
20 I HEREBY CERTIFY that I proofread the transcript for
21 accuracy in spelling, hyphenation, punctuation and
22 format.

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25 WANDA J. RAVER

In the Matter of:

Roex, Inc.

February 23, 2007

Roex.com Radio Show - Mark Alexander -- Beta-Sitosterol

Condensed Transcript with Word Index



For The Record, Inc.

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1 PROCEEDINGS
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 3 JULIE LYNCH: Welcome to The Truth About
 4 Nutrition, with Mark Alexander. I am your host, Julie
 5 Lynch, and we are broadcasting live right here in New
 6 York City.
 7 Mark Alexander is the Director of Research at
 8 Roex, Incorporated, with over 25 years of experience in
 9 the health and nutrition industry.
 10 If you have questions for Mark, you can speak
 11 with him directly on the air at 1-800-429-PC95. That's
 12 1-800-429-7295. That's right, we have a line open for
 13 you right now and we are live and we are taking your
 14 calls at 1-800-429-7295.
 15 How are you today, Mark?
 16 MARK ALEXANDER: Doing great on this beautiful
 17 Friday. How about yourself, Julie?
 18 JULIE LYNCH: I am very well, thank you.
 19 MARK ALEXANDER: Great. And we are going to
 20 talk about a very important topic today. In fact, very -
 21 - several important topics. Mainly cholesterol, prostate
 22 enlargement in men, diabetes, inflammation, and immune
 23 system, just to name a few.
 24 And there's one product, folks, that helps to
 25 address all these key issues and that would be Beta-

4

1 Sitosterol. And this is a substance actually not many
 2 people even heard about until three or four years ago.
 3 We were one of the first companies to bring this over
 4 here to America and help to educate the people on the
 5 virtues of this nutrient.
 6 And the average American diet is quite lacking
 7 in this essential component actually. Most people are
 8 very low in Beta-Sitosterol and, unfortunately, they just
 9 don't eat enough of the foods that contain it, so that's
 10 why the supplementation is so important.
 11 Now, we want to talk about first off today the
 12 cholesterol situation, because it is a mess in this
 13 country, folks. Millions and millions of people are
 14 popping these statin drugs, I mean literally like they're
 15 M&Ms or candy or whatever.
 16 And, in my opinion, cholesterol can certainly
 17 be addressed safely and naturally without relying on
 18 these statins in the great majority of cases. It's not
 19 rocket science, folks, and it doesn't have to be
 20 complicated. A good, clean sensible diet, daily exercise
 21 is also very helpful to get the cholesterol levels down.
 22 And then take your Beta-Sitosterol.
 23 And, folks, the research is definitely there.
 24 And I'm going to quote from some, you know, of the
 25 specific research today how this can really help you with

6

1 MARK ALEXANDER: The Journal of Clinical
 2 Investigation, Metabolism Clinical Experiments, Current
 3 Therapeutic Research and Canadian Journal of Physiology
 4 and Pharmacology. With this overwhelming proof of the
 5 effectiveness of a safe, natural inexpensive plant
 6 extract with no material side effects, you would think
 7 doctors would be giving this to all of their patients
 8 with high cholesterol levels. Instead, they are giving
 9 prescription statin drugs with terrible side effects.
 10 And surprisingly, Beta-Sitosterol is very hard to find in
 11 drug stores, health food stores and mail order vitamin
 12 catalogues.
 13 It's like I said, Julie, not many people ever
 14 even heard of this nutrient until three to four years ago
 15 when we were on the forefront of bringing this over to
 16 America, because this has been actually used by
 17 prescription in Europe for many years with great, great
 18 success for both high cholesterol levels and prostate
 19 enlargement.
 20 So let's talk about some of the problems of the
 21 statin drugs and then I think you'll see where I'm coming
 22 from, folks.
 23 Number one, keep in mind you have to have Co-
 24 Enzyme Q10 to have a healthy heart and a healthy
 25 cardiovascular system. Now, COQ10 shares the exact same

5

1 both the high cholesterol situation and then on the
 2 prostate issue when we get to that a little later.
 3 Now, while Beta-Sitosterol is one of the most
 4 important supplements you can use for good prostate help,
 5 it has also many other benefits and it can be used by
 6 both men and women. A notable benefit is the promotion
 7 of healthy cholesterol and triglyceride levels. Over 30
 8 years of studies have shown this effect to be true.
 9 And then it goes on to say in this article that
 10 over 50 articles have been published in international
 11 medical journals for studies done on both humans and
 12 laboratory animals.
 13 Now, common sense tells you to cut down or cut
 14 out your saturated animal fat, dairy and especially
 15 unnatural partially hydrogenated fats and trans fats,
 16 which are found in so many of our processed foods today.
 17 We will not list the over 50 studies, because
 18 we only have an hour show, folks. But human studies were
 19 published in such prestigious journals, such as the
 20 Canadian Journal of Biochemistry, the Scandinavian
 21 Journal of Gastrology, the Journal of Lipid Research, the
 22 American Journal of Clinical Nutrition, the Joseio
 23 deKakoke (phonetic) -- that's a tongue twister, that one
 24 was in Japan.
 25 JULIE LYNCH: Oh, my gosh.

7

1 pathway in the body as cholesterol. So, unfortunately,
 2 yes, the statin drugs lower cholesterol, but
 3 unfortunately they also lower the COQ10 levels in your
 4 body.
 5 So you can see how that is a catch 22, because
 6 what do you need to have a healthy heart and a healthy
 7 cardiovascular system? High levels of COQ10, folks. You
 8 don't want to put something in your body that's going to
 9 wipe the COQ10 levels out basically, so that's one of the
 10 major problems with the statins.
 11 Now, another issue would be the muscle
 12 deterioration. Many people have reported back, you know,
 13 muscle problems and muscle diseases and aches and pains,
 14 so not a good scenario.
 15 A third problem with the statins would be
 16 they're very harsh on the liver. That's why they say in
 17 those TV commercials make sure you check your liver
 18 function carefully if you're taking these things, because
 19 they're tough on the liver.
 20 So anybody out there that insists on taking the
 21 statins -- and we certainly aren't big fans of those
 22 things here, as you know -- but if you're going to take
 23 those things, make sure you supplement with Co-Enzyme Q-
 24 10 to get that back into your system and make sure you
 25 take Livalon to protect your liver. Very, very important

8

1 for anybody out there that continues on the statins.
 2 And then the fourth major problem I have with
 3 the statins -- and, to me, this is the scariest of all,
 4 Julie -- according to some of the most recent research,
 5 these things have been shown to actually cause dementia.
 6 JULIE LYNCH: Oh, that's so scary.
 7 MARK ALEXANDER: Not good. So, folks, that's
 8 just the cherry on the topping when I heard that one. So
 9 let's educate the people today, Julie, on how we can get
 10 these levels down safely and in a natural, you know,
 11 manner, without these terrible side effects.
 12 And like I said, folks, it's not rocket
 13 science, it's very easy to do. Get daily exercise,
 14 because exercise has been proven to raise the HDL, which
 15 is the so-called good cholesterol and lower the LDL, or
 16 the bad cholesterol.
 17 A good clean diet. What do we mean by a good
 18 clean diet? It's quite simple, folks. Become a label
 19 reader, try to eat more fresh whole natural, fresh foods
 20 daily and rely less on processed junk foods.
 21 And, like I said, stay away from anything that
 22 says partially hydrogenated oil. Stay away from your
 23 trans fats, stay away from the fried greasy foods, stay
 24 away from your margarine. And, of course, the refined,
 25 you know, carbs are bad, too. And this whole topic --

10

1 geesh, you know, since this prostate has gotten enlarged
 2 I have to get up four to five times in a night to go to
 3 the bathroom. The urine stream has slowed down, it
 4 certainly doesn't flow properly like it should when I was
 5 younger.
 6 And this can be outright dangerous, because if
 7 the bladder doesn't completely empty, folks, it can
 8 literally back up and damage your kidneys. Very serious
 9 stuff and you don't want to mess around with that.
 10 So we've got some safe, natural nutrients that
 11 are very good and help to shrink the prostate and reduce
 12 that, you know, enlargement. And also to bind up the bad
 13 testosterone, which is called the DHT, or
 14 dihydrotestosterone.
 15 So the protocol would be as follows. To all
 16 you men listening today, you want to load up on three
 17 things -- the Beta-Sitosterol, the FP-63, that FP stands
 18 for flower pollen, that's an awesome nutrient, too, for
 19 the prostate and many other things, I may add. That'll
 20 be a whole separate show. And, of course, the Advanced
 21 Men's Formula.
 22 Because what happens when you take these, guys,
 23 like I said, they're going to help to shrink the
 24 prostate, they're going to help bind up that DHT or bad
 25 testosterone and this DHT is the main reason why men wind

9

1 things like the doughnuts, the pies, the pastries, the
 2 cookies, the processed foods and your white flour pasta,
 3 your white bread. Things along those lines can also
 4 contribute to this high cholesterol situation that we
 5 have going on here.
 6 And as far as the Beta-Sitosterol goes, it's
 7 going to do the same basic thing in the body as these
 8 statins. It will lower the cholesterol. However, with
 9 the Beta you don't have to worry about these nasty and
 10 terrible side effects. You'll only have what I would
 11 call side benefits from the Beta-Sitosterol, no down side
 12 whatsoever, folks. So, to me, that should be a no-
 13 brainer. I would take the Beta-Sitosterol in a heartbeat
 14 over the statin drugs.
 15 Now, let's move on to the topic of the prostate
 16 enlargement. This is a fact of life for all of us men
 17 over 40, 45 and for sure over 50. I got news for all you
 18 guys listening today. The prostate positively is going
 19 to start to swell and enlarge, it's just a fact of life.
 20 So you want to do everything humanly possible to slow
 21 that process down.
 22 Because what happens when the prostate
 23 enlarges, it's going to start to pinch the urethra and,
 24 therefore, it impedes the urine output and the urine
 25 flow. And that's why a lot of men notice, you know,

11

1 up with prostate cancer and prostate enlargement.
 2 And when you take the Beta-Sitosterol and the
 3 Flower Pollen, what they do, they inhibit the formation
 4 of this DHT by inhibiting something called 5 Alpha-
 5 Reductase Enzyme Activity. So, in layman's terms, when
 6 you take these prostate nutrients, they improve the
 7 clearance of the DHT out of the prostate cells.
 8 Now, this is actually a prescription, like I
 9 said, over in Europe. And it's interesting to me, Julie,
 10 because 90 percent of the doctors over in Europe would
 11 recommend things like Beta-Sitosterol and Flower Pollen
 12 for their patients.
 13 Over here, it's a reverse ratio, as we call it,
 14 90 percent of the doctors in this country would recommend
 15 things like the Proscar and, you know, things along those
 16 lines and the Flomax. And just the opposite, only 10
 17 percent of the doctors in this country would go the
 18 natural route, which I think is a big mistake.
 19 Now, listen to some of the side effects of
 20 Proscar to all you men on this one, could be the
 21 following: abdominal pain, breast enlargement and
 22 tenderness, skin rash, swelling of the lips, decreased
 23 libido, diarrhea, dizziness, headache, and impotence.
 24 Now, let's move on to Flomax, some of the
 25 downsides to all of the men on this guy: abnormal

12

1 ejaculation, back pain, diarrhea, dizziness, headache,
 2 stuffy or runny nose, an unusual weakness, chest pain and
 3 decreased libido and sex drive and performance.
 4 So, again, I don't think I'd want to put those
 5 into my body. And when you take the Beta-Sitosterol and
 6 the FP-63, you have none of those side effects
 7 whatsoever, only side benefits, as we call them here at
 8 Roex.
 9 So let's get into the science on the Beta-
 10 Sitosterol, because this has been clinically proven in
 11 all these studies, particularly over in Europe.
 12 Now, like I said, this is basically just by
 13 prescription over in Europe and it goes under different
 14 names over there. In France they call it Promexion,
 15 Harzol, Tatanon (phonetics) and Azaprostal (phonetic)
 16 over in Germany, it's called Prosasatria (phonetic) in
 17 Belgium. And these are all based on how much Beta-
 18 Sitosterol content they have.
 19 And, folks, we're lucky to have it in America
 20 because in Europe, I got news for you, this is a very,
 21 very expensive nutrient. Let me give you an idea what
 22 they charge over there. A bottle of 60 tablets of
 23 Promexion, for example, containing only 30 milligrams of
 24 Beta-Sitosterol per tablet, will cost about 50 American
 25 dollars.

14

1 the other 50 percent got the prescription extract,
 2 Azuprostat, containing 130 milligrams of Beta-Sitosterol.
 3 They cited a full 32 references to substantiate
 4 the research. They carefully screened all of the men and
 5 tested them extensively during the study. Here's a
 6 conclusion of that study folks, quote, These results show
 7 that Beta-Sitosterol is an effective option for the
 8 treatment of BPH and prostate enlargement.
 9 And keep in mind, this was only used in 130
 10 milligrams of Beta-Sitosterol. Like I said, in our
 11 formula we have 325 milligrams per tablet.
 12 Now, in the Journal of Urology, this is Volume
 13 24, this is done at the University of Basel, over in
 14 Switzerland, Dr. Von Taubel (phonetic), and his
 15 colleagues studied Beta-Sitosterol in a double-blind
 16 study of 50 men for nine weeks. And here's the
 17 conclusion they drew from their study, quote, The
 18 evaluation of the objective parameters showed significant
 19 differences using Beta-Sitosterol.
 20 Now, in the Lancet, Volume 345, a very
 21 professional study was done at the University of Bochum
 22 over in Herne, Germany. This was done by Dr. Verge
 23 (phonetic) and his associates. They used pure Beta-
 24 Sitosterol with 200 men, half of whom received a placebo
 25 over the course of a year. They said, quote, Significant

13

1 Now, compare that to the Roex Beta-Sitosterol,
 2 we have 325 milligrams of Beta-Sitosterol rather than
 3 this 30 milligrams, like the formula over there in
 4 France. And it's going to cost you about half of what it
 5 would be over in Europe and you're getting 10 times more
 6 of the Beta-Sitosterol than a prescription in Europe for
 7 less than half the price, basically.
 8 JULIE LYNCH: Wow.
 9 MARK ALEXANDER: So, like I said, it's a great
 10 value over here in America. We're very fortunate to have
 11 this at such an affordable price in America. And you
 12 don't need a prescription, which is nice, too.
 13 Now, like I said, there are dozens and dozens
 14 of double-blind studies done with men on the effects of
 15 the Beta-Sitosterol, on BPH -- or prostate enlargement,
 16 as we call it. And I'm going to discuss a few of these
 17 with you now, folks, to give you some examples of the
 18 first rate research that has been done literally around
 19 the world.
 20 Now, one of the very best studies done was
 21 published in the British Journal of Urology and this
 22 Volume 80-1991 out of the University of Dresden. There
 23 was a Dr. Kipil Helti and Schiff (phonetics) and they
 24 studied 177 men for six months who suffered from prostate
 25 enlargement. Fifty percent of the men got a placebo and

15

1 improvement in symptoms and urinary flow parameters
 2 showed the effectiveness of Beta-Sitosterol in the
 3 treatment of BPH. This is clearly one of the most
 4 important and well-done studies on the prostate ever
 5 published.
 6 So, folks, like I said, I could list literally,
 7 you know, hundreds of these studies but we only have a 60
 8 minute show. But I think you get the gist of where I'm
 9 coming from.
 10 This product has been clinically proven to help
 11 the prostate enlargement situation and, like I said, it
 12 does it safely and naturally without worrying about the
 13 down sides and the side effects.
 14 Now, there's some other interesting scenarios
 15 that people aren't aware of, Julie, where this product is
 16 very, very effective. And let's discuss a few of those
 17 right now.
 18 Let's talk about inflammation. This is a
 19 really big deal, because recent research indicates that
 20 inflammation is a major player basically in every chronic
 21 degenerative disease now that we see. And we're talking
 22 all the biggies, things like cancer, arthritis, diabetes,
 23 Parkinson's disease -- I mean, the list goes on and on.
 24 So we want to keep the inflammation levels as
 25 low as possible for obvious reasons. And Beta-Sitosterol

16

1 has been proven to be a natural anti-inflammatory in the
 2 body.
 3 Now, if anybody wants to get their blood levels
 4 checked -- because we can tell by something called the
 5 CRP test, that stands for C-Reactive Protein -- I
 6 recommend everybody get that test. See, the problem with
 7 the doctors, they do a lot of the basic bloodwork, but a
 8 lot of the most important tests they totally neglect and
 9 don't do. So you've got to insist on having these done
 10 and you've got to speak up, folks. And here's where
 11 we're coming from. You want to have your doctor do CRP,
 12 that's stands for C-Reactive Protein. Now, you want that
 13 number definitely under three. If you're under three
 14 you're okay. I, personally, like to see the number under
 15 one, that would be ideal. That means you have very
 16 little, minimal, inflammation in the body. But even
 17 under three would be okay.
 18 But many people are going to be over that
 19 number three and then you're setting yourself up for
 20 problems down the road, folks, like I said. Things like
 21 heart disease and cancer and diabetes and arthritis and
 22 Parkinson's are directly correlated to these higher
 23 levels of inflammation.
 24 So another test I would recommend everybody get
 25 would be your homocysteine levels. You positively want

18

1 Now Beta-Sitosterol has the ability also to
 2 heal ulcers, enhance uterine tone, and alleviate cramps,
 3 also has anti-viral, anti-bacterial and anti-fungal
 4 properties. Isn't that interesting?
 5 JULIE LYNCH: Wow.
 6 MARK ALEXANDER: And last, but not least,
 7 you've heard me say and preach on this show for years and
 8 years, folks, the immune system is everything and it
 9 really is.
 10 Listen to this, Beta-Sitosterol has been shown
 11 not only to boost immunity, but also noted to enhance
 12 lymphocyte proliferation and NK cell activity. And
 13 you've heard me talk about the importance of NK cells,
 14 these are our natural killer cells, folks.
 15 Now, this is the reason why some people
 16 actually contract cancer and other people are able to
 17 ward it off. The strength or weakness of your immune
 18 system is everything. We all have cancer cells in our
 19 body 24/7. Everybody listening to this show has cancer
 20 in their body right now. I have cancer in my body.
 21 Julie has cancer in her body.
 22 So what we want to do is keep those NK cells,
 23 the natural killer cells, in tip-top condition, because
 24 they act like Pac-Man more or less and they gobble up the
 25 cancer before it ever becomes an issue.

17

1 the homocysteine under 12, I like to see it under 7. The
 2 reason that's a big deal, there is no doubt that things
 3 like heart disease and stroke are intricately related to
 4 elevated homocysteine levels. And the latest research
 5 indicates that Parkinson's and dementia is also related
 6 to high homocysteine levels. So have that number
 7 checked, too, folks.
 8 JULIE LYNCH: Wow.
 9 MARK ALEXANDER: And the good news is, it's
 10 easy to get down. Load up on that B Complex every day
 11 and watch that homocysteine go down, if your numbers are
 12 high.
 13 So there's a couple of the blood tests, Julie,
 14 I think everybody should insist on the next time they see
 15 their doctor. Because, if not, it simply won't get done.
 16 They just don't do that, unfortunately. But they're very
 17 important tests and often overlooked.
 18 Now, let's also talk about another area that'll
 19 surprise a lot of people with the Beta and that would be
 20 diabetes. A lot of people are not aware of this, but
 21 Beta-Sitosterol has been shown to normalize blood sugar
 22 and insulin levels in Type 2 diabetics by stimulating the
 23 release of insulin in the presence of nonstimulatory
 24 glucose concentrations. And it inhibits something called
 25 Glucose-6-Phosphatase.

19

1 But what happens, if your NK cells are
 2 weakened, they're not doing their job properly, look out.
 3 That's when the cancer cells take hold and they overrun
 4 your normal cells and then you have major problems, you
 5 know, with cancers. So we don't want to, you know, get
 6 into that scenario.
 7 So keep in mind that the Beta-Sitosterol,
 8 according to the research, has been shown to enhance that
 9 natural killer cell activity. And that's a big deal.
 10 So, Julie, I'm going to turn this back over to
 11 you, then we're going to work in all the callers today.
 12 JULIE LYNCH: That sounds great. And you can
 13 get your Beta-Sitosterol right now by calling 1-877-
 14 ROEXNOW. That's 1-877-ROEXNOW.
 15 You can also dial 1-800-645-0010. Your account
 16 managers are standing by to take your calls right now and
 17 help you with your orders. And, of course, the website
 18 is Roex.com, R O E X dot com. And don't forget, the
 19 Beta-Sitosterols are on special in four and twelve packs.
 20 And if you are just tuning in, I want you to
 21 know that you are listening to The Truth About Nutrition,
 22 with Mark Alexander. We have a number of lines open for
 23 you right now. You can speak directly to Mark on the air
 24 by calling us at 1-800-429-PC95. That's 1-800-429-7295.
 25 Let's go to Tanya in North Carolina. Tanya,

| 20 | 21 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 you're live on the air with Mark Alexander.</p> <p>2 TANYA: Yes. Hi, Mark.</p> <p>3 MARK ALEXANDER: Hi, Tanya.</p> <p>4 TANYA: I'm calling in for my dad. About 15</p> <p>5 years ago he had a triple bypass.</p> <p>6 MARK ALEXANDER: Okay.</p> <p>7 TANYA: Actually, he had quite a few things</p> <p>8 going on. And since the surgery he's been on heart</p> <p>9 medications and he's also on high blood pressure</p> <p>10 medication and cholesterol medication.</p> <p>11 MARK ALEXANDER: Wow.</p> <p>12 TANYA: And he's taking a coated aspirin every</p> <p>13 day as a blood thinner. And he went to the doctor</p> <p>14 earlier this week and found out he has two blood clots in</p> <p>15 his thighs.</p> <p>16 MARK ALEXANDER: Hmm. Well, you know, like,</p> <p>17 to borrow a quote from Rod, he's got one leg up in the</p> <p>18 air and the other leg is standing on a banana peel.</p> <p>19 TANYA: Hmm. Yes.</p> <p>20 MARK ALEXANDER: Yeah. He's on a lot of</p> <p>21 different things here. Here's what I would do, okay, to</p> <p>22 try to condense this and make it easy for you, just do</p> <p>23 this. Do the Daily Solutions Pack, because everything in</p> <p>24 there is going to be very good for his health in general</p> <p>25 and especially the cardiovascular system.</p> | <p>1 TANYA: Okay.</p> <p>2 MARK ALEXANDER: Because there's some things in</p> <p>3 that Daily Solutions that'll help to protect his heart.</p> <p>4 But he's definitely going to want to add a few things for</p> <p>5 sure. He's going to want to add the Co-Enzyme Q-10, that</p> <p>6 is so important for the heart, even the Western</p> <p>7 mainstream doctors acknowledge that COQ10 is very</p> <p>8 important for the heart, believe it or not.</p> <p>9 TANYA: Okay.</p> <p>10 MARK ALEXANDER: And also, if you heard my</p> <p>11 dissertation earlier on the cholesterol situation, get</p> <p>12 him on the Beta-Sitosterol.</p> <p>13 TANYA: Yes.</p> <p>14 MARK ALEXANDER: That'll really help his</p> <p>15 cholesterol levels. And also, the EFA and DHA are also</p> <p>16 major players as far as the heart and cardiovascular</p> <p>17 system are concerned.</p> <p>18 TANYA: Okay.</p> <p>19 MARK ALEXANDER: So that's where I would start.</p> <p>20 And have him try and clean up the diet. And is he able</p> <p>21 to at least do a walk every day? Can he exercise at all?</p> <p>22 TANYA: Yes, he does go to the gym every day.</p> <p>23 MARK ALEXANDER: That's excellent. Good.</p> <p>24 TANYA: Now, as far as the blood clots, what</p> <p>25 could he take to --</p> |
| 22 | 23 |
| <p>1 MARK ALEXANDER: Well, in the Daily Solutions</p> <p>2 you're going to get the PC-95, which is really good for</p> <p>3 that, because that helps to keep the blood flowing freely</p> <p>4 through the arteries. But he might want to add a couple</p> <p>5 things, you might want to add the Cayenne Ginger, because</p> <p>6 that's really good for circulation and blood flow. And I</p> <p>7 already recommended the EFAs and DHAs, see, they're good</p> <p>8 because they're mild natural blood thinners and they help</p> <p>9 to keep the blood flowing freely through the arteries.</p> <p>10 TANYA: Okay.</p> <p>11 MARK ALEXANDER: And he might want to add the</p> <p>12 Lysine Proline, too, because that prevents the build-up</p> <p>13 of arterial plaque.</p> <p>14 TANYA: Okay. Now, as far as him taking a</p> <p>15 coated aspirin every day.</p> <p>16 MARK ALEXANDER: Mm-hmm.</p> <p>17 TANYA: That's evidently not beneficial at all,</p> <p>18 because he developed clots in his thighs.</p> <p>19 MARK ALEXANDER: Yeah, plus it causes your</p> <p>20 stomach to bleed half a teaspoon of blood for every</p> <p>21 aspirin you take. A lot of people aren't aware of that.</p> <p>22 TANYA: Even though it's coated?</p> <p>23 MARK ALEXANDER: That I'm not sure on. But I</p> <p>24 know aspirin in general can cause your stomach to lose,</p> <p>25 you know, half a teaspoon of blood.</p> | <p>1 TANYA: Okay. He's thinking -- the doctor</p> <p>2 thinks they may have to put a stent into his leg to</p> <p>3 dissolve the blood clot.</p> <p>4 MARK ALEXANDER: Mm-hmm. Let's see if we can</p> <p>5 get that blood pumping. Try -- I'll tell you, that</p> <p>6 Cayenne Ginger, he'll know it when he takes that. That's</p> <p>7 how powerful that formula is. Make sure he takes one</p> <p>8 after every meal on the Cayenne Ginger.</p> <p>9 TANYA: Okay.</p> <p>10 MARK ALEXANDER: But it's got to be after food,</p> <p>11 because it's so powerful you can't take that on an empty</p> <p>12 stomach.</p> <p>13 TANYA: Okay.</p> <p>14 MARK ALEXANDER: But that will get the blood</p> <p>15 circulating, trust me.</p> <p>16 TANYA: Okay. And I think he's a little</p> <p>17 nervous and holding off on the supplements because it is</p> <p>18 a clot.</p> <p>19 MARK ALEXANDER: Mm-hmm.</p> <p>20 TANYA: And -- and, you know, I'm trying to</p> <p>21 introduce him to natural supplements versus all these</p> <p>22 medications he's on. But -- okay. Well, I'll give him</p> <p>23 this information. Hopefully I can get him to take them.</p> <p>24 MARK ALEXANDER: Okay. And let us know how</p> <p>25 he's doing.</p> |

24

1 TANYA: Okay. Thank you very much.
 2 MARK ALEXANDER: You're welcome.
 3 JULIE LYNCH: Thank you so much, Tanya, for
 4 your call. And the toll-free number to order all of your
 5 Roex products is 1-877-ROEXNOW. That's 1-877-ROEXNOW.
 6 You can also dial 1-800-645-0010. That's 1-
 7 800-645-0010. And the website is Roex.com, R O E X dot
 8 com. Load up today on your Beta-Sitosterol, it's on
 9 special in four and twelve packs.
 10 Let's go to Dee in Kingwood, Texas. Dee,
 11 you're live on the air with Mark Alexander.
 12 DEE: Hi, Mark. My name is Dee. I was calling
 13 regarding some concerns I have about myself. I went to
 14 the doctor and they said that I had a cyst on my ovary.
 15 MARK ALEXANDER: Mm-hmm.
 16 DEE: And I also had a small umbilical hernia,
 17 because I had a C Section from having twins.
 18 MARK ALEXANDER: Mm-hmm.
 19 DEE: I go to the doctor today, I'm leaving
 20 with a bag of pills treating myself for -- one of them is
 21 called Prilosec, it's for acid reflux.
 22 MARK ALEXANDER: Okay.
 23 DEE: And irritable bowel syndrome.
 24 MARK ALEXANDER: Okay. Well, let's take one
 25 problem at a time. Let's start with the acid reflex.

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1 the Immortale For Women and you also want to get on the
 2 FP-63, because that's a hormone balancer.
 3 DEE: Repeat that one again?
 4 MARK ALEXANDER: FP-63, that's Flower Pollen
 5 63.
 6 DEE: Okay.
 7 MARK ALEXANDER: And then the EFAs. Now, you
 8 can also cleanse your body from the inside out, whenever
 9 you're talking cysts and growths and things like that,
 10 because usually you have toxins, okay, in the system. So
 11 try Livalon, to clean out your liver. And WOW, that's W
 12 O W, and Colon Essentials. And these will help to, you
 13 know, cleanse the body from the inside out.
 14 DEE: And would this be the same Colon
 15 Essentials --
 16 MARK ALEXANDER: Yeah, you're going to take
 17 that anyway for your acid reflux situation.
 18 DEE: Okay.
 19 MARK ALEXANDER: And then do you have a good
 20 idea where the cyst is located visually? Like, if you
 21 applied a castor oil pack externally, can you envision
 22 where the cyst would be?
 23 DEE: I can.
 24 MARK ALEXANDER: Yeah, because castor oil packs
 25 have been helpful, too, externally, because that oil can

25

1 DEE: Great.
 2 MARK ALEXANDER: What you want to do is get on
 3 two things, okay? They should make a big difference for
 4 you with the acid reflux. You want the Digestive Balance
 5 and the Colon Essentials and I would get the Colon
 6 Essentials in the powdered form because that really gets
 7 in there and soothes and coats.
 8 DEE: Okay.
 9 MARK ALEXANDER: And the Digestive Balance are
 10 chewable enzymes, just chew these. Because in many cases
 11 with acid reflux, you're deficient in digestive enzymes
 12 and probiotics. Doesn't that make a lot of sense? Let's
 13 address the root cause, rather than just a band-aid
 14 approach with some drug that's going to cover up the
 15 symptom. So that's where you want to go on that.
 16 Now, for the cyst -- where's it located? In
 17 the uterus?
 18 DEE: Ovary.
 19 MARK ALEXANDER: Ovary? Yeah. See, that's
 20 generally caused by a hormonal imbalance, either that or
 21 toxins in the system. Those are the two major causes of
 22 those things.
 23 DEE: Okay.
 24 MARK ALEXANDER: So here's what you want to
 25 try. You want to try to rebalance your hormones, so try

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1 permeate through the skin, if you get the right spot and
 2 then help to break up cysts.
 3 DEE: It's called Castor Oil Packs?
 4 MARK ALEXANDER: P A C K, uh-huh. It's an old
 5 fashioned remedy for cysts and growths and things like
 6 that.
 7 DEE: Hmmm. Okay. Perfect. Well, thank you
 8 so much.
 9 MARK ALEXANDER: You're welcome.
 10 DEE: You have a great day.
 11 JULIE LYNCH: Dee, we thank you so much for
 12 your call. The toll-free number right now to order all
 13 of your Roex products is 1-877-ROEXNOW. That's 1-877-
 14 ROEXNOW.
 15 You can also dial 1-800-645-0010. And the
 16 website is Roex.com, R O E X dot com. And you can get
 17 your Beta-Sitosterol on special today in four and twelve
 18 packs.
 19 Let's go to Diane in Florida. Diane, you're
 20 live on the air with Mark Alexander.
 21 DIANE: Hi, Mark.
 22 MARK ALEXANDER: Hello.
 23 DIANE: How are you today?
 24 MARK ALEXANDER: Doing good. How about
 25 yourself?

| | 28 | 29 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <p>1 DIANE: Great. I love your show, I'm getting 2 quite an education. 3 MARK ALEXANDER: Thank you. 4 DIANE: I was talking to a cousin of mine last 5 night and she's got a Persian cat -- 6 MARK ALEXANDER: Mm-hmm. 7 DIANE: -- who has herpes in his eyes. And 8 she's been giving the cat antibiotic eye drops, but it 9 doesn't seem to be clearing it up. And I says, I bet you 10 they'll have an answer at Roex. 11 MARK ALEXANDER: I hope we do. And here's what 12 I would try, because that's a virus, mm-hmm. 13 DIANE: Yeah. 14 MARK ALEXANDER: You want to try the Colostrum 15 and Colon Essentials Powder. And I'll tell you, the 16 kitties and the dogs just love this stuff, they lap it 17 right up. 18 DIANE: Okay. 19 MARK ALEXANDER: And also at that weight, 20 because the cat is just so little, one Oleuropein would 21 be fine, but just one on the Oleuropein. 22 DIANE: One Oleuropein, okay. 23 MARK ALEXANDER: But plenty of the Colon 24 Essentials and Colostrum Powder, okay? And these should 25 help.</p> | <p>1 DIANE: Okay. Very good. And one more 2 question. Would your WOW help to clean out a liver? 3 Would it help to get out a liver stone? 4 MARK ALEXANDER: It does help because it 5 enhances the flow of bile. Now, let me give you some 6 pointers on what you want to do. The WOW is a good 7 start, you also want to take Livalon for sure. 8 DIANE: Mm-hmm. 9 MARK ALEXANDER: That would be very helpful. 10 You want to take the Choline Bitartrate because the 11 Choline Bitartrate helps to defat the liver. 12 DIANE: Mm-hmm. 13 MARK ALEXANDER: And also the B Complex is 14 important for the health of the liver. Now, I would 15 encourage you to do a carrot/cucumber/beet juice daily. 16 Your liver's going to like that juice a whole lot. About 17 12 ounces a day would be good. And -- 18 DIANE: Carrot/cucumber and beet? 19 MARK ALEXANDER: Yeah. 20 DIANE: Okay. 21 MARK ALEXANDER: And take one tablespoon of 22 olive oil before each meal, that could be good, too. 23 Now, a more intense way is called the olive oil flush, 24 where you actually drink a full cup of olive oil at night 25 before you go to bed and it's pretty intense, so you also</p> | |
| <p>30</p> <p>1 drink either a cup of apple juice or, believe it or not, 2 a cup of Coca-Cola. This is the one time we might 3 recommend Coke, because it helps cut down on the nausea 4 from all that olive oil. Then you -- 5 DIANE: You know, Mark, I did that. 6 MARK ALEXANDER: Yes. 7 DIANE: I did that and, I'll tell you, I didn't 8 get like the big results that everyone told me I was 9 going to get. 10 MARK ALEXANDER: Yeah. 11 DIANE: You know, on the fourth day I'm like, 12 okay, well, I didn't really get that much where I thought 13 I was going to -- be home all day. 14 MARK ALEXANDER: Okay. So you've already been 15 there and done that. So just focus on the Livalon, the 16 WOW, the Choline and the B Complex, start juicing every 17 day -- the carrot/cucumber/beet -- and do the one 18 tablespoon a day of olive oil before each meal. 19 DIANE: Before each meal? Because I cook with 20 a lot of olive oil, does that matter? Or just do the one 21 -- 22 MARK ALEXANDER: Yeah, because you lose a lot 23 of that, you know, like in the bottom of the, you know, 24 bowl or whatever. 25 DIANE: Right.</p> | <p>31</p> <p>1 MARK ALEXANDER: Take it right off the 2 tablespoon, if you can. It'll work better that way. 3 DIANE: All righty. 4 MARK ALEXANDER: Before each meal. Because, 5 see, that gets the bile ducts flowing and it helps 6 sometimes pass those stones. 7 DIANE: Okay. Thank you very much, guys. You 8 have a great day. 9 MARK ALEXANDER: You're welcome. 10 JULIE LYNCH: Thank you so much, Diane, for 11 your call. And the toll-free number right now to order 12 all of your Roex products is 1-877-ROEXNOW. That's 1- 13 877-ROEXNOW. 14 Your account managers are standing by to help 15 you and take your orders. You can also call 1-800-645- 16 0010. The website is Roex.com, R O E X dot com. Load up 17 today on Beta-Sitosterol, on special in four and twelve 18 packs. 19 Let's go right now to Fred in California. 20 Fred, you're live on the air with Mark Alexander. 21 FRED: Hi, Mark. 22 MARK ALEXANDER: Hey, Fred. 23 FRED: Question, I just learned that my niece 24 has a hole in her eye. Have you heard of that? 25 MARK ALEXANDER: A hole in the eye? Wow.</p> | |

8 (Pages 28 to 31)

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EXHIBIT C

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1 FRED: In the eye.
 2 MARK ALEXANDER: No, I've heard of a detached
 3 retina and things like that. But literally a hole in the
 4 eye? Did they say what causes this or --
 5 FRED: No. They haven't come up with that yet.
 6 MARK ALEXANDER: Wow. That sounds pretty
 7 intense. What I would try, I certainly couldn't make any
 8 promises on this one, but here's what I would try. I
 9 would try the PC-95 and Ester C and I would try For Your
 10 Eyes Only and I would definitely try the Epithelial
 11 Tissue Repair, it's a very good formula to repair damaged
 12 tissue, and also the Hyaluronic Acid might possibly help,
 13 and the MSM.
 14 FRED: Okay.
 15 MARK ALEXANDER: Okay?
 16 FRED: Thank you.
 17 MARK ALEXANDER: Sure.
 18 JULIE LYNCH: Thank you so much, Fred, for your
 19 question, we certainly appreciate it. And you can call
 20 right now to order all of your Roex products at 1-877-
 21 ROEXNOW, that's 1-877-ROEXNOW.
 22 You can also dial 1-800-645-0010. And the new
 23 improved beautiful website is Roex.com, R O E X dot com.
 24 Beta-Sitosterol is on special, so go ahead and order it
 25 in four and twelve packs today.

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1 earlier, the immune system is everything, especially when
 2 you're talking cancer.
 3 ELAINE: Right.
 4 MARK ALEXANDER: So here's what I would do if I
 5 were in her shoes.
 6 ELAINE: Okay.
 7 MARK ALEXANDER: I would definitely be on the
 8 Cell Talk.
 9 ELAINE: Okay.
 10 MARK ALEXANDER: That'll really help to
 11 strengthen and tonify her overall immune system.
 12 ELAINE: Okay.
 13 MARK ALEXANDER: The Beta-Sitosterol will be
 14 helpful. I would have her do Colostrum, I would consider
 15 that a supplemental immune system when you take
 16 Colostrum, it is awesome. And also, pretty much
 17 everything in the Daily Solutions Pack would be very,
 18 very good for her, to help rebuild her overall system.
 19 And I would start with those products specifically.
 20 Now, on the diet, have her eliminate all sugars and
 21 sweets and refined carbs, because, you see, sugar is like
 22 throwing gasoline on a campfire if you have cancer.
 23 That's the --
 24 ELAINE: Oh, yeah.
 25 MARK ALEXANDER: Yeah.

33

1 And if you're just tuning in, I want you to
 2 know that you are listening to The Truth About Nutrition
 3 with Mark Alexander. You can speak directly to Mark on
 4 the air, we've a number of lines open for you right now
 5 at 1-800-429-PC95. That's 1-800-429-7295.
 6 Let's go to Elaine in St. Petersburg, Florida.
 7 Elaine, you're live on the air with Mark Alexander.
 8 ELAINE: Hi.
 9 MARK ALEXANDER: Hello.
 10 ELAINE: Hi. Thanks. Yeah, my mom has been
 11 taking chemo for the last couple of years, it's like
 12 breast cancer metastasized, and I was just wondering if
 13 there's anything that she can take, like that Beta stuff.
 14 And also -- I mean, she does pretty good, but
 15 -- and she's -- you know, she looks good and everything,
 16 her hemo is not as high as it should be. And she just
 17 quit about four weeks ago, doesn't want to take any of
 18 that -- anymore chemo.
 19 And they also found a little spot on her liver.
 20 MARK ALEXANDER: Okay.
 21 ELAINE: I think the lower lobe or something
 22 like that, just recently. So, you know, I just want to
 23 know if you could help me out.
 24 MARK ALEXANDER: See, the chemo is really tough
 25 on the immune system. And if you heard what I said

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1 ELAINE: She has an aversion to anything sweet.
 2 MARK ALEXANDER: Good. Because the glucose and
 3 sugar --
 4 ELAINE: That's real good.
 5 MARK ALEXANDER: -- sugar is a fuel for cancer
 6 cells. So it's good that she's off of the sugar.
 7 ELAINE: Okay.
 8 MARK ALEXANDER: And also have her keep her
 9 body nice and alkaline, because cancer does not like an
 10 alkaline environment. Cancer like an acidic environment.
 11 ELAINE: Okay.
 12 MARK ALEXANDER: And if you eat a good clean
 13 diet, you should be more alkaline anyway. So it sounds
 14 like she's on the right track there with the diet.
 15 ELAINE: Okay. So, kind of keep it more
 16 alkaline, her diet?
 17 MARK ALEXANDER: Oh, absolutely, because
 18 disease likes an acidic body. it doesn't like an alkaline
 19 environment.
 20 ELAINE: Okay. Great. Thank you so much, I
 21 appreciate you and your show.
 22 MARK ALEXANDER: Well, you're welcome. And one
 23 more thing --
 24 ELAINE: I'm going to go to the store right
 25 now.

| 36 | 37 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 MARK ALEXANDER: Yeah, one more P.S., I'm a big 2 fan of juicing, too, and it helps to keep you nice and 3 alkaline, too. So have her do something like maybe 4 carrot/cucumber/celery/parsley and beet juice daily. 5 That'd be very good for her. That's like a blood 6 transfusion. 7 ELAINE: Oh, my gosh. Thank you so much. 8 MARK ALEXANDER: Sure. 9 ELAINE: This is great, because I'm writing 10 -- I wrote everything down you said. I appreciate you. 11 God Bless you and thank you very much. 12 MARK ALEXANDER: Well, let us know how she's 13 doing. 14 ELAINE: Okay. Thanks. 15 MARK ALEXANDER: You're welcome. 16 JULIE LYNCH: Thanks so much, Elaine. I'm 17 going to give you the toll-free number right now to order 18 all of your Roex products, that's 1-877-ROEXNOW. 1-877- 19 ROEXNOW. 20 You can also dial 1-800-645-0010. That's 1- 21 800-645-0010. And the website is Roex.com, R O E X dot 22 com. Beta-Sitosterol is on special in four and twelve 23 packs, so today's a great day to load up. 24 Let's go right now to Darrell in Charlotte, 25 North Carolina. Darrell, you're live on the air with</p> | <p>1 Mark Alexander. 2 DARRELL: Yes. Hi, Mark. 3 MARK ALEXANDER: Hello. 4 DARRELL: I'm a long-time caller. I love your 5 show. 6 MARK ALEXANDER: Thank you. 7 DARRELL: Okay. I got me a friend of mine, 8 she's 65 years old and she on Zocar and she's been on 9 Zocar for 15 years. 10 MARK ALEXANDER: Oh, boy. 11 DARRELL: And she has recently just gone in the 12 hospital and they had to take some fluid off of her 13 heart. She had fluid around her heart. 14 MARK ALEXANDER: Mm-hmm. 15 DARRELL: And I have got her -- and she was on 16 sweets, she was taking refined carbohydrates. 17 MARK ALEXANDER: Mm-hmm. 18 DARRELL: She was on fats, sugars, starches, 19 and I got her off all of that. 20 MARK ALEXANDER: Good. 21 DARRELL: And she wants to know what's the best 22 natural way she can have to lower her blood cholesterol? 23 MARK ALEXANDER: Absolutely. Well, you 24 listened to the right show today, buddy. That's what I 25 talked about. And it's so easy to do. Here's what she</p> |
| 38 | 39 |
| <p>1 wants to do. Get her on the Beta-Sitosterol. 2 DARRELL: The Beta-Sitosterol. 3 MARK ALEXANDER: Because that's the guy that 4 actually lowers the number, but we also want to prevent 5 the cholesterol from oxidizing. 6 DARRELL: Uh-huh. 7 MARK ALEXANDER: See, that's the whole issue, 8 the cholesterol is only harmful if it oxidizes or 9 hardens. So get her on the PC-95. 10 DARRELL: PC-95? 11 MARK ALEXANDER: You bet. And also Oleuropein. 12 DARRELL: The Oleuropein. 13 MARK ALEXANDER: Ester C. 14 DARRELL: Ester C. 15 MARK ALEXANDER: And then the last item is the 16 Lysine-Proline, because, see, these are the ones that 17 prevent the build-up of the arterial plaque, okay? 18 DARRELL: Uh-huh. 19 MARK ALEXANDER: In the arteries. And it'll 20 prevent that cholesterol from oxidizing. 21 Now, if she cleans up her diet, it sounds like 22 you got her in the right direction there. You educated 23 her on, you know, the right type of foods to be eating. 24 So if she cleans up the diet and gets daily exercise -- 25 DARRELL: Yeah, she --</p> | <p>1 MARK ALEXANDER: -- even a brisk walk every 2 day. 3 DARRELL: Uh-huh. 4 MARK ALEXANDER: The cholesterol almost has to 5 come down when you combine it with the supplements, 6 unless there's some underlying issue that I'm not aware 7 of. 8 DARRELL: Okay. Okay. Now, I want to ask 9 about me now. I'm 45 years old and I know I've been 10 having a lot of -- I -- I was on a cleanse, but I know 11 either I'm having liver problems or either I'm having 12 parasites. 13 MARK ALEXANDER: Mm-hmm. 14 DARRELL: Because I'm kind of like agitated and 15 jumpy, edgy at times. 16 MARK ALEXANDER: Okay. Have you tried the 17 Hurricane for parasites? 18 DARRELL: No, I haven't tried that. 19 MARK ALEXANDER: Yeah, that'll -- that'll 20 create an environment these little critters can't stand. 21 They're going to want to get the heck out of there. So 22 take Hurricane and Oleuropein is also good for parasites 23 and Colon Essentials. And then make sure you take WOW. 24 And I'll tell you why -- 25 DARRELL: Uh-huh.</p> |

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1 MARK ALEXANDER: -- you see, when these kill
 2 the parasites you don't want the dead parasite just
 3 laying around, because they can give you a diop effect.
 4 So you want to get them out of the body ASAP. So WOW
 5 will literally help to get them out of there quick, okay?
 6 DARRELL: So how can -- okay. Okay. What
 7 about the Daily Solution Pack, does it contain all that?
 8 MARK ALEXANDER: That's excellent, it does have
 9 Oleuropein, but specifically for parasites make sure you
 10 do what I told you, the Hurricane --
 11 DARRELL: Hurricane, WOW, uh-huh.
 12 MARK ALEXANDER: -- Colon Essentials and WOW.
 13 And then these parasites are a problem. And I'll tell
 14 you why, you see, they literally eat off of our
 15 nutrition, so they rob us of our nutrients. And then
 16 they have the audacity to expel their waste products
 17 inside of us. In other words, they go to the bathroom
 18 inside of us after they rob us of our nutrition.
 19 DARRELL: Yeah, ewwww, man.
 20 MARK ALEXANDER: That's gross.
 21 DARRELL: Uh-huh.
 22 JULIE LYNCH: Yeah, that's gross.
 23 MARK ALEXANDER: So let's get those guys out of
 24 there ASAP.
 25 DARRELL: And you know what, that's why I guess

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1 thing, like, I have -- like, my father, he had -- he --
 2 he got him on -- he had liver problems.
 3 MARK ALEXANDER: Mm-hmm.
 4 DARRELL: He had his -- what you call it -- oh,
 5 my God -- he had a --
 6 MARK ALEXANDER: Cirrhosis?
 7 DARRELL: No, no, no, no.
 8 MARK ALEXANDER: Hepatitis?
 9 DARRELL: No. What -- what's next to your
 10 liver? Gall bladder?
 11 MARK ALEXANDER: Gall bladder.
 12 DARRELL: Right.
 13 MARK ALEXANDER: Oh, yeah, they're intricately
 14 related. The liver and gall bladder work hand-in-hand.
 15 DARRELL: And you know I didn't know that the
 16 liver -- the reoccurrence of the gall bladder, it's not
 17 the gall bladder, it's the liver.
 18 MARK ALEXANDER: You're right.
 19 DARRELL: (Inaudible) by the liver?
 20 MARK ALEXANDER: Yep. The liver is very, very
 21 important in that whole scenario and so are the bile
 22 ducts. See, what happens, those bile ducts get clogged
 23 up and congested, bingo, that's when you wind up with
 24 gall bladder problems and gall stones.
 25 DARRELL: Uh-huh. So what's the best thing for

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1 I'm having all of these cravings, too.
 2 MARK ALEXANDER: Oh, yeah. They can create
 3 havoc in the brain, too. Yeah, you'd be amazed, they
 4 effect the whole body, the nervous system, the digestive
 5 system, everything pretty much from head to toe. And
 6 it's amazing when you get these parasites out of the body
 7 how many of these ailments tend to vanish in many cases.
 8 DARRELL: Uh-huh.
 9 MARK ALEXANDER: It's been pretty interesting.
 10 DARRELL: So -- but what you recommend is --
 11 should I get the Daily Solutions Pack?
 12 MARK ALEXANDER: Well, everybody should have
 13 that for their health in general, uh-huh.
 14 DARRELL: Right.
 15 MARK ALEXANDER: That's like a health insurance
 16 policy.
 17 DARRELL: Uh-huh. But just add -- so I need
 18 the Hurricane, the WOW, the Colon Essentials and --
 19 MARK ALEXANDER: Oleuropein.
 20 DARRELL: -- Oleuropein.
 21 MARK ALEXANDER: But the Oleu. is in the Daily
 22 Solutions. And you let me know after a month or two if
 23 you feel better, once we've gotten rid of these little
 24 critters.
 25 DARRELL: Uh-huh. Yeah, okay. And one more

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1 gall stones and gall bladder?
 2 MARK ALEXANDER: Okay. Does he still have the
 3 gall bladder?
 4 DARRELL: Yeah, well, he's still -- well, he's
 5 still on medication. He's still on medication.
 6 MARK ALEXANDER: Okay. So it's not removed,
 7 right? He's still --
 8 DARRELL: Yeah, he got him a laser. He had the
 9 laser. He had laser.
 10 MARK ALEXANDER: The stones? Okay. But thank
 11 God he still has his gall bladder, because, see, that's
 12 what digests our fats and oils. God put everything in
 13 our body for a reason.
 14 DARRELL: Right. And that's what he was
 15 eating, too much fats and --
 16 MARK ALEXANDER: Well, let me tell you -- yeah,
 17 this is simple to avoid gall stones. You won't believe
 18 how easy this'll be. Get him off of all of the trans
 19 fats and don't let him eat anything that says partially
 20 hydrogenated oil.
 21 DARRELL: Right. That's --
 22 MARK ALEXANDER: No more -- no more fried or
 23 greasy foods.
 24 DARRELL: Uh-huh.
 25 MARK ALEXANDER: No margarine. And get him off

| 44 | 45 |
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| <p>1 of the refined carbs and the white flour and all that 2 junk. 3 DARRELL: Uh-huh. 4 MARK ALEXANDER: And then here's what he's 5 going to do, he's going to take WOW -- have him take a 6 couple of those after dinner, every night after dinner, 7 that'll help prevent gall stones. 8 DARRELL: Uh-huh. 9 MARK ALEXANDER: He also wants to take Livalon 10 before each meal. 11 DARRELL: Livalon? 12 MARK ALEXANDER: That'll help. Mm-hmm. And 13 then he also wants to take Choline Bitartrate after every 14 meal, because that helps to defat your liver. 15 DARRELL: Choline Bitartrate? 16 MARK ALEXANDER: Bitartrate. And then he also 17 wants to take a B Complex every day, because the liver 18 needs B's to be healthy. And have him drink a 19 carrot/cucumber/beet juice every day. And then have him 20 take one tablespoon of olive oil every day of his life 21 and you'll be amazed how -- 22 DARRELL: Okay. You said carrot -- 23 MARK ALEXANDER: -- effective that'll be to 24 prevent gall stones. 25 DARRELL: Okay. Is it extra virgin olive oil?</p> | <p>1 MARK ALEXANDER: Extra virgin organic, one 2 tablespoon a day. And it's so simple and it's so 3 effective to help prevent gall stones. 4 DARRELL: So that's the WOW, the Livalon, the 5 Choline Bitartrate -- 6 MARK ALEXANDER: And the B. 7 DARRELL: -- the B Complex, and the carrot 8 juice and the -- 9 MARK ALEXANDER: Carrot/cucumber/beet. Make 10 sure it's not just carrot, for this to work. Especially 11 the beet, he needs carrot/cucumber/beet juice. And then 12 one tablespoon of olive oil per day. And the odds of him 13 getting gall stones, if he adheres to that proper diet, 14 would be very slim or none, in my opinion. 15 DARRELL: Uh-huh. One tablespoon a day. 16 MARK ALEXANDER: Of olive oil, extra virgin 17 organic, uh-huh. 18 DARRELL: Mm-hmm. Oh, okay, Mark. I 19 appreciate you and Rod, both you all. 20 MARK ALEXANDER: Well, that's what we're here 21 for. Okay, Buddy. 22 DARRELL: Mm-hmm. 23 JULIE LYNCH: Thank you, Darrell. 24 DARRELL: Okay. Thank you. 25 JULIE LYNCH: We certainly appreciate your</p> |
| 46 | 47 |
| <p>1 call. And the toll-free number right now to order all of 2 your Roex products is 1-877-ROEXNOW. That's 1-877- 3 ROEXNOW. 4 You can also dial 1-800-645-0010. That's 1- 5 800-645-0010. The new beautiful improved website is 6 Roex.com, R O E X dot com. And your Beta-Sitosterol is 7 on special today in four and twelve packs, so load up. 8 Let's go to Rosemary, in New Rochelle. 9 Rosemary, you're live on the air with Mark Alexander. 10 ROSEMARY: Thank you so much for taking the 11 call, Rod -- 12 MARK ALEXANDER: Sure. 13 ROSEMARY: I'm sorry, Mark. About four years 14 ago -- this is not my question, I was thinking of it 15 while I was waiting here. Four years ago my dad had a 16 blockage in his carotid artery -- 17 MARK ALEXANDER: Uh-huh. 18 ROSEMARY: -- on one side, it was 60 percent 19 blocked. I called up and Rod gave me some information 20 and when I told Rod it was 60 percent and I was beside 21 myself excited. And he said, Well, it's not 80, it's not 22 90. 23 MARK ALEXANDER: That's true. 24 ROSEMARY: And I was saying, Oh, my God, what 25 is he talking about? He put him on -- or, he suggested</p> | <p>1 he take PC-95, Ester C. 2 MARK ALEXANDER: Mm-hmm. 3 ROSEMARY: MSM, Colostrum, and EFA. 4 MARK ALEXANDER: Mm-hmm. 5 ROSEMARY: And we went back to the doctor and 6 she made the appointment for the sonogram. 7 MARK ALEXANDER: Mm-hmm. 8 ROSEMARY: And the radiologist said, There's no 9 stenosis. Which meant the artery was clear. 10 MARK ALEXANDER: Wow. Isn't that amazing? 11 ROSEMARY: Yes. 12 MARK ALEXANDER: Yep. 13 ROSEMARY: I just thought I'd tell you that. 14 But my question is this, cysteine and cystine, there are 15 two different ones, but L cysteine, S T E I N E, 16 methionine and glutathione, are they in any of your 17 products? 18 MARK ALEXANDER: Yeah. That's such a great 19 question, because glutathione is so important. The 20 higher your glutathione levels, the longer you're going 21 to live and the healthier you're going to be. 22 ROSEMARY: Wow. 23 MARK ALEXANDER: Now let me tell you the story 24 on glutathione, okay? And I'm glad you brought this up 25 because we can educate everybody listening today.</p> |

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1 Glutathione is comprised of three amino acids. It's
 2 comprised of cysteine, glycine and glutamic acid, so if
 3 you can get those into your body daily you will enhance
 4 your glutathione levels.
 5 And, yes, it is in the Whey Meal Replacement.
 6 It's got all those three key players.
 7 ROSEMARY: Oh, great. Fantastic. And then
 8 that would boost everything up?
 9 MARK ALEXANDER: You bet. And let me give you
 10 some other pointers on how to keep glutathione nice and
 11 high, okay? You want to take Livalon every day, because
 12 that can enhance glutathione levels in your liver, that's
 13 where it's manufactured, in the liver, glutathione.
 14 Also take a minimum of 3,000 milligrams of
 15 Vitamin C a day, that's been proven to enhance
 16 glutathione.
 17 ROSEMARY: Okay.
 18 MARK ALEXANDER: You also want to take, you
 19 know, PC-95.
 20 ROSEMARY: Uh-huh.
 21 MARK ALEXANDER: And there's one other key
 22 player, Selenium, and that is in the Calcium Mineral
 23 Formula. And these are the most important nutrients.
 24 Now, as far as foods go, I consider an avocado
 25 a miracle food for several reasons. But one of the

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1 with Mark Alexander.
 2 We have a line open for you right now, you can
 3 speak directly to Mark on the air by calling us at 1-800-
 4 429-PC95, that's 1-800-429-7295.
 5 Let's go to Connie in Atlanta, Georgia.
 6 Connie, you're live on the air with Mark Alexander.
 7 CONNIE: Yes. Hi, Mark.
 8 MARK ALEXANDER: Hello.
 9 CONNIE: And thank you for taking my call.
 10 MARK ALEXANDER: Sure.
 11 CONNIE: And I also want to say thank you for
 12 both you and Rod being there to educate our public on how
 13 to better take care of their health naturally.
 14 I'm calling because I was diagnosed with MS in
 15 2000.
 16 MARK ALEXANDER: Mm-hmm.
 17 CONNIE: I've been trying to treat some of the
 18 neurological symptoms from a homeopathic, naturopathic
 19 standpoint. I'm currently taking MSM, about 12 to --
 20 anywhere to up to 20,000 milligrams per day.
 21 But I wanted to know if -- what your protocol,
 22 suggested protocol --
 23 MARK ALEXANDER: Sure.
 24 CONNIE: -- would be. Some of the symptoms I'm
 25 having quickly are migraine headaches, joint pain,

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1 reasons is it's one of nature's richest sources of
 2 glutathione, I eat an avocado every day. Plus it's very
 3 rich in essential fatty acids and it's just a wonderful
 4 food.
 5 ROSEMARY: That's fantastic.
 6 MARK ALEXANDER: There you go.
 7 ROSEMARY: What about methlione (sic)?
 8 MARK ALEXANDER: Yep. Methionine?
 9 ROSEMARY: Yes.
 10 MARK ALEXANDER: That's in the Whey Meal
 11 Replacement.
 12 ROSEMARY: Fantastic. Thank you so much. Have
 13 a wonderful weekend, both of you.
 14 MARK ALEXANDER: Thank you.
 15 JULIE LYNCH: Thank you, Rosemary, we
 16 appreciate your call.
 17 And the toll-free number right now to order all
 18 of your Roex products is 1-877-ROEXNOW. That's 1-877-
 19 ROEXNOW.
 20 You can also dial 1-800-645-0010. And the
 21 website is Roex.com, R O E X dot com. Get your Beta-
 22 Sitosterol today, in four and twelve packs, it's on
 23 special.
 24 And if you're just tuning in, I want you to
 25 know that you're listening to The Truth About Nutrition,

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1 numbness and tingliness in my hands and feet, especially
 2 when I wake in the morning. Difficulty sleeping anymore
 3 than about three and-a-half to four hours at a time per
 4 night. And my hair has just been shedding. And I don't
 5 know if that has something to do with that or if that's
 6 another problem, I don't know.
 7 MARK ALEXANDER: Okay. Well, let me give you
 8 some pointers, okay --
 9 CONNIE: Okay.
 10 MARK ALEXANDER: -- on MS. And this should
 11 really help you. We have to try to protect the myelin
 12 sheathing, that's the whole issue with MS.
 13 CONNIE: Correct.
 14 MARK ALEXANDER: The myelin sheathing, which
 15 protects our nerve cells, tends to disintegrate. And
 16 that's why you have the problems. Now, we want to get
 17 you on the EFAs and DHA for sure, because they're very
 18 protective of the myelin sheathing and they also help
 19 your nerve conduction.
 20 CONNIE: Okay.
 21 MARK ALEXANDER: Then the new product, Cell
 22 Talk, would be very, very important for you, because
 23 that's for your nerve-to-nerve and cell-to-cell
 24 communication.
 25 CONNIE: Okay.

| 52 | 53 |
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| <p>1 MARK ALEXANDER: So that's a must. Colostrum 2 would be awesome and I'll tell you why. They believe MS 3 is an auto immune disorder and Colostrum is one of the 4 single best things you can do for auto immune issues. It 5 helps calm down an overactive immune system. 6 CONNIE: Okay. Great. 7 MARK ALEXANDER: And Cell Talk will be very 8 good, too, in that respect, also, for the over immune 9 response. 10 CONNIE: Okay. 11 MARK ALEXANDER: And also, you want the Daily 12 Solutions Pack. That's going to strengthen your overall 13 constitution. 14 CONNIE: Okay. 15 MARK ALEXANDER: And that should help your hair 16 grow, too, by the way. 17 CONNIE: Oh, great. 18 MARK ALEXANDER: Because that Daily Solutions 19 has some things in there that really help the hair 20 growth. 21 CONNIE: Okay. 22 MARK ALEXANDER: And it also is good for your 23 neurological system. Now, let me give you a few pointers 24 on things to look out for in the diet. 25 CONNIE: Okay.</p> | <p>1 MARK ALEXANDER: You must become a label 2 reader, especially with a neurological issue. Stay away 3 at all costs from anything that says MSG -- 4 CONNIE: Right. I do. 5 MARK ALEXANDER: -- Nutra-Sweet, or Equal or 6 aspartame. Okay? 7 CONNIE: Okay. Great. None of those. 8 MARK ALEXANDER: Good. Because those are 9 excitotoxins to your nerve cells. 10 CONNIE: Okay. 11 MARK ALEXANDER: Avoid those at all costs. 12 CONNIE: Okay. 13 MARK ALEXANDER: Also, you've got to eliminate 14 the wrong type of fats from your body if you have MS. 15 Stay away from the fried, greasy foods. 16 CONNIE: Mm-hmm. 17 MARK ALEXANDER: And the saturated fats and red 18 meats. 19 CONNIE: Okay. 20 MARK ALEXANDER: And also stay away from 21 margarine and partially hydrogenated oils. 22 CONNIE: Okay. None. 23 MARK ALEXANDER: On the other hand, the good 24 healthy essential fatty acids are very important for you, 25 okay?</p> |
| 54 | 55 |
| <p>1 CONNIE: Like your Omega 3s and Omega 6s? 2 MARK ALEXANDER: You got it. 3 CONNIE: Got it. 4 MARK ALEXANDER: Okay? 5 CONNIE: Okay. 6 MARK ALEXANDER: And keep the diet totally 7 fresh, natural, whole foods whenever possible. 8 CONNIE: Okay. 9 MARK ALEXANDER: Try to avoid anything out of 10 the package or box or can, if you can, any processed 11 foods, okay? 12 CONNIE: Okay. 13 MARK ALEXANDER: Just fresh, whole natural 14 foods are very, very good for you right now. And I think 15 if you're able to exercise daily, too -- can you get in a 16 little walk every day? Are you -- 17 CONNIE: Every day, yes, I do. 18 MARK ALEXANDER: That's fantastic. 19 CONNIE: Yes. 20 MARK ALEXANDER: Okay. And then if you heard 21 the previous caller that called about glutathione levels 22 being high. 23 CONNIE: Mm-hmm. 24 MARK ALEXANDER: They're even using intravenous 25 glutathione now with ALS patients and Parkinson's</p> | <p>1 patients with great success. 2 CONNIE: Okay. 3 MARK ALEXANDER: So the higher your 4 glutathione, that's a real good thing, because it's 5 really good for neurological disorders, too. So you 6 might want to ask your doctor if he's familiar with 7 intravenous glutathione. That could be very good. And 8 you can also take the things that I told her to take, to 9 keep the glutathione levels high in terms of the 10 supplements. Okay? 11 CONNIE: Okay. All right. Secondly, I have a 12 three year old son that continues to have recurring ear 13 infections. Is there anything that you can recommend for 14 that? 15 MARK ALEXANDER: Absolutely. The kids do very 16 well with the Colostrum and the Colon Essentials. We've 17 had great success with the ear infections over the years 18 with the little ones. 19 CONNIE: Okay. Great. All right. Thank you 20 so much, Mark. And you have a wonderful weekend. 21 MARK ALEXANDER: You, too. Let us know how 22 you're doing. 23 CONNIE: I sure will. 24 MARK ALEXANDER: Okay. 25 CONNIE: Thank you.</p> |

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1 JULIE LYNCH: Thank you so much, Connie, for
 2 your call. The toll-free number now to order all of your
 3 Roex products is 1-877-ROEXNOW. That's 1-877-ROEXNOW.
 4 You can also dial 1-800-645-0010. And the
 5 website is Roex.com, R O E X dot com. Get your Beta-
 6 Sitosterol in four and twelve packs.
 7 Let's go to Gary in Phoenix, Arizona. Gary,
 8 you're live on the air with Mark Alexander.
 9 GARY: Hi, Mark.
 10 MARK ALEXANDER: Hi.
 11 GARY: Love your show.
 12 MARK ALEXANDER: Thanks. And the question I
 13 have is later on this summer I'm going to be flying from
 14 Phoenix to just outside of London to go to a Boy Scout
 15 World Jamboree to help celebrate their 100th anniversary.
 16 And I'm going to be living and working with
 17 about 40,000 other kids and adults from around the world.
 18 And I'm just wondering, could you -- is there something
 19 that I could or should take to help maybe build up my
 20 immune system?
 21 MARK ALEXANDER: Oh, you bet. And I'll tell
 22 you, whenever I travel here's my protocol. And knock on
 23 wood, it's worked like a charm for me over the years,
 24 never came back with any bug of any type, thank God.
 25 GARY: Mm-hmm.

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1 GARY: Oh. Okay.
 2 MARK ALEXANDER: Okay?
 3 GARY: Great. Thank you very much.
 4 MARK ALEXANDER: You got it.
 5 JULIE LYNCH: Thank you so much, Gary. The
 6 toll-free number right now to order your Roex products,
 7 1-877-ROEXNOW. That's 1-877-ROEXNOW.
 8 You can also dial 1-800-645-0010. The Beta-
 9 Sitosterol is on special in four and twelve packs, so
 10 load up.
 11 Let's go to Raffie (phonetic), in California.
 12 Raffie, you're live on the air with Mark Alexander.
 13 RAFFIE: Hi, Mark.
 14 MARK ALEXANDER: Hello.
 15 RAFFIE: I have a problem with my legs; they
 16 seem to be full of water and now they're turned real,
 17 real hard.
 18 MARK ALEXANDER: Wow.
 19 RAFFIE: And I -- it seems like -- what is that
 20 called setting in --
 21 MARK ALEXANDER: Edema?
 22 RAFFIE: Yes.
 23 MARK ALEXANDER: Yeah. Has your doctor checked
 24 your kidneys and your heart, are they okay?
 25 RAFFIE: No, I -- he -- I don't know. He just

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1 MARK ALEXANDER: So here's what's worked for
 2 me. I positively would take Oleuropein.
 3 GARY: Mm-hmm.
 4 MARK ALEXANDER: Colostrum and Colon
 5 Essentials.
 6 GARY: Hmm.
 7 MARK ALEXANDER: Those three are a must, okay?
 8 GARY: Okay.
 9 MARK ALEXANDER: And the odds of you coming
 10 back with some type of weird bug or parasite or stomach
 11 issue will be slim or none.
 12 GARY: Hmm.
 13 MARK ALEXANDER: Now, to bolster your immune
 14 system, those three products will help the immunity, but
 15 you're going to want to add the Cell Talk.
 16 GARY: Hmm.
 17 MARK ALEXANDER: So that'll really help to
 18 bolster and tonify your immunity. And then for your
 19 overall health in general, I think I would take a look at
 20 the Daily Solutions Pack, that's like my health insurance
 21 policy.
 22 GARY: Yeah. Okay. And any suggestions for
 23 jet lag?
 24 MARK ALEXANDER: Yeah, absolutely. Melatonin,
 25 that's real specific for that.

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1 never says anything about my --
 2 MARK ALEXANDER: Well, whenever you have edema
 3 in the legs, the first thing you want to do is make sure
 4 your heart and kidneys aren't an issue. But here's what
 5 I would do. I would do the Kidney Bladder Formula.
 6 That's very good for swelling.
 7 RAFFIE: Now, this -- all this talk that you're
 8 talking about is foreign to me. I just turned the radio
 9 on --
 10 MARK ALEXANDER: Oh, okay.
 11 RAFFIE: -- and happened to hear it.
 12 MARK ALEXANDER: Well, just write -- just write
 13 this down. Just write down Kidney Bladder Formula and
 14 then write down PC-95 and write down MSM, because these
 15 are the three things that are the best for swelling and
 16 edema in the body.
 17 RAFFIE: Mm-hmm.
 18 MARK ALEXANDER: And --
 19 RAFFIE: Well, he ordered for me to take Lasix
 20 or something.
 21 MARK ALEXANDER: Yeah. Well, Julie will give
 22 you an 800 number you can call.
 23 JULIE LYNCH: You can call this number right
 24 now. Raffie, to order all of your Roex products and Mark
 25 -- the products Mark just told you are available at 1-

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1 877-ROEXNOW.
 2 You can also call 1-800-645-0010. That's 1-
 3 800-645-0010. There's a website you can also go to,
 4 which is Roex.com, R O E X dot com. And for all of our
 5 listeners, today's the day to load up on your Beta-
 6 Sitosterol, on special in four and twelve packs.
 7 And, Mark Alexander, thank you so much. This
 8 has been such an interesting show.
 9 MARK ALEXANDER: Thanks, Julie. Just a broad
 10 recap here on the Beta-Sitosterol -- helps the prostate,
 11 helps lower those high cholesterol levels, reduces
 12 inflammation, enhances your Natural Killer Cell activity
 13 for your immune system, and it's also good for diabetics.
 14
 15 Have a great weekend, everybody. See you on
 16 Monday. God Bless.
 17 (The interview was concluded.)
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1 CERTIFICATION OF TYPIST
 2
 3 MATTER NUMBER: 0723076
 4 CASE TITLE: ROEX
 5 TAPING DATE: FEBRUARY 23, 2007
 6 TRANSCRIPTION DATE: APRIL 2, 2007
 7
 8 I HEREBY CERTIFY that the transcript contained
 9 herein is a full and accurate transcript of the tapes
 10 transcribed by me on the above cause before the FEDERAL
 11 TRADE COMMISSION to the best of my knowledge and belief.
 12
 13 DATED: APRIL 2, 2007
 14
 15
 16 KATHY J. DE MENT
 17
 18 CERTIFICATION OF PROOFREADER
 19
 20 I HEREBY CERTIFY that I proofread the transcript for
 21 accuracy in spelling, hyphenation, punctuation and
 22 format.
 23
 24
 25 WANDA J. RAVER

In the Matter of:

Roex, Inc.

January 9, 2007

*Roex.com Radio Show - The Truth About Nutrition --
Magnesium Potassium*

Condensed Transcript with Word Index



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7 January 9, 2007
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11 The following transcript was produced from a
12 CD-ROM provided to For The Record, Inc. on October 27,
13 2008.
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1 P R O C E E D I N G S
2 - - - - -
3 (Pre-show chatter.)
4 JULIE LYNCH: Yeah.
5 MARK: There you go.
6 JULIE LYNCH: Fortunately (inaudible).
7 MARK: It was tight, yeah. Well, that's what
8 I'm here for --
9 JULIE LYNCH: (Inaudible).
10 MARK: -- just in case.
11 JULIE LYNCH: Ooh, cutting it close. We had
12 Mark all ready to start it and then hand it off to you,
13 but . . .
14 KEVIN: Yeah, there's an accident on Jamboree,
15 and I had to get off on Dettinger and go around.
16 JULIE LYNCH: Are you going to be ready?
17 KEVIN: Yeah.
18 JULIE LYNCH: How many minutes?
19 UNIDENTIFIED FEMALE: We got two minutes, about
20 20 seconds.
21 JULIE LYNCH: (Inaudible).
22 UNIDENTIFIED FEMALE: Yeah.
23 UNIDENTIFIED FEMALE: Hey!
24 JULIE LYNCH: Hey, everybody.
25 And, Kevin, my sound levels are okay?

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| 4 | <p>1 KEVIN: Your sound levels are perfect. 2 JULIE LYNCH: Aah. 3 KEVIN: Some of the best sound levels I've ever 4 heard. 5 JULIE LYNCH: Oh, my God. 6 KEVIN: Well, you'll have to kick it off by 7 yourself if Rod doesn't make it to the office. 8 JULIE LYNCH: Well, he's got, you know, about, 9 what, what does it take me, about 30 seconds to get 10 through the intro? 11 KEVIN: Right. 12 JULIE LYNCH: I could do it really slowly. 13 Welcome ... to the Truth ... about Nutrition ... with 14 Rod -- 15 KEVIN: You got two minutes before you get to 16 read that very slowly. 17 JULIE LYNCH: -- Burreson. I ... am ... 18 your host ... Julie ... Lynch. 19 KEVIN: I could have the boys in the band run 20 the theme twice. 21 JULIE LYNCH: (Laughter). 22 KEVIN: Just tell them one more time. 23 JULIE LYNCH: I can go into the specials right 24 off if I need to, I guess. 25 KEVIN: Yeah.</p> | 5 | <p>1 UNIDENTIFIED FEMALE: Have a good show. 2 ROD BURRESON: Okay. 3 JULIE LYNCH: There's the man. 4 ROD BURRESON: By the chinny, chinny chin, I 5 made it. 6 JULIE LYNCH: I know. 7 ROD BURRESON: (Laughter). 8 JULIE LYNCH: How you doing? 9 ROD BURRESON: Good, sweetie, how are you? 10 JULIE LYNCH: I'm good. I'm glad to hear your 11 voice. 12 ROD BURRESON: (Laughter). 13 KEVIN: Plenty of time. 14 ROD BURRESON: A whole minute. 15 JULIE LYNCH: You have the whole -- you have 16 the whole introduction to calm down. 17 ROD BURRESON: That's right. 18 JULIE LYNCH: (Laughter). I was telling Kevin 19 I'll do it really slowly. 20 ROD BURRESON: There was an accident on 21 Jamboree this morning, and I'll tell you what, the 22 traffic did not move. 23 KEVIN: One minute. 24 JULIE LYNCH: That's so frustrating. 25 ROD BURRESON: Isn't it, though?</p> |
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| 6 | <p>1 JULIE LYNCH: But you made it. 2 ROD BURRESON: So, you got it made now, you 3 don't have to fight that traffic. 4 JULIE LYNCH: Oh, man, you're not kidding. 5 It's so much less stressful. You could set this up at 6 your house, too, you know? 7 ROD BURRESON: Yeah, but it's -- it wouldn't 8 work too good. 9 JULIE LYNCH: I guess there's no way of knowing 10 what days there's going to be terrible traffic. 11 KEVIN: Thirty seconds. 12 ROD BURRESON: Right. 13 Let's light them up, Julie. We've got a new 14 product today. 15 JULIE LYNCH: I'm excited to hear about this. 16 KEVIN: Here we go, gang, stand by. 17 MAGNESIUM POTASSIUM RADIO SHOW 18 (Music playing.) 19 JULIE LYNCH: Welcome to The Truth about 20 Nutrition with Rod Burreson. I am your host, Julie 21 Lynch, and we are broadcasting live from ABC Studios here 22 in New York City. Rod Burreson is a nationally 23 recognized expert in nutrition, exercise and 24 rehabilitation. He is the author of Never, Ever, Ever 25 Give Up, Health is on the Way. He is also the recipient</p> | 7 | <p>1 of the Albert Schweitzer Humanitarian Award and the 2 Ambassador of Peace Award. And of course he's the 3 founder of Roex, Inc. 4 If you have questions for Rod, you can speak 5 with him directly at 1-800-429-PC-95. That's 1-800-429- 6 7295. That's right, we are live and we are taking your 7 calls right now. 1-800-429-7295. 8 How you doing today, Rod? 9 ROD BURRESON: Hello, Julie, I'm doing great. 10 And hello to all the listeners. And I want to ask you a 11 question, have you looked in the mirror lately at your 12 earlobes? 13 JULIE LYNCH: My earlobes? No. 14 ROD BURRESON: Well, if you look at your 15 earlobes and you see a crease going down, at a 45-degree 16 angle at your earlobes, you are at a very high risk of 17 cardiovascular disease. 18 JULIE LYNCH: Really? 19 ROD BURRESON: I bet everybody's going for a 20 mirror right now. (Laughter). 21 JULIE LYNCH: I wish I had one. 22 ROD BURRESON: (Laughter). About 1973, the 23 association between diagonal earlobe creases and the 24 threat of an eventual heart attack were made. Chronic 25 circulatory problems allow the vascular bed in the</p> |
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1 earlobe to collapse and the telltale earlobe crease to
 2 appear. More than 30 studies have been recorded in
 3 medical literature, with one involving 264 patients from
 4 a university-based coronary care unit or a
 5 catheterization laboratory where they followed for 10
 6 years these individuals.
 7 Researchers concluded that after adjusting for
 8 all risk factors, the presence of a unilateral earlobe
 9 crease was associated with a 33 percent increase in the
 10 risk of a heart attack.
 11 JULIE LYNCH: Wow.
 12 ROD BURRESON: But guess what, if it's in both
 13 ears, you got a 77 percent increased risk of a heart
 14 attack.
 15 JULIE LYNCH: Holy cow.
 16 ROD BURRESON: Wow! You know what causes that?
 17 I bet you don't, but listen to the rest of the story.
 18 Diagonal earlobe creases appear at about a 45-degree
 19 angle, downward toward the shoulder, are a better
 20 predictor of sudden death from a heart attack than age,
 21 smoking, obesity, elevated cholesterol or a sedentary
 22 lifestyle if you are under the age of 80.
 23 JULIE LYNCH: Wow.
 24 ROD BURRESON: Isn't that amazing? The
 25 predictive value of diagonal earlobe crease does not

10

1 you want a good night's sleep, I take four to six calcium
 2 mineral formula at night. And I took one of these
 3 magnesium potassium and three melatonin, and I want to
 4 tell you something, man, did I sleep good.
 5 And if you want to sleep good, and if you want
 6 to protect your body against all the risk factors
 7 associated with mineral deficiency and cardiovascular
 8 disease, folks, you got to get on our new product called
 9 magnesium potassium. And it's so compatible with the B
 10 vitamins and the calcium mineral formula.
 11 So, we got a special price today, folks, on
 12 this new magnesium potassium formula, and wait until you
 13 hear how incredibly important and potent a vasco-dilator
 14 it is and how incredibly important it is. According to
 15 the British Journal of Medicine that reported on the
 16 magnesium supplementation and potassium supplementation,
 17 wait until you hear the rest of the story.
 18 JULIE LYNCH: You can get your magnesium
 19 potassium on special today in four and 12-packs at 1-800-
 20 645-0010. That's 1-800-645-0010. The website is
 21 Roax.com, R O E X.com, and because it goes so well with
 22 the calcium mineral formula, we also have a great special
 23 on calcium mineral formula in four and 12-packs as well.
 24 ROD BURRESON: Well, for all the people
 25 listening, according to the science, magnesium is a

9

1 apply to the following groups: Asians and Native
 2 Americans.
 3 JULIE LYNCH: Hmm.
 4 ROD BURRESON: What does that tell you? Well,
 5 there's a reason for all this, folks. Cardiovascular
 6 disease is rarely a single frailty; rather it's a
 7 multifaceted failure that includes physical,
 8 psychological and genetic weaknesses. Since
 9 cardiovascular disease remains the number one killer in
 10 the Western United States, there is more published
 11 scientific information about its prevention and treatment
 12 than exists for any other disease.
 13 Overlooking just one risk factor such as
 14 elevated C-reactive protein, fibrinogen, homosystine
 15 levels or mineral deficiency could lead to the
 16 development or worsening -- worsening of heart or
 17 vascular disease.
 18 Well, what are the minerals? Calcium,
 19 magnesium, potassium. Isn't that interesting? Well,
 20 we've got a new product today! And there's a very strong
 21 reason why we got this new product. It's a magnesium
 22 potassium -- very unique formula -- magnesium potassium
 23 capsule in a bottle. You're going to love the label, and
 24 wait until you start using it. And I got it last night
 25 for the first time, and I want to tell you something, if

11

1 potent vasco-dilator and may prove to be a better
 2 hypertensive formula than most of those calcium channel
 3 blockers and beta blockers.
 4 JULIE LYNCH: Wow.
 5 ROD BURRESON: Well, British Journal of
 6 Medicine reported that magnesium supplementation lowered
 7 blood pressure by 12 points on the systolic and eight
 8 points on the diastolic in 19 out of 20 subjects.
 9 JULIE LYNCH: Wow, that's huge.
 10 ROD BURRESON: Yeah. Magnesium reduced blood
 11 vessel contractibility by regulating levels of
 12 angiotensin II, prostaglandin, serotonin, epinephrine and
 13 nurepinephrine and dopamine. As a result, vessels vasco-
 14 dilate and the pressure decreases. Besides being a
 15 hypotensive mineral, magnesium is absolutely essential to
 16 the proper cardiac function, allowing relaxation of the
 17 heart and supporting normal heart rhythm.
 18 Well, for many years, there was a -- I guess a
 19 formula that you take two parts calcium, one part
 20 magnesium. But now we find out that you need much more
 21 magnesium and much more potassium than you get in those
 22 formulas, including our formula. So, we decided let's
 23 bring out a compatible product. Our magnesium potassium,
 24 along with the most compatible mineral formula you can
 25 get in your body, the calcium magnesium formula that Roex

12

1 has called the ultimate calcium magnesium formula, well,
 2 when you combine the studies that show that if you take
 3 extra amounts of magnesium and potassium and if you've
 4 got blood pressure problems, it can help tremendously.
 5 Many of the case studies admitted to the
 6 coronary care units experience arrhythmia. Listen to
 7 this, have you got arrhythmia, do you take the
 8 medication? Well, 100 percent of the people admitted to
 9 the care unit had complete resolution when administered
 10 IV magnesium over a five-hour period. While the reports
 11 that magnesium injections following bypass surgery
 12 reduced heart arrhythmia irregularities by 50 percent,
 13 then in the Alternative Medical News, they found out
 14 after three months of oral magnesium supplementation,
 15 platelet-dependent thrombosis typically is reduced by up
 16 to 75 percent.
 17 What does that tell you? In a study in the
 18 American Journal of Clinical Nutrition, researchers from
 19 the Department of Agriculture reported that the effects
 20 of magnesium deficiency on 22 healthy post-menopausal
 21 women ages 47 to 78 the women all had the same amount --
 22 did -- ate the same meals, did the same thing, took the
 23 same nutrition and 130 milligrams a day of dietary -- of
 24 dietary magnesium each day. Half the women also took 280
 25 milligrams in addition, so there it was almost 400

14

1 ROD BURRESON: Magnesium turns off activity in
 2 the sympathetic nervous system by blocking the release of
 3 excitatory hormones such as epinephrine and
 4 norepinephrine, the fight-or-flight response of the para-
 5 sympathetic nervous system. In the mitral valve
 6 prolapse, folks, they found out that the valve separating
 7 the left atrium from the left ventricle protrudes into
 8 the left atrium. Of patients participating in an
 9 evaluation, 85 percent were found to be low in magnesium.
 10 What does that tell you?
 11 Low magnesium levels are also associated with
 12 angina attack. And it appears that a magnesium status
 13 drops as we age, and the frequency of angina attacks
 14 increases as magnesium drops. And magnesium plays an
 15 important role in the prevention and treatment of
 16 syndromax and diabetes. It benefits these conditions by
 17 increasing the number and sensitivity of insulin
 18 receptors. Well, I think that's -- that's so huge, it's
 19 unbelievable.
 20 And here's the bad part. Unfortunately, the
 21 tests used by the majority of physicians to measure
 22 magnesium levels is worse than useless according to Dr.
 23 Sherry A. Rogers, an environmental medicine specialist.
 24 Dr. Rogers refers to this test as the most dangerous test
 25 in medicine, for if it is used, it too often shows

13

1 milligrams, right? 410 milligrams. That's what you get,
 2 400 milligrams, in our formula.
 3 But listen to this, in 81 days, the people who
 4 took the additional amounts of magnesium, researchers
 5 found out that they reduced their risk of cardiovascular
 6 events by over 50 percent.
 7 JULIE LYNCH: Wow.
 8 ROD BURRESON: Not surprisingly, serum and
 9 urine concentrations of magnesium were lower in the
 10 control group and they found out that a lack of magnesium
 11 provoked the heart into rhythmic abnormalities. As a
 12 result, it caused frequent irregular heartbeats. And the
 13 researchers concluded that the cardiac muscle is more
 14 sensitive to magnesium intake than the skeletal muscles
 15 and that a deficiency has the potential to cause
 16 dangerous cardiac irregularities.
 17 Now, listen to this, calcium channel blockers
 18 are a popular anti-arrhythmic, anti-spasmodic
 19 medication. And by relaxing -- what they do is by
 20 relaxing the arterial smooth muscles and reduce stress on
 21 the myocardium, the thick middle layer of the heart,
 22 magnesium delivers the same or better effects on the
 23 heart without the side effects, folks.
 24 You know, it makes you wonder, doesn't it?
 25 JULIE LYNCH: Sure.

15

1 misleading normal levels.
 2 JULIE LYNCH: Huh.
 3 ROD BURRESON: What does that tell you? When
 4 you go to the doctor, I say this, you got a 50/50 chance
 5 of getting the right diagnosis today. A study in the
 6 Journal of American Medical Association reported that 90
 7 percent of practicing physicians never think to check
 8 magnesium levels, even in patients who are severely
 9 depleted. And magnesium deficiency is better detected by
 10 measuring mononuclear blood cell magnesium as opposed to
 11 serum levels.
 12 Well, folks, magnesium enhancers include the B-
 13 Complex, Calcium and Essential Fatty Acids. And you
 14 should put the whole package together if you really want
 15 a healthy cardiovascular system. But don't forget about
 16 potassium. And when we come back, now you're going to
 17 hear why we put potassium in the formula.
 18 JULIE LYNCH: And you can get your magnesium
 19 potassium right now in four and 12-packs on special by
 20 calling 1-800-645-0010. That's 1-800-645-0010. Your
 21 account managers are standing by to help you right now.
 22 You can also go to the website, roex.com, R O E X.com.
 23 We also have calcium mineral formula on special because
 24 it is such a perfect companion product.
 25 ROD BURRESON: Well, you have to ask yourself

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| 16 | <p>1 the question, what's the most important major electrolyte</p> <p>2 in the body? Potassium. Isn't that interesting?</p> <p>3 Potassium, considered by so many to be the major</p> <p>4 electrolyte, is found almost exclusively in the intra-</p> <p>5 cellular fluids of the cell. That means inside the cell.</p> <p>6 Sodium is found in the extra-cellular fluids or outside</p> <p>7 the cell. But it is equilibrium in between potassium and</p> <p>8 sodium that determines fluid balance and blood pressure</p> <p>9 regulation.</p> <p>10 A high-potassium, low-sodium intake reduces the</p> <p>11 blood vessel constriction effects of adrenaline, a</p> <p>12 hormone associated with the sympathetic nervous system</p> <p>13 arousal. The result? Lower blood pressure. So, when</p> <p>14 you lower your sodium, increase your potassium, you more</p> <p>15 than likely are going to get your lower blood pressure.</p> <p>16 Adults in a study with diastolic blood</p> <p>17 pressure, less than 110 millimeters per inches of mercury</p> <p>18 participated in a crossover trial of 32 weeks. In this</p> <p>19 crossover trial, they found out that just supplementing</p> <p>20 with potassium reduced systolic pressure by 12 points and</p> <p>21 decreased diastolic pressure by 16 points.</p> <p>22 JULIE LYNCH: That's just incredible.</p> <p>23 ROD BURRESON: Yeah. The research came from</p> <p>24 the results of a dash study illustrated in -- where you</p> <p>25 modify your diet to increase your potassium. Well,</p> | 17 | <p>1 hypertensive individuals over 65 years of age may find a</p> <p>2 particular value in potassium since medications are not</p> <p>3 always as effective among senior subjects. Isn't that</p> <p>4 interesting?</p> <p>5 Now listen to this. The results were</p> <p>6 impressive considering the fact that when you look at the</p> <p>7 study, the fact that potassium value is cumulative in the</p> <p>8 body, meaning a greater response is generally seen with</p> <p>9 longer supplementation. What does that tell you, folks?</p> <p>10 Boy, that calcium mineral formula and the magnesium</p> <p>11 potassium, what a combination if you want to keep a</p> <p>12 healthy cardiovascular system and you want to keep your</p> <p>13 minerals up to par, that's what you need to do.</p> <p>14 Now, if you take the flower pollen 63, you'll</p> <p>15 enhance your mineral uptake. Isn't that interesting?</p> <p>16 JULIE LYNCH: Mm-hmm.</p> <p>17 ROD BURRESON: Now, researchers at John (sic)</p> <p>18 Hopkins University School of Medicine advocate increasing</p> <p>19 potassium to treat and prevent hypertension or high blood</p> <p>20 pressure. A group of seven medical researchers reviewed</p> <p>21 33 randomized control trials involving over 2,600</p> <p>22 participants. The researchers concluded that increased</p> <p>23 potassium intake is effective in lowering both systolic</p> <p>24 and diastolic blood pressure and it was pointed out in</p> <p>25 Walton, et al., a study done in 1997.</p> |
| 18 | <p>1 Now, several factors influence your potassium</p> <p>2 levels, folks, so you need to understand this. For</p> <p>3 example, insulin therapy, if you're on insulin and you're</p> <p>4 a diabetic, appears to cause a potassium deficiency.</p> <p>5 Does your doctor know that?</p> <p>6 Conversely, a diabetic supplementing with</p> <p>7 potassium may observe increased insulin secretions and</p> <p>8 responsiveness, thus being able to reduce insulin</p> <p>9 requirements.</p> <p>10 JULIE LYNCH: Wow.</p> <p>11 ROD BURRESON: Wow is right. Physical exertion</p> <p>12 or diarrhea or vomiting can cause fluid and mineral</p> <p>13 depletion and imbalance. And symptoms of potassium</p> <p>14 deficiency, weakness, fatigue, mental confusion and heart</p> <p>15 disturbances.</p> <p>16 While the results of potassium studies are</p> <p>17 impressive, it's important to note that you really have</p> <p>18 to supplement today if you're going to get the right</p> <p>19 amount. And do you know what the FDA does? It restricts</p> <p>20 the limits of potassium permitted in nutritional</p> <p>21 supplements to 99 milligrams per serving. Isn't that</p> <p>22 amazing?</p> <p>23 JULIE LYNCH: Why?</p> <p>24 ROD BURRESON: Well, if it's in food, you can</p> <p>25 take up to 2,500 milligrams; in supplements, only 99.</p> | 19 | <p>1 Guess who's got the influence back there? The drug</p> <p>2 companies.</p> <p>3 JULIE LYNCH: Geez.</p> <p>4 ROD BURRESON: Right? Well, potassium</p> <p>5 enhancers, again, the B vitamins, calcium and magnesium</p> <p>6 and essential fatty acids. Exactly the same enhancers as</p> <p>7 magnesium and calcium. Antagonists to potassium include</p> <p>8 excess amounts of sodium, sugar, stress, alcohol, coffee,</p> <p>9 steroids, diuretics and laxatives.</p> <p>10 Well, I think it's a pretty important factor to</p> <p>11 understand. If you want to keep your cardiovascular</p> <p>12 system healthy and you know how important the minerals</p> <p>13 are, why wouldn't everybody order? And by the way, this</p> <p>14 product is very inexpensive, and you combine it with the</p> <p>15 calcium mineral formula, you really only need one or two</p> <p>16 capsules a day of the magnesium potassium. I take two</p> <p>17 every day, and I'm going to tell you something, it makes</p> <p>18 a big difference in your mood, as well as your body's</p> <p>19 function and your heart's ability to function and your</p> <p>20 vascular system's ability to function.</p> <p>21 But when we come back, I'm going to ask you a</p> <p>22 question. Does sodium restriction lower blood pressure?</p> <p>23 What do you think?</p> <p>24 JULIE LYNCH: That's an interesting question.</p> <p>25 ROD BURRESON: Yes.</p> |

20

1 JULIE LYNCH: You can get your magnesium
 2 potassium right now. We have it on special in four and
 3 12-packs. Call 1-800-645-0010. That's 1-800-645-0010.
 4 Your account managers are standing by to take your calls.
 5 You can also go to the website, Roex.com, R O E X.com.
 6 And because calcium mineral formula is such a perfect
 7 companion, that is also on special in four and 12-packs.
 8 ROD BURRESON: Well, when you put the whole
 9 thing together, if an individual is salt-sensitive,
 10 sodium restrictions will have a profound effect upon
 11 modulating blood pressure. And this is an example of
 12 matching an appropriate dietary intake program with the
 13 right ingredients. But here's the story. When you
 14 acknowledge that dietary salt appears to account for only
 15 a minor segment of increased blood pressure in
 16 hypertensive people, it is important to realize that
 17 essential hypertension is caused by another problem.
 18 And now you're going to find out why the
 19 kidney/bladder support formula is so important. Now, the
 20 kidneys secrete an enzyme called renin. Renin is
 21 secreted by the kidneys in response to cardiovascular
 22 factors such as a fall in blood pressure, reduced plasma
 23 volume or sodium depletion. In an attempt to maintain
 24 homeostasis or balance, your kidneys release renin. And
 25 this increases the conversion of angiotensive hormones in

22

1 manipulation appear to control hypertension in over one-
 2 half of all individuals with high blood pressure.
 3 So, when you go to the doctor, does he ever
 4 tell you that?
 5 JULIE LYNCH: No.
 6 ROD BURRESON: No, they just write a
 7 prescription for calcium channel blocker, beta blocker,
 8 AC inhibitors or maybe all of the above, and say, here,
 9 go home and take all this junk. Well, I think for
 10 everybody listening, if you understand the importance of
 11 magnesium, potassium, calcium in the ability of your
 12 cardiovascular system, including your heart, to function
 13 properly.
 14 You might start taking our magnesium potassium
 15 formula, along with the calcium mineral formula, six
 16 capsules -- six tablets of the calcium mineral formula,
 17 one capsule of the magnesium potassium and one or two of
 18 the flower pollen 63 and one AD&E, now you're going to
 19 get the absorption of minerals your body needs on a very
 20 strong daily intake. But I encourage you to take two of
 21 the magnesium potassium. Take one at night before you go
 22 to bed, and take one during the day with your calcium
 23 mineral formula, and I'll bet you you're gonna sleep so
 24 much better if you also add melatonin.
 25 Now, think about it. All the people that take

21

1 the body, and these then are converted to angiotensin II
 2 or androsterone secretion. As a consequence, then your
 3 blood pressure will go up. Now, if you've got too much
 4 salt in your system, then your kidneys will cut down on
 5 your renin secretion. Isn't that interesting?
 6 JULIE LYNCH: Wow.
 7 ROD BURRESON: Now you know why the
 8 kidney/bladder support formula is so important for blood
 9 pressure management. Man, you say, holy, holy cow, how
 10 can all this be interrelated? Well, let me put it all
 11 together real easily. B vitamins, minerals, calcium,
 12 magnesium, potassium and of course sodium and, lastly,
 13 the kidney/bladder support formula, the kidneys, all are
 14 interrelated in the effective management of blood
 15 pressure.
 16 But the most effective dietary treatment for
 17 hypertension, which is recited on page 473 of the manual
 18 that I'm reading from, and they're pointing out this, the
 19 most important dietary treatment for hypertension appears
 20 to be weight loss and a dietary intervention to increase
 21 calcium, magnesium and potassium intake.
 22 The results of the dietary approaches to stop
 23 hypertension from the dash study showed that these are
 24 the factors that are the most important if you've got
 25 high blood pressure. Weight loss and dietary

23

1 medication because they can't sleep. Well, the auxiliary
 2 factors that affect the heart also affect your sleep.
 3 And I can't tell you how important it is to keep these
 4 minerals in proper balance in the body. Now, whether you
 5 take a beta blocker, a calcium channel blocker, that's up
 6 to you. But I wouldn't touch that stuff with a 100-foot
 7 pole, and maybe you should reconsider what you're doing
 8 for blood pressure, because more than likely you got a
 9 deficiency in one of those three minerals, or your
 10 kidneys aren't functioning properly, or you're deficient
 11 in B vitamins and essential fatty acids. Isn't that
 12 amazing?
 13 JULIE LYNCH: Yep.
 14 ROD BURRESON: Well, we got that special price
 15 today, folks, on the magnesium potassium and you get a
 16 special price, also, if you order the calcium mineral
 17 formula and the B-Complex, because they're all
 18 interrelated in your body's ability to have a healthy
 19 cardiovascular function.
 20 JULIE LYNCH: All right, so, here we go, 1-800-
 21 645-0010, that's the toll-free number right now to call
 22 to order all of your Roex products, 1-800-645-0010. The
 23 website is Roex.com, R O E X.com, and the potassium --
 24 the magnesium potassium is on special in four and 12-
 25 packs, and as Rod just said, we've got another package on

24

1 minerals, that's a magnesium potassium, the calcium
 2 mineral formula and B-Complex, all at one special price.
 3 Call right now, 1-800-645-0010. That's 1-800-645-0010.
 4 ROD BURRESON: It's our goal, folks, to bring
 5 to you all of the nutrients that affect the structure and
 6 function of your body. Magnesium potassium is another
 7 one that you probably don't get enough of, and more than
 8 likely, you will see some remarkable benefits by
 9 supplementing with our magnesium potassium formula, along
 10 with the calcium mineral formula and the flower pollen
 11 AD&E to pick up those minerals most effectively.
 12 Let's go to the calls.
 13 JULIE LYNCH: All righty, let's go to Miss E,
 14 who's calling us from Cleveland, Ohio. Miss E, you're
 15 live on the air with Rod Burreson.
 16 MISS E: Hi. Hi, Rod, I'm enjoying your
 17 program very much.
 18 ROD BURRESON: All right.
 19 MISS E: Okay, I have a question, I have two,
 20 actually. The first is about my five-year-old grandson.
 21 He has some kind of skin condition that his pediatrician
 22 and other doctors cannot -- they don't know what to do
 23 about it. It starts out with a very fine red bump,
 24 almost like the rash -- the size of a rash, and when that
 25 bump goes away, it literally sucks the pigment from his

26

1 spots and then they grow -- it increases --
 2 ROD BURRESON: Right.
 3 MISS E: -- like to about the size of a dime.
 4 ROD BURRESON: More than likely that's candida
 5 albicans or yeast overgrowth, and it comes out through
 6 the skin. So, get the child on the Colon Essentials and
 7 Colostrum.
 8 MISS E: Okay.
 9 ROD BURRESON: I think you're going to see
 10 remarkable results. A rounded teaspoon of each twice a
 11 day --
 12 MISS E: Okay.
 13 ROD BURRESON: -- and keep him away from sugar
 14 and watch and see the difference in just a month.
 15 MISS E: That's wonderful. Question number two
 16 now?
 17 ROD BURRESON: Okay.
 18 MISS E: Okay, my oldest daughter has something
 19 that's been diagnosed as lupus.
 20 ROD BURRESON: Okay.
 21 MISS E: We want to know what to do with it or
 22 what to do for it. Just --
 23 ROD BURRESON: How old is your oldest daughter?
 24 MISS E: She's 32.
 25 ROD BURRESON: Okay. Well, lupus, I think, is

25

1 skin in a circular pattern. And he's got this all over
 2 his extremities, and it's not getting any better.
 3 ROD BURRESON: It sounds like it's teeny averse
 4 color to me, but I could be wrong.
 5 MISS E: Well --
 6 ROD BURRESON: And it could be candida related.
 7 Do you know that?
 8 MISS E: No.
 9 ROD BURRESON: Yeah. It could -- it certainly
 10 could be. I can tell you, based on my own experience
 11 with candida, I had the exact same results back in 1980.
 12 MISS E: Okay.
 13 ROD BURRESON: And when I got on an anti-sugar,
 14 anti-candida regime, they went away. Pretty interesting,
 15 isn't it?
 16 MISS E: Okay. Did it take -- did it take your
 17 color away from the -- from your color?
 18 ROD BURRESON: Sure, absolutely.
 19 MISS E: Oh.
 20 ROD BURRESON: Big white spots.
 21 MISS E: Yes.
 22 ROD BURRESON: And little white spots.
 23 MISS E: Yes.
 24 ROD BURRESON: Is that what you got?
 25 MISS E: Only -- yeah, he's got little white

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1 a -- I think it comes from a virus myself.
 2 MISS E: Okay.
 3 ROD BURRESON: So, if it does come from a
 4 virus, the immune system is directly related, and this is
 5 where Cell Talk, Oleuropein, Colostrum and Colon
 6 Essentials all come into play. And I can tell you, based
 7 on everything I know, people with lupus, they get
 8 remarkable results if they can get on that regime. The
 9 Cell Talk is the newest adjunct to this, and the reason I
 10 added it --
 11 MISS E: Okay.
 12 ROD BURRESON: -- is because of its ability to
 13 enhance the immune system, to communicate with all the
 14 cells in the body and get the right message back.
 15 MISS E: Okay.
 16 ROD BURRESON: Because if you get the wrong
 17 message back, you get the wrong response from the immune
 18 system, and lupus can be one of those issues where you
 19 get the wrong response from the immune system. It's kind
 20 of like rheumatoid arthritis.
 21 MISS E: Yes.
 22 ROD BURRESON: Lupus or muscular -- multiple
 23 sclerosis, any of those, your immune system is getting
 24 the wrong message, so it does the wrong thing.
 25 MISS E: Wrong thing. It's turning against

28

1 her.

2 ROD BURRESON: Yeah, so, the Cell Talk would be

3 number one. Oleuropein, number two; and the Colon

4 Essentials and Colostrum number three.

5 MISS E: I thank you so much.

6 ROD BURRESON: All right, sweetie.

7 MISS E: Okay, bye-bye.

8 ROD BURRESON: Bye.

9 JULIE LYNCH: Miss E, we thank you so much for

10 your call. And the toll-free number right now to order

11 all of your Roex products is 1-800-645-0010. That's 1-

12 800-645-0010. The website is Roex.com, R O E X.com. On

13 special today, we have the magnesium potassium. It's a

14 great new product, in four and 12-packs.

15 You can also get the special package magnesium

16 potassium, calcium mineral formula and B-Complex all at

17 one special price. And if you're just tuning in, I want

18 you to know that you are listening to the truth about

19 nutrition with Rod Burreson. We have a line open for you

20 right now at 1-800-429-PC-95, that's 1-800-429-7295.

21 Let's go to Susan in Philadelphia. Susan,

22 you're live on the air with Rod Burreson.

23 SUSAN: Hi, Rod, how are you?

24 ROD BURRESON: Hi, Susan, I'm very good.

25 SUSAN: Good, I'm glad. I'm so glad to be able

30

1 SUSAN: Oh, you know what, I ordered that,

2 but for some reason, I didn't know if it was making me

3 sick --

4 ROD BURRESON: No, not at all.

5 SUSAN: No?

6 ROD BURRESON: It's protein your body has to

7 have. Your body loves whey protein --

8 SUSAN: Okay.

9 ROD BURRESON: -- because it's identical to the

10 protein that your body uses to build muscle cells, nerve

11 cells and hormones.

12 SUSAN: Okay. Okay. The other thing is,

13 though, that's -- then I can reorder that. I was using

14 the coconut oil in my smoothie, as well, and I've noticed

15 that every time I use it --

16 ROD BURRESON: I wouldn't do --

17 SUSAN: -- it triggers --

18 ROD BURRESON: I would probably take coconut

19 oil in capsule form.

20 SUSAN: Okay.

21 ROD BURRESON: It's much more palatable, number

22 one.

23 SUSAN: Okay.

24 ROD BURRESON: And, number two, you can take it

25 just about with anything if you take it in capsule form.

29

1 to talk to you. I just had two quick questions. One was

2 what products do I use for colitis? I've been using your

3 products for about a year now, if not longer. I'm

4 dealing with one of your representatives who is awesome,

5 and but I want to make sure, you know, I'm doing the

6 right thing. Should I -- I've done the Colustrum and

7 Colon Essentials. I see a little bit of an improvement,

8 but I'm wondering -- I'm wondering if maybe it's my Type

9 A personality that hinders my healing. I don't know.

10 ROD BURRESON: I doubt that. You just probably

11 aren't taking enough.

12 SUSAN: Okay.

13 ROD BURRESON: Number one. How much are you

14 taking?

15 SUSAN: Well, I put it in a smoothie in the

16 morning, the Colon Essentials and the Colostrum.

17 ROD BURRESON: Uh-huh.

18 SUSAN: I do a tablespoon of both. I also do

19 flaxseed oil, and AIGlutamine, and I do a raw egg in a

20 smoothie of like maybe plain organic yogurt --

21 ROD BURRESON: Okay.

22 SUSAN: -- with maybe some blueberries, and

23 that's about it. I don't do --

24 ROD BURRESON: Well, you should put the whey

25 protein in there, sweetie.

31

1 It's hard to take if you put it in a smoothie.

2 SUSAN: Yeah, it seems like every time I do it

3 I have to go to the bathroom.

4 ROD BURRESON: Exactly.

5 SUSAN: Okay.

6 ROD BURRESON: Well, you might have some other

7 issues, too. First of all, you might not like the taste

8 if you put enough in there.

9 SUSAN: Okay.

10 ROD BURRESON: And, secondly, most importantly,

11 coconut oil is a very, very strong saturated fatty acid

12 that's very good for the body.

13 SUSAN: Yes.

14 ROD BURRESON: But I like to take mine in

15 capsule form.

16 SUSAN: Okay.

17 ROD BURRESON: And I take it with a meal or on

18 an empty stomach, it doesn't make any difference.

19 SUSAN: Okay.

20 ROD BURRESON: But I almost always take it with

21 my capsules of the EFAs and DHA.

22 SUSAN: Okay.

23 ROD BURRESON: And the Choline Bitartrate,

24 because it's a fat emulsifier, so you get all those fats

25 together that are important for the body --

32

1 SUSAN: Okay.
 2 ROD BURRESON: -- then you take the Choline
 3 Bitartrate, which keeps them in emulsified state or in
 4 suspension in the blood stream so your body can use them.
 5 SUSAN: Okay. All right, I got you. So, but
 6 I'm on the right track with the Colon Essentials.
 7 ROD BURRESON: Absolutely.
 8 SUSAN: But sometimes --
 9 ROD BURRESON: Just take more.
 10 SUSAN: Okay, so I can -- a lot more won't hurt
 11 me, so I can do it sometime --
 12 ROD BURRESON: Not at all.
 13 SUSAN: -- after dinner when I drink a glass of
 14 distilled water, I'll put the tablespoon and I'll just
 15 drink that after I eat.
 16 ROD BURRESON: Right, and take more MSM.
 17 SUSAN: Oh, I don't like MSM. It's hard to
 18 take.
 19 ROD BURRESON: (Laughter).
 20 SUSAN: I don't like the taste. I have it. I
 21 actually have it --
 22 ROD BURRESON: Well, take it in tablet form,
 23 then, and it won't --
 24 SUSAN: Okay.
 25 ROD BURRESON: -- you won't --

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1 distraught, because I didn't know exactly what it meant,
 2 and he sent me a case of the Oleuropein, and I just took
 3 it religiously. I took massive amounts every single day,
 4 religiously, and it just completely went away.
 5 SUSAN: Okay, because I have a few friends that
 6 I know that have, you know -- I think that if I could
 7 tell them exactly what to do it would make them, you
 8 know, make them want to at least take the product.
 9 ROD BURRESON: Without a doubt, Oleuropein's
 10 the answer.
 11 SUSAN: And how much do these people take?
 12 Does it matter? I mean, I don't know how their diets
 13 are, but I mean --
 14 ROD BURRESON: Well, I think they should work
 15 up and then get to at least 12 tablets a day, at least
 16 for a couple months. And then more than likely that
 17 virus is going to get hit in the head so hard that it
 18 can't come back.
 19 JULIE LYNCH: Yeah, your immune system will
 20 wipe it out, but it needs help, it's, you know, it's a
 21 serious -- it's a serious virus.
 22 ROD BURRESON: But I -- now that we've got Cell
 23 Talk, I think the combination with Oleuropein and Cell
 24 Talk will cause the body to be able to react a lot
 25 faster.

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1 SUSAN: One of your reps takes it like nothing,
 2 and he -- and I just don't know how he does it.
 3 ROD BURRESON: (Laughter).
 4 SUSAN: Okay. All right, the other thing is --
 5 thank you so much. The other thing is -- I had a quick
 6 question about the HPV virus.
 7 ROD BURRESON: Uh-huh.
 8 SUSAN: I listened to your show a while ago,
 9 and I know that you talked about Oleuropein and Julie was
 10 -- I think it was Julie that talked about -- it was
 11 aired, I don't know, months ago that --
 12 JULIE LYNCH: Yeah, it totally wiped it out,
 13 Susan.
 14 SUSAN: Julie, oh, hi. That's what I -- I
 15 wanted -- I didn't know if I heard that right, and I went
 16 online to see if I could get that -- to see if I could
 17 hear the show, but I don't know how to do it, so -- but
 18 it did really take it out, huh?
 19 JULIE LYNCH: It was miraculous, and I'll just
 20 repeat this for the listeners.
 21 SUSAN: Okay.
 22 JULIE LYNCH: Because HPV is a huge problem
 23 that we've got out there. I mean, something like 80
 24 percent of sexually active women have HPV. As soon as I
 25 found out that I had it, I called Rod just like totally

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1 SUSAN: Okay. So, they would get the product
 2 and then take it, they would just work their way up with
 3 it, I guess?
 4 ROD BURRESON: Right.
 5 SUSAN: Okay.
 6 ROD BURRESON: Absolutely.
 7 SUSAN: Okay, so that should eradicate the
 8 virus, then, more than likely, unless there is other
 9 problems?
 10 ROD BURRESON: Well, we can't say that, but
 11 I'll tell you what, boy, it really enhances the immune
 12 system's ability to go to work.
 13 SUSAN: Okay.
 14 JULIE LYNCH: It worked for me.
 15 SUSAN: Okay. Listen, I thank you so much for
 16 your time and God bless.
 17 ROD BURRESON: God bless you, too.
 18 SUSAN: Take care.
 19 JULIE LYNCH: Thank you, Susan, we appreciate
 20 your call. And the toll-free number right now to order
 21 all of your Roex products is 1-800-645-0010, that's 1-
 22 800-645-0010. The website is roex.com, R O E X.com.
 23 We've got this great new product today, magnesium
 24 potassium in four and 12-packs, and a new package,
 25 magnesium potassium calcium mineral formula and B-

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1 Complex, all at one special price.
 2 Let's go to Bill in New Jersey. Bill, you're
 3 live on the air with Rod Burreson. Go ahead, Bill.
 4 Well, we must have lost Bill. So, let's
 5 instead go to Amy, who is calling us from Dallas.
 6 AMY: Hi, thank you for taking my call. My
 7 question is regarding MS. I'm in a wheelchair, and
 8 yesterday I heard you talking about bladder
 9 catheterization. I have to do that, and I go through a
 10 lot of pain and discomfort.
 11 ROD BURRESON: Right.
 12 AMY: And to the point where I'm thinking about
 13 getting surgery where you urinate catheterized -- I guess
 14 besides your bellybutton, the super-pubic
 15 catheterization.
 16 ROD BURRESON: I don't think I would do that.
 17 Believe me, you think you're --
 18 AMY: Really?
 19 ROD BURRESON: -- getting an answer, but you're
 20 maybe getting a bigger problem than you already have.
 21 AMY: Really?
 22 ROD BURRESON: Let me point out something.
 23 AMY: Okay.
 24 ROD BURRESON: There are three products that
 25 will enhance urine outflow, okay?

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1 inflamed and irritated.
 2 AMY: Right, exactly.
 3 ROD BURRESON: Okay, so those -- that's the
 4 answer.
 5 AMY: Do you have any recommendations as far
 6 as --
 7 ROD BURRESON: For MS, I got a great
 8 recommendation.
 9 AMY: Before that, as far as the lubricating
 10 the catheter, any -- besides KY and all that other stuff
 11 that's not good for you.
 12 ROD BURRESON: Right. I'd probably use a
 13 capsule of coconut oil or the EFAs, either one.
 14 AMY: Really?
 15 ROD BURRESON: Yeah.
 16 AMY: Okay. That's interesting.
 17 ROD BURRESON: Yeah, they're anti-inflammatory,
 18 so why not?
 19 AMY: Okay, I'll try that.
 20 ROD BURRESON: Yeah. But here's the story on
 21 MS.
 22 AMY: Okay.
 23 ROD BURRESON: I know that you probably don't
 24 know that the ability of the immune system to talk to all
 25 the cells is intricately related to whether you have a

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1 AMY: Okay
 2 ROD BURRESON: The Choline Bitartrate is so
 3 important.
 4 AMY: Okay.
 5 ROD BURRESON: The kidney/bladder support
 6 formula and the Epithelial Tissue Support formula, those
 7 are the three products that I think will make a big
 8 difference for you very quickly. And if you take larger
 9 amounts of MSM, it will enhance the whole group to work
 10 more effectively.
 11 AMY: Okay.
 12 ROD BURRESON: So, MSM, kidney/bladder support
 13 formula, Choline Bitartrate and Epithelial Tissue Support
 14 formula. Those are the ones.
 15 AMY: Okay.
 16 ROD BURRESON: And believe me, it will enhance
 17 the health of your urinary tract and it will really make
 18 a big difference, in my opinion. Now, I've got a lot of
 19 experience with catheterization. I went through it
 20 myself, so I know what's going on.
 21 AMY: Yeah.
 22 ROD BURRESON: And the irritation of the
 23 epithelial tissue in the ureter or in the urethra is
 24 very, very difficult if you don't do something to enhance
 25 its ability to replicate healthy cells because they get

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1 response to MS or not and whether your body's ability to
 2 overcome MS is enhanced greatly or decreased greatly.
 3 That's where the immune system comes into play, and I
 4 want you to know, I've seen the science about the
 5 ingredients within Cell Talk that enhance the immune
 6 system's ability to overcome that disease or issue or
 7 whatever you want to call it.
 8 AMY: Right.
 9 ROD BURRESON: I would -- if I were you, I
 10 would get the powdered Cell Talk and I'd take a heaping
 11 tablespoon at least two or three times a day. I'll bet
 12 you within one month you'll never believe the results
 13 you're going to get.
 14 AMY: Wow. I will try that.
 15 ROD BURRESON: You do that.
 16 AMY: Okay.
 17 ROD BURRESON: Okay.
 18 AMY: Very good. What -- can I ask one other
 19 question? I've been using cayenne and ginger --
 20 ROD BURRESON: Uh-huh.
 21 AMY: -- is that irritating for the bladder?
 22 ROD BURRESON: Not at all. It's very healing.
 23 AMY: Okay, because I've noticed more burning.
 24 ROD BURRESON: Well, it's probably healing.
 25 AMY: Really?

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1 ROD BURRESON: Oh, yeah.
 2 AMY: Okay.
 3 ROD BURRESON: See, when you get the burning,
 4 just chew some Colostrum, get the Colostrum tablets.
 5 AMY: Okay.
 6 ROD BURRESON: And get -- put, say, four in
 7 your mouth and chew them and swallow them. Within a few
 8 minutes, the burning sensation goes away.
 9 AMY: Okay, fantastic. Thank you so much.
 10 ROD BURRESON: All right.
 11 AMY: God bless.
 12 JULIE LYNCH: Thank you so much, Amy. And the
 13 telephone number right now to order all of your Roex
 14 products is 1-800-645-0010, that's 1-800-645-0010. The
 15 website is Roex.com, R O E X.com. You can get your
 16 magnesium potassium on special today in four and 12-packs
 17 and this great new package, magnesium potassium calcium
 18 mineral formula and B-Complex all at one special price.
 19 Let's go to John in Houston. John, you're live
 20 on the air with Rod Burreson.
 21 JOHN: Hello, Rod, you a powerhouse of
 22 information, man.
 23 ROD BURRESON: Hello, John.
 24 JOHN: Anyway, man, I'm HIV positive.
 25 ROD BURRESON: Okay.

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1 JOHN: Okay.
 2 ROD BURRESON: And I mean 12 or 14 a day.
 3 Probably within a month, you might see all of this regime
 4 that you're taking work so much more effectively, you
 5 can't believe it.
 6 JOHN: Okay, well, I tell you what, what I'm
 7 taking -- what I'm taking right now, I feel like a new --
 8 a new man. I ain't going to tell you -- I ain't going to
 9 lie to you about that.
 10 ROD BURRESON: All right.
 11 JOHN: (Laughter).
 12 ROD BURRESON: (Laughter).
 13 JOHN: The medicine that I was on, man, I was
 14 having back problems and all kind of stuff. I'm very
 15 active, I work every day, so it's not -- it's not
 16 hindering me in any way, but I feel better than I ever
 17 felt when I got on the Roex products.
 18 ROD BURRESON: Isn't that great?
 19 JOHN: Yes.
 20 ROD BURRESON: Well, you --
 21 JOHN: Definitely.
 22 ROD BURRESON: -- get -- just add the coconut
 23 oil, I think you're going to get even better results.
 24 JOHN: Okay, Rod, thank you very much.
 25 ROD BURRESON: All right, buddy.

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1 JOHN: And when I first got diagnosed back in
 2 '94, I was taking all that junk they give you. Man, I
 3 was feeling terrible.
 4 ROD BURRESON: Yeah.
 5 JOHN: But now I have every -- I have almost
 6 every product that Roex has. I'm only missing a few.
 7 But I need to know which ones to take. I'm taking Cell
 8 Talk; I'm taking Colon Essentials; I'm taking the
 9 Hurricane, Cayenne with Ginger, and Oleuropein. That's
 10 what I'm taking right now.
 11 ROD BURRESON: You're doing it right, buddy.
 12 Be sure you're taking PC-95.
 13 JOHN: Oh, yeah, I'm taking PC-95, too, yeah.
 14 ROD BURRESON: Okay. Buddy, you're doing it
 15 right, just take more.
 16 JOHN: Oh, okay, just take more of it.
 17 ROD BURRESON: Yeah.
 18 JOHN: Oh, okay, oh, man, that's great.
 19 ROD BURRESON: Now, let me go to one step
 20 further.
 21 JOHN: Okay.
 22 ROD BURRESON: According to the studies I've
 23 read about coconut oil, it can help tremendously as well.
 24 And, believe me, if I was HIV positive, I'd be swallowing
 25 the coconut oil capsules like crazy.

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1 JOHN: All right.
 2 JULIE LYNCH: Hey, John, thank you so much.
 3 What a great call. And I want everyone to know that you
 4 can call right now to order all of your Roex products, 1-
 5 800-645-0010, that's 1-800-645-0010. The website is
 6 Roex.com, R O E X.com. Magnesium potassium, this brand
 7 new product, is on special today in four and 12-packs.
 8 You can get the special package, magnesium potassium
 9 calcium mineral formula and B-Complex all at one special
 10 price. All right --
 11 ROD BURRESON: You know, Julie, I hate to
 12 interrupt the callers, but I go back to this multiple
 13 sclerosis. A lot of people, including doctors, don't
 14 really understand it, because multiple sclerosis, you
 15 know what sclerosis means?
 16 JULIE LYNCH: No, what does it mean?
 17 ROD BURRESON: It means hardening. Hardening
 18 of the tissue. And multiple sclerosis means hardening of
 19 many different tissues, mostly nerve fibers throughout
 20 the body. And as a result, it seems like the immune
 21 system starts to malfunction and produces antibodies that
 22 attack the myelin sheath, that coating around the nerves,
 23 right? That's where the immune system is getting the
 24 wrong message again, folks.
 25 Cell Talk, Cell Talk, Cell Talk! It's such an

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1 incredible product for enhancing the immune system. If
 2 you combine Cell Talk and Oleuropein, I'll tell you what,
 3 I think you're gonna get some great results. If you've
 4 got multiple sclerosis, rheumatoid arthritis, lupus, or
 5 any of the other -- asthma or any of the other autoimmune
 6 disorders, I think the Cell Talk, Oleuropein, I think
 7 that's the combination you're looking for.
 8 JULIE LYNCH: All righty, let's go to Bill,
 9 who's calling us back. Bill, you're live on the air with
 10 Rod Burreson.
 11 BILL: Hello, Rod, this is Bill.
 12 ROD BURRESON: Hello, Bill.
 13 BILL: Okay, thank you, I've got two questions
 14 for you.
 15 ROD BURRESON: Sure.
 16 BILL: Both my wife and I, we're clients of
 17 yours for about five or 10 years.
 18 ROD BURRESON: Good.
 19 BILL: But now this is for my son. Now, he's
 20 been going to these specialists, and they've been giving
 21 him all this garbage. He's got anulosa spondylitis.
 22 ROD BURRESON: Okay.
 23 BILL: And Rider syndrome.
 24 ROD BURRESON: Right.
 25 BILL: Now, he's got terrible hip pain, he's

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1 incredible. They do so many things in so many different
 2 ways.
 3 BILL: Mm-hmm.
 4 ROD BURRESON: And many experts now are
 5 starting to realize something else. Maybe, just maybe,
 6 it stimulates adult stem cells replication in your own
 7 body.
 8 BILL: Hmm.
 9 ROD BURRESON: Now, you know, all this to-do
 10 about embryonic stem cells --
 11 BILL: Mm-hmm.
 12 ROD BURRESON: -- and amniotic stem cells,
 13 which come from the fluid that protects the baby in a
 14 pregnant woman --
 15 BILL: Mm-hmm.
 16 ROD BURRESON: Well, these stem cells, folks,
 17 when you put them in somebody else's body, that's foreign
 18 to the body. You know what they have to be on the rest
 19 of their life? Rejection medications.
 20 BILL: Yeah.
 21 ROD BURRESON: Do you think that the
 22 pharmaceutical industry is behind pushing the embryonic
 23 stem cells and amniotic stem cell research?
 24 BILL: They need the money.
 25 ROD BURRESON: You're darn right, because they

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1 got no mobility in his feet, he can hardly walk. Now,
 2 they put him on Naproxen and Meloxycam. Is there
 3 anything he can take from you that might, you know,
 4 eliminate his pain and give him some mobility?
 5 ROD BURRESON: Well, I'm back to, you know, the
 6 basics, PC-95, estro-C and MSM and Cell Talk.
 7 BILL: MSM -- we take PC-95, and we take MSM,
 8 and what was the other one?
 9 ROD BURRESON: And Vitamin C.
 10 BILL: Okay, and what was the other one you
 11 said?
 12 ROD BURRESON: And Cell Talk.
 13 BILL: Oh, Cell Talk.
 14 ROD BURRESON: Cell Talk is such an incredible
 15 product. You know, all the people out there that haven't
 16 ordered Cell Talk, shame on you. You have no idea how
 17 important this product is for the immune system.
 18 BILL: Mm-hmm.
 19 ROD BURRESON: And everybody needs to
 20 understand how it works, why it works and whether your
 21 body functions properly or not in the immune disorder
 22 area, it has -- it has to do with these eight healing
 23 sugars that you'll find in Cell Talk.
 24 BILL: Hmm.
 25 ROD BURRESON: And believe me, they're

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1 want the -- they want the rejection medication for the
 2 rest of your life or whoever takes it.
 3 BILL: Mm-hmm.
 4 ROD BURRESON: Rather than starting to
 5 research, and Bush was on the right track, because he
 6 authorized funding for adult stem cell generation in the
 7 human body, but not embryonic stem cells.
 8 BILL: Mm-hmm.
 9 ROD BURRESON: There's an issue there. He's
 10 not against embryonic stem cell research; he's against
 11 Federal funding of it.
 12 BILL: Mm-hmm.
 13 ROD BURRESON: But he's for funding to
 14 stimulate the adult stem cells in your body.
 15 BILL: And that is caused -- you say Cell Talk?
 16 ROD BURRESON: Cell Talk.
 17 BILL: S E L T O I C X?
 18 ROD BURRESON: C E L L, a cell.
 19 BILL: Oh, a cell, C E L, oh, Cell Talk.
 20 ROD BURRESON: Yeah.
 21 BILL: I beg your pardon.
 22 ROD BURRESON: Yeah.
 23 BILL: Cell Talk. Now, the other question I
 24 have is for myself really. You know, I've had open heart
 25 surgery twice, and I was thinking about the new thing

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1 you're just mentioning, magnesium potassium.
 2 ROD BURRESON: Yes.
 3 BILL: They've got me on the Lanzoprol, and
 4 they've got me on metraprolo, I guess that's -- you know,
 5 the guy said my heart is weak and my blood pressure pills
 6 and all that, so I'm -- you know, I'm cutting myself back
 7 -- I'm disregarding what they're telling me, I'm cutting
 8 myself back on it, you know what I mean? So, I was
 9 wondering, would this magnesium potassium help me in that
 10 area?
 11 ROD BURRESON: It will help you so much you
 12 won't even believe it yourself.
 13 BILL: I see.
 14 ROD BURRESON: You've got to get on -- if
 15 you've got any issues with blood pressure, heart
 16 arrhythmia or diabetes or issues of the cardiovascular
 17 system, whatever --
 18 BILL: Mm-hmm.
 19 ROD BURRESON: -- get on the magnesium
 20 potassium. It's such a great product. It stimulates the
 21 body's electrolyte balance, and the electrolyte balance
 22 is what's missing. When you have problems with
 23 arrhythmia, you have problems with your heart, almost
 24 always you've got an electrolyte imbalance.
 25 BILL: Well, they put a pacemaker in the second

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1 time around.
 2 ROD BURRESON: Oh, sure. They don't want to
 3 tell you about magnesium because that's \$40,000 or
 4 \$20,000 or whatever the heck it is to put a pacer in.
 5 BILL: That's right.
 6 ROD BURRESON: Well, it's, what, less than \$15
 7 a bottle for the best magnesium potassium you can put in
 8 your body, probably will solve the problem.
 9 BILL: Okay, well, I appreciate that. And
 10 thank you for the Cell Talk. If I go online on your
 11 website, will it describe what Cell Talk is?
 12 ROD BURRESON: Absolutely.
 13 BILL: Okay, thank you very much, Rod.
 14 ROD BURRESON: You're welcome.
 15 BILL: Goodbye, now.
 16 JULIE LYNCH: Thank you so much, Bill. And the
 17 website, for all of our listeners, is Roex.com, R O E
 18 X.com. And you can call right now to order all of your
 19 products, that's 1-800-645-0010, 1-800-645-0010. Your
 20 account managers are standing by to help you right now.
 21 And magnesium -- go ahead, Rod.
 22 ROD BURRESON: You know, Julie, I want to tell
 23 all the listeners, do you know there are risk factors
 24 associated with prescription drugs over and above what
 25 you might expect?

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1 JULIE LYNCH: Mm-hmm.
 2 ROD BURRESON: Many people are unaware that
 3 there may be risks associated with taking commonly
 4 prescribed prescription medications when you only take
 5 them once a day, because certain drugs such as anti-
 6 hypertensive or blood pressure medications may not
 7 provide 24-hour protection against arterial damage. Did
 8 you know that?
 9 JULIE LYNCH: Wow, that's interesting.
 10 ROD BURRESON: Yeah, they don't tell you that,
 11 do they?
 12 JULIE LYNCH: No.
 13 ROD BURRESON: They don't even know that, half
 14 of them. Individuals who are currently taking any kind
 15 of medication, you are urged to look to alternative
 16 treatment, as well, because so many physicians
 17 misunderstand because the drug salesman's advice is what
 18 you're probably getting through the physician. They
 19 misunderstand the importance of 24-hour protection.
 20 Isn't that interesting?
 21 JULIE LYNCH: Very. Well, you can get your
 22 magnesium potassium right now in four and 12-packs. It's
 23 on special, this brand new product, by calling 1-800-645-
 24 0010. There's also a great special today on this
 25 package, magnesium potassium calcium mineral formula and

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1 B-Complex.
 2 Let's go to Patty in Memphis, Tennessee.
 3 Patty, you're live on the air with Rod Burreson.
 4 PATTY: Hi!
 5 ROD BURRESON: Hello, Patty.
 6 PATTY: Thanks for taking my call.
 7 ROD BURRESON: You're welcome.
 8 PATTY: I've got like a plethora of questions,
 9 so I'm going to make them very brief, and I listen to you
 10 a lot, and I take a lot of your supplements, so I know
 11 kind of what I'm asking. And some of these I probably
 12 know what you're going to say, but if your medicine --
 13 medicines -- if your supplements say to take on an empty
 14 stomach, if you don't take them on an empty stomach, you
 15 still have food in your stomach, does that make them, you
 16 know, not assimilated properly?
 17 ROD BURRESON: Not at all. They just -- well,
 18 if we're telling you -- like PC-95, take it on an empty
 19 stomach, it just gets in the mucosa into the blood stream
 20 much faster, that's all.
 21 PATTY: Okay. I am hep-C positive. My -- my
 22 liver enzyme numbers are normal; my viral load numbers
 23 are low. I'm assuming I think you would think it was
 24 crazy for me to go through interferon as damaging as that
 25 is.

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1 ROD BURRESON: Absolutely I would.
 2 PATTY: Yes. So, being -- I should just be on
 3 liver -- liver support and immune system enhancers like
 4 PC-95 and things like that.
 5 ROD BURRESON: And Cell Talk.
 6 PATTY: Okay.
 7 ROD BURRESON: Yeah. And -- absolutely, and
 8 Livalon, Beta-Sitosterols, Choline Bitartrate, those are
 9 the three liver enhancers.
 10 PATTY: Yeah.
 11 ROD BURRESON: And, believe me, they got some
 12 powerful -- especially Beta-Sitosterols got some powerful
 13 antiviral properties that can help your body -- excuse me
 14 -- against hepatitis C.
 15 PATTY: Mm-hmm. I think --
 16 ROD BURRESON: But here's --
 17 PATTY: -- I've had it for many years and just
 18 now really found out.
 19 ROD BURRESON: Yeah.
 20 PATTY: So my body must be fighting it off
 21 pretty good if all those numbers are good.
 22 ROD BURRESON: Well, your immune system is
 23 doing well. Just give it some more support with Cell
 24 Talk --
 25 PATTY: Right.

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1 PATTY: Mm-hmm.
 2 ROD BURRESON: -- and kidney/bladder support
 3 formula, you got the whole package.
 4 PATTY: Okay. All right. And what's the next
 5 question? Oh, I have taken myself off of -- some people
 6 wouldn't agree with this -- but I decided to get off an
 7 anti-depressant medication and another medicine,
 8 Trazodone, that I've taken for sleep for years. And --
 9 (Music playing.)
 10 ROD BURRESON: Well, we're running out of time,
 11 sweetie, so for sleep, you've got to take the calcium
 12 mineral formula, the new Magnesium Potassium and
 13 Melatonin. And watch and see how good you sleep. But if
 14 you're on anti-depressants, you can't take melatonin.
 15 It's up to you.
 16 JULIE LYNCH: Thank you so much, Patty, for
 17 your call. And the toll-free number right now to order
 18 all of your Roex products is 1-800-645-0010. That's 1-
 19 800-645-0010. The website, Roex.com, R O E X.com. Don't
 20 forget to load up on your magnesium potassium in four and
 21 12-packs today.
 22 Rod Burreson, thank you so, so much.
 23 ROD BURRESON: Well, thank you, Julie. And
 24 thanks to all you callers and listeners. And don't
 25 forget, the two most important electrolytes, magnesium,

53

1 ROD BURRESON: -- and those -- those three
 2 nutrients.
 3 PATTY: Okay. Next question is, what is the
 4 nutritional supplement to replace the need for Flomax?
 5 ROD BURRESON: Well, I don't know that there's
 6 a need for Flomax in the first place, so --
 7 PATTY: (Laughter). Well, the need for a
 8 doctor to give it to you.
 9 ROD BURRESON: I think Flomax, you know, if
 10 you've got a urinary disorder -- and are you talking
 11 about your husband?
 12 PATTY: Boyfriend, actually.
 13 ROD BURRESON: Oh, okay. Well, you know, when
 14 I went to the urologist and he wanted me to go on Flomax,
 15 I wouldn't do it. And I don't like the idea of a drug
 16 dilating a function of the body like the urethra. And
 17 what happens is this, I believe that over a period of
 18 time, you're blocking a mechanism, so over a period of
 19 time, more than likely, you got another problem.
 20 And I don't want to go into all that right now,
 21 but I'll tell you what, you get your boyfriend on flower
 22 pollen 63, Beta-Sitosterols and the advancements formula,
 23 and you watch and see how nutritionally it can support
 24 proper urine flow. And if you add the Choline
 25 Bitartrate --

55

1 potassium. And you get them in a special capsule from
 2 Roex today. You'll love it. We'll see you tomorrow.
 3 KEVIN: Thank you, everybody.
 4 (Whereupon, the recording was concluded.)
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1 CERTIFICATION OF TYPIST

2

3 MATTER NUMBER: 0723076

4 CASE TITLE: ROEX

5 TAPING DATE: JANUARY 9, 2007

6 TRANSCRIPTION DATE: OCTOBER 28, 2008

7

8 I HEREBY CERTIFY that the transcript contained
9 herein is a full and accurate transcript of the tapes
10 transcribed by me on the above cause before the FEDERAL
11 TRADE COMMISSION to the best of my knowledge and belief.

12

13 DATED: OCTOBER 30, 2008

14

15

16 SARA J. VANCE

17

18 CERTIFICATION OF PROOFREADER

19

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

23

24

25 WANDA J. RAVER

In the Matter of:

Roex, Inc.

January 23, 2007

*Roex.com Radio Show - The Truth About Nutrition --
Colostrum*

Condensed Transcript with Word Index



For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555

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1 P R O C E E D I N G S
 2 - - - - -
 3 (Pre-show chatter.)
 4 ROD BURRESON: It's all going to change here
 5 shortly.
 6 JULIE LYNCH: But for today --
 7 ROD BURRESON: Yeah, just don't even mention
 8 the --
 9 JULIE LYNCH: Yeah, I'm just going to say in
 10 powder and capsules.
 11 ROD BURRESON: Yeah. We're on the computer.
 12 KEVIN: Two minutes before air.
 13 JULIE LYNCH: And, Rod, how many times would
 14 you like me to make this announcement?
 15 ROD BURRESON: Just once.
 16 KEVIN: One minute.
 17 ROD BURRESON: To lift-off.
 18 KEVIN: And 30 seconds on mark. Have a good
 19 show.
 20 ROD BURRESON: Thank you.
 21 COLOSTRUM RADIO SHOW
 22 (Music playing.)
 23 JULIE LYNCH: Welcome to The Truth about
 24 Nutrition with Rod Burreson. I am your host, Julie
 25 Lynch, and we are broadcasting live from ABC Studios here

4

1 in New York City. Rod Bureson is a nationally
 2 recognized expert in nutrition, exercise and
 3 rehabilitation. He is the author of Never, Ever, Ever
 4 Give Up, Health is on the Way. He is also the recipient
 5 of the Albert Schweitzer Humanitarian Award and the
 6 Ambassador of Peace Award. And of course he's the
 7 founder of Roex, Inc.
 8 If you have questions for Rod, you can speak
 9 with him directly at 1-800-429-PC95. That's 1-800-429-
 10 7295. That's right, we are live and we are taking your
 11 calls right now for you to speak to Rod on the air, at 1-
 12 800-429-7295.
 13 And how are you today, Rod?
 14 ROD BURESON: Hello, Julie, I'm great. And
 15 hello to all the listeners. I was telling Kevin on the
 16 board in New York at ABC Studios, I feel so good I could
 17 jump up and click my heels.
 18 Well, I hope you feel the same, but if you
 19 don't, it's never too late unless you think it is. But
 20 it's very interesting that last week CBS put this idiot
 21 Dan Hurley on to damage -- try and damage the nutritional
 22 industry. Isn't it interesting that it was timed with
 23 the release of Worst Pills, Best Pills Public Citizen's
 24 newsletter with the headlines, Adverse Drug Reactions
 25 Cause 1.4 million Emergency Room Visits in 2004 and 2005

6

1 cause problems.
 2 Yesterday, we were privileged to have one of the
 3 smartest men I've met in a long time, he's a Ph.D. in
 4 biochemistry, his name is Dr. Andrew Keech, ex Mr. New
 5 Zealand, bodybuilder in New Zealand. What a smart guy he
 6 is. He's probably forgot more about colostrum than most
 7 people have ever known. And he says that it's one of the
 8 most incredible products to put in your body.
 9 It was so incredible when he was researching it
 10 and studying it for years in New Zealand, he found out
 11 that he didn't like the way they were processing it.
 12 Even if it was coming from antibiotic-void cows and all
 13 the pesticides and hormones were eliminated, but if you
 14 don't process it properly, it doesn't work real well.
 15 So, he left New Zealand, came to Arizona, and
 16 he put together a processing plant for colostrum, which
 17 is so incredible, he's got the highest quality colostrum
 18 made in the world, and guess who's going to be using it
 19 starting right now? When you order today, you're getting
 20 his highest quality bovine colostrum you can put in your
 21 body.
 22 And you think that's not important, I think you
 23 might understand this. There are two products that we
 24 have at Roex that I believe influence your immune system
 25 more beneficially than anything you could possibly do

5

1 Alone.
 2 JULIE LYNCH: Wow.
 3 ROD BURESON: Yeah.
 4 JULIE LYNCH: Hah-hah.
 5 ROD BURESON: Ah-hah. You know there's always
 6 something behind what's going on. If you trace the
 7 money, just follow the money, I'll bet Dan Hurley's got
 8 the money coming from the drug industry, because you know
 9 he's -- he's either completely bought and a pawn of the
 10 industry or he's an idiot, one or the other.
 11 Well, if you go further, in today's newspaper,
 12 headlines, Antidepressants May Raise Bone Risk. In a
 13 study done by Canadian researchers found that people aged
 14 50 and older who took antidepressants, including Zoloft,
 15 Prozac and other top sellers face double the risk of
 16 broken bones during five years of follow-up.
 17 JULIE LYNCH: Wow.
 18 ROD BURESON: Compared to those who didn't
 19 take any drugs at all.
 20 JULIE LYNCH: That's incredible.
 21 ROD BURESON: Yeah. The study provides the
 22 strongest evidence yet that ties drugs to bone fractures,
 23 said Dr. David Goldsman, Endocrinologist at McGill
 24 University in Montreal and one of the study authors. You
 25 getting the message, folks? Drugs are dangerous, they

7

1 nutritionally. And that is colostrum and Cell Talk. And
 2 we got a special price on Colostrum and Cell Talk today.
 3 But we're going to talk about Colostrum because do you
 4 feel kind of mentally slow? Do you feel weak? Do you
 5 get sick easily? Are you suffering from a weakened
 6 immune system? Do you think drugs are the answer?
 7 Well, once again, we learn about the remarkable
 8 healing properties of a very perfect food that you can
 9 put in your body. This perfect food is colostrum. And I
 10 think if you understand that, you put your kids, yourself
 11 and your family on colostrum, especially the new Roex
 12 Colostrum, boy, the benefits you get in the gut, in the
 13 intestinal tract, are so incredible, and to support the
 14 immune system.
 15 There are three products that I have to put as
 16 the number one, two and three on our list. And I've
 17 modified that occasionally, but because now of this new
 18 Colostrum, that's number three. Number two, Cell Talk;
 19 number one, PC-95. Now, if you take those three products
 20 alone, if you can only afford those three, the benefits
 21 will so amaze you, you will figure out a way to get the
 22 rest of the products, I guarantee you.
 23 Now, less than 30 years ago, immunologists
 24 described how they would prevail over the germ theory of
 25 illness, microbes that attacked humans, drugs were --

1 would attack microbes and the whole story would be good
 2 as gold. It would be a fairy tale, but it was wrong,
 3 dead wrong. Since then, worldwide addiction to
 4 antibiotics have only created more and more deadly drug-
 5 resistant strains of bacteria. Germs are becoming more
 6 impervious to just about anything doctors prescribe.
 7 Drugs beget more drugs, yet the disease-carrying microbes
 8 keep charging on.

9 And as we've seen with the skyrocketing numbers
 10 of Crohn's disease, irritable bowel syndrome, asthma,
 11 allergies, chronic fatigue syndrome, candidiasis, Crohn's
 12 disease, fibromyalgia and multiple sclerosis, all of
 13 these are affected by the immune system, folks. And if
 14 you understand how these millions of people who suffer
 15 from these maladies because of auto-immune-related
 16 issues, you all now understand why Colostrum and Cell
 17 Talk, believe me, folks, if you got any of those issues,
 18 you want to be on those two products, plus PC-95.

19 Well, the bright side of the story is just that
 20 -- just the beginning, because this alternative approach
 21 to combating drug-resistant bacteria and disease is this,
 22 you can never stop the onslaught of new drugs, bacteria
 23 and viruses, but you can support the immune system so it
 24 can defend itself and win. Most health professionals
 25 agree that a healthy lifestyle, a fiber-rich diet, low

1 changed over from New Zealand cattle to cattle grown on
 2 organic fields, no pesticides, no hormones, no
 3 antibiotics, no nothing, but he did it because those
 4 cattle are exposed to pathogens that we are exposed to
 5 here in America. And he said what we need is the
 6 colostrum because it builds up the immunoglobulins to
 7 fight the pathogens that we are exposed to because the
 8 cattle are exposed to it. So, it makes a lot of sense.

9 Then he said you've got to process colostrum
 10 properly because it's so delicate, if you don't process
 11 it -- process the colostrum properly, you're just getting
 12 skim milk. Well, what do you know about that?

13 JULIE LYNCH: Wow.

14 ROD BURRESON: Yeah. So, you don't want skim
 15 milk, do you?

16 JULIE LYNCH: No.

17 ROD BURRESON: And pay the extra price for it?
 18 What you want is colostrum, that immune-enhancing
 19 colostrum that is so important. And we got a special
 20 price, folks, on this new colostrum, both in powder and
 21 capsules, and see the difference it can make in your life
 22 as we go on in this fight against the pathogens of today
 23 and tomorrow.

24 JULIE LYNCH: And you can call right now, 1-
 25 800-645-0010. That's the toll-free number to order all

1 sugar and low intake or no intake of alcohol and drugs,
 2 well, they are so important if you're going to maintain a
 3 strong immune system.

4 But is that enough? I doubt it today. More
 5 and more people are suffering from immune-related
 6 diseases and not winning the battle of a lifetime because
 7 their immune systems are under 24-hour siege from
 8 environmental pollution, parasites, bacteria, chemically
 9 compromised foods, water and the abuse of toxic
 10 prescription drugs.

11 Through our reliance on antibiotics alone we
 12 have encouraged the growth of yeasts and molds throughout
 13 the body, impaired our digestive systems' ability to
 14 absorb food and altered our ability to eliminate toxins
 15 and pathogens. Well, now comes this new Colostrum and
 16 Cell Talk. So, we're going to talk about Colostrum
 17 today, because we've -- you've probably heard enough
 18 about Cell Talk, but I doubt it, because it's a very,
 19 very important product.

20 It's the healing sugars, those eight healing
 21 sugars. Well, here's Colostrum. Colostrum is not only
 22 the most perfect food on the planet that can replace
 23 life-sustaining, disease-fighting, anti-aging growth and
 24 immune factors, it is from bovine colostrum.

25 Now, Dr. Andrew Keech said this, here's why he

1 of your Roex products, 1-800-645-0010. Your account
 2 managers are standing by to help you right now. You can
 3 also go to the website, Roex.com, R O E X.com, get your
 4 new and improved colostrum today in powder and capsules,
 5 it's mix-and-match special in four and 12-packs.

6 ROD BURRESON: Well, I was privileged to get a
 7 couple -- to get a copy of two research studies about
 8 colostrum that Dr. Andrew Keech gave me, and I read them
 9 last night. Man, they're involved. I got to read those
 10 about eight more times before I really understand what's
 11 going on. But the overall picture is this, colostrum,
 12 the first milk produced by the mother after her child is
 13 born, is a rich source of beneficial components,
 14 including immunoglobular factors, anti-inflammatory
 15 factors, gastrointestinal health factors, growth factors,
 16 antioxidant and anti-aging factors.

17 It's been used for thousands of years with
 18 health-promoting benefits. As colostrum is mother's
 19 milk, the first meal a baby has in this world, it's
 20 completely safe without the dangerous side effects of
 21 common pharmaceuticals. For older children and adults,
 22 bovine colostrum has proven to be the most efficacious as
 23 it contains higher levels of immunoglobulin G than human
 24 colostrum, which predominately contains IGA or
 25 immunoglobulin A. Because it is produced in large

12

1 volumes by cows, above and beyond what their calves
 2 require, you can get bovine colostrum, which is up to 100
 3 times more effective in the body than human colostrum,
 4 but it's molecularly identical, so it can -- any mammal
 5 can use it, any mammal, whether you got a cat, a dog,
 6 yourself, your -- whatever.
 7 Well, when I go into understanding, according
 8 to the renowned nutritionist Bernard Jensen, he said 80
 9 percent of all diseases start in the bowel, triggered by
 10 dietary deficiency and antibiotic overload.
 11 JULIE LYNCH: Wow.
 12 ROD BURRESON: Well, what does that tell you,
 13 folks? It tells me we better get proactive here, and I
 14 don't know if you understand how a disease gets started,
 15 so I'd thought I'd try and explain it to the best of my
 16 ability. I hope you get it. Here's the story.
 17 Most pathogens, including bacteria, viruses,
 18 pollutants and allergens, enter the body through the
 19 mucosal membranes of the intestinal tract, where they
 20 lodge in the small intestines or travel through the
 21 bloodstream to the body's weakest point. Moreover, in
 22 the last 25 years, the onslaught of antibiotics has
 23 virtually destroyed much of the beneficial flora in the
 24 bowel, allowing toxic germ life to build a stronghold.
 25 This is why Colon Essentials is so important, you want to

14

1 therapy, number two.
 2 JULIE LYNCH: Wow.
 3 ROD BURRESON: So, you better stay tuned
 4 because we can't cover it all today, but I can tell you,
 5 over the next six months, you're gonna hear stories and
 6 benefits of colostrum that will absolutely amaze you and
 7 astound you, and you'll want to kick yourself in the butt
 8 for not ordering today if you didn't. And if you do,
 9 you're on the forefront, buddy or lady, whoever it is.
 10 Now, colostrum has shown to be very helpful
 11 because it builds that shield in the digestive tract.
 12 Colostrum frees the immune system to be more active in
 13 protecting the rest of the body. Cleansing of the bowel
 14 must come before repair and healing can take place.
 15 That's why WOW and Hurricane and Colon Essentials are so
 16 important.
 17 But colostrum, folks, colostrum has been shown
 18 to be especially helpful for anybody with an auto-immune
 19 disease, whether it be asthma, allergies, rheumatoid
 20 arthritis, multiple sclerosis, what -- lupus, whatever it
 21 is, right? Well, when you understand -- and fibromyalgia
 22 and many more causes are existing because of the damage
 23 to the immune system.
 24 The substances that trigger this hyper-response
 25 are known as allergens. A leaky gut syndrome, for

13

1 replenish that friendly flora.
 2 Now, the overuse of antibiotics has led to new
 3 drug-proof strains of bacteria, which in turn create the
 4 need for stronger, more potent drugs. The friendly
 5 intestinal flora are essentially destroyed in this whole
 6 process. So, the immune function is destroyed. But they
 7 are destroyed by our collective addiction to prescription
 8 drugs, folks, which kill as many as 100,000 people a
 9 year. Pretty interesting, isn't it?
 10 JULIE LYNCH: It's so scary.
 11 ROD BURRESON: And Dr. Mathias Rhea says nobody
 12 has ever died from a nutritional supplement. Isn't that
 13 interesting? From a vitamin, mineral or antioxidant or
 14 essential fatty acid. Well, that's contrary to what this
 15 idiot Dan Hurley says, right?
 16 JULIE LYNCH: Yeah.
 17 ROD BURRESON: Well, like I said, who paid him?
 18 Now, extensive international studies show that
 19 colostrum may be one of the most effective methods of
 20 helping block infectious diseases that take root in your
 21 bowel. There are over 8,000 studies on the benefits of
 22 colostrum. Eight thousand. Think about that. I got a
 23 new one. Not only the role of colostrum-rich proline
 24 polypeptides in human immunological and neurological
 25 health, that's one, but also a new direction in AIDS

15

1 example, is frequently linked with an auto-immune disease
 2 and reversing the symptoms of the disease depends largely
 3 upon healing the lining of the GI tract. Well, when you
 4 go the doctor and you've got fibromyalgia or asthma or
 5 lupus or allergies or arthritis, do they talk about
 6 healing the digestive tract?
 7 JULIE LYNCH: Never.
 8 ROD BURRESON: What they talk about is, here,
 9 I'm going to give you this prescription, and if that
 10 doesn't work in a couple weeks, come back and we'll
 11 change it. It's called a practicing physician. The
 12 problem is who are they practicing on?
 13 JULIE LYNCH: Exactly.
 14 ROD BURRESON: And we got a special price
 15 today, folks, and when I come back, I'm going to show, if
 16 I can, how colostrum strengthens the immune response and
 17 helps your body attack gut pathogens six major ways.
 18 JULIE LYNCH: Wow. Well, you can get your new
 19 and improved Colostrum right now in powder and capsules,
 20 it's a mix-and-match special, so get your four and 12-
 21 packs right now by calling 1-800-645-0010, that's 1-800-
 22 645-0010. The website is Roex.com, R O E X.com.
 23 And I want to announce some exciting changes
 24 that are going on with the Roex website. First of all,
 25 the site will be down starting tonight at 6:00 p.m.

16

1 Eastern Standard Time because in the next two days, a
 2 brand new Roex website is coming. It's going to be
 3 easier than ever to use with beautiful new layouts. And
 4 the best part is the first 500 online shoppers at the new
 5 Roex.com will receive an exclusive offer that is not
 6 available by phone. So, make sure to keep checking in to
 7 check out the new Roex.com.

8 ROD BURRESON: Well, for all you people
 9 listening now, do you take Colostrum? Do you take Roex
 10 Colostrum? Do you take the new Roex Colostrum? It's
 11 even better than the existing one. The one that we had
 12 before came from New Zealand, but that gives you the
 13 immunoglobulins on the pathogens in New Zealand, and we
 14 didn't know about that. But, see, we're always learning,
 15 and the more we learn, the more we improve the product.
 16 The new product, you're going to get the antigens that
 17 are the pathogens that you're exposed to here in America.
 18 That's what you want, right?

19 JULIE LYNCH: Yeah.

20 ROD BURRESON: Well, Colostrum contains both
 21 broad-spectrum and specific factors that help the body
 22 fight off bacterial, viral, fungal and allergenic
 23 invaders. Scientists have discovered that colostrum can
 24 hold six unique components that both strengthen the
 25 immune system and directly help your body attack

18

1 powerful because it's the most abundant immunoglobulin
 2 found in bovine colostrum. It's carried in the lymphatic
 3 and circulatory systems where it helps to neutralize
 4 toxins and unwanted invaders.

5 Now, IGD and IGE have antiviral, antifungal and
 6 anti-parasitic activity. IGM is a powerful bacterial
 7 fighter. And of course IGA is found in the blood serum,
 8 and especially in the saliva and tears and the mucus
 9 membranes of the respiratory and GI tract, where most
 10 invading organisms make first contact with the human
 11 body.

12 So, all these microbe-destroying
 13 immunoglobulins, all of them, all five, are in the Roex
 14 bovine colostrum. Now, if you understand this, I don't
 15 care whether you're a vegetarian or you're a carnivorous,
 16 eating animal. One of the things that you need to know
 17 is bovine colostrum is beneficial for all humans, all
 18 mammals, right?

19 Now, the immune balancing proline-rich
 20 polypeptides is such an incredible aspect by itself, I'm
 21 going to do a special show just on that when we get into
 22 there because of its incredible importance in human
 23 immunological and neurological health, and when you get
 24 into that understanding, it's pretty scary when we don't
 25 have that in our body.

17

1 pathogens in the gut.
 2 Okay, here they go. Number one, microbe-
 3 destroying immunoglobulins. Colostrum is loaded with all
 4 five critical immunoglobulins which are disease-fighting,
 5 life-saving antibodies that are formed in the body. And
 6 immunoglobulins are large protein molecules making up
 7 more than 40 percent of the proteins found in our blood
 8 serum. Isn't that amazing?

9 JULIE LYNCH: Yeah.

10 ROD BURRESON: I bet a lot of doctors don't
 11 know that. The five immunoglobulins begin with the
 12 abbreviation of IG. For example, IGG, the highest
 13 concentration of IGG that you're going to find is in the
 14 Roex bovine colostrum. And I believe it's the only one
 15 certified to the amount of IGG. Isn't that amazing?

16 JULIE LYNCH: Yeah.

17 ROD BURRESON: The new one. Now, each one has
 18 its own amino acid structure. For example, IGA is the
 19 highest in human colostrum. Well, each one has its own
 20 amino acid structure, specific function and ability to
 21 attack, destroy or immobilize the toxic effects of
 22 specific antigens. Well, it seems to me that, boy, I'd
 23 want all of them in there. Wouldn't you?

24 JULIE LYNCH: Yeah, of course.

25 ROD BURRESON: And of course IGG being the most

19

1 According to Dr. Starsic (phonetic) from the
 2 Journal of Molecular Immunology, proline-rich
 3 polypeptides activate an underactive immune system,
 4 helping it to move into action against disease-fighting
 5 organisms, and of course proline-rich polypeptides also
 6 help suppress an overactive immune system, such as is
 7 often seen in auto-immune diseases. In other words,
 8 colostrum is especially good at modulating your immune
 9 system, raising it when it needs to, lowering it when it
 10 needs to, and of course that's what we want in our body.
 11 We don't want our body attacking itself, right?

12 JULIE LYNCH: No.

13 ROD BURRESON: So, you want to modulate the
 14 immune system. You want to lower it. That's what
 15 colostrum does. And if you got a pathogen that enters
 16 your body, you want to attack it, you want to -- you want
 17 to increase the immune system. That's what colostrum
 18 does.

19 Now, the antibacterial agent lactoferrin is
 20 such an incredible component of colostrum found only in
 21 human and bovine colostrum and some milk, lactoferrin has
 22 been shown in numerous research studies to be a potent
 23 broad-spectrum, antimicrobial, antibacterial, antiviral,
 24 antifungal, anti-tumor agent, because it's a iron-bonding
 25 protein. And it also enhances the -- for all you people

20

1 that have anemia or problems with iron in the blood, it's
 2 an iron-bonding protein that takes iron from the
 3 digestive tract, brings it up and runs it into the red
 4 blood cells. Isn't that amazing?
 5 JULIE LYNCH: That is amazing.
 6 ROD BURRESON: How about the lactalbumens, the
 7 cancer-fighting agents that are so important for the
 8 body? And it has powerful support of the body. When you
 9 got any virus or cancer, you know that in order for them
 10 to replicate, they've got to eat through the collagen
 11 matrix and get into the bloodstream, right? Well, how do
 12 they do that? With two enzymes called collagenase and
 13 elastase. But PC-95 and Lysine are two of the enzyme-
 14 blocking agents that block the enzymes so they -- these
 15 two things, the pronto-cytokines in PC-95 and the Lysine
 16 both can attach to the receptor sites of collagen and
 17 block those enzymes from eating through into the
 18 bloodstream. Isn't that something?
 19 JULIE LYNCH: That is amazing.
 20 ROD BURRESON: Now you know another reason why
 21 PC-95 is so incredible.
 22 Now, the last -- or second to the last, the
 23 digestive-enhancing benefits of colostrum may prove so
 24 incredibly important to enhance your body and its ability
 25 to digest foods, it contains powerful friendly flora

22

1 you or what's attacking you and help your body overcome
 2 it.
 3 JULIE LYNCH: And you can call right now to get
 4 your new and improved colostrum in powder and capsules,
 5 mix and match in a four and 12-pack special right now, 1-
 6 800-645-0010, that's 1-800-645-0010. The website is
 7 Roex.com, R O E X.com. Call right now, 1-800-645-0010.
 8 ROD BURRESON: When -- when you order the
 9 capsules of our new colostrum, you also get an amino acid
 10 called taurine in there. And taurine is such an
 11 incredible amino acid because it maintains a vigorous
 12 muscle function in the body. Taurine helps send the
 13 signals from your brain to your muscles telling them to
 14 move, and thus signaling it -- to the muscles of your
 15 arms and legs and your bladder and any part of your body,
 16 even your heart, folks.
 17 During a test of muscle function in 2004,
 18 scientists found that mice with higher taurine levels had
 19 an exercise capacity 80 percent greater than the taurine-
 20 deficient mice. Of course, this doesn't mean that it
 21 correlates directly to humans, but we've seen so much
 22 research and now so many weight lifters take taurine to
 23 enhance muscle function, but think about all the people
 24 that have the big bodies and the skinny arms and legs,
 25 wouldn't that help with the muscle structure of the body?

21

1 essential for proper digestion and the reduction of
 2 harmful bacteria in the digestive tract. It works so
 3 well with Colon Essentials, folks, because it helps to
 4 combat the overgrowth and colonization of candida
 5 albicans, that yeast, that when it begins to get control,
 6 boy, you can't think straight, you get skin breakouts,
 7 you get problems with your energy, you get constipation,
 8 you get all kinds of problems. This is why colostrum and
 9 Colon Essentials, they're really co-factors, folks.
 10 And the last thing, the lymph-moving cytokines
 11 in colostrum. Colostrum contains two powerful cytokines:
 12 interferon G or gamma and the lymphokines, and these are
 13 chemical messengers your immune system uses to start the
 14 process of antibody production. If they're missing, you
 15 can't build antibodies against the allergens that are
 16 causing the disruption of your body chemistry.
 17 These two cytokines have been shown to
 18 stimulate the lymph gland, which helps rid the body of
 19 toxic waste. And colostrum is the only food on earth
 20 that supplements the body with critical immune factors
 21 that the body needs and must have to fight infection.
 22 What does that tell you, folks? All you people out there
 23 that you're sick right now, get our colostrum, get on it
 24 right now, get on Cell Talk. Those are the two that will
 25 help -- help this immune system go after what's bugging

23

1 Well, Roex Colostrum capsules with taurine is another way
 2 of enhancing your weakened muscles to give them the power
 3 they need to do their job. And, of course, when you get
 4 the Roex products, you're going to get the best.
 5 Let's go to the calls.
 6 JULIE LYNCH: That's right, let's go to Eddie
 7 in Long Island, New York. Eddie, you're live on the air
 8 with Rod Burreson.
 9 EDDIE: Good morning, guys, how you doing?
 10 ROD BURRESON: Hi, Eddie.
 11 EDDIE: I had two questions. The first is I
 12 have a -- my son, two and a half years old, he's going to
 13 be three years old in April, and basically what I've been
 14 doing, I've been giving him the colostrum every other
 15 day, because it says on there, you know, three and older,
 16 so what I really wanted to know is what products now at
 17 this age can I give him on a daily basis that, you know,
 18 that won't harm him.
 19 ROD BURRESON: Well, the powdered PC -- or
 20 powdered vitamin C is very important for him, just a half
 21 a teaspoon a day is probably all he really needs.
 22 EDDIE: Uh-huh.
 23 ROD BURRESON: One PC-95, I think, is very
 24 important. I started my grandson at three and a half,
 25 and the only reason I didn't start him earlier was I

24

1 didn't have it earlier.
 2 EDDIE: Right.
 3 ROD BURRESON: So --
 4 EDDIE: Now, I could crush up the PC-95,
 5 because he doesn't want to take it -- he's still -- he's
 6 not even three yet --
 7 ROD BURRESON: Yeah.
 8 EDDIE: -- so --
 9 ROD BURRESON: Well, maybe -- maybe you won't
 10 even use it. You don't want to get him to be against
 11 taking vitamins, so maybe I can suggest this. Get him on
 12 the colostrum powder like you got him, on the Colon
 13 Essentials and the vitamin C. Just those three will make
 14 such a difference in his health and his ability of the
 15 immune system to function, his ability of his bones to
 16 develop and of course all of the factors that are -- when
 17 he's exposed to all the pathogens in the schools, his
 18 immune system is going to be a lot stronger than most of
 19 the other kids.
 20 EDDIE: Well, obviously when he gets like
 21 three, four, five, when he's able to actually take the
 22 pills --
 23 ROD BURRESON: Yeah.
 24 EDDIE: -- I can just -- I could give him
 25 pretty much everything?

26

1 converting cyanocobalamin, that form of B12 that the
 2 liver's got to convert in order for you to utilize it in
 3 the brain, whereas the Roex B-Complex, it's already
 4 converted to methocobalamin, so you don't have to convert
 5 it, your body can readily use it. I think it would help
 6 her a lot.
 7 EDDIE: Uh-huh. You know what I forgot to
 8 mention with my son, what about the CoQ10, he likes
 9 taking those tablets, is that --
 10 ROD BURRESON: Sure. Good for him.
 11 EDDIE: -- (inaudible) that?
 12 ROD BURRESON: You bet.
 13 EDDIE: So, one a day is not too much?
 14 ROD BURRESON: Oh, absolutely.
 15 EDDIE: Okay, great, thank you so much.
 16 ROD BURRESON: All right, Eddie, thanks for
 17 your call.
 18 EDDIE: Take care.
 19 JULIE LYNCH: Yes, we thank you, Eddie, for
 20 your call. And the toll-free number right now to order
 21 all of your Roex products is 1-800-645-0010, that's 1-
 22 800-645-0010. The website is Roex.com, R O E X.com.
 23 Load up today on your new and improved colostrum in
 24 powder and capsules. It's a mix-and-match special in
 25 four and 12-packs.

25

1 ROD BURRESON: Exactly. My four and five-year-
 2 olds, they're now five and six, but they started at four
 3 and five, they stand in line waiting for the DHA --
 4 EDDIE: (Laughter).
 5 ROD BURRESON: -- their PC-95 and their
 6 colostrum and Colon Essentials.
 7 EDDIE: That's great. Last question I have is
 8 a friend of mine's daughter was diagnosed with some kind
 9 of a bipolar disorder, and of course, you know, they gave
 10 her so many drugs, she's like a zombie. You know, she
 11 walks around like --
 12 ROD BURRESON: Well, sure, and how old is the
 13 child?
 14 EDDIE: How old is she? She's 23 years old.
 15 ROD BURRESON: Yeah, well, I think the three
 16 products that I talked about earlier, you got to get her
 17 on colostrum, PC-95 and Cell Talk.
 18 EDDIE: Okay, and all three of those products,
 19 we start her off slow and then she could up the --
 20 ROD BURRESON: Right. And the B-Complex, also,
 21 is very, very important. A lot of people, I've seen some
 22 studies. Now, I don't know how -- how important they are
 23 with respect to bipolar, but I know with regard to all
 24 kinds of issues with the brain, the fact that a lot of
 25 people that have those issues have a difficult time

27

1 ROD BURRESON: And by the way, I want to tell
 2 you something, Dr. Andrew Keech and I were putting our
 3 heads together yesterday, and we're -- he's going to make
 4 a product for us that's so incredible for the problems
 5 associated with sore throat and things like that, because
 6 if you -- if you get the right peptides into the -- into
 7 the mouth and into the stomach, believe me, it can attack
 8 those pathogens, squeeze them, so they don't work.
 9 JULIE LYNCH: Oh, I love the sound of that.
 10 ROD BURRESON: Yeah.
 11 JULIE LYNCH: Oh, man. All right, let's go to
 12 Esther in California. Esther, you're live on the air
 13 with Rod Burreson.
 14 ESTHER: Hi, Rod, how are you?
 15 ROD BURRESON: Hello, Esther.
 16 ESTHER: Well, I've been listening to you for a
 17 couple years here, and I've been taking the Roex Med
 18 vitamins and everything, so I have a question.
 19 ROD BURRESON: Okay.
 20 ESTHER: I had knee replacement in October, on
 21 the 19th, it's like three months and a couple of days
 22 old. I'm still having -- please believe me -- I'm still
 23 having this tremendous pain from the left side of the
 24 knee, which is the left knee, on the left side, there is
 25 kind of like a lump, okay, like that's the muscle that is

7 (Pages 24 to 27)

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EXHIBIT E

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1 swollen.
 2 ROD BURRESON: Uh-huh.
 3 ESTHER: The middle part of the knee where it
 4 hurts the most, I try to lay on my stomach with it to try
 5 to mellow out the pain. On the inside of the knee, I'm
 6 having like a cramp in that joint. I don't understand
 7 that.
 8 ROD BURRESON: Well, I think you've got a lot
 9 of inflammation going on in there, but I'm not a doctor,
 10 so keep that in mind. What does the doctor say?
 11 ESTHER: Okay, he just told me to keep taking
 12 the pain medication. I don't want to take --
 13 ROD BURRESON: Well, I don't agree with that at
 14 all. I think that's stupid.
 15 ESTHER: And I don't either. I don't like --
 16 ROD BURRESON: All that does is modulate your
 17 ability to change the threshold of pain so you can handle
 18 the pain.
 19 ESTHER: So, I'm going back on my colostrum.
 20 ROD BURRESON: Go on the colostrum; go on the
 21 MSM.
 22 ESTHER: Yes.
 23 ROD BURRESON: Large amounts of PC-95 and
 24 Estro-C. I think those are the answers.
 25 ESTHER: Okay, I'll take that, because -

30

1 ROD BURRESON: All right.
 2 ESTHER: And I thank you so much.
 3 ROD BURRESON: All right, sweetie.
 4 ESTHER: And let me ask you one more thing
 5 ROD BURRESON: Esther, do you know what?
 6 ESTHER: What?
 7 ROD BURRESON: Do you know what, Esther?
 8 ESTHER: What?
 9 ROD BURRESON: You have the same name my mother
 10 had.
 11 ESTHER: My God!
 12 ROD BURRESON: How about that?
 13 ESTHER: That's wonderful.
 14 ROD BURRESON: I got to take care of you,
 15 right?
 16 ESTHER: That's right.
 17 ROD BURRESON: Okay.
 18 ESTHER: You have to, because I'm the goodest.
 19 ROD BURRESON: That's right.
 20 ESTHER: I have a friend, Mr. Burreson.
 21 ROD BURRESON: Uh-huh.
 22 ESTHER: She has lower back pain, and they told
 23 her her L1, L2 and L3 was deteriorating, and it hurts her
 24 to sit down. What can she use for that?
 25 ROD BURRESON: First of all, she should go to a

29

1 ROD BURRESON: Now, there's one other thing you
 2 can do that will really make a difference with blood
 3 flow.
 4 ESTHER: What?
 5 ROD BURRESON: Get the PC-95 body lotion.
 6 ESTHER: Uh-huh.
 7 ROD BURRESON: I use it after golf because I
 8 get sore feet sometimes after golf.
 9 ESTHER: Uh-huh.
 10 ROD BURRESON: Believe me, it eliminates
 11 soreness like you can't believe because it --
 12 ESTHER: Oh, my goodness.
 13 ROD BURRESON: -- it just draws blood into the
 14 area where you put it on.
 15 ESTHER: Okay.
 16 ROD BURRESON: And that's what you want, so put
 17 that body lotion on there.
 18 ESTHER: Okay, I'll order that today, then,
 19 some PC-95 lotion.
 20 ROD BURRESON: Right.
 21 ESTHER: Mr. Alexander had told me to use some
 22 -- the castor oil to loosen up the skin on the knee
 23 ROD BURRESON: No, get the body lotion. It
 24 will make the most difference and, believe me, it works.
 25 ESTHER: Okay, will do.

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1 chiropractor and make sure she's in alignment.
 2 ESTHER: Uh-huh.
 3 ROD BURRESON: Secondly, get her on the chicken
 4 collagen and --
 5 ESTHER: Okay.
 6 ROD BURRESON: -- and hyaluronic acid and large
 7 amounts of vitamin C and --
 8 ESTHER: Okay.
 9 ROD BURRESON: -- the calcium mineral formula.
 10 ESTHER: Uh-huh.
 11 ROD BURRESON: And flower pollen. Those are
 12 the ones that will make the difference because they
 13 enhance the bone structure, not only in the vertebrae,
 14 but all bones.
 15 ESTHER: Okay.
 16 ROD BURRESON: And, you know, a lot of people
 17 don't realize this, when you start getting osteoporosis,
 18 it will hit you in the jaw bone or in the vertebrae
 19 first.
 20 JULIE LYNCH: Wow.
 21 ESTHER: Really?
 22 ROD BURRESON: Absolutely.
 23 ESTHER: I didn't know that.
 24 ROD BURRESON: A lot of people don't know that.
 25 ESTHER: Huh.

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1 ROD BURRESON: But it will.
 2 ESTHER: Okay, I'll let her know that.
 3 ROD BURRESON: All right.
 4 ESTHER: Because she is having so much pain
 5 when she sits down, it hurts her to walk, she tippy-toes
 6 on her toes.
 7 ROD BURRESON: Get her --
 8 ESTHER: To try to walk.
 9 ROD BURRESON: -- get her to a good
 10 chiropractor --
 11 ESTHER: Okay.
 12 ROD BURRESON: -- and make sure she's in
 13 alignment. Have them x-ray her vertebrae --
 14 ESTHER: Okay.
 15 ROD BURRESON: -- to make sure she's in
 16 alignment. If she's not, they'll put her in alignment.
 17 That's the first step.
 18 ESTHER: Okay.
 19 ROD BURRESON: Second step, you want to get on
 20 the products that I mentioned, hyaluronic acid, chicken
 21 collagen, vitamin C, MSM and PC-95, because those are the
 22 ones that not only help with the inflammation in the body
 23 nutritionally --
 24 ESTHER: Uh-huh.
 25 ROD BURRESON: -- but the calcium mineral

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1 ROD BURRESON: So, we're going to change the
 2 name.
 3 ESTHER: Okay.
 4 ROD BURRESON: I just decided right now I'm
 5 going to change the name because it doesn't adequately
 6 describe what our mineral formula is all about.
 7 ESTHER: Okay.
 8 ROD BURRESON: Okay?
 9 ESTHER: Okay.
 10 ROD BURRESON: All right, sweetie. Thanks for
 11 your call.
 12 JULIE LYNCH: Thank you, Esther. Boy, you just
 13 -- you just started a whole new revolution. I really
 14 like that. Right now you can call to get all of your
 15 Roex products at 1-800-645-0010, that's 1-800-645-0010.
 16 The website is Roex.com, R O E X.com. Get your new and
 17 improved Colostrum today, it's on special in powder and
 18 capsules. It's a mix-and-match special in four and 12-
 19 packs.
 20 And if you're just tuning in, I want you to
 21 know that you are listening to The Truth About Nutrition
 22 with Rod Burreson. You can speak directly to Rod on the
 23 air by calling us live, 1-800-429-PC95. That's 1-800-
 24 429-7295.
 25 Let's go to Michael in Connecticut. Michael,

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1 formula is so important to start rebuilding --
 2 ESTHER: Okay, I --
 3 ROD BURRESON: -- that bone matrix.
 4 ESTHER: Okay, well, I got her the PC-95, the
 5 Lysine/Proline.
 6 ROD BURRESON: Uh-huh.
 7 ESTHER: I have her with chicken collagen
 8 ROD BURRESON: Good.
 9 ESTHER: And you told me to get the --
 10 ROD BURRESON: Hyaluronic acid.
 11 ESTHER: Let me write these --
 12 ROD BURRESON: Hyaluronic acid.
 13 ESTHER: Hyaluronic acid.
 14 ROD BURRESON: Right. And the minerals, the
 15 calcium mineral formula.
 16 ESTHER: The calcium mineral.
 17 ROD BURRESON: Yeah. I'm going to change the
 18 name because I don't think that's an adequate -- that
 19 misconstrues people to think that they can go to a health
 20 food store and buy calcium magnesium with vitamin D and
 21 solve the problem.
 22 ESTHER: Yeah. But you know --
 23 ROD BURRESON: No, no, no, no, folks, you
 24 can't.
 25 ESTHER: No.

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1 you're live on the air with Rod Burreson.
 2 MICHAEL: Hello, Rod.
 3 ROD BURRESON: Hey, Michael.
 4 MICHAEL: Happy New Year to you.
 5 ROD BURRESON: Thank you.
 6 MICHAEL: The reason why I'm calling is that I
 7 just found out yesterday my good friend and neighbor has
 8 got stomach cancer, and the doctors have told him that it
 9 has spread to his liver and it's inoperable. And I want
 10 to get him on some nutrients, and I'm thinking colostrum,
 11 PC-95 and Cell Talk. I'd like to know what else you
 12 would recommend.
 13 And also, you used to have a gentleman that
 14 called in occasionally. I think he was a guest speaker.
 15 I think his name was Tony, but I'm not sure. And he had
 16 something to do with some sort of a cancer research
 17 center in Connecticut.
 18 ROD BURRESON: Dr. Angelo John, but I think
 19 that, you know, he was in his late eighties, and I think
 20 he's passed away.
 21 MICHAEL: I see, okay. Do you know the center
 22 in Greenwich, though, that he was working out of?
 23 ROD BURRESON: Well, it's the A.P. John
 24 Institute for Cancer Research, if I remember the name
 25 right.

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1 MICHAEL: E.P. John?
 2 ROD BURRESON: But I don't know if it's in
 3 existence because he was the brains behind it all. But
 4 here's the story. I believe that if you get him on the
 5 nutritional supplements that you talked about, I think it
 6 will help tremendously.
 7 MICHAEL: Okay.
 8 ROD BURRESON: But I think he's got to go
 9 through a radical modification of his diet. I think he's
 10 got to go through a radical change in everything that
 11 he's been doing if he's going to help his body overcome
 12 it. But more importantly than anything else, I believe
 13 that large amounts of colostrum and Cell Talk and PC-95
 14 are going to make a difference if, in fact, you can make
 15 a difference.
 16 MICHAEL: Okay. I thank you very much for your
 17 help.
 18 ROD BURRESON: You're welcome.
 19 JULIE LYNCH: We thank you, Michael.
 20 And the toll-free number right now to order all
 21 of your Roex products is 1-800-645-0010, that's 1-800-
 22 645-0010. The website is Roex.com, R O E X.com. Load up
 23 today on the new and improved colostrum in powder and
 24 capsules. It's a mix-and-match special in four and 12-
 25 packs.

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1 ROD BURRESON: Uh-huh.
 2 EILEEN: I wanted to know what you would
 3 recommend for that.
 4 ROD BURRESON: Well, are you on any drugs?
 5 EILEEN: No.
 6 ROD BURRESON: None?
 7 EILEEN: No.
 8 ROD BURRESON: Absolutely none?
 9 EILEEN: No.
 10 ROD BURRESON: Okay. More than likely there's
 11 an issue there going on with a deficiency. It can be
 12 deficiency in minerals or essential fatty acids or
 13 antioxidants or all three.
 14 EILEEN: Mm-hmm.
 15 ROD BURRESON: But the minerals, the calcium
 16 mineral formula from Roex, it's got all the minerals,
 17 including zinc, which is so important, and the Biotin,
 18 the -- one of the ingredients within our B-Complex is
 19 also very important, as well as PABA, para-aminobenzoic
 20 acid, it's in our B vitamins. And the essential fatty
 21 acids that you'll find in our Roex EFAs, that's where I
 22 would start, and then all of our -- all of us need to
 23 understand how important Colostrum and Cell Talk are with
 24 regard to keeping the immune system healthy so if there
 25 is an issue that is associated with some foreign

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1 ROD BURRESON: You know, I want to tell Michael
 2 about his neighbor and the stomach cancer, I believe also
 3 that Dr. Johanna Budwig out of Munich, Germany -- Budwig
 4 out of Munich, Germany, her nutritional therapy would
 5 probably benefit that neighbor tremendously. That's low-
 6 fat cottage cheese and flaxseed oil. That's all they
 7 eat. That's all they eat.
 8 JULIE LYNCH: That's amazing.
 9 ROD BURRESON: For several weeks or even a
 10 couple months. And water. Pretty interesting, huh?
 11 JULIE LYNCH: Yeah, it is amazing.
 12 ROD BURRESON: And they take the nutritional
 13 supplements. Give your body a shot, give it a real
 14 boost. Now, I don't know if it's going to work or not,
 15 but she cured thousands of terminal cancer patients with
 16 that approach. So, I would certainly give it a try,
 17 wouldn't you?
 18 JULIE LYNCH: Absolutely.
 19 ROD BURRESON: You better believe it.
 20 JULIE LYNCH: Are you kidding? All right,
 21 let's go to Eileen in New York. Eileen, you're live on
 22 the air with Rod Burreson.
 23 EILEEN: Hi, Rod, how are you?
 24 ROD BURRESON: Good, sweetie.
 25 EILEEN: I'm calling in regards to hair loss.

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1 pathogen, the immune system can modulate itself so it can
 2 overcome or at least give your body a chance to overcome
 3 what's going on.
 4 So, I don't know what the issue is, but those
 5 are the ingredients plus large amounts of PC-95, sweetie.
 6 Dr. Masculay (phonetic), the inventor and patent-holder
 7 of proanthocyanides, the active ingredient in PC-95, he
 8 showed where it was so powerful for the vascular system,
 9 the skin, hair and nails, and it's a cofactor with
 10 vitamin C, those two, believe me, that's where I'd be.
 11 PC-95, Estro-C and MSM, those are the three that are the
 12 antioxidants that I think are so important. And, you
 13 know, MSM is the beauty mineral, so it's got to be there
 14 somewhere. You don't know what it is, you're fishing, so
 15 am I, so let's give it the whole pool.
 16 EILEEN: So, where should I start?
 17 ROD BURRESON: Start with PC-95, Estro-C, MSM,
 18 the EFAs and the calcium mineral formula. That's where I
 19 would start.
 20 EILEEN: Not the B-Complex?
 21 ROD BURRESON: And the B-Complex.
 22 EILEEN: Okay.
 23 ROD BURRESON: Yeah, for the biotin and PABA.
 24 EILEEN: Oh, okay, I see. Okay. Thank you
 25 very much. I appreciate it.

| | | | |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 40 | <p>1 ROD BURRESON: You're welcome.</p> <p>2 JULIE LYNCH: Thank you, Eileen, we appreciate</p> <p>3 your call. And the toll-free number right now to order</p> <p>4 all of your Roex products is 1-800-645-0010, that's 1-</p> <p>5 800-645-0010. Your account managers are standing by</p> <p>6 right now to take your orders. You can also go to the</p> <p>7 website, Roex.com, R O E X.com, and don't forget to load</p> <p>8 up, the new and improved colostrum is on special today in</p> <p>9 powder and capsules. It's a mix-and-match special, and</p> <p>10 you can get it in four and 12-packs.</p> <p>11 ROD BURRESON: You know, Julie, for all the</p> <p>12 listeners, we -- I don't know if they still are ordering,</p> <p>13 and I have no idea, but we had showgirls in Las Vegas who</p> <p>14 ordered our PC-95, our vitamin C and our MSM because</p> <p>15 their hair, skin and nails grew so much healthier, so</p> <p>16 much more radiant looking and so much stronger. Well, it</p> <p>17 sounds to me like I'd give that a shot myself.</p> <p>18 JULIE LYNCH: Absolutely. I know I do every</p> <p>19 single day.</p> <p>20 ROD BURRESON: Yeah, me, too.</p> <p>21 JULIE LYNCH: Let's go to Deborah in Boston,</p> <p>22 Massachusetts. Deborah, you're live on the air with Rod</p> <p>23 Burreson.</p> <p>24 DEBORAH: Hi, Rod.</p> <p>25 ROD BURRESON: Hello, Deborah.</p> | 41 | <p>1 DEBORAH: I'm a new listener, and I really have</p> <p>2 enjoyed your program.</p> <p>3 ROD BURRESON: Thank you.</p> <p>4 DEBORAH: I heard you a while back talk about a</p> <p>5 prostrate biopsy and that you would not get one because</p> <p>6 cells can migrate from there.</p> <p>7 ROD BURRESON: Right.</p> <p>8 DEBORAH: And I'm due for a uterine biopsy and</p> <p>9 wondering if that's -- if you have any ideas that was an</p> <p>10 issue as well or --</p> <p>11 ROD BURRESON: Well, I think all biopsies are</p> <p>12 an issue, but here's the story. Let's say that you have</p> <p>13 the biopsy and it's negative. In other words, you don't</p> <p>14 have cancer, right?</p> <p>15 DEBORAH: Mm-hmm.</p> <p>16 ROD BURRESON: Okay, let's say it's positive.</p> <p>17 DEBORAH: Right.</p> <p>18 ROD BURRESON: Well, okay, what are they going</p> <p>19 to do different? Are they going to take your uterus out</p> <p>20 if it's positive?</p> <p>21 DEBORAH: Yeah, that's -- that's a concern</p> <p>22 ROD BURRESON: Yeah, you're darn right it is.</p> <p>23 DEBORAH: I don't know if I want to wake up and</p> <p>24 find that out.</p> <p>25 ROD BURRESON: Yeah, well, you're darn right.</p> |
| 42 | <p>1 But what's the issue that's propagating the problem in</p> <p>2 the first place?</p> <p>3 DEBORAH: Well, there's a polyp. There's a --</p> <p>4 ROD BURRESON: How old are you?</p> <p>5 DEBORAH: I'm 52.</p> <p>6 ROD BURRESON: Okay, at that age, polyps should</p> <p>7 start to diminish or even die off in the body because of</p> <p>8 the change in hormones. You may be just a little in your</p> <p>9 hormonal changes that are going on and involved with this</p> <p>10 estrogen is directly involved with many of these fibroids</p> <p>11 and polyps in the uterus.</p> <p>12 DEBORAH: Well, I -- I had bleeding, and I've</p> <p>13 been in menopause for five years.</p> <p>14 ROD BURRESON: Okay.</p> <p>15 DEBORAH: So, that's the reason for the -- the</p> <p>16 biopsy.</p> <p>17 ROD BURRESON: Well, I'm not a doctor, and I'm</p> <p>18 not a gynecologist, so I don't know what you should do or</p> <p>19 what you shouldn't do. I think that's between you and</p> <p>20 your gynecologist. But I think it's very scary for me</p> <p>21 and for everybody listening, when you do an invasive</p> <p>22 procedure that allows particles of cells to get into the</p> <p>23 bloodstream, and when you do a biopsy, that happens,</p> <p>24 right?</p> <p>25 DEBORAH: I don't know. I -- maybe it does. I</p> | 43 | <p>1 didn't really know.</p> <p>2 ROD BURRESON: Yeah, well, I know it does in</p> <p>3 the prostrate.</p> <p>4 DEBORAH: Uh-huh.</p> <p>5 ROD BURRESON: If it doesn't in the uterus,</p> <p>6 that's up to you. I don't know the answer to that</p> <p>7 either.</p> <p>8 DEBORAH: Oh, okay.</p> <p>9 ROD BURRESON: But I would certainly ask them.</p> <p>10 Do you --</p> <p>11 DEBORAH: Okay.</p> <p>12 ROD BURRESON: -- do you raise my risk of lung</p> <p>13 cancer, liver cancer or some other cancer by doing the</p> <p>14 biopsy. Ask him the question.</p> <p>15 DEBORAH: Okay. And I have one other quick</p> <p>16 question, which is my dad, who is 86 and has a-fib, has</p> <p>17 been put on Coumidin and I really feel uncomfortable with</p> <p>18 him taking something that's made to be rat poison.</p> <p>19 ROD BURRESON: Well, not only that but it's</p> <p>20 absolutely moronic. A fibrillation of the heart is almost</p> <p>21 always a mineral deficiency.</p> <p>22 DEBORAH: Uh-huh.</p> <p>23 ROD BURRESON: Or an antioxidant deficiency.</p> <p>24 DEBORAH: Really?</p> <p>25 ROD BURRESON: Yeah, absolutely.</p> |

44

1 DEBORAH: Okay.

2 ROD BURRESON: Get him on CoQ10, calcium

3 mineral formula. I think those are the two that will

4 make the most difference. More than likely he's probably

5 deficient in minerals and he's probably deficient in

6 CoEnzyme Q10. And the question I have to ask, is he on

7 statin drugs for --

8 DEBORAH: That's -- that's it. I just got him

9 on CoQ10 because he's been on Lipitor for maybe three

10 years.

11 ROD BURRESON: Well, do you need to look any

12 further?

13 DEBORAH: Yeah.

14 ROD BURRESON: You know, the drug companies is

15 the business with disease, folks. And the business with

16 disease is the side effects are common in all drugs and

17 the side effects are designed to sell more drugs to

18 overcome the side effects of the drugs you're already

19 taking. And then you got to take more.

20 DEBORAH: It's crazy. I'd like to get him off

21 of that. He's lost a lot of weight.

22 ROD BURRESON: Absolutely. Well, you know --

23 DEBORAH: He exercises, you know, he keeps

24 himself in good shape, so . . .

25 ROD BURRESON: Well, my feeling, I wouldn't

46

1 DEBORAH: Yeah.

2 ROD BURRESON: What does that tell you?

3 DEBORAH: Well, I've read a lot about what

4 happens to people and their muscles and --

5 ROD BURRESON: Well, and CoQ10, see, it

6 inhibits the blood's ability -- it thins the blood that

7 thins the platelets so that the blood can't carry

8 nutrients and oxygen effectively. Now you're going to

9 get other problems.

10 DEBORAH: Hmm.

11 ROD BURRESON: And dementia would be right on

12 top of the list in my opinion.

13 DEBORAH: Wow. Wow.

14 ROD BURRESON: Now, that's my opinion only.

15 DEBORAH: Yeah.

16 ROD BURRESON: Okay.

17 DEBORAH: Okay. Thank you so much.

18 ROD BURRESON: Thanks. You're welcome.

19 DEBORAH: Okay.

20 JULIE LYNCH: Thank you, Deborah for your call.

21 And the toll-free number right now to order all of your

22 Roex products is 1-800-645-0010, that's 1-800-645-0010.

23 Your account managers are standing by right now to take

24 your orders. You can also go to the website, Roex.com, R

25 O E X.com, and load up on your new and improved

45

1 touch it with 100-foot pole, but that's my position only.

2 DEBORAH: Well, that's what I want to do. His

3 doctor says to me, though, if you want me to be your

4 doctor --

5 ROD BURRESON: Well, tell him you don't want

6 him to be your doctor.

7 DEBORAH: -- you know, you're going to take

8 this.

9 ROD BURRESON: Say, okay, I don't want -- well,

10 my dentist said to me you either do what I'm going to

11 tell you to do or I'm -- or you're out of here. I said,

12 I'm not going to do what you're telling me to do, so they

13 kicked me out.

14 DEBORAH: Yeah.

15 ROD BURRESON: And my teeth are just fine.

16 DEBORAH: Uh-huh. Oh, okay. Well, thank you

17 very much.

18 ROD BURRESON: Okay.

19 DEBORAH: And I'll try the CoQ10 and the

20 calcium mineral formula.

21 ROD BURRESON: I think the CoQ10 probably --

22 you know, what Dr. Stephen Sinatra, a renowned

23 cardiologist in New York said, he thinks practicing

24 cardiology without utilizing CoQ10 is medical

25 malpractice.

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1 colostrum. It's available today in powder and capsules

2 in a mix-and-match special in four and 12-packs.

3 So, let's right now go to Luke in Cleveland.

4 Luke, you're live on the air with Rod Burreson.

5 LUKE: Hi, everybody.

6 ROD BURRESON: Hi, Luke.

7 LUKE: I want to say, Rod, I think you had a

8 slip of the tongue on that last lady. You said when she

9 said CoQ10 and you said thins the blood and so on. I

10 know you meant Coumidin.

11 ROD BURRESON: Yeah, right.

12 LUKE: And I don't think she misunderstood you

13 at all because everybody knows that that rat poison is

14 rat poison.

15 ROD BURRESON: Right, no, Coumidin is -- it

16 fights rhabdomyolysis from the statin drugs.

17 LUKE: Right.

18 ROD BURRESON: Yeah.

19 LUKE: What a terrible thing to be taking

20 statin and Coumidin.

21 ROD BURRESON: Isn't that the truth?

22 LUKE: Anyhow, my -- I have a comment, first of

23 all. You remember you mentioned taking a PC-95 tablet

24 and putting it next to your gum and so on --

25 ROD BURRESON: Uh-huh.

48

1 LUKE: -- for --
 2 ROD BURRESON: Yeah, chewing it --
 3 LUKE: Well, that's --
 4 ROD BURRESON: -- chewing it and leave the
 5 residue in your mouth.
 6 LUKE: Yeah, well, I've done that, and it
 7 really, really helps. I had sort of a sore gum, you
 8 know, it was sort of sensitive, and it really works. And
 9 all you do, you know, it's bitter, but you just suck it
 10 up.
 11 ROD BURRESON: Right, exactly.
 12 LUKE: You know what, and so it's bitter, so
 13 what, the world's not going to end.
 14 ROD BURRESON: Yeah.
 15 LUKE: Anyhow, my question is on -- about the
 16 magnesium, and I wonder, can I take that at night with
 17 the calcium mineral, or do I have to take it with a meal
 18 or --
 19 ROD BURRESON: Oh, you should take it at night.
 20 It will help you sleep. It's a relaxer, yeah.
 21 LUKE: Okay, all right, that's what I thought.
 22 ROD BURRESON: Yeah.
 23 LUKE: Because the label said to take with
 24 meals.
 25 ROD BURRESON: Yeah.

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1 of the best relievers of constipation there is, and it's
 2 very beneficial for the liver, the blood, as well as the
 3 peristalsis muscles to enhance their muscular action.
 4 LUKE: Okay, and that was start with one and
 5 then two and then three and then wow?
 6 ROD BURRESON: Yeah, uh-huh.
 7 JULIE LYNCH: (Laughter.)
 8 ROD BURRESON: And then the wow, right. Way to
 9 go, Luke.
 10 LUKE: Yeah. And, oh, yeah, and then the same
 11 thing, she has sort of a sensitive stomach, and I -- I
 12 take the cayenne, I take two a day, one in the morning,
 13 one at night with meals, and I love it.
 14 ROD BURRESON: Yeah, me, too.
 15 LUKE: Because I really believe in cayenne.
 16 But for a person with a sensitive stomach, do you think
 17 it would --
 18 ROD BURRESON: Well, if they take it with a
 19 meal and if they get -- if it feels like a burning
 20 sensation in the stomach --
 21 LUKE: Then we know that --
 22 ROD BURRESON: -- more than likely it's
 23 healing, but all you have to do is chew three or four of
 24 the colostrum tablets and swallow it, within seconds,
 25 that burning sensation is gone.

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1 LUKE: Okay.
 2 ROD BURRESON: No, I take it -- I take one with
 3 a meal and one at night before I go to bed.
 4 LUKE: Right.
 5 ROD BURRESON: Boy, and what a difference. It
 6 will help relax -- relax your brain and your body and you
 7 can sleep better.
 8 LUKE: Oh, so take one with a meal and then
 9 take the other one --
 10 ROD BURRESON: That's right.
 11 LUKE: -- at night?
 12 ROD BURRESON: Yeah.
 13 LUKE: Okay, that will be good. And then I
 14 have a friend that developed some constipation problems a
 15 week or so ago. I wondered if the WOW would help at all
 16 at this late date.
 17 ROD BURRESON: Well, what do you mean by late
 18 date?
 19 LUKE: Well, you know, it's sort of abating to
 20 some extent.
 21 ROD BURRESON: Okay, absolutely. You know, the
 22 -- here's the problem. With all the junk in the foods
 23 that we consume, constipation is a prevalent problem for
 24 every single adult and many children in America. And as
 25 a result, WOW, not for children, but for adults, is one

51

1 LUKE: Okay. And then on the Choline
 2 Bitartrate with HDL --
 3 ROD BURRESON: Uh-huh.
 4 LUKE: -- I take four of those a day and don't
 5 worry about constipation anymore, people.
 6 ROD BURRESON: All right.
 7 LUKE: You do that, and that is absolutely
 8 wonderful.
 9 ROD BURRESON: Isn't it, though?
 10 LUKE: Oh, that is just the greatest stuff.
 11 And --
 12 ROD BURRESON: Well, you know, a lot of people
 13 don't know this, but do you know that betaine
 14 hydrochloride, which is in the Choline Bitartrate --
 15 LUKE: Right.
 16 ROD BURRESON: -- is one of the most incredible
 17 lipotropic agents you can put in your body.
 18 LUKE: What's that mean?
 19 ROD BURRESON: What it means is it stimulates
 20 hydrochloric acid release in the peritrial cells of the
 21 stomach so you can digest proteins more effectively
 22 LUKE: Oh, no, I know that. I didn't know what
 23 lipotropic meant.
 24 ROD BURRESON: Oh, okay. It means it keeps fat
 25 in emulsification --

1 LUKE: Oh, yeah, that's right. I remember you
 2 said that.
 3 ROD BURRESON: Yeah.
 4 LUKE: And does it matter whether I take the
 5 bitartrate before the meal, with the meal or after the
 6 meal?
 7 ROD BURRESON: I don't know the answer to that.
 8 LUKE: Okay.
 9 ROD BURRESON: I take it --
 10 LUKE: Because I like to take it with a meal
 11 because I figure it's starting the HCL --
 12 ROD BURRESON: Exactly.
 13 LUKE: -- and if the food's down there, the HCL
 14 might as well get started.
 15 ROD BURRESON: You're absolutely right.
 16 LUKE: Okay.
 17 (Music playing.)
 18 LUKE: Great, thanks a lot.
 19 ROD BURRESON: All right, Luke.
 20 LUKE: Bye.
 21 ROD BURRESON: And thanks for your call, buddy.
 22 JULIE LYNCH: Thank you so much, Luke. And the
 23 toll-free number right now to order all of your Roex
 24 products is 1-800-645-0010. That's 1-800-645-0010. Your
 25 account managers are standing by right now to take your

1 orders. You can also go to the website until 6:00
 2 tonight, Eastern Standard Time, Roex.com, R O E X.com.
 3 And don't forget to load up on your new and improved
 4 Colostrum. It's on special in four and 12-packs.
 5 Rod Burreson, that was an incredibly
 6 fascinating show.
 7 ROD BURRESON: And thank you, Julie, and thanks
 8 to all you callers and listeners. We love your questions
 9 and comments. Keep them coming. And aging doesn't have
 10 to be a nightmare when you're on the Roex program.
 11 JULIE LYNCH: That's right.
 12 ROD BURRESON: Have a great day, and see you
 13 tomorrow.
 14 (Whereupon, the recording was concluded.)
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1 CERTIFICATION OF TYPIST
 2
 3 MATTER NUMBER: 0723076
 4 CASE TITLE: ROEX
 5 TAPING DATE: JANUARY 23, 2007
 6 TRANSCRIPTION DATE: OCTOBER 30, 2008
 7
 8 I HEREBY CERTIFY that the transcript contained
 9 herein is a full and accurate transcript of the tapes
 10 transcribed by me on the above cause before the FEDERAL
 11 TRADE COMMISSION to the best of my knowledge and belief.
 12
 13 DATED: OCTOBER 31, 2008
 14
 15
 16 SARA J. VANCE
 17
 18 CERTIFICATION OF PROOFREADER
 19
 20 I HEREBY CERTIFY that I proofread the transcript for
 21 accuracy in spelling, hyphenation, punctuation and
 22 format.
 23
 24
 25 WANDA J. RAVER

In the Matter of:

Roex, Inc.

January 16, 2007

*Roex.com Radio Show - The Truth About Nutrition -- For Your
Eyes Only*

Condensed Transcript with Word Index



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1 P R O C E E D I N G S
 2 - - - - -
 3 FOR YOUR EYES ONLY RADIO SHOW
 4 (Music playing.)
 5 JULIE LYNCH: Welcome to The Truth about
 6 Nutrition with Rod Burreson. I am your host, Julie
 7 Lynch, and we are broadcasting live from ABC Studios here
 8 in New York City. Rod Burreson is a nationally
 9 recognized expert in nutrition, exercise and
 10 rehabilitation. He is the author of Never, Ever, Ever
 11 Give Up, Health is on the Way. He is also the recipient
 12 of the Albert Schweitzer Humanitarian Award and the
 13 Ambassador of Peace Award. And, of course, he is the
 14 founder of Roex, Incorporated.
 15 If you have questions for Rod, you can speak
 16 with him directly 1-800-429-PC95. That's 1-800-429-7295.
 17 That's right, we are live, and we are taking your calls
 18 right now at 1-800-429-7295.
 19 How you doing today, Rod?
 20 ROD BURRESON: Hello, Julie, I'm doing great,
 21 and hello to all the listeners. And hello to Dr. Randall
 22 Winchell and his assistant Judy, as well, down in South
 23 County, Orange County, California. Well, Dr. Winchell is
 24 a highly educated new tectology chiropractor. And if you
 25 suffer from back pain, neck pain or skeletal realignment

4

1 problems, go see the good guy, Dr. Randall Winchell.
 2 You know, last night, CBS News presented a --
 3 the first half review of vitamins and herbal supplements.
 4 And in my opinion it was one of the most incompetent
 5 presentations of distorted information, through the eyes
 6 and book of Dan Hurley. Now, you need to wonder how much
 7 influence the drug companies had on him in writing his
 8 book and presenting his biased position on vitamins,
 9 minerals and herbals. Or is Dan Hurley just another
 10 stupid individual with a pen and a big mouth?
 11 JULIE LYNCH: (Laughter).
 12 ROD BURRESON: Spouting a totally biased,
 13 unsubstantiated position on what people must know, people
 14 must know the human body needs vitamins and minerals to
 15 function properly. And, Dan Hurley, you're such an
 16 idiot. How'd you ever get on CBS TV? But if you want to
 17 learn how to -- how incompetent and how uninformed Dan
 18 Hurley really is, put me on national TV with Dan Hurley,
 19 and then you make your own choice, having a live debate
 20 about nutrition, and let the viewers decide if this guy's
 21 really a charlatan or not.
 22 I think you will find that after I recite the
 23 chemistry and science showing almost on germ -- all non-
 24 germ-caused diseases stem from vitamin and nutritional
 25 deficiency. Then, folks, you will see how the drug

6

1 believe, ever produced to address the structure and
 2 function of your eyes. And I think people would need to
 3 know this. Several studies with seniors have found
 4 blindness, losing one's eyesight, is the greatest fear of
 5 older people. Do you know what blindness is? Well,
 6 here's the definition. Blindness is a loss of vision not
 7 correctable with lenses. Blindness can be partial with
 8 loss of only part of the vision. It can be almost
 9 complete, or in many cases, where no perception of light
 10 at all.
 11 People with vision worse than 20/200 or a field
 12 of vision less than 20 degrees in the good eye, if you
 13 have a good eye, are considered legally blind. So,
 14 that's the story, and that statement -- definition is
 15 from Dr. -- Dr. Coop on Dr.Coop.com to give you a better
 16 explanation.
 17 Blindness causes -- has many causes. In the
 18 United States, I believe one of the leading causes is
 19 over-consumption of sugar, which causes diabetes. And of
 20 course there are other issues associated with blindness:
 21 glaucoma, macular degeneration, accidents, such as
 22 chemical burns or injury from bungi-cord jumps, fish
 23 hooks, fireworks, racquetballs and similar objects.
 24 Well, high blood pressure and many medications
 25 also can cause terrible visual dysfunction and even

5

1 companies and idiots like Dan Hurley get into the news
 2 media and cause you confusion. Well, not too many people
 3 are confused watching him.
 4 As we grow older, one of the most important
 5 structural function aspects of the human body involves
 6 the eyes. Because of high sugar consumption in this
 7 country and around the world, eye problems are reaching
 8 very scary numbers, not only among older people, but
 9 children and young adults, as well. We all need to
 10 better understand the dangers of oxidated damage to the
 11 lens of the eye, the retina and the blood vessels of the
 12 eye and what we need to do to support its natural
 13 structure and function.
 14 Well, the first thing you need to do is don't
 15 listen to CVS. They'll probably put you on the wrong
 16 track. PC95 is absolutely essential for your eyes for
 17 oxidating protective damage -- from damage, and yet it
 18 isn't enough. So, we brought out For Your Eyes Only,
 19 this unique special formula, and what a combination.
 20 You'll find three of the most important products that you
 21 can put in your body to support your eyes:
 22 proanthocyanidins, the active ingredient in PC95; a
 23 special lutein, and a special bilberry extract. All of
 24 those are in For Your Eyes Only, plus a lot more.
 25 It is the most comprehensive formula, we

7

1 blindness. Worldwide, the leading cause of blindness,
 2 folks, cataracts. And I can tell you, I believe that the
 3 Roex For Your Eyes Only is such an important product,
 4 because most of us take our eyes for granted. And many
 5 stressors in our environment today pose a threat to our
 6 vision. Ultraviolet light, pollution, smoke, poor diet,
 7 computer monitors, TVs, all assault our eyes on a daily
 8 basis.
 9 The strain can lead to vitamin, mineral and
 10 antioxidant deficiencies, which in turn lead to
 11 deteriorated vision. Although it's nearly impossible to
 12 avoid ultraviolet light, because of computers and TVs, we
 13 can take measures to protect and maintain our eye health
 14 by eating properly, exercising, staying hydrated,
 15 avoiding smoke, regular eye exercises, if you understand
 16 that, and, of course, taking the For Your Eyes Only
 17 support pack.
 18 The For Your Eyes Only support pack is that
 19 special formula of For Your Eyes Only, PC95, DHA and
 20 hyaluronic acid. We got a special price today, folks, on
 21 the best combination that you can put in a formula called
 22 For Your Eyes Only, but that's eye support pack with
 23 PC95, For Your Eyes Only, hyaluronic acid and DHA is also
 24 available at a special price today. I encourage you,
 25 don't take your eyes for granted, because when you start

1 seeing vision problems, now you got some real issues to
 2 deal with. Why not be proactive right now with this
 3 package.
 4 JULIE LYNCH: And you can call right now, 1-
 5 800-645-0010. That's 1-800-645-0010. The website is
 6 Roex.com, R O E X.com. Get your For Your Eyes Only in
 7 four and 12-packs. And as Rod said, the For Your Eyes
 8 support pack is PC95, DHA, HA and For Your Eyes Only at a
 9 very special price.
 10 ROD BURRESON: Well, in the Roex For Your Eyes
 11 Only you'll find the highest quality lutein, the highest
 12 quality bilberry extract, eye bright, pomegranate extract
 13 and proanthocyanidins in this complex. It is the most
 14 incredible complex ever assembled because you don't get
 15 fairy dust, which means you see the name on the label,
 16 but there's nothing in the formula.
 17 Wait until you hear how important it is to get
 18 the right amounts of bilberry and the right amounts of
 19 lutein and proanthocyanidins. And when you do that, this
 20 offer is one of the most incredible combinations for
 21 supporting the -- and benefitting the structure and
 22 function of your eyes.
 23 Now, I went to the manufacturer of our bilberry
 24 extract, and one of the things a lot of people don't
 25 know, do you know that in the second World War there was

1 an imperial observation about ingesting bilberry jam and
 2 bilberry pie? Because it improved the eyesight of the
 3 REF pilots on night flights and it led to some
 4 interesting ophthalmologic properties. So, researchers in
 5 Europe started investigating what caused this benefit
 6 from eating this bilberry jam and bilberry pie.
 7 Well, it turned out that it's the bilberry
 8 extract that the -- the active anthocyanicides in
 9 bilberry that support the structure and function of your
 10 eye. They can improve the retinal sensibility in myopic
 11 patients. More recently, investigators reported that the
 12 administration of this unique bilberry extract found in
 13 the Roex For Your Eyes Only could help to recover reduced
 14 vision function in eyesight due to overuse of the eyes.
 15 Well, that's such an incredible statement. So,
 16 I'm going to repeat it. It could help to recover reduced
 17 visual function in eyesight due to overuse of the eyes.
 18 These studies were reported, and an improvement in
 19 subjective symptoms, such as vision sparks, dimming of
 20 the eyesight, ocular fatigue in computer operators,
 21 office workers and students. In addition, a significant
 22 visual acuity recovery has been shown in school children
 23 taking this special bilberry extract.
 24 But of course you can't have fairy dust, folks.
 25 You got to have enough in there to make it work. This is

1 what makes Roex so unique. I'll bet people would like to
 2 know how much do we put in there. I ain't gonna tell
 3 you, because everybody out there that's our competition
 4 would love to know. Well, eat your heart out, folks.
 5 Now, one of the things that people don't
 6 realize is that ability of your eyes to focus and
 7 function has to do with the rate of regeneration of
 8 rhodopsin in the eye, in the retina of the eye. What is
 9 rhodopsin? It's visual purple. And experimental studies
 10 have shown that the anthocyanicides in bilberry extract,
 11 this unique bilberry extract, improved the visual
 12 function by increasing the regeneration rate of rhodopsin
 13 present on -- on the retina of the eye. In fact,
 14 excessive stimulus of light over long hours, heavy
 15 exposure to computer screens or TV screens, can
 16 accelerate the decomposition of rhodopsin, resulting in
 17 the shortage of this pivotable -- pivotal substance for
 18 vision, and giving rise to decline in your visual
 19 ability.
 20 So, it's very important to recognize how
 21 important this bilberry extract is. And, of course, we
 22 all know how important proanthocyanidins are, the active
 23 ingredient in PC95, but if you don't, you know, the
 24 retina, behind the retina are blood vessels, and these
 25 blood vessels have to be protected from oxidative damage

1 and oxidative stress. Nothing does it better than PC95
 2 or proanthocyanidins, the active ingredient. So, this is
 3 why we put it in the package and in the For Your Eyes
 4 Only formula, as well.
 5 Well, when you put it all together, believe me,
 6 folks, you got a great product, but that's just the
 7 beginning of the story. There's a special form of lutein
 8 that we put in the For Your Eyes Only formula. So, what
 9 makes Roex formula so unique is the high composition of
 10 lutein, proanthocyanidins and the anthocyanidins from
 11 bilberry extract. This is what makes the Roex For Your
 12 Eyes Only formula so unique.
 13 And a lot of people don't know what lutein is,
 14 so I'm going to tell you. It's an important natural
 15 antioxidant that helps maintain healthy eyes and healthy
 16 skin, especially as we age. And it's important to
 17 understand that you need a certain amount of lutein every
 18 single day. Well, there's currently no recommended daily
 19 intake for lutein; nevertheless, the research says that
 20 we need a minimum of 10 grams -- excuse me -- 10
 21 milligrams per day of lutein and it's necessary today to
 22 supplement because those dark leafy vegetables are so
 23 deficient, not only in iron, but all the anthocyanicides
 24 and phytosterols that are so important for the ability of
 25 the body to function. This is where Dan Hurley doesn't

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1 get it, he doesn't understand what's going on in the
2 world. I don't know what he did with his research, but
3 he probably didn't do much. And I can tell you this, if
4 you understand 10 milligrams of lutein is important every
5 day, you get 10 milligrams of this unique, high-potency
6 lutein in just two tablets of the Roex For Your Eyes
7 Only.

8 So, I encourage you to try our product today
9 and protect your eyes, and when I come back, I'm going to
10 explain why lutein is so important and why all you ladies
11 out there might want to take four tablets a day for
12 another reason, as well.

13 JULIE LYNCH: And you can get your For Your
14 Eyes Only right now, it's available in four and 12-packs
15 on special. You can also get your For Your Eyes Only
16 support pack, and that's PC95, DHA, HA and For Your Eyes
17 Only. Call right now, 1-800-645-0010. That's 1-800-645-
18 0010. The website is Roex.com, R O E X.com.

19 And if you're just tuning in, I want you to
20 know that you are listening to The Truth about Nutrition
21 with Rod Burreson. We have a line open for you right
22 now, you can speak directly to Rod on the air by calling
23 us at 1-800-429-PC95, that's 1-800-429-7295.

24 ROD BURRESON: Well, you know, we went to the
25 manufacturer of -- different manufacturers of lutein, and

13

1 we found the one that was the best and the one that had
2 the highest number of clinical research studies
3 worldwide, containing the exact same molecule found in
4 nature you get with the Roex lutein. Isn't that
5 interesting?

6 JULIE LYNCH: Mm-hmm.

7 ROD BURRESON: The exact same molecule found in
8 nature you will find in the Roex lutein. Now, when you
9 understand that lutein's role in eye health, studies have
10 shown that lutein may reduce the risk of age-related
11 macular degeneration. A newer research study on veterans
12 with age-related macular degeneration suggested that 10
13 milligrams a day of lutein may actually improve visual
14 function of AMD sufferers. Other works suggest that
15 lutein may play a very important role in reducing the
16 risk of cataract extraction.

17 Well, do you understand what age-related
18 macular degeneration is? You know, there are two kinds:
19 the dry kind, which is the most common; and the wet form.
20 Well, age-related macular degeneration is a condition
21 that may begin to develop as one ages but usually does
22 not manifest itself until later in life.

23 Macular degeneration is the leading cause of
24 irreversible blindness in the United States for
25 individuals over the age of 65. It occurs when the

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1 cells, the rods and cones in the macula in the back of
2 the eye, start to degrade, causing loss of sight in the
3 central part of the field of vision but leaving the
4 peripheral vision intact.

5 And of course 90 percent of the reported cases
6 of AMD are from the dry form. And it's characterized by
7 small yellow spots called drusen (phonetic)
8 accumulating behind the macula. It's typically
9 associated with blindness but -- not associated with
10 blindness but with loss of visual acuity. If left
11 untreated, however, it can progress into that nasty wet
12 form of AMD, and a recent study suggests that lutein
13 supplementation may have a positive effect on visual
14 performances in subjects diagnosed with dry age-related
15 macular degeneration.

16 Now the question is can lutein help with
17 cataracts. Well, there was a beaver dam -- a study
18 called the Beaver Dam Study that involves adults from
19 ages 43 to 84 years of age, and it suggests that the
20 lutein may reduce the incidence of cataracts. The
21 Chasen-Taber and Coworker Study conducted with 77,466
22 female nurses ages 45 to 71 years old from 1980 to 1992,
23 the results showed nurses with the highest intake of
24 lutein had 22 percent lower risk of cataracts, compared
25 to those with the lowest quintal of intake.

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1 Well, in a similar study, Brown and
2 collaborators studied the association between the
3 carotenoids, especially lutein and vitamin A, and
4 cataracts in 36,344 male health professionals ages 44 to
5 75. Researchers found that the men with the highest
6 consumption of lutein had a 19 percent lower risk of
7 cataract compared to men with the lowest consumption.

8 Well, what does that tell you, folks? It tells
9 me how important lutein is. But it's also important for
10 the skin. Anything that's exposed to the ultraviolet UVA
11 and UVB light, and that's your eyes and your skin, you
12 need lutein, and here's why. Damages occurred to all
13 layers of the skin as a result of environmental exposure.
14 The shorter wavelengths of the ultraviolet light, the
15 UVB, have shown to penetrate only the outermost layers of
16 the epidermis of the skin. Conversely, the longer
17 wavelengths, the UVA, have been shown to penetrate
18 through the epidermis and into the dermis, the lower
19 levels of the skin.

20 Visible light can penetrate the entire depth of
21 the skin; therefore, light has a potential of being
22 damage -- doing damage throughout the entire depth of
23 your skin. This damage may be associated with a
24 depletion of your skin's natural antioxidant system.
25 This is why PC95, which is a natural UVA/UVB screen, it

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1 doesn't substitute for sun screen, but it's a natural UVA
 2 and UVB screen, and of course the sun screen only screens
 3 UVB in the first place.
 4 So, one of the things that the researchers came
 5 up with was that if you take extra amounts of lutein, the
 6 mechanism of action in the skin is thought to be similar
 7 to that in the eye, with lutein protecting the skin by
 8 absorbing the high-energy wavelengths of the blue light
 9 and quincing the free radicals that produce -- that are
 10 produced in the skin after exposure to light and
 11 environmental assault.
 12 JULIE LYNCH: Wow.
 13 ROD BURRESON: Yeah. Science shows ingesting
 14 lutein is one of the most important ways of reducing
 15 oxidative damage to your skin. Well, what role does
 16 lutein play in women's health? And I can tell you, it
 17 was really a study done and it's a study done that so
 18 shocked me when I read the information, I could hardly
 19 believe it.
 20 Now, all you ladies out there, I want you to
 21 listen up. You know how concerned you are with breast
 22 cancer, right?
 23 JULIE LYNCH: Sure.
 24 ROD BURRESON: Well, incident rates of breast
 25 cancer vary worldwide by geographic location. This

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1 that in just two tablets of the Roex For Your Eyes Only.
 2 Now, ladies, are you gonna order it? Are you
 3 gonna get on it every day because you wanna protect your
 4 breast tissue, and you wanna protect your skin, and you
 5 wanna protect your eyes. Well, it all comes and starts
 6 with the ingredients within For Your Eyes Only.
 7 JULIE LYNCH: And you can get your For Your
 8 Eyes Only right now, it's on special in four and 12-
 9 packs. Call 1-800-645-0010. That's 1-800-645-0010. The
 10 website is Roex.com, R O E X.com. And don't forget to
 11 load up on your For Your Eyes Only support pack as well,
 12 that's PC95, DHA, hyaluronic acid and For Your Eyes Only.
 13 And that's at a very special price.
 14 ROD BURRESON: Well, you know, Julie, and for
 15 all of you ladies out there listening, and for you guys
 16 out there, I mean, you know, you need the lutein and the
 17 bilberry and the PC95 or proanthocyanidins and the
 18 support for your eyes and your skin, as well. But listen
 19 to this, a researcher named Dr. Zang and colleagues
 20 confirmed that the reduction in the risk of breast cancer
 21 in post-menopausal women and women with a family history
 22 of breast cancer was supported by lutein intake
 23 consumption. And here's the story. Consuming greater
 24 than eight milligrams a day of lutein significantly
 25 reduced the breast cancer by 21 percent in premenopausal

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1 suggests that lifestyle and environmental factors may
 2 play a role in breast cancer development. Studies have
 3 shown that the migration of women from countries of low
 4 incidence to high-incidence increases the risk of breast
 5 cancer development in offsprings born in the new country.
 6 The evidence has shown researchers studying several
 7 lifestyles and environmental factors, including diet and
 8 nutrient intake that may play a role in breast cancer
 9 development. Accordingly, and listen up, researchers
 10 have examined the keratoid -- carotenoid lutein as one of
 11 the dietary nutrients that has an inverse relationship
 12 with breast cancer. In other words, the highest
 13 concentration of lutein in the breast tissue, the lowest
 14 incidence of breast cancer.
 15 JULIE LYNCH: Wow.
 16 ROD BURRESON: The lowest concentration of
 17 lutein in the breast tissue, the highest incidence of
 18 breast cancer. And how much do you need? According to
 19 the different studies, one done by the Western New York
 20 Diet Study Questionnaire, the Freundheim study, they
 21 found out that lutein intake must reach 7.1 milligrams
 22 per day or higher to reduce the risk of breast cancer
 23 development by guess how much? Fifty-three percent. And
 24 you get 10 milligrams of the highest quality lutein, the
 25 same natural molecule that's needed for the body, you get

19

1 women and 62 percent in women with a family history of
 2 breast cancer.
 3 JULIE LYNCH: Wow.
 4 ROD BURRESON: Isn't that something?
 5 JULIE LYNCH: That's amazing.
 6 ROD BURRESON: When you go to the doctor, do
 7 they tell you about that? They don't tell you anything.
 8 Although no statistics were presented, a study by Dr. De
 9 Stefani and colleagues found a 28 percent reduction of
 10 breast cancer with high lutein consumptions and I think
 11 that with the high lutein consumption and high amounts of
 12 fiber, you actually reduced your breast cancer risk by 67
 13 percent. So, now you know, the Roex fiber blend might
 14 work quite well with For Your Eyes Only.
 15 It's so important to understand how all this
 16 interrelates and how it all works together and how your
 17 body needs these nutrients. If you get them, you can
 18 reduce your risk substantially. If you don't get them,
 19 you end up with a deficiency, what do you end up with
 20 then? Some kind of problem in some kind of area or many
 21 different areas of the body, because vitamin, mineral,
 22 antioxidant and essential fatty acid deficiency are the
 23 root cause of almost all non-germ-caused diseases that we
 24 get as we age.
 25 So, you want to address that deficiency. Do

| 20 | 21 |
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| <p>1 you think you can do it with food today? Just spinach 2 alone has only 32 percent of the iron content it had just 3 20 years ago. 4 JULIE LYNCH: So scary. 5 ROD BURRESON: Now you know what the problems 6 are in the food chain. So, would you like to supplement 7 and protect your body? Starts with the Roex program and 8 For Your Eyes Only today. 9 JULIE LYNCH: That's right. Give us a call at 10 1-800-645-0010. Your account managers are standing by 11 right now to take your orders. That's 1-800-645-0010. 12 You can go to the website, Roex.com, R O E X.com. For 13 Your Eyes Only is available on special in four and 12- 14 packs, and For Your Eyes Only support pack, that's PC95, 15 DHA, hyaluronic acid and For Your Eyes Only, at a very 16 special price. 17 ROD BURRESON: You know, Julie, and I just want 18 to tell you, one of the big gains going on with regard to 19 the drug companies and the people who don't want you to 20 take nutritional supplements, they'll tell you to take a 21 very small amount, which is like going hunting an 22 elephant with a BB gun. There's no way in heck you're 23 going to do any good. Well, when you -- when you take a 24 very small amount of a nutritional supplement and you 25 think you're going to solve a problem, it's called fairy</p> | <p>1 dust, folks. That's about all it's worth. 2 But if you take good nutritional supplements, 3 high quality products and you take sufficient amounts to 4 address deficiency, then you can do some good, and you 5 can do a lot of good for yourself and your family by just 6 taking the Daily Solutions pack every day, and then For 7 Your Eyes Only for the eyes. And of course, if you've 8 got high sugar, you want to take Optima-100. If you got 9 problems with your kidneys and your bladder, take the 10 Kidney/Bladder Support formula and see how it works and 11 how it makes sense. Let's go to the calls. 12 JULIE LYNCH: All righty, let's go to Barbara 13 in Fairlawn. Barbara, you're live on the air with Rod 14 Burreson. 15 BARBARA: Hi, thank you. Rod, I'm going to be 16 having cataract surgery at the beginning of February. 17 ROD BURRESON: Uh-huh. 18 BARBARA: And I'm taking a lot of your 19 products, and I just wanted to know if there's anything I 20 shouldn't be taking prior to the surgery and then what I 21 should take after the surgery. 22 ROD BURRESON: Absolutely. Don't take vitamin 23 C before the surgery. 24 BARBARA: Okay. 25 ROD BURRESON: You don't want it to interrupt</p> |
| 22 | 23 |
| <p>1 the anesthesia. And -- and immediately after the 2 surgery, load up on PC95, Ester-C or vitamin C, and the 3 MSM. 4 BARBARA: Okay. 5 ROD BURRESON: Because you want to eliminate 6 scar tissue. And you -- 7 BARBARA: Can you -- 8 ROD BURRESON: -- and you want that -- that 9 cataract surgery to work. So, one of the things that is 10 scary about cataract surgery is, of course, that 11 cataracts come back. Well, cataracts are oxidative 12 damage to the lens of the eye in almost every case. So, 13 this is why PC95, Ester-C and MSM and For Your Eyes Only 14 are so important. And I'll bet you, if you do those four 15 products, you'll see remarkable results in the future of 16 protecting your eyes from additional oxidative damage to 17 the lens of the eye. And don't forget about hyaluronic 18 acid and DHA. 19 BARBARA: Okay, I take most of these products 20 already. I'm not taking the For Your Eyes Only. Do you 21 think -- 22 ROD BURRESON: Yeah, I think that's one of the 23 most important ones. 24 BARBARA: Right. When you say load up, how 25 much is that? Because, see --</p> | <p>1 ROD BURRESON: Well, PC95, if you're over age 2 50, I think you should be on 10 tablets a day. 3 BARBARA: Okay, I'm taking -- 4 ROD BURRESON: But work up slowly. 5 BARBARA: Okay. 6 ROD BURRESON: And For Your Eyes Only, you need 7 a minimum, in my opinion, of four tablets a day, because 8 that gives you 20 milligrams of the highest quality 9 natural lutein molecule your body needs. And when you 10 get 20 milligrams, I've seen some studies that say, whoa, 11 you're going to get a lot of other benefits, not only in 12 your eyes, but your skin, your breast tissue for women, 13 and of course some other areas for men, as well. So, 14 it's really important. 15 And then that bilberry extract, this unique 16 bilberry extract in For Your Eyes Only is so important 17 for the generation of visual purple or rhodopsin, because 18 those cones and rods in the macula in the back of the 19 eye, you've got to regenerate that visual purple if 20 you're going to see good. 21 Well, the more people look at TV screens, the 22 more people look at the sun and the more people look at 23 computer screens, the more problems they end up with with 24 their regeneration of rhodopsin or visual purple. And 25 this is where that bilberry -- that unique bilberry</p> |

24

1 extract really comes in.
 2 BARBARA: Okay, just now, on the presurgical
 3 form, they asked me for a list of all my supplements.
 4 I'm taking EFA, DHA, coconut oil, PC95, the MSM powder,
 5 the sea powder, the oleuropein, the chicken sternal
 6 collagen, Beta-Sitosterol, Colostrum, AD and ED,
 7 Lysine/Proline and the calcium mineral formula.
 8 ROD BURRESON: None of those should make any
 9 difference at all.
 10 BARBARA: Okay, it's okay to put them all on
 11 the form? They're not going to give me a hard time?
 12 ROD BURRESON: Sure, go ahead. Yeah.
 13 BARBARA: Okay.
 14 ROD BURRESON: And shock them, because they
 15 won't know, half of them, what they do anyway.
 16 BARBARA: Okay. All right, thank you very
 17 much.
 18 ROD BURRESON: Okay, Barbara.
 19 BARBARA: Okay, bye-bye.
 20 JULIE LYNCH: Thank you so much, Barbara, for
 21 your call. And the toll-free number right now to order
 22 all of your Roex products is 1-800-645-0010. That's 1-
 23 800-645-0010. The website is Roex.com, R O E X.com.
 24 Load up today on your For Your Eyes Only. It's on
 25 special in four and 12-packs. And the For Your Eyes Only

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1 called Lubrigun, but it dries my eyes out so bad. And I
 2 -- it helps, you know, when I go get a reading, it's
 3 always a good reading, but I'm wondering if I would just
 4 stop taking that and just continue with For Your Eyes
 5 Only.
 6 ROD BURRESON: I think you've got to add PC95,
 7 and I've seen --
 8 MARGUERITE: I take the PC95, as well.
 9 ROD BURRESON: Okay, then, that's up to you. I
 10 wouldn't tell you to do or not do any medication, because
 11 first of all, I can't tell you that. But I wouldn't
 12 touch it with a 100-foot pole.
 13 MARGUERITE: I just didn't want to go blind.
 14 That's all.
 15 ROD BURRESON: Well, I don't blame you. I
 16 don't want to go either. I've only got one good eye, but
 17 I don't take any medications. I take a lot of PC95 and a
 18 lot of For Your Eyes Only, DHA and hyaluronic acid --
 19 MARGUERITE: That's right.
 20 ROD BURRESON: -- and my eyes are -- they're as
 21 good as they were, except for reading, 30 years ago.
 22 MARGUERITE: Right, right, okay. Now, the
 23 other problem I have, I have a thyroid, and --
 24 ROD BURRESON: Thank God you got a thyroid.
 25 MARGUERITE: -- I mean, I'm sorry, I have a

25

1 support pack is PC95, DHA, hyaluronic acid and For Your
 2 Eyes Only.
 3 ROD BURRESON: Okay, Julie, I'm going to tell
 4 them a little secret.
 5 JULIE LYNCH: All right.
 6 ROD BURRESON: This very unique bilberry comes
 7 from Europe, and it's a unique bilberry extract. And the
 8 research from the manufacturer has shown you need at
 9 least 150 milligrams of this unique bilberry extract if
 10 you're going to help with the driving at night and the
 11 ability to see better at night. How much do you think is
 12 in just two tablets -- 160 milligrams?
 13 JULIE LYNCH: Perfect.
 14 ROD BURRESON: How about that?
 15 JULIE LYNCH: I love it.
 16 ROD BURRESON: Now, all you competition out
 17 there, you got to go change your formula, right?
 18 JULIE LYNCH: If you're going to compete,
 19 absolutely. Let's go to Marguerite in Houston, Texas.
 20 You're live on the air with Rod Burreson.
 21 MARGUERITE: Hi, Rod.
 22 ROD BURRESON: Hi, sweetie.
 23 MARGUERITE: Excuse me, I have glaucoma, and
 24 I'm taking For Your Eyes Only. I've been taking it now
 25 for about three months, but of course I take this drug

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1 goiter. I didn't mean a thyroid.
 2 ROD BURRESON: Oh, okay.
 3 MARGUERITE: I have a goiter, and the thyroid
 4 is just -- nothing wrong with it. I had a reading on
 5 that. They took blood, and they said the thyroid was
 6 fine, but --
 7 ROD BURRESON: But it isn't.
 8 MARGUERITE: Excuse me?
 9 ROD BURRESON: It isn't.
 10 MARGUERITE: Okay. Well --
 11 ROD BURRESON: Well, why do you think you get a
 12 goiter in the first place?
 13 MARGUERITE: I don't know, I kept asking the
 14 doctor how did I get it, she can't tell me that. She
 15 just said -- in fact, I just had the reading two weeks
 16 ago, and she called me up and she said, your thyroid is
 17 fine, nothing wrong with it. But she said something
 18 about -- they called me today and said the reading of the
 19 thyroid, which I don't know what she's talking about,
 20 GFR, was 53 and it should be 60 and they want to send me
 21 to a specialist.
 22 ROD BURRESON: Here's the story on goiters.
 23 Goiters are when your -- when your thyroid doesn't have
 24 enough iodine, it's got to work too hard.
 25 MARGUERITE: Mm-hmm.

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| 28 | 29 |
| <p>1 ROD BURRESON: So, the TSH, or thyroid 2 stimulating hormone -- 3 MARGUERITE: Mm-hmm. 4 ROD BURRESON: -- starts to overwork the 5 thyroid. And as a result, it starts to enlarge. 6 MARGUERITE: Okay. 7 ROD BURRESON: That's what -- that's what a 8 goiter is, an enlarged thyroid. 9 MARGUERITE: Right, right. 10 ROD BURRESON: So, as a result, almost always 11 your body's deficient in iodine. 12 MARGUERITE: Okay. 13 ROD BURRESON: Get on the thyroid -- 14 MARGUERITE: I've been -- I've been taking the 15 thyroid -- 16 ROD BURRESON: -- support formula, sweetie, 17 because your body needs at least 13.5 milligrams of 18 iodine per day if that thyroid's going to function 19 properly. 20 MARGUERITE: Okay, now, let me tell you this. 21 I've been taking the thyroid support for about three 22 months. And -- 23 ROD BURRESON: About how long? 24 MARGUERITE: -- I'm just wondering, would the 25 thyroid shrink? What I'm trying to prevent them from is</p> | <p>1 taking my thyroid. That's what they want to do, they 2 want to take the goiter out and take the thyroid out. 3 ROD BURRESON: Yeah, sure. 4 MARGUERITE: And I'm trying to prevent that. 5 ROD BURRESON: Well, the easy way to do that is 6 tell them you aren't going to do it. 7 MARGUERITE: But what should I do? 8 ROD BURRESON: Well, keep taking the thyroid 9 support formula and the antioxidants. That's where the 10 whole body -- and the Immortale for -- for Women would 11 help you a lot, as well as melatonin, because all of that 12 comes into play. The thyroid is one of the major areas 13 of the body where hormones are secreted, especially T3 14 and T4, which is thyroxin, for example, is the T4. And 15 when you pull the thyroid out, how do you expect your 16 body to function? 17 MARGUERITE: I know. 18 ROD BURRESON: You've got to take synthetic 19 hormone the rest of your life. 20 MARGUERITE: That's right. Okay, now, how many 21 of the Immortale should I take? 22 ROD BURRESON: I would take six a day if it 23 were me. 24 MARGUERITE: And what about the melatona (sic)? 25 ROD BURRESON: I would take three a night. How</p> |
| 30 | 31 |
| <p>1 old are you? 2 MARGUERITE: Sixty-two. 3 ROD BURRESON: Yeah, I would take -- start with 4 one a night, and then if you sleep well, try two a night. 5 I sometimes take five of the -- and it's three 6 milligrams, but it's got 10 milligrams of B6 in every 7 tablet. And the -- it's so important because the B6 8 allows your body to tryptophan, a natural amino acid from 9 protein, and it allows it to convert it into a 10 neurotransmitter called serotonin. And it's melatonin 11 and serotonin that give you the good night's sleep, 12 enhance the Circadian rhythm of the body so that your 13 mind and your body can repair itself at night where 14 you're sleeping. 15 MARGUERITE: Okay, I'm going to let you go, but 16 I want to ask you this. Now, you say thyroid support, 17 Immortale and melatonin. And what was the other one? 18 ROD BURRESON: And PC95. 19 MARGUERITE: And PC -- 20 ROD BURRESON: And you're already on that, but 21 are you taking 10 a day? 22 MARGUERITE: Yes, I'm already taking that. And 23 the thyroid support, I take two of those, is that enough? 24 ROD BURRESON: I think it's good. 25 MARGUERITE: Okay.</p> | <p>1 ROD BURRESON: Yeah. 2 MARGUERITE: All right, thanks a lot. 3 ROD BURRESON: Okay. 4 MARGUERITE: I'll let you know how I come out. 5 ROD BURRESON: All right. 6 MARGUERITE: Thank you. Bye-bye. 7 ROD BURRESON: Bye. 8 JULIE LYNCH: Thank you so much, Marguerite, we 9 appreciate your call. And the toll-free number right now 10 to order all of your Roex supplements is 1-800-645-0010. 11 That's 1-800-645-0010. Your account managers are 12 standing by to help you right now. You can also go to 13 the website, Roex.com, R O E X.com. 14 Don't forget to load up today on your For Your 15 Eyes Only in four and 12-packs. And we've got the great 16 support pack as well, PC95, DHA, hyaluronic acid and For 17 Your Eyes Only, at a very special price. 18 ROD BURRESON: Well, you know, Julie and I want 19 to just comment on glaucoma for a minute, because about 20 five, six years ago we did a seminar in New York City, if 21 you remember, Julie, when Luther got up -- 22 JULIE LYNCH: Yep. 23 ROD BURRESON: -- and he had been on glaucoma 24 medication for over 10 years. And he said to me at a 25 previous seminar, Rod, what do I do nutritionally for</p> |

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1 glaucoma? I said, well, that's pressure in the eyes, so
 2 you need proanthocyanidins, the active ingredient in
 3 PC95. And if it were me, I'd be taking a lot of it.
 4 He got up the next year on the stage and said
 5 his doctor took him off of the glaucoma medication, first
 6 time in 10 years, after taking, I think he said, 15 or 16
 7 PC95s a day for six months. The doctor took him off the
 8 glaucoma medication.
 9 JULIE LYNCH: I love that.
 10 ROD BURRESON: Isn't that a great story?
 11 JULIE LYNCH: Yeah.
 12 ROD BURRESON: And thank goodness for a good
 13 doctor.
 14 JULIE LYNCH: Exactly. All right, let's go to
 15 OI in Texas, you're live on the air with Rod Burreson.
 16 OI: Hello.
 17 ROD BURRESON: Hello, OI.
 18 OI: How you doing?
 19 ROD BURRESON: Good, I'm good. How are you?
 20 OI: Okay. I'm a dialysis patient, and I want
 21 you to, first of all, tell me what your spin on dialysis
 22 is.
 23 ROD BURRESON: Well, the stand on dialysis is
 24 your kidneys aren't functioning properly, you got to
 25 detoxify the blood, and that's how they do it.

34

1 dialysis --
 2 OI: Okay.
 3 ROD BURRESON: -- because you're not purifying
 4 the blood; blood flows back to the heart; and it's still
 5 dirty.
 6 OI: Okay. And -- and the medication that I'm
 7 taking is Efigen.
 8 ROD BURRESON: Yeah, I don't know anything
 9 about medication, so . . .
 10 OI: Oh, what I'm talking about is the drug
 11 that they give you --
 12 ROD BURRESON: No, I know, I know what you're
 13 talking about, but I'm just saying, I'm not an authority
 14 on drugs --
 15 OI: Oh. Oh, okay.
 16 ROD BURRESON: -- so you don't need to tell me
 17 what you're taking, because I won't help you there
 18 anyway. I don't know if they're good or bad.
 19 OI: Okay, well, what --
 20 ROD BURRESON: I wouldn't touch them.
 21 OI: Well, you're saying that your product
 22 isn't going to have any effect on me taking dialysis.
 23 ROD BURRESON: I don't -- I don't --
 24 OI: I mean, I take dialysis. I do dialysis,
 25 but I'm saying, what benefit --

33

1 OI: Right.
 2 ROD BURRESON: Okay. First of all, you should
 3 never drink tap water. You should only drink distilled
 4 water because --
 5 OI: Okay.
 6 ROD BURRESON: -- they -- they use distilled
 7 water in dialysis.
 8 OI: Right.
 9 ROD BURRESON: Secondly, if it were me, I would
 10 be on the kidney/bladder support formula.
 11 OI: They use distilled water in dialysis?
 12 ROD BURRESON: Absolutely.
 13 OI: Hello?
 14 ROD BURRESON: Yes.
 15 OI: Okay. I drink distilled water already.
 16 ROD BURRESON: Good.
 17 OI: Okay.
 18 ROD BURRESON: And I would start taking MSM and
 19 the kidney/bladder support formula because what you've
 20 got is a oxidative damage to glomeruli normally, which
 21 are those little blood vessels or loops in the nephrons
 22 of each -- one of your kidneys. And as a result, when
 23 that oxidizes or calcifies, then the blood can't get
 24 through there and your little urine factory, those little
 25 nefrons, don't work properly. That's what leads to

35

1 ROD BURRESON: How often do you do dialysis?
 2 OI: Three times a week, four hours a day.
 3 ROD BURRESON: Yeah.
 4 OI: Four hours, three times a week.
 5 ROD BURRESON: I think you've got to get on
 6 MSM, and I think you've got to get on the kidney/bladder
 7 support formula. And stay on the medications if they're
 8 helping you, but tell your doctor what you're doing.
 9 They're probably going to be against it; then you got to
 10 make a decision.
 11 OI: Right.
 12 ROD BURRESON: But the decision is up to you.
 13 In my opinion, and you don't have to follow my opinion at
 14 all, but in my opinion, if you don't do something
 15 different, the end result isn't going to be good.
 16 OI: Yes. Now, the -- I have a problem with
 17 constipation.
 18 ROD BURRESON: Sure you do.
 19 OI: I was thinking about starting with the --
 20 with the --
 21 ROD BURRESON: WOW?
 22 OI: (Inaudible).
 23 ROD BURRESON: Yeah, you should --
 24 OI: Plus WOW and what else did you say, MSM?
 25 ROD BURRESON: WOW and MSM and Colon

| 36 | 37 |
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| <p>1 Essentials.</p> <p>2 OI: (Inaudible).</p> <p>3 ROD BURRESON: Colon Essentials and WOW, those</p> <p>4 are the two. If you've got constipation problems, you</p> <p>5 want to get on Colon Essentials and Colostrum -- or Colon</p> <p>6 Essentials and WOW.</p> <p>7 Okay? Thanks for your call, OI.</p> <p>8 JULIE LYNCH: Thank you, OI, we appreciate your</p> <p>9 call. And the toll-free number right now to order all of</p> <p>10 your Roex products is 1-800-645-0010. That's 1-800-645-</p> <p>11 0010. The website is Roex.com, R O E X.com.</p> <p>12 Don't forget to load up today on your For Your</p> <p>13 Eyes Only in four and 12-packs. And also, that support</p> <p>14 pack is at a very special price.</p> <p>15 ROD BURRESON: You know, Julie, I'm absolutely</p> <p>16 amazed about doctors and patients. When they continue to</p> <p>17 do what they've been doing for days, weeks, months or</p> <p>18 years and they continue to deteriorate, why do they</p> <p>19 continue to do that? If you -- if you continue to do</p> <p>20 what you've always done and expect different results,</p> <p>21 you're crazy. You don't want to do that. You've got to</p> <p>22 change something if you're going to get different</p> <p>23 results. And I can tell you, structure and function in</p> <p>24 the body is dependent on vitamins, minerals, antioxidants</p> <p>25 and essential fatty acids and good protein. That's the</p> | <p>1 whole story. That's how the body works. And, of course,</p> <p>2 stay away from the tap water because of the chlorine and</p> <p>3 fluoride in the water.</p> <p>4 JULIE LYNCH: That's right. Let's go to</p> <p>5 Gertrude in California. Gertrude, you're live on the air</p> <p>6 with Rod Burreson.</p> <p>7 GERTRUDE: Okay, hi, Rod.</p> <p>8 ROD BURRESON: Hi, Gertrude.</p> <p>9 GERTRUDE: Well, Rod --</p> <p>10 ROD BURRESON: Yeah, sweetie?</p> <p>11 GERTRUDE: -- I'm one of the crazy ones.</p> <p>12 ROD BURRESON: (Laughter).</p> <p>13 GERTRUDE: Rod, you're going to hear a story.</p> <p>14 ROD BURRESON: Okay.</p> <p>15 GERTRUDE: I have glaucoma.</p> <p>16 ROD BURRESON: Uh-huh.</p> <p>17 GERTRUDE: I have scar tissues in the eye. I</p> <p>18 have a cornea transplant. I have three implants, barbell</p> <p>19 implants for glaucoma. I have had 11 surgeries</p> <p>20 altogether.</p> <p>21 ROD BURRESON: Holy moly.</p> <p>22 GERTRUDE: And it's -- I have -- and then it's</p> <p>23 so many, and then my eyes stay dilated, they don't</p> <p>24 reflect.</p> <p>25 ROD BURRESON: Well, sweetie --</p> |
| 38 | 39 |
| <p>1 GERTRUDE: I have all these surgeries -- it's</p> <p>2 probably too late. They don't classify me as legally</p> <p>3 blind.</p> <p>4 ROD BURRESON: Uh-huh.</p> <p>5 GERTRUDE: I'm low vision, and they told me to</p> <p>6 take patience for the cornea to work, but what happens,</p> <p>7 the barbell implant rubbed against my cornea, and it</p> <p>8 affects my cornea, so they had to give me a cornea</p> <p>9 transplant. So --</p> <p>10 ROD BURRESON: Well, I think if you get on For</p> <p>11 Your Eyes Only, MSM, PC95, HA, hyaluronic acid, and DHA,</p> <p>12 you're going to give the nutrients back to the eye, which</p> <p>13 they've been missing for so many years --</p> <p>14 GERTRUDE: Yes.</p> <p>15 ROD BURRESON: -- and as a result, you got so</p> <p>16 many problems.</p> <p>17 GERTRUDE: I have so many problems. I see it,</p> <p>18 but let me tell you, then my eyes are unstable. I can</p> <p>19 read -- sometimes I can take my glasses off and read.</p> <p>20 ROD BURRESON: Well, that's great, and --</p> <p>21 GERTRUDE: I can read.</p> <p>22 ROD BURRESON: -- that's -- that's a sign</p> <p>23 that --</p> <p>24 GERTRUDE: Then if it gets tired, it will just,</p> <p>25 you know --</p> | <p>1 ROD BURRESON: Sweetie, it's a sign that you</p> <p>2 need some help now before it's too late. Get on those</p> <p>3 five products. It'll make --</p> <p>4 GERTRUDE: And which one is that?</p> <p>5 ROD BURRESON: PC95.</p> <p>6 GERTRUDE: Mm-hmm.</p> <p>7 ROD BURRESON: For Your Eyes Only; MSM, because</p> <p>8 of the scar tissue issue; HA, hyaluronic acid; and DHA.</p> <p>9 Those are the five that I think every single person, if</p> <p>10 you want total protection for the eyes, that's as good as</p> <p>11 it gets, right there.</p> <p>12 GERTRUDE: Okay. For Your -- I got For Your</p> <p>13 Eyes. DSA, you say?</p> <p>14 ROD BURRESON: DHA.</p> <p>15 GERTRUDE: D H A.</p> <p>16 ROD BURRESON: Yeah.</p> <p>17 GERTRUDE: Okay.</p> <p>18 ROD BURRESON: And hyaluronic acid, or HA.</p> <p>19 GERTRUDE: H.</p> <p>20 ROD BURRESON: Just call it HA.</p> <p>21 GERTRUDE: A.</p> <p>22 ROD BURRESON: And MSM.</p> <p>23 GERTRUDE: M S M.</p> <p>24 ROD BURRESON: M. Mother Sam Mother.</p> <p>25 GERTRUDE: Uh-huh.</p> |

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1 ROD BURRESON: PC95 and For Your Eyes Only, and
 2 you're all set.
 3 GERTRUDE: PC95.
 4 ROD BURRESON: Right. You get on those,
 5 Gertrude, and call me back in about two or three months
 6 and tell everybody whether you got any results or not.
 7 And I think you're going to be quite surprised.
 8 JULIE LYNCH: And, Gertrude, we have a great
 9 special for you today. You can get four of those
 10 products that Rod just mentioned in the For Your Eyes
 11 Only support pack, and that's on special at a very good
 12 price. Call 1-800-645-0010. That's 1-800-645-0010.
 13 For all of our listeners, I want you to know
 14 For Your Eyes Only support pack is PC95, DHA, hyaluronic
 15 -- hyaluronic acid and For Your Eyes Only, all in one
 16 great package. Call right now, 1-800-645-0010. You can
 17 also go to the website, ROEX.com, R O E X.com.
 18 Let's go to Terri in Fitchburg, Massachusetts.
 19 Terri, you're live on the air with Rod Burreson.
 20 TERRI: Why, thank you, and good afternoon to
 21 the two of you. I know it's afternoon over here.
 22 ROD BURRESON: Hi, Terri.
 23 TERRI: Hello. I have two questions. I'll ask
 24 the first one. I went to the dentist this morning, and
 25 he found some back gums that are bleeding (inaudible).

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1 serious. I was -- just came from Maine, and my
 2 girlfriend is a home health aide, and have you ever heard
 3 of the illness mercia (phonetic)?
 4 ROD BURRESON: No.
 5 TERRI: Okay, well, that's what I said to her,
 6 I've never heard of it, what is it? It's open sores
 7 inside the body, and there's not an antibiotic that can
 8 touch this, and they -- eventually they will die from
 9 this illness. I guess it's fairly new --
 10 ROD BURRESON: Is it open sores in the
 11 digestive tract?
 12 TERRI: Or somewhere around there. It can be
 13 anywhere in the body, but they can't -- they cannot heal.
 14 There's no --
 15 ROD BURRESON: Well, let me point out
 16 something.
 17 TERRI: Okay.
 18 ROD BURRESON: If you have any issues inside or
 19 outside the body that don't heal, your -- your body's
 20 deficient in something.
 21 TERRI: Yeah.
 22 ROD BURRESON: And as a result, I think if you
 23 put that individual on just the six products in the Daily
 24 Solutions package, which include PC95, vitamin C, MSM,
 25 calcium mineral formula, B-Complex and Oleuropein, I'll

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1 Will PC95 -- or can I take something to heal all that up?
 2 ROD BURRESON: I think you can. But you got to
 3 chew the PC95 --
 4 TERRI: Oh, yes, I don't mind doing that.
 5 ROD BURRESON: Okay.
 6 TERRI: You know.
 7 ROD BURRESON: Yes.
 8 TERRI: In fact, I kind of like that. I brush
 9 my teeth with it, too.
 10 ROD BURRESON: Good. But chew it every night
 11 before you go to bed.
 12 TERRI: Oh, okay.
 13 ROD BURRESON: And you can also include a
 14 couple of tablets of CoQ10 --
 15 TERRI: Oh.
 16 ROD BURRESON: -- between the two of them,
 17 they're remarkable for helping overcome gingivitis and
 18 periodontal issues in the tissue of the teeth.
 19 TERRI: And you do chew the CoQ10, too?
 20 ROD BURRESON: Or you can put it under your
 21 tongue.
 22 TERRI: Oh, yeah, that's right. That's what
 23 George says, because I take it.
 24 ROD BURRESON: Yeah.
 25 TERRI: So, okay. My second question is more

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1 bet you the person starts to heal.
 2 TERRI: That's what I thought. They have many
 3 cases, and it's so highly contagious that they have to
 4 mask and robe and put hats on stuff and gloves because
 5 it's so highly contagious.
 6 ROD BURRESON: Well, it's either a bacteria
 7 that mutates around all antibiotics or it's a virus. So,
 8 Oleuropein, large amounts --
 9 TERRI: Mm-hmm.
 10 ROD BURRESON: -- because based on all the
 11 research, they've never found a bacteria or virus that
 12 can mutate around Oleuropein, the olive leaf extract.
 13 TERRI: That's the first thing I thought of.
 14 And because what's happening is it's just -- the whole
 15 thing I just never heard of this, and it's a new thing.
 16 But guess where they get it -- can get it from.
 17 ROD BURRESON: I have no idea.
 18 TERRI: A hospital.
 19 ROD BURRESON: Oh, sure.
 20 TERRI: Yeah, it's worse than a staph
 21 infection.
 22 ROD BURRESON: Well, it -- see, we're -- we're
 23 just experiencing the beginning of the dangers associated
 24 with not only staph but many different bacterial and
 25 viral issues because of all of the things that have been

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1 abused in this country, with the overuse and abuse of
 2 antibiotics, not only in humans but in the animal
 3 products, as well, how do you think these superbugs are
 4 going to be killed in the body?
 5 TERRI: Yep. No.
 6 ROD BURRESON: Well, I will tell you one thing.
 7 TERRI: You can't do it with antibiotics, I can
 8 tell you that, because they've tried every antibiotic on
 9 this new illness, and they can't --
 10 ROD BURRESON: Well, I would think Oleuropein
 11 and Cell Talk. Those are the two that I would go after.
 12 TERRI: That's what I thought of, too, and I
 13 tried to tell them, but, you know, sometimes they don't
 14 want to listen, so -- but I wanted to make sure that I
 15 was kind of on the --
 16 ROD BURRESON: You're on the right track.
 17 TERRI: -- right track.
 18 ROD BURRESON: You're on the right track.
 19 TERRI: Okay. Okay, thank you, and God bless
 20 you both.
 21 ROD BURRESON: Thank you, sweetie.
 22 TERRI: Yeah.
 23 JULIE LYNCH: Thank you so much, Terri, we
 24 appreciate your call. The toll-free number right now to
 25 order all of your Roex products is 1-800-645-0010.

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1 bones, and I take that once a month, it's an injection.
 2 But what I wanted to know was if you could tell me of
 3 anything that will reverse this.
 4 ROD BURRESON: Oh, I think so. But I don't
 5 like the idea -- they're -- they're inhibiting the osteo-
 6 class process, where the old bone cells come out of the
 7 bone and thinking that's going to solve the problem, and
 8 I don't think it's going to.
 9 BARBARA: Mm-hmm.
 10 ROD BURRESON: But that's my opinion, okay?
 11 BARBARA: Yeah.
 12 ROD BURRESON: And I'm not a doctor, so keep
 13 that in mind.
 14 BARBARA: Okay.
 15 ROD BURRESON: But I know two things about the
 16 bone. The bone is an active live matrix in the body, and
 17 it needs nutrients just like every other matrix and live
 18 tissue in the body. The minerals are what the bones
 19 need, the bone matrix. They need all the minerals, but a
 20 lot of times people have a problem assimilating minerals
 21 because they're inorganic and, as a result, they're a
 22 little bit more difficult to assimilate. So you can
 23 enhance the assimilation of minerals in the bone matrix
 24 by taking vitamins A, D and E and flower pollen 63 with
 25 your minerals, especially the Roex calcium mineral

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1 That's 1-800-645-0010. The website is Roex.com, R O E
 2 X.com. For Your Eyes Only is available in four and 12-
 3 packs, and the For Your Eyes Only support pack, PC95,
 4 DHA, hyaluronic acid and For Your Eyes Only, is at a very
 5 special price.
 6 Let's go right now to Barbara in Phoenix,
 7 Arizona. Barbara, you're live on the air with Rod
 8 Burreson.
 9 BARBARA: Hi, Rod.
 10 ROD BURRESON: Hi, Barbara.
 11 BARBARA: How are you?
 12 ROD BURRESON: Is it cool over there, too?
 13 BARBARA: Is it cool? Yes, it is.
 14 ROD BURRESON: Okay.
 15 BARBARA: Unseasonably cool.
 16 ROD BURRESON: Right.
 17 BARBARA: Okay, I have a bunch of stuff, but
 18 I'll get right down to it.
 19 ROD BURRESON: Okay.
 20 BARBARA: Four and a half years ago I was
 21 diagnosed with multiple myeloma, it's a bone cancer.
 22 ROD BURRESON: Yes.
 23 BARBARA: And the doctor said to me, well,
 24 there was nothing I could do until I got worse. And they
 25 put me on Zomeda, which is supposed to strengthen my

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1 formula.
 2 Then, in addition to that, the kidneys are
 3 directly related to the bone marrow and the bone matrix.
 4 And here's how. The kidneys secrete an enzyme called
 5 erythropoietin, and erythropoietin is incrementally
 6 involved in the red bone marrow and the bone matrix. And
 7 that's where your blood is manufactured; that's where the
 8 -- where your blood -- red blood cells are made. So, you
 9 know how important it is to get that bone matrix working
 10 properly.
 11 BARBARA: Mm-hmm.
 12 ROD BURRESON: Those are the things. I think
 13 the calcium mineral formula; the B -- the A, D and E; the
 14 flower pollen 63; and the kidney/bladder support formula.
 15 I think those are the ones that will help you a lot and
 16 the most.
 17 BARBARA: Okay, you need to go over those again
 18 for me. I don't write that fast.
 19 ROD BURRESON: Okay. The calcium mineral
 20 formula.
 21 BARBARA: Okay.
 22 ROD BURRESON: The A, D and E. It's one
 23 tablet. It's got a special form of vitamin A, D and E,
 24 and it's got all of the complex of the vitamin E, not
 25 just alpha-tocopherols. So, it's very important, and

1 it's in one tablet. Then the flower pollen 63 because
 2 the manufacturer of this unique flower pollen has shown
 3 that it can enhance mineral absorption up to 40 percent.
 4 BARBARA: What was that again? Flower?
 5 ROD BURRESON: Flower pollen or FP63.
 6 BARBARA: Oh, FP63.
 7 ROD BURRESON: Right.
 8 BARBARA: Okay.
 9 ROD BURRESON: And the last one, the
 10 kidney/bladder support formula because you want to
 11 support the kidneys in the secretion of erythropoietin.
 12 BARBARA: Okay. Okay. And how much of this
 13 should I take?
 14 ROD BURRESON: The kidney/bladder support
 15 formula, I'd be on four a day.
 16 BARBARA: Four a day.
 17 ROD BURRESON: On the calcium mineral formula,
 18 a minimum of six a day, probably eight.
 19 BARBARA: Okay.
 20 ROD BURRESON: And the A, D and E, two a day.
 21 Flower pollen 63, at least two a day.
 22 BARBARA: Two a day. Okay. Now, I take --
 23 (Music playing.)
 24 BARBARA: -- also levotroxin and alapryl and
 25 vitorin. Now, will that interfere with those?

1 ROD BURRESON: I don't have a clue.
 2 BARBARA: Okay.
 3 ROD BURRESON: Okay?
 4 BARBARA: All right, thank you very much.
 5 ROD BURRESON: You're welcome.
 6 BARBARA: Bye-bye.
 7 JULIE LYNCH: Barbara, thank you so much. The
 8 toll-free number right now to order all of your Roex
 9 products is 1-800-645-0010. That's 1-800-645-0010. The
 10 website, Roex.com, R O E X.com. Load up on For Your Eyes
 11 Only today and the support pack as well.
 12 Rod Burreson, thank you so, so much.
 13 ROD BURRESON: And thanks to all you callers
 14 and listeners. And watch the other half of that CBS show
 15 tonight on what they think about vitamins and minerals.
 16 And then e-mail CBS Studios and say get Rod Burreson on
 17 the show with some of your lackeys and let's have the
 18 truth about nutrition really come out.
 19 JULIE LYNCH: That's right.
 20 ROD BURRESON: We love you. Have a great day.
 21 See you tomorrow.
 22 (Whereupon, the show concluded.)
 23 (Whereupon, the recording was concluded.)
 24
 25

1 CERTIFICATION OF TYPIST
 2
 3 MATTER NUMBER: 0723076
 4 CASE TITLE: ROEX
 5 TAPING DATE: JANUARY 16, 2007
 6 TRANSCRIPTION DATE: DECEMBER 5, 2008
 7
 8 I HEREBY CERTIFY that the transcript contained
 9 herein is a full and accurate transcript of the tapes
 10 transcribed by me on the above cause before the FEDERAL
 11 TRADE COMMISSION to the best of my knowledge and belief.
 12
 13 DATED: DECEMBER 5, 2008
 14
 15
 16 SARA J. VANCE
 17
 18 CERTIFICATION OF PROOFREADER
 19
 20 I HEREBY CERTIFY that I proofread the transcript for
 21 accuracy in spelling, hyphenation, punctuation and
 22 format.
 23
 24
 25 WANDA J. RAVER

In the Matter of:

Roex, Inc.

January 15, 2007

*Roex.com Radio Show - The Truth About Nutrition --
Oleuropein*

Condensed Transcript with Word Index



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1 P R O C E E D I N G S
 2 - - - - -
 3 (Pre-show chatter.)
 4 JULIE LYNCH: -- stopped functioning like a
 5 normal human being.
 6 ROD BURRESON: Hello, Karen. I'm going to also
 7 talk about Cell Talk. Those are the three. Let's do a
 8 special with the three of them. Yeah, the cold fighter.
 9 JULIE LYNCH: It's the cold fighter pack.
 10 ROD BURRESON: Yeah.
 11 JULIE LYNCH: Oleuropein, Hurricane and Cell
 12 Talk.
 13 ROD BURRESON: Right.
 14 JULIE LYNCH: At one special price.
 15 ROD BURRESON: Right. Cold and flu fighter.
 16 JULIE LYNCH: Okay.
 17 ROD BURRESON: It is so windy here today, you
 18 wouldn't even believe it.
 19 JULIE LYNCH: Really?
 20 ROD BURRESON: Oh, it must be 40-mile-an-hour
 21 winds.
 22 JULIE LYNCH: What is going on?
 23 ROD BURRESON: I don't know.
 24 JULIE LYNCH: I tell you. Oy vey.
 25 ROD BURRESON: It was 33 degrees when we teed

4

1 off on Friday.
 2 JULIE LYNCH: No way!
 3 ROD BURRESON: Yeah.
 4 JULIE LYNCH: I can't believe you were able to
 5 play in that cold weather.
 6 ROD BURRESON: It was cold, but I kicked their
 7 A-S-S.
 8 JULIE LYNCH: You did?
 9 ROD BURRESON: Oh, yeah.
 10 JULIE LYNCH: That's excellent. No wonder
 11 you're in such a good mood.
 12 ROD BURRESON: Then we went to the casino, I
 13 made \$160 in the casino.
 14 JULIE LYNCH: You're doing pretty good.
 15 ROD BURRESON: I said, wow. Then I bet against
 16 San Diego, and I made \$100-and-some on that.
 17 JULIE LYNCH: Wow.
 18 ROD BURRESON: (Laughter).
 19 UNIDENTIFIED MALE: You were probably shaking
 20 in your boots, though.
 21 ROD BURRESON: Yeah, you got that right.
 22 JULIE LYNCH: It was a close call?
 23 ROD BURRESON: I was -- you know, Marty
 24 Schottenheimer again lost that game for them in my
 25 opinion.

5

1 UNIDENTIFIED MALE: Yeah.
 2 ROD BURRESON: That's why I bet against them,
 3 because of him.
 4 UNIDENTIFIED MALE: Well, yeah, well, you know,
 5 he did blow it.
 6 ROD BURRESON: Well, they had the best team by
 7 far. They got nine guys on the Pro Bowl with San Diego,
 8 and I can't even believe that that coach is so stupid in
 9 the playoffs.
 10 UNIDENTIFIED MALE: And their men are bigger.
 11 ROD BURRESON: Well, they're talented, some of
 12 the most talented guys in football are on that team. But
 13 that's the way it goes.
 14 UNIDENTIFIED MALE: Yep.
 15 ROD BURRESON: It isn't necessarily who is the
 16 best; it's who wins.
 17 JULIE LYNCH: (Laughter.)
 18 UNIDENTIFIED MALE: One minute.
 19 ROD BURRESON: (Laughter.)
 20 UNIDENTIFIED MALE: Thirty seconds. I didn't
 21 hear you say we're on the computer. Are we on the
 22 computer --
 23 ROD BURRESON: We're on the computer.
 24 UNIDENTIFIED MALE: Great.
 25 Fifteen. Time to theme, have a good show.

6

1 OLEUROPEIN RADIO SHOW
 2 (Music playing.)
 3 JULIE LYNCH: Welcome to The Truth about
 4 Nutrition with Rod Burreson. I am your host, Julie
 5 Lynch, and we are broadcasting live from ABC Studios here
 6 in New York City. Rod Burreson is a nationally
 7 recognized expert in nutrition, exercise and
 8 rehabilitation. He is the author of Never, Ever, Ever
 9 Give Up, Health is on the Way. He is also the recipient
 10 of the Albert Schweitzer Humanitarian Award and the
 11 Ambassador of Peace Award. And of course he's the
 12 founder of Roex, Incorporated.
 13 If you have questions for Rod, you can speak
 14 with him directly at 1-800-429-PC95. That's 1-800-429-
 15 7295. That's right, we are live and we are taking your
 16 calls right now at 1-800-429-7295.
 17 How you doing today, Rod?
 18 ROD BURRESON: Hello, Julie, I'm doing great.
 19 And hello to all the listeners. Well, today is the
 20 salute to Martin Luther King, one of the great leaders of
 21 the Twentieth Century. And just as that was kind of a
 22 dangerous area in the world of time, this is a dangerous
 23 world we live in today.
 24 And if you think our men and women in uniform
 25 live in constant danger, you're right. But they're not

7

1 alone. Every man, woman and child right here at home
 2 lives under similar umbrella of dangerous, life-
 3 threatening drugs, misinformation, and every time you go
 4 to the doctor and get a prescription or enter the
 5 hospital or watch an ad on TV by the drug companies, you,
 6 my friend, may be entering into a high probability of
 7 endangering yourself, your family, when you use those
 8 hypercathartic solutions to many of your health problems.
 9 And if you don't believe me, listen to what Dr.
 10 Sidney Wolf of Worst Pills, Best Pills Newsletter says.
 11 He says you probably think that if the Food and Drug
 12 Administration approves a drug and if your doctor
 13 prescribes a drug, then that drug must be safe for you to
 14 use. Well, you're wrong. I -- I was reading his -- his
 15 dissertation. He says, 1.5 million Americans are harmed
 16 or killed by adverse drug reactions every year. Do you
 17 know that's the fourth most significant cause of death in
 18 America?
 19 JULIE LYNCH: Wow.
 20 ROD BURRESON: Isn't that something?
 21 JULIE LYNCH: That's crazy.
 22 ROD BURRESON: Well, he says there's one person
 23 who can reduce the chances that you and your family will
 24 become one of those statistics. And the person is you.
 25 If it is to be, it is up to me. You, right? Well, he

8

1 says if I told you there were 181 prescription
 2 medications, some of them very popular, that you should
 3 not use under any circumstances, would you believe it?
 4 He said it's true. They're approved by the FDA,
 5 prescribed by your doctors and some are even advertised
 6 on TV. Yet they can do so much serious harm or even kill
 7 you.

8 Well, now, he gives a whole list of them. If
 9 you want to know what they are, buy a copy of his -- his,
 10 I don't know, I think it's the fifth edition of Worst
 11 Pills, Best Pills Newsletter, or his book, and he lists
 12 everything, all the drugs. And, boy, if you want to be
 13 scared out of your wits, if you're taking one of those,
 14 and let me give you an example. They have a newsletter
 15 that was March of last year, March of 2006. The
 16 headlines were, The FDA Issues Public Health Advisory
 17 about Liver Toxicity with the Antibiotic Telithromycin.

18 Well, on January 20th, 2006, the FDA
 19 Administration issued a public health warning of life-
 20 threatening liver toxicity with the use of the widely
 21 prescribed antibiotic telithromycin. The FDA advisory
 22 followed a report in the Annals of Internal Medicine that
 23 described cases of severe liver toxicity, including
 24 death. One of the patients -- one of the three patients
 25 that were involved in the research, when telithromycin

10

1 called the Cold and Flu Fighter. And I can tell you so
 2 many people have been sick around the country, and if
 3 they knew about the three products, Hurricane, Oleuropein
 4 and Cell Talk, maybe they would give -- get recovery a
 5 lot faster. And if they were on them before, maybe they
 6 wouldn't even get the cold and flu. I'm on them; I
 7 haven't got it yet.

8 But phytochemicals are becoming the topic of
 9 considerable interest by researchers, and they've made
 10 one discovery after another about these extracted
 11 substances from plants, which have demonstrated promising
 12 health and medical potential. Plant extracts have shown
 13 to stimulate anti-cancer enzymes, neutralize certain
 14 carcinogenic or cancer-causing chemicals, act as
 15 antioxidants, and become powerful antibacterial,
 16 antifungal, and antiviral fighters in the body.

17 While most of the exciting interest on the
 18 natural plant compounds goes to oleuropein, and it's a
 19 rediscovery of a substance used in ancient Biblical
 20 times, at least 5,000 years ago. This substance is
 21 derived from the plain olive leaf, providing unique
 22 herbal that has multiple health applications. The Bible
 23 says the leaves of the trees are for the healing of
 24 nations. Was the Bible talking about the olive tree? I
 25 think it was.

9

1 was stopped, then they recovered. The other two, one had
 2 to have a liver transplant; one died.

3 JULIE LYNCH: Geez.

4 ROD BURRESON: Well, you can see the dangers of
 5 even antibiotics today, and telithromycin is an
 6 antibiotic. And I can tell you, based on all the
 7 information that's presented out there, if you understand
 8 that telithromycin was approved by the FDA in April 2004
 9 for the treatment of mild to moderate community-acquired
 10 pneumonia, acute worsening of chronic bacterial
 11 bronchitis, and acute inflammation of sinuses caused by
 12 bacteria, the drug belongs to a new family of antibiotics
 13 called keloids (phonetic). And keloids are similar to
 14 macrolyde family of antibiotics, which include
 15 eurethromycin. Well -- and colethramycin.

16 Well, in 2005, more than three million
 17 prescriptions were filled for the telithromycin that
 18 causes liver toxicity and death. Three million
 19 prescriptions. Doesn't that scare you a little bit?

20 JULIE LYNCH: A lot.

21 ROD BURRESON: What's the natural approach?
 22 Well, now comes oleuropein, a safe, natural alternative
 23 to antibiotics and, of course, if you understand how
 24 important the ingredients in Hurricane are and the
 25 ingredients in Cell Talk are, we put together a package

11

1 Well, oleuropein is a powerful phytochemical
 2 that has been reported to enhance the immune system,
 3 increase energy, has an internal cleansing action, has
 4 powerful antiviral, antifungal, antibacterial and
 5 antiparasitic properties, and can help reduce or
 6 ameliorate or even -- maybe even eliminate many diverse
 7 health problems, and much, much more.

8 We asked Dr. Paul Ward to do research for us,
 9 and a dossier on oleuropein. And he says this:
 10 "oleuropein may be helpful in combating the following
 11 health quandaries: low energy levels, chronic fatigue,
 12 HIV and symptoms of AIDS, fungus and yeast infections,
 13 skin conditions, tropical diseases like malaria and
 14 dengue fever, herpes, flu and colds, bacterial
 15 infections, diabetes, arthritis, athlete's foot and
 16 more."

17 Well, when you go through all that, you got to
 18 start thinking to yourself, "Wow, I wonder why I'm not
 19 taking that." Well, I'm taking it.

20 JULIE LYNCH: I'm taking it.

21 ROD BURRESON: I take five tablets every
 22 morning with my PC-95, and if you do it that way, I think
 23 it will give you a great base for protecting your body on
 24 an everyday basis. But if you get the symptoms of a cold
 25 or flu or you got problems with candida or anything like

12

1 that, then you want to ramp up, and you want to ramp up
 2 to 10 or 15 oleuropein every day, along with the
 3 Hurricane and Cell Talk. And I'll tell you what, it
 4 boosts your immune system like nothing else on the
 5 planet.
 6 I think everybody should understand how
 7 important it is that the body gets these wonderful
 8 phytonutrients that are so beneficial for the immune
 9 system and the body in general. And look at all the
 10 people suffering from colds and flu today, and they go to
 11 the pharmacy or the drugstore, and they get all this
 12 over-the-counter junk. All it does is delay the
 13 recovery. And it blocks the symptoms so you feel a
 14 little better, and the problem is it delays the immune
 15 system's ability to go after the bacteria or virus that's
 16 the problem in the first place.
 17 So, we got a special price on four-packs of
 18 oleuropein, as well as the Cold and Flu Fighter Pack,
 19 Hurricane, oleuropein, Cell Talk.
 20 JULIE LYNCH: That's right.
 21 ROD BURRESON: Try it and see for yourself,
 22 this winter season, if it doesn't help you.
 23 JULIE LYNCH: And you can call right now, 1-
 24 800-645-0010, that's 1-800-645-0010. Your account
 25 managers are standing by right now to take your call.

14

1 used in the clinical setting starting back in 1995. And
 2 he points out that oleuropein should be used in a
 3 holistic approach to health, combating disease and
 4 disease prevention.
 5 Such a comprehensive program, he says, includes
 6 better diet, sensible aerobic and resistance exercise and
 7 stress control. He said there's a synergistic
 8 relationship that is developed when all these components
 9 are combined along with nutritional supplementation. By
 10 engaging in this aggressive plan, he said you can
 11 maximize your health and minimize symptoms. Many people
 12 report so many benefits from using oleuropein that we
 13 really don't have room to mention them all. Some are
 14 psoriasis victims who report relief; some with
 15 hemorrhoids, some with toothaches; and of course some say
 16 it even helps hair grow. I don't know about that. I
 17 haven't seen that one.
 18 Excuse me. But anyway, the wonderful part
 19 about oleuropein comes from a research study done right
 20 here in Orange, California. Oleuropein -- the head of
 21 the study, a nontoxic olive iridoid is an anti-tumor
 22 agent and a cytoskeleton disruptor. What does that mean?
 23 Let me read the abstract that was received June 11th,
 24 2005, and I think you're going to be pretty excited about
 25 getting on the oleuropein, the olive leaf extract.

13

1 You can also go to the website, Roex.com, R O E X.com,
 2 oleuropein is on special in four and 12-packs. And don't
 3 forget to get your cold and flu fighter pack, that's
 4 oleuropein, Hurricane and Cell Talk.
 5 And if you are just tuning in, you are
 6 listening to The Truth about Nutrition with Rod Burreson.
 7 You can speak directly to Rod on the air by calling us
 8 live, 1-800-429-PC95, that's 1-800-429-7295.
 9 ROD BURRESON: Well, Dr. Paul Ward is a great
 10 researcher for nutritional supplements, and he said Roex
 11 oleuropein is the finest pharmaceutical-grade olive leaf
 12 extract presently available anywhere in the world. It's
 13 between 17 and 23 percent oleuropein content. And if you
 14 go to the health foods store, you'll have a lot of
 15 trouble finding it. We haven't had a delivery in the
 16 last three years of less than 20 percent oleuropein
 17 content. Isn't that incredible?
 18 JULIE LYNCH: That is incredible.
 19 ROD BURRESON: The stuff you find in the health
 20 food store, 5 percent, 6 percent, 8 percent maybe, maybe
 21 even 10, but, boy, when you get the high quality
 22 oleuropein that comes from Europe, you get it from Roex.
 23 And Dr. Paul Ward says that it's imported from
 24 Europe because where these are -- this is where the
 25 olives have been grown for thousands of years, and it's

15

1 Here is the abstract. Oleuropein is a nontoxic
 2 iridoid derived from the olive tree, is a powerful
 3 antioxidant and has anti-antigenic properties. Here we
 4 show it to be a potent anti-cancer compound directly
 5 disrupting actin filaments in cells and in a cell-free
 6 assay. Oleuropein inhibited the proliferation and
 7 migration of advanced grade human tumor cell lines in a
 8 dose-responsive manner. In a novel tube disruptor assay,
 9 oleuropein irreversibly rounded cancer cells, preventing
 10 their replication, motility and invasiveness. These
 11 effects were reversible in normal cells.
 12 When administrated -- administered orally to
 13 mice, they developed spontaneous tumors, oleuropein
 14 completely regressed the tumors in nine to 12 days. When
 15 tumors were resected prior to complete regression, they
 16 lacked cohesiveness and had a crumbling consistency. No
 17 viable cells could be recovered from these tumors. These
 18 observations elevated oleuropein from a nontoxic
 19 antioxidant into a potent anti-tumor agent with direct
 20 effects against tumor cells. Our data may also be
 21 explained -- may also explain the cancer-protective
 22 elements of olive-rich Mediterranean diet.
 23 Well, folks, I don't know about you, but I tell
 24 you what, I'm gonna take the high road, and I'm gonna say
 25 it may even work in human cells. And I can tell you

16

1 this, if it does, you will be the winner. And if it
2 doesn't, you'll still be the winner because of the
3 powerful antibacterial, antiviral, antifungal properties.
4 And one of the things that a lot of people
5 don't realize, we're in the winter, when all the kids in
6 high schools and colleges and the professional athletic
7 teams all are playing, right? Do you know that in
8 November 28th, 2006, just a couple of months ago, they
9 had a big writeup in the Orange County Register, and
10 here's what they said, staph infections are being
11 reported in greater numbers nationwide as more virulent
12 and resistant strains are affecting high school, college
13 and professional athletes.

14 Football players, wrestlers and even fencers
15 have contracted methacyllin-resistant staphococcus aureus
16 or MRSA, a serious superbug once isolated to hospitals
17 and healthcare settings, that has found its way into the
18 locker rooms, weight rooms and gyms and athletic training
19 facilities. An alarming rise in cases in the general
20 population and in the athletic community has led the
21 Center for Disease Control and Prevention to issue
22 warnings about the dangers of staph. The CDC has worked
23 closely with several sport organizations, including the
24 NFL, the NCAA, to educate athletes on hygiene and
25 preventive measures.

18

1 very -- and MSM, all of those are very, very helpful, but
2 the most powerful, Hurricane, oleuropein, Cell Talk. And
3 we got a special price today.

4 JULIE LYNCH: You can call right now to get all
5 of your Roex products, 1-800-645-0010, that's 1-800-645-
6 0010. Your account managers are standing by right now to
7 help you. You can also go to the website, Roex.com, R O
8 E X.com. Get your cold and flu fighter pack right now,
9 oleuropein, Hurricane and Cell Talk, three great products
10 at one special price. You can also get oleuropein in
11 four and 12-packs on special.

12 ROD BURRESON: Well, you know, I played golf
13 about five or six years ago with Dr. Paul Nash in
14 Minnetonka, Minnesota. And I grew up in Minnesota and
15 went to the University of Minnesota, and that's my
16 relationship with Minnesota. But I was talking to Paul
17 Nash, and I convinced him that he should start using
18 oleuropein and -- for his patients. And after using
19 oleuropein with some amazing results, Dr. Paul Nash
20 decided to do an in-depth research writeup, the results
21 of which his friends reported the incredible benefits.

22 So, he did this writeup, and I'd like to read
23 just the first two paragraphs of about a 20-page or 25-
24 page writeup that he did on oleuropein, the olive leaf
25 extract. He said, Headlines warning of antibiotic-

17

1 Why wouldn't they talk about oleuropein? I
2 can't believe it. NFL players are being advised to
3 frequently wash their hands with soap and water and to
4 report skin lesions to their team medical staff and to
5 wash cuts with soap and water and apply proper dressings
6 daily. Well, folks, I think if you've got a child that's
7 in high school, in athletics or in mid-school athletics
8 or in college or in professional athletics of any kind,
9 get them on the oleuropein. It's such a great product,
10 and the oleuropein and the Hurricane, Cell Talk, what a
11 great combination. And what a great gift for somebody,
12 too.

13 All you've got to do is realize if you give
14 your body the tools it needs, it can do wonders. If it
15 lacks those tools, how do you expect it to work? For
16 example, would you ask a carpenter to build a house
17 without a saw and a hammer? You probably couldn't do it.
18 Well, the same thing in the body. Would you ask the
19 immune system to protect your body against all these
20 invasive things that go on from bacteria, viruses, fungi
21 and parasites without the proper tools for the immune
22 system to function? Well, I think the proper tools are
23 oleuropein, Hurricane, Cell Talk.

24 Now, there are additional tools that really
25 help. PC-95, colostrum and vitamin C, all of those are

19

1 resistant bacteria, rare strains of flesh-eating strep
2 and rising HIV rates and deadly outbreaks of viruses such
3 as e-boli, the bird flu, henna, are on the rise,
4 prompting growing concerns amid the medical community and
5 the population at large.

6 Endeavors to slow the tide of increasingly
7 virulent microorganisms has researchers clamoring for new
8 and more potent drugs. While we may be winning some
9 battles, the odds favor our much smaller opponents, he
10 says, which use sheer numbers and genetic variants to
11 outwit our efforts and which may ultimately be the
12 winning -- winning the war.

13 He said increasingly we are finding powerful
14 allies in the plant world. From an evolutionary
15 perspective, our bodies have relied on plants for
16 maintenance and repair. Botanicals, which are the
17 foundation of many pharmaceuticals, are now gaining new
18 respect among researchers and traditional medicine.

19 Modern botanicals are produced by advanced
20 extraction processes. They are highly concentrated
21 substances yielding powerful weapons in the battle
22 against disease while promoting dynamic balance in the
23 organism as a whole. Many herbal products pose a high
24 degree of safety and efficacy without the side effects
25 seen in many pharmaceuticals. And the most powerful

5 (Pages 16 to 19)

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EXHIBIT G

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| 20 | 21 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 product from the Mediterranean, the olive leaf called 2 oleuropein, and it's really recently rekindled interest 3 because scientists and clinicians alike have found its 4 potent medicinal value. And although it's not known 5 exactly how oleuropein acts as an antiviral agent, the -- 6 he said there are several positive mechanisms. 7 Well, I won't go into all those except to say 8 that he points out the viricidal activity was so powerful 9 in the oleuropein that he uses it for most of his 10 patients in Minnetonka, Minnesota. 11 Now, here's the story. Be careful about when 12 you take oleuropein. In other words, protein can have a 13 diminishing effect. It can actually turn off the active 14 mechanism within oleuropein, especially the amino acid 15 lysine, glycine, cysteine and histidine. So, you want to 16 space it away from protein, especially the lysine/proline 17 amino acids. So, space it a couple hours. If you do 18 that, boy, you can get some wonderful results. 19 And he also points out that it's such an 20 important product that when he went into talking about 21 it, he said even his wife, who was critical of a lot of 22 things that he recommended, he said even his wife found 23 great benefit from taking the oleuropein. 24 Well, oleuropein is best taken with water, one 25 hour or more away from food, because of the activity</p> | <p>1 within oleuropein and the amino acids have -- found in 2 protein can actually turn off that mechanism. So, the 3 only caution is take it about an hour or two away from 4 your protein. Well, if you take it on an empty stomach, 5 you don't have to worry about it. That's when I take it, 6 first thing in the morning, with my PC-95, a big glass of 7 water. Give yourself the protection for the day with 8 just five tablets. That's all you've got to do. I mean, 9 you may want to start a little less, because you got to 10 get used to it, but I take five tablets every morning, 11 along with 10 PC-95, first thing in the morning when I 12 get out of bed. I encourage you to do the same thing and 13 see the difference it can make in your life and the 14 benefit that you will get when you go through this 15 season. The cold and flu is nasty this year. 16 JULIE LYNCH: Ooh, is it nasty. 17 ROD BURRESON: If you don't believe me, ask 18 Julie. 19 JULIE LYNCH: Oh, I would not have survived 20 without my oleuropein, my Hurricane and my Cell Talk, let 21 me tell you. 22 And you can call right now to get all of your 23 Roex products at 1-800-645-0010, that's 1-800-645-0010. 24 The website is Roex. Com, R O E X.com. Oleuropein is on 25 special in four and 12-packs, so load up and get your</p> |
| 22 | 23 |
| <p>1 cold and flu fighter pack, oleuropein, Hurricane and Cell 2 Talk. 3 ROD BURRESON: Well, I just want to mention one 4 thing before we go to the calls, that the government 5 spent about a billion dollars on Tamaflu for the bird flu 6 that hasn't gotten here yet, but they don't even know if 7 it works. Isn't that something? 8 JULIE LYNCH: So sad. 9 ROD BURRESON: Yet they'll spend a billion 10 dollars. There has never been, according to the 11 research, there has never been a virus or a bacteria 12 that's been able to mutate around oleuropein olive leaf 13 extract, yet why won't they recommend that? I don't get 14 it. Well, I guess I do, the pharmaceutical industry is 15 so powerful here in America, they're going to get the 16 money no matter whether it's good for you or bad for you. 17 They're going to get the money. 18 Let's go to the calls. 19 JULIE LYNCH: All righty, let's go to Gisella 20 in St. Petersburg, Florida. Gisella, you're live on the 21 air with Rod Burreson. 22 GISELLA: Oh, hello. 23 ROD BURRESON: Hi, Gisella. 24 GISELLA: Yeah, about two years ago I -- they 25 removed one kidney from me because there was a four-</p> | <p>1 centimeter -- centimeter tumor on it. 2 ROD BURRESON: Uh-huh. 3 GISELLA: And I'm doing okay, you know, but 4 when they took a test -- a sonogram the other day, they 5 found that the kidney is enlarged. And I guess that's a 6 normal thing because it has higher workload. 7 ROD BURRESON: Not really. It's not a normal 8 thing, and whoever tells you that doesn't know what 9 they're talking about. 10 GISELLA: Uh-huh. 11 ROD BURRESON: There are about a million 12 nephrons or little urinary factories in each kidney. 13 GISELLA: Mm-hmm. 14 ROD BURRESON: If you lose one kidney, there 15 should be enough production capability in one kidney to 16 give you a satisfactory life all your life. But the 17 problem is today we get the -- the stenosis and the 18 hardening of the glomeruli, those little loops within the 19 nephrons that -- so that the kidney can't function 20 properly. I think if you got on MSM and the 21 Kidney/Bladder Support Formula and Cell Talk -- 22 GISELLA: Uh-huh. 23 ROD BURRESON: -- I think those three would do 24 remarkable things for you and that one kidney you still 25 have left.</p> |

24

1 GISELLA: Mm-hmm.
 2 ROD BURRESON: And shame on that doctor for
 3 removing the kidney just because you had the tumor. Why
 4 didn't they do some other issues first? You know --
 5 GISELLA: Oh, I would -- if I would do other
 6 things first --
 7 ROD BURRESON: Right.
 8 GISELLA: -- now, but now it's gone.
 9 ROD BURRESON: Oh, yeah. And, so, you got to
 10 look to what you can do now to protect that kidney. I
 11 think nutritionally you should drink distilled water --
 12 GISELLA: Uh-huh.
 13 ROD BURRESON: -- you should take the
 14 Kidney/Bladder Support Formula, at least four tablets a
 15 day, because it enhances the ability of those little
 16 nephrons or urinary factories to work. And then take
 17 large amounts of MSM because MSM helps eliminate scar
 18 tissue.
 19 GISELLA: Uh-huh.
 20 ROD BURRESON: And that's another problem, when
 21 you get hardening of those little glomeruli in there,
 22 then they don't allow the blood to -- to go through there
 23 to be purified. So, this is where I think you can really
 24 help yourself. Drink distilled water; take Kidney/
 25 Bladder Support Formula; take the MSM, and Cell Talk is

26

1 ROD BURRESON: Well, yeah, because of stress.
 2 You got the adrenaline issue going on, and the Immortale
 3 is one of the great hormone balancers in the body, but I
 4 think blood pressure has to do with three things.
 5 GISELLA: Mm-hmm.
 6 ROD BURRESON: It has to do with the health of
 7 the artery wall.
 8 GISELLA: Yeah.
 9 ROD BURRESON: It has to do with the health of
 10 the heart. And it has to do with the health of the
 11 kidneys. Well, when you look at all three of those, the
 12 artery wall and the heart, it really requires the
 13 antioxidants proanthocyanidines, which you find the
 14 active ingredient PC-95, and the Lysine/Proline and
 15 vitamin C. That's where the artery wall gets the
 16 flexibility and the ability to expand and contract.
 17 Then of course with the heart, you need the
 18 antioxidants, especially CoQ10 and PC-95 and the
 19 minerals. That's where the heart function comes into
 20 play. And then the kidneys, with the secretion of renin
 21 and the ability of the kidneys to help modulate blood
 22 pressure, that's where the Kidney/Bladder Support
 23 Formula, Cell Talk and MSM come into play.
 24 GISELLA: Uh-huh. Well, is there something
 25 that you shouldn't take?

25

1 remarkable in what it can do in the body. And I'm not
 2 even going to go into what it can do, because that's a
 3 separate show by itself, but I'll tell you this, it will
 4 enhance urine flow.
 5 GISELLA: Yeah, I take the Cell Talk and -- and
 6 some MSM every day, but I guess I have to increase it
 7 ROD BURRESON: Yeah, and take the
 8 Kidney/Bladder Support Formula, it's really good.
 9 GISELLA: Also, on top of it, I have high blood
 10 pressure.
 11 ROD BURRESON: Well, that's not surprising
 12 because of the kidneys. You know, blood pressure -- a
 13 lot of problems with blood pressure come from the kidneys
 14 because it secretes -- it secretes an enzyme called
 15 renin. And renin is directly related to blood pressure.
 16 It's supposed to help modulate blood pressure in the
 17 body. Well, if your kidneys aren't functioning properly,
 18 your blood pressure isn't going to be managed properly,
 19 and the doctor should be smart enough to know that. So,
 20 I think your blood pressure issues will be partially
 21 resolved with getting your kidney to function more
 22 effectively.
 23 GISELLA: Mm-hmm. What -- and what about the
 24 adrenal gland, does that have anything to do with the
 25 blood pressure?

27

1 ROD BURRESON: Yeah, any drugs will affect your
 2 kidneys.
 3 GISELLA: Pardon?
 4 ROD BURRESON: Any drugs will affect your
 5 kidneys.
 6 GISELLA: Yeah, yeah.
 7 ROD BURRESON: And don't drink distilled --
 8 don't drink tap water.
 9 GISELLA: No, I -- I started to drink distilled
 10 water. I had a filter in my refrigerator for a long time
 11 now, and --
 12 ROD BURRESON: That really doesn't do much to
 13 get the chlorine and fluoride out of there.
 14 GISELLA: Yeah.
 15 ROD BURRESON: Drink distilled water.
 16 GISELLA: I did start drinking the -- the
 17 distilled water.
 18 ROD BURRESON: Good.
 19 GISELLA: Mm-hmm.
 20 ROD BURRESON: Well, thanks for your call,
 21 sweetie, and good luck to you.
 22 JULIE LYNCH: Thank you so much, Gisella. The
 23 toll-free number right now to order all of your Roex
 24 products is 1-800-645-0010, that's 1-800-645-0010. The
 25 website is Roex.com, R O E X.com. Oleuropein is on

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| <p>1 special today in four and 12-packs, and don't forget to 2 get your cold and flu fighter pack, that's oleuropein, 3 Hurricane and Cell Talk, three great products at one 4 special price. 5 Let's go right now to Leigh in San Diego. 6 Leigh, you're live on the air with Rod Burreson. 7 LEIGH: Hi. 8 ROD BURRESON: Hi, Leigh. 9 LEIGH: Yes, well, I'm calling about adrenal 10 glands. I have had a really significant problem there 11 for quite a long time. Just quickly background, I've had 12 a lot of health problems for a while that I haven't been 13 able to -- 14 ROD BURRESON: What kind of health problems? 15 LEIGH: Well, I'll just quickly run down the 16 list. Allergies, chronic fatigue syndrome, fibromyalgia, 17 osteo-arthritis, candida. I had a Lyme -- Lyme disease, 18 although I was treated and it seems like it's now a path 19 infection, although I think -- oh, what they told me was 20 -- 21 ROD BURRESON: Well, I think Lyme disease is a 22 viral issue. 23 LEIGH: Yeah -- oh, viral, okay. And -- but 24 the key seems to be what I call crashes. It seems to be 25 the number one thing that is affecting me seems to be my</p> | <p>1 adrenal glands. And what happens is I have two cycles. 2 One is what I call my slow cycle; the other is my fast 3 cycle. Slow cycle is when I am more able to function 4 what I call normally for me, which wouldn't be normal by 5 anybody else's standards, but low energy, and I'm able to 6 get out and do some things and so on and lower pain 7 level, et cetera. And then the fast cycle, which is what 8 I'm kind of -- what I call crashing into now, where 9 basically what happens is my adrenal glands start pumping 10 out tons of -- 11 ROD BURRESON: Adrenaline. 12 LEIGH: Pardon me? 13 ROD BURRESON: Adrenaline. 14 LEIGH: Adrenaline. And that affects 15 absolutely everything, my brain goes, my -- 16 ROD BURRESON: Oh, sure, I know where you're 17 coming from. 18 LEIGH: Yeah. 19 ROD BURRESON: Get on Cell Talk, sweetie, and 20 lots of it. A heaping tablespoon twice a day or more I 21 think would be so helpful, along with the Immortale for 22 Women. And the Immortale for Women, three capsules, 23 three times a day, I think that will really help the 24 balancing of your hormones nutritionally better than 25 anything I know. And I believe you will see some</p> |
| 30 | 31 |
| <p>1 remarkable results. But also -- 2 LEIGH: Hmm. 3 ROD BURRESON: -- because stress is such a 4 incredible problem in the body, be sure you add PC-95 5 every single day. 6 LEIGH: PC-95, okay. 7 ROD BURRESON: Yeah, PC-95. 8 LEIGH: And how much -- 9 ROD BURRESON: Cell Talk and the Immortale for 10 Women. Those are the three I think will make the most 11 difference, and I think they'll make a -- 12 LEIGH: And how much -- 13 ROD BURRESON: -- lot of difference. 14 LEIGH: Thank you. And how much PC-95? 15 ROD BURRESON: Work up to 10 a day and stay 16 there. 17 LEIGH: And where -- I start with one and work 18 to 10? 19 ROD BURRESON: Start with two. And then double 20 it every three to four days. 21 LEIGH: Double three to four days. And -- up 22 to 10. And is all this to be taken on an empty stomach 23 or? 24 ROD BURRESON: Well, you can take it any time 25 you want. The most important thing is to get it in your</p> | <p>1 body. PC-95 -- 2 LEIGH: Yeah. 3 ROD BURRESON: -- is best taken first thing in 4 the morning when you get out of bed. Take a big eight- 5 ounce glass of distilled water and your PC-95. And if 6 you're taking oleuropein, take the oleuropein, too. 7 That's the way to start the day. Then the Cell Talk, I 8 take it with juice before I have my drink -- and before I 9 work out at breakfast. I take a heaping tablespoon of 10 Cell Talk, along with two flour pollen and four 11 Citrigenics I, because I want a lot of energy and a lot 12 of fire when I go into the gym. I have a gym in my 13 house, and when I go in there to work out, by the time 14 I'm finished working out, which lasts about 45 minutes, I 15 could go do it all over again, I've got so much energy. 16 LEIGH: Wow, that's great. 17 ROD BURRESON: And, so, this is what would help 18 you a lot, too. If you do the things that I'm 19 recommending, but I know, Immortale and Cell Talk and -- 20 are so important, and if you've got any issues with 21 energy, and it sounds like you've got a lot of them, and 22 issues with stress, PC-95, Cell Talk -- 23 LEIGH: Mm-hmm. 24 ROD BURRESON: -- and Immortale, I think those 25 three will --</p> |

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| <p>1 LEIGH: And will that -- we're talking about --</p> <p>2 will that help the adrenal gland regulate --</p> <p>3 ROD BURRESON: Absolutely, it helps to modulate</p> <p>4 the hormones.</p> <p>5 LEIGH: Okay, and we're talking all the</p> <p>6 hormones or just the cortisol --</p> <p>7 ROD BURRESON: No, when you say hormones, you</p> <p>8 don't -- that's plural. Try it.</p> <p>9 LEIGH: I was just wondering which hormones</p> <p>10 besides cortisol --</p> <p>11 ROD BURRESON: Why don't you just try it?</p> <p>12 LEIGH: Oh, just try it, okay.</p> <p>13 ROD BURRESON: Okay?</p> <p>14 LEIGH: Okay.</p> <p>15 ROD BURRESON: Don't try to be so scientific</p> <p>16 you screw yourself up.</p> <p>17 LEIGH: Oh, let me tell you why I --</p> <p>18 ROD BURRESON: I know, I know where you're</p> <p>19 coming from.</p> <p>20 LEIGH: -- you know, because for years I tried</p> <p>21 so many --</p> <p>22 ROD BURRESON: Completely. And I'll tell you</p> <p>23 this. If you took melatonin at night, it would help you</p> <p>24 tremendously, as well, because it is a hormonal conductor</p> <p>25 in the body, and it's so important because your body</p> | <p>1 repairs itself at night, both your brain and your body</p> <p>2 repair itself at night.</p> <p>3 LEIGH: Mm-hmm.</p> <p>4 ROD BURRESON: So, this is one of the great</p> <p>5 reasons to take melatonin at night.</p> <p>6 LEIGH: Mm-hmm. Okay.</p> <p>7 ROD BURRESON: Thanks for your call, sweetie.</p> <p>8 JULIE LYNCH: Thank you so much, Leigh, for</p> <p>9 your call. And the toll-free number fight now to order</p> <p>10 all of your Roex products, 1-800-645-0010, that's 1-800-</p> <p>11 645-0010. The website is Roex.com, R O E X.com. And</p> <p>12 oleuropein is on special today in four and 12-packs, and</p> <p>13 get your cold and flu fighter pack, that's oleuropein,</p> <p>14 Hurricane and Cell Talk, three great products at one</p> <p>15 special price.</p> <p>16 Let's go to Cookie in Sierra Madre, California.</p> <p>17 Cookie, you're live on the air with Rod Burreson.</p> <p>18 COOKIE: Hi, good morning. I'm a first-time</p> <p>19 caller, and I'm so -- I really love your program.</p> <p>20 ROD BURRESON: Thank you.</p> <p>21 COOKIE: I'd like -- I'd like to know, sir,</p> <p>22 what is a good product to really detox my system. And,</p> <p>23 also, I'm having problems with my joints. My right</p> <p>24 thumb, it was like clicking a little bit, and I tried to</p> <p>25 squeeze it and I can't bend it all the way. And then I</p> | |
| <p>1 want something for my heart, just for a daily supplement.</p> <p>2 And, also, I have a son that's 22, and I want to know</p> <p>3 what can I recommend for him just to take on a daily</p> <p>4 basis, and me, too. And also my hormones.</p> <p>5 ROD BURRESON: Well, both of you should be on</p> <p>6 the Daily Solutions package, which includes six different</p> <p>7 products. And you get a special price when you order</p> <p>8 that package. It's got PC-95, Ester-C, MSM, oleuropein,</p> <p>9 B-Complex and the calcium mineral formula. And those --</p> <p>10 COOKIE: Uh-huh.</p> <p>11 ROD BURRESON: -- are the basics that your body</p> <p>12 needs, plus you should order the Essential Fatty Acids.</p> <p>13 But because of your issues with the joints and things,</p> <p>14 get on the chicken collagen and hyaluronic acid. It's</p> <p>15 the lubricant for the joints, and it's the proteoglycans</p> <p>16 that are the components of your collagen matrix that not</p> <p>17 only in your joints but all the connective tissue in your</p> <p>18 body.</p> <p>19 COOKIE: Oh, really? Oh, my goodness.</p> <p>20 ROD BURRESON: Absolutely.</p> <p>21 COOKIE: It's called chicken what?</p> <p>22 ROD BURRESON: Chicken collagen.</p> <p>23 COOKIE: Chicken collagen, okay. And what</p> <p>24 about hormones?</p> <p>25 ROD BURRESON: Well, with the hormones,</p> | <p>1 Immortale and Cell Talk.</p> <p>2 COOKIE: Okay, all right. And, now, this also,</p> <p>3 Daily Solutions, is that good for a young person, a young</p> <p>4 guy --</p> <p>5 ROD BURRESON: Absolutely.</p> <p>6 COOKIE: Okay.</p> <p>7 ROD BURRESON: It's good for anybody -- well, I</p> <p>8 can tell you, if they're old enough to swallow the</p> <p>9 tablets, it's good for them.</p> <p>10 COOKIE: Yeah, he's a deputy sheriff, and I</p> <p>11 wanted him -- you know, they don't eat like they're</p> <p>12 supposed to --</p> <p>13 ROD BURRESON: Right.</p> <p>14 COOKIE: -- so I want to give him something</p> <p>15 that's going to really, you know, take him through the</p> <p>16 day.</p> <p>17 ROD BURRESON: Get him on the Daily Solutions</p> <p>18 package. Those six products will do more for him than</p> <p>19 just about anything.</p> <p>20 COOKIE: Okay. And one other question. What</p> <p>21 about for the heart?</p> <p>22 ROD BURRESON: Well, the heart, PC-95, CoQ10</p> <p>23 and minerals. That's what the heart's all about.</p> <p>24 COOKIE: And that's in the Daily Solutions,</p> <p>25 sir?</p> | |

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1 ROD BURRESON: Yes, it -- no, the CoQ10 is not,
 2 but the PC-95 and the minerals are.
 3 COOKIE: Okay, got it.
 4 ROD BURRESON: So you have to order separately
 5 the CoQ10.
 6 COOKIE: Okay, all right. Wow, thank you so
 7 very much.
 8 ROD BURRESON: All right.
 9 JULIE LYNCH: Thank you so much, Cookie
 10 ROD BURRESON: Thanks for your call, Cookie.
 11 JULIE LYNCH: We appreciate your call.
 12 ROD BURRESON: What a great name, Cookie.
 13 JULIE LYNCH: That is a great name. And right
 14 now I want everyone to know that you can call and order
 15 your Roex products at 1-800-645-0010. That's 1-800-645-
 16 0010. The website is Roex.com, R O E X.com. Oleuropein
 17 is on special in four and 12-packs, so load up. You can
 18 also get your cold and flu fighter pack today at a very
 19 special price, that's oleuropein, Hurricane and Cell
 20 Talk.
 21 Let's go to Reuben in Miami. Reuben, you're
 22 live on the air with Rod Burreson.
 23 REUBEN: How you doing, Rod?
 24 ROD BURRESON: Hell, Reuben.
 25 REUBEN: How's everything? How you doing,

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1 Europe for defatting the liver and for helping the liver
 2 replicate healthy cells. And then Beta-Sitosterol is the
 3 most incredible product for any kind of viral issue
 4 within the liver specifically. And then the last thing,
 5 Choline Bitartrate because it helps with the key being
 6 the cholesterol and emulsification state that comes from
 7 the liver so your body can use it. So, those are the
 8 three that I think make the most difference for the liver
 9 specifically.
 10 And then for the prostate and the testicles, I
 11 believe that he should also go to the doctor and get a
 12 blood test. Have them test the free testosterone; have
 13 them test all the hormones and see where -- what's going
 14 on there. More than likely he's going to be very
 15 deficient in testosterone, and I can tell you, based on
 16 what I know, get him on the Immortale for men and the
 17 Cell Talk. Those are the two that I think will make the
 18 most difference. Plus, Flower Pollen 63 and back to
 19 Beta-Sitosterol again. Those are the ones that I think
 20 will make -- will help nutritionally better than anything
 21 on the planet.
 22 REUBEN: Thanks a lot, Rod.
 23 ROD BURRESON: All right, Buddy
 24 JULIE LYNCH: Thank you.
 25 ROD BURRESON: Call me back in six weeks. I

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1 Julie?
 2 JULIE LYNCH: I'm fine, thank you.
 3 REUBEN: Yes, Rod, I'm calling for a friend.
 4 The doctor told him that he has too much grease in his
 5 liver and also --
 6 ROD BURRESON: Too much what?
 7 JULIE LYNCH: Grease.
 8 REUBEN: I don't know what the scientific term
 9 for too much like grease, I don't know if it's too much
 10 bile or something, too much toxins?
 11 ROD BURRESON: Too much fat in the liver.
 12 REUBEN: Yeah, well, exactly, but the way he
 13 described it was too much grease.
 14 ROD BURRESON: (Laughter).
 15 REUBEN: And also he has a lot of pain in his
 16 testicles, and he's a professional piano player, and the
 17 doctor told him it's because he sits too much.
 18 ROD BURRESON: Well, it sounds to me like he's
 19 got issues with a prostate, because, you know, when you
 20 sit a lot, you sit on the prostate. And, so, with
 21 regard to the liver, without a doubt, the best single two
 22 products that I know of, and if you want to go all the
 23 way, three products, that really help the liver function
 24 properly, I think that you will be remarkably impressed.
 25 Livalon, the most unbelievable product used in

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1 want to hear.
 2 REUBEN: Okay.
 3 ROD BURRESON: I want to hear if the piano
 4 player is sitting normally now.
 5 REUBEN: I will. Will do.
 6 ROD BURRESON: All right. Thanks, Reuben.
 7 JULIE LYNCH: Thank you, Reuben. We appreciate
 8 your call. And the toll-free number to order your Roex
 9 products is 1-800-645-0010. That's 1-800-645-0010. The
 10 website is Roex.com, R O E X.com. Get your oleuropein on
 11 special in four and 12-packs and your cold and flu
 12 fighter pack. Oleuropein, Hurricane and Cell Talk, three
 13 great products at one special price.
 14 ROD BURRESON: You know, Julie, for all the
 15 listeners, this is one of the reasons why WOW is so
 16 incredible. Because if your colon is full and you're not
 17 excreting properly, it puts pressure on the uterus, it
 18 puts pressure on the prostate, it puts pressure on the
 19 different organs down there because there's only so much
 20 room in the abdomen, right?
 21 JULIE LYNCH: Yep.
 22 ROD BURRESON: Well, if it's full of feces,
 23 think about the pressure it puts on all the different
 24 organs in there. Well, that's why WOW is so
 25 unbelievable, and if you get that stuff out of the body,

| | 40 | 41 |
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| <p>1 your body can function much more effectively. 2 JULIE LYNCH: Let's go to John in Phoenix. 3 John, you're live on the air with Rod Bureson. 4 JOHN: Good morning. Rod, I want you to know 5 that I really appreciate the hard work you've done in 6 making quality products. 7 ROD BURESON: Thank you, John. 8 JOHN: I'm probably on 25 or more different 9 products, and they've helped me a lot. 10 ROD BURESON: Good. 11 JOHN: I have better health every day, better 12 and better. 13 ROD BURESON: Me, too. 14 JOHN: What I'm calling about is my daughter, 15 but real quick, could I ask you first -- 16 ROD BURESON: Sure. 17 JOHN: -- I take so many of them, and there's 18 different times, you know, on empty stomachs or before 19 meals and you mentioned taking the oleuropein with the 20 PC-95. 21 ROD BURESON: Yeah. 22 JOHN: Would it also be okay to take like the 23 Lysine and some of the other things? 24 ROD BURESON: No. No. 25 JOHN: No?</p> | <p>1 ROD BURESON: Do not take the Lysine or the 2 whey protein with oleuropein, because it has an ability 3 to turn off the viricidal activity of oleuropein. 4 JOHN: Mm-hmm. 5 ROD BURESON: And, so, you don't want that to 6 happen. You want to get the most benefit out of the 7 oleuropein. It's best to take the oleuropein on an empty 8 stomach or at least one or two hours away from protein. 9 JOHN: Okay. 10 ROD BURESON: And Lysine. 11 JOHN: Okay. Well, all right, so I'll get to 12 my daughter. She's 31, and this is like doctor abuse, as 13 far as I can see. She was having a hyperactive thyroid, 14 so the medical community said, well, the only thing to do 15 is take your thyroid out, and I -- 16 ROD BURESON: Well, that's because they're a 17 bunch of morons. 18 JOHN: I know, I fought her on that, but get a 19 load of this, they gave her radiation tablets. 20 ROD BURESON: Right. 21 JOHN: And said, now, you can't be around 22 anybody else for 24 hours because even to be around other 23 people will radiate their thyroid, too. 24 ROD BURESON: Exactly. 25 JOHN: So, she did it, and then of course she's</p> | |
| <p>1 on a replacement -- hormone replacement for the rest of 2 her life, and that's been about five years ago. And now 3 she's come around, she'd never do that now, but it's a 4 little late. 5 ROD BURESON: Right. 6 JOHN: The problem she's having is skin 7 problems, acne and like that, and I told her the same 8 thing that you've been -- I repeat what you say. 9 ROD BURESON: Good. 10 JOHN: And, you know, to cleanse the kidney and 11 all that because the skin is like an extra kidney, and 12 she said the problem she's having is that she has an 13 allergic reaction to milk thistle or yellow dock or 14 burdock. And I tried -- got her to try -- 15 ROD BURESON: Well, she may have -- she may 16 think she's having allergic reaction when, in fact, she's 17 probably having skin breakouts. 18 JOHN: Mm-hmm. 19 ROD BURESON: Because it's probably releasing 20 a lot of junk from the liver. 21 JOHN: Okay. 22 ROD BURESON: And many times when you take a 23 nutritional supplement that has the ability to detox, if 24 you don't drink enough water, believe me, you can get 25 skin upheavals and all kinds of breakouts.</p> | <p>42</p> <p>1 JOHN: (Inaudible). 2 ROD BURESON: And you think, oh, my God, I 3 can't do that. Well, in fact, if it -- if nothing 4 changes, it's probably not doing any good. 5 JOHN: Well, that makes sense. 6 ROD BURESON: So, I think that the big issue 7 is she's probably detoxing a lot faster than her body's 8 ability to process it. 9 JOHN: Okay. So, she should probably take 10 something to help her with that? 11 ROD BURESON: I don't know -- yeah, I don't 12 know anybody that's ever been allergic to milk thistle 13 extract or silymarin. I don't know anybody, but I can 14 tell you based on all the scientific research I've read 15 out of Europe, it is the most incredible product, Livalon 16 is the most incredible product to detoxify the liver. 17 JOHN: Mm-hmm. 18 ROD BURESON: And you know she's got terrible 19 problems with the liver just because of the thyroid issue 20 when she went through the radiation of the thyroid. The 21 thyroid is -- secretes T3 and T4, and she's taking 22 synthetic thyroid medication now, where does she think 23 the residue is going? It goes in the liver. 24 JOHN: Sure, it's killing her is what it's 25 doing.</p> <p>43</p> | |

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1 ROD BURRESON: Yeah. Well --

2 JOHN: What would you recommend that she do,

3 then?

4 ROD BURRESON: Well, that's a touchy deal, and

5 I'm not sure I'm qualified to even comment on that. If

6 it were my own daughter, I'd probably do a detox program,

7 number one. I would also look into some scientific

8 research on what happens when you take Synthroid, you

9 know, because Synthroid is what she's probably on, right?

10 JOHN: No, she's on Lavoxal? Lavoxal, yeah,

11 that's it. I think it's Lavoxal.

12 ROD BURRESON: Well, it's probably a synthetic

13 version of Synthroid.

14 JOHN: Probably.

15 ROD BURRESON: Well, it's a synthetic version

16 of Thyroxin, I'll put it that way. Okay.

17 JOHN: Okay.

18 ROD BURRESON: So, you have to find out what

19 the problems are associated with that. She can go to the

20 pharmacist and find out what the side effects are, and

21 then you can work backwards from there, because they know

22 what the problems are associated with taking any of these

23 medications. Then you work backwards and find out what

24 you need to do to protect yourself against it.

25 JOHN: Well, that makes sense. I know a doctor

46

1 ROD BURRESON: Oh, sure.

2 JOHN: And she tried that and it gave her

3 diarrhea.

4 ROD BURRESON: Well, that doesn't mean

5 anything. You know, just because she got diarrhea

6 doesn't mean a thing. Cayenne is the most healing herb

7 you can put inside your body.

8 JOHN: Uh-huh.

9 ROD BURRESON: When people get different

10 reactions, they think, oh, my God, I can't take that.

11 Well, they got to look at what's going on inside the

12 body. And cayenne, being the most healing herb you can

13 put in your mouth, why wouldn't everybody be taking

14 cayenne? Everybody.

15 JOHN: I agree.

16 ROD BURRESON: It's the most healing herb you

17 can put in your mouth. Pretty interesting, isn't it?

18 JOHN: It's very interesting. People like you

19 are making America healthy.

20 ROD BURRESON: Well, I'm -- we're sure trying,

21 that's for sure, John, I'll tell you that. And I wish

22 you the very best for your daughter, but get her on PC-

23 95, because all drugs create free radicals. PC-95 is the

24 most powerful free radical scavenger and neutralizer on

25 the planet. It'll help her a lot.

45

1 friend of mine who is a natural path. said if she goes

2 through with this, it's the beginning of the end for her.

3 ROD BURRESON: Go through with what?

4 JOHN: But she was young -- what? Oh, with the

5 taking out the thyroid.

6 ROD BURRESON: Well, she already did.

7 JOHN: Oh, she did, but that was -- I was

8 trying to stop her from doing it, but she -- she was

9 young and thought doctors knew everything and --

10 ROD BURRESON: Right.

11 JOHN: -- Pop knew nothing. So . . .

12 ROD BURRESON: Well, that's the sad part. You

13 pay the penalty for not understanding what's going on

14 before you make a decision.

15 JOHN: Yep.

16 ROD BURRESON: But, you know, you can't look

17 backwards now, you got to look forwards, and I think that

18 what I would do if it were me, I'd be on Immortale for

19 her, I'd be on Immortale and Cell Talk. Those are the

20 two that I think are so important.

21 JOHN: Yes, I agree.

22 ROD BURRESON: Yep.

23 JOHN: Well, also, symptomatically, I said,

24 well, why don't you try some cayenne, because it will

25 help, you know, internally.

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1 JOHN: Well, I'll sure do that.

2 ROD BURRESON: All right, John. Thanks for

3 your call.

4 JULIE LYNCH: John, we thank you so much. The

5 toll-free number right now to order all of your Roex

6 products, 1-800-645-0010. That's 1-800-645-0010. Your

7 account managers are standing by right now to help you.

8 You can also go to the website, Roex.com, R O E X.com.

9 Get your oleuropein on special in four and 12-packs and

10 the Cold and Flu Fighter Pack is at a great price,

11 oleuropein, Hurricane and Cell Talk.

12 ROD BURRESON: You know, I got to tell you, I

13 wish we could merge the orthodox medical community with

14 the nutritional community. We'd have the best healthcare

15 system in the world, because today -- think about this,

16 here's a young girl, 31 years old, the doctors radiated

17 or killed her thyroid with radiation, and now she's in a

18 mess. And she's only 31 years old.

19 JULIE LYNCH: That's so sad.

20 ROD BURRESON: Shame on that doctor, number

21 one, because if you got hyperthyroidism, you got to find

22 out what the problem is. You don't kill the gland. I

23 mean, think about this, folks. You got to get more

24 proactive in your own body, and John is so right when he

25 said he tried to talk her out of it, but she wouldn't

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1 listen, because she thought the doctors knew everything
 2 and he didn't know anything. Well, let me tell you
 3 something, today, you got a 50/50 chance of getting the
 4 right information from your doctor.
 5 JULIE LYNCH: That's right. Let's go to
 6 Dorothy in Memphis, Tennessee. Dorothy, you're live on
 7 the air with Rod Burreson.
 8 DOROTHY: Thank you for taking my call.
 9 ROD BURRESON: Hi, Dorothy.
 10 DOROTHY: How's everybody? Good. I'm calling
 11 for my sister. She's on the line, I want her to talk to
 12 you.
 13 ROD BURRESON: Okay.
 14 SISTER: Okay, I'm the -- reason for calling is
 15 I'm trying to find out if there is anything I can do
 16 about my eyes. I am completely blind in my left eye, and
 17 my right eye I have had scar tissue removed, I've had
 18 cataracts removed and now they say I have glaucoma. So,
 19 each day it's getting worse and worse. I'm almost blind
 20 completely.
 21 ROD BURRESON: Wow.
 22 SISTER: And I was trying to see if there is
 23 anything I could take to help my sight.
 24 ROD BURRESON: I think so, and I think you
 25 could do a lot for your eyes, especially the one that you

50

1 surprised.
 2 SISTER: Okay.
 3 DOROTHY: Rod, you said PC-95?
 4 ROD BURRESON: For Your Eyes Only.
 5 DOROTHY: Your Eyes Only.
 6 ROD BURRESON: Hyaluronic acid.
 7 DOROTHY: (Inaudible).
 8 ROD BURRESON: DHA and MSM.
 9 DOROTHY: MSM, okay.
 10 SISTER: Okay, I'm on a lot of medicine
 11 ROD BURRESON: Well, I -- you're talking to the
 12 wrong guy here. I don't like them.
 13 SISTER: Oh, okay.
 14 ROD BURRESON: Okay.
 15 SISTER: Well, my thing is will that interfere
 16 with any of them?
 17 ROD BURRESON: I don't know. I don't know the
 18 answer to that, because I don't know what you're on, I
 19 don't know what the issues are, but I can tell you this,
 20 if you've been following the orthodox medical community
 21 and you're going blind, you better do something
 22 different.
 23 SISTER: Okay.
 24 DOROTHY: She's a diabetic, for one.
 25 SISTER: Well, yeah, I'm diabetic. It's not

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1 still got some sight in. Now, I don't know about the
 2 other one, but you never know.
 3 SISTER: Yeah.
 4 ROD BURRESON: PC-95.
 5 SISTER: Okay.
 6 ROD BURRESON: For Your Eyes Only, it's a
 7 special formula, specific for the eyes.
 8 SISTER: Uh-huh.
 9 ROD BURRESON: Hyaluronic Acid and DHA. Those
 10 are the four products that I think will make the most
 11 difference, give you the best benefit. But also add
 12 large amounts of MSM because it inhibits scar tissue.
 13 SISTER: Uh-huh.
 14 ROD BURRESON: So, there's five products for
 15 your eyes that I think will make a big difference. And
 16 I'll bet you, if you'll start taking -- ramp up, start
 17 slowly but --
 18 KEVIN: One minute.
 19 ROD BURRESON: -- larger and larger amounts,
 20 where you're up to at least eight tablets of each a day,
 21 call me in two months, and I wanna hear and I want all
 22 the people to hear, whether you've had any improvement or
 23 not.
 24 SISTER: Okay.
 25 ROD BURRESON: I think you're gonna be quite

51

1 necessarily --
 2 ROD BURRESON: Well, if you're diabetic, get on
 3 Optima-100, sweetie. Help your body manage your blood
 4 sugar.
 5 (Music playing.)
 6 SISTER: Well, my blood sugar is really under
 7 control --
 8 ROD BURRESON: Well, it's under control --
 9 you're a diabetic.
 10 SISTER: Yes.
 11 ROD BURRESON: Okay, sweetie. Thanks for your
 12 call.
 13 JULIE LYNCH: And thank you so much for
 14 calling. The toll-free number right now to order all of
 15 your Roex products, 1-800-645-0010, that's 1-800-645-
 16 0010. The website is Roex.com, R O E X.com. Get your
 17 oleuropein in four and 12-packs, and don't forget to get
 18 the Cold and Flu Fighter Pack, oleuropein, Hurricane and
 19 Cell Talk.
 20 Rod Burreson, thank you so, so much.
 21 ROD BURRESON: Well, thank you, Julie. And
 22 thanks to all you callers and listeners. And, you know,
 23 the eyes are very important to me, so I know more about
 24 them than you might think, because I only got one good
 25 eye myself. Try that formula, I think it will help

13 (Pages 48 to 51)

For The Record, Inc.

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EXHIBIT G

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1 tremendously. We love you, have a great day, and don't
 2 forget, the cold and flu sucks, so get on oleuropein,
 3 Hurricane and Cell Talk. We love you, see you tomorrow.
 4 (Whereupon, the show concluded.)
 5 KEVIN: Good show.
 6 (Whereupon, the recording was concluded.)

1 CERTIFICATION OF TYPIST

2
 3 MATTER NUMBER: 0723076
 4 CASE TITLE: ROEX
 5 TAPING DATE: JANUARY 23, 2007
 6 TRANSCRIPTION DATE: NOVEMBER 3, 2008

7
 8 I HEREBY CERTIFY that the transcript contained
 9 herein is a full and accurate transcript of the tapes
 10 transcribed by me on the above cause before the FEDERAL
 11 TRADE COMMISSION to the best of my knowledge and belief.

12 DATED: NOVEMBER 4, 2008

13 SARA J. VANCE

14 CERTIFICATION OF PROOFREADER

15
 16 I HEREBY CERTIFY that I proofread the transcript for
 17 accuracy in spelling, hyphenation, punctuation and
 18 format.

19 WANDA J. RAVER

In the Matter of:

Roex, Inc.

January 8, 2007

Roex.com Radio Show - Epithelial Tissue Support

Condensed Transcript with Word Index



For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555

1 OFFICIAL TRANSCRIPT PROCEEDING
 2 FEDERAL TRADE COMMISSION
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 9
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 11 TRANSCRIBED: DECEMBER 4, 2008
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 20 ROEX.COM RADIO SHOW
 21 THE TRUTH ABOUT NUTRITION: EPITHELIAL TISSUE SUPPORT
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 4 RADIO SHOW: PAGE:
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1 FEDERAL TRADE COMMISSION
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 3 In the Matter of:)
 4 Roex) Matter No. 0723076
 5)
 6 -----)
 7 January 8, 2007
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 11 The following transcript was produced from a
 12 CD-ROM provided to For The Record, Inc. on November 18,
 13 2008.
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1 P R O C E E D I N G S
 2 - - - - -
 3 (Pre-show chatter.)
 4 JULIE LYNCH: It's epithelial tissue support?
 5 ROD BURRESON: Yeah. The soft tissue support
 6 package will be epithelial tissue support, MSM and
 7 vitamin C.
 8 JULIE LYNCH: Okay. And there's a special
 9 price on it?
 10 ROD BURRESON: Yeah.
 11 JULIE LYNCH: So, Kevin?
 12 KEVIN: Yes.
 13 JULIE LYNCH: Do you want to just tell me in
 14 the -- if you're going to go out of order, tell me in the
 15 comment line?
 16 KEVIN: Sure, I'll probably go in order, and I
 17 always select, you know, ahead of time, so whatever's red
 18 is next.
 19 JULIE LYNCH: Okay.
 20 KEVIN: You have a color monitor, right?
 21 JULIE LYNCH: Yeah.
 22 KEVIN: Yeah, whatever's red will be next.
 23 JULIE LYNCH: Okay.
 24 KEVIN: The only time I go out of order if
 25 there's somebody is on topic.

4

1 JULIE LYNCH: Exactly. And -- or if someone
 2 has a testimonial.
 3 KEVIN: Right, if they're good. In other
 4 words.
 5 ROD BURRESON: Yeah, right.
 6 JULIE LYNCH: Yeah.
 7 KEVIN: We say in the trade.
 8 ROD BURRESON: Okay, we're on the computer.
 9 KEVIN: And in two minutes, we'll be on the
 10 satellite.
 11 Just warming up the boys in the band here.
 12 (Music playing.)
 13 KEVIN: One minute.
 14 Thirty seconds. Have a good show.
 15 EPIHELIAL TISSUE SUPPORT RADIO SHOW
 16 (Music playing.)
 17 JULIE LYNCH: Welcome to the Truth about
 18 Nutrition with Rod Burreson. I am your host, Julie
 19 Lynch, and we are broadcasting live from ABC Studios here
 20 in New York City.
 21 Rod Burreson is a nationally recognized expert
 22 in nutrition, exercise and rehabilitation. He is the
 23 author of Never, Ever, Ever Give Up, Health is on the
 24 Way. He's also the recipient of the Albert Schweitzer
 25 Humanitarian Award and the Ambassador of Peace Award.

6

1 cover all body surfaces inside and outside and are the
 2 major tissues of glands and organs.
 3 Because epithelial tissue covers organs and
 4 forms the inner lining of many body cavities and lines
 5 the hollow organs, it always has a free surface. So the
 6 epithelial tissue always has a free surface, and one that
 7 is exposed to the outside or to the open space
 8 internally, so you understand what the difference is
 9 between epithelial tissue and muscle tissue, for example.
 10 Unlike many tissues, you actually get exposed
 11 to the -- surface of the body starts with epithelial
 12 tissue, because that's the skin, right? Well, skin is
 13 epithelial tissue. Your skin's the largest organ of your
 14 body, so its epithelial tissues cover the most ground.
 15 Skin epithelial is truly your first line of defense
 16 against the outside physical world, creating a barrier
 17 like none other found in the body.
 18 But epithelial tissues go much deeper than
 19 what's just on the surface of your skin. Epithelial
 20 tissue encases every part of your body, including body
 21 cavities. They serve to protect, and they also perform
 22 other important duties, like secretion, absorption and
 23 excretion.
 24 So, you can think of epithelial tissue as the
 25 critical parts of all body tissue. As a rule, epithelial

5

1 And, of course, he's the founder of Roex, Incorporated.
 2 If you have questions for Rod, you can speak
 3 with him directly at 1-800-429-PC95, that's 1-800-429-
 4 7295. That's right, we are live, and we are taking your
 5 calls right now at 1-800-429-7295.
 6 How are you doing today, Rod?
 7 ROD BURRESON: Hell, Julie, I'm doing great.
 8 And hello to all the listeners. And it feels so good to
 9 feel good. When you feel good, nothing seems to bother
 10 you. If you don't feel good, everything seems to bother
 11 you.
 12 You know, ever since time began a war has been
 13 going on in the body, especially in the tissues.
 14 President Clinton is a good example of one of today's big
 15 problems in the human body after surgery. What is it?
 16 Scar tissue. A year after his bypass surgery, he had to
 17 come in -- or the doctors had to go in and remove scar
 18 tissue. So, scar tissue is a big factor. And what
 19 supports the body against scar tissue encroachment, I'll
 20 call it? Epithelial tissue support.
 21 You know, there are -- in the tissues of the
 22 body, there are four major types. Epithelial, connective
 23 tissue, muscle tissue and nerve tissue. Well, epithelial
 24 tissues are widespread throughout the body. They're
 25 really called the soft tissues of the body. And they

7

1 tissue has no blood vessels. Isn't that interesting?
 2 JULIE LYNCH: Yeah.
 3 ROD BURRESON: But they are nourished by
 4 substances that diffuse from underlying connective
 5 tissue, which are well supplied with blood vessels. So,
 6 epithelial tissue cells routinely reproduce, and they
 7 start -- some of the epithelial tissue can reproduce
 8 starting in as little as 24 hours.
 9 Now you know how important it is to make sure
 10 you get healthy tissue, especially if your body has gone
 11 through bruise injury, surgery or some other impact on
 12 the body, or broken bones or teeth extraction. All that
 13 has to do with epithelial tissue, so you want that new
 14 tissue to develop, starting right away with healthy
 15 tissue, right?
 16 Well, the three most important products we have
 17 in our arsenal are the epithelial tissue support product,
 18 MSM and vitamin C. Those are the three, and I call it
 19 the soft tissue support pack, and if you want to have any
 20 idea how great it is and how wonderful it works, just ask
 21 a mother who has gone through Caesarean section and the
 22 scar tissue that builds up after that surgery, after the
 23 removal of that child, think about it, it's kind of
 24 almost like a belt of scar tissue develops there.
 25 Well, so many women would benefit from taking

8

9

1 the epithelial tissue support pack plus MSM and vitamin
 2 C. And I can tell you, it works. And all you people out
 3 there that are contemplating surgery of any kind, you
 4 want to get that package, and especially the epithelial
 5 tissue support, because it really does enhance the body's
 6 ability to replicate healthy cells. And that's what it's
 7 all about, and we got a special price today on both the
 8 epithelial tissue support product and the soft tissue
 9 support package.

10 JULIE LYNCH: And you can call right now, 1-
 11 800-645-0010, that's 1-800-645-0010. That's the toll-
 12 free number to order all of your Roex products, and your
 13 account managers are standing by right now to help you.
 14 You can also go to the website, Roex.com, R O E X.com.
 15 That soft tissue support pack is epithelial tissue
 16 support, MSM and vitamin C, all at one special price.
 17 You can also get the epithelial tissue support in four
 18 and 12-packs on special.

19 ROD BURRESON: Well, have you ever gone to the
 20 doctor with chest pains and the doctor does all the tests
 21 and says, you know what, there's nothing wrong with you,
 22 yet the chest pains remain. Well, more than likely, the
 23 problem is epithelial tissue is gone awry or is not
 24 replicating properly, because if you understand that
 25 there -- the epithelial tissue is really four different

1 kinds of tissue in the body, it's serous membranes, which
 2 line the closed cavities of the body, like your lungs and
 3 your heart.

4 And then, of course, it's the mucus membranes
 5 that line the open cavities of your body. And then
 6 there's a fluid called the serous fluid that cushions the
 7 serous membranes so when your heart beats or you breathe
 8 and you get that pain, the problem is probably lack of
 9 serous fluid or serous membrane. And that's where
 10 epithelial tissue support shines, because it enhances the
 11 body's ability to manufacture those tissues. And of
 12 course all four major aspects of epithelial tissue,
 13 serous membranes, mucus membranes, serous fluid and skin.

14 And, so, we put together a very unique, new and
 15 improved, epithelial tissue support product. And how is
 16 it new and improved? Well, we added a product called
 17 PEAK ATP, adenosine triphosphate, and then we increased
 18 the amount of pomegranate extract. And it supports the
 19 healthy replication of epithelial tissue in the body.

20 Before I go into why we put those two in there,
 21 I want to tell you about the epithelial tissue support
 22 product, because if you nutritionally support the body,
 23 many times you can enhance within 24 hours the body's
 24 ability to manufacture healthy soft tissue cells. The
 25 products help to support the body after physical trauma

10

11

1 and surgery.

2 And for all the women out there, if you've got
 3 problems associated with endometriosis, have you tried
 4 the epithelial tissue support and MSM? Well, before we
 5 get done today, you're going to hear why it works so
 6 good.

7 But epithelial tissue support helps beautify
 8 and repair and regenerate cells, tissues and skin. And,
 9 of course, all the people out there with scar tissue, you
 10 know what kind of problem that is. With stretch marks
 11 after -- especially after pregnancy or all you weight-
 12 lifters and bodybuilders, you get the stretch marks when
 13 you get the muscle expansion. And, of course, so many
 14 skin upheavals, like psoriasis, keratosis and crusty
 15 scales, aging, wrinkled skin, papules. Anybody know what
 16 papules are?

17 JULIE LYNCH: Un-nuh.

18 ROD BURRESON: Pimples. And warts. All of
 19 those come into play with regard to the skin. So, it's
 20 very important to help your body repair the squamous
 21 epithelial tissue and the dermis and epidermis tissue,
 22 especially if you've had any kind of surgery or accident
 23 or skin abrasion and/or laser surgery of any kind. Tooth
 24 extraction, all of that comes into play.

25 Every single surgeon should recommend the Roex

1 epithelial tissue support pack when they do surgery,
 2 because after the surgery, scar tissue is one of the
 3 biggest problems. Scar tissue and, of course, the
 4 problem with the bacteria and viruses that you get in the
 5 hospital, right? Well, the scar tissue support pack
 6 won't affect the latter part, but it sure -- certainly
 7 will help with the body's ability to build healthy cells.

8 Now, why did we put epithelial tissue support
 9 new and improved with higher ATP? Well, I'll tell you
 10 what, ATP within the body's tissues increases energy
 11 production within the cell. And in the blood, ATP
 12 improves blood vessel tone and increase vasodilation, can
 13 have a strong influence on your blood pressure. But it
 14 also helps in delivering more glucose and nutrients and
 15 oxygen throughout the body, without affecting your blood
 16 pressure or heart rate.

17 Unfortunately, as with many other physiological
 18 processes in the body, body levels of ATP decline with
 19 age. And these declines in ATP stores are associated
 20 with impaired organ and muscle function. So, I encourage
 21 everybody out there, if you have any idea how wonderful
 22 the epithelial tissue support pack is, just think about
 23 it, and if you want to learn about ATP, which is
 24 adenosine triphosphate, that's the fuel for the cell.

25 The cell doesn't work if it doesn't got ATP. Of course

| | | |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 12 | <p>1 the cell doesn't work if you don't have CoQ10 either.</p> <p>2 So, you might want to add CoQ10, if you really want to</p> <p>3 have that energy for the cell, because that's a spark for</p> <p>4 the fuel in the cell.</p> <p>5 Now, I was looking at the pomegranate, you</p> <p>6 know, we added pomegranate extract in there. Do you know</p> <p>7 what pomegranate extract is really known as?</p> <p>8 JULIE LYNCH: What?</p> <p>9 ROD BURRESON: Jewel of winter.</p> <p>10 JULIE LYNCH: Oh, I love it.</p> <p>11 ROD BURRESON: Isn't that something? It's</p> <p>12 recently been acclaimed for its health benefits in</p> <p>13 particular for disease fighting antioxidant potential.</p> <p>14 And preliminary studies suggest that pomegranate extract</p> <p>15 may contain almost three times the total antioxidant</p> <p>16 activity of green tea or red wine. Of course it doesn't</p> <p>17 touch PC95, but you know how important that is.</p> <p>18 Well, it's been used in folk medicine for</p> <p>19 years, and it's been used to treat inflammation, sore</p> <p>20 throats and rheumatism. And for centuries in the Middle</p> <p>21 East, India and Iran, the pomegranate is about the size</p> <p>22 of an orange or an apple and been used so often to help</p> <p>23 the body replicate healthy cells and to overcome issues</p> <p>24 associated with certain inflammations, especially in the</p> <p>25 throat area.</p> | 13 |
| 14 | <p>1 ROD BURRESON: Endometriosis sometimes runs in</p> <p>2 families, and it's more likely to occur in women who have</p> <p>3 their first baby after age 30 who have never had a baby</p> <p>4 or who are Asian decent or who have structural</p> <p>5 abnormalities of the uterus.</p> <p>6 JULIE LYNCH: Hmm.</p> <p>7 ROD BURRESON: The cause of endometriosis is</p> <p>8 unclear, but there are several theories. Small pieces of</p> <p>9 the uterine lining that are shed during menstration</p> <p>10 [sic] may flow backward through the fallopian tubes</p> <p>11 toward the ovaries, into the abdominal cavity, rather</p> <p>12 than flowing through the vagina and out of the body with</p> <p>13 their menstrual period.</p> <p>14 Cells from the uterine lining, the endometrial</p> <p>15 cells may be transported through the blood or lymphatic</p> <p>16 vessels to another location. Or cells located outside</p> <p>17 the uterus may change into endometrial cells. Common</p> <p>18 locations of misplaced endometrial tissue are the ovaries</p> <p>19 and the ligaments that support the uterus.</p> <p>20 Less common locations are on the outer surface</p> <p>21 of the small and large intestines and the ureters, those</p> <p>22 tubes that carry the urine from the kidneys to the</p> <p>23 bladder. And the bladder, and the urethra, where the</p> <p>24 urine comes from the bladder out the body. And, of</p> <p>25 course, the vagina, as well. And surgical scars</p> | 15 |

4 (Pages 12 to 15)

16

1 great price.
 2 ROD BURRESON: So, I wanna help people better
 3 understand epithelial tissue. Guess -- would you like to
 4 guess some of the organs in which you will find it? How
 5 about the lungs? Yeah. Simple squamous cells in the
 6 lungs are epithelial tissue. How about the stratified
 7 epi-squamous cells in the esophagus? That's the
 8 connective tissue in there.
 9 How about the urinary bladder? The bladder,
 10 it's got transitional epithelial tissue cells. How about
 11 the thyroid gland?
 12 JULIE LYNCH: Hmm.
 13 ROD BURRESON: Small intestines. The trachea.
 14 All of those are epithelial tissue, folks.
 15 JULIE LYNCH: Wow.
 16 ROD BURRESON: Isn't that amazing?
 17 JULIE LYNCH: It is. I never would have
 18 guessed the thyroid.
 19 ROD BURRESON: Right. And the layer of cells
 20 forming the epidermis of the skin and the surface layers
 21 of mucus and serous membranes all are epithelial tissues.
 22 The cells rest on a basement membrane -- a basement
 23 membrane. They lie in close proximity with little
 24 intercellular material between them. And that's why so
 25 many people go to the doctor when they got the chest

18

1 which the cells adjust to mechanical changes such as
 2 stretching and recoiling. This type of tissue is found
 3 only in the urinary system, the renal pelvis ureter --
 4 ureters, bladder and urethra. Isn't that something?
 5 JULIE LYNCH: Yeah.
 6 ROD BURRESON: So, all you guys and gals out
 7 there that go through catheterization, where you have to
 8 use a catheter to urinate, or all you guys out there,
 9 you've gone through trans-urethra resection of the
 10 prostate or prostatectomy, well, they put that catheter
 11 in there. Think about the damage it does to the
 12 epithelial tissue in the urethra.
 13 Well, I know about that because that's how I
 14 came up with the idea of coming up with epithelial
 15 tissue support formula. Why? Because when you go
 16 through the -- all you guys out there that -- and the 400
 17 or 500,000 of these are done every year, TURP surgery.
 18 JULIE LYNCH: Wow, that's amazing.
 19 ROD BURRESON: When they do that, they just
 20 roto-rooter the urethra. They tear it up. I didn't know
 21 that when I -- you know, they scare you into doing what
 22 you should be doing or shouldn't be doing, I don't know
 23 which, but the real issue is they tear up the urethra.
 24 That's epithelial tissue. Now, if it doesn't replicate
 25 property -- properly, what's the big problem? Scar

17

1 pains and they're really worried about having a problem
 2 with their heart. And the doctor checks everything out,
 3 says, you know, I don't know what's going on, but you
 4 don't have a problem. More than likely it's the organ,
 5 the heart or the lungs, rubbing against the thoracic
 6 cavity or the chest cavity, because of a deficiency in
 7 serous membrane or serous fluid. And that allows -- see,
 8 the serous fluid is that lubricant, so when your heart
 9 beats or you breathe every minute of the day, you don't
 10 get that irritation, because the organ isn't rubbing
 11 against the thoracic cavity.
 12 Well, I think a lot of people don't have any
 13 idea how incredibly important all these different areas
 14 are. But do you know that there's called junctional
 15 epithelial, granular epithelial, and, of course,
 16 transitional epithelial. But there are many other ones.
 17 Basement epithelial. And transitional is the zone of
 18 soft tissue attached to the tooth. Isn't that amazing?
 19 JULIE LYNCH: Wow.
 20 ROD BURRESON: It's the gingival cuff. And
 21 when you go to the doctor and you've got gingivitis or
 22 other issues or you got the recession, one of those
 23 problems is the epithelial tissue. It's called the
 24 junctional epithelial tissue. Now, when you go into the
 25 transitional epithelial, a form of stratified epithelial,

19

1 tissue.
 2 Do you know after I had the TURF surgery, a
 3 year later, I had to go through surgery again to remove
 4 scar tissue?
 5 JULIE LYNCH: Oh, gosh.
 6 ROD BURRESON: And I want to tell you, it's not
 7 happy, it's not good. So, I said, there's got to be a
 8 better way. So, I put my head together with a lot of
 9 scientists, and we came up with the epithelial tissue
 10 support formula. Fortunately today, I still have pretty
 11 good urine flow, even though I was worried so much about
 12 the scar tissue reappearing after that second surgery.
 13 And I can tell all the people listening out
 14 there, when you get a blocked urethra, you end up -- if
 15 your toxins can't get out of your body through the urine,
 16 boy, you can be in real trouble, real quick. And, so,
 17 epithelial tissue support formula for both men and women,
 18 for the ureters and the urethra and the bladder, is so
 19 important. I just can't tell you. But most doctors
 20 don't know about it. Therefore, they don't recommended
 21 it. They just tell you, well, you could have a problem
 22 with scar tissue. But they never tell you that before
 23 the surgery.
 24 JULIE LYNCH: Or what that means.
 25 ROD BURRESON: Yeah, right. Well, think about

20

1 your urine system flow shutting down. Now you know what
 2 it means. It means death if you don't solve the problem.
 3 JULIE LYNCH: Ooh.
 4 ROD BURRESON: That's how scary it is.
 5 Epithelial tissue support formula is one of the most
 6 incredible products we've got. And for all you ladies
 7 out there that go through the Botox treatments, why don't
 8 you try epithelial tissue/soft tissue support package
 9 with epithelial tissue support formula, the MSM and
 10 vitamin C. See if it doesn't do what you're really
 11 after, instead of putting that cancer-causing agent in
 12 the corners of your eyes or on your brow or wherever to
 13 paralyze a muscle so it can't cause a wrinkle. Imagine
 14 that.
 15 JULIE LYNCH: It's so scary.
 16 ROD BURRESON: I don't even understand that
 17 whole philosophy. I can't get it. And I don't know how
 18 anybody else can get it, but I guess we're so vain today,
 19 we don't care what the end result is, all we care about
 20 what is the immediate result. Right?
 21 JULIE LYNCH: It's very scary, though.
 22 ROD BURRESON: Yeah.
 23 JULIE LYNCH: Let me tell you, there's been
 24 some serious problems afterwards.
 25 ROD BURRESON: Oh, absolutely. You know, there

22

1 ROD BURRESON: You know, Julie, I got to tell
 2 everybody, all you ladies out there that go to the doctor
 3 because you got -- you end up with endometriosis, the
 4 drugs commonly used to treat endometriosis, a combination
 5 of estrogen, progesterone, oral contraceptives.
 6 JULIE LYNCH: Oh, gosh.
 7 ROD BURRESON: Yeah. Imagine that. Abdominal
 8 bloating, breast tenderness, increased appetite, ankle
 9 swelling, nausea, bleeding between periods and deep vein
 10 thrombosis are just a few of the side effects. Well, how
 11 about the progestins, bleeding between periods,
 12 depression and vaginitis.
 13 How about Danzanol? Well, weight gain, acne,
 14 lowered voice, an increase in body hair, hot flashes,
 15 vaginal dryness, ankle swelling, muscle cramps, bleeding
 16 between periods, decreased breast size, mood swings,
 17 liver malfunction, carpal tunnel syndrome, adverse
 18 effects of cholesterol levels in the blood. And that's
 19 recited on page 1371 in the Merck Manual on medical
 20 information.
 21 Well, does that sound like a solution to you of
 22 endometriosis?
 23 JULIE LYNCH: No way.
 24 ROD BURRESON: It sounds to me like it's
 25 between the devil and the deep blue sea. Try our

21

1 are actresses out there lose their job because they can't
 2 perform their job anymore, because they can't -- they
 3 can't give the facial expressions after going through
 4 Botox?
 5 JULIE LYNCH: Sure.
 6 ROD BURRESON: Amazing, isn't it?
 7 JULIE LYNCH: So scary. They're worse.
 8 ROD BURRESON: Well, folks, epithelial tissue
 9 support formula, at least 25 to 50 percent of all women
 10 aged 25 to 44, all men out there that have had prostate
 11 surgery or TURP surgery, all you people out there with
 12 tooth extraction, all you people out there that have any
 13 kind of surgery, or if you've had bypass surgery, all you
 14 people out there with tooth extraction, you want to get
 15 on the epithelial tissue support pack. And we got a
 16 special price today.
 17 JULIE LYNCH: We certainly do. You can get
 18 your epithelial support package, which is epithelial
 19 tissue support, MSM and vitamin C, all at one special
 20 price by calling right now, 1-800-645-0010. That's 1-
 21 800-645-0010. Your account managers are standing by to
 22 help you right now. You can also go to the website,
 23 Roex.com, R O E X.com. And the epithelial tissue support
 24 is also available in four and 12-packs at a great price.
 25 And --

23

1 product, folks. Let's go to the calls.
 2 JULIE LYNCH: All righty, let's go to Martha in
 3 Miami. Martha, you're live on the air with Rod Burreson.
 4 MARTHA: Hi, happy new year, you guys.
 5 ROD BURRESON: Thank you, Martha.
 6 MARTHA: I just want to let you know that, Rod,
 7 I thank you so much for bringing out this program in
 8 reference to endometriosis. I've been struggling with
 9 this condition for already four to four and a half years.
 10 I go crazy with this condition, but the only thing that
 11 is good in reference to doctors, the conventional
 12 medicine, is the fact that they can diagnose.
 13 ROD BURRESON: Right.
 14 MARTHA: But after diagnosing my condition,
 15 they -- they told me, and they're very cold about it --
 16 they tell you, okay, we're going to put -- we're going to
 17 place you into -- for you to drink -- take birth control
 18 pills. If this doesn't work, then we'll do a D&C. And
 19 if then that doesn't work, we'll just perform a
 20 hysterectomy. I refused to put my body through that.
 21 So, I have learned that the holistic way is
 22 much better, because a lot of women that have
 23 endometriosis. And it's not necessarily because they
 24 don't -- they haven't had any children, because actually
 25 I have a friend of mine who has had three children and

24

1 she suffers the same condition.
 2 ROD BURRESON: Right.
 3 MARTHA: It's actually an estrogen dominance
 4 that the woman goes through, an estrogen dominance. And
 5 in my case, it has to do with -- I went to a
 6 chiropractor, and the area of my pelvic is disbalanced,
 7 so that will trigger off the menstruation and all that
 8 area -- in that area there. And, also, women -- a lot of
 9 women that go through endometriosis has to do -- it has
 10 to do with emotional problems that they have. Maybe they
 11 -- they -- in their subconscious they block it, but maybe
 12 they've been sexually abused when they were little or
 13 they have gone through a termination and it's in there.
 14 So, in that area there, it affects them. I'm very --
 15 ROD BURRESON: Well, there's no question about
 16 it, sweetie, and I can tell you, based on everything that
 17 I know, one of the big problems is the doctors can
 18 diagnose it well, but they can't figure out what to do
 19 about the problem. And you're absolutely right. Try the
 20 epithelial tissue support formula and the MSM and vitamin
 21 C. I think you're going to get some surprising good
 22 results. Thank you for your call.
 23 JULIE LYNCH: Thank you so much, Martha. We
 24 certainly appreciate your call. And the toll-free number
 25 right now to order all of your Roex products is 1-800-

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1 life, man. You know what I'm saying?
 2 ROD BURRESON: Oh, yeah.
 3 MIKE: Yeah, and I jumped up one day, man, and
 4 I just thanked God for some reason. I've been touched,
 5 and I've been exercising, and I don't have these desires
 6 or wants anymore in my life. And I've been listening to
 7 your program down here in Houston for maybe three years
 8 now. And I'm just basically trying to find out what is
 9 it nutritionally that I need to add in my life to just
 10 keep me on the -- you know, to just, you know, stay on
 11 the right path and just to be healthy and just to live a
 12 nice, decent life. I have a situation with halitosis,
 13 and I've heard you talk about how things try to protrude
 14 through the skin in situations like that. Is it anything
 15 that you can elaborate on or tell me about that I can use
 16 here to --
 17 ROD BURRESON: Well, whenever you got
 18 halitosis, Mike, you got an issue with candida based on
 19 your background, in my opinion, but I'm not a doctor, so
 20 keep that in mind.
 21 MIKE: Okay.
 22 ROD BURRESON: But the real issue is if you
 23 want to take the products that really address the basics
 24 of health and nutrition --
 25 MIKE: Right.

25

1 645-0010. That's 1-800-645-0010. The website is
 2 Roex.com, R O F X.com. And you can get your Soft Tissue
 3 Support Package right now. That's epithelial tissue
 4 support, MSM and vitamin C, three great products at one
 5 special price.
 6 Let's go to Mike in Houston. Mike, you're live
 7 on the air with Rod Burreson.
 8 MIKE: Good morning, Rod.
 9 ROD BURRESON: Hello, Mike.
 10 MIKE: How you doing today? Happy new year.
 11 ROD BURRESON: Thank you, the same to you.
 12 MIKE: Good morning, Julie, how are you?
 13 JULIE LYNCH: I'm fine, thank you, Mike.
 14 MIKE: That's great, that's great. Rod, this
 15 is '07, so I like to think of myself as Mike 360, because
 16 I'm about to do a 360-degree turn in the right direction
 17 toward health-wise.
 18 ROD BURRESON: All right.
 19 MIKE: Yeah.
 20 JULIE LYNCH: That's good.
 21 MIKE: And, basically, what I'm calling is for,
 22 Rod, I'm a 35-year-old man here in Houston, and I guess
 23 I've pretty much lived a pretty decent life, but I've
 24 been a party-er, man, a heavy marijuana user, alcohol
 25 user, man, and it's just time for a new leaf (sic) on

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1 ROD BURRESON: -- you want to get on the Daily
 2 Support Package, because you get PC95, Ester-C, MSM,
 3 Oleuropein --
 4 MIKE: Mm-hmm.
 5 ROD BURRESON: -- the calcium mineral formula
 6 and the B-Complex.
 7 MIKE: Yes, sir.
 8 ROD BURRESON: You get them all in a special
 9 price package.
 10 MIKE: Mm-hmm.
 11 ROD BURRESON: In addition to that, add the
 12 essential fatty acids, and I think that will really make
 13 the big difference. But if -- if you're suffering from
 14 halitosis, I think you're suffering from candida from all
 15 the alcohol and everything that you've been using, so get
 16 on the Colon Essentials and more Oleuropein. The
 17 Oleuropein comes in the Daily Solutions package, but add
 18 the Colon Essentials and the EFAs and WOW, W O W, boy --
 19 MIKE: (Inaudible).
 20 ROD BURRESON: -- then I think you're really
 21 going to be on the right track and you're going to help
 22 your body get back into balance, and that's so important,
 23 because halitosis almost always is an issue with either
 24 the gingiva in the mouth or the candida.
 25 MIKE: The --

7 (Pages 24 to 27)

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EXHIBIT H

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1 ROD BURRESON: And I bet you it's candida from
 2 your background.
 3 MIKE: What about the Hurricane, Rod?
 4 ROD BURRESON: Hurricane will help
 5 tremendously. When you take the Colon Essentials --
 6 MIKE: Mm-hmm.
 7 ROD BURRESON: -- Hurricane actually protects
 8 that friendly flora so it can replicate properly in the
 9 body.
 10 MIKE: Okay, okay, and you said that's the --
 11 ROD BURRESON: Daily Solutions --
 12 MIKE: -- Colon Essentials?
 13 ROD BURRESON: -- package.
 14 MIKE: Okay. I have a 14-year-old and a eight-
 15 year-old child, and I was wondering if it was anything
 16 that Roex may have had that I can introduce into their
 17 life as -- you know, far as nutrition is concerned,
 18 because basically here in my home, I mean, we're pretty
 19 much some healthy people that really don't get too sick.
 20 And like I said, I've been listening to this program over
 21 a three-year span now, and I --
 22 ROD BURRESON: Boy, you're a tough one, Mike.
 23 I'm surprised you haven't ordered before now.
 24 MIKE: Well, yeah, I'm surprised myself, and I
 25 listen to so many people call in and listen how things

30

1 young boy.
 2 MIKE: Okay, okay. Okay.
 3 ROD BURRESON: And then for you, you want to
 4 get the Daily Solutions pack, Colon Essentials, and the
 5 EFAs.
 6 MIKE: And the EFAs? Because I'm a salesman,
 7 and when I walk through the door, I don't want to bring
 8 that bad flora with me. I'm so beautiful of a person, I
 9 just don't want that ugly side to tear down my beauty.
 10 ROD BURRESON: You got it, buddy.
 11 MIKE: You see what I'm saying?
 12 ROD BURRESON: Well, thanks for your call,
 13 partner.
 14 JULIE LYNCH: Thank you so much, Mike, we
 15 appreciate your call. And right now today we've got a
 16 great special on the epithelial tissue support in four
 17 and 12-packs. You can also get the soft tissue support
 18 package, that's epithelial tissue support, MSM and
 19 vitamin C, all at one great price.
 20 Call right now, 1-800-645-0010. That's 1-800-
 21 645-0010. Your account managers are standing by right
 22 now to help you. You can also go to the website,
 23 Roex.com, R O E X.com. If you're just tuning in, you're
 24 listening to The Truth about Nutrition with Rod Burreson.
 25 You can speak directly to Rod at 1-800-429-PC95. We've

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1 have worked and stuff like that, and I really want to
 2 bring that into my life and my family's life, man,
 3 because like I say, I've been blessed to make it this
 4 far, and like -- you know, I have a wife, I have
 5 beautiful kids, and I just want to change my life into a
 6 direction where I can live and make sure that they're
 7 happy and we can just live healthy lives. I'm --
 8 ROD BURRESON: Well, you get them all on the
 9 basics of the Daily Solutions pack, but for the young
 10 boys, get them on at least PC95.
 11 MIKE: Mm-hmm.
 12 ROD BURRESON: Ester-C and the Colon Essentials
 13 and Colostrum. Those are the four that I think will make
 14 the most difference for the boys.
 15 MIKE: Even for my eight-year-old?
 16 ROD BURRESON: Absolutely.
 17 MIKE: And that's Colostrum. How are you
 18 spelling that?
 19 ROD BURRESON: C O L O S T R U M.
 20 MIKE: R U M?
 21 ROD BURRESON: And --
 22 MIKE: Okay.
 23 ROD BURRESON: -- you want to get them on Colon
 24 Essentials, which you need, too. Colon Essentials,
 25 Colostrum, PC95 and Ester-C. That's the basic for a

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1 got a line open for you right now. That's 1-800-429-
 2 7295.
 3 Let's go to Rebecca in California. Rebecca,
 4 you're live on the air with Rod Burreson.
 5 REBECCA: Hello, Rod.
 6 ROD BURRESON: Hi, Rebecca.
 7 REBECCA: You know, my daughter had a Caesarean
 8 that didn't go too well, and I've called in before and
 9 gotten tremendous help, but they wanted to put her on
 10 Coumidin, and I've already heard you talk about that, so
 11 instead we went with PC95, 12 of those. And then she had
 12 swelling. She had a lot of fluid in her legs, which was
 13 preventing her from walking. She couldn't even walk when
 14 she finally did leave the hospital eight days later.
 15 So, she was on kidney/bladder. We had on six
 16 of those. The DHAs, EFAs and the coconut oil, six each.
 17 We had Colon Essential powder because they gave her
 18 antibiotics. We had her on vitamin B; Hurricane to try
 19 and get her circulation going; and then we had her on
 20 vitamin C and then Cell Talk. We're still having some --
 21 ROD BURRESON: Yeah, you're doing good, but
 22 don't forget about the epithelial tissue.
 23 REBECCA: Well, that's why I'm calling today --
 24 ROD BURRESON: Yeah.
 25 REBECCA: -- because what has happened is

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1 because she had all of that fluid in her, her feet
 2 swelled, and then there was no place for that fluid to go
 3 to, so then she blistered, and all of that tissue now is
 4 damaged, and a lot of it peeled off, her, you know, the
 5 bottom of her feet.
 6 ROD BURRESON: Right.
 7 REBECCA: A lot of it peeled off, and so that's
 8 why we're calling today, because how much of the
 9 epithelial, and then also --
 10 ROD BURRESON: Well, let me tell you what I do.
 11 I do take four epithelial tissue support tablets twice a
 12 day, so I take eight a day.
 13 REBECCA: Okay.
 14 ROD BURRESON: And I take eight a day because
 15 of my issue with the urethra and the prostate.
 16 REBECCA: Okay.
 17 ROD BURRESON: And my daughters, who both of
 18 them had Caesarean sections when they had babies, they
 19 had terrible problems with scar tissue. Once I got them
 20 on epithelial tissue and MSM, believe me, it was such
 21 relief for them, you can't even believe it yourself.
 22 And here's the story about not only the -- the
 23 swelling or the edema in the legs, but if you take PC95,
 24 Ester-C and MSM, along with the epithelial tissue
 25 support, more than likely you're going to watch that --

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1 nutritionally, and without the side effects of
 2 Prednisone.
 3 REBECCA: Okay. And then when she gets into a
 4 lot of pain, you know, because it is -- it is still
 5 painful. She still can't feel the --
 6 ROD BURRESON: The epithelial tissue will help
 7 a lot there. It really will.
 8 REBECCA: Is that going to also help her,
 9 because she doesn't have a feeling in her feet yet.
 10 ROD BURRESON: Yeah.
 11 REBECCA: She still -- she can walk, but she
 12 can't feel her feet.
 13 ROD BURRESON: Right, well, get her on the
 14 cayenne with ginger and the epithelial tissue support. I
 15 think she's going to get that circulation back real
 16 quick.
 17 REBECCA: Okay. Now, I can keep her on the
 18 Hurricane instead, because she's nursing her baby.
 19 ROD BURRESON: Sure.
 20 REBECCA: And I think that cayenne pepper is
 21 not going to go very well with the baby.
 22 ROD BURRESON: Well, I don't -- I don't
 23 necessarily agree with you, but if you feel that way,
 24 that's okay. Hurricane is great, and it will be very
 25 helpful.

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1 that fluid start getting out of the body and getting out
 2 quite quickly.
 3 REBECCA: Yeah, the fluid is just about gone,
 4 but --
 5 ROD BURRESON: Good.
 6 REBECCA: -- now she's got all that scarring,
 7 because we have Raynaud's syndrome.
 8 ROD BURRESON: Okay.
 9 REBECCA: And, so, most of her feet are still
 10 -- they're black where the tissues, I guess, died from,
 11 you know, when it was --
 12 ROD BURRESON: Right.
 13 REBECCA: -- cold from the Raynaud's. And,
 14 also, I need something to replace the Prednisone that
 15 they have her on.
 16 ROD BURRESON: Well, that's the most harsh
 17 anti-inflammatory that you can put in your body, and it's
 18 very, very harsh on the liver. You want to get her on
 19 the Livalon to help detoxify the liver.
 20 REBECCA: Okay.
 21 ROD BURRESON: And, without a doubt, PC95,
 22 Ester-C and MSM are, I think, the best antioxidants for
 23 anti-inflammatory disorders in the body, for inflammatory
 24 disorders in the body. They're powerful anti-
 25 inflammatories, and they're very, very powerful

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1 REBECCA: Okay. Great. Okay, Rod. All right,
 2 thank you so much for your help.
 3 ROD BURRESON: You're welcome.
 4 JULIE LYNCH: Thank you so much, Rebecca for
 5 your call. And the toll-free number right now to order
 6 all of your Roex products is 1-800-645-0010. That's 1-
 7 800-645-0010. The website is Roex.com, R O E X.com.
 8 Epithelial tissue support is on special in four and 12-
 9 packs. We've also got a great package, the soft tissue
 10 support pack, epithelial tissue support, MSM and vitamin
 11 C, all at one great price.
 12 Let's go to Bob in Seaford, Long Island. Bob,
 13 you're live on the air with Rod Burreson.
 14 BOB: Hi, Rod. Hi, Julie.
 15 ROD BURRESON: Hello, Bob.
 16 BOB: Happy new year.
 17 ROD BURRESON: Thank you.
 18 BOB: I guess a general question, and it's
 19 about my wife and I. We're both in our mid-fifties. We
 20 both have cholesterol issues, my wife more than I. We
 21 both have heart disease in our family, but we check
 22 ourselves every year with the thallium stress test. I do
 23 have high blood pressure, and we're both overweight.
 24 What do you recommend as a regimen? We're
 25 rather delinquent on our exercise regimen and taking any

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1 multivitamins. What kind of regimen would you suggest
 2 for us to begin?
 3 ROD BURRESON: Well, I think it's very
 4 important for you to get the basics.
 5 BOB: Right.
 6 ROD BURRESON: And that's the Daily Solutions
 7 package. And then if you add, you know, you're going to
 8 need more PC95, because you and your wife are going to
 9 both be taking them, so order a couple of those packages.
 10 BOB: Mm-hmm.
 11 ROD BURRESON: And then you want to -- you want
 12 to get on the Beta-Sitosterols, if you've got any issues
 13 with cholesterol. Nutritionally, Beta-Sitosterol is
 14 incredibly helpful, and I think you'll see, if you take
 15 at least four Beta-Sitosterols per day, I think you will
 16 see your cholesterol management come down to normal quite
 17 quickly.
 18 And then the fact that you've got
 19 cardiovascular disease in your family --
 20 BOB: Mm-hmm.
 21 ROD BURRESON: -- I know, based on everything
 22 that I have seen and learned and understand about the
 23 human body, I know PC95 is number one. I also know that
 24 the fact that your body -- it depends on your heart, but
 25 you also could use CoQ10, because it really is the most

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1 ROD BURRESON: Well, I've seen so much
 2 influence on there. I take five tablets a day, under my
 3 tongue at night before I go to bed.
 4 BOB: Hmm.
 5 ROD BURRESON: And it's so good for your
 6 gingiva or your -- your periodontal tissue.
 7 BOB: Hmm. Hmm.
 8 ROD BURRESON: And it's good for your heart.
 9 And keep in mind now, most heart attacks come from 3:00
 10 a.m. to 8:00 a.m. in the morning, so this is one of the
 11 reasons why I take the CoQ10 at night.
 12 BOB: I see. So, in terms of quantities, can
 13 you advise me on the PC95 and the --
 14 ROD BURRESON: Well, you want to start with two
 15 a day for each of you and your wife --
 16 BOB: Two a day.
 17 ROD BURRESON: -- but work up over the next 10
 18 days to 10 a day of each and stay there. I talked to Dr.
 19 Masquelier in 1996 in Baltimore. He and I met, and he's
 20 the discoverer and patent holder on proanthocyanidins,
 21 the active ingredient, and the only ingredient in PC-95.
 22 BOB: Hmm.
 23 ROD BURRESON: And he told me, he said, "Rod,
 24 if -- if you stay on proanthocyanidins for at least two
 25 years, your chances of ever having a stroke or heart

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1 important nutrient for the heart muscle.
 2 BOB: Is that a second supplement -- a fourth
 3 supplement --
 4 ROD BURRESON: Yeah.
 5 BOB: -- you recommend?
 6 ROD BURRESON: Yeah.
 7 BOB: Okay.
 8 ROD BURRESON: It's called CoQ10 or Coenzyme
 9 Q10.
 10 BOB: Okay.
 11 ROD BURRESON: And if you get the basics plus
 12 the CoQ10 and the larger amounts of PC95, and then be
 13 sure you also get off of the whole concept of trans fats.
 14 You got to understand how bad trans fats are.
 15 BOB: Yeah.
 16 ROD BURRESON: So, if you understand trans
 17 fats, stay away from them.
 18 BOB: Well, we've -- I've been following you,
 19 and I understand about complex carbohydrates and the --
 20 ROD BURRESON: Right.
 21 BOB: -- and the dairy products. And sugar.
 22 ROD BURRESON: Get the -- get the EFAs, too,
 23 and take at least -- for you and your wife, take at least
 24 four capsules twice a day. Make a big difference.
 25 BOB: How many do you suggest for the CoQ10?

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1 attack are reduced so low --
 2 BOB: Hmm.
 3 ROD BURRESON: -- that you don't even have to
 4 worry about it."
 5 BOB: (Inaudible).
 6 ROD BURRESON: Now there may be other issues
 7 involved, so don't go out and eat like a whatever and
 8 think you're gonna overcome all the issues with PC-95,
 9 because you're probably not. But, it will make such a
 10 big difference.
 11 BOB: Well, I heard a lot about that amino
 12 acid, L-Arginine,
 13 ROD BURRESON: L-arginine is fine.
 14 BOB: (Inaudible).
 15 ROD BURRESON: It's a vasodilator, but it
 16 doesn't do a heck of a lot for the health of the vascular
 17 wall and the health of the heart.
 18 BOB: Hmm.
 19 ROD BURRESON: So, if you want to get the
 20 benefits out of L-arginine, get our Big Blue. Big Blue
 21 is a natural formula with the main ingredient is L-
 22 Arginine, but it's got a lot of complementary ingredients
 23 like maca root and sarsparilla and -- and it really can
 24 make a big difference, as well as the PC95 and the MSM,
 25 the B-Complex. All those are very important for

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1 cardiovascular health.
 2 BOB: I see. So, no one multivitamin, but a
 3 combination of supplements.
 4 ROD BURRESON: There isn't any magic bullet out
 5 there.
 6 BOB: Okay.
 7 ROD BURRESON: Keep that in mind.
 8 BOB: Fair enough. All right, great, I
 9 appreciate your time, both of you.
 10 ROD BURRESON: Okay, Bob.
 11 BOB: Have a good year.
 12 JULIE LYNCH: Thank you so much, Bob, for your
 13 call. We appreciate it. And the toll-free number right
 14 now to order all of your Roex products, 1-800-645-0010,
 15 that's 1-800-645-0010. The website is Roex.com, R O E
 16 X.com. Epithelial tissue support is on special today in
 17 four and 12-packs, and the soft tissue support package,
 18 epithelial tissue support, MSM and vitamin C, three great
 19 products at one special price.
 20 ROD BURRESON: You know, Julie, for all the
 21 listeners out there, cardiovascular health is very, very
 22 important because one out of every two adult Americans
 23 have cardiovascular disease of some kind. So, it's very
 24 important to understand how important PC95 really is.
 25 JULIE LYNCH: Sure.

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1 get the material. It's -- more than likely it's going to
 2 be synthetic DHEA.
 3 JIM: Yes. And, now, is that good for the
 4 libido? I'm 73 years old.
 5 ROD BURRESON: It's okay, but if you really
 6 want to stimulate the libido, get Big Blue and Big Blue
 7 II from Roex. I'll tell you what, it doesn't happen
 8 overnight. It's not like Viagra or Cialis or something
 9 like that.
 10 JIM: Yeah.
 11 ROD BURRESON: But it's got a cumulative
 12 effect, and over a period of a month or two, you'll have
 13 a lot of sexual energy you can't believe, even at age 73,
 14 because I'm age 73.
 15 JIM: Yes. Now, do you make -- you don't make
 16 a DHEA, do you?
 17 ROD BURRESON: No.
 18 JIM: But --
 19 ROD BURRESON: I think it's -- you got to be
 20 careful about that because of prostate issues. So, there
 21 are a lot of things that come into play with regard to
 22 DHEA.
 23 JIM: Yes. Now, if I took a small dosage of
 24 DHEA, would that be better -- be safer yet?
 25 ROD BURRESON: Oh, yeah. I don't see any

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1 ROD BURRESON: And if you get that, believe me,
 2 why doesn't -- why don't we sell 10 million bottles a
 3 month or a 100 million bottles a month of PC95? Well,
 4 first of all, most people don't know about it. Secondly,
 5 maybe they don't believe it. Third, well, they're in
 6 denial in the first place, so what are you going to do?
 7 JULIE LYNCH: (Laughter). I think you're right
 8 about the denial part. That's for sure.
 9 Let's go to Jim in Mohican Lake. Jim, you're
 10 live on the air with Rod Burreson.
 11 JIM: Ron (sic)?
 12 ROD BURRESON: Hi.
 13 JIM: Happy new year's to you.
 14 ROD BURRESON: Thank you, sir.
 15 JIM: I want to ask you something. Do you --
 16 is DH -- is DHEA safe to take?
 17 ROD BURRESON: Yes.
 18 JIM: And what milligram do you recommend, Ron?
 19 ROD BURRESON: Fifty.
 20 JIM: The 50?
 21 ROD BURRESON: Yeah.
 22 JIM: Now, do you believe in the natural or the
 23 synthetic?
 24 ROD BURRESON: That -- you know, I don't have
 25 time to go into all that, but it depends on where they

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1 problem with it. But it depends on whether you got a
 2 problem with your prostate. If you got prostate cancer,
 3 you don't want to touch it.
 4 JIM: No, I don't.
 5 ROD BURRESON: Okay.
 6 JIM: Not that I know of.
 7 ROD BURRESON: Okay. Thanks, buddy.
 8 JIM: Is it safe to take?
 9 ROD BURRESON: Yes.
 10 JIM: All right, and how many do you recommend
 11 a day, Ron?
 12 ROD BURRESON: Well, I don't take any, so that
 13 tells you where I'm at.
 14 JIM: Oh, okay, listen, thank you very much.
 15 ROD BURRESON: You're welcome.
 16 JULIE LYNCH: Thank you so much, Jim, for your
 17 call. And the toll-free number right now to order your
 18 Roex products is 1-800-645-0010; that's 1-800-645-0010.
 19 The website is Roex.com, R O E X.c o m. Epithelial
 20 Tissue Support is on special today in four and 12-packs,
 21 so load up. You can get the soft tissue support package
 22 also at a great price. That's epithelial tissue support,
 23 MSM and vitamin C.
 24 Let's go to David in Houston. David, you're
 25 live on the air with Rod Burreson.

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| 44 | <p>1 DAVID: Good morning, how are you all doing</p> <p>2 today?</p> <p>3 ROD BURRESON: Hello, David.</p> <p>4 DAVID: Great, hello. What my question is --</p> <p>5 well, first of all, two years ago I was blown up over in</p> <p>6 Iraq. I -- a mortar round came over and blew me up.</p> <p>7 Well, when I say that, it landed in front of me and it,</p> <p>8 you know, injured my whole body.</p> <p>9 ROD BURRESON: Right.</p> <p>10 DAVID: But, as you see, I survived it. But,</p> <p>11 now, my question is is that after about eight surgeries</p> <p>12 and all this therapy, I'm taking Celebrex, Toprol --</p> <p>13 ROD BURRESON: Boy, you're on -- you don't have</p> <p>14 to tell me any more, you're on a diving board and there's</p> <p>15 no water in the pool.</p> <p>16 DAVID: Okay.</p> <p>17 ROD BURRESON: Celebrex is one of the most</p> <p>18 dangerous anti-inflammatories or COX-2 inhibitors I think</p> <p>19 you can put in your body.</p> <p>20 DAVID: Um-hmm.</p> <p>21 ROD BURRESON: It causes kidney and liver</p> <p>22 damage and it was proved that it does that even before</p> <p>23 they approved it for release to the general public. So,</p> <p>24 I don't --</p> <p>25 DAVID: Okay.</p> | 45 | <p>1 ROD BURRESON: -- I don't like that at all. If</p> <p>2 you've got pain, you want to get on three products --</p> <p>3 PC95, Ester-C and MSM in large amounts, I think it</p> <p>4 would make a big difference for you, as well as the</p> <p>5 epithelial tissue support formula, because all that</p> <p>6 damage, you damaged a lot of epithelial tissue and when</p> <p>7 scar tissues comes into play -- and more than likely</p> <p>8 that's an issue --</p> <p>9 DAVID: Um-hmm.</p> <p>10 ROD BURRESON: -- then you get the pain.</p> <p>11 DAVID: Okay.</p> <p>12 ROD BURRESON: So those four products -- PC95,</p> <p>13 Ester-C; MSM; epithelial tissue support formula -- I</p> <p>14 think they'll do more for you than anything you could</p> <p>15 possibly do with Celebrex.</p> <p>16 DAVID: Okay. And --</p> <p>17 ROD BURRESON: And no side effects.</p> <p>18 DAVID: -- and I'm taking also Lyreca,</p> <p>19 Neurontin, Zolof and Ambien.</p> <p>20 ROD BURRESON: Yeah, well, I don't like any of</p> <p>21 of it, so that's where I'm coming from.</p> <p>22 DAVID: Okay.</p> <p>23 ROD BURRESON: If you've got issues with</p> <p>24 depression or something like that because of all the</p> <p>25 things that you've gone through, buddy --</p> |
| 46 | <p>1 DAVID: Right.</p> <p>2 ROD BURRESON: -- I feel for you, but I -- I</p> <p>3 know how to help you nutritionally.</p> <p>4 DAVID: Okay.</p> <p>5 ROD BURRESON: Okay? With the brain, the brain</p> <p>6 and nutrition come into play. You're disgusted about the</p> <p>7 fact that you got all this issue, and it's affecting your</p> <p>8 attitude and your ability to grasp the situation as it is</p> <p>9 today. So --</p> <p>10 DAVID: Right.</p> <p>11 ROD BURRESON: -- you know, I can't do anything</p> <p>12 about the situation because it already happened.</p> <p>13 DAVID: Mm-hmm.</p> <p>14 ROD BURRESON: But I can tell you what to do</p> <p>15 about your -- your mind and your body.</p> <p>16 DAVID: Okay.</p> <p>17 ROD BURRESON: And your mind, you want to --</p> <p>18 you want to get on PC95 and --</p> <p>19 DAVID: Okay.</p> <p>20 ROD BURRESON: -- melatonin. Melatonin is one</p> <p>21 of the all-natural mood-enhancers that you can put in</p> <p>22 your body, and it gives you a good night's sleep. And</p> <p>23 it's so important, buddy, but you can't be on Zolof or</p> <p>24 any of those antidepressants and be on melatonin.</p> <p>25 DAVID: Okay.</p> | 47 | <p>1 ROD BURRESON: So, you got to make your choice.</p> <p>2 DAVID: Right.</p> <p>3 ROD BURRESON: Once you make the choice --</p> <p>4 DAVID: Okay.</p> <p>5 ROD BURRESON: -- if you get off Zolof, you</p> <p>6 got to wait a couple weeks before you get on melatonin.</p> <p>7 DAVID: Okay.</p> <p>8 ROD BURRESON: And, believe me, it's so much</p> <p>9 more beneficial to the human body than anybody that</p> <p>10 doesn't understand it could ever imagine, but most</p> <p>11 doctors, shame on them, for not recommending melatonin</p> <p>12 for you rather than the Zolof.</p> <p>13 DAVID: Okay. So, you said -- so I need to</p> <p>14 take the PC95.</p> <p>15 ROD BURRESON: Large amounts of PC95, Ester-C,</p> <p>16 MSM and epithelial tissue support formula. That will</p> <p>17 make the big difference, because your body is going</p> <p>18 through terrible regeneration and it needs these</p> <p>19 nutrients to replicate healthy cells.</p> <p>20 DAVID: Okay.</p> <p>21 ROD BURRESON: And then you need melatonin</p> <p>22 because you want to keep your mind healthy, and you want</p> <p>23 to have your body and your mind repair itself, as well as</p> <p>24 the tissues. So, melatonin is one of the most incredible</p> <p>25 products. When you go to bed at night and your body --</p> |

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| <p>1 you're going to go through wild dreams, probably about 2 your issues in Iraq, but keep in mind, you're processing 3 out a lot of bad stuff. And as you do, you're going to 4 feel better and better every single day. 5 DAVID: Okay, well, great. That sounds good. 6 ROD BURRESON: All right, Dave, call me back in 7 about six weeks after you've done that. Tell everybody 8 what your results are. 9 DAVID: I'll do just that, sir. 10 ROD BURRESON: Okay, buddy. 11 JULIE LYNCH: Thank you so much, David, for 12 your call. We certainly appreciate it, and we wish you 13 luck. And the toll-free number right now to order all of 14 your Roex products is 1-800-645-0010. That's 1-800-645- 15 0010. 16 ROD BURRESON: You know, Julie, for all the men 17 and women in Iraq that come back, I know they're 18 processing a lot of issues, but I can tell you, melatonin 19 can help. Melatonin and PC95 can probably do more for 20 all these people than just about anything on the planet, 21 and it helps your body process this stuff, and your mind 22 processes stuff so you can come back to normal life. 23 JULIE LYNCH: It's so important. That's right. 24 And I want everyone to know you can go the website, 25 Roex.com, R O E X.com. Epithelial tissue support is on</p> | <p>1 special in four and 12-packs, and we've got the soft 2 tissue support package, epithelial tissue support, MSM 3 and vitamin C, all at one great price. 4 Let's go to Leila in New York. Leila, you're 5 life on the air with Rod Burreson. 6 LEILA: Hi, Rod, good morning. 7 ROD BURRESON: Hi, sweetie. 8 LEILA: I have a problem. I think -- I don't 9 know if you (inaudible) my stomach, I have a couple of 10 bumps, like reddish bumps. And one is really painful. 11 ROD BURRESON: On the surface of the stomach? 12 LEILA: Yeah -- yes, surface. 13 ROD BURRESON: On the skin? 14 LEILA: Yeah. 15 ROD BURRESON: Okay. Well, more than likely -- 16 LEILA: (Inaudible). 17 ROD BURRESON: -- I don't know what that is, 18 but -- because I haven't seen it and I'm not a doctor, so 19 keep all that in mind. 20 LEILA: Shingles? 21 ROD BURRESON: But one of the things that 22 people don't realize is that your skin is your third 23 kidney. So, if you aren't processing the toxins from 24 your blood, they can come out through your skin, and that 25 may be one of the issues that's involved. Or it could be</p> |
| 50 | 51 |
| <p>1 a bacterial or an irritation of the skin that's causing 2 the problem. So, I don't know what it is, but let me 3 tell you, get on the kidney/bladder support formula, MSM, 4 PC95, I think those three will help you the most. Plus 5 epithelial tissue support formula because skin is 6 epithelial tissue. 7 LEILA: Yeah, I take all your products, and I 8 am now taking kidney/bladder. That's everything I take. 9 ROD BURRESON: Good. 10 LEILA: I mean, one is very painful. That is 11 what scares me. I wanted to ask your opinion before I 12 would see a doctor. 13 ROD BURRESON: Well, go to see the doctor, let 14 him diagnose what the issue is, then tell us on the radio 15 what it is. Maybe we can address it nutritionally. 16 LEILA: And my cholesterol is -- total 17 cholesterol 199? 18 ROD BURRESON: Fine. 19 LEILA: Doctor thinks -- tells me I want to 20 double up my Lipitor. I'm not taking the (inaudible). 21 (Music playing.) 22 ROD BURRESON: Well, your doctor's an idiot. 23 LEILA: (Inaudible) Lipitor. 24 ROD BURRESON: Your doctor's an idiot. Thank 25 you, Leila.</p> | <p>1 JULIE LYNCH: Thank you, Leila, for your call. 2 And the toll-free number right now to order all of your 3 Roex products is 1-800-645-0010. That's 1-800-645-0010. 4 The website is Roex.com, R O E X.com. Load up on your 5 epithelial tissue support today in four and 12-packs, and 6 get your support package, that's the epithelial tissue 7 support, MSM and vitamin C. 8 And, Rod Burreson, thank you so, so much. 9 ROD BURRESON: And thanks to all you callers 10 and listeners. And for all you people coming back from 11 Iraq, get on the Roex products, it will help you so much. 12 We love you, have a great day, see you tomorrow. 13 (Whereupon, the show concluded.) 14 (Whereupon, the recording was concluded.) 15 16 17 18 19 20 21 22 23 24 25</p> |

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1 CERTIFICATION OF TYPIST

2

3 MATTER NUMBER: 0723076

4 CASE TITLE: ROEX

5 TAPING DATE: JANUARY 8, 2007

6 TRANSCRIPTION DATE: DECEMBER 4, 2008

7

8 I HEREBY CERTIFY that the transcript contained
9 herein is a full and accurate transcript of the tapes
10 transcribed by me on the above cause before the FEDERAL
11 TRADE COMMISSION to the best of my knowledge and belief.

12

13 DATED: DECEMBER 4, 2008

14

15

16 SARA J. VANCE

17

18 CERTIFICATION OF PROOFREADER

19

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

23

24

25 WANDA J. RAVER

In the Matter of:

Roex, Inc.

January 22, 2007

*Roex.com Radio Show - Rob Burreson & Julie Lynch -- Kidney
& Bladder Support*

Condensed Transcript with Word Index



For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555

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1 FEDERAL TRADE COMMISSION
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 3 In the Matter of:)
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 7 October 30, 2008
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 11 The following transcript was produced from a
 12 CD-ROM provided to For The Record, Inc. on October 30,
 13 2008.
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1 P R O C E E D I N G S
 2 - - - - -
 3 (Pre-show chatter.)
 4 UNIDENTIFIED MALE: All right. Everything is
 5 ready to go, okay?
 6 ROD BURRESON: Thank you.
 7 UNIDENTIFIED MALE: All righty. I'll set you
 8 up.
 9 ROD BURRESON: Hey, hey, hey.
 10 JULIE LYNCH: My Rocky.
 11 ROD BURRESON: Julie, baby. How did it go
 12 Friday?
 13 JULIE LYNCH: Oh, it went really, really well.
 14 ROD BURRESON: That's great.
 15 JULIE LYNCH: It went really well. Thank you.
 16 And now I'm going to have 30 sessions with -- you know,
 17 one session with each of the editors privately.
 18 ROD BURRESON: Oh, really?
 19 JULIE LYNCH: And that's when I'm going to get
 20 them on the products.
 21 ROD BURRESON: (Laughing). That sounds good.
 22 JULIE LYNCH: Yeah. Yeah, no, it's been very
 23 good. I already started this dinner the night before.
 24 ROD BURRESON: Did the cough switch work?
 25 JULIE LYNCH: I think so. Do you want to try

4

1 one more time?
 2 ROD BURRESON: Everything good?
 3 JULIE LYNCH: I didn't hear a cough.
 4 ROD BURRESON: All right. Steve, you're on
 5 with us?
 6 STEVE: Absolutely.
 7 ROD BURRESON: Hello, Steve.
 8 STEVE: Hey, there, Rod. How are you today?
 9 ROD BURRESON: Oh, the traffic was such a
 10 bearcat today. It was unbelievable.
 11 JULIE LYNCH: Oh, my gosh.
 12 STEVE: Living on Long Island, I can relate
 13 coming into Manhattan.
 14 ROD BURRESON: Yeah. Oh, it was bumper to
 15 bumper, one mile an hour.
 16 JULIE LYNCH: Oh, my God.
 17 ROD BURRESON: Yeah.
 18 JULIE LYNCH: You need a helicopter.
 19 ROD BURRESON: Mm-hmm.
 20 JULIE LYNCH: Let me just get clear. Our
 21 special is Kidney and Bladder. Do we have anything --
 22 any other package?
 23 ROD BURRESON: Yeah, the Kidney and Bladder,
 24 Choline Bitartrate and Epithelial Tissue. Called the KCE
 25 Package. Tell Joely, the Kidney Bladder, Choline

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1 founder of Roex, Incorporated.
 2 If you have questions for Rod, you can speak
 3 with him directly on the air at 1-800-429-PC95. That's
 4 1-800-429-7295. That's right, we are live and we are
 5 taking your calls right now. 1-800-429-7295.
 6 How you doing today, Rod?
 7 ROD BURRESON: Hello, Julie. I'm doing great.
 8 And hello to all the listeners. You know, I was talking
 9 to some friends of mine on Friday when I was playing
 10 golf. Urinary incontinence is becoming such a big
 11 problem. And, you know, most people don't give their
 12 whole urinary system a second thought until it develops a
 13 big problem. Do you know you can lose 70 percent of your
 14 kidney function before you know you've got a problem?
 15 JULIE LYNCH: Wow.
 16 ROD BURRESON: People don't know that. Doctors
 17 -- many doctors don't know that.
 18 JULIE LYNCH: I'm sure.
 19 ROD BURRESON: And as a result, what are you
 20 doing to support your kidneys and your bladder and your
 21 urinary tract? Well, we brought out this product called
 22 Kidney Bladder Support Formula. Let me tell you
 23 something, folks. If you want to enhance urine flow,
 24 kidney function, bladder function, it's the Kidney
 25 Bladder Support Formula, plus Choline Bitartrate, which

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1 Bitartrate, Epithelial Tissue support, the KCE Package.
 2 STEVE: KCE Package.
 3 ROD BURRESON: Yeah.
 4 STEVE: Okay.
 5 JULIE LYNCH: Okay. And we're going to keep
 6 the Roex website announcement the same as we did on
 7 Thursday? You know, a new Roex website is coming, easier
 8 than ever to use, with new, beautiful layouts.
 9 ROD BURRESON: Right.
 10 JULIE LYNCH: And the best part is there will
 11 be product promotions exclusive through the website only.
 12 And I'm just going to say it once?
 13 STEVE: Here we go.
 14 ROD BURRESON: Yeah.
 15 KIDNEY & BLADDER SUPPORT RADIO SHOW
 16 (Music playing.)
 17 JULIE LYNCH: Welcome to the Truth about
 18 Nutrition with Rod Burreson. I am your host, Julie
 19 Lynch, and we are broadcasting live from ABC studios here
 20 in New York City. Rod Burreson is a nationally
 21 recognized expert in nutrition, exercise and
 22 rehabilitation. He is the author of Never, Ever, Ever
 23 Give Up, Health Is On the Way. He's also the recipient
 24 of the Albert Schweitzer Humanitarian Award and the
 25 Ambassador of Peace Award. And, of course, he's the

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1 helps the bladder squeeze more effectively. And, of
 2 course, Epithelial Tissue Support Formula, because all
 3 that is epithelial tissue.
 4 Several changes occur with age that affect our
 5 body's ability to control urination. The maximum amount
 6 of urine that the bladder can hold declines with age. A
 7 lot of people don't know that. And the ability of the
 8 kidneys to manufacture urine declines with age. And a
 9 lot of people don't know that, either.
 10 But if you can lose up to 70 percent of your
 11 kidney function before you know you've got a problem, now
 12 you've got a real problem, right?
 13 JULIE LYNCH: That's for sure.
 14 ROD BURRESON: Well, what we should do is
 15 understand that the kidney function normally is performed
 16 by both kidneys, but it can -- the -- the people with
 17 only one kidney can function normally throughout life if,
 18 in fact, it's working properly. The primary function of
 19 the kidneys are to filter the blood and eliminate or
 20 excrete metabolic waste materials, excessive water and
 21 some electrolytes like sodium, potassium, chloride,
 22 glucose, bicarbonate and so forth.
 23 In addition, it's designed to help excrete the
 24 end products of many drugs that you take. All you
 25 people, I don't know about the listeners, but the average

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1 American public today is on four or five medications,
 2 adult -- can you imagine that?
 3 JULIE LYNCH: It's unbelievable.
 4 ROD BURRESON: It is. Now, the kidney has a
 5 little urinary factory in it. Actually, it's got a
 6 million of them in each kidney. They're called nephrons.
 7 And the nephrons have an artery that -- the renal artery
 8 that feeds each kidney. And there's a loop that goes
 9 through the nephron. This little loop has got a bunch of
 10 holes in it called pores. And that's how the blood is
 11 filtered and how you get the waste material out of the
 12 blood, and then, of course, the -- the artery goes back
 13 to the heart again, or the vein goes back to the heart.
 14 So what you have to understand is -- actually,
 15 it's the artery. And what you have to understand is that
 16 these little pores that filter out the substances go into
 17 a space called the Bowman space. Now, all that stuff is
 18 so important because when you have a problem with
 19 epithelial tissue replication, then you've got a problem
 20 with the nephrons, you've got a problem with the Bowman
 21 space, you got a problem with the bladder. It's really
 22 scary.
 23 So here's what these little loops in each
 24 nephron are. They're called Glomerulus or Glomeruli for
 25 plural. And these little loops, they're under higher

10

1 controlled in a major way by the kidneys. So when you go
 2 to the doctor and he or she says your blood pressure is
 3 too high, we've got to put you on medication, does he
 4 ever look at the kidneys? Nah. What's the kidneys got
 5 to do with it?
 6 JULIE LYNCH: Everything.
 7 ROD BURRESON: Just about everything. One of
 8 the great functions of the kidneys is to help regulate
 9 blood pressure by excreting excess sodium. If too little
 10 sodium is excreted, blood pressure starts to rise. And
 11 the kidneys also help regulate blood pressure by
 12 producing an enzyme called Renin.
 13 Now, listen to this, folks, because here's how
 14 the drugs play a game with you. And they think you're
 15 too dumb, you won't understand this. So they give you
 16 this junk called medication, right?
 17 When blood pressure falls below normal, the
 18 kidneys are supposed to secrete Renin, this enzyme, into
 19 the blood stream, thereby activating the Renin
 20 angiotensin aldosterone system, which raises blood
 21 pressure. A person with a -- with kidney failure is less
 22 able to regulate blood pressure and therefore tends to
 23 have high blood pressure.
 24 Well, all you people that are on blood pressure
 25 medication, have you ever looked to the kidneys? Maybe

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1 pressure than you might expect. And much of the fluid
 2 part of the blood is filtered through these small pores
 3 in each little loop or Glomerulus, leaving behind blood
 4 cells and most large molecules such as protein that go
 5 back to the heart.
 6 Well, the clear, filtered fluid which enters
 7 this space called the Bowman space and passes into the --
 8 into a tubal like tube, and this is where we -- we have
 9 to see how the nephrons are working, these little urinary
 10 factories. And a lot of people don't realize this, but
 11 fluid from these little nephrons, tubals, which connected
 12 several nephrons, enter a duct. And this -- and it's
 13 called a collecting duct. And this fluid should now be
 14 urine and may continue as diluted urine or water can be
 15 absorbed from the urine and returned to the blood.
 16 But one of the things that a lot of people,
 17 including a lot of doctors, don't know, that there's an
 18 anti-diuretic hormone which is produced by the pituitary
 19 gland and other hormones are helped to regulate the
 20 kidney function and control urine composition to maintain
 21 water and electrolyte balance in your body.
 22 Well, when you take a diuretic, what happens?
 23 You lose a lot of this water/electrolyte balance, right?
 24 JULIE LYNCH: Sure.
 25 ROD BURRESON: Regulation of blood pressure is

11

1 there's the source of your problem. More than likely,
 2 it's certainly one of them.
 3 Secretion of hormones through the secretion --
 4 kidneys help regulate another important function. And a
 5 lot of people don't know what that is. It's production
 6 of red blood cells and the growth and maintenance of your
 7 bones. Now, if you've got problems with osteoporosis,
 8 have you ever looked to the kidneys?
 9 JULIE LYNCH: Wow.
 10 ROD BURRESON: Oh, no, they put you on Fosomax
 11 or some other junk.
 12 Well, the kidneys produce this hormone called
 13 Erythropoietin, which stimulates the production of red
 14 blood cells in the bone marrow. And the bone marrow then
 15 releases the red blood cells into the blood stream. But
 16 here's the final story on urethra poetin. Growth and
 17 maintenance of healthy bones is a complex process that
 18 depends on several organ systems of the body, including
 19 the kidneys. The kidneys help regulate levels of calcium
 20 and phosphorus, the minerals that are critical to bone
 21 health. They do so by converting an inactive form of
 22 Vitamin D into an active form called Calcitriol. And
 23 Calcitriol stimulates the absorption of these minerals
 24 from the small intestine into the bone structure. So
 25 that's kind of how the kidneys work. But how are they

12

1 connected with the bladder and what happens when things
 2 go wrong?
 3 Well, here's the story. You know the bladder
 4 is nothing but a muscular sack that holds urine? That's
 5 really what it is. It accumulates urine as it arrives
 6 from the urethra, these tubes that connect the -- each
 7 kidney to the bladder. There are two of them, one on
 8 each side of the body. And the bladder gradually
 9 increases in size to accommodate an increase in volume of
 10 urine.
 11 When the bladder is full, the nerve signals are
 12 sent to the brain to convey the need to urinate. The
 13 sphincter muscle located at the base of the bladder, at
 14 the outlet where the urine is supposed to flow through
 15 the urethra and out the body, well, this sphincter muscle
 16 is under the control of the parasympathetic nological
 17 system.
 18 This is why Choline Bitartrate is so important,
 19 folks, because it stimulates not only the bladder's
 20 ability to function, but it coordinates the sphincter
 21 muscles both under the bladder and at each ureter so it
 22 shuts off automatically the sphincter muscle or the valve
 23 that -- so that when the bladder squeezes, urine can't
 24 backflow back into the kidneys, right? But it's supposed
 25 to flow out the urethra. So that one's supposed to open

14

1 rate at which the kidneys filter blood. And like I said,
 2 that rate can be diminished up to 70 percent before you
 3 know you've got a problem.
 4 The rate does not change in one-third of the
 5 older people who don't have the problem, and they're
 6 lucky. But two-thirds, 66 percent of all adults, have a
 7 problem with the declined ability of the kidneys to
 8 function. As we age, the Glomeruli are lost because of a
 9 thickening of the walls, or a blockage of some of the
 10 small arteries that flow into the Glomeruli.
 11 Well, when you look at the ureters, they don't
 12 change much with age. But as I pointed out, they start
 13 to decrease in length for the woman. Isn't that amazing?
 14 JULIE LYNCH: It is amazing.
 15 ROD BURRESON: And they also start to be
 16 enclosed by the prostate for men. So we both have
 17 problems.
 18 So when you look at the whole system of the
 19 body, you've got to know something. We must support the
 20 kidney, bladder, urinary function if we're going to have
 21 a healthy body throughout life. Kidney Bladder Support
 22 Formula is one of the best on the planet to support the
 23 kidney bladder function. Then, of course, to support the
 24 muscular and neurological function, it's Choline
 25 Bitartrate. Then to support the healthy replication of

13

1 up. So they have to work in coordination. When they
 2 don't work in coordination, what happens? Well, you can
 3 get backflow into the kidneys. You can get urinary
 4 incontinence, or you can get a blocked system completely.
 5 Then you've got a real problem.
 6 A lot of the men out there that get the blocked
 7 system, it's blocked because the prostate closes around
 8 the urethra and doesn't let the urine out. And that's
 9 one of the big problems that people get. So then you get
 10 a distended bladder, and then the bladder doesn't start
 11 to function. Now you're in a real mess, like I was about
 12 -- in 2003.
 13 Well, the urethra is this tube that drains
 14 urine from the bladder out of the body, in males, it's
 15 about eight inches long. In females, it's about one-and-
 16 a-half inches long. Do you know why so many women get
 17 incontinence as they get older?
 18 JULIE LYNCH: Why?
 19 ROD BURRESON: Not only because of the drugs,
 20 but because the sphincter muscles don't work properly,
 21 and the urethra tends to shorten. Well, it's crazy.
 22 Here's how the effects of aging work. As we age, there's
 23 a slow, steady decline not only in the weight of the
 24 kidneys, but also about two-thirds of the people who do
 25 not have kidney disease undergo a gradual decline in the

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1 these soft tissue cells, it is, of course, Epithelial
 2 Tissue. That's how it all works together. That's the
 3 KCE Package, Kidney, Bladder Support Package. And I call
 4 it the KCE Package because the Kidney Bladder Choline
 5 Bitartrate, Epithelial Tissue, that's the package you
 6 want.
 7 But you can also get a four-pack at a special
 8 price of the Kidney Bladder alone.
 9 JULIE LYNCH: And you can call right now, 1-
 10 800-645-0010. That's the toll-free number to order all
 11 of you Roex products. 1-800-645-0010. The website is
 12 roex.com, R O E X, dot com. Load up on your Kidney
 13 Bladder Support in four and 12-packs, and you can also
 14 get the KCE Package at a great price, Kidney Bladder
 15 Support Formula, Choline Bitartrate and Epithelial Tissue
 16 Support.
 17 ROD BURRESON: You know, a lot of people don't
 18 even know how much urine they should produce a day or how
 19 many times they should go to the bathroom to urinate.
 20 Most people should go four to six times a day, mostly in
 21 the day time. And normally adults pass between three
 22 cups to two quarts of urine a day. Infants pass as
 23 little as one cup per day. And with frequency, anything
 24 that increases urine production such as diuretics, these
 25 drugs, high level of sugar in the blood, can cause

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| 16 | <p>1 frequency.</p> <p>2 A frequent need to urinate with an increase in</p> <p>3 the daily output of urine is a symptom of urinary tract</p> <p>4 infection or something irritating the bladder, such as a</p> <p>5 stone or tumor.</p> <p>6 Well, a kidney disorder can impair the kidney's</p> <p>7 ability to concentrate urine. Increasing the daily</p> <p>8 output of urine and very large amounts of urine are often</p> <p>9 associated with high levels of glucose or sugar in the</p> <p>10 blood, like in diabetes myelitis, which is Type II</p> <p>11 diabetes.</p> <p>12 Decreased production of anti-diuretic hormone</p> <p>13 by the pituitary gland is common in people with diabetes,</p> <p>14 or as the kidneys lack of response to anti-diuretic</p> <p>15 hormone takes place. So when you see this and what's</p> <p>16 going on, you really start to say, oh, my goodness, what</p> <p>17 the heck is happening here?</p> <p>18 Well, when you go to the doctor and take the</p> <p>19 drugs, do you know how dangerous they are? Well, I'll</p> <p>20 tell you something. I got a list here, and it comes from</p> <p>21 the Merck manual on medical information, page 859,</p> <p>22 urinary incontinence. Now, listen to this. Do you take</p> <p>23 a diuretic? Well, it's supposed to increase urine</p> <p>24 production. But it impairs the natural kidney function.</p> <p>25 Do you take calcium channel blockers for high blood</p> | 17 | <p>1 pressure? Listen to what the Merck manual says. Calcium</p> <p>2 channel blockers interfere with bladder contraction and</p> <p>3 worsen constipation, cause urinary retention and overflow</p> <p>4 incontinence.</p> <p>5 JULIE LYNCH: Oooh.</p> <p>6 ROD BURRESON: Do you take an anti-depressant,</p> <p>7 folks? Well, if you take an anti-depressant, here's what</p> <p>8 the Merck manual says. Interferes with bladder</p> <p>9 concentration, worsens constipation, causes urinary</p> <p>10 retention and overflow incontinence.</p> <p>11 JULIE LYNCH: Wow.</p> <p>12 ROD BURRESON: Do you take antihistamines?</p> <p>13 Interferes with bladder concentrations, worsens</p> <p>14 constipation, causes urinary retention and overflow</p> <p>15 incontinence.</p> <p>16 Well, that's just the tip of the iceberg,</p> <p>17 folks, because there are five different forms of</p> <p>18 incontinence, and all of them are exasperated by the</p> <p>19 drugs. Isn't that amazing?</p> <p>20 JULIE LYNCH: It is.</p> <p>21 ROD BURRESON: Well, how about nasal</p> <p>22 decongestants? Look at this time of the year how many</p> <p>23 people take nasal decongestants. You know what it does?</p> <p>24 Tightens the urinary sphincter, can cause urinary</p> <p>25 retention and overflow incontinence.</p> |
| 18 | <p>1 JULIE LYNCH: Wow.</p> <p>2 ROD BURRESON: Yeah. Do you take an anti-</p> <p>3 psychotic for depression or some problem associated with</p> <p>4 a mental disorder? Can cause slow mobility and worsen</p> <p>5 urgent continence. Well, when I go through all that, I</p> <p>6 start thinking to myself, why would anybody do that?</p> <p>7 Well, when you've got a problem with your kidneys, do you</p> <p>8 go to the doctor and the doctor says, you know, we've got</p> <p>9 to inject you with this dye and we've got to see what's</p> <p>10 really going on with your kidneys.</p> <p>11 It's called radio peg dyes (phonetic) and</p> <p>12 they're commonly used in kidney and urinary tract imaging</p> <p>13 procedures. There are a number of such compounds that</p> <p>14 can cause two types of problems. Some people react to</p> <p>15 radio peg dye in a way that is very similar to allergic</p> <p>16 reaction. Some people develop kidney problems because of</p> <p>17 the toxic effect of the dye. Now, listen to this.</p> <p>18 Kidney problems that develop because of the toxic effect</p> <p>19 of the dye vary. A mild decrease in kidney function is</p> <p>20 common. More severe, sometimes irreversible kidney</p> <p>21 failure may occur in people who already have some part of</p> <p>22 an impaired function of your kidneys, and in people who</p> <p>23 have other medical disorders that reduce blood flow to</p> <p>24 the kidneys, such as dehydration, heart failure or</p> <p>25 diabetes.</p> | 19 | <p>1 When a radio peg dye must be used in a person</p> <p>2 at high risk of kidney problems, the person must be given</p> <p>3 Asetilsistein by mouth in combination with the fluids</p> <p>4 intravenously beforehand. What is Asetilsistein?</p> <p>5 Enhances the urological function.</p> <p>6 Well, when you take Choline Bitartrate, Choline</p> <p>7 Bitartrate, acetyl choline is the neuro transmitter that</p> <p>8 controls all of that bladder function, the sphincter</p> <p>9 function, parasympathetic muscular function. This is why</p> <p>10 you want to make sure you take Choline Bitartrate every</p> <p>11 day. But it's also very good for the liver, because it</p> <p>12 keeps fat in emulsification, helps de-fat the liver.</p> <p>13 This is why you want the combination Kidney Bladder</p> <p>14 Support Formula, Choline Bitartrate. And then, of</p> <p>15 course, when you look at any enclosed cavity of the body,</p> <p>16 one side is open and that side is all epithelial tissue.</p> <p>17 And then there's usually a sack around -- like the heart.</p> <p>18 That's epithelial tissue. Around the lungs, that's</p> <p>19 epithelial tissue. The kidneys? That's epithelial</p> <p>20 tissue.</p> <p>21 If you want all that tissue to replicate</p> <p>22 properly, try the Kidney Bladder Support Formula, Choline</p> <p>23 Bitartrate, and then of course the Epithelial Tissue</p> <p>24 Support Formula. We've got a special price today, folks.</p> <p>25 I think you should look toward the nutrition rather than</p> |

20

1 the drugs.

2 JULIE LYNCH: Absolutely. And the toll-free

3 number right now to order all of your Roex products is 1-

4 800-645-0010. That's 1-800-645-0010. The website is

5 roex.com, R O E X, dot com. Load up today on Kidney

6 Bladder Support Formula in four and 12-packs. You can

7 also get a special price on the KCE Package, Kidney

8 Bladder Support Formula, Choline Bitartrate and

9 Epithelial Tissue Support Formula.

10 And if you are just tuning in, I want you to

11 know that you are listening to the Truth About Nutrition

12 with Rod Burreson. You can speak to Rod directly on the

13 air by calling us live at 1-800-429-PC95. That's 1-800-

14 429-7295.

15 ROD BURRESON: Well, you know, when you -- when

16 you look at the urinalysis, it can be used to detect a

17 measure and level of a variety of substances in the

18 urine, including protein and sugar and chetones and blood

19 and other substances. These tests, they use a strip of

20 plastic called a dip stick. And it's impregnated with

21 chemicals that react to certain substances in the urine.

22 So you can get a lot of tests done by just

23 checking the urine with these dip sticks. But the

24 protein in the urine can usually be detected quickly by

25 this dip stick. So Proteinuria, which is usually a sign

22

1 do so much nutritionally to help your body function

2 properly and help the structure work more effectively,

3 wouldn't it make sense to you to try and support the body

4 with the Kidney Bladder Support Formula, Choline

5 Bitartrate and Epithelial Tissue?

6 I can tell you, if you've ever had a blocked

7 urinary system, it is not good. You can't believe the

8 pain you can be in. And if your kidneys can be

9 deteriorated and lose the natural ability to manufacture

10 urine up to 70 percent before you know you've got a

11 problem, why wouldn't every adult in America take a

12 proactive approach and get on the Kidney Bladder Support

13 Formula. It's very helpful. It's very beneficial to

14 your red blood cells, your bones, and, of course, your

15 urinary system.

16 And like I said, we've got that special price

17 today. I hope you get it and I hope you understand what

18 it can do to help you. But if you want the drugs, I hope

19 you can understand what they can do for you, too. We got

20 that price today only, and I encourage you to see for

21 yourself the difference it will make. Try it for just 60

22 days and I'll bet you you never go back.

23 JULIE LYNCH: And you can call right now, 1-

24 800-645-0010. That's 1-800-645-0010. Your account

25 managers are standing by right now to help you. You can

21

1 of kidney disorder, but it can also occur just because

2 you did strenuous exercise. So there's a lot of

3 confusion. And you may be misdiagnosed primarily because

4 you worked out before you went and had urinalysis done.

5 Isn't that amazing?

6 JULIE LYNCH: Yeah.

7 ROD BURRESON: So I think it's really scary

8 what goes on out there. And, you know, when you go

9 through x-rays or ultrasound or commuted -- or computer

10 tomography, which is a CT scan, or magnetic resonance

11 imaging, all of those can help provide three dimensional

12 images of the kidneys and blood vessels and structures

13 around the kidneys.

14 They can also help diagnose what's going on.

15 But more importantly than anything else, folks, and I

16 encourage you to understand, if you've got any type of

17 problem associated with these different issues, high

18 blood pressure, diabetes, anemia, nephritis,

19 inflammation, weight loss, incontinence, bone marrow

20 deterioration, osteoporosis, or a host of other related

21 issues, the lack of proper functioning of your kidney

22 bladder urinary system could be the source of one of your

23 problems. It may not be the only problem, but it

24 certainly could be one of them.

25 And by thinking about the fact that you could

23

1 also go to the website, roex.com, R O E X, dot com. Load

2 up on Kidney Bladder Support Formula. It's on special

3 today and today only in four and 12-packs. You can also

4 get the KCE Package at a very special price. That's

5 Kidney Bladder Support Formula, Choline Bitartrate and

6 Epithelial Tissue Support Formula.

7 ROD BURRESON: You know, the last thing I want

8 to point out before we go to the calls is that there was

9 a special report done December of last year, just a month

10 ago, by McIlvenny Health Alert, and he points out

11 something. He said avoiding symptoms pose a significant

12 health risk to women worldwide. The impact of frequency

13 and urgency on women in the work place cannot be

14 overstated. It's estimated that as many as 10 million

15 visits are made to the physician every year for symptoms

16 consistent with bladder problems and kidney problems.

17 And one of those is, of course, the UTI, urinary tract

18 infections.

19 Well, I encourage every single woman out there,

20 if you really want to go through the aging process, with

21 the problems associated with all of the diapers and stuff

22 that -- and napkins that men and women both have to wear,

23 women are more susceptible, but now men are getting more

24 susceptible, too, because of the problems with alcohol

25 and drugs. Both men and women now have a problem with

| 24 | 25 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 their urinary system. Believe me, folks, it's a big 2 deal. Let's go to the calls. 3 JULIE LYNCH: All right. Let's go to Tensia 4 in Tulsa, Oklahoma. Tensia, you're live on the air with 5 Rod Burreson. 6 TENISIA: Hello, Rod. 7 ROD BURRESON: Hi, sweetie. 8 TENISIA: I have a question for you. I take 9 the B Complex, the Roex B Complex. 10 ROD BURRESON: Uh-huh. 11 TENISIA: And I went to visit my chiropractor 12 today and I was telling him about the Roex products. And 13 he asked me if my urine was really yellow from the B 14 complex. And I said, yes, it's almost gold. And he 15 said, if the urine is real yellow, then you're not 16 absorbing the vitamins from the B Complex. And I just 17 wanted to know your thoughts on that. 18 ROD BURRESON: Oh, he's a moron, doesn't know 19 what he's talking about. The urinary coloring is of 20 course riboflavin or B-2, okay? 21 TENISIA: Mm-hmm. 22 ROD BURRESON: That's what the coloring is. 23 There is no -- there is no other coloring put in the B 24 vitamins. Well, the B-2 is utilized by the body in a 25 certain way in that part of that coloring, your body</p> | <p>1 doesn't use, so it eliminates it through the urine. But 2 it's very beneficial to the body. And riboflavin is so 3 important for your whole body system to function 4 properly. But you show me any person that takes vitamin 5 B-2 that doesn't have yellow urine. They do. They all 6 have it. 7 TENISIA: Okay. 8 ROD BURRESON: So he doesn't understand what's 9 going on. 10 TENISIA: All right. 11 ROD BURRESON: Okay. 12 TENISIA: I have one more question. 13 ROD BURRESON: Sure. 14 TENISIA: If someone has clogged arteries, can 15 that -- can the arteries be unclogged? 16 ROD BURRESON: There's a lot -- 17 TENISIA: Without surgery? 18 ROD BURRESON: There's a lot of discussion 19 about that, and I'll -- I don't know the answer to that. 20 But I'll refer to Dr. Mathias Rath, okay? 21 TENISIA: Okay. 22 ROD BURRESON: Who did the research on 23 cardiovascular disease, specifically the arteries. Not 24 only the coronary arteries that are on the heart, but 25 also the aorta and all the major arteries in the body.</p> |
| 26 | 27 |
| <p>1 He believes that you can reinstate the integrity of the 2 wall of the artery because the integrity of the wall is 3 compromised by cracks and breaks in the artery wall. So 4 your body puts that plaque on there to try and fix that 5 break or that crack. And it's kind of like a band-aid. 6 But if you don't have enough vitamin C and lysine proline 7 and proanthocyanidines, then your body can't fix that 8 crack and therefore you can't repair it. But if you have 9 sufficient amounts of those three items in the body, 10 and/or an extended period of time -- and I don't know 11 what that period is, but I'll bet you it's a year or two, 12 then of course you repair from the inside out, and 13 therefore then I believe that the body dissipates that 14 plaque. That's what he says. 15 TENISIA: Okay. 16 ROD BURRESON: So, yes, I think you can. 17 TENISIA: All right. Well, I appreciate your 18 time. 19 ROD BURRESON: Okay. 20 TENISIA: Keep up the good work. 21 ROD BURRESON: Thank you very much. 22 TENISIA: All right. 23 JULIE LYNCH: Thank you, Tensia. We really 24 appreciate your call. And the toll-free number right now 25 to order all of your Roex products is 1-800-645-0010.</p> | <p>1 That's 1-800-645-0010. Your account managers are 2 standing by right now to help you. You can also go to 3 the website, Roex.com, R O E X, dot com. Load up today 4 on the Kidney Bladder Support Formula in four and 12- 5 packs. We've got it at a special price today and today 6 only. And the KCE package is also at a great price, 7 Kidney Bladder Support Formula, Choline Bitartrate and 8 Epithelial Tissue Support Formula. 9 Let's go to Susanne in Pittsburgh, 10 Pennsylvania. Susanne, you're live on the air with Rod 11 Burreson. Go ahead, Susanne. 12 SUSANNE: Hello? Hello, Rod. 13 ROD BURRESON: Hi, sweetie. 14 SUSANNE: Hi, how are you? 15 ROD BURRESON: I'm good. 16 SUSANNE: That's good. I'm experiencing a 17 little incontinence, too. I'm going through the pre- 18 menopausal stage. 19 ROD BURRESON: Uh-huh. 20 SUSANNE: And they gave me some Detrol. Is 21 that -- would that work for me, or you think -- you think 22 what you're offering -- 23 ROD BURRESON: I wouldn't touch it. You know, 24 I'm not for the drugs because I read to you some of the 25 problems associated with drugs. And when you take --</p> |

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1 start taking the drugs for any kind of issue, you've got
 2 side effects that can be worse than the problem you're
 3 trying to solve.
 4 SUSANNE: Right, I agree with you.
 5 ROD BURRESON: So if you've got some kind of
 6 incontinence, try the KCE Package, sweetie. I think it
 7 will help you tremendously.
 8 SUSANNE: Well, do you think that the problem
 9 was from the pre-menopausal stages, or just --
 10 ROD BURRESON: No, I don't.
 11 SUSANNE: -- from aging?
 12 ROD BURRESON: No, I don't think it's from
 13 either one.
 14 SUSANNE: Is there something wrong with my
 15 bladder, or --
 16 ROD BURRESON: No, I think it's from
 17 nutritional deficiency myself. And you can get it at any
 18 age. But, you know, nutritional deficiency is a
 19 progressive disorder. The longer you're deficient, the
 20 more issues show up, right?
 21 SUSANNE: Right. But I've been on multi-
 22 vitamins for a long time. My --
 23 ROD BURRESON: Multi-vitamins, you might as
 24 well take and give the money to the church.
 25 SUSANNE: And B-12.

30

1 have to convert. The normal B-12, which is cyanical
 2 bellemine (phonetic), doesn't have to convert that
 3 because it's already converted when you get the Roex B-
 4 12. It's already methyl bellemine, which is what your
 5 body needs to utilize not only in your brain but in all
 6 areas where you utilize B-12.
 7 SUSANNE: Okay. I'll order that today and I'll
 8 order that -- what is it, the Kidney and the Bladder --
 9 ROD BURRESON: Kidney Bladder -- order the KCE
 10 package. It will make a big difference for you.
 11 SUSANNE: Now, one other question. Maybe about
 12 seven or eight years ago, I had cervical myopathy with
 13 fusion. I had a surgery done on my spine. And what do
 14 you suggest to keep my joints and bones strong and --
 15 well, now I am walking with a cane now, and it --
 16 ROD BURRESON: Well, it sounds to me like
 17 you've been following the Orthodox medical community's
 18 advice for a long time. Were you walking with a cane
 19 when you started?
 20 SUSANNE: No.
 21 ROD BURRESON: Okay.
 22 SUSANNE: I would just experience -- I kept
 23 getting weak in my legs and I would --
 24 ROD BURRESON: Well, see, this is the thing
 25 that people don't get. When you continue to deteriorate,

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1 ROD BURRESON: They don't do what you need to
 2 do. They're so impotent. There's so little potency in
 3 them that they don't do anything. You know, this is the
 4 problem that we've got here in America, is that the drug
 5 companies have got you to believe that there's a magic
 6 bullet, including either a single drug or a single
 7 vitamin, and there isn't. There are no magic bullets out
 8 there, and they don't work.
 9 SUSANNE: Well, what do you suggest for a good
 10 multi-vitamin that I should be taking?
 11 ROD BURRESON: There aren't any good multi-
 12 vitamins. There aren't any. None. If you wanted a true
 13 multi-vitamin, the only one would be the flower pollen.
 14 The flower pollen, FP-63, because it's got over 100
 15 different biologically active enzymes, hormones and
 16 vitamins and minerals that really are -- they're micro in
 17 very, very small amounts, but they enter the cells most
 18 effectively. So it is the only product on the planet in
 19 my opinion that could truly be called a multi-vitamin.
 20 SUSANNE: Well, in the Roex line, do they have
 21 a good B-12 complex vitamin I can take, because they did
 22 help -- they were helping with the hot flashes.
 23 ROD BURRESON: Yeah, absolutely. Get the B
 24 complex. And our B-12, in our B complex is double the
 25 potency, number one. But, number two, your liver doesn't

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1 you better change something because whatever you're doing
 2 isn't working. The -- the brain, the bones, all of the
 3 different structures of the body require nutrients,
 4 especially B vitamins and minerals.
 5 SUSANNE: Mm-hmm.
 6 ROD BURRESON: The calcium --
 7 SUSANNE: That's what I've been on since --
 8 ROD BURRESON: The calcium mineral formula is
 9 so important. But you need lubricant for the joints and
 10 for the eyes and for the skin. That's hyaluronic acid.
 11 So hyaluronic acid, vitamin C, your body can't make. The
 12 connective glue that holds your whole body together
 13 called collagen, the collagen matrix. So your body
 14 manufactures collagen by utilizing vitamin C. That's why
 15 you need large amounts of vitamin C.
 16 SUSANNE: Now, they had found a little
 17 arthritis in the lower back where I have --
 18 ROD BURRESON: Everybody's got a little bit of
 19 that.
 20 SUSANNE: Is there -- does Roex make a pain
 21 reliever that I could try?
 22 ROD BURRESON: No. What you want to do is you
 23 want to address the issue. Address it with the minerals,
 24 the calcium mineral formula. Hyaluronic acid, vitamin C,
 25 MSM and chicken collagen. Now you'll give your body the

32

1 ability to replicate healthy bone tissue. But don't
 2 forget about the kidneys, because there's a hormone
 3 called urethra poetin that's directly related to the bone
 4 matrix and the bone marrow's ability to build.
 5 SUSANNE: And you know the information you gave
 6 about the antihistamine, that was so interesting that you
 7 had said that, because I was taking medication for a cold
 8 and my incontinence came a lot stronger and came a lot
 9 more.
 10 ROD BURRESON: Absolutely.
 11 SUSANNE: I -- you know, that was so
 12 interesting and so -- the information that you gave on
 13 that. I never would have thought of that.
 14 ROD BURRESON: See, whenever you take those
 15 drugs, believe me, you've got to expect problems.
 16 SUSANNE: Well, I'm glad you have the wisdom to
 17 let the viewers know what's going on with their bodies so
 18 we can rectify it.
 19 ROD BURRESON: Well, thank you, Susan.
 20 SUSANNE: All right. You have a blessed day.
 21 ROD BURRESON: You, too, baby.
 22 SUSANNE: And I will be ordering those products
 23 today.
 24 ROD BURRESON: Okay.
 25 SUSANNE: Thank you.

34

1 it.
 2 JULIE LYNCH: That's right. Let's go to
 3 Barbara in Phoenix, Arizona. Barbara, you're live on the
 4 air with Rod Burreson.
 5 BARBARA: Hi, Rod.
 6 ROD BURRESON: Hi, Barbara.
 7 BARBARA: How are you?
 8 ROD BURRESON: Good, sweetie.
 9 BARBARA: I spoke with you last week, and I
 10 told you I had multiple myeloma. I was diagnosed four
 11 and a half years ago.
 12 ROD BURRESON: Uh-huh.
 13 BARBARA: You told me to get some products. I
 14 did order them. But I am waiting to take them because I
 15 need to ask you some more questions.
 16 ROD BURRESON: You do, huh?
 17 BARBARA: I do.
 18 ROD BURRESON: Okay.
 19 BARBARA: Okay. I take blood pressure
 20 medicine, thyroid medicine and cholesterol medicine. Can
 21 I take your products with those with no problem?
 22 ROD BURRESON: The worse thing that would
 23 probably happen is it will make the medication work more
 24 effectively, and therefore your doctor would probably be
 25 able to lower the amount that you're taking, or maybe

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1 ROD BURRESON: Bye.
 2 JULIE LYNCH: And we thank you, Susanne, for
 3 your call. The toll-free number right now to order those
 4 Roex products, 1-800-645-0010. That's 1-800-645-0010.
 5 Your account managers are standing by right now to take
 6 your orders. You can also go to the website, Roex.com, R
 7 O E X, dot com, and load up today on Kidney & Bladder
 8 Support Formula, that's in four and 12-packs at a very
 9 special price today and today only, and the KCE package,
 10 Kidney Bladder Support Formula, Choline Bitartrate and
 11 Epithelial Tissue Support Formula.
 12 ROD BURRESON: You know, Julie, if every single
 13 person would buy the Merck manual on medical information
 14 and open it up to view the urinary tract, then they would
 15 order the Kidney Bladder Support Formula. I can tell you
 16 that. And they'd order the Choline Bitartrate and they
 17 would order the Epithelial Tissue. When you look at that
 18 system in the body, and then you think about all the
 19 drugs that damage that system, and alcohol and different
 20 diseases that have a major impact on it, boy, I've got to
 21 tell you something, every adult in America can benefit
 22 from giving the body the nutrients it needs to enhance
 23 the structure and the function, not only of the urinary
 24 tract but of the entire body. That's what the Roex
 25 program is all about, and that's why you need to get on

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1 even eventually get you off of it.
 2 BARBARA: Okay, okay. Another question is I
 3 went into my oncologist last week and he -- or they
 4 suggested I go on chemo because my protein level is up
 5 and it hasn't gone down. I told them I wasn't going to
 6 do that. I was going to go on your products first.
 7 ROD BURRESON: Uh-huh.
 8 BARBARA: How long will it take your product to
 9 work to show me any results so I can tell them I'm not
 10 going on chemo?
 11 ROD BURRESON: Well, first of all --
 12 BARBARA: That's a good question.
 13 ROD BURRESON: -- I don't know the answer to
 14 that because I don't know what other issues you've got.
 15 But I can tell you based on all the results that I have
 16 seen with people -- and I'm talking tens of thousands of
 17 people --
 18 BARBARA: Mm-hmm.
 19 ROD BURRESON: -- the results can start as
 20 quickly as a week or can take six months.
 21 BARBARA: Okay.
 22 ROD BURRESON: But you're going to see results.
 23 You might be quite surprised that the results you're
 24 going to see might be different than what you expect.
 25 And this is why I used to tell everybody, and I should

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1 tell them more frequently, and you should do the same
 2 thing, make a journal of anything and everything that
 3 you've got as a problem health-wise. Every single one.
 4 Be honest with yourself. Get on the Roex program and
 5 don't look at that journal for 30 days. Then open it up,
 6 make your notes under each item, close it back up and
 7 stay on the Roex program for just 60 more days, open it
 8 back up, make your notes again, you'll never change.
 9 You'll be on the Roex program the rest of your life
 10 because you'll see the results you're looking for.
 11 BARBARA: Okay.
 12 ROD BURRESON: And maybe a lot more than that.
 13 BARBARA: Okay. You told -- or not you told
 14 me, but what time of day do I take these? Do I take them
 15 all at once, like, in the morning?
 16 ROD BURRESON: You can. But if you take them
 17 as directed, some with a meal and some on an empty
 18 stomach, but the big thing is get them in your body.
 19 BARBARA: Okay.
 20 ROD BURRESON: The most important thing is get
 21 them in there. Now if you get them in there, like some
 22 on an empty stomach and some with a meal, then it works
 23 more effectively. But there are some cautionary items.
 24 BARBARA: Mm-hmm.
 25 ROD BURRESON: You do not want to take protein

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1 ROD BURRESON: You should take our magnesium
 2 because it's got potassium in it as well. And whenever
 3 you take magnesium, it's good to take potassium because
 4 almost all adults are deficient in potassium.
 5 BARBARA: Okay. I wanted to take the PC-95,
 6 but I seen that had magnesium in it, and I didn't want --
 7 ROD BURRESON: No, it doesn't have any
 8 magnesium in it. PC-95 is pure proanthocyanidines.
 9 BARBARA: Okay, okay. And can you take too much of
 10 the B vitamins? Because I also take -- (inaudible).
 11 ROD BURRESON: Well, by too much, what do you
 12 mean?
 13 BARBARA: Ummm --
 14 ROD BURRESON: You can take too much water, you
 15 know. You heard about the person that drowned theirselves?
 16 BARBARA: Yes.
 17 ROD BURRESON: Or killed theirselves drinking
 18 water.
 19 BARBARA: Right.
 20 ROD BURRESON: So you can take too much of
 21 anything, but four tablets a day of the B vitamins is not
 22 too much, to give you an idea.
 23 BARBARA: Okay, okay. I have another question.
 24 ROD BURRESON: All right.
 25 BARBARA: I have -- I'm sorry.

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1 along with Oleuropein, because the Lysine in protein or
 2 the Lysine Proline capsule, you want to take them about
 3 two hours apart because it turns off that mechanism in
 4 the Oleuropein that's so powerful as an anti-viral in the
 5 body.
 6 BARBARA: That wasn't one of the ones you told
 7 me to take.
 8 ROD BURRESON: Okay.
 9 BARBARA: You said A, D and E.
 10 ROD BURRESON: Right.
 11 BARBARA: Calcium Mineral Formula, FP-63 and
 12 Kidney Bladder Support.
 13 ROD BURRESON: Good.
 14 BARBARA: Okay?
 15 ROD BURRESON: Okay.
 16 BARBARA: Those are all okay?
 17 ROD BURRESON: Yes, absolutely.
 18 BARBARA: I have another --
 19 ROD BURRESON: You can take them all together.
 20 BARBARA: Excuse me, another question.
 21 ROD BURRESON: Okay.
 22 BARBARA: I am now taking magnesium. I take
 23 400 milligrams a day.
 24 ROD BURRESON: You should take ours.
 25 BARBARA: Pardon me?

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1 ROD BURRESON: I'm going to charge you.
 2 BARBARA: I have a friend or a lady that I know
 3 that has the same thing I have, multiple myeloma.
 4 ROD BURRESON: Uh-huh.
 5 BARBARA: She was diagnosed in December. She
 6 is already in stage three. And she is in the hospital
 7 right now. Can she take what you told me to take, and
 8 will it help her?
 9 ROD BURRESON: They won't let her take it in
 10 the hospital.
 11 BARBARA: Well, I know, but when she goes home,
 12 she's supposed to go home this week, they've been trying
 13 to clean her blood or whatever.
 14 ROD BURRESON: Yeah, I don't know why she
 15 couldn't.
 16 BARBARA: Okay. Will it do any good, do you
 17 think?
 18 ROD BURRESON: Oh, abs -- boy, you know, it's
 19 never too late unless you think it is.
 20 BARBARA: Exactly. Okay.
 21 ROD BURRESON: All right?
 22 BARBARA: Okay.
 23 ROD BURRESON: All right, sweetie.
 24 BARBARA: I thank you very much.
 25 ROD BURRESON: You're welcome.

| | | | |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 40 | <p>1 BARBARA: Bye-bye. 2 ROD BURRESON: Bye. 3 JULIE LYNCH: Thank you so much, Barbara, for 4 your call. The toll-free number right now to order all of 5 your Roex products is 1-800-645-0010. That's 1-800-645- 6 0010. The website is Roex.com, R O E X, dot com. Load 7 up on your Kidney & Bladder Support Formula, that's in 8 four and 12-packs at a very special price today and today 9 only. Also, the KC&E package is on special, Kidney 10 Bladder Support Formula, Choline Bitartrate and the 11 Epithelial Tissue Support Formula. And I want everyone 12 to know that there is a new Roex website on its way. It 13 is easier than ever to use. It has beautiful new 14 layouts. And the best part is there will be product 15 promotions that are exclusive to the website only. 16 ROD BURRESON: You know, Julie, I've got to 17 tell this lady that -- Barbara, that has this multiple 18 myeloma, and when I was researching the Kidney Bladder 19 for the presentation today, that -- you know, multiple 20 myeloma for all the people that don't know it, is 21 characterized by an infiltration of the bone marrow and 22 can be a malignant disease, and normally it is. But 23 multiple myeloma, it can be decades in progression. 24 But here's the story. If the bone marrow is 25 involved, and it is, then the kidneys are involved. And</p> | 41 | <p>1 this is what the doctors don't get. So urethra poetin, 2 the hormone that the kidneys are supposed to secrete that 3 help replicate healthy bone marrow, if that hormone is 4 missing, then the bone marrow starts to replicate 5 improperly. And I think that's probably the beginning. 6 I'm not a doctor, so keep that in mind, but it's my 7 belief that's probably the beginning of the myeloma that 8 takes place in the bone marrow. 9 JULIE LYNCH: Wow. Let's go to Shirley in 10 Massapequa, Long Island. Shirley, you're live on the air 11 with Rod Burreson. 12 SHIRLEY: Hello, Rod. 13 ROD BURRESON: Hi, Shirley. 14 SHIRLEY: Okay. I have a question. I'm 15 calling on the behalf of my sister-in-law. 16 ROD BURRESON: Uh-huh. 17 SHIRLEY: And she has a bad case of sciatic 18 nerves, in the -- (inaudible) -- on the nerve. 19 ROD BURRESON: Uh-huh. 20 SHIRLEY: And it is affecting her walking. 21 ROD BURRESON: Right. 22 SHIRLEY: But they keep putting her on these 23 pain killers, and nothing seems to help. 24 ROD BURRESON: Yeah, I know why, too. The pain 25 killers don't do anything to address the inflammation.</p> |
| 42 | <p>1 Sciatica is the inflammation of the sciatic nerve. 2 SHIRLEY: Okay. 3 ROD BURRESON: If you're going to address the 4 inflammation of the sciatic nerve, nothing does it better 5 than essential fatty acids. And we have one of the 6 individuals here at the company that had real -- such a 7 terrible problem, could hardly walk, and he went to the 8 doctor and, of course, they want to put him on the -- the 9 anti-inflammatory the same way. 10 SHIRLEY: Mm-hmm. 11 ROD BURRESON: And he was getting worse. So I 12 said, get on 12 capsules a day of the EFAs. In just one 13 week, he was walking almost normally. In two weeks, he 14 didn't have the pain any more. 15 SHIRLEY: Oh, my goodness. 16 ROD BURRESON: So the essential fatty acid 17 deficiency is almost always one of the root causes of 18 sciatica. 19 SHIRLEY: Okay. And that's all she needs is 20 just that? 21 ROD BURRESON: Well, I would get on the 22 following products, and they're all anti-inflammatory, 23 but they're natural ones. Vitamin C in large amounts; 24 MSM -- 25 SHIRLEY: Okay. MSM.</p> | 43 | <p>1 ROD BURRESON: Vitamin C, PC-95. 2 SHIRLEY: And PC-95. 3 ROD BURRESON: And the EFAs. 4 SHIRLEY: And the EFAs. 5 ROD BURRESON: Yes. 6 SHIRLEY: Okay. Okay. Now, she's on this pain 7 medication. So I -- 8 ROD BURRESON: Well, all that's -- all that 9 pain medication is is a blocker that raises the threshold 10 to the pain, so you can tolerate the pain more 11 effectively. But it doesn't do anything to address the 12 problem. Why doesn't the doctor say to themselves, if 13 they're intellectually responsible, they should say, what 14 can I do to help this patient with the inflammation that 15 can help the body overcome it? Well, essential fatty 16 acids, if they know anything about sciatica, they know 17 it's usually a deficiency in essential fatty acids. 18 SHIRLEY: Okay. All right. That is my 19 question for today. 20 ROD BURRESON: Okay, sweetie. 21 SHIRLEY: Okay. And I thank you so much. 22 ROD BURRESON: You're welcome, Shirley. 23 SHIRLEY: Okay. Bye-bye. 24 JULIE LYNCH: Thank you, Shirley. The toll- 25 free number right now to order all of your Roex products</p> |

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1 is 1-800-645-0010. That's 1-800-645-0010. Your account
 2 managers are standing by right now to take your orders.
 3 You can also go to the website, Roex.com, R O E X, dot
 4 com. Load up today on your Kidney & Bladder Support
 5 Formula in four and 12-packs. It is on special today and
 6 today only. Also, your KCE package at a very special
 7 price, Kidney Bladder Support Formula, Choline Bitartrate
 8 and Epithelial Tissue Support.
 9 Let's go to Mitchell in Memphis. Mitchell,
 10 you're live on the air with Rod Bureson.
 11 MITCHELL: Good day, you guys.
 12 ROD BURRESON: Hi, Mitchell.
 13 MITCHELL: All righty. I got a couple of
 14 questions and then I'm done. If you can just tell me --
 15 I got a friend that has tingling in her pinky, her little
 16 finger --
 17 ROD BURRESON: Uh-huh.
 18 MITCHELL: And numbness in her legs. And then
 19 her mother is starting to show signs of Alzheimer's.
 20 ROD BURRESON: Well, the two are very
 21 different, but they're also inter-related.
 22 MITCHELL: Okay.
 23 ROD BURRESON: Okay. With the tingling, it can
 24 be a neurological sensation or lack of blood flow, or
 25 both.

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1 MITCHELL: Okay.
 2 ROD BURRESON: So one of the big things that
 3 you can do to help yourself, take adequate amounts of B
 4 vitamins and Essential Fatty Acids.
 5 MITCHELL: Okay.
 6 ROD BURRESON: And take Cell Talk. Cell Talk
 7 is so incredible. Every single adult and child in
 8 America, if we could get them on Cell Talk and PC-95, we
 9 could change the health care system of this country.
 10 MITCHELL: All right, Rod.
 11 ROD BURRESON: All right, buddy.
 12 MITCHELL: Thank you.
 13 ROD BURRESON: You're welcome.
 14 JULIE LYNCH: And we thank you, Mitchell, for
 15 your call. The toll-free number right now to order your
 16 Roex products is 1-800-645-0010. That's 1-800-645-0010.
 17 The website is Roex.com, R O E X, dot com. Load up on
 18 your Kidney & Bladder Support Formula. It's today and
 19 today only. We have a great price. And the KCE package,
 20 Kidney Bladder Support Formula, Choline Bitartrate and
 21 Epithelial Tissue Support.
 22 Let's go to Anne in California. Anne, you're
 23 live on the air with Rod Bureson.
 24 ANNE: Hi, Rod. I talked to Mark a couple
 25 weeks ago.

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1 MITCHELL: Right, okay.
 2 ROD BURRESON: But I'm not a doctor. What did
 3 the doctor tell her?
 4 MITCHELL: She's -- she's going today.
 5 ROD BURRESON: Okay. My opinion, get the
 6 individual on PC-95 and the Cayenne Ginger Formula,
 7 because Cayenne with Ginger is one of the most healing
 8 herbs that you can put inside your body.
 9 MITCHELL: Mm-hmm.
 10 ROD BURRESON: It stimulates blood flow to all
 11 the extremities. And if, in fact, it is an issue with
 12 deficiency in the neurological area, get her on the B
 13 complex as well.
 14 MITCHELL: Okay.
 15 ROD BURRESON: So the B complex, Cayenne with
 16 Ginger and PC-95.
 17 MITCHELL: All right. And then Alzheimer's.
 18 ROD BURRESON: Okay. Alzheimer's is a very,
 19 very misunderstood issue in the body. Most -- most
 20 misunderstood by the medical community, in my opinion.
 21 MITCHELL: Mm-hmm.
 22 ROD BURRESON: I believe, based on all the
 23 science that I have seen, that stage one and two of
 24 Alzheimer's and Parkinson's and other dementia diseases
 25 almost always stems from a nutritional deficiency.

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1 ROD BURRESON: Okay.
 2 ANNE: I'm really enjoying your program.
 3 ROD BURRESON: Thank you.
 4 ANNE: I've started on a lot of the products,
 5 and I was talking to him about a torn meniscus, and I did
 6 order the Chicken Collagen and the Hyaluronic Acid. I've
 7 been doing a little research. I'm trying to avoid
 8 surgery, but I am beginning to be in so much pain. And I
 9 found something on the Internet called Pro-Lo Therapy
 10 (phonetic).
 11 ROD BURRESON: Yes.
 12 ANNE: And I wonder if you were familiar with
 13 that.
 14 ROD BURRESON: Absolutely.
 15 ANNE: What do you think about that?
 16 ROD BURRESON: I think it's very good.
 17 ANNE: You do?
 18 ROD BURRESON: Oh, abso --
 19 ANNE: You research it?
 20 ROD BURRESON: Yeah -- no, you don't -- I've
 21 not only researched it. I've -- I've done it.
 22 ANNE: You have? Okay.
 23 ROD BURRESON: Absolutely. Believe me, I check
 24 everything.
 25 ANNE: All the alternatives.

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1 ROD BURRESON: And one of the most incredible
 2 individuals on this planet that does Pro-Lo Therapy is
 3 Dr. Hanson Wong in Bellflower, California. He's probably
 4 the most brilliant man that I know in medicine. He's got
 5 four M.D. degrees, six Ph.D's, one in nutrition. He
 6 treats thousands of people for free world-wide. Six
 7 times a year or more, he goes to different countries
 8 where the indigent people can't afford therapy on their
 9 own. He treats them for free.
 10 ANNE: Wow. Well, I guess --
 11 ROD BURRESON: This guy, he probably has
 12 treated more people with Pro-Lo Therapy than any other
 13 living doctor.
 14 ANNE: I think I will go -- I'll go for an
 15 evaluation. There's several -- I'm in the San Diego
 16 area.
 17 ROD BURRESON: Well, you might -- it might be
 18 worth the drive to Bellflower. It's not -- it's only
 19 about an hour and a half.
 20 ANNE: Where is that?
 21 ROD BURRESON: Dr. Hanson Wong. It's just --
 22 in Orange County.
 23 ANNE: Oh, is it?
 24 ROD BURRESON: Yeah.
 25 ANNE: Oh, okay.

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1 heard of anybody. And Paramino-Benzoic Acid is an
 2 essential B vitamin that's so important for the skin.
 3 (Music playing.)
 4 ANNE: Okay.
 5 ROD BURRESON: Okay?
 6 ANNE: Maybe I'll try the B's and see.
 7 ROD BURRESON: Try it. You'll like it.
 8 ANNE: Thank you so much.
 9 ROD BURRESON: Okay, sweetie.
 10 JULIE LYNCH: Thank you, Anne. The toll-free
 11 number right now to order all of your Roex products is 1-
 12 800-645-0010. That's 1-800-645-0010. The website is
 13 Roex.com, R O E X, dot com. Get your Kidney Bladder
 14 Support Formula in four and 12-packs, and your
 15 KCE package today. There's a great price today and today
 16 only.
 17 Rod Burreson, thank you so much. It was such a
 18 fascinating show.
 19 ROD BURRESON: Well, thank you, Julie. And
 20 thanks to you callers and listeners. And I want you to
 21 know something. The importance of the kidney, bladder,
 22 urinary system is beyond your wildest imagination. And
 23 you probably won't know it until you get a problem. We
 24 love you. Have a great day. See you tomorrow.
 25 (Whereupon, the recording concluded.)

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1 ROD BURRESON: And it's -- it's such an
 2 experience because this gentleman is -- he's almost God-
 3 like he's so smart, and so capable.
 4 ANNE: Where -- how do you spell that location?
 5 ROD BURRESON: Bellflower, just like --
 6 ANNE: Bellflower, okay.
 7 ROD BURRESON: Yeah.
 8 ANNE: I'm kind of new to California.
 9 ROD BURRESON: Okay. Yeah, just Bellflower,
 10 California. If you look under Gracelifemedical.com on
 11 the Internet, then you'll find his address, you'll find
 12 all his information. You'll be so impressed you can
 13 check anybody else out with Pro-Lo Therapy. They
 14 probably won't measure up.
 15 ANNE: Grace Life?
 16 ROD BURRESON: Gracelifemedical.com.
 17 ANNE: Okay. And I had one other question for
 18 you.
 19 ROD BURRESON: Okay.
 20 ANNE: On the B vitamins, I've seen it in the
 21 past, I am highly allergic to PAVA on my skin. And in
 22 the past, I've questioned if when it's in the vitamins,
 23 if it bothers me. Do you know if people are bothered by
 24 that?
 25 ROD BURRESON: No, I don't. And I've never

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1 CERTIFICATION OF TYPIST
 2
 3 MATTER NUMBER: 0723076
 4 CASE TITLE: ROEX
 5 TAPING DATE: JANUARY 22, 2007
 6 TRANSCRIPTION DATE: OCTOBER 31, 2008
 7
 8 I HEREBY CERTIFY that the transcript contained
 9 herein is a full and accurate transcript of the tapes
 10 transcribed by me on the above cause before the FEDERAL
 11 TRADE COMMISSION to the best of my knowledge and belief.
 12
 13 DATED: OCTOBER 31, 2008
 14
 15 GEORGE QUADE
 16
 17
 18 CERTIFICATION OF PROOFREADER
 19
 20 I HEREBY CERTIFY that I proofread the transcript for
 21 accuracy in spelling, hyphenation, punctuation and
 22 format.
 23
 24
 25 WANDA J. RAVER

In the Matter of:

Roex, Inc.

January 24, 2007

Roex.com Radio Show - Immortale for Women

Condensed Transcript with Word Index



For The Record, Inc.

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1 FEDERAL TRADE COMMISSION
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 3 In the Matter of:)
 4 Roex) Matter No. 0723076
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 7 January 24, 2007
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 11 The following transcript was produced from a
 12 CD-ROM provided to For The Record, Inc. on November 18,
 13 2008.
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1 P R O C E E D I N G S
 2 - - - - -
 3 (Pre-show chatter.)
 4 UNIDENTIFIED MALE: -- away from the headset.
 5 MARK ALEXANDER: Thanks (inaudible).
 6 UNIDENTIFIED MALE: Sure. Yeah, Julie?
 7 JULIE LYNCH: Yeah.
 8 UNIDENTIFIED MALE: Yeah, you can say -- hold
 9 on one second.
 10 JULIE LYNCH: This is like Chinese telephone
 11 tag.
 12 UNIDENTIFIED MALE: I know, we only got a
 13 minute and a half.
 14 UNIDENTIFIED MALE: Yeah, it's the new Roex
 15 number to call in, so you can promote that as our new
 16 number.
 17 JULIE LYNCH: Okay, and I -- because I just
 18 want to make it clear that it's to order products, so
 19 they don't think it's to call the radio show.
 20 UNIDENTIFIED MALE: Right. It's to order
 21 products.
 22 JULIE LYNCH: Okay, so I'm going to say we also
 23 have a brand new number to order products.
 24 UNIDENTIFIED MALE: Right.
 25 JULIE LYNCH: Okay. All righty, thank you so

4

1 much.
 2 UNIDENTIFIED MALE: All righty, then. My
 3 pleasure.
 4 JULIE LYNCH: Have a great day.
 5 UNIDENTIFIED MALE: Here's Mark. Have a good
 6 one.
 7 UNIDENTIFIED MALE: One minute away.
 8 MARK ALEXANDER: Okay, Julie, we're rolling
 9 here on the computer.
 10 UNIDENTIFIED MALE: And we're less than a
 11 minute, Mark.
 12 MARK ALEXANDER: Oh, great.
 13 JULIE LYNCH: And I need my Mark Alexander
 14 introduction.
 15 UNIDENTIFIED MALE: Thirty seconds.
 16 Fifteen.
 17 Turn to theme, have a good show.
 18 IMMORTALE FOR WOMEN RADIO SHOW
 19 (Music playing.)
 20 JULIE LYNCH: Welcome to the Truth about
 21 Nutrition with Mark Alexander. I am your host, Julie
 22 Lynch, and we are broadcasting live from ABC Studios here
 23 in New York City.
 24 Mark Alexander is the director of research at
 25 Roex, Incorporated, with 24 years of experience in the

6

1 have estrogen dominance, if you're low on progesterone
 2 and testosterone. Here's what you can have: weight
 3 gain, water retention, fat weight gain, especially around
 4 the hips and abdomen, you can feel bloated, you can have
 5 poor digestion. You can have all sorts of menstrual
 6 problems, heavy or irregular periods, menstrual cramps,
 7 uterine fibroids, which we're seeing more and more of
 8 today, and also endometriosis, which is becoming to be
 9 much more prominent than it used to be. Breast problems
 10 like breast swelling, breast cysts, breast cancer. Sleep
 11 problems like insomnia, night sweats, osteoporosis, where
 12 obviously you have the bone mineral loss and you can have
 13 all sorts of problems with broken bones and fractures.
 14 Frequent infections. You can have vaginal infections,
 15 bladder infections, problems with memory and recall, poor
 16 concentration.
 17 You can feel fatigued, you just wake up feeling
 18 tired all the time and you're exhausted during the day.
 19 You could have food cravings. This is a biggy, you crave
 20 sweets constantly, you tend to overeat. You could have
 21 hypoglycemia, you could suffer from emotional problems,
 22 things like depression, frequent anger, you could be very
 23 irritable, you could have many different types of mood
 24 swings, and you could be fighting with your spouse,
 25 perhaps.

5

1 health and nutrition industry. If you have questions for
 2 Mark, you can speak with him directly at 1-800-429-PC95,
 3 that's 1-800-429-7295. That's right, we are live and we
 4 are taking your calls. We've got a line open for you
 5 right now at 1-800-429-7295.
 6 And how are you today, Mark?
 7 MARK ALEXANDER: Doing great, Julie, on over-
 8 the-hump day. How about yourself?
 9 JULIE LYNCH: I love that over-the-hump day
 10 myself. That's right.
 11 MARK ALEXANDER: Don't we all. Anyway, we have
 12 a very important and fascinating show for the folks
 13 today. It's going to be on the topic of hormonal balance
 14 for both men and women. And it seems like we're running
 15 into more and more problems with both guys and gals with
 16 this estrogen-dominant syndrome. And what happens, we'll
 17 start with the ladies first, when a woman's progesterone
 18 and testosterone levels fall too low, her estrogen level
 19 becomes dominant, and this imbalance can create many,
 20 many symptoms throughout the bodies. So, to all of you
 21 ladies listening today, let me list some of these
 22 symptoms to see if any of these ring a bell, because if
 23 they do, you're definitely going to want to consider the
 24 Immortale for Women, big-time, major-league.
 25 Listen to some of these symptoms, folks, if you

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1 You could have low thyroid function, signs of
 2 hypothyroidism, would be could hands and feet, you gain
 3 weight easily. You could have hair problems. You might
 4 notice that the hair is dry, it's thinning, and you start
 5 to lose your hair. You could have thinning skin and you
 6 notice your skin is more dry and more wrinkly than it
 7 used to be.
 8 And if that wasn't bad enough, here's the end
 9 of the symptoms, folks, and we'll round this up here.
 10 Hot flashes, headaches, joint pain, back pain, high blood
 11 pressure, vaginal dryness and atrophy and poor sex drive
 12 and low libido. So, you can see how the hormones
 13 definitely do disrupt a woman's total game plan here in
 14 terms of their lifestyle.
 15 So, here's what we want to do. We want to
 16 educate the people today in how we can get these
 17 testosterone, progesterone and estrogen levels into
 18 proper ratio, because that's the key. Both men and women
 19 have the exact same hormones, testosterone, progesterone
 20 and estrogen, they're just in different proportions and
 21 different ratios. And I'll tell you, folks, once you get
 22 these levels to where they should be in balance, it can
 23 make a humongous difference in your life.
 24 And here's what Dr. Linda Richter-Paige
 25 (phonetic) has to say about the hormonal imbalances with

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1 women. I think this is a great article. She says,
 2 quote, a healthy female system works in an incredibly
 3 beautiful, complex balance. It is an individual model of
 4 the creative, creative universe. A woman is usually a
 5 marvelous thing to be, but the intricacies of her body
 6 are delicately tuned and can become imbalanced or
 7 obstructed easily, causing pain and poor function.
 8 From child-bearing age to pre-menopause to
 9 menopause to post-menopause, many women are affected by
 10 imbalances and fluctuations in their hormones that rattle
 11 their lives. Female hormonal imbalances are involved in
 12 a myriad of health problems, including fibroids,
 13 endometriosis, headaches, PMS, depression, low libido and
 14 loss of sex drive and infertility. Hormones help
 15 regulate everything from energy flow to inflammation to a
 16 woman's monthly cycle. Tiny amounts can cause big
 17 reactions, both good and bad.
 18 Maintaining hormonal balance in today's world
 19 is not easy. Every day we are literally being bombarded
 20 with man-made hormones from widespread hormone mimicking
 21 pollutants, hormone drugs and hormones injected in our
 22 foods.
 23 A high-stress lifestyle, which depletes the
 24 adrenal glands, is another major factor in hormonal
 25 problems for women. And I found that statement quite

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1 dairy foods, from plastics, pesticides and hormone
 2 replacement drugs for both sexes. Only in the last 10
 3 years has anyone realized how common environmental
 4 estrogens are in today's world. Nearly 40 percent of
 5 pesticides used in commercial agriculture are suspected
 6 hormone disruptors. All of the earth's waterways are
 7 connected, so chemical pollutants containing
 8 environmental hormones reach your liver supply wherever
 9 you live. The problem is so huge that in 1996 the
 10 Environmental Protection Agency began implementing the
 11 progressively mandated plan through EDSTAC, now that
 12 stands for Endocrine Disruptor Screening and Testing
 13 Advisory Committee, to test for 87,000 compounds to
 14 determine their effect on the reproductive systems of
 15 humans and animals. However, due to the enormous scope
 16 of the project, a lack of funding, a strong opposition
 17 from the chemical industry, very little real progress has
 18 been made unfortunately.
 19 JULIE LYNCH: Oh, scary.
 20 MARK ALEXANDER: I know. The threat these
 21 chemicals have on human health and the environment is
 22 very real, folks, and it's growing. Estrogen mimicking
 23 pollutants may, in fact, be changing the face of
 24 evolution. Listen to this, folks. New reports show the
 25 devastating effect of hormone disrupting pollutants on

9

1 interesting, Julie, because I've preached this on the
 2 show for many years, how important the adrenals are.
 3 People just don't realize that the adrenals are a key,
 4 key player.
 5 Hormone balancing lifestyle program is
 6 something all of us could benefit from. Using lifestyle
 7 therapy to re-balance hormone ratios gently harmonizes
 8 your body rather than regulating the hormones by a
 9 synthetic injection, which sometimes stops natural
 10 hormone production by the endocrine glands entirely. I
 11 find natural hormone balancing therapies after trauma,
 12 stress or serious illness or after a hysterectomy, child
 13 birth a D&C or an abortion allow your body to achieve its
 14 own hormone levels and bring itself into its own balance
 15 at its deepest levels.
 16 Now, people are probably asking how come we
 17 have this estrogen dominance to such a degree that we do.
 18 Well, folks, here's the story. Environmental hormones
 19 are now so commonplace in modern society that there is no
 20 way to completely avoid them. It's pretty much
 21 impossible to completely avoid these synthetic
 22 environmental hormones. It's just a fact of life, being
 23 that we live in the year 2007.
 24 Now, here's the story. These things come from
 25 pollutants, from drugs, from hormone-injected meats and

11

1 our wildlife and human health. Pallid sturgeons found
 2 only in the Mississippi River are now condemned to
 3 extinction as decades of exposure to things like PBCs and
 4 DDT have resulted in no new species birth for over 10
 5 years. Studies done on turtles at the University of
 6 Texas find that even when environmental factors like heat
 7 are controlled to determine a male outcome, females or
 8 intrasex turtles are hatched when just a small amount of
 9 PCBs are painted on the eggs.
 10 The newest research shows that atrazine, which
 11 is a weed killer, causes wildlife to develop the wrong
 12 sex organs. More shocking, atrazine use is so
 13 commonplace now today that it now contaminates the water
 14 in states where it isn't even being used.
 15 JULIE LYNCH: Oh, my gosh.
 16 MARK ALEXANDER: So, folks, you can see how
 17 hard it is to avoid these things, you know, that increase
 18 the harmful estrogen. You have good estrogen to bad
 19 estrogens, and unfortunately, we're being bombarded with
 20 the bad estrogens, and that's why the whole topic of
 21 today is so, so important, because the effects of
 22 estrogen disruption mean maintaining female hormonal
 23 balance is clearly a challenge in the day and age that we
 24 live in. So, we wanna tell, Julie, for every woman
 25 listening today, to highly consider the Immortale for

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1 Women, because the way we designed this formula is the
 2 design to get the testosterone, progesterone and estrogen
 3 levels in the ideal ratio to help keep the female system
 4 female. That's really the bottom line. And do your best
 5 to try to avoid things like the pesticides and the
 6 hormone-injected meats and dairy products. They're a
 7 real culprit, too. If you're going to eat like beef or
 8 lamb or chicken or turkey, I would highly recommend you
 9 get the organic. It's very, very important to get the
 10 hormone-free beef or poultry that has not been injected,
 11 because that will make a big difference, too, in this
 12 whole estrogen dominance issue. And it's sort of hard to
 13 avoid plastics. It seems like, you know, almost
 14 everything in this day and age is packaged in a plastic
 15 container, but, you know, you can certainly do your best
 16 to avoid the pesticides and the hormone-injected meats
 17 and poultry.
 18 Now, let's talk about the men, because this
 19 goes far beyond just a female problem. And it's
 20 interesting, Julie, because a lot of men notice once they
 21 get over 40, when the testosterone starts to take a
 22 nosedive, they go, geez, you know, I just don't have the
 23 sex drive or libido I used to. I seem more prone toward
 24 depression. I've noticed reduced bone density. I'm
 25 fatigued, I don't have the stamina and energy that I used

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1 the dark about how hormonal imbalances affect their
 2 health. Men's hormone changes have been much less
 3 publicized and researched than women's, but hormone
 4 disruption is as much a part of a man's life as it is a
 5 female's. Some men are more attune to their hormonal
 6 fluctuations than others. Some report clear monthly
 7 changes in their energy levels, mood, work and sports
 8 performance, and they attribute to their equivalent of a
 9 period. Blood levels of testosterone fluctuate
 10 dramatically at different times in life, anywhere from
 11 250 to 1,200 nanograms, and these changes directly affect
 12 a man's performance, mood and sexuality. When a man's
 13 hormone fluctuations are less dramatic than a woman's,
 14 testosterone levels start to decline around the age of
 15 40, and from there on they fall up to 10 percent for each
 16 decade that he lives. This phenomenon is called
 17 andropause, and it's now recognized by almost eight in 10
 18 family physicians as a real condition that affects the
 19 quality of life for men. More physicians are becoming
 20 increasingly interested in TRT, or testosterone
 21 replacement therapy, for andropausal men."
 22 And here's where we want to encourage the guys,
 23 Julie, to not take the synthetic testosterone injections.
 24 These things are outright dangerous, but take something
 25 safe and natural, like the Immortale for Men, along with

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1 to have. And I seem to be getting more flabby,
 2 especially around the mid-section.
 3 Well, folks, these are all telltale signs that
 4 you're low in testosterone, because testosterone is the
 5 Big Kahuna for us guys. So, we want to make sure that we
 6 keep those testosterone levels, especially the free and
 7 total testosterone levels, as high as possible as we age,
 8 but we want to keep the DHT, this is where it gets a
 9 little tricky, which is the dihydrotestosterone, as low
 10 as possible, because the DHT is a main culprit with
 11 things like prostate swelling and enlargement and
 12 prostate cancer, along with the estrogen dominance, that
 13 plays a factor, too, in the prostate issues with men.
 14 So, we want to obviously bind up this DHT, and that's
 15 where the prostate pack really shines.
 16 So, anybody that's taking the Immortale for
 17 Men, which we'll talk about in a minute here, or the Big
 18 Blue I and II, I'd highly suggest that they do get on the
 19 prostate pack, because that will bind up the DHT or
 20 dihydrotestosterone, but at the same time, it will
 21 increase the good, healthy, free and total testosterone,
 22 which is all -- is what we want to strive for, especially
 23 when the men get over 40.
 24 Now, here's what Dr. Linda Richter-Paige has to
 25 say about the men. She says, "Clearly, many men are in

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1 the Big Blue I and II for that matter, because these are
 2 very safe, natural ways to get those testosterone levels
 3 to where they should be.
 4 And this is pretty scary, and it's interesting
 5 at the same time, but I was reading recently that an
 6 average 50-year-old man actually has more estrogen than
 7 his counterpart wife --
 8 JULIE LYNCH: Wow.
 9 MARK ALEXANDER: -- who's basically in the same
 10 age range, I would assume. And that is pretty scary,
 11 because, like I said, men need testosterone, not
 12 estrogen, and females, you know, need estrogen to a
 13 degree, if it's the right type of estrogen, because most
 14 of them have too much of the wrong type of estrogen. But
 15 males should never be estrogen-dominant, and that again
 16 goes back to a lot of these environmental issues that we
 17 talked about earlier, you know, these plastics and these
 18 pesticides and herbicides and the injections in the meats
 19 and the poultry products just causing a lot of havoc with
 20 this estrogen dominance for both the guys and the gals.
 21 So, for all you men out there listening today,
 22 if you want to increase your libido and your sex drive,
 23 if you want to feel better and feel less depressed, if
 24 you want to have stronger bones and better bone density,
 25 if you want more energy and more get-up-and-go, and if

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1 you want to get rid of that spare tire around your waist,
 2 I strongly suggest that you increase your testosterone
 3 levels, and the best and safest way that I know of doing
 4 that would be Immortale for men.
 5 So, Julie, I'll turn it over to you, and then
 6 we'll get to the calls.
 7 JULIE LYNCH: And we've got a great special
 8 today, that's Immortale for Men and Women in four and 12-
 9 packs, and that is a mix-and-match special, so call right
 10 now. We have a brand new number to order products.
 11 That's 1-877-ROEX-NOW, 1-877-763-9669. I'm going to
 12 repeat that one more time, because it's a brand new
 13 number, that's 1-877-ROEX-NOW, 1-877-763-9669. You can
 14 also go to the website, and we've got big news on that
 15 website, because the brand new Roex website is up and
 16 running, so you can order now, because the first 500
 17 online shoppers will receive an exclusive offer that is
 18 not available by phone. And that's Roex.com, R O E
 19 X.com. It's a very exciting day at Roex.com.
 20 MARK ALEXANDER: Yes, Julie, and this is
 21 interesting, too, but women aren't the only ones
 22 endangered by the estrogen imitating the effects of
 23 chemicals and pesticides like I said. There's now
 24 substantial evidence that manmade estrogens threaten male
 25 health and fertility, too. An unusually large number of

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1 player in this whole scenario, and like I said earlier,
 2 what we want to do is get those hormones balanced and try
 3 to avoid, you know, the plastics, herbicides, the
 4 pesticides and the antibiotics and growth hormones in the
 5 beef and the poultry.
 6 So, Julie, let's get to the calls.
 7 JULIE LYNCH: All righty, let's go ahead to
 8 Jeff in San Diego. Jeff, you are live on the air with
 9 Mark Alexander.
 10 JEFF: Good morning, how are you both doing?
 11 MARK ALEXANDER: Good.
 12 JEFF: Great. I'm 47, African-American, and I
 13 was just diagnosed with diabetes. And my doctor wants to
 14 put me on Lipitor and another drug, Nexa -- I can't
 15 pronounce the name, but before I do any of that, I wanted
 16 to see what alternatives you might suggest.
 17 MARK ALEXANDER: Sure. So, is your cholesterol
 18 high?
 19 JEFF: Yes, he said my sugar is high,
 20 cholesterol is high, yes.
 21 MARK ALEXANDER: Okay. Well, this should be
 22 quite easy to address naturally. For the diabetes, I
 23 would try the sugar management pack, it's also called the
 24 sugar blues pack.
 25 JEFF: Okay.

17

1 male babies, both humans and animals, are showing up with
 2 male feminization. That would translate into things like
 3 small testicles, very low sperm counts, compared to what
 4 it used to be 50 years ago. The sperm counts have taken
 5 a major nose-dive in the last half century. And this is
 6 a trend that many scientists believe is directly related
 7 to the chemicals in our environment. And there's
 8 shocking research from Taiwan which shows a group of
 9 women who unknowingly consumed hormone disrupting PCB,
 10 contaminated rice oil, over a period of 10 months, then
 11 gave birth to boys, who later developed reduced penises,
 12 which is direct evidence that PCBs cause serious birth
 13 defects in humans, also.
 14 JULIE LYNCH: Oh, my gosh.
 15 MARK ALEXANDER: So, you can see that these
 16 environmental toxins are causing a lot of havoc. And the
 17 dramatic rise in prostate cancer deaths over the last 40
 18 years is another wake-up call to change our environment
 19 for health. While the rate of prostate cancer has
 20 doubled since World War II, male sperm counts have
 21 declined by 50 percent, a trend that has led to
 22 speculation that environmental, dietary and lifestyle
 23 changes in recent decades are interfering with a man's
 24 ability to make sperm and to conceive. So, you can see,
 25 folks, that this environmental issue is also a major

19

1 MARK ALEXANDER: And that will help get the
 2 blood sugar under control. And make sure you adhere to a
 3 low-glycemic-index diet. That's very, very important.
 4 Do you understand the meaning of a low-glycemic diet?
 5 JEFF: No, I don't.
 6 MARK ALEXANDER: Yeah, you should stay away
 7 from all refined carbohydrates. Examples of the refined
 8 carbs would be things like the donuts, the pastries --
 9 JEFF: Mm-hmm.
 10 MARK ALEXANDER: -- the pies, the cookies, the
 11 sweets.
 12 JEFF: Okay.
 13 MARK ALEXANDER: The sodas and all white flour.
 14 JEFF: Okay.
 15 MARK ALEXANDER: And you should also get daily
 16 exercise, even a brisk half-hour walk would be enough to
 17 do the job every day.
 18 JEFF: Mm-hmm.
 19 MARK ALEXANDER: And then, like I said, if you
 20 combine that low-glycemic diet with the daily exercise
 21 and the sugar blues, the blood sugar should become
 22 normalized, in my opinion, especially with Type II --
 23 Type II diabetes. It's very easy to address.
 24 JEFF: Mm-hmm.
 25 MARK ALEXANDER: Now, as far as the

20

1 cholesterol, that should be a slam-dunk. Just get on the
 2 Beta-Sitosterol, that'll do the same basic thing in the
 3 body as the statin drugs, however, with no down side, no
 4 side effects whatsoever.
 5 JEFF: Okay. And I'm overweight obviously.
 6 With that, I'm 263 --
 7 MARK ALEXANDER: Okay.
 8 JEFF: -- in weight, and so I need to certainly
 9 lose weight. Overall, is there -- are there any other
 10 products that you would recommend for overall health?
 11 MARK ALEXANDER: Sure. Yeah, and you will lose
 12 weight also on the low-glycemic diet and the exercise.
 13 It's going to help, and here's what you're going to add
 14 to the nutrients that I recommended earlier. You're
 15 going to add the WOW, that's W O W. That's going to
 16 start to get some weight out of the belly.
 17 JEFF: Okay.
 18 MARK ALEXANDER: And the good thing is in the
 19 sugar blues pack we do have Citrigenics I, which is also
 20 a very good weight-loss product, so you're already
 21 covered with that one because it's in the sugar blues
 22 pack. And you're also going to want to add Colostrum.
 23 Colostrum is nature's richest sort of something called
 24 insulin growth factor I, and this IGF I does several neat
 25 things in the body. It helps reduce the craving for

22

1 Those are definitely the big three for asthma. But the
 2 reason I said it's easy to eliminate, along with the
 3 nutrients, get the child off the pasteurized dairy
 4 products. Things like pasteurized cow's milk, ice cream,
 5 the pasteurized cheese, things like that. These create a
 6 lot of mucus in the system --
 7 JEFF: Mm-hmm.
 8 MARK ALEXANDER: -- and the last thing you need
 9 with asthma is more mucus in your lungs --
 10 JEFF: Right.
 11 MARK ALEXANDER: -- in your respiratory tract.
 12 And, also, that low-glycemic diet would be very good for
 13 them because, unfortunately, when you eat these donuts
 14 and pies and pastries and sweets and white flour
 15 products, they create a huge glob of mucus in the system,
 16 too. These are also very mucus-forming. So, I would
 17 venture a guess that the children are probably eating a
 18 lot of the refined carbs and white flour products and
 19 dairy products.
 20 JEFF: Yeah.
 21 MARK ALEXANDER: And that will make a big
 22 difference when you get rid of those in the diet.
 23 JEFF: Great, great. Well, I certainly
 24 appreciate this.
 25 MARK ALEXANDER: Sure.

21

1 sugar. It's going to help to balance the body's need for
 2 insulin, so it's a very good product for both people with
 3 diabetes and hypoglycemia. It tends to normalize the
 4 blood sugar levels, and it also helps to convert fat into
 5 lean muscle mass, which is very, very good, too.
 6 JEFF: Mm-hmm.
 7 MARK ALEXANDER: So, Colostrum would be an
 8 awesome product for you. And you also might want to try
 9 the whey protein, because the whey meal replacement is
 10 good for lean muscle mass.
 11 JEFF: Okay, right. Great, and one last
 12 question, if I may?
 13 MARK ALEXANDER: Sure.
 14 JEFF: I have a 14 and an 18-year-old, children
 15 that are asthmatic, and they -- they take their asthma
 16 medication every now and then --
 17 MARK ALEXANDER: Uh-huh.
 18 JEFF: -- they're on steroids and they're on
 19 Cingulair. And suggestions on how we may hopefully wean
 20 them off of that?
 21 MARK ALEXANDER: Yeah, asthma also is very easy
 22 to address in the majority of cases. We've had great
 23 success over the years with the PC-95 --
 24 JEFF: Mm-hmm.
 25 MARK ALEXANDER: -- the MSM and the Ester-C.

23

1 JEFF: Thank you.
 2 MARK ALEXANDER: You're welcome.
 3 JULIE LYNCH: We thank you, Jeff, for your
 4 call. And the toll-free number right now, our brand new
 5 number to order products, is 1-877-ROEX-NOW. That's 1-
 6 877-763-9669. That's 1-877-ROEX-NOW, 1-877-763-9669.
 7 And of course you can also go to the brand new website,
 8 it's very exciting, ROEX.com, R O E X.com. Today's the
 9 day to load up on Immortale for Men and Women in four and
 10 12-packs, and it is a mix-and-match special.
 11 Let's go to Laura in Los Angeles. Laura,
 12 you're live on the air with Mark Alexander.
 13 LAURA: Hello.
 14 MARK ALEXANDER: Hi.
 15 LAURA: Good morning, and thank you for taking
 16 my call.
 17 MARK ALEXANDER: Sure.
 18 LAURA: I'd like to get information, please,
 19 regarding anything that might help multiple myeloma.
 20 MARK ALEXANDER: Okay.
 21 LAURA: I'm very concerned about my immune
 22 system.
 23 MARK ALEXANDER: Well, you know, you hit the
 24 nail on the head, because the immune system is
 25 everything, especially when you're talking cancer. And

24

1 let me explain that statement to you. We have what's
 2 called NK cells, natural killer cells. Now, when the
 3 immune system is doing its job properly, the cancer
 4 generally is not an issue because those NK cells almost
 5 act like Pac-man and they gobble up the cancer cells
 6 before they become an issue. However, if your immune
 7 system is deficient, or if the NK cells aren't doing
 8 their job properly, look out. That's when the cancer can
 9 take hold.

10 So, what we want to do is strengthen the
 11 immunity. That's where it all starts. So, here's what
 12 you're going to do. You're going to get on the Cell
 13 Talk, because that modulates the immune system. You're
 14 also going to do Colostrum. That's an awesome product
 15 for immunity, to help balance that. And you also want
 16 the Daily Solutions pack. And you also want to be on a
 17 product called Colon Essentials, because 70 to 80 percent
 18 of our immune system begins in the intestinal lining and
 19 the gut. A lot of people aren't aware of that --

20 LAURA: Mm-hmm.

21 MARK ALEXANDER: -- so Colon Essentials is a
 22 very important player. Now, if we want to talk about
 23 cleansing the body, too, whenever you're talking cancer,
 24 you must get the toxins out of the system ASAP. So,
 25 here's what we're going to do for that. We're going to

26

1 MARK ALEXANDER: Now, you're also going to want
 2 to keep the body alkalinized, because cancer does not like
 3 an alkaline environment. Cancer thrives in an acidic
 4 body, so get some testing strips, those called pH testing
 5 strips, and you want your first-morning urate -- your
 6 first-morning urine pH somewhere between 6.0 to 6.8. If
 7 it's in that range, you're doing a real good job on the
 8 diet, because what makes you alkaline basically are
 9 things like vegetables and low-glycemic fruits and
 10 minerals, okay?

11 LAURA: Yeah.

12 MARK ALEXANDER: Now, your acid-forming forms
 13 that you must avoid at all costs right now would be
 14 things like the sugars, the refined carbs, the white
 15 flour, the sodas. Caffeine, I'd go very light on that,
 16 because that's very acid-forming. And red meat, that's
 17 quite acidic, too.

18 LAURA: Hmm.

19 MARK ALEXANDER: And if you avoid those type of
 20 foods and eat more of the fresh fruits and veggies and
 21 take lots of minerals, you can easily get your body in
 22 that more alkaline range.

23 LAURA: Mm-hmm.

24 MARK ALEXANDER: And most people will find the
 25 first-morning urine pH will be around 5.5 in this country

25

1 try the WOW --that's W O W -- because that will start to
 2 purify your blood from head to toe, help detoxify your
 3 liver and help to clean out your colon.

4 You also want to add one more thing to clean
 5 out the liver, and that would be a product called
 6 Livalon. So, those would be the nutritional supplements
 7 that you'd want to be on.

8 Now, here's what you're going to do in terms of
 9 the diet. Sugar feeds cancer cells, so you got to show
 10 some discipline on these refined carbs and sweets and
 11 sugars, okay?

12 LAURA: Yeah.

13 MARK ALEXANDER: You don't want to fuel the
 14 cancer, because if you eat sugar, if you have cancer,
 15 it's like throwing gasoline on a campfire.

16 LAURA: Yes. Is that refined sugar or fruit?

17 MARK ALEXANDER: Well, low-glycemic fruits are
 18 okay. Granny Smith apples would be okay. Make sure
 19 they're Granny Smith. Cherries, peaches, plums or
 20 blueberries, they would be okay in moderation.

21 LAURA: Mm-hmm.

22 MARK ALEXANDER: But stay away from like
 23 bananas and your dried fruits, because they're very high
 24 on the glycemic index.

25 LAURA: Hmm.

27

1 because of the standard American diet. It's a very
 2 acidic diet. But you want it between 6.0 and 6.8. That
 3 would be a healthy person.

4 LAURA: I appreciate this so much.

5 MARK ALEXANDER: Sure.

6 LAURA: And I have one question about two kids.
 7 What -- these are kids that are like -- one is a three-
 8 year-old, one is a six-year-old. Is there anything a
 9 six-year-old can naturally take for a very bad case of
 10 eczema?

11 MARK ALEXANDER: Oh, absolutely. It usually
 12 stems from an essential fatty acid deficiency. See,
 13 there's fats that heal and fats that kill. Most people
 14 are very deficient and low in the good healing fats. So,
 15 get the child on the EFAs and the DHA and the coconut
 16 oil. These can make a big difference with the skin.

17 And also, you want to take a look at the liver.
 18 Whenever you have eczema or any skin condition, there's
 19 usually congestion in the liver, so have him take some
 20 Livalon and that will help clean out the liver.

21 And then externally he can put on the PC95 skin
 22 cream, okay? And that's where you start.

23 LAURA: Mm-hmm. And what about a child with
 24 ADHD? Is there anything naturally?

25 MARK ALEXANDER: Oh, you bet. There's lots you

28

1 can do. I mean, to me, it's a moronic approach when a
 2 doctor will prescribe, you know, Ritalin. Believe me,
 3 have you ever heard of a ritalin deficiency? I haven't.
 4 LAURA: Good question.
 5 MARK ALEXANDER: No child -- no child is
 6 deficient in cocaine. You know, Ritalin is a byproduct
 7 of cocaine.
 8 LAURA: Hmm.
 9 MARK ALEXANDER: A lot of people aren't aware
 10 of that. So, I don't think there's a Ritalin or cocaine
 11 deficiency in that child's body; however, I'm almost
 12 positive there is an EFA and DHA deficiency whenever you
 13 see children with, you know, the so-called ADD.
 14 LAURA: Mm-hmm.
 15 MARK ALEXANDER: So, get the child on the EFA
 16 and DHA, because they feed and nourish the brain in the
 17 neurological system. And also, you need B Complex when
 18 you have ADD because you need Bs to get neurotransmitters
 19 into your brain. And then you also want the minerals.
 20 Calcium mineral formula would be an important player.
 21 And to round it out, I would do the PC95, because that
 22 gets more oxygen and blood flow and circulation into the
 23 child's brain.
 24 Now, that's the easy part, those supplements.
 25 That's going to be easy.

30

1 much. And I want everyone to know that you can call
 2 right now to order all of your Roex products. The toll-
 3 free number is 1-877-ROEX-NOW, 1-877-763-9669. That's 1-
 4 877-ROEX-NOW. You can also go to the brand new website,
 5 ROEX.com, R O E X.com. And this new website is up and
 6 running, so order now, because the first 500 online
 7 shoppers will receive an exclusive offer that is not
 8 available by phone. And today's the day to load up on
 9 Immortale for Men and Women in four and 12-packs, and you
 10 can mix and match.
 11 Let's go to Clarence in Houston, Texas.
 12 Clarence, you are live on the air with Mark Alexander.
 13 CLARENCE: How you doing, Mark?
 14 MARK ALEXANDER: Good, Clarence. How are you?
 15 CLARENCE: I'm doing just fine. I have a
 16 couple of questions. I'm having problems with -- well,
 17 first of all, let me start off. I just had a kidney
 18 transplant last February.
 19 MARK ALEXANDER: Okay.
 20 CLARENCE: February 5th, so it will be a year
 21 this coming February 5th that I had it.
 22 MARK ALEXANDER: Mm-hmm.
 23 CLARENCE: But I've been on dialysis for like
 24 12 years.
 25 MARK ALEXANDER: Wow.

29

1 LAURA: Mm-hmm.
 2 MARK ALEXANDER: Here's the tough part. You
 3 got to get the kid off of the refined carbs and the
 4 donuts, the pies, the sodas and the junk foods, because
 5 you'd be amazed how all that sugar affects the brain
 6 chemistry. And I know it's hard because at that age the
 7 kids do like those junk foods.
 8 LAURA: Mm-hmm.
 9 MARK ALEXANDER: I mean, I was a kid once, too,
 10 and I used to love that stuff. However, it's one of the
 11 major reasons the child has ADD because of the diet.
 12 LAURA: Mm-hmm. This is just spectacular
 13 information. I thank you so very, very much.
 14 MARK ALEXANDER: You let us know how the whole
 15 family's doing. We love to hear back from people.
 16 LAURA: I will do that, and I will order this
 17 now, as a matter of fact.
 18 MARK ALEXANDER: Okay, and stay positive. I'll
 19 say a little prayer for you.
 20 LAURA: Thank you so very much.
 21 MARK ALEXANDER: Okay.
 22 LAURA: And I appreciate you all so much.
 23 MARK ALEXANDER: Thank you.
 24 LAURA: Bye.
 25 JULIE LYNCH: And, Laura, we appreciate you so

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1 CLARENCE: Now I'm having problems -- well,
 2 while I was on dialysis, I've been having problems with
 3 my thyroid glands kept producing too much calcium in my
 4 body.
 5 MARK ALEXANDER: Oh, that's the parathyroid
 6 actually.
 7 CLARENCE: Yeah, parathyroid.
 8 MARK ALEXANDER: Yes, mm-hmm.
 9 CLARENCE: That's what I'm talking about,
 10 excuse me. And I want to know if there's anything I can
 11 do to keep it down.
 12 MARK ALEXANDER: Okay, and I may ask, what
 13 caused the kidneys to shut down? Were you a diabetic?
 14 CLARENCE: No, hypertension.
 15 MARK ALEXANDER: Oh, high blood pressure.
 16 CLARENCE: High blood pressure.
 17 MARK ALEXANDER: Oh, okay.
 18 CLARENCE: Yeah.
 19 MARK ALEXANDER: Yeah, I was just curious what
 20 caused the kidneys originally to shut down. Boy, the
 21 parathyroid, that's a tough one. You might want to try
 22 the Cell Talk.
 23 CLARENCE: Cell Talk?
 24 MARK ALEXANDER: Yes, and also the thyroid
 25 support would be worth a try. And I would start with

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1 those two products.
 2 CLARENCE: Thyroid support?
 3 MARK ALEXANDER: And the Cell Talk.
 4 CLARENCE: Okay, Cell Tox?
 5 MARK ALEXANDER: Yeah, like the word cell, C E
 6 L L.
 7 CLARENCE: Yes.
 8 MARK ALEXANDER: Then the word talk, T A L K.
 9 CLARENCE: Okay. Would that also make my like
 10 hair loss and also fingernails to crack and break off?
 11 MARK ALEXANDER: It could, yeah, because the
 12 thyroid gland -- well, not so much the parathyroid, but
 13 the thyroid gland would have a lot to do with that. Now,
 14 let me tell you what to do for the nails and the hair,
 15 okay, and you'll be thanking me, this will work.
 16 CLARENCE: Okay.
 17 MARK ALEXANDER: It does in most cases. Get on
 18 the calcium mineral formula, the MSM and the B Complex.
 19 CLARENCE: (Inaudible). And the B what?
 20 MARK ALEXANDER: B Complex. Because these
 21 really make the nails and hair grow like crazy.
 22 CLARENCE: Okay, B Complex.
 23 MARK ALEXANDER: Yeah.
 24 CLARENCE: Okay.
 25 MARK ALEXANDER: And MSM is very important,

34

1 CLARENCE: The nails.
 2 MARK ALEXANDER: No, we already discussed that
 3 one.
 4 CLARENCE: Oh, oh --
 5 MARK ALEXANDER: That was some B Complex and
 6 the MSM.
 7 CLARENCE: The strength, the strength.
 8 MARK ALEXANDER: Yeah, that would be Colostrum
 9 and flower pollen, the FP63 is very good for muscles,
 10 along with the Colostrum. A lot of athletes love
 11 colostrum because it builds lean muscle mass. And also
 12 the whey meal replacement, because whey protein helps
 13 build up your lean muscle mass.
 14 CLARENCE: Okay, FP63 and Colostrum?
 15 MARK ALEXANDER: Yeah, yeah, that FP63 is one
 16 of my person -- personal favorites. I love that one.
 17 CLARENCE: Okay. Well, I have the chicken --
 18 could you -- the chicken, what was that again?
 19 MARK ALEXANDER: Collagen.
 20 CLARENCE: Collagen.
 21 MARK ALEXANDER: Mm-hmm. Yeah, your joints are
 22 going to like that one a whole lot.
 23 CLARENCE: Okay. Okay, that's all the
 24 questions I have. I appreciate your --
 25 MARK ALEXANDER: Well, good luck, I hope it

33

1 too.
 2 CLARENCE: Okay. Well, that's all. Would the
 3 thyroid problem also be having problems in my joints?
 4 MARK ALEXANDER: Indirectly.
 5 CLARENCE: Having problems with my joints and
 6 also with (inaudible) also.
 7 MARK ALEXANDER: Okay, well, let's address the
 8 pain, then, if you have pain in the joints. You want to
 9 be on the MSM and chicken collagen.
 10 CLARENCE: Chicken collagen?
 11 MARK ALEXANDER: Yeah. And PC95 is very good,
 12 too. That's like a natural anti-inflammatory.
 13 CLARENCE: Okay.
 14 MARK ALEXANDER: And then DHA would be good,
 15 because that's a fish oil, actually, that lubricates your
 16 joints. Okay? It's like a natural anti-inflammatory,
 17 and that will really help with the pain. And then I
 18 would --
 19 CLARENCE: What was that again?
 20 MARK ALEXANDER: It's called DHA, because that
 21 lubricates your muscles, nerves and joints and reduces
 22 inflammation and pain.
 23 CLARENCE: Okay.
 24 MARK ALEXANDER: Okay? So, that would address
 25 the pain hopefully. And what was your last issue?

35

1 helps.
 2 CLARENCE: Thank you.
 3 JULIE LYNCH: And we thank you so much,
 4 Clarence, for your call. The toll-free number to order
 5 all of your Roex products is 1-877-ROEX-NOW. That's 1-
 6 877-763-9669. That's 1-877-ROEX-NOW. And your account
 7 managers are standing by to help you and take your
 8 orders. You can also go to the brand new website,
 9 ROEX.com, R O E X.com, and load up today on Immortale for
 10 Men and Women. It is available in four and 12-packs, and
 11 you can mix and match. You got to have that Immortale.
 12 Let's go to Alisha in Houston, Texas. Alisha,
 13 you're live on the air with Mark Alexander.
 14 ALISHA: Good morning, Mark. I'm calling in
 15 concerning a middle-aged man who is 55 years old. At 50,
 16 he lost his libido. And at 55 his heart is just failing.
 17 The doctor said it's -- well, it's failing. He said just
 18 falling apart.
 19 MARK ALEXANDER: Well, it's interesting you
 20 bring this up, because if you heard my dissertation at
 21 the top of the show, the men, when they get low on
 22 testosterone, have greatly reduced libido. And one thing
 23 I didn't mention, they believe it correlates with the
 24 health of the heart, also. They believe low testosterone
 25 can equal heart disease, so you bring up a very valid

36

1 point there.
 2 ALISHA: And I would like some information on
 3 what he can do. He's going in the hospital today.
 4 MARK ALEXANDER: Mm-hmm.
 5 ALISHA: And the doctor wanted to -- wanted to
 6 put him in the hospital immediately when he went to him,
 7 but he couldn't go to him, he had to get some loose ends
 8 straight. Anyway, he's going in the hospital today, and
 9 I would like to know what should he be taking for the
 10 (inaudible) when he gets out?
 11 MARK ALEXANDER: Okay, and did they diagnose a
 12 heart issue? Did they say what it was?
 13 ALISHA: No, he's going in today, and he will
 14 say what it is.
 15 MARK ALEXANDER: Okay.
 16 ALISHA: But he just say his heart is failing.
 17 MARK ALEXANDER: Well, let's -- yes --
 18 ALISHA: And he says, it's just falling apart.
 19 MARK ALEXANDER: Yeah, well, let's try to nip
 20 this in the bud, hopefully.
 21 ALISHA: I hope so.
 22 MARK ALEXANDER: Here's what I would do for the
 23 heart. We'll start with the heart, because that's the
 24 number one priority right now. Get him on the Daily
 25 Solutions pack, because everything in that pack is very

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1 Immortale for Men and the Big Blue I and II.
 2 ALISHA: Okay, and roughly how many should he
 3 take on those?
 4 MARK ALEXANDER: Oh, I would do six of the
 5 Immortale, and he could do four of the Big Blue I and
 6 three of the Big Blue II, because these are going to
 7 start to raise the testosterone levels, because like I
 8 said, they're starting to equate low testosterone with
 9 heart disease. Very interesting.
 10 ALISHA: Four Big Blue I and -- and two of Big
 11 Blue II?
 12 MARK ALEXANDER: You could do four of the I and
 13 three of the II, would be good for him.
 14 ALISHA: Three of the II?
 15 MARK ALEXANDER: Mm-hmm.
 16 ALISHA: And four of the I?
 17 MARK ALEXANDER: Yes.
 18 ALISHA: Okay. All right. Well, thank you
 19 very much.
 20 MARK ALEXANDER: Well, good luck, and let us
 21 know how he's doing.
 22 ALISHA: I surely will. Thank you.
 23 MARK ALEXANDER: Sure.
 24 JULIE LYNCH: Thank you so much, Alisha, and we
 25 wish you luck. The toll-free number right now to order

37

1 beneficial for the cardiovascular. And also CoQ10 is
 2 very, very important for him. Have him take high doses
 3 of CoQ10. That's so important.
 4 ALISHA: Approximately -- approximately what do
 5 you call high?
 6 MARK ALEXANDER: A minimum of 300 to 400
 7 milligrams a day in his case. That nutrient has actually
 8 been shown in some cases to help turn around congestive
 9 heart failure, to give you an idea. CoQ10 is actually a
 10 prescription over in Japan for the heart. The medical
 11 doctors over there think so highly of it they prescribe
 12 it for people with congestive heart failure, just to give
 13 you an idea.
 14 Also, he wants to be on the EFAs and the DHA,
 15 because they're very important, also, for the heart.
 16 And --
 17 ALISHA: Approximately how many should he take
 18 on those?
 19 MARK ALEXANDER: I would go six EFA and four
 20 DHA.
 21 ALISHA: Four DHA --
 22 MARK ALEXANDER: Mm-hmm.
 23 ALISHA: -- and six --
 24 MARK ALEXANDER: And then for the testosterone,
 25 to try to get the testosterone levels elevated, try the

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1 all of your Roex products is 1-877-ROEX-NOW. That's 1-
 2 877-763-9669. That's 1-877-763-9669. And your account
 3 managers are standing by right now to help you. You can
 4 also go to the website, ROEX.com, R O E X.com. Load up
 5 today on Immortale for Men and Women in four and 12-
 6 packs, and you can mix and match.
 7 And of course if you are just tuning in, I want
 8 you to know that you are listening to The Truth about
 9 Nutrition with Mark Alexander. We have a line open for
 10 you right now. You can speak directly to Mark on the air
 11 by calling us at 1-800-429-PC95. That's 1-800-429-7295.
 12 Let's go to Karen in Houston. Karen, you are
 13 live on the air with Mark Alexander.
 14 KAREN: Hi, Mark, Julia.
 15 MARK ALEXANDER: Hello.
 16 KAREN: I'm so glad to have an opportunity to
 17 talk with you all. I must say that I've been listening
 18 to the radio just every opportunity I have, and both of
 19 you are -- have some real goods things to say. And I
 20 have used your products. I do pretty much probably have
 21 them all in my cabinet, but the problem that I have now
 22 is with my ears. I'm starting to hear like a heartbeat
 23 in my ears, and last week, I was listening to the show
 24 and Rod has spoke to one of the person who had called in,
 25 and I just didn't get all of what he had mentioned for

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| 40 | <p>1 the ear problem. I know he had included CQ10 (sic), but 2 I missed the others. 3 MARK ALEXANDER: Yeah, well, CoQ10 is so 4 important for the heart, like I told the previous caller. 5 I would assume it was probably PC95 and perhaps the 6 Lysine/Proline and Ester-C. 7 KAREN: Well, I take pretty much all of your 8 products. I take the Lysine/Proline -- 9 MARK ALEXANDER: Okay. 10 KAREN: -- I take the Colostrum and PC95, and 11 I've included the new product, the Cell Talk. And the 12 Cell Talk, the first day I took it, I almost jumped out 13 of my pants because it just made me feel so great. And, 14 so, that -- that is very, very great, but I just -- I'm 15 assuming this problem probably has occurred because I'm 16 on blood pressure medicine. 17 MARK ALEXANDER: Mm-hmm. 18 KAREN: And of course, you know, Rod always 19 talks about the statin drugs, and, so, I'm trying to make 20 my way off of them, but let me just share this, if I can. 21 MARK ALEXANDER: Sure. 22 KAREN: I have been with my doctor probably 23 over the last I would say 15 years, and not saying that 24 she's a bad person, but just as I learned about you all's 25 show, I got really interested about my health, because</p> | 41 | <p>1 before at the end, I really was just like taking the 2 medicine and not being concerned like, oh, yes, one day I 3 maybe can get off of it. And today I feel that I can get 4 off of the blood pressure pills, but my doctor said, 5 well, Karen, you need to lose the weight. Well, Mark, I 6 have lost weight. I come from 197 all the way down to 7 142. 8 MARK ALEXANDER: Wow, good for you. 9 JULIE LYNCH: Wow! 10 KAREN: And she told me that once I got to 146 11 that she would remove me off the three blood pressure 12 pills -- 13 MARK ALEXANDER: Uh-huh. 14 KAREN: -- and to put me on one. My question 15 is to you, and of course we all would feel like this if 16 you were on medicine. 17 MARK ALEXANDER: Mm-hmm. 18 KAREN: I know I just can't jump up off of the 19 medicine. But what -- the products that I'm taking from 20 Roex have kept my blood pressure down. Oh, I would say 21 it ranges in between 118 and 178. It has gone maybe 128 22 over twenty -- 87. 23 MARK ALEXANDER: Uh-huh. 24 KAREN: Never over a high mark. So, I get a 25 little upset when I go and see her because, you know, of</p> |
| 42 | <p>1 course Rod always talk about they're out for the money. 2 And I don't know if she's out for the money, but I must 3 say she has taken care of me -- 4 MARK ALEXANDER: Mm-hmm. 5 KAREN: -- throughout the years that I've been 6 with her, and I wouldn't leave her because of the things 7 that she has done for me. And I'm a physical education 8 teacher here in the HSD district, and I pretty much take 9 care of myself, but the fact is is that I'm trying to 10 find out why is it that my blood pressure goes up and 11 down. 12 MARK ALEXANDER: Well -- 13 KAREN: I take the PC95; I take the Livalon to 14 cleanse my liver. Rod spoke about that. I take the -- 15 ooh, what is the other one that I take? I'm loaded up. 16 I really have all of your products. 17 MARK ALEXANDER: Well, let's take a look at 18 your diet and lifestyle, then. Do you get a brisk half- 19 hour walk in every day? Because exercise is crucial. Do 20 you get in a brisk half-hour walk? 21 KAREN: Well, not every day. 22 MARK ALEXANDER: Okay. 23 KAREN: I do play ball. I do eat -- tend to 24 eat crazy a little bit, but one thing I have turned over 25 is I changed over to Whole Foods. I don't know if you</p> | 43 | <p>1 all are familiar with that -- 2 MARK ALEXANDER: Yes. 3 KAREN: -- but it has a lot of organic. 4 MARK ALEXANDER: Good. 5 KAREN: I try to stay with a lot of organic 6 foods. 7 MARK ALEXANDER: Okay. 8 KAREN: So, and then sometimes, like I say, I'm 9 just not perfect. I do eat crazy sometimes. 10 MARK ALEXANDER: Okay, well, yeah, we're all 11 human. Well, here's the thing. It sounds like you're 12 good on the nutrients, because you said you're taking all 13 the supplements, correct? 14 KAREN: Yes. 15 MARK ALEXANDER: Okay, try this. Try drinking 16 a carrot/celery juice every day. That's an old-fashioned 17 remedy to get the blood pressure under control. 18 KAREN: Carrot. 19 MARK ALEXANDER: And it really works. Yeah, do 20 about 12 to 16 ounces a day. It should be half carrot 21 and half celery. And combine that with a half-hour walk 22 daily and keep up all the supplements, and it should 23 become more stable, the blood pressure. 24 KAREN: Okay. So, the last time that I went in 25 to her, she was so utterly surprised, it was 110 over 73.</p> |

11 (Pages 40 to 43)

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| 44 | <p>1 MARK ALEXANDER: That's fantastic.</p> <p>2 KAREN: So, I'm waiting to go back to her --</p> <p>3 MARK ALEXANDER: Uh-huh.</p> <p>4 KAREN: -- because my objective is to be able</p> <p>5 to get off of the blood pressure pill.</p> <p>6 MARK ALEXANDER: Okay, and if -- one more</p> <p>7 point, too, if you ever eat any salt or sodium, try to</p> <p>8 have a true sea salt like Celtic sea salt, because when</p> <p>9 you have like the Celtic sea salt, that will actually</p> <p>10 help to manage the blood pressure and modulate it rather</p> <p>11 than raise it like the traditional white table salt.</p> <p>12 KAREN: Mm-hmm.</p> <p>13 MARK ALEXANDER: Because the white table salt</p> <p>14 like what's sold in this country is bad, okay? That will</p> <p>15 raise blood pressure, but the Celtic sea salt or real sea</p> <p>16 salt will actually help modulate blood pressure, because</p> <p>17 that's got all the minerals with the sodium, so be</p> <p>18 careful of the sources of your sodium, too.</p> <p>19 KAREN: Okay. I have another question in</p> <p>20 regards to one of the products. Does MSM have sulfur in</p> <p>21 it?</p> <p>22 MARK ALEXANDER: It's organic dietary sulfur.</p> <p>23 KAREN: That doesn't raise your blood pressure,</p> <p>24 does it?</p> <p>25 MARK ALEXANDER: Not to the best of my</p> | 45 | <p>1 knowledge. I haven't heard that one before.</p> <p>2 KAREN: Yeah, because I heard someone say that,</p> <p>3 because I take the MSM. Rod had mentioned --</p> <p>4 MARK ALEXANDER: Uh-huh.</p> <p>5 KAREN: -- the MSM goes along with trying to</p> <p>6 cure --</p> <p>7 MARK ALEXANDER: Yeah, that's a mineral.</p> <p>8 KAREN: -- (inaudible) problem.</p> <p>9 MARK ALEXANDER: Yeah, MSM is a mineral, uh-</p> <p>10 huh.</p> <p>11 KAREN: It is a mineral?</p> <p>12 MARK ALEXANDER: Sulfur, you bet.</p> <p>13 KAREN: Oh, okay. So, you're saying CQ10 (sic)</p> <p>14 with the -- of course the PC95. And --</p> <p>15 MARK ALEXANDER: And minerals are important.</p> <p>16 Take lots of calcium mineral formula, and take the</p> <p>17 magnesium potassium, the new formula, because that will</p> <p>18 lower blood pressure.</p> <p>19 KAREN: Okay.</p> <p>20 MARK ALEXANDER: Make sure you take that one</p> <p>21 for sure. And then Oleuropein will lower blood pressure.</p> <p>22 Ester-C will bring it down.</p> <p>23 KAREN: I take that Oleuropein.</p> <p>24 MARK ALEXANDER: Yeah.</p> <p>25 KAREN: Right behind the PC95.</p> |
| 46 | <p>1 MARK ALEXANDER: Yep.</p> <p>2 KAREN: I take five of those a day.</p> <p>3 MARK ALEXANDER: Good, you're good there. And</p> <p>4 then lots of Ester-C, and then Hurricane and Big Blue and</p> <p>5 Lysine/Proline. They all bring it down.</p> <p>6 KAREN: Now, the Big Blue wouldn't interfere</p> <p>7 with the blood pressure pills that I'm taking?</p> <p>8 MARK ALEXANDER: No, I would separate it by an</p> <p>9 hour from any meds.</p> <p>10 KAREN: Okay.</p> <p>11 MARK ALEXANDER: And if you combine that with</p> <p>12 the walk every day and the clean diet and the</p> <p>13 celery/carrot juice, it almost has to become normalized,</p> <p>14 unless there's an underlying issue I'm not aware of in</p> <p>15 your body, you know, where the doctor would have to</p> <p>16 determine that if there's some underlying problem, you</p> <p>17 know, in your system, which I don't think there is. I</p> <p>18 think it's a --</p> <p>19 KAREN: No, I really don't think it is either.</p> <p>20 MARK ALEXANDER: Yeah.</p> <p>21 KAREN: Because like I say, I'm pretty much a</p> <p>22 healthy person.</p> <p>23 MARK ALEXANDER: Right.</p> <p>24 KAREN: But just over the years --</p> <p>25 MARK ALEXANDER: Okay.</p> | 47 | <p>1 KAREN: -- and it -- and I just really feel</p> <p>2 that I can really conquer to get off of the blood</p> <p>3 pressure pill.</p> <p>4 MARK ALEXANDER: Oh, I'm almost positive you</p> <p>5 can. Most people can get off of that if they do the</p> <p>6 right stuff.</p> <p>7 KAREN: I have a testimony, and I know you have</p> <p>8 to go.</p> <p>9 MARK ALEXANDER: Yeah, go ahead.</p> <p>10 KAREN: Okay, about maybe three months ago I</p> <p>11 had a head cold --</p> <p>12 MARK ALEXANDER: Uh-huh.</p> <p>13 KAREN: -- which was real bad, and it caused me</p> <p>14 to take off a couple of days from my students. But I</p> <p>15 recall Rod had told another person about loading up on</p> <p>16 Oleuropein --</p> <p>17 MARK ALEXANDER: Mm-hmm.</p> <p>18 KAREN: -- Colostrum, Vitamin C and Ester-C.</p> <p>19 Well, I did so, Mark, for about four or five days, and</p> <p>20 you talking about all the mucus coming up --</p> <p>21 MARK ALEXANDER: Yep.</p> <p>22 KAREN: -- I was ready to return back to work</p> <p>23 on that Monday. So, for all those listeners who are</p> <p>24 listening out there, I'd have to assure you that 100</p> <p>25 percent the Oleuropein works. It takes the cold away,</p> |

| 48 | 49 |
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| <p>1 and the Colostrum and the Vitamin C gives you the power 2 to continue to go on. 3 MARK ALEXANDER: That's right, it will burn it 4 out in no short order. That's right. 5 KAREN: Well, I want to thank you for taking my 6 call, and I listen to you every day, and I have gotten so 7 much knowledge about myself. 8 MARK ALEXANDER: Well, keep up the good work 9 and let us know how the blood pressure is doing. 10 KAREN: I sure will. Thanks, Julie and Mark. 11 JULIE LYNCH: Oh, we thank you so much, Karen, 12 for your call. It's lovely to hear from you. 13 And the toll-free number right now to order all 14 of your Roex products is 1-877-ROEX-NOW. That's 1-877- 15 763-9669. That's 1-877-ROEX-NOW. You can also go to the 16 website, ROEX.com, R O E X.com. And that new Roex 17 website is up and running, so order right now, because 18 the first 500 online shoppers will receive an exclusive 19 offer that is not available by phone. So get on that 20 Roex website, R O E X.com. And today is the day to load 21 up on Immortale for Men and Women. It's available in 22 four and 12-packs, and it's a mix-and-match special, so 23 you can get some for you, for your husband. It's a great 24 opportunity. 25 Let's go to Louise in Atlanta, Georgia.</p> | <p>1 Louise, you're live on the air with Mark Alexander. 2 LOUISE: Why, thank you for taking my call. I 3 have waited and tried to get ya'll since Christmas. I'm 4 concerned with my immune system. I guess that's what it 5 is, because I started out with a bad stomach virus right 6 after Christmas, and it's not that I had eaten that much. 7 I don't know if I got ahold of something that they said 8 was going around. I had the worst kind of stomachache 9 for about a day or so. I hadn't had it since '72, child 10 birth. 11 And then I got a cold. I guess it was a cold, 12 I got bronchitis. I coughed, I coughed and I'm still 13 kind of doing it. I have -- my left ear is all stopped 14 up, and, you know, of course, like I said, I cough at 15 night. I didn't cough up anything until I get out of the 16 bed, and then I would start coughing up something. 17 Now, I'm on some of your products. I take the 18 Colon Essentials. I take WOW, PC95, epithelial support. 19 I take the Oleuropein, Digestive Enzyme and the 20 Colostrum. So, what am I not doing right? 21 MARK ALEXANDER: Well, for the immune system, 22 I'd just add one more thing. That would be the Cell 23 Talk. 24 LOUISE: The Cell Talk? 25 MARK ALEXANDER: Yeah, because you're already</p> |
| <p>50</p> <p>1 doing the Ole and the Colostrum and the Colon Essentials, 2 so add the Cell Talk, and that should bolster and 3 strengthen your immune system. 4 LOUISE: Okay, now, the Oleuropein, how much 5 should I be taking of that? 6 MARK ALEXANDER: It depends what you're using 7 it for. Now, for just health in general, four a day 8 would be a good dose. But if actually, you know, you are 9 sick or whatever or have a cold or flu, you can just load 10 up on it, you know, you could take, you know, eight to 10 11 to 12 to even 16 a day if you're actually sick. But four 12 a day would be a good maintenance dose. 13 LOUISE: Okay, what about PC95? 14 MARK ALEXANDER: A minimum of six a day. 15 LOUISE: Six per day? Now, Colon Essential? 16 MARK ALEXANDER: Do you have the powder or the 17 capsules? 18 LOUISE: I have the powder. 19 MARK ALEXANDER: Yeah, that would be about -- 20 well, I'd say one teaspoon a day would be sufficient. 21 LOUISE: Okay. So, basically, that's what I 22 should do. I'm still not quite over that cold yet. Just 23 kind of load up on Oleuropein and Colostrum? 24 MARK ALEXANDER: Yeah, if you still have the 25 cold, you could take up to 16 ollies a day; four, four</p> | <p>51</p> <p>1 times a day. And it will get rid of it in a hurry. And 2 then you can cut back to just four a day for maintenance, 3 you know, after you feel better. And then, also, add the 4 Cell Talk, because that will help your immune system. 5 LOUISE: Okay, what about the cough, now? Do I 6 just let it wear off or what? 7 MARK ALEXANDER: Yeah, if you do a high dose of 8 Oleuropein and things like that, it should get rid of the 9 cough. And then you can do, you know, a lot of like tea 10 with raw honey and lemon, too. Make sure it's raw honey. 11 LOUISE: Okay. That's very good. That's what 12 I use. Thank ya'll so much -- 13 MARK ALEXANDER: Sure. 14 LOUISE: -- because I've been trying to get 15 ya'll since Christmas, and I just always get a busy 16 signal. 17 MARK ALEXANDER: Well, perseverance pays off. 18 You finally got through. 19 LOUISE: Thanks so much. Ya'll have a great 20 day. 21 MARK ALEXANDER: Thank you. 22 JULIE LYNCH: Thank you, Louise. The toll-free 23 number right now to order all of your Roex products is 1- 24 877-ROEX-NOW. That's 1-877-763-9669. That's 877-763- 25 9669. You can also go to the website, ROEX.com, R O E</p> |

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| <p>1 X.com. And Immortale is -- today's the day to load up on 2 it in men and women's formula, and that's in four and 12- 3 packs, mix-and-match. So, load up on your Immortale 4 today. 5 Let's go to Bob in Seaford, Long Island. Bob, 6 you're live on the air with Mark Alexander. 7 BOB: Hi, Mark. Hi, Julie. 8 MARK ALEXANDER: Hello. 9 BOB: Always a pleasure listening to you. 10 Learned a lot. 11 MARK ALEXANDER: Thank you. 12 BOB: We're short of time, so I'll be quick. 13 My wife had a 90-percent blockage, effectively put a 14 stent in. She's been doing fine for three years. She's 15 on TriCor for that bad cholesterol and something called 16 Pravastatin, I'm not sure what for, but the complaint is 17 pain in the legs when she lays down at night. 18 MARK ALEXANDER: Well, statin drugs can give 19 you muscle pain. That's a side effect of statin drugs. 20 BOB: Okay, what can we do? 21 MARK ALEXANDER: Okay, well, Beta-Sitosterol 22 will do the same basic thing in the body as the statins. 23 It lowers the cholesterol; however, there's no down side, 24 only upsides with the Beta-Sitosterol. It's much safer, 25 in my opinion. So, she could try Beta-Sitosterol for the</p> | <p>1 cholesterol issue. 2 Now, to protect the heart in general and 3 circulatory system, get her on the Daily Solutions pack 4 and load her up on CoQ10. That's very protective of the 5 heart. And things like EFA and DHA, because these are 6 mild natural blood thinners and they help keep the blood 7 flowing freely through the arteries. 8 BOB: I see. 9 MARK ALEXANDER: That would be very good. 10 BOB: The Beta-Sitosterol, that's the active 11 agent that would work for the cholesterol? 12 MARK ALEXANDER: Yeah. It does a very good job 13 lowering the cholesterol, and the nice thing is you don't 14 have to worry about liver damage or muscle aches and 15 muscle diseases -- 16 BOB: Okay. 17 MARK ALEXANDER: -- and losing the memory, 18 because these things can cause dementia, too. 19 BOB: Okay, so, keep taking -- I mean, I would 20 assume, you know, we do have a reliable doctor. Keep 21 taking this, but then begin the regimen with those items, 22 and then go back to the doctor for an evaluation. 23 MARK ALEXANDER: Yeah, work carefully with your 24 doctor -- 25 BOB: Yeah.</p> |
| 54 | 55 |
| <p>1 MARK ALEXANDER: -- because the ideal scenario 2 would be if you could gradually wean her off of the 3 statins. That would be ideal. 4 BOB: Okay. 5 MARK ALEXANDER: Yeah. 6 BOB: Just a couple of other things. Clear me 7 up about soy. Are we including in that soy sauce that 8 you'd find in Chinese restaurants? 9 MARK ALEXANDER: Well, you know, here's the 10 story, and my take on this, the only soy that I would 11 consume would be if it's fermented. Now, examples of 12 fermented soy would be tempeh or miso, but anything like 13 soy milk, tofu, the soy protein powders or what you just 14 referred to probably is not fermented. 15 BOB: Okay. 16 MARK ALEXANDER: So, if it's not fermented, 17 it's not good. 18 BOB: One quick last thing. I've had a 19 gallbladder out now for six years, and, you know, I go 20 up and down with reactions from having no gallbladder. 21 Anything just to assist in dealing with not having 22 that -- 23 MARK ALEXANDER: Oh, sure. 24 BOB: Go ahead. 25 MARK ALEXANDER: Yeah, you brought up a very</p> | <p>1 good point, because half a million gallbladders are 2 removed yearly, so hopefully this -- 3 BOB: Wow. 4 MARK ALEXANDER: -- will help a lot of people. 5 Make sure you take the Digestive Balance before and after 6 each meal, and I'll tell you why that's a specific for 7 people without a gallbladder. 8 BOB: Okay. 9 MARK ALEXANDER: It's very rich in an enzyme 10 called lipase, and what lipase does, it digests and 11 breaks down your fats and oils. 12 BOB: Right. 13 MARK ALEXANDER: Because, see, that's the job 14 of the gallbladder. And being that you don't have the 15 gallbladder to do the job anymore, thank God we have 16 Digestive Balance to do it for you. 17 BOB: I see. I see. 18 UNIDENTIFIED MALE: One minute. 19 BOB: Excellent. Anything for forgetfulness, 20 you know, that senioritis -- 21 MARK ALEXANDER: Sure, well, yeah, I mean, you 22 know, you got to keep the mind sharp as we age, that's 23 what it's all about. 24 BOB: Yeah. 25 MARK ALEXANDER: So, you want to get on the</p> |

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1 EFAs and DHA, because always remember, the brain is
 2 comprised primarily of essential fatty acids.
 3 BOB: Okay.
 4 MARK ALEXANDER: And the most predominant and
 5 important would be the DHA and then B Complex helps the
 6 neurotransmitters into the brain. PC95 and
 7 Cayenne/Ginger will get more circulation and --
 8 BOB: Okay.
 9 MARK ALEXANDER: -- blood flowing to the brain.
 10 And I would start there.
 11 BOB: Great. Listen, you folks have a great
 12 day. Always a pleasure listening.
 13 MARK ALEXANDER: Thank you.
 14 JULIE LYNCH: Thank you so much, Bob. We
 15 certainly appreciate your call. And the toll-free number
 16 right now to order all of your Roex products is 1-877-
 17 ROEX-NOW. That's 1-877-763-9669. That's 877-ROEX-NOW.
 18 You can also go to the brand new website, ROEX.com, R O E
 19 X.com. It's up and running, so order now, because the
 20 first 500 online shoppers will receive an exclusive offer
 21 that is not available by phone. That is ROEX.com, R O E
 22 X.com. And today is the day to get your Immortale for
 23 Men and Women. I would not live one day without
 24 Immortale. I'll tell you that right now. It's available
 25 in four and 12-packs you can mix and match.

57

1 And, Mark Alexander, thank you so much. It was
 2 an absolutely great show.
 3 MARK ALEXANDER: I always have a great time,
 4 Julie, and I'll tell you, folks, get those hormones
 5 balanced. You're going to feel better and feel happier
 6 and you'll see the difference it will make in your
 7 overall well-being.
 8 JULIE LYNCH: You have a great day to all of
 9 our listeners and to you, Mark Alexander.
 10 MARK ALEXANDER: Bye-bye.
 11 JULIE LYNCH: Bye-bye now.
 12 (Whereupon, the show concluded.)
 13 (Whereupon, the recording was concluded.)
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1 CERTIFICATION OF TYPIST
 2
 3 MATTER NUMBER: 0723076
 4 CASE TITLE: ROEX
 5 TAPING DATE: JANUARY 24, 2007
 6 TRANSCRIPTION DATE: DECEMBER 4, 2008
 7
 8 I HEREBY CERTIFY that the transcript contained
 9 herein is a full and accurate transcript of the tapes
 10 transcribed by me on the above cause before the FEDERAL
 11 TRADE COMMISSION to the best of my knowledge and belief.
 12
 13 DATED: DECEMBER 4, 2008
 14
 15
 16 SARA J. VANCE
 17
 18 CERTIFICATION OF PROOFREADER
 19
 20 I HEREBY CERTIFY that I proofread the transcript for
 21 accuracy in spelling, hyphenation, punctuation and
 22 format.
 23
 24
 25 WANDA J. RAVER

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In the Matter of:

Roex, Inc.

January 19, 2007

*Roex.com Radio Show - The Truth About Nutrition --
CitriGENICS and Sea Fiber*

Condensed Transcript with Word Index



For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555

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 13 2008.
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1 P R O C E E D I N G S
 2 - - - - -
 3 (Pre-show chatter.)
 4 KEVIN: One minute.
 5 MARK ALEXANDER: Okay.
 6 KRISDEN DRISCOLL: All righty. Yeah...
 7 Thanks a lot.
 8 UNIDENTIFIED FEMALE: (Inaudible).
 9 KRISDEN DRISCOLL: Hi. Nice to meet you.
 10 Thanks so much.
 11 KEVIN: Thirty seconds.
 12 MARK ALEXANDER: Okay.
 13 KEVIN: Stand by. Five seconds. Here we go.
 14 CITRIGENICS & SEA FIBER RADIO SHOW
 15 (Music playing.)
 16 KRISDEN DRISCOLL: Welcome to The Truth about
 17 Nutrition with Mark Alexander. I'm your host, Krisden
 18 Driscoll, and we're broadcasting live from ABC Studios
 19 here in New York City. Mark Alexander is the director of
 20 research at Roex, Incorporated, with 24 years in the
 21 health and nutrition industry. If you have questions for
 22 Mark, you can speak with him directly at 1-800-429-PC95,
 23 that's 1-800-429-7295. We have a line open for you right
 24 now, and we're taking your calls.
 25 How are you doing today, Mark?

4

1 MARK ALEXANDER: Doing great today, Krisden.
 2 How about yourself?
 3 KRISDEN DRISCOLL: I'm doing fine, thanks.
 4 MARK ALEXANDER: And at the top of the show, I
 5 have a really exciting announcement before we get into
 6 the topic of the day. We're going to be launching a
 7 brand new website, and this launch is going to come
 8 before the end of the month, folks, so be on the lookout
 9 for the new Roex website at the end of January or sooner.
 10 And we have enhanced the shopping experience by
 11 creating easy navigation tools throughout site. We have
 12 new, beautiful layouts. You're going to be really
 13 impressed when you see these layouts. They're just
 14 beautiful. And the best part is daily specials and
 15 promotions that you can't get anywhere else, folks. And
 16 you can shop with confidence and ease with the all new
 17 Roex.com website.
 18 And log on when the new site goes up, because
 19 if you are one of the first 500 online shoppers, I got
 20 some good news for you, we're going to surprise you with
 21 an unbeatable sale. So, be on the lookout, folks, for
 22 that new Roex website coming soon. Okay, Krisden?
 23 KRISDEN DRISCOLL: That sounds like a good
 24 start to the new year.
 25 MARK ALEXANDER: Absolutely. Now, we're going

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1 exercise is also another critical player. So, folks, the
 2 good news is if you take the proper nutritional support,
 3 and we're going to talk about that, of course, today,
 4 because we're going to focus on Citrigenics I and the sea
 5 fiber. And the Citrigenics I really stimulates that
 6 thermogenesis process in the body. And thermogenesis is
 7 critical to weight loss. So, you combine the
 8 thermogenesis herbs with a low-glycemic index diet and
 9 daily exercise, folks, it's not complicated, it's not
 10 rocket science. Unless there's some major underlying
 11 issue that we're not aware of, you will lose weight and
 12 you'll also feel better, and your health will greatly
 13 benefit, too.
 14 Because you have to keep in mind that being
 15 overweight is not just a cosmetic issue, far from it.
 16 Think about it. I mean, obesity, even moderate
 17 overweight, puts an undue stress on your back, the legs
 18 and all of your internal organs. And this can eventually
 19 exacerbate many physical problems and compromise your
 20 health down the road.
 21 Now, obesity increases the body's resistance to
 22 insulin and susceptibility to infection. It puts one at
 23 a much higher risk for developing coronary artery disease
 24 and heart disease, diabetes, gallbladder disease, high
 25 blood pressure, kidney disease, stroke and other serious

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1 to talk about a huge issue, and this would be weight loss
 2 and weight management. And when I say huge, I mean huge.
 3 Sixty-six percent of Americans now are considered to be
 4 either overweight or obese. It's absolutely astounding,
 5 and you simply don't see this in other cultures. I mean,
 6 you go over, for example, to Asia or Africa or even
 7 Europe, you just don't see the obesity over there like
 8 you do in this country.
 9 And, folks, a lot of it goes back to that sad
 10 diet, the standard American diet. People are simply
 11 consuming too many of these refined carbs and sugars in
 12 sweets and sodas, and the problem is these refined carbs
 13 and sugars, they're the main culprit with weight gain
 14 because all the sugar literally turns into body fat.
 15 That's the way it is, folks.
 16 There's sort of a misnomer about why people are
 17 overweight. It's not really eating fat, per se, it's
 18 eating all the sweets and sugars and refined carbs, which
 19 consequently turn into fat. And I would say, Krisden,
 20 that we're probably the most overfed, undernourished
 21 nation on the planet. I think that that sums it up
 22 pretty well.
 23 KRISDEN DRISCOLL: I think it's safe to say.
 24 MARK ALEXANDER: You bet. And we're also going
 25 to get into the importance of exercise, also, because

7

1 health problems and can result in premature death. You
 2 know, complications of pregnancy and liver damage are
 3 also much more common in overweight individuals, so you
 4 can see this goes far beyond a cosmetic issue. There are
 5 serious health consequences down the road, unless we get
 6 that weight back into a nice, normal range. And the good
 7 news is, like I said, it's fairly easy to do and
 8 accomplish.
 9 Now, let's talk about the latest stats.
 10 They're absolutely shocking. Two out of every three
 11 Americans is now considered to be overweight. And this,
 12 of course, doesn't count kids who are rapidly becoming an
 13 overweight generation. Right now, two-thirds of
 14 Americans are actually trying to lose weight; and,
 15 amazingly, of those, only 20 percent are actually
 16 reducing their calories or exercising.
 17 And this is interesting, folks, next to
 18 smoking, obesity is the second leading preventable cause
 19 of death in the United States --
 20 KRISDEN DRISCOLL: Wow.
 21 MARK ALEXANDER: -- contributing to in excess
 22 of 300,000 deaths each year. I'm going to repeat that
 23 statement, folks, because listen carefully in case you
 24 missed it the first time around. Next to smoking,
 25 obesity is now the second leading preventable cause of

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1 death in the United States, contributing to in excess of
 2 300,000 deaths each year.
 3 Now, we're going to make some natural
 4 recommendations in terms of how we can start to burn this
 5 fat off, because you want to transfer fat into energy.
 6 That's the key, folks. And you want to burn the fat
 7 rather than store it, and that's where the Citrigenics I
 8 really shines. And we're going to talk about how this
 9 can actually enhance the thermogenesis or fat-burning
 10 process in the body.

11 And this is pretty interesting. A lot of
 12 people are going to get a good education today, Kirsden.
 13 Thermogenesis, like I said, is critical to weight loss,
 14 especially after the age of 40. And here's the story.
 15 Thermogenesis is all about fat-burning. About 75 percent
 16 of the calories you eat work to keep you alive and
 17 support your resting metabolic rate. The rest are stored
 18 as something called white fat, are burned up by something
 19 called brown adipose tissue, your fat-burning factory.

20 Now, the more active your brown fat is, the
 21 better your thermogenesis and easier it is to maintain a
 22 desirable weight. Dieters who rely solely on restricting
 23 their calory intake usually end up very disappointed
 24 because extreme calory restriction lowers the rate of
 25 thermogenesis. Your body actually burns less fat than it

1 did before you started dieting. Isn't that interesting?
 2 People who yo-yo on and off low-calorie diets
 3 have even more problems. When a yo-yo dieter begins to
 4 increase calory intake after dieting, their metabolic
 5 rate does not return to prediet levels, so they store
 6 more calories as fat than they did before they even
 7 started.

8 KRISDEN DRISCOLL: Mm-hmm.

9 MARK ALEXANDER: Middle-aged spread means too
 10 little thermogenesis after you eat. Everybody increases
 11 metabolism after eating, but the amounts of calory
 12 burning vary widely from person to person. Now, listen
 13 to this, this is interesting. Lean people experience a
 14 40 percent increase after a meal; however, overweight
 15 people may have only an increase of 10 percent.

16 KRISDEN DRISCOLL: Wow.

17 MARK ALEXANDER: Obesity occurs primarily when
 18 brown fat isn't working properly and only a little bit of
 19 the thermogenesis process can take place, and then the
 20 body deals with the excess calories by storing them as
 21 fat. Now, starting in our forties, a genetic timer shuts
 22 down the thermogenic mechanism, and turning this timer
 23 back on, folks, is the key and the secret to reactivating
 24 thermogenesis and a more youthful metabolism.

25 And here's how brown fat works to stimulate

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11

1 thermogenesis. A protein called uncoupling protein
 2 breaks down or uncouples the train of biochemical events
 3 that the cells use to turn calories into energy. Brown
 4 fat cells continue to convert calories into heat, as long
 5 as they are stimulated and as long as there is white fat
 6 for them to work on. Brown fat activity is cell-
 7 perpetuating, automatically producing more brown fat
 8 cells, resulting in substantially more excess calories
 9 being burned off as heat through thermogenesis.

10 Now, research into the genetic basis of obesity
 11 shows that some people are not born with enough brown
 12 fat. People who eat lightly but still can't lose weight,
 13 gain more weight at middle age because the little brown
 14 fat they did have is reduced even further. Now, this
 15 article goes on to say that thermogenic herbs have been
 16 very successful at reactivating brown fat in middle age.
 17 Thermogenic herbs increase blood flow to lean muscle
 18 tissue, so it works faster and longer. Thermogenic herbs
 19 suppress appetite, and you're going to want to eat less
 20 with less effort. And the longer you take the
 21 thermogenic herb formulas, the more effective they tend
 22 to become because they help your body produce enough
 23 thermogenic activity to make a difference.

24 So, Kirsden, tell all the listeners, this is
 25 where Citrigenics I really shines. This formula

1 specifically stimulates that thermogenesis process in the
 2 body, so in layman's terms, when you take Citrigenics I,
 3 you're stimulating that fat-burning process, you're
 4 transferring fat into energy, and you're going to burn
 5 the fat rather than store it.

6 So, everybody out there today, if you've had --
 7 been frustrated in the past, you simply can't get these
 8 pounds off and you tried every diet out there from A to
 9 Z, give the Citrigenics I a shot. Make sure you combine
 10 it with a low-glycemic diet. Do your due diligence on
 11 the diet of course, because then it will work even better
 12 and faster.

13 And make sure you get exercise. And let's talk
 14 about exercise, folks. You have to strive for regular
 15 exercise. That's a key player in this whole scenario,
 16 also. It's the key to permanent, painless weight
 17 control. Regular exercise extends life span and cuts the
 18 risk of a heart attack in half. But recent stats from
 19 the National Institutes of Health find that 58 percent of
 20 adult Americans get no or little exercise.

21 See, it's not like the good old days, folks,
 22 when our grandparents, they were out there on the farm
 23 and they were getting out there in the sunshine every
 24 day, you know, tending to the farm and the garden and
 25 they got their daily exercise. And those were before the

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| 12 | <p>1 days of the pesticides and the minerals being depleted</p> <p>2 out of the soil so the food was much more nourishing back</p> <p>3 there. And back in those days, you didn't see the</p> <p>4 obesity like you do anymore, also.</p> <p>5 But let me repeat that. Fifty percent of adult</p> <p>6 Americans get little or no exercise. Now, no diet is</p> <p>7 going to work properly without some exercise, folks. And</p> <p>8 with it, almost every diet will work successfully.</p> <p>9 Exercise before a meal raises blood sugar levels, it</p> <p>10 increases metabolism, decreases appetite, often for hours</p> <p>11 afterward. Even with just a slight change in eating</p> <p>12 habits, you can still lose weight with a brisk hour's</p> <p>13 walk. That's why we encourage everybody on this show, if</p> <p>14 nothing else, try to get out there and do a daily walk</p> <p>15 every day. I think, you know, the majority of people are</p> <p>16 able to do that, and aerobic --</p> <p>17 KRISDEN DRISCOLL: That's something everybody</p> <p>18 can do, right?</p> <p>19 MARK ALEXANDER: You bet. And aerobic</p> <p>20 exercise, combined with a low-fat, low-calorie fresh</p> <p>21 fruit diet is particularly good for females. And one</p> <p>22 study shows that overweight women who cut their calories</p> <p>23 and add in aerobic exercise program significantly reduce</p> <p>24 their PMS problems like mood swings and poor</p> <p>25 concentration, and they have lower blood -- blood levels</p> | 13 | <p>1 of something called monoamine oxydase, which is an enzyme</p> <p>2 linked to PMS, and they lose an average of 36 pounds.</p> <p>3 KRISDEN DRISCOLL: Wow.</p> <p>4 MARK ALEXANDER: So, good exercise for women</p> <p>5 with the little tummy bulge that appears at menopause</p> <p>6 would be obviously something they want to do is combine</p> <p>7 the exercise with the Citrigenics I and that low glycemic</p> <p>8 diet. So, folks, you can see how simple it really all</p> <p>9 is. It's not rocket science, like I said at the top of</p> <p>10 the show. It's basically what you put into your body,</p> <p>11 it's also the high quality supplements and herbs. That's</p> <p>12 where Citrigenics I and sea fiber comes into the picture.</p> <p>13 And then it's the daily exercise. And like I</p> <p>14 said, unless there's a major underlying issue, something</p> <p>15 like your metabolism with your thyroid not functioning</p> <p>16 properly or some other metabolic problem that I'm not</p> <p>17 aware of, you almost have to lose weight. And I don't</p> <p>18 really go by the scale. I don't even own an scale, to be</p> <p>19 honest with you. I go by what I see in the mirror and</p> <p>20 how the clothes fit, because don't forget, lean muscle</p> <p>21 actually weighs more than fat.</p> <p>22 KRISDEN DRISCOLL: Right.</p> <p>23 MARK ALEXANDER: A lot of people aren't aware</p> <p>24 of that. So, folks, don't necessarily go by the scale.</p> <p>25 A more telltale sign if you're accomplishing your weight-</p> |
| 14 | <p>1 loss goals would be how the clothes fit and feel and</p> <p>2 definitely what you see in the mirror.</p> <p>3 Now, I want to talk about the sea fiber, then</p> <p>4 we'll let Krisden inform you of this wonderful special</p> <p>5 before we get to the callers today. Now, sea fiber is</p> <p>6 part two of this one, two punch for the weight</p> <p>7 management, and it does several neat things in the body</p> <p>8 besides being a fat absorber. It's also going to provide</p> <p>9 bulk to the stool, and it helps greatly in the</p> <p>10 elimination of toxic waste out of the elimination system.</p> <p>11 So this would be a great product to team up with WOW,</p> <p>12 because WOW is going to get some weight out of the belly,</p> <p>13 for sure, and when you team it up with the sea fiber, it</p> <p>14 almost acts like a fat absorber or fat sponge in that GI</p> <p>15 tract to just pull those fats right out of there.</p> <p>16 Now, what makes the sea fiber so unique, it's</p> <p>17 actually a nutrient called chitosan, if anybody's</p> <p>18 wondering what's actually in the sea fiber. This</p> <p>19 chitosan can absorb both fats and water. Now, most fiber</p> <p>20 products, for example, like cilium, is only attracted to</p> <p>21 water, it actually repels fats, but chitosan, on the</p> <p>22 other hand, can actually bind to fats and then takes them</p> <p>23 out through the elimination system.</p> <p>24 So, like I said, this is a great one, two punch</p> <p>25 with the WOW, because many people, Krisden, they'll have,</p> | 15 | <p>1 you know, that slender frame but they look like they're</p> <p>2 eight or nine months pregnant. They have that potbelly,</p> <p>3 even though they're a slender-framed person. And a lot</p> <p>4 of that would be an impacted colon and clogged and</p> <p>5 congested liver. So, WOW is also another major player in</p> <p>6 this whole topic of trying to get the pounds off, because</p> <p>7 if you have the clogged and congested liver and congested</p> <p>8 and clogged up colon, you're going to have that</p> <p>9 protruding belly no matter how --</p> <p>10 KRISDEN DRISCOLL: Right.</p> <p>11 MARK ALEXANDER: -- slim your frame is. So,</p> <p>12 that's also another aspect to this. And I also recommend</p> <p>13 highly that people get themselves a slant board. What</p> <p>14 that does, quite simply, you lay on the board with the</p> <p>15 head lower than the feet at about a 45-degree angle every</p> <p>16 day. I do it every day of my life, actually. It's very</p> <p>17 relaxing. And what it does, it draws a prolapsed</p> <p>18 abdominal region back into its proper location, because</p> <p>19 many people have what's called a prolapsed abdomen, which</p> <p>20 means it literally drops and sags.</p> <p>21 So, when you lay on the slant board daily,</p> <p>22 you'll notice the tummy will start to flatten out, too,</p> <p>23 especially if you combine it with the WOW, because the</p> <p>24 WOW will get that colon and liver nice and cleaned out.</p> <p>25 And then the slant board will put that prolapsed abdomen</p> |

16

1 into a much -- much better location.
 2 So, Kirsden, I'll turn it back over to you.
 3 You can inform the folks of this wonderful special, then
 4 we'll get to all the callers today.
 5 KRISDEN DRISCOLL: Great. So, if you guys are
 6 just tuning in, you're listening to The Truth about
 7 Nutrition with Mark Alexander. And if you have any
 8 questions for Mark, you can speak with him directly on
 9 the air by calling us right now at 1-800-429-PC95. It's
 10 1-800-429-7295.
 11 We've got a great special today. We have a
 12 four-pack and a 12-pack of Citrigenics I and sea fiber.
 13 The Citrigenics I or the sea fiber, and you can mix and
 14 match. So, if you wanted three of the Citrigenics I and
 15 one of the sea fiber or three of the sea fiber and one of
 16 the Citrigenics I, however you wanted to do that, you
 17 could switch it all up.
 18 So, call today. Order your Roex products. The
 19 number to order is 1-800-645-0010. Again, 1-800-645-
 20 0010. You can always go online at Roex.com, R O E X.com.
 21 MARK ALEXANDER: Yes, Kirsden, just one final
 22 comment. This is quite ironic, but it goes back to the
 23 sad American diet. Being overweight and underweight both
 24 have the exact same cause: it would be malnourishment.
 25 KRISDEN DRISCOLL: Right.

18

1 MARK ALEXANDER: This will help, and combine it
 2 with the low glycemic diet and exercise.
 3 NITA: Okay. I also have a question about
 4 gallstones.
 5 MARK ALEXANDER: Sure.
 6 NITA: I had went to the hospital, and they
 7 said they're so huge, you know. So, I'm saying, well,
 8 could you get them out. They said, well, you -- I said,
 9 what do you think will happen to me if they don't come
 10 out. And they said, no, I could live with them, but
 11 they're so painful. So, I'm like some days I'd be fine;
 12 some days I'm hunched over and could barely move, so --
 13 MARK ALEXANDER: Yeah, we have to go back to
 14 the cause. You know what causes those guys is the diet.
 15 So, just for future reference, try to really clean up
 16 your diet, because those things are usually caused by a
 17 diet high in the wrong type of fats and oils, you know,
 18 things like fried foods.
 19 NITA: Yeah.
 20 MARK ALEXANDER: Partially hydrogenated oils,
 21 margarines.
 22 NITA: Yeah.
 23 MARK ALEXANDER: These are very clogging and
 24 congesting, you know, to your liver and gallbladder ducts
 25 and also the refined carbs and all the white flour

17

1 MARK ALEXANDER: Because, like I said, we're
 2 the most overfed but undernourished nation on the planet.
 3 There's some food for thought. Let's go to the callers.
 4 KRISDEN DRISCOLL: All right, let's go talk to
 5 Nita in Pittsburgh. Nita, you're on live with Mark
 6 Alexander.
 7 NITA: Hi, Mark. How are you?
 8 MARK ALEXANDER: Doing great.
 9 NITA: That's good. I did have a question, but
 10 you already answered it about the -- the extra fat around
 11 the mid, so I think you already answered it. And I wrote
 12 down the information that I need.
 13 MARK ALEXANDER: Okay.
 14 NITA: The WOW, the fiber and the Nutrigenic I?
 15 MARK ALEXANDER: Citrigenics I. And I would
 16 also get yourself a slant board. You'll like that a
 17 whole lot, too. It's really good for you. You know,
 18 it's good for your health in general, and do that every
 19 day for about 10 to 15 minutes, just lay on that slant
 20 board.
 21 NITA: Yeah, because I'm a single mom with six
 22 kids, and my body really need to get back in shape.
 23 KRISDEN DRISCOLL: Oh, yeah.
 24 MARK ALEXANDER: Yeah, this will help.
 25 NITA: I have -- I'm sorry, go ahead.

19

1 products are very clogging and congesting, too.
 2 Now, there is a liver/gallbladder flush that
 3 you can flush out stones, but the problem is if yours are
 4 large, I don't know if I'd do this. It's an old-
 5 fashioned remedy with olive oil. You drink a cup of
 6 olive oil at night before you go to bed and you lie on
 7 your right-hand side when you go to sleep. And then in
 8 the morning if you see these greenish things in the
 9 stool, guess what those are? Those are gallstones.
 10 But the problem is this is designed more for
 11 small to medium-sized stones. If they're large, they
 12 could possibly get lodged in there, and that could be,
 13 you know, an emergency. So, I don't know if I'd mess
 14 with that olive oil flush if they're large. You
 15 indicated they were quite large stones, correct?
 16 NITA: Yeah, yeah, because when they go --
 17 because I've asked them why do they hurt.
 18 MARK ALEXANDER: Yeah.
 19 NITA: And they say when they go through the
 20 bowel --
 21 MARK ALEXANDER: Uh-huh.
 22 NITA: -- they get clogged in there until you
 23 push back out.
 24 MARK ALEXANDER: Yeah. What you might want to
 25 do, there's different versions of doing this. Some

20

1 people say to do it with Coca-Cola; some people say to
 2 use apple juice; and some people use Epsom salts. If you
 3 have a computer, do you have a computer?
 4 NITA: Yes.
 5 MARK ALEXANDER: Type in liver gallbladder
 6 flush on your search engine.
 7 NITA: Okay.
 8 MARK ALEXANDER: Because there's different ways
 9 to do this olive oil flush. But the only hesitancy I
 10 would have is that you said they are quite large, and we
 11 don't want it to get lodged or stuck, you see, in the
 12 bile duct. Then it could be dangerous. But for small to
 13 medium stones, it works like a charm. So, you can read
 14 about that for future reference, if you have just small
 15 or medium sized stones.
 16 And then to prevent them in the future, you
 17 know, get off those fried greasy foods and the
 18 hydrogenated oils and the refined white flour products
 19 and the refined carbs and sugar. And also take a
 20 teaspoon of olive oil every day of your life, okay? That
 21 will help prevent gallstones --
 22 NITA: Okay.
 23 MARK ALEXANDER: -- and it's so simple. I
 24 actually do a tablespoon of olive oil every day just to
 25 make sure I don't get stones.

22

1 okay?
 2 NITA: Okay. Last question, I'm going to be
 3 brief. I'm always digging in my eyes. You know the
 4 sleep that be in your eyes --
 5 MARK ALEXANDER: Uh-huh.
 6 NITA: -- then it comes down to the corner,
 7 well, I feel that, and I dig that out almost all day
 8 long. And it's like -- I can feel it when it drops down
 9 from my eye. I can feel it and I keep (inaudible) you
 10 can just trace right on out your eye. And I think it's
 11 sleep, but why is that building up like that?
 12 MARK ALEXANDER: Well, what do you feel? Why
 13 do you itchy-eye? Is it like itchy?
 14 NITA: No, it's not itchy at all. I've been
 15 doing it. I'm 33 years old.
 16 MARK ALEXANDER: Well, why do you dig the eye
 17 if it's not --
 18 NITA: I've been doing it since I was 14.
 19 MARK ALEXANDER: -- yeah, if it's not itchy,
 20 then why would you dig the eye?
 21 NITA: Because I can feel that stuff drop down
 22 out my eye, and it's like this really gooky stuff, you
 23 can go to the corner of your eye and just pull it out,
 24 and it's like a long, stringy --
 25 MARK ALEXANDER: Okay.

21

1 NITA: Just raw, just put it on the spoon and
 2 eat it?
 3 MARK ALEXANDER: Right off the spoon, yeah.
 4 NITA: Okay.
 5 MARK ALEXANDER: I don't mind it; I like it.
 6 And then also --
 7 NITA: Don't mix it up with the food?
 8 MARK ALEXANDER: Yeah, then also you can take
 9 Livalon and WOW, because, see, these help keep the bile
 10 flowing freely. Because the problem with gallstones,
 11 your bile ducts are all clogged up and congested and,
 12 bingo, you wind up with the gallstones. So, WOW and the
 13 Livalon will greatly reduce your chance of getting stones
 14 in the future. And also choline bitartrate, because
 15 choline bitartrate defats your liver, so that's an
 16 important one for you, too. And B-Complex is important,
 17 too, for the health of the liver in general, and that's
 18 intricately related with the gallbladder.
 19 Now, if you do have to have surgery, try to ask
 20 for laparoscopic surgery, because that's a much quicker
 21 recovery time when they do the laparoscopic. I've known
 22 some people that are bobbing around the next day after
 23 laparoscopic surgery. So, if you do, you know, have to
 24 have that removed, if they're that large or whatever,
 25 make sure you insist with your doctor it's laparoscopic.

23

1 NITA: -- stuff.
 2 MARK ALEXANDER: Well, what I would do, I would
 3 try to cleanse the body from the inside out. It could be
 4 some type of internal toxin trying to get out of the
 5 body, either through the skin or through the eye. And
 6 that's what --
 7 NITA: Okay.
 8 MARK ALEXANDER: -- we tell people, too, if
 9 they have like eczema or a skin rash or acne, it's
 10 generally, you know, you need an internal cleanse to get
 11 the body clean from the inside out. So, try --
 12 NITA: Okay.
 13 MARK ALEXANDER: -- again, you're back to the
 14 WOW and the Livalon.
 15 NITA: Okay.
 16 MARK ALEXANDER: Which you're going to take
 17 anyway for your gallbladder and liver.
 18 NITA: Okay.
 19 MARK ALEXANDER: But just add one thing, add
 20 the Colon Essentials. That would help clean up the
 21 internal environment. And let's see if that helps.
 22 NITA: Okay.
 23 KRISDEN DRISCOLL: Thank you so much for your
 24 call today, Nita.
 25 NITA: Thank you.

24

1 KRISDEN DRISCOLL: So, really, it all really
 2 comes back to the diet, doesn't it, Mark? Making sure
 3 that you're taking care of yourself. And we've got great
 4 specials today. We have a special on the Citrigenics I
 5 and the sea fiber. You can get the four-pack or the 12-
 6 pack, and you can mix and match the two. To call and
 7 order your Roex products, it's 1-800-645-0010 or
 8 Roex.com.

9 Next, let's go ahead and talk to Steven in Palm
 10 Springs, California. Steven, you have a question for
 11 Mark?

12 STEVEN: Hi, there.

13 MARK ALEXANDER: Hey.

14 STEVEN: I heard recently that our wonderful
 15 federal government is again trying to do stuff with
 16 supplements. Do you know anything about this?

17 MARK ALEXANDER: Well, they're always trying to
 18 do something, but the people, thank God, in the past,
 19 have written to their congressman and senators and, you
 20 know, they won't put up with it. So --

21 STEVEN: Right.

22 MARK ALEXANDER: -- so, hopefully that will be
 23 the case in the future, too.

24 STEVEN: Okay, I heard something that Congress
 25 had just -- just recently passed some bills and stuff and

26

1 calling in today. If you're just tuning in, you're
 2 listening to The Truth about Nutrition with Mark
 3 Alexander. If you have any questions for Mark, you can
 4 speak with him directly on the air by calling us right
 5 now. The phone number to call in, 1-800-429-PC95.
 6 Again, 1-800-429-7295.

7 We've got great specials today. We have a
 8 special on Citrigenics I and sea fiber, a four-pack or a
 9 12-pack. Now, Mark, the Citrigenics I, it's kind of like
 10 turning on your own thermostat a little bit?

11 MARK ALEXANDER: Exactly. Like I said --

12 KRISDEN DRISCOLL: Is it like that? Is that
 13 right?

14 MARK ALEXANDER: Yeah, like I said, Kirsden,
 15 you have to stimulate that thermogenesis or fat-burning
 16 process. So, what's going to happen, in layman's terms,
 17 when you take Citrigenics I, you're going to transfer fat
 18 into energy and you're going to burn the fat rather than
 19 store it. And that's what we all want.

20 KRISDEN DRISCOLL: And the sea fiber gets
 21 everything you don't want out of your system, right?

22 MARK ALEXANDER: Yeah, that's more like a fat
 23 sponge, and it takes it out through the elimination
 24 system.

25 KRISDEN DRISCOLL: Great. And, now, since

25

1 now it's moving up to the Senate, but --

2 MARK ALEXANDER: Yeah, they're always trying
 3 to, you know, get this by prescription only, but
 4 hopefully it will never come down to that in this
 5 country, hopefully.

6 STEVEN: Yeah, I know there's -- there's
 7 certain companies out there that contribute a lot of
 8 money --

9 MARK ALEXANDER: Sure.

10 STEVEN: -- to congressman and senators and
 11 stuff.

12 MARK ALEXANDER: A lot of drug companies.

13 STEVEN: And they usually -- well, there's also
 14 like -- like the DeVos family, they contribute a huge
 15 amount of money to the Republican --

16 MARK ALEXANDER: Uh-huh.

17 STEVEN: -- party, and, you know, I don't see
 18 how they could, you know, part of their income from their
 19 business is vitamins and supplements. And I don't see
 20 that they would allow something like that to pass
 21 through, so . . .

22 MARK ALEXANDER: Hopefully not.

23 STEVEN: Yep. All right, thank you.

24 MARK ALEXANDER: Sure.

25 KRISDEN DRISCOLL: Thanks so much, Steven, for

27

1 you're talking about how some of the problems with
 2 obesity can be from lack of nutrition, all of the Roex
 3 products help in getting all your nutritional needs.
 4 That helps, as well, making sure that you're getting all
 5 the proper nutrients and minerals?

6 MARK ALEXANDER: Yeah, anybody in the year 2007
 7 that says that we don't have to supplement, they're
 8 either -- they either have their head buried in the sand
 9 or they were born in the Rock Ages.

10 KRISDEN DRISCOLL: Right.

11 MARK ALEXANDER: In this day and age, you
 12 simply have to supplement, folks. The minerals, even if
 13 you eat all organic, which I commend people that try to
 14 eat all organic, because I'm not a big fan of pesticides
 15 at all myself, but even --

16 KRISDEN DRISCOLL: Yeah, who wants that?

17 MARK ALEXANDER: -- if you eat organic, the
 18 problem is the minerals just aren't in the soil like they
 19 used to be.

20 KRISDEN DRISCOLL: Right.

21 MARK ALEXANDER: Like I said, in our
 22 grandparents' day and age. So you have to bring in the
 23 nutrients from an outside source.

24 KRISDEN DRISCOLL: Right. So, whether you're
 25 looking for the Citrigenics I or the sea fiber, any of

28

1 the Roex products, the number to call today is 1-800-645-
 2 0010. Or you can go online at Roex.com, R O E X.com.
 3 And next, let's go ahead and talk to Bob in New
 4 Jersey. Bob, you have a question for Mark Alexander?
 5 BOB: Yeah, hi, Mark, good afternoon.
 6 MARK ALEXANDER: Hey, Bob.
 7 BOB: How you doing today?
 8 MARK ALEXANDER: Doing great. How about
 9 yourself?
 10 BOB: Pretty good. Listen, I have a friend of
 11 mine who was just diagnosed with lupus.
 12 MARK ALEXANDER: Uh-huh.
 13 BOB: And of course that's a concern. And --
 14 and she was prescribed a drug called Prednisone --
 15 MARK ALEXANDER: Oh, boy.
 16 BOB: -- and from what I've heard, that's not
 17 the kindest thing to introduce into the human body, so I
 18 was wondering what your thoughts are --
 19 MARK ALEXANDER: Sure.
 20 BOB: -- on that and what she can do for
 21 herself to help herself.
 22 MARK ALEXANDER: Okay. Well, you came to the
 23 right place, buddy. And I think your friend's going to
 24 be thanking you. First let's talk about Prednisone,
 25 okay, because you hit the nail on the head. I am not a

30

1 So here's what we want to do in terms of the
 2 supplements. You want to get your friend on the Cell
 3 Talk. That will be a specific for this because this is
 4 wonderful for autoimmune disorders. It calms down an
 5 overactive immune system.
 6 BOB: Mm-hmm.
 7 MARK ALEXANDER: Now the second product that's
 8 a must for your friend would be the Colostrum. Again,
 9 this can calm down an overactive immune response. Now I
 10 would also have her take everything in the Daily
 11 Solutions Pack. That's very important for her overall
 12 health. That's sort of like a health insurance policy,
 13 that Daily Solutions Pack. And it also includes the
 14 oleuropein in there, by the way, and that kills viruses,
 15 because they believe lupus is a viral disease.
 16 And to round it out for the pain and the
 17 inflammation, I'd add a few things. I'd add the
 18 Hyaluronic Acid. I would add the Chicken Collagen. And
 19 I would add the DHA 'cause these are gonna greatly help
 20 reduce her muscle and joint pain.
 21 BOB: Mm-hmm.
 22 MARK ALEXANDER: Okay?
 23 BOB: Yeah.
 24 KRISDEN DRISCOLL: Bob, thank you so much for
 25 calling in today. If you're just tuning in, you're

29

1 fan of that guy at all. Here's some of the long-term
 2 side effects of Prednisone. It can bring on heart
 3 disease, diabetes, can damage your eyes. And if that
 4 weren't bad enough, it also causes severe bone loss and
 5 osteoporosis, as well as undesirable facial and body
 6 changes. So, you know like the TV commercial, ask your
 7 doctor if this sounds right for you, I don't think I have
 8 to ask my doctor if that sounds right for me.
 9 KRISDEN DRISCOLL: I know. It doesn't sound
 10 like it's right for anybody when you listen to all the
 11 risks.
 12 MARK ALEXANDER: Yes. Now, let's talk about
 13 lupus, because we're seeing more and more of this
 14 unfortunately. And here's the story. This is a tough
 15 condition. It's a multi-system auto-immune inflammatory
 16 viral disease. It affects close to two million Americans
 17 now, so it's been a big increase in this in the last five
 18 years, it seems. And the immune system becomes
 19 disoriented and develops antibodies that attack its own
 20 connective tissue, and the joints and connective tissue
 21 are almost always affected, and they can produce
 22 arthritis-like symptoms. And then the kidneys and lymph
 23 nodes can become inflamed. And in severe cases, even the
 24 heart, brain and nervous system can degenerate. So, it's
 25 serious stuff.

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1 listening to The Truth about Nutrition with Mark
 2 Alexander. You want to call in to ask any more -- Mark
 3 any questions today, the number to call in is 1-800-429-
 4 PC95, 1-800-429-7295.
 5 The special today, we've got a great special on
 6 Citrigenics I and sea fiber, either a four-pack or a 12-
 7 pack. And you can mix and match the two, so if you
 8 wanted a little bit more Citrigenics or more of the sea
 9 fiber, you can go ahead, and we're flexible, whatever
 10 your needs are, you just call up, and the number to order
 11 the products, 1-800-645-0010.
 12 The website, and I want to tell you now that
 13 there's going to be a new website coming. The Roex
 14 website is going to be new and improved, easier than ever
 15 to use. It's got a beautiful new layout. The best part
 16 is that on the website there's going to be product
 17 promotions exclusive to the website only. So you
 18 definitely want to be checking out Roex.com. There's
 19 going to be special web special products, specials
 20 available just on the website only. It's R O E X.com.
 21 And next let's go talk to Emma in California.
 22 Emma, you have a question for Mark Alexander?
 23 EMMA: Yes. And I'm very happy and excited to
 24 talk to you.
 25 MARK ALEXANDER: Well, thank you.

32

1 EMMA: I listen to your program, and I wish
 2 that I would have listened to you earlier. I'm trying to
 3 make this real quick. My scenario is last year I was
 4 diagnosed with a bad case of H priori.
 5 MARK ALEXANDER: Uh-huh.
 6 EMMA: I didn't know what was going on. I had
 7 no pain. I just had nausea, extreme nausea.
 8 MARK ALEXANDER: Uh-huh.
 9 EMMA: And I thought I had a flu. So, that's
 10 when I had endoscopy, and they diagnosed me with that.
 11 Well, I went through two rounds of antibiotics, spread
 12 out --
 13 MARK ALEXANDER: Mm-hmm.
 14 EMMA: -- a couple of months apart. Well,
 15 that's over two weeks. However, it did kill some of it
 16 and the nausea has gone away a little bit. But now I've
 17 got this acid reflux.
 18 MARK ALEXANDER: Yeah, I've heard that one
 19 before, yep, it causes a vicious cycle sometimes, I know,
 20 the antibiotics.
 21 EMMA: Yeah, and so now I'm thinking -- and
 22 then I said how did I get this. And my doctor says, the
 23 best we think it's from fecalled oral. And, you know,
 24 we're not sure, we can't -- you can't say --
 25 MARK ALEXANDER: Uh-huh.

34

1 EMMA: Okay.
 2 MARK ALEXANDER: You're going to take half a
 3 teaspoon of the Colostrum at the same time you take the
 4 half teaspoon of Colon Essentials, three times a day.
 5 EMMA: Okay.
 6 MARK ALEXANDER: And these two are going to
 7 soothe and heal like you won't believe.
 8 EMMA: Oh, that's exactly --
 9 MARK ALEXANDER: So, also -- well, yeah, well,
 10 you're going to be thanking us within a month or less.
 11 And also the digestive balance, you're going to chew two
 12 before and two after every meal. That's going to make a
 13 huge difference, too.
 14 EMMA: Two before and two after.
 15 MARK ALEXANDER: Yeah, these are chewable.
 16 You're going to like these guys. They taste good, too,
 17 and they'll really help the situation. Now, for the
 18 immune system, that's a different issue. We're going to
 19 go with the Daily Solutions pack, because everything in
 20 there is more or less like a health insurance policy,
 21 like I told the previous caller, to build up your overall
 22 system. And you're already covered with the Colostrum
 23 and Colon Essentials. They're awesome not only for your
 24 tummy but also for your immune system. And just one
 25 final thing for the immunity is Cell Talk. That is an

33

1 EMMA: -- how it was, so I totally cleaned up
 2 my diet.
 3 MARK ALEXANDER: Good.
 4 EMMA: Drink nothing but, you know, water;
 5 listened to you; did all organic --
 6 MARK ALEXANDER: Uh-huh.
 7 EMMA: -- as much as possible, and I exercise
 8 every day.
 9 MARK ALEXANDER: Great.
 10 EMMA: Everything I'm trying to do right. But
 11 still I have this little bit of acid --
 12 MARK ALEXANDER: Okay. Well, we're going to
 13 get rid of that once and for all, and it's going to be
 14 very simple. You won't believe how easy this is going to
 15 be, okay?
 16 EMMA: But on top of that, I wanted to know how
 17 also to protect myself and my -- build up my immune
 18 system.
 19 MARK ALEXANDER: Exactly. The immune system is
 20 everything. Okay, here's where we're going to go.
 21 First, let's get rid of this acid reflux situation, okay?
 22 EMMA: Okay.
 23 MARK ALEXANDER: You're going to take -- you're
 24 going to take half a teaspoon of the Colon Essentials
 25 powder. Get the powdered form. Three times a day.

35

1 awesome, awesome product for the immune system.
 2 EMMA: Cell Talk, okay. I got it.
 3 MARK ALEXANDER: And it sounds like you got the
 4 diet and exercise covered. You sound very diligent, so
 5 you're going to be one healthy person in the very near
 6 future.
 7 EMMA: Yeah, that's all I want.
 8 KRISDEN DRISCOLL: (Laughter).
 9 EMMA: I'd take good health over a million
 10 dollars anytime.
 11 KRISDEN DRISCOLL: Yeah. Wouldn't we all?
 12 MARK ALEXANDER: You bet, because without your
 13 health, the other things in life don't matter.
 14 EMMA: Yes, exactly. And I thank you so much
 15 for your time.
 16 MARK ALEXANDER: Keep up the good work.
 17 KRISDEN DRISCOLL: Emma, thanks so much for
 18 calling in today. If you're just tuning in, you're
 19 listening to The Truth about Nutrition. We have Mark
 20 Alexander here answering all of your questions. You can
 21 speak with Mark directly on the air by calling 1-800-429-
 22 PC95.
 23 We've got a great special to tell you about
 24 today. It's Citrigenics I and sea fiber, either in a
 25 four-pack or a 12-pack. The number to call to order all

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1 your Roex products, 1-800-645-0010. That's 1-800-645-

2 0010. You also can online, Roex.com.

3 Let's go ahead and talk to Thelma in Delaware.

4 Thelma, you're on live with Mark Alexander.

5 THELMA: Oh, hi. I have a problem. I have a

6 heart murmur.

7 MARK ALEXANDER: Okay.

8 THELMA: And the walls of my aorta are

9 thickening, and I just had a echocardiogram --

10 MARK ALEXANDER: Eco. What was the ejection

11 fraction? That's very important. What was the --

12 THELMA: Oh, well, they didn't tell me that. I

13 just had with the person that did the --

14 MARK ALEXANDER: Okay, well, after the show,

15 you call me after the show. You call the doctor's office

16 and find out what your ejection fraction percentage was,

17 because you definitely want that number above 50 percent.

18 That's important.

19 THELMA: Ejection fraction?

20 MARK ALEXANDER: Yeah, that gives you a general

21 indication of the health of your heart. You don't want

22 it under 50, that's for sure.

23 THELMA: Above 50.

24 MARK ALEXANDER: Okay?

25 THELMA: Okay.

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1 the extra vitamin C with --

2 MARK ALEXANDER: Oh, that's in the Daily

3 Solutions. Yeah, you're covered.

4 THELMA: Oh, okay.

5 MARK ALEXANDER: Yeah.

6 THELMA: Oh, I'm covered. Oh --

7 MARK ALEXANDER: You could add the

8 lysine/proline, too, if you want to write that down,

9 lysine/proline.

10 THELMA: Yeah, he said on the other show,

11 lysine/proline.

12 MARK ALEXANDER: You bet.

13 THELMA: Okay, so then I have the DHA,

14 Essential Fatty Acids --

15 MARK ALEXANDER: Mm-hmm.

16 THELMA: -- and the Daily Solutions and the

17 lysine/proline.

18 MARK ALEXANDER: And don't forget the

19 importance of co-enzyme Q10, CoQ10.

20 THELMA: Yes, I have that. I have that down.

21 Lysine/proline. Okay, now, how much of it should I take?

22 MARK ALEXANDER: Just follow the directions on

23 the bottles, that's fine.

24 THELMA: Follow the directions on the bottle.

25 MARK ALEXANDER: Mm-hmm.

37

1 MARK ALEXANDER: But, anyway, we can continue

2 now, but just make sure you call me after the show with

3 that percentage, okay?

4 THELMA: Okay, I will.

5 MARK ALEXANDER: Now, let me tell you what

6 nutrients should help you. You want to get on the Daily

7 Solutions pack and definitely CoQ10. That's huge, okay?

8 CoQ10 is so protective for the heart. And also I would

9 get on the EFAs and the DHA.

10 THELMA: What is that?

11 MARK ALEXANDER: That's Essential Fatty Acids,

12 that's what EFA stands for. And the DHA is very

13 important. That's like derived from a fish oil, and it's

14 very good for the ticker.

15 THELMA: So, the Daily Solutions, the CoQ10 and

16 the Essential Fatty Acids.

17 MARK ALEXANDER: And DHA.

18 THELMA: And DHA.

19 MARK ALEXANDER: And this will greatly benefit

20 your heart and cardiovascular system.

21 THELMA: Okay. Well, I heard Ron (sic)

22 Burrenson saying that -- to -- to get on the PC-95.

23 MARK ALEXANDER: Oh, that's in the Daily

24 Solutions, you bet. That's number one.

25 THELMA: Oh, okay, Daily Solutions. And then

39

1 THELMA: Okay, and I will -- as soon as I find

2 out what that ejection fraction was, Mark, I'll call you

3 back.

4 MARK ALEXANDER: Sure.

5 THELMA: Okay, thank you very much.

6 MARK ALEXANDER: Thank you.

7 KRISDEN DRISCOLL: Thanks so much, Thelma, for

8 calling in today. Everybody, call today, order your Roex

9 products. We've got a great special going on for

10 Citrigenics I and sea fiber, four-packs and 12-packs.

11 The number to call and order your products, 1-800-645-

12 0010, 1-800-645-0010.

13 You also can order online, Roex.com. And

14 pretty soon, make sure you're checking out the website

15 regularly, because they're updating the website. There's

16 going to be an exclusion promotion to website only, so

17 you'll go online, you'll check that out, and you can keep

18 getting those great Roex products.

19 Next, let's go ahead and talk to Patricia in

20 Tennessee. Patricia, you're on live with Mark Alexander.

21 PATRICIA: Hi.

22 MARK ALEXANDER: Hey, Patricia.

23 PATRICIA: I have a question -- a question

24 about the slant board.

25 MARK ALEXANDER: Yes.

40

1 PATRICIA: Is there a substitute you could use
 2 until you purchase a slant board?
 3 MARK ALEXANDER: Well, you could just --
 4 PATRICIA: On a tight budget.
 5 MARK ALEXANDER: -- you could lay down in the
 6 comfort of your own home in your living room and kick
 7 your feet up on the couch or sofa.
 8 PATRICIA: Mm-hmm.
 9 MARK ALEXANDER: That would be the next best
 10 thing.
 11 PATRICIA: Okay. Okay. Okay, I just wanted to
 12 know. Thank you.
 13 MARK ALEXANDER: Sure. Good question.
 14 PATRICIA: Okay, thank you.
 15 MARK ALEXANDER: Okay.
 16 PATRICIA: Bye-bye.
 17 KRISDEN DRISCOLL: Thanks a lot, Patricia. If
 18 you're just tuning in, we're listening -- if you're just
 19 listening and tuning in, we're on live with Mark
 20 Alexander, The Truth about Nutrition. If you want to
 21 call in and ask Mark any questions, he's here, waiting
 22 for your calls. 1-800-429-PC95. Citrigenics I and sea
 23 fiber is the special for today. We've got four-packs and
 24 12-packs, and the number to order those is 1-800-645-
 25 0010.

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1 MARK ALEXANDER: Do you have weakness?
 2 IRIS: No.
 3 MARK ALEXANDER: Okay, that's good. So, here's
 4 what I would try for the numbness. We obviously have to
 5 address the neurological system. You're going to try the
 6 EFAs and the DHA.
 7 IRIS: Wait a minute, EFA?
 8 MARK ALEXANDER: And DHA, because they're for
 9 your nerve conduction.
 10 IRIS: Yeah.
 11 MARK ALEXANDER: And you definitely need B-
 12 Complex. B is very important for your nerve
 13 transmission.
 14 IRIS: B-Complex?
 15 MARK ALEXANDER: You bet. Then you want --
 16 IRIS: Are the EFA -- is that -- is the same
 17 thing as in the fish oil?
 18 MARK ALEXANDER: Well, they're two --
 19 IRIS: (Inaudible).
 20 MARK ALEXANDER: -- well, sort of similar, but
 21 they do different things.
 22 IRIS: Oh.
 23 MARK ALEXANDER: Because, see, you have
 24 different types of EFAs.
 25 IRIS: Oh, really?

41

1 Iris in Massachusetts, you're on live with Rod
 2 -- with Mark Alexander today.
 3 IRIS: Yeah, Mark?
 4 MARK ALEXANDER: Yes.
 5 IRIS: I'd like to know about the -- you know,
 6 neuropathy and the numbness in the feet.
 7 MARK ALEXANDER: Okay.
 8 IRIS: Can anything can be done about that?
 9 MARK ALEXANDER: Yeah, that is a tough one, but
 10 I think we can help you. Are you a diabetic?
 11 IRIS: No.
 12 MARK ALEXANDER: Okay. Did they know what
 13 caused your neuropathy?
 14 IRIS: No. I was walking funny.
 15 MARK ALEXANDER: Okay.
 16 IRIS: I was -- I was wobbling, I couldn't walk
 17 straight.
 18 MARK ALEXANDER: Okay, now is your neuropathy
 19 more like numbness and tingling --
 20 IRIS: Yeah.
 21 MARK ALEXANDER: -- and pain, or is it more --
 22 IRIS: Yeah. No, just numbness. No tickling.
 23 Numbness and sometimes pain.
 24 MARK ALEXANDER: And how about weakness?
 25 IRIS: Mostly the --

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1 MARK ALEXANDER: You have flax oil; you have --
 2 IRIS: Oh, I didn't know that.
 3 MARK ALEXANDER: -- fish oil; you have borage
 4 oil. And they do sort of different things in the body.
 5 But they're all good.
 6 IRIS: Well, this is just EFA and DHA.
 7 MARK ALEXANDER: You want those for sure. You
 8 want B-Complex.
 9 IRIS: Yeah.
 10 MARK ALEXANDER: And then calcium mineral
 11 formula is very important because, see, that's the one
 12 for your nerve-muscle impulses.
 13 IRIS: Now, what kind of calcium?
 14 MARK ALEXANDER: Calcium mineral formula.
 15 IRIS: Mineral.
 16 MARK ALEXANDER: Yeah, that will help your
 17 nerve muscle impulses.
 18 IRIS: I'm taking all that.
 19 MARK ALEXANDER: And then are you doing the
 20 Roex products?
 21 IRIS: Yeah.
 22 MARK ALEXANDER: You are? How many -- how many
 23 are you taking? How many EFA and DHA --
 24 IRIS: Oh, no. I'm not doing it now. No, no, I
 25 was doing it for something else, for -- I had another

44

1 problem.
 2 MARK ALEXANDER: Okay.
 3 IRIS: No, I'm just calling -- this is
 4 something new.
 5 MARK ALEXANDER: Oh, okay. Well, this should
 6 help. I can't make any promises, but in most cases it
 7 does help. And also try the choline bitartrate.
 8 IRIS: Choline?
 9 MARK ALEXANDER: Yeah.
 10 IRIS: Uh-huh.
 11 MARK ALEXANDER: And then we got to get more
 12 blood flowing, circulation down to your extremities.
 13 See, the circulation --
 14 IRIS: But now -- you know, that's another
 15 thing, I was told that I have good circulation by both
 16 the podiatrist and my -- my doctor.
 17 MARK ALEXANDER: Yeah, but when you have
 18 numbness, you're going to need more circulation and blood
 19 flow. That's my opinion. If you're numb down there, it
 20 can only help, it can't hurt. So, get on the
 21 cayenne/ginger.
 22 IRIS: Okay. You know, I tried that cayenne,
 23 and it burned my stomach.
 24 MARK ALEXANDER: Too strong for you, huh?
 25 IRIS: Yeah.

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1 MARK ALEXANDER: If you don't use it, you're
 2 going to lose it.
 3 KRISDEN DRISCOLL: Mm-hmm.
 4 IRIS: Because I'm a walker, you know?
 5 MARK ALEXANDER: Yeah, that's excellent.
 6 IRIS: All right, now, another -- last
 7 question. How about if you take blood pressure
 8 medication, will that interfere?
 9 MARK ALEXANDER: No, just separate it from our
 10 products by one to two hours.
 11 IRIS: One or two hours?
 12 MARK ALEXANDER: Yes.
 13 IRIS: Oh, okay. All right, thank you very
 14 much.
 15 MARK ALEXANDER: Well, good luck.
 16 IRIS: Thank you.
 17 KRISDEN DRISCOLL: Iris, thanks so much for
 18 calling in today. Next let's go ahead and talk to Lynn
 19 in Houston. Lynn, you're on live with Mark.
 20 LYNN: Hi, I was calling, my sister has been
 21 diagnosed with irritable bowel syndrome.
 22 MARK ALEXANDER: Okay.
 23 LYNN: And she gets nauseated a lot and it
 24 seems to be lots of different triggers, whatever food she
 25 eats. And then also, even if she eats, like, just salad

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1 MARK ALEXANDER: Did you try it after a meal,
 2 after food?
 3 IRIS: I tried it with food.
 4 MARK ALEXANDER: Okay. Well, try the -- let's
 5 do the PC-95, then, and the MSM, because they'll help
 6 your circulation.
 7 IRIS: Yeah. Yeah, PC. All right, so, now,
 8 someone told me about laproic acid.
 9 MARK ALEXANDER: Yeah, that's good.
 10 IRIS: Is that good?
 11 MARK ALEXANDER: Yeah, and we have some in the
 12 B-Complex, uh-huh.
 13 IRIS: Well, so, now, if I take that laproic
 14 acid, take it along with all these other things?
 15 MARK ALEXANDER: I'm hoping it will help, but
 16 neuropathy is a tough condition. I can't make any
 17 promises --
 18 IRIS: Yeah.
 19 MARK ALEXANDER: -- but I'm hoping it will
 20 help.
 21 IRIS: Yeah, and I have -- should I lay off my
 22 feet, or is it good to walk?
 23 MARK ALEXANDER: I think exercise is always
 24 important.
 25 IRIS: Oh, because --

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1 or bland foods --
 2 MARK ALEXANDER: Uh-huh.
 3 LYNN: -- they still seem to irritate her --
 4 you know, her colon area.
 5 MARK ALEXANDER: Okay.
 6 LYNN: And, so, I'm not sure that diagnosis is
 7 even correct. She only just went to him one time, but --
 8 MARK ALEXANDER: Right.
 9 LYNN: -- I just know that everything she eats
 10 seems to -- and only -- this is just kind of new. All
 11 this started within the last several months. So, is
 12 there something that she can take for that?
 13 MARK ALEXANDER: Oh, absolutely. There's
 14 several things that should help tremendously. Get her on
 15 the Colostrum and Colon Essentials, and get the powdered
 16 form in her case, because that's going to get in there
 17 and coat and soothe that inflamed area, because with IBS
 18 --
 19 LYNN: Powder form for both?
 20 MARK ALEXANDER: Oh, yeah, the powdered form.
 21 I'd do half a teaspoon, three times a day. And you can
 22 take them together. And then after -- and before each
 23 meal, she's going to chew two of the Digestive Balance,
 24 so have her chew two before and two after each meal. And
 25 I think those three things are going to make a big

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1 difference with the IBS.
 2 LYNN: And chew two Digestive Balance before
 3 each meal?
 4 MARK ALEXANDER: And after each meal. You bet.
 5 LYNN: Before and after each.
 6 MARK ALEXANDER: And just start with those
 7 three things.
 8 LYNN: Okay. And should that help her be able
 9 to eat, because she's really not even -- she's not even
 10 able to eat that much, since all this has been going on.
 11 MARK ALEXANDER: It should help, yeah, because
 12 these are geared specifically for the digestive process.
 13 LYNN: Okay. What is IBS? What does it do?
 14 MARK ALEXANDER: Well, you know, it's a fancy,
 15 schmanzy term that the doctors use for an irritable
 16 bowel, so sometimes when they're not sure, they give them
 17 fancy names. But it could be some people are prone
 18 toward diarrhea and loose stool. Some people are prone
 19 toward constipation. And usually your digestion is just
 20 wacky, you know, something's --
 21 LYNN: Mm-hmm.
 22 MARK ALEXANDER: -- just out of sync. Uh-huh.
 23 LYNN: Okay.
 24 MARK ALEXANDER: Is she more prone toward loose
 25 stools or constipation?

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1 KRISDEN DRISCOLL: Lynn, thanks a lot for
 2 calling in today. If you're just tuning in, you're
 3 listening to The Truth about Nutrition with Mark
 4 Alexander. Mark's here on the air live, waiting to
 5 answer any of your questions. 1-800-429-PC95.
 6 Call today to order your Roex products, and the
 7 number to call for those is 1-800-645-0010. We've got a
 8 great special today on Citrigenics 1 and sea fiber in the
 9 four-pack and in the 12-pack.
 10 And next let's talk to Dave in Connecticut.
 11 Dave, you have a question for Mark Alexander.
 12 DAVE: Yeah, Mark, how you doing?
 13 MARK ALEXANDER: Doing good.
 14 DAVE: Dave (sic), I have had prostrate cancer.
 15 I had my prostrate removed, and now I'm starting to get
 16 PSA levels back again. So, I'm just wondering, I know
 17 Rod was talking about prostrate the other day, and I was
 18 just wondering if you had some information on that.
 19 MARK ALEXANDER: Yeah, sometimes there's an
 20 underlying infection that the doctors actually miss when
 21 you have an elevated PSA. So, being that you don't have
 22 a prostrate, let's address infection, because that's
 23 probably what's going on. I mean, I'm not a doctor, but
 24 I have a feeling it's infection-related. I would hit
 25 that with oleuropein and the Colostrum, the Colon

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1 LYNN: Actually, maybe a little constipation,
 2 but like I said, this is kind of just a flare-up.
 3 MARK ALEXANDER: Okay.
 4 LYNN: And she just -- she hadn't really been
 5 having any problems until, like I said, several months
 6 ago.
 7 MARK ALEXANDER: Yeah, because if she's
 8 constipated, you can also add WOW, that's W O W, because
 9 that helps with the bowel movements.
 10 LYNN: Mm-hmm. And how many would she need to
 11 take of those?
 12 MARK ALEXANDER: Well, that one you have to
 13 play by ear because everybody's different. I would start
 14 with two after dinner, and if you're having one or two
 15 good bowel movements the next day, that's the right dose.
 16 But if you're not, you can add one each night.
 17 LYNN: Okay. Start with two, after dinner.
 18 MARK ALEXANDER: And then if you have one or
 19 two --
 20 LYNN: And then --
 21 MARK ALEXANDER: -- good bowel movements the
 22 following day, then you're fine at that dose.
 23 LYNN: Okay. All right. Okay, all right.
 24 Well, thank you so much.
 25 MARK ALEXANDER: Sure.

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1 Essentials and the coconut oil, because these are both
 2 very good for any type of infection in the body. And why
 3 don't you have it retested in 60 days and let me know if
 4 it's starting to come down.
 5 DAVE: Okay, so that was -- what was I going to
 6 try again?
 7 MARK ALEXANDER: Oleuropein.
 8 DAVE: Okay. Yep.
 9 MARK ALEXANDER: Colostrum.
 10 DAVE: Colostrum?
 11 MARK ALEXANDER: Yeah. Then the third item was
 12 Colon Essentials.
 13 DAVE: Okay.
 14 MARK ALEXANDER: And the last item was coconut
 15 oil.
 16 DAVE: Okay.
 17 MARK ALEXANDER: And if it's an infection,
 18 these should really help to knock that out, and we'll
 19 know if this number comes down.
 20 DAVE: Okay. Rod was also mentioning something
 21 about -- I believe it was a doctor or someone out of
 22 Germany that worked with prostrates.
 23 MARK ALEXANDER: Dr. Johanna Budwig.
 24 DAVE: Oh, okay. Okay.
 25 MARK ALEXANDER: Yeah, she had a very simple

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| <p>1 recipe: cottage cheese and flaxseed oil. 2 DAVE: Really? 3 MARK ALEXANDER: Quite simple, yeah. 4 DAVE: Okay, and her name was Johanna Buck? 5 MARK ALEXANDER: Bud -- I believe it's B U D W 6 I G, I believe. 7 DAVE: Okay. All right. One other question, a 8 quick one maybe if you could help me out. Hemorrhoids. 9 MARK ALEXANDER: Okay, well, those are simply 10 varicose veins, that's basically what a hemorrhoid is, so 11 we go to strengthen the cell walls of your veins. 12 DAVE: Okay. 13 MARK ALEXANDER: So, you start with PC-95 and 14 Ester-C, but we got to get to what caused these, and it's 15 usually caused by, you know, the wrong type of diet with 16 not nearly enough fiber and not enough water throughout 17 the day. And then consequently, you strain, you know, 18 when you try to go to the bathroom, and, bingo, you can 19 wind up with hemorrhoids. So, try to increase your 20 fiber. Now, we have a product called Fiber Blend that 21 would be very good for you. 22 DAVE: Okay. 23 MARK ALEXANDER: But it's very important, if 24 you're on that product, you drink a minimum of six to 25 eight glasses of water a day to flush it through.</p> | <p>1 DAVE: Okay. 2 MARK ALEXANDER: So, make sure you up your 3 water. Try for eight glasses a day in your case. 4 DAVE: Okay. 5 MARK ALEXANDER: And, again, that's called 6 Fiber Blend. Another old-fashioned remedy to help keep 7 you regular, you eat two Granny Smith apples every day, 8 because they're rich in something called pectin. Make 9 sure they're Granny Smith apples specifically. 10 DAVE: Okay. 11 MARK ALEXANDER: And the pectin in there will 12 work great with the fiber blend. It will be like an 13 intestinal sweeper, okay? 14 DAVE: Okay. 15 MARK ALEXANDER: And it will just sweep and 16 like a broom everything will come right through easily 17 for you. 18 DAVE: Okay. 19 MARK ALEXANDER: Okay? And that should help. 20 And make sure you take lots of PC-95 and Ester-C to 21 strengthen the veins. 22 DAVE: Okay. Thank you. 23 MARK ALEXANDER: Sure. 24 KRISDEN DRISCOLL: Thanks for calling in today, 25 Dave. Next let's go talk to Ruby in California. Ruby,</p> |
| 54 | 55 |
| <p>1 you're on live with Mark Alexander. 2 RUBY: Oh, hi. 3 MARK ALEXANDER: Hi. 4 RUBY: Yes, I was calling in, I have some 5 problem with sleep, constipation, high blood pressure and 6 -- and I'm -- I am on the dialysis machine. 7 MARK ALEXANDER: Ooh, well, you got a lot of 8 serious issues, dear. 9 RUBY: Yeah. 10 MARK ALEXANDER: Let's start with the 11 constipation, because that should be easy. Get on WOW. 12 RUBY: WOW? 13 MARK ALEXANDER: And Colon Essentials. 14 RUBY: And -- and what? 15 MARK ALEXANDER: Colon Essentials. 16 RUBY: Cold winter sisters? 17 MARK ALEXANDER: No, Colon, C O L O N. 18 RUBY: C O L O N. 19 MARK ALEXANDER: Then the word Essentials. 20 RUBY: Okay, E S E N T A A L. Okay. 21 MARK ALEXANDER: Now, for sleep, I would try 22 the calcium mineral formula and melatonin. You take 23 these at bedtime. 24 RUBY: Calcium. 25 MARK ALEXANDER: And melatonin.</p> | <p>1 RUBY: Melatonin? 2 MARK ALEXANDER: And these should help you 3 sleep. 4 RUBY: Okay. 5 MARK ALEXANDER: Now, what made your kidney 6 shut down? Are you a diabetic, or -- 7 RUBY: High blood pressure. 8 MARK ALEXANDER: High blood pressure, yeah, 9 I've heard that one before. 10 RUBY: Yeah, out of control. 11 MARK ALEXANDER: That's very sad. And how old 12 are you, if I may ask? 13 RUBY: Sixty-one. 14 MARK ALEXANDER: Okay. And how long have you 15 been on dialysis? 16 RUBY: Started October 18th. 17 MARK ALEXANDER: Okay. Boy, you know, I can't 18 make any promises. Here's what I would try. Try the 19 Kidney/Bladder Formula. 20 RUBY: Kidney/Bladder. 21 MARK ALEXANDER: That's really good for your 22 kidneys and urinary tract and bladder. 23 RUBY: Uh-huh. 24 MARK ALEXANDER: Also, I would drink only 25 distilled water in your case. Make sure it specifically</p> |

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1 says distilled water --
 2 RUBY: Mm-hmm.
 3 MARK ALEXANDER: -- because that takes a lot of
 4 the burden and workload off of your kidneys.
 5 RUBY: Right.
 6 MARK ALEXANDER: And eat a very low protein
 7 diet, because protein is pretty harsh on the kidneys, if
 8 you have kidney problems.
 9 RUBY: Okay.
 10 MARK ALEXANDER: And you're going to take the
 11 WOW, which is good also for the kidneys and the
 12 constipation both. But add one more thing, add the
 13 Livalon, because if it can get your liver working better,
 14 in many cases, it really helps the kidneys.
 15 RUBY: Livalon?
 16 MARK ALEXANDER: Yeah, they're intricately
 17 related, your kidneys and liver.
 18 RUBY: Okay.
 19 MARK ALEXANDER: So, add the Livalon.
 20 RUBY: Uh-huh.
 21 MARK ALEXANDER: And then hopefully the blood
 22 pressure should start to come down, too, on this
 23 protocol. And you can add a few more things for blood
 24 pressure. You can try PC-95.
 25 RUBY: PC-95.

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1 MARK ALEXANDER: And the Ester-C.
 2 RUBY: Ester-C?
 3 MARK ALEXANDER: Yeah.
 4 RUBY: E?
 5 MARK ALEXANDER: And that along with the
 6 Kidney/Bladder Formula will hopefully help to lower your
 7 blood pressure.
 8 RUBY: P L A -- Ester-C. Could you spell that
 9 for me, Ester-C?
 10 MARK ALEXANDER: E S T E R --
 11 RUBY: Mm-hmm.
 12 MARK ALEXANDER: -- dash C.
 13 RUBY: Dash C. Ester-C. Okay, so, now, this
 14 is for the WOW, the WOW colon -- what's that you say?
 15 MARK ALEXANDER: Essentials.
 16 RUBY: WOW, Colon Essentials.
 17 MARK ALEXANDER: Uh-huh.
 18 RUBY: And the calcium magnesium?
 19 MARK ALEXANDER: Yeah, calcium mineral formula.
 20 RUBY: Mineral formula, okay.
 21 MARK ALEXANDER: Melatonin.
 22 RUBY: And the melatonin? Okay.
 23 MARK ALEXANDER: Yeah, that will help you
 24 sleep.
 25 RUBY: Okay. And sleep, oh, okay. All right,

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1 so --
 2 KRISDEN DRISCOLL: Ruby, thanks so much for
 3 calling in today. I hope that you have best of luck with
 4 that.
 5 And if you're just tuning in, you're listening
 6 to The Truth about Nutrition with Mark Alexander. We've
 7 got a great special today on Citrigenics 1 and sea fiber.
 8 The number to call and order for the special, 1-800-645-
 9 0010. Of course you can order all of your Roex products,
 10 1-800-645-0010. You also can order online, Roex.com, R O
 11 E X.com.
 12 Next we'll talk to Ruth in Ohio. Ruth, you're
 13 on live with Mark Alexander.
 14 RUTH: Hi, Mark.
 15 MARK ALEXANDER: Hi.
 16 RUTH: My question today is regarding a frozen
 17 shoulder. I've been working with it for several months
 18 with physical therapy.
 19 MARK ALEXANDER: Uh-huh.
 20 RUTH: And I've had an MRI and x-rays and there
 21 appears to be a very slight tear, which is inside of the
 22 socket.
 23 MARK ALEXANDER: Okay.
 24 RUTH: I'm taking epithelial tissue.
 25 MARK ALEXANDER: Good.

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1 RUTH: I don't know what else to do. I mean,
 2 I'm waiting to see, you know, a shoulder specialist, but
 3 in the interim, I'd like to see if I can, you know, help.
 4 MARK ALEXANDER: Okay.
 5 RUTH: Help this.
 6 MARK ALEXANDER: Sure.
 7 RUTH: So far nothing.
 8 MARK ALEXANDER: Yeah, that's a tough
 9 condition. It takes time. Here's what I hit it with --
 10 RUTH: Okay.
 11 MARK ALEXANDER: -- besides the epithelial, you
 12 got to be really proactive. You're also going to want to
 13 get PC-95.
 14 RUTH: All right.
 15 MARK ALEXANDER: MSM.
 16 RUTH: All right.
 17 MARK ALEXANDER: Ester-C.
 18 RUTH: All right.
 19 MARK ALEXANDER: Chicken collagen.
 20 RUTH: All right.
 21 MARK ALEXANDER: Calcium mineral formula.
 22 RUTH: All right.
 23 MARK ALEXANDER: And DHA.
 24 RUTH: DH -- DHA.
 25 MARK ALEXANDER: Yeah, because that's a natural

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| <p>1 anti-inflammatory. They'll start to lubricate the muscle 2 and joint. Now, let me give you another old-fashioned 3 recommendation that sometimes works wonders. 4 RUTH: Please. 5 MARK ALEXANDER: You do castor oil packs. 6 RUTH: Oh. 7 MARK ALEXANDER: On that area. 8 RUTH: I will do. Yeah. 9 MARK ALEXANDER: And then what city do you 10 actually live in? 11 RUTH: Perrysburg. 12 MARK ALEXANDER: Where? 13 RUTH: Perrysburg. 14 MARK ALEXANDER: What's -- 15 RUTH: Toledo. 16 MARK ALEXANDER: Oh, okay. 17 RUTH: Ohio. 18 MARK ALEXANDER: Ohio. If you can find a 19 doctor that has either a Papimi machine, I'll spell that. 20 RUTH: All right. 21 MARK ALEXANDER: P A P. 22 RUTH: P A P. 23 MARK ALEXANDER: I M I. 24 RUTH: I M I. 25 MARK ALEXANDER: Not many people know about</p> | <p>1 that one, but it's incredible for incredibly tough cases. 2 I know Rod's doctor out here has one of those, and it 3 really works. 4 RUTH: And it's called Papimi? 5 MARK ALEXANDER: Papimi. But something that 6 might be easier to find would be a cold laser. 7 RUTH: A cold laser. 8 MARK ALEXANDER: A lot of chiropractors have 9 those now. That's what like Lance Armstrong uses when he 10 has injuries, to give you an idea. They're pretty 11 amazing for tough conditions. 12 RUTH: Is that similar to the Papimi machine or 13 totally different? 14 MARK ALEXANDER: Totally different. 15 RUTH: Totally different. 16 MARK ALEXANDER: But they're both -- they're 17 both awesome, and to any of our Los Angeles, Orange 18 County listeners, I do know the name of two doctors out 19 here that have either a Papimi -- one is Rod's doctor 20 actually -- or a cold laser. 21 RUTH: Hmm. 22 MARK ALEXANDER: And these would be good for 23 tough, stubborn cases with anything like, you know, pain. 24 RUTH: I think that's me. 25 MARK ALEXANDER: Yes.</p> |
| 62 | 63 |
| <p>1 RUTH: I think that's me, unfortunately. But, 2 you know, like you said, it does take patience and it 3 does take time. And I am -- I'm doing MSM, as well, and 4 -- 5 MARK ALEXANDER: Yeah, well, you're doing a lot 6 of good nutritional support, so -- 7 RUTH: I am. 8 MARK ALEXANDER: -- what I'm hoping is if you 9 combine the Roex nutrients with the castor oil packs and 10 the Papimi or the cold laser, hopefully they'll get you 11 over the hump. 12 RUTH: Well, how many -- how often should I do 13 the castor oil packs? I mean, I have that right here in 14 the house and never even thought. 15 MARK ALEXANDER: Do it every -- you can do it 16 every night. 17 RUTH: Just do it every night? 18 MARK ALEXANDER: Yeah. 19 RUTH: Half-hour or something? 20 MARK ALEXANDER: Yeah, that's all, sure. 21 RUTH: No kidding? I had never even thought of 22 that. I mean, this is great. I have one other question. 23 MARK ALEXANDER: Sure. 24 RUTH: Because I heard you talking to the prior 25 person about only drink the distilled water. And I kind</p> | <p>1 of like am -- I'm not sure. Like, what's the difference 2 between the reverse osmosis and the distilled? 3 MARK ALEXANDER: Well, you know, reverse 4 osmosis is the next best thing -- 5 RUTH: Okay. 6 MARK ALEXANDER: -- but the problem is it 7 doesn't get everything out. 8 RUTH: Okay. 9 MARK ALEXANDER: See, with distilled water, 10 you're just left with pure H2O, two parts hydrogen and 11 one part oxygen. So, there's nothing else in there, no 12 mercury, no fluoride, no -- 13 RUTH: Oh, okay. 14 MARK ALEXANDER: -- lead, no viruses or any of 15 that junk. 16 RUTH: Oh, you always want distilled, then? 17 MARK ALEXANDER: Yeah, we believe that's the 18 best. And I like it with lemon. It's delicious that 19 way, too. 20 RUTH: Oh, I'll bet. I'll bet. But I'm going 21 to -- this is great. I really appreciate your time and 22 your help on all -- you gave me things I've never thought 23 about. 24 MARK ALEXANDER: Well, that's what we're about 25 here, cutting-edge educational information. That's what</p> |

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1 we do here.
 2 RUTH: Well, I appreciate it. You certainly
 3 are cutting edge, and thank you so very much.
 4 MARK ALEXANDER: Thank you for the call.
 5 KRISDEN DRISCOLL: Thanks for calling in, Ruth.
 6 Let's talk to Bud in Georgia. Bud, you're on live with
 7 Mark Alexander.
 8 BUD: Hi, Mark. I had a question for you about
 9 cramping. My -- every time I use my hands, like to turn
 10 a screwdriver, try to do anything like that, like my
 11 hands cramp.
 12 MARK ALEXANDER: Okay, for cramping, you're
 13 deficient in minerals, so take the calcium mineral
 14 formula and the MSM. And I'd also hit it with chicken
 15 collagen, and this should help.
 16 BUD: Chicken collagen.
 17 MARK ALEXANDER: Yeah, but especially the
 18 calcium mineral formula and MSM. Those are the two most
 19 important.
 20 BUD: Okay. Is that -- is that pretty much
 21 what all causes the cramping is being --
 22 MARK ALEXANDER: Yeah, it's usually a mineral
 23 deficiency, uh-huh.
 24 BUD: Okay, well, that answered my question
 25 right quick.

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1 We'll see you on Monday.
 2 (Whereupon, the show concluded.)
 3 (Whereupon, the recording was concluded.)
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1 MARK ALEXANDER: Okay. Good luck.
 2 KRISDEN DRISCOLL: Thanks so much for calling
 3 in today, Bud. We've got two great specials today.
 4 We've got a special on the Citrigenics I and the sea
 5 fiber. There's a four-pack and there's a 12-pack. You
 6 can mix and match, so if you wanted a little bit more of
 7 sea fiber, a little bit more of Citrigenics I, you can go
 8 ahead and do whatever suits your needs best. The number
 9 to call and get your Roex products are 1-800-645-0010.
 10 Again, it's 1-800-645-0010.
 11 You also can go to Roex.com, R O E X.com. And
 12 keep your eyes peeled for the new Roex website, easier
 13 than ever to use. There's a beautiful new layout that's
 14 going to be coming up, and best of all, you're going to
 15 be able to get special product promotions that are
 16 exclusive to the website only.
 17 (Music playing.)
 18 KRISDEN DRISCOLL: Mark, thank you so much for
 19 being with us today.
 20 MARK ALEXANDER: Well, Kirsden, I hope that the
 21 folks had a good education today, and it was great, you
 22 know, time today doing the show with you, and I had a
 23 really good time as always. And, folks, it's all about
 24 education, like I said. So, always remember, start your
 25 day the Roex way. Have a great weekend, everybody.

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1 CERTIFICATION OF TYPIST
 2
 3 MATTER NUMBER: 0723076
 4 CASE TITLE: ROEX
 5 TAPING DATE: JANUARY 19, 2007
 6 TRANSCRIPTION DATE: NOVEMBER 6, 2008
 7
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 21 accuracy in spelling, hyphenation, punctuation and
 22 format.
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