

Complaint Exhibit B

OFFICIAL TRANSCRIPT PROCEEDING
FEDERAL TRADE COMMISSION

MATTER NO. 1223142
TITLE PROCERA-KEYVIEW LABS, INC.
DATE RECORDED: JULY 17, 2013
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PAGES 1 THROUGH 59

PROCERA AVH VIDEO

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3 In the Matter of:)
4) Matter No. 1223142
5 Procera-Keyview Labs, Inc.)
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The following transcript was produced from a digital recording provided to For The Record, Inc. on February 3, 2014.

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P R O C E E D I N G S

1
2 - - - - -
3 PROCERA AVH VIDEO
4 ON SCREEN: This is a paid presentation for
5 Procera AVH brought to you by:
6 BRL
7 Brain Research Labs, LLC
8 © 2012 Brain Research Labs
9 Dr. Nemiroff is a medical doctor and is
10 partially compensated from sales of this product.
11 ON SCREEN: BREAKING NEWS
12 ON SCREEN: Patrice King Brown
13 Award-Winning Anchorwoman and Investigative
14 Reporter
15 BREAKING NEWS
16 PATRICE KING BROWN: Hello, I'm Patrice King
17 Brown, bringing you the latest breaking news on an
18 emerging health crisis possibly facing all Americans age
19 40 and older. You know I'm always looking for the big
20 story and I have found it. You'll be very happy you
21 tuned in today.
22 The problem is characterized by the
23 embarrassing, frustrating, sometimes dangerous effects of
24 losing our mental edge, our focus and concentration, and
25 even our memory.

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5

1 ON SCREEN: Mental Fatigue
 2 Brain Fog
 3 Fuzzy Thinking
 4 Slow Reactions
 5 Memory Issues
 6 Lack of Focus & Concentration
 7 PATRICE KING BROWN: And if you're suffering
 8 from mental fatigue, brain fog, fuzzy thinking, slow
 9 reactions, memory issues or you just can't seem to focus
 10 and concentrate like you used to --
 11 ON SCREEN: LOST
 12 CONFUSED UNSURE
 13 UNCLEAR PERPLEXED
 14 DISORIENTED BEWILDERED
 15 PATRICE KING BROWN: -- you may be one of the
 16 potential millions experiencing premature mental decline.
 17 ON SCREEN: Are You Experiencing Premature
 18 Mental Decline?
 19 BREAKING NEWS
 20 PATRICE KING BROWN: Today, we'll tell you what
 21 that is and what may be causing it and what you can do to
 22 regain your mental edge and re-energize your mind, mood,
 23 and memory.
 24 But, first, let me introduce you to the man who
 25 is going to put it all together for us in this amazing
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6

1 story.
 2 ON SCREEN: Board Certified Surgeon
 3 Dr. Paul Nemirotff, PhD, MD, FACS
 4 PhD, Behavioral Sciences
 5 PATRICE KING BROWN: He is a head and neck
 6 cancer surgeon and Ph.D. psychologist --
 7 ON SCREEN: Are You Experiencing Premature
 8 Mental Decline?
 9 BREAKING NEWS
 10 PATRICE KING BROWN: -- who says that your
 11 brain may be aging faster than your body. Dr. Paul
 12 Nemirotff is here with us today.
 13 DR. PAUL NEMIROFF: Great to be here, Patrice.
 14 PATRICE KING BROWN: And, Doctor, we're
 15 thrilled to have you here. You have said a large
 16 percentage of Americans may be experiencing some form of
 17 premature mental decline. Can you explain this?
 18 ON SCREEN: Dr. Paul Nemirotff, PhD, MD, FACS
 19 BREAKING NEWS
 20 DR. PAUL NEMIROFF: Well, let me explain what
 21 premature mental decline really is in lay terms. It's
 22 not feeling as mentally sharp or crisp, like you used to
 23 feel.
 24 ON SCREEN: Are You Experiencing Premature
 25 Mental Decline?
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7

1 BREAKING NEWS
 2 DR. PAUL NEMIROFF: It can also show up as a
 3 noticeable increase in mental lapses, forgetfulness,
 4 increased mental fatigue or even mood swings. We've all
 5 dealt with people with mood swings. That's what we're
 6 talking about with premature mental decline.
 7 Unfortunately, many of the signs of mental
 8 decline are often dismissed as just normal brain blips.
 9 PATRICE KING BROWN: Normal brain blips? Can
 10 you elaborate on this very technical term, Doctor?
 11 DR. PAUL NEMIROFF: Very technical term --
 12 PATRICE KING BROWN: Yes.
 13 DR. PAUL NEMIROFF: -- brain blips. But it's
 14 something that we experience every day that indicate our
 15 brain's mental energy is low. Maybe you increasingly
 16 find yourself missing appointments or forgetting
 17 important dates or names or walking into a room and
 18 forgetting why you're there, or staring at your computer
 19 and saying, what did I just type, or reading something
 20 and then forgetting what you just read.
 21 PATRICE KING BROWN: Wow. This is really big
 22 news. It affects so many people.
 23 DR. PAUL NEMIROFF: That's exactly right. Here
 24 is the frightening truth.
 25 ON SCREEN: BRAINPOWER chart
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8

1 25yr 100% Up to 50% of Brain Power
 2
 3 35yr -20% By Age 55
 4 AGE 45yr -40% (arrow pointing down)
 5 50yr -50%
 6 DR. PAUL NEMIROFF: One-third of your brain
 7 power may be lost by age 40 and 50 percent of one's brain
 8 power may be lost by age 50.
 9 PATRICE KING BROWN: Fifty percent by the age
 10 of 50? Dr. Nemirotff, you know, when I think about this,
 11 we often joke about forgetting names and dates or how
 12 you're having trouble concentrating. Apparently, we
 13 really shouldn't be laughing about that.
 14 ON SCREEN: Are You Experiencing Premature
 15 Mental Decline?
 16 BREAKING NEWS
 17 DR. PAUL NEMIROFF: Well, premature mental
 18 decline is very real and may be affecting your brain
 19 right now.
 20 ON SCREEN: Slight Memory Problems Could Lead
 21 to Severe Cognitive Decline
 22 DR. PAUL NEMIROFF: It's not a laughing matter.
 23 ON SCREEN: Are You Experiencing Premature
 24 Mental Decline?
 25 BREAKING NEWS
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| 9 | <p>1 DR. PAUL NEMIROFF: You need to take notice of</p> <p>2 the warning signs your brain is sending out.</p> <p>3</p> <p>4 ON SCREEN: PMD Symptoms</p> <p>5 Fuzzy Thinking</p> <p>6 Brain Fog</p> <p>7 Short Term Memory Lapse</p> <p>8 Slower Thinking</p> <p>9 Mental Fatigue</p> <p>10 DR. PAUL NEMIROFF: For example, fuzzy</p> <p>11 thinking, brain fog, short-term memory lapses, slower</p> <p>12 thinking, mental fatigue.</p> <p>13 ON SCREEN: Are You Experiencing Premature</p> <p>14 Mental Decline?</p> <p>15 BREAKING NEWS</p> <p>16 DR. PAUL NEMIROFF: All of these can be signs</p> <p>17 your brain needs a boost no matter what your age. For</p> <p>18 example, what do you do when your computer begins to run</p> <p>19 slowly? Well, at least I know I try to reboot it until I</p> <p>20 get so frustrated sometimes I buy a new computer or maybe</p> <p>21 I upgrade the memory. But with our brains, if it starts</p> <p>22 running slower, you just can't exchange it in for a new</p> <p>23 one. With our brains, there is a triple threat that is</p> <p>24 slowing us down.</p> <p>25 ON SCREEN: Causes of Memory Decline and Poor</p> <p style="text-align: center;">For The Record, Inc.</p> <p>(301) 870-8025 - www.ftrinc.net - (800) 921-5555</p> | 11 | <p>1 technical term for the chemical signals that help the</p> <p>2 brain cells communicate with each other.</p> <p>3 ON SCREEN: Causes of Memory Decline and Poor</p> <p>4 Concentration</p> <p>5 BREAKING NEWS</p> <p>6 DR. PAUL NEMIROFF: You've all had, you know,</p> <p>7 cell phone connections that aren't great, there's some</p> <p>8 interference, you can't hear the other person. That's</p> <p>9 the same thing that happens when there aren't enough</p> <p>10 neurotransmitters. The brain can't work properly.</p> <p>11 ON SCREEN: Are You Experiencing Premature</p> <p>12 Mental Decline?</p> <p>13 BREAKING NEWS</p> <p>14 PATRICE KING BROWN: Let me ask you, Doctor, a</p> <p>15 personal question. Is this something that you were</p> <p>16 worried about personally?</p> <p>17 DR. PAUL NEMIROFF: Well, absolutely. You</p> <p>18 know, I went to school forever.</p> <p>19 PATRICE KING BROWN: Yes.</p> <p>20 DR. PAUL NEMIROFF: Using my brain is my career</p> <p>21 and my life. And about 10, 15 -- well, actually, it was</p> <p>22 15 years ago, I was working incredible hours, 80 hours a</p> <p>23 week as a surgeon, but mentally I thought, gee, am I as</p> <p>24 sharp as I was prior to that. I noticed that I'd look at</p> <p>25 a page, read it, and I wasn't retaining the kind of</p> <p style="text-align: center;">For The Record, Inc.</p> <p>(301) 870-8025 - www.ftrinc.net - (800) 921-5555</p> |
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| 10 | <p>1 Concentration</p> <p>2 BREAKING NEWS</p> <p>3 DR. PAUL NEMIROFF: As a physician and surgeon,</p> <p>4 let me explain exactly what is happening in your brain</p> <p>5 when you experience this.</p> <p>6 PATRICE KING BROWN: Okay.</p> <p>7 DR. PAUL NEMIROFF: There are three things</p> <p>8 going on. One, there is a reduction in the oxygen to the</p> <p>9 brain and oxygen brings the nutrients to help your brain</p> <p>10 work most effectively. There is an increase in something</p> <p>11 called free radicals.</p> <p>12 ON SCREEN: Free Radicals</p> <p>13 DR. PAUL NEMIROFF: I call them bullies of the</p> <p>14 body, which are essentially everyday toxins, mercury,</p> <p>15 lead, other things that can destroy your brain cells --</p> <p>16 ON SCREEN: Causes of Memory Decline and Poor</p> <p>17 Concentration</p> <p>18 BREAKING NEWS</p> <p>19 DR. PAUL NEMIROFF: -- and that just can't be</p> <p>20 completely avoided in today's world. And the third is a</p> <p>21 reduction in something called neurotransmitters in the</p> <p>22 brain.</p> <p>23 PATRICE KING BROWN: What's that?</p> <p>24 ON SCREEN: Low Neurotransmitters</p> <p>25 DR. PAUL NEMIROFF: Well, neurotransmitters are</p> <p style="text-align: center;">For The Record, Inc.</p> <p>(301) 870-8025 - www.ftrinc.net - (800) 921-5555</p> | 12 | <p>1 information I had before. I had not a photographic</p> <p>2 memory, but I had a great memory before. And I just</p> <p>3 thought, have I burned out some circuitry in my brain? I</p> <p>4 mean, I started to actually question myself and I'm</p> <p>5 embarrassed to even mention it. But I thought maybe it</p> <p>6 was just age where it was slowing down.</p> <p>7 ON SCREEN: Boost Brain Power and Memory</p> <p>8 Naturally</p> <p>9 BREAKING NEWS</p> <p>10 DR. PAUL NEMIROFF: But I went off and started</p> <p>11 studying everything I could about brain enhancers,</p> <p>12 nutrients and basic types of supplements rather than just</p> <p>13 treating something with a drug. When I started looking</p> <p>14 into all the neuro-protective agents available to protect</p> <p>15 my brain from premature aging and to keep me mentally</p> <p>16 energized and sharp, I came across hundreds of</p> <p>17 ingredients, and one of the more popular ones that we've</p> <p>18 heard of is ginkgo.</p> <p>19 PATRICE KING BROWN: Mm-hmm.</p> <p>20 DR. PAUL NEMIROFF: But I've reviewed the</p> <p>21 studies and some of them were plus/minus, and the most</p> <p>22 recent one showed no significant benefit.</p> <p>23 ON SCREEN: Ginkgo extract doesn't slow</p> <p>24 cognitive decline</p> <p>25 DR. PAUL NEMIROFF: But I noticed that three</p> <p style="text-align: center;">For The Record, Inc.</p> <p>(301) 870-8025 - www.ftrinc.net - (800) 921-5555</p> |
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13

1 specific ingredients --
 2 ON SCREEN: Boost Brain Power and Memory
 3 Naturally
 4 BREAKING NEWS
 5 DR. PAUL NEMIROFF: -- really stood out in
 6 their terms of clinical studies and efficacy. And the
 7 three brain nutrients were exceptional because they had
 8 different mechanisms of action. Then I read about how
 9 this cognitive researcher had figured out how to combine
 10 these three natural ingredients into a precise formula,
 11 into one pill, that actually had been through a clinical
 12 study at a major university, a very rigorous study, and
 13 the study showed these natural nutrients could
 14 effectively address our brain's energy crisis.
 15 ON SCREEN: SWINBURNE
 16 SWINBURNE UNIVERSITY OF TECHNOLOGY
 17 A double-blind, placebo controlled Study that
 18 revealed that Procera AVH:
 19 1. Improve Memory
 20 2. Improve Mood
 21 3. Improve Mental Focus, Concentration
 22 4. Improved Mental Energy
 23 Con Stough, Christina Kure, Jo Tarasuik and
 24 Luke Downey
 25 BRAIN SCIENCES INSTITUTE
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14

1 SWINBURNE UNIVERSITY, AUSTRALIA
 2 PATRICE KING BROWN: Okay.
 3 ON SCREEN: BRAINPOWER chart
 4 25yr 100% Up to 50% of Brain Power
 5
 6 35yr -20% By Age 55
 7 AGE 45yr -40% (arrow pointing down
 8 50yr -50% and then back up)
 9 DR. PAUL NEMIROFF: They actually helped
 10 reverse memory loss by up to 10 to 15 years.
 11 PATRICE KING BROWN: Procera AVH, and that's
 12 what I've been reading about just about everywhere from
 13 the peer-reviewed medical journal, JANA --
 14 ON SCREEN: Mentioned in over 400 National
 15 Magazines and Newspapers
 16 PATRICE KING BROWN: -- to national magazines,
 17 to newspapers --
 18 ON SCREEN: Brain Oxygen-Boosting Secret
 19 Energizes Mind, Mood and Memory
 20 New pill sharpens focus, clears away brain fog,
 21 erases 15 years of lost memory power!
 22 Reverse Memory Loss by up to 10-15 Years
 23 New pill can help sharpen focus, clear away
 24 "brain fog," erase up to 15 years of lost memory power!
 25 PATRICE KING BROWN: -- and I've also seen it's
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15

1 been heralded as a brain oxygen-boosting secret.
 2 ON SCREEN: Boost Brain Power and Memory
 3 Naturally
 4 BREAKING NEWS
 5 DR. PAUL NEMIROFF: That's right. And Procera
 6 AVH contains three critically important ingredients for
 7 your mind, mood, and memory. And these ingredients are
 8 all natural --
 9 PATRICE KING BROWN: Mm-hmm.
 10 DR. PAUL NEMIROFF: -- and they've been
 11 clinically tested for their effectiveness.
 12 PATRICE KING BROWN: So, we're going to get
 13 into the ingredients and just a little bit more
 14 specifically a little later in the show.
 15 DR. PAUL NEMIROFF: Okay.
 16 PATRICE KING BROWN: But, first, let me ask you
 17 how you felt when you first tried Procera AVH.
 18 ON SCREEN: Get Back Your Mental Edge
 19 BREAKING NEWS
 20 DR. PAUL NEMIROFF: Well, I was amazed at how
 21 my brain reacted to taking the first tablet of Procera
 22 AVH.
 23 PATRICE KING BROWN: Mm-hmm.
 24 DR. PAUL NEMIROFF: It was incredible. Let me
 25 give you an example. If you had a vision problem and
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16

1 you tried to read the eye chart and the letters are all
 2 fuzzy --
 3 PATRICE KING BROWN: Right.
 4 DR. PAUL NEMIROFF: -- but then suddenly you
 5 put on some prescription glasses and you looked at the
 6 same eye chart, things come into focus.
 7 PATRICE KING BROWN: Right.
 8 DR. PAUL NEMIROFF: That's what it was like
 9 with me for Procera.
 10 PATRICE KING BROWN: That dramatic?
 11 DR. PAUL NEMIROFF: Yeah, it was very dramatic
 12 that first night. And I noticed that my mental clarity
 13 was better --
 14 PATRICE KING BROWN: Mm-hmm, mm-hmm.
 15 DR. PAUL NEMIROFF: -- my focus was better. I
 16 felt like I did when I was younger. I could start to
 17 remember names and faces I had forgotten.
 18 PATRICE KING BROWN: Mm-hmm.
 19 DR. PAUL NEMIROFF: And my memory was sharp. I
 20 felt I had my mental age back.
 21 PATRICE KING BROWN: Which is great stuff, Dr.
 22 Nemiroff. And we need to dig deeper into Procera AVH and
 23 its ingredients and the clinical study and the results
 24 that people are getting with it. And to help us do that,
 25 we're going to be talking with Josh Reynolds.
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| 17 | <p>1 ON SCREEN: This is a paid presentation by</p> <p>2 Brain Research Labs, the makers of Procera AVH</p> <p>3 PATRICE KING BROWN: He's the inventor and co-</p> <p>4 founder of Brain Research Labs. We're going to do that</p> <p>5 right after this break, so I hope you'll stay with us.</p> <p>6 ON SCREEN: Leah F.</p> <p>7 Results may vary</p> <p>8 Not every consumer will experience the same</p> <p>9 results.</p> <p>10 1-800-555-5555</p> <p>11 LEAH F.: I would say that, you know, the</p> <p>12 strength of Procera is that it's helping me to maintain</p> <p>13 short-term memory clarity and mood stability.</p> <p>14 ON SCREEN: Morris R.</p> <p>15 Results may vary</p> <p>16 Not every consumer will experience the same</p> <p>17 results.</p> <p>18 Employed by third party vendor of Brain</p> <p>19 Research Labs. Party was not compensated for</p> <p>20 testimonial.</p> <p>21 1-800-555-5555</p> <p>22 MORRIS R: I feel terrific. I can't wait to</p> <p>23 get into work in the morning. I feel great when I get</p> <p>24 up. There's not that fogginess anymore. It's just been</p> <p>25 one of the best things I've done for myself in a very</p> <p style="text-align: center;">For The Record, Inc.</p> <p>(301) 870-8025 - www.ftrinc.net - (800) 921-5555</p> | 19 | <p>1 results.</p> <p>2 Improve Memory</p> <p>3 Feel More Confident</p> <p>4 Get Back Your Mental Edge</p> <p>5 Boost Focus and Mental Energy</p> <p>6 Improve Mood & Mental Clarity</p> <p>7 Take on Life's Challenges</p> <p>8 ANNOUNCER: Seniors report Procera improves</p> <p>9 their memory and concentration, giving them back their</p> <p>10 confidence and independence. Busy professionals report</p> <p>11 Procera gives them back their mental edge, helping them</p> <p>12 be more productive, focused and energized.</p> <p>13 Thousands of people just like you feel</p> <p>14 overwhelmed and helpless in today's fast-paced world.</p> <p>15 With Procera, you can now safely and naturally take on</p> <p>16 life's challenges.</p> <p>17 ON SCREEN: Dr. Gene Steiner</p> <p>18 Doctor of Pharmacy</p> <p>19 DR. GENE STEINER: I'm Dr. Gene Steiner. As a</p> <p>20 pharmacist, I've always felt helpless in recommending a</p> <p>21 solution for memory loss.</p> <p>22 ON SCREEN: BRAINPOWER chart</p> <p>23 25yr 100% Up to 50% of Brain Power</p> <p>24</p> <p>25 35yr -20% By Age 55</p> <p style="text-align: center;">For The Record, Inc.</p> <p>(301) 870-8025 - www.ftrinc.net - (800) 921-5555</p> |
| 18 | <p>1 long time.</p> <p>2 ON SCREEN: Omar K.</p> <p>3 Results may vary</p> <p>4 Not every consumer will experience the same</p> <p>5 results.</p> <p>6 1-800-555-5555</p> <p>7 OMAR K: I'm much better at what I do today</p> <p>8 than I ever have been.</p> <p>9 ON SCREEN: Bibi C.</p> <p>10 Results may vary</p> <p>11 Not every consumer will experience the same</p> <p>12 results.</p> <p>13 1-800-555-5555</p> <p>14 BIBI C.: I felt solid and I felt bright and</p> <p>15 alive and energetic and clear and focused.</p> <p>16 ON SCREEN: America's #1 Clinically Tested</p> <p>17 Brain Supplement</p> <p>18 1-800-555-5555</p> <p>19 ANNOUNCER: Procera AVH is America's number one</p> <p>20 clinically tested brain supplement for mind, memory, and</p> <p>21 mood, helping people regain their memory and mental</p> <p>22 quickness, keeping them sharp and focused throughout the</p> <p>23 day.</p> <p>24 ON SCREEN: Results may vary.</p> <p>25 Not every consumer will experience the same</p> <p style="text-align: center;">For The Record, Inc.</p> <p>(301) 870-8025 - www.ftrinc.net - (800) 921-5555</p> | 20 | <p>1 AGE 45yr -40% (arrow pointing down)</p> <p>2 50yr -50%</p> <p>3 ANNOUNCER: Research reveals that the average</p> <p>4 person can lose up to 50 percent of their brain power by</p> <p>5 age 50.</p> <p>6 ON SCREEN: SAFE</p> <p>7 NATURAL</p> <p>8 DR. GENE STEINER: Now, there's a safe and</p> <p>9 natural solution. It's called Procera AVH.</p> <p>10 ON SCREEN: HELPS IMPROVE</p> <p>11 Memory</p> <p>12 Mood</p> <p>13 Mental Clarity</p> <p>14 ANNOUNCER: Procera was clinically shown to</p> <p>15 help improve memory, mood, and mental clarity.</p> <p>16 ON SCREEN: Dr. Gene Steiner</p> <p>17 Doctor of Pharmacy</p> <p>18 Safe</p> <p>19 Effective</p> <p>20 Results may vary.</p> <p>21 Not every consumer will experience the same</p> <p>22 results.</p> <p>23 DR. GENE STEINER: Procera is safe,</p> <p>24 effective --</p> <p>25 ON SCREEN: BRAINPOWER chart</p> <p style="text-align: center;">For The Record, Inc.</p> <p>(301) 870-8025 - www.ftrinc.net - (800) 921-5555</p> |

21

1 25yr 100% Up to 50% of Brain Power
 2
 3 35yr -20% By Age 55
 4 AGE 45yr -40% (arrow pointing down
 5 50yr -50% and then up)
 6 Results may vary
 7 Not every consumer will experience the same
 8 result.
 9 DR. GENE STEINER: -- and taken daily as
 10 directed, Procera can restore the brain power you had 10
 11 to 15 years ago.
 12 ON SCREEN: Huperzine-A
 13 Vinpocetine
 14 Acetyl L-Carnitine
 15 1-800-555-5555
 16 ANNOUNCER: Procera contains three powerful
 17 memory molecules clinically shown to be the top brain
 18 nutrients.
 19 ON SCREEN: OXYGEN
 20 VITAL NUTRIENTS
 21 NEURO-TRANSMITTERS
 22 Brain Illustration
 23 1-800-555-5555
 24 ANNOUNCER: Procera helps revitalize tired,
 25 sluggish brain cells with a fresh supply of oxygen and
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22

1 key vital nutrients, plus it helps refuel your brain with
 2 much needed neurotransmitters. It gets your neurons
 3 fired up again. This means you can say good-bye to foggy
 4 thinking, mental fatigue and poor memory, all while
 5 improving your focus and concentration. Regain the
 6 mental sharpness you had 10 to 15 years ago with Procera.
 7 ON SCREEN: Call Now
 8 FREE 30-Day Supply!
 9 1-800-555-5555
 10 ANNOUNCER: Call now and find out how to get a
 11 free 30-day bonus supply of Procera.
 12 ON SCREEN: Brain Power
 13 Memory
 14 Focus
 15 1-800-555-5555
 16 ANNOUNCER: Boost your brain power, memory, and
 17 focus today.
 18 ON SCREEN: FREE BOOK!
 19 FREE 30-Day Supply Plus FREE Gift!
 20 1-800-555-5555
 21 ANNOUNCER: This special offer also comes with
 22 a free copy of Josh Reynolds' medically acclaimed book,
 23 20/20 Brain Power, with his program based upon the Mayo
 24 Clinic guidelines for brain health and longevity. There
 25 is no risk, so why continue to suffer? Call now and find
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23

1 out how to get your free bonus supply of Procera AVH.
 2 ON SCREEN: SATISFACTION GUARANTEED
 3 FREE BOOK!
 4 FREE 30-Day Supply Plus FREE Gift!
 5 1-800-555-5555
 6 ANNOUNCER: Your complete satisfaction is
 7 guaranteed. So, call now.
 8 ON SCREEN: Dr. Gene Steiner
 9 Doctor of Pharmacy
 10 1-800-555-5555
 11 DR. GENE STEINER: Get started with Procera AVH
 12 today, the new, natural remedy for your memory.
 13 ON SCREEN: BREAKING NEWS
 14 PATRICE KING BROWN: Welcome back.
 15 ON SCREEN: Patrice King Brown
 16 Award-Winning Anchorwoman and Investigative
 17 Reporter
 18 BREAKING NEWS
 19 PATRICE KING BROWN: I'm Patrice King Brown in
 20 the studio with nationally recognized surgeon and
 21 scientist, Dr. Paul Nemirotff.
 22 ON SCREEN: Causes of Memory Decline and Poor
 23 Concentration
 24 BREAKING NEWS
 25 PATRICE KING BROWN: And we're talking about
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24

1 why so many of us have lost our mental edge and why we're
 2 thinking more slowly.
 3 So, Dr. Nemirotff, our brains are possibly in
 4 more trouble now than ever before.
 5 ON SCREEN: 1-800-555-5555
 6 BREAKING NEWS
 7 DR. PAUL NEMIROFF: That's right.
 8 PATRICE KING BROWN: Especially even when you
 9 compare it to earlier generations such as our parents and
 10 our grandparents. So, what's causing this seemingly
 11 growing epidemic of forgetfulness and mental fatigue?
 12 ON SCREEN: Dr. Paul Nemirotff, PhD, MD, FACS
 13 BREAKING NEWS
 14 DR. PAUL NEMIROFF: Most of America's under
 15 stress --
 16 PATRICE KING BROWN: Yes.
 17 DR. PAUL NEMIROFF: -- whether it be too much
 18 with work, too much with family, economic issues. People
 19 are just starting to be stressed out. Our brain wasn't
 20 built for this, you know. Our brain is hard-wired in
 21 certain ways and it's difficult to change. With all the
 22 things that we're inundated with, computers, social
 23 internet, the phones, everything else on TV.
 24 ON SCREEN: Is Your Brain Over-Stressed?
 25 BREAKING NEWS
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1 PATRICE KING BROWN: Right.
 2 DR. PAUL NEMIROFF: Well, you're in news and
 3 you know how it is. There's breaking news every second.
 4 And our brains weren't really originally developed for
 5 that. And that's why we're being stressed, and all that
 6 stress just simply isn't good for us and is slowing us
 7 down.
 8 ON SCREEN: 1-800-555-5555
 9 BREAKING NEWS
 10 ON SCREEN: Are Your Starving Your Brain?
 11 BREAKING NEWS
 12 DR. PAUL NEMIROFF: Patrice, in simple terms,
 13 the brain is experiencing what I would refer to as an
 14 energy crisis because it's not getting the nutrition it
 15 needs for peak or optimal performance.
 16 PATRICE KING BROWN: Oh.
 17 DR. PAUL NEMIROFF: Put another way, the brain
 18 just doesn't have the horsepower, the umph --
 19 ON SCREEN: 1-800-555-5555
 20 BREAKING NEWS
 21 PATRICE KING BROWN: Mm-hmm.
 22 DR. PAUL NEMIROFF: -- the sharpness and pep it
 23 used to. And this brain energy crisis weakens memory and
 24 your ability to concentrate and may be the reason behind
 25 what's called brain fog or forgetfulness, fuzzy thinking,
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1 fuzzy focus and so forth.
 2 PATRICE KING BROWN: Okay. So, what is exactly
 3 causing this energy crisis and the mental decline that so
 4 many of us are struggling with?
 5 ON SCREEN: Forgetfulness and Brain Fog Caused
 6 by:
 7 Stress
 8 Poor Diet and Lifestyle
 9 Aging
 10 Toxins and Free Radicals
 11 DR. PAUL NEMIROFF: It can be -- oxygen
 12 depletion can be due to stress, poor diet, age and, of
 13 course, those free radical attacks we've talked about.
 14 ON SCREEN: Causes of Brain Fog and
 15 Forgetfulness
 16 BREAKING NEWS
 17 DR. PAUL NEMIROFF: And many of us heard -- you
 18 know, have heard of discussion or read about free
 19 radicals.
 20 PATRICE KING BROWN: Right, right.
 21 DR. PAUL NEMIROFF: And our sensitive brain is
 22 getting hammered every day by bad brain food. So,
 23 saturated fats, too much sugar.
 24 PATRICE KING BROWN: Oh, yeah.
 25 DR. PAUL NEMIROFF: By environmental toxins
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1 like lead and mercury that we read about and free
 2 radicals.
 3 PATRICE KING BROWN: Those bullies of the body
 4 that you talk about.
 5 ON SCREEN: 1-800-555-5555
 6 BREAKING NEWS
 7 DR. PAUL NEMIROFF: That's right.
 8 PATRICE KING BROWN: I got to tell you, I'm
 9 imagining those little Pacmen. Do you remember them?
 10 DR. PAUL NEMIROFF: Right.
 11 PATRICE KING BROWN: That they kind of run
 12 through your brain and they're chomping on brain cells
 13 and then your brain is gasping for information and the
 14 little Pacman like character or free radicals are
 15 chomping on the brain --
 16 DR. PAUL NEMIROFF: Not a pretty sight.
 17 PATRICE KING BROWN: Not at all. No wonder
 18 people can't -- can relate to fuzzy thinking and brain
 19 fog.
 20 ON SCREEN: Improve Memory and Protect Your
 21 Brain
 22 BREAKING NEWS
 23 DR. PAUL NEMIROFF: Absolutely. And last, but
 24 not least, the brain needs a constant and adequate supply
 25 of neurotransmitters. They are like the high octane fuel
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1 additives.
 2 PATRICE KING BROWN: Okay.
 3 ON SCREEN: 1-800-555-5555
 4 BREAKING NEWS
 5 DR. PAUL NEMIROFF: And they allow your brain
 6 to run at top speed and power. Without them, your brain
 7 might begin to sputter.
 8 PATRICE KING BROWN: Oh.
 9 DR. PAUL NEMIROFF: And by the way, this energy
 10 crisis --
 11 PATRICE KING BROWN: Mm-hmm.
 12 DR. PAUL NEMIROFF: -- is why most people are
 13 reaching for the caffeine or the stimulants. And it's
 14 worth nothing that, as a doc --
 15 ON SCREEN: Energy Drinks Are Harmful...medical
 16 experts say
 17 DR. PAUL NEMIROFF: -- I'm concerned about the
 18 popularity of some of these stimulant energy drinks and
 19 excessive caffeine or coffee consumption.
 20 PATRICE KING BROWN: Right.
 21 ON SCREEN: 1-800-555-5555
 22 BREAKING NEWS
 23 DR. PAUL NEMIROFF: It's not the solution, it
 24 may make the problem worse, and it does absolutely
 25 nothing to correct the key, the root of the energy
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1 crisis.
 2 PATRICE KING BROWN: And I hear people talking
 3 about taking those drinks all the time, so that's really
 4 not making a big difference in their lives.
 5 ON SCREEN: Clinically Shown to Help Improve
 6 Memory
 7 Concentration
 8 Mental Clarity
 9 PATRICE KING BROWN: And Procera AVH has been
 10 clinically tested and shown to combat this triple threat
 11 brain energy crisis.
 12 DR. PAUL NEMIROFF: Mm-hmm.
 13 PATRICE KING BROWN: Now, Dr. Nemiroff has had
 14 the opportunity to review all the research on Procera
 15 AVH. What did you discover?
 16 DR. PAUL NEMIROFF: Well, Patrice, I'd like to
 17 put some brain images up for our audience to see.
 18 PATRICE KING BROWN: Sure, sure.
 19 ON SCREEN: Before After
 20 Lox Oxygen Increased Oxygen
 21 Brain Illustration
 22 Illustration of just one ingredient in Procera
 23 AVH
 24 DR. PAUL NEMIROFF: There's a dull low energy
 25 brain on the left.
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1 PATRICE KING BROWN: Okay.
 2 DR. PAUL NEMIROFF: Now look at the brain image
 3 on the right. This is after just one of the ingredients
 4 in Procera. You can see how it is so bright and
 5 energized compared to the dull brain.
 6 PATRICE KING BROWN: It's lit up like a
 7 Christmas tree.
 8 DR. PAUL NEMIROFF: Exactly.
 9 PATRICE KING BROWN: That is amazing.
 10 ON SCREEN: Clinically Tested and Shown to Help
 11 Improve Memory and Concentration
 12 BREAKING NEWS
 13 PATRICE KING BROWN: Let me right now turn to
 14 our satellite studio, though, Dr. Nemiroff, and welcome
 15 Josh Reynolds to the broadcast. Josh is the mastermind
 16 behind the Procera AVH formula --
 17 ON SCREEN: 1-800-555-5555
 18 BREAKING NEWS
 19 PATRICE KING BROWN: -- which has become
 20 America's number one brain health and performance
 21 supplement. He is also co-founder of Brain Research
 22 Labs.
 23 Hi, Josh, and congratulations.
 24 ON SCREEN: Josh Reynolds
 25 Co-Founder and Chief Scientist
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1 BRL
 2 Brain Research Labs
 3 JOSH REYNOLDS: Thank you. It's great being
 4 here.
 5 ON SCREEN: Clinically Tested and Shown to Help
 6 Improve Memory and Concentration
 7 BREAKING NEWS
 8 PATRICE KING BROWN: Josh, you're not only the
 9 brain behind the Procera AVH formula --
 10 ON SCREEN: "Everyone, Irrespective of their
 11 age, can use Joshua Reynolds' book, to take charge of
 12 their brain health and fitness."
 13 Y. Shah, M.D., FAAFP, CMD
 14 Mayo Clinic
 15 "Joshua Reynolds has pioneered brain speed - a
 16 quantum leap beyond."
 17 Vernon Mark, M.D., FACS
 18 Associate Professor of Surgery
 19 Harvard Medical School
 20 "Very few, if any, understand cognitive
 21 function better than Joshua Reynolds."
 22 L. Cass Terry, M.D., Ph.D., PharmD.
 23 MBA, Professor of Neurology
 24 Medical College of Wisconsin
 25 PATRICE KING BROWN: -- but you're also the
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1 author of the medically acclaimed book, 20/20 Brain
 2 Power, 20 days to a calmer, sharper mind, which by the
 3 way our audience has the opportunity to get a free copy
 4 of today.
 5 ON SCREEN: 1-800-555-5555
 6 BREAKING NEWS
 7 PATRICE KING BROWN: Josh, tell us, what is the
 8 story behind Procera AVH?
 9 JOSH REYNOLDS: Well, first a little
 10 background. I've spent over 30 years studying the brain,
 11 as you know. And in this time, I invented brain tests
 12 that were used at medical schools around the country,
 13 validated by medical schools such as Stanford, and with
 14 these tests, we measured over 1.5 million brains.
 15 PATRICE KING BROWN: One-and-a-half million
 16 brains?
 17 JOSH REYNOLDS: Well, actually, 1.5 million
 18 people, we measured their brain power, we measured their
 19 concentration, their ability to focus, remember, their
 20 moods, and from all this data, we saw, first of all,
 21 something very shocking.
 22 ON SCREEN: BRAINPOWER chart
 23 25yr 100% Up to 50% of Brain Power
 24
 25 35yr -20% By Age 55
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1 AGE 45yr -40% (arrow pointing down)
 2 50yr -50%
 3 JOSH REYNOLDS: That the brain was declining
 4 faster than the body and perhaps by up to 50 percent by
 5 age 50, 55. This shocked all the researchers.
 6 ON SCREEN: Clinically Tested and Shown to Help
 7 Improve Memory and Concentration
 8 BREAKING NEWS
 9 PATRICE KING BROWN: Tell us what happened.
 10 JOSH REYNOLDS: We had boiled down, from
 11 hundreds of brain nutrients, that were perhaps the best
 12 three in nature.
 13 ON SCREEN: Acetyl L-Carnitine
 14 Energizes and Protects Brain Cells
 15 JOSH REYNOLDS: Acetyl carnitine, and this is
 16 actually what's called brain food.
 17 ON SCREEN: 1-800-555-5555
 18 BREAKING NEWS
 19 JOSH REYNOLDS: In fish, the acetyl carnitine
 20 is what gives you the brain energy. It energizes your
 21 brain molecules.
 22 Next is Vinpocetine. In Europe, the periwinkle
 23 flower, which we see here --
 24 ON SCREEN: Vinpocetine
 25 (Periwinkle)
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1 of energy, great memory, sharp mental acuity.
 2 ON SCREEN: Less Oxygen
 3 Less Vital Nutrients
 4 Less Neurotransmitters
 5 More Free Radicals
 6 1-800-555-5555
 7 BREAKING NEWS
 8 JOSH REYNOLDS: As we age, as the brain gets
 9 less oxygen, less vital nutrients, less
 10 neurotransmitters, more free radicals, it starts to lose
 11 its energy. It gets dull. It loses its brightness. You
 12 lose your mental edge.
 13 ON SCREEN: 1-800-555-5555
 14 BREAKING NEWS
 15 JOSH REYNOLDS: So, let's watch what happens
 16 when we feed the brain the energy nutrients that it needs
 17 such as found in these three ingredients or Procera AVH.
 18 ON SCREEN: Dramatization
 19 JOSH REYNOLDS: We want to give the brain back
 20 the oxygen, give it back the neurotransmitters, take away
 21 those free radicals, perk up the brain, and get that edge
 22 back that you felt when you were much younger.
 23 ON SCREEN: 1-800-555-5555
 24 BREAKING NEWS
 25 PATRICE KING BROWN: So, you got it to work in
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1 Boosts Brain Oxygen and Alertness
 2 JOSH REYNOLDS: -- this flower is known as the
 3 immortality flower for its ability to rejuvenate a tired,
 4 sluggish brain. How?
 5 ON SCREEN: 1-800-555-5555
 6 BREAKING NEWS
 7 JOSH REYNOLDS: It re-oxygenates the brain.
 8 Then, last, but not least, is something called
 9 Huperzine. Now, this little miracle extract is worth
 10 over \$1,000 an ounce.
 11 ON SCREEN: Huperzine
 12 Boosts Neurotransmitters for Memory and
 13 Concentration
 14 JOSH REYNOLDS: It's really worth more than an
 15 ounce of gold, especially for your brain.
 16 ON SCREEN: 1-800-555-5555
 17 BREAKING NEWS
 18 JOSH REYNOLDS: Why? Because it picks up those
 19 saggy neurotransmitter levels. Remember, those
 20 neurotransmitters are what you need to stay sharp, to
 21 remember, to recall information, to be alert.
 22 PATRICE KING BROWN: So, tell us, how does this
 23 all work in the brain?
 24 JOSH REYNOLDS: This represents a brain and it
 25 represents a young, vibrant, oxygenated brain that's full
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1 the laboratory. Tell us now what happened when you took
 2 it outside the lab and gave it to real people.
 3 JOSH REYNOLDS: Well, outside the lab,
 4 remember, I have hundreds of people, my family, friends,
 5 even neighbors that take Procera, and I hear from them
 6 over the years great stories. One that's closest to home
 7 is my mom. When she was 90, she told me she was playing
 8 bridge, which I knew, once a week and she was starting to
 9 lose her edge and could I help her. And I said, Mom, I
 10 invented this brain pill. So, she started taking it, and
 11 two signs she noticed, one, she could do her crossword
 12 puzzles faster and better, and number two, she was
 13 playing better bridge.
 14 One more story, a friend of mine was a nurse
 15 who was an administrator and they were downsizing her
 16 business and she was afraid of losing her job unless she
 17 went back and got a degree or got -- renewed her degree,
 18 refreshed it. The problem was that she had a condition
 19 that hammered her memory. She said her memory was like
 20 mush. She could not remember what the professor was
 21 saying in class. So, I said, this is perfect, Penny, try
 22 Procera.
 23 She did. And in a couple weeks, she told me it
 24 really perked up her brain. A couple weeks later, she
 25 actually took the exam and passed it.
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1 ON SCREEN: "I got my memory back!"
 2 - Penny S.
 3 JOSH REYNOLDS: She not only kept her job, she
 4 actually got a promo. She was a very happy camper.
 5 ON SCREEN: 1-800-555-5555
 6 BREAKING NEWS
 7 PATRICE KING BROWN: Josh, congratulations on
 8 your research and on what has become America's number one
 9 brain and performance supplement, Procera AVH.
 10 ON SCREEN: Call Now to learn how to get your
 11 FREE BOOK!
 12 1-800-555-5555
 13 BREAKING NEWS
 14 PATRICE KING BROWN: And thank you for making
 15 your medically acclaimed book, 20/20 Brain Power,
 16 available to our audience free.
 17 ON SCREEN: 1-800-555-5555
 18 BREAKING NEWS
 19 PATRICE KING BROWN: I'm glad you could help us
 20 tell this important story.
 21 JOSH REYNOLDS: Thank you. It's great to be
 22 here.
 23 PATRICE KING BROWN: Folks, we'll be back in
 24 just a few minutes to reveal how ignoring the signs of
 25 premature mental decline --
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1 ON SCREEN: This is a paid presentation by
 2 Brain Research Labs, the makers of Procera AVH.
 3 PATRICE KING BROWN: -- could be the reason
 4 you're struggling in personal relationships and possibly
 5 missing out on that promotion at work. Stay with us.
 6 ON SCREEN: Celeste B.
 7 Results may vary
 8 Not every consumer will experience the same
 9 results.
 10 1-800-555-5555
 11 CELESTE B: I believe Procera really keeps you
 12 sharp. I think it keeps you focused. It just gives you
 13 an ability to think more clearly and have more
 14 memorization to just remember what you've done and what
 15 you're trying to think about.
 16 ON SCREEN: Leah F.
 17 Results may vary
 18 Not every consumer will experience the same
 19 results.
 20 1-800-555-5555
 21 LEAH F.: I'd say I've got more of my edge back
 22 than I've had in a decade.
 23 ON SCREEN: Sylvia N.
 24 Results may vary
 25 Not every consumer will experience the same
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1 results.
 2 1-800-555-5555
 3 SYLVIA N.: I felt like I almost reversed the
 4 aging process when I started taking Procera because, all
 5 of a sudden, I was back to my same sharp memory that I
 6 had always had. So, that was a nice feeling, a good
 7 feeling.
 8 ON SCREEN: Jonathan N.
 9 Results may vary
 10 Not every consumer will experience the same
 11 results.
 12 1-800-555-5555
 13 JONATHAN N.: I can stay in the zone, if you
 14 will, for a longer period of time. And, to me, that's --
 15 that's important because I put in 12-hour days and you
 16 got to be on top of it all the way through.
 17 ON SCREEN: Penny S.
 18 Results may vary
 19 Not every consumer will experience the same
 20 results.
 21 1-800-555-5555
 22 PENNY S.: I have found that it really greatly
 23 helps my just energy level, focus, concentration,
 24 confidence, and I've had others that have told me the
 25 same.
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1 ON SCREEN: Vincent & Michelle
 2 Results may vary
 3 Not every consumer will experience the same
 4 results.
 5 1-800-555-5555
 6 MICHELLE: I can say I've been taking it for
 7 several months now. Not only is my clarity back, my
 8 memory's back, I can articulate myself once again. I
 9 would just say I have me back, definitely.
 10 ON SCREEN: Call Now
 11 FREE 30-Day Supply!
 12 1-800-555-5555
 13 ANNOUNCER: Call now and find out how to get a
 14 free 30-day bonus supply of Procera.
 15 ON SCREEN: Brain Power
 16 Memory
 17 Focus
 18 1-800-555-5555
 19 ANNOUNCER: Boost your brain power, memory, and
 20 focus today.
 21 ON SCREEN: FREE BOOK!
 22 FREE 30-Day Supply Plus FREE Gift!
 23 1-800-555-5555
 24 ANNOUNCER: This special offer also comes with
 25 a free copy of Josh Reynolds' medically acclaimed book,
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| | | | |
|----|---|----|--|
| 41 | <p>1 20/20 Brain Power, with his program based upon the Mayo 2 Clinic guidelines for brain health and longevity. There 3 is no risk, so why continue to suffer? Call now and find 4 out how to get your free bonus supply of Procera AVH. 5 ON SCREEN: SATISFACTION GUARANTEED 6 FREE BOOK! 7 FREE 30-Day Supply Plus FREE Gift! 8 1-800-555-5555 9 ANNOUNCER: Your complete satisfaction is 10 guaranteed. So, call now. 11 ON SCREEN: Dr. Gene Steiner 12 Doctor of Pharmacy 13 1-800-555-5555 14 DR. GENE STEINER: Get started with Procera AVH 15 today, the new, natural remedy for your memory. 16 ON SCREEN: BREAKING NEWS 17 PATRICE KING BROWN: Welcome back. 18 ON SCREEN: Patrice King Brown 19 Award-Winning Anchorwoman and Investigative 20 Reporter 21 BREAKING NEWS 22 PATRICE KING BROWN: I'm Patrice King Brown, 23 reporting on America's growing brain energy crisis and a 24 problem that may be affecting millions of people just 25 like you. For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555</p> | 43 | <p>1 PATRICE KING BROWN: Yes. 2 DR. PAUL NEMIROFF: It can be summed up with 3 one word, Patrice, stress. 4 5 ON SCREEN: Is Your Brain Over-Stressed? 6 BREAKING NEWS 7 DR. PAUL NEMIROFF: Our brain's been 8 overstressed -- 9 PATRICE KING BROWN: Mm-hmm. 10 DR. PAUL NEMIROFF: -- from many different 11 sources, the Internet, computers, second jobs, money 12 issues, kids' calendars, on and on. There's so much 13 going on in our lives. You know, every four years, 14 there's a doubling of information in the world, and in 15 the last 10 years, more has been published than in the 16 last thousand years. 17 ON SCREEN: 1-800-555-5555 18 BREAKING NEWS 19 DR. PAUL NEMIROFF: You have to double the 20 speed of a computer almost every two years. Humans just 21 can't do that. Our brains weren't wired that way. 22 People are feeling simply overloaded. 23 ON SCREEN: Protects Your Brain Against Stress 24 BREAKING NEWS 25 DR. PAUL NEMIROFF: And, you know, science has For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555</p> |
| 42 | <p>1 ON SCREEN: Reversing Mental Decline 2 BREAKING NEWS 3 PATRICE KING BROWN: It's called premature 4 mental decline. And, thankfully, we have nationally 5 recognized surgeon and Ph.D. psychologist, Dr. Paul 6 Nemiroff -- 7 ON SCREEN: 1-800-555-5555 8 BREAKING NEWS 9 PATRICE KING BROWN: -- here to help us turn 10 around this mental decline and reverse the memory loss 11 and get back our mental edge. 12 Dr. Nemiroff, for those who are just joining us 13 right now, let's go back a little bit -- 14 DR. PAUL NEMIROFF: Mm-hmm. 15 PATRICE KING BROWN: -- and find out why so 16 many Americans are facing potential premature mental 17 decline, which as you mentioned was characterized by 18 increased bouts of forgetfulness, that brain fog -- 19 DR. PAUL NEMIROFF: Right. 20 PATRICE KING BROWN: -- poor concentration, 21 mental fatigue, even mood swings. 22 ON SCREEN: Dr. Paul Nemiroff, PhD, MD, FACS 23 BREAKING NEWS 24 DR. PAUL NEMIROFF: We've all been around 25 people with mood swings. For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555</p> | 44 | <p>1 discovered that this type of stress -- 2 PATRICE KING BROWN: Mm-hmm, mm-hmm. 3 DR. PAUL NEMIROFF: -- on people's brains can 4 actually kill brain cells. In fact, our fast-paced, 5 speeded-up world may be slowing down our brain. 6 ON SCREEN: 1-800-555-5555 7 BREAKING NEWS 8 PATRICE KING BROWN: What can one expect the 9 first time they take it? 10 DR. PAUL NEMIROFF: Everybody's going to be 11 different, honestly. 12 PATRICE KING BROWN: Okay, okay. 13 DR. PAUL NEMIROFF: It could be hours, it could 14 be days or weeks, but your brain is more crisp. 15 PATRICE KING BROWN: Mm-hmm. 16 DR. PAUL NEMIROFF: It's more focused, clearer, 17 sharper. It's like reading an eye chart with the right 18 pair of glasses -- 19 PATRICE KING BROWN: Oh. 20 DR. PAUL NEMIROFF: -- instead of an old pair 21 of lenses. And I've just been to the eye doctor. 22 Everything comes into focus. 23 PATRICE KING BROWN: So, can people expect this 24 the very first time? 25 DR. PAUL NEMIROFF: Well, it's going to vary For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555</p> |

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1 from case to case.
 2 ON SCREEN: Regaining Memory, Mental Clarity,
 3 and Concentration in 30 Days or Less
 4 BREAKING NEWS
 5 PATRICE KING BROWN: Mm-hmm.
 6 DR. PAUL NEMIROFF: For some, it may take a few
 7 days. Others may notice it in a couple of weeks. But
 8 once Procera kicks in, you become more focused --
 9 PATRICE KING BROWN: Yes.
 10 DR. PAUL NEMIROFF: -- mentally energized. You
 11 start to recall names, dates --
 12 ON SCREEN: 1-800-555-5555
 13 BREAKING NEWS
 14 DR. PAUL NEMIROFF: -- and details more
 15 readily, almost as if you've turned back the clock 10 to
 16 15 years on your brain power and memory.
 17 PATRICE KING BROWN: Oh, wouldn't that be
 18 wonderful.
 19 DR. PAUL NEMIROFF: And you may even be able to
 20 handle stressful situations and perhaps your life better.
 21 PATRICE KING BROWN: I like the sound of what
 22 you were saying, though, Dr. Nemiroff.
 23 DR. PAUL NEMIROFF: Mm-hmm.
 24 PATRICE KING BROWN: And I have in front of me
 25 some letters. I'm not the only one who has that feeling.
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1 Some people who have used Procera AVH. And I'd like to
 2 get your reactions to some of the things that they're
 3 saying at this time.
 4 Now, this first letter comes to us -- talk
 5 about stress in your life -- this is from a busy mom who
 6 had her first child in her forties.
 7 DR. PAUL NEMIROFF: Mm-hmm.
 8 PATRICE KING BROWN: Talk about a life-changing
 9 experience, right?
 10 DR. PAUL NEMIROFF: That's right.
 11 PATRICE KING BROWN: And she said she almost
 12 lost her mind and her job due to sleep loss.
 13 ON SCREEN: "I couldn't focus longer than a
 14 half an hour..."
 15 Results may vary.
 16 PATRICE KING BROWN: She says, before taking
 17 Procera, I couldn't focus longer than a half an hour.
 18 So, she took Procera --
 19 DR. PAUL NEMIROFF: Mm-hmm.
 20 PATRICE KING BROWN: -- and she found within a
 21 half-hour, I felt a fresh new burst of energy in my head.
 22 ON SCREEN: Regaining Memory, Mental Clarity,
 23 and Concentration in 30 Days or Less
 24 BREAKING NEWS
 25 PATRICE KING BROWN: This was like a miracle.
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1 And now I can stay focused all day, feeling fully charged
 2 with mental energy. It seems that I can focus as long as
 3 I want to and feel no mental fatigue at all. I have my
 4 life back.
 5
 6 ON SCREEN: 1-800-555-5555
 7 BREAKING NEWS
 8 DR. PAUL NEMIROFF: My thoughts on that, two
 9 things, one, great response to Procera.
 10 PATRICE KING BROWN: Yes.
 11 DR. PAUL NEMIROFF: Secondly, she is an older
 12 first-time mom --
 13 PATRICE KING BROWN: Yes.
 14 DR. PAUL NEMIROFF: -- and, so, her brain was
 15 in an energy crisis. She was sleep deprived. She was
 16 working harder than she's probably ever worked before.
 17 PATRICE KING BROWN: Mm-hmm.
 18 DR. PAUL NEMIROFF: And she needed the extra
 19 brain nutrients and, obviously, she had a great response
 20 to it.
 21 PATRICE KING BROWN: Okay. Now, here's another
 22 one. This one from a commercial pilot, also has
 23 concerns. And we want to make sure that when these
 24 people are flying that they're doing the best job they
 25 can. He's a commercial pilot and he wrote in to say that
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1 he flies a lot of overnight flights.
 2 DR. PAUL NEMIROFF: Mm-hmm.
 3 ON SCREEN: "...gives me greater mental
 4 energy..."
 5 - Roger J.
 6 Results may vary.
 7 PATRICE KING BROWN: And the Procera AVH has
 8 helped his mental sharpness and his endurance. Now,
 9 that's a pretty big endorsement, right?
 10 DR. PAUL NEMIROFF: Uh-huh.
 11 PATRICE KING BROWN: For Procera's ability to
 12 help you stay sharp.
 13 ON SCREEN: Imagine Being Sharp and Focused
 14 Throughout the Day
 15 BREAKING NEWS
 16 PATRICE KING BROWN: Now, you know there was a
 17 survey done on baby boomers and I think that is the
 18 largest group of America's population.
 19 DR. PAUL NEMIROFF: Seventy million plus.
 20 PATRICE KING BROWN: Isn't that something? And
 21 it turns out that in this survey, that the results
 22 surprised a lot of experts. They wanted to know what
 23 baby boomers feared as they aged.
 24 ON SCREEN: 1-800-555-5555
 25 BREAKING NEWS
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1 DR. PAUL NEMIROFF: Mm-hmm.
 2 PATRICE KING BROWN: And the experts
 3 were shocked to find out that losing memory and
 4 concentration --
 5 ON SCREEN: Survey Shows Mental Decline #1 Fear
 6 of Aging Boomers & Seniors
 7 #1 - Losing mental capacity 53%
 8 #2 - Heart Attack 47
 9 #3 - Mobility 44
 10 #4 - Lack of energy 38
 11 #5 - Cancer 38
 12 DR. PAUL NEMIROFF: Was number one.
 13 PATRICE KING BROWN: -- was number one, yes.
 14 DR. PAUL NEMIROFF: That's right. Even over
 15 any physical ailments.
 16 ON SCREEN: 1-800-555-5555
 17 BREAKING NEWS
 18 PATRICE KING BROWN: Dr. Nemiroff, since we are
 19 nearing the end of this broadcast, as a medical doctor
 20 who has been studying alternative natural solutions, as
 21 well as conventional medicines, but something for natural
 22 solutions for memory loss and mental decline, what is
 23 your final assessment of Procera AVH and how does it
 24 really work?
 25 DR. PAUL NEMIROFF: Well, Procera's a natural
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1 PATRICE KING BROWN: Yeah, they're everywhere.
 2 DR. PAUL NEMIROFF: -- but these aren't brain
 3 specific antioxidants. And Procera provides those. It
 4 also restores the third prong, is that it restores
 5 depleted neurotransmitters, which can help you with
 6 alertness, concentration --
 7 ON SCREEN: ACETYL L-CARNITINE
 8 VITAL NUTRIENTS
 9 KEY NEUROTRANSMITTERS
 10 Brain Illustration
 11 PATRICE KING BROWN: Mm-hmm.
 12 ON SCREEN: Restores Key Neurotransmitters for
 13 Better Memory and Alertness
 14 BREAKING NEWS
 15 DR. PAUL NEMIROFF: -- and memory power when
 16 you boost those neurotransmitters in the brain.
 17 PATRICE KING BROWN: Okay. So, in other words,
 18 it can help kind of wake up a tired and sluggish brain.
 19 DR. PAUL NEMIROFF: As a medical doctor, what I
 20 can say after reviewing --
 21 ON SCREEN: Clinically Tested and Shown to Help
 22 Improve Memory and Concentration
 23 BREAKING NEWS
 24 DR. PAUL NEMIROFF: -- many so-called brain
 25 supplements and ingredients is that Procera AVH can offer
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1 remedy for --
 2 PATRICE KING BROWN: Mm-hmm.
 3 DR. PAUL NEMIROFF: -- your memory. It
 4 involves a three-pronged approach to solve the brain's
 5 energy crisis. One, it helps oxygenate your brain cells
 6 to revitalize your mind.
 7 ON SCREEN: VINPOCETINE
 8 OXYGEN
 9 Illustration
 10 DR. PAUL NEMIROFF: It helps protecting
 11 you against those free radicals, those bullies of the
 12 bodies --
 13 PATRICE KING BROWN: Yes.
 14 DR. PAUL NEMIROFF: -- we've talked about
 15 and --
 16 ON SCREEN: HUPERZINE
 17 PROTECT
 18 Brain Illustration
 19 DR. PAUL NEMIROFF: -- toxins by providing the
 20 right antioxidants.
 21 ON SCREEN: Protect Your Brain Against Free
 22 Radicals and Toxins
 23 BREAKING NEWS
 24 DR. PAUL NEMIROFF: And everyone thinks they're
 25 getting antioxidants --
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1 hope. We always want hope.
 2 PATRICE KING BROWN: Oh, we sure do.
 3 DR. PAUL NEMIROFF: To anyone who wants to slow
 4 mental decline down, to improve your memory, strengthen
 5 your ability to concentrate, and this was clinically
 6 shown in a very rigorous study.
 7 PATRICE KING BROWN: Mm-hmm.
 8 DR. PAUL NEMIROFF: And imagine a day when you
 9 didn't have to check your to do list. You know, you
 10 could go about finishing tasks more readily, more easily,
 11 remembering to run the errands --
 12 ON SCREEN: Boost Brain Power and Mental
 13 Clarity Naturally
 14 BREAKING NEWS
 15 DR. PAUL NEMIROFF: -- picking up the kids,
 16 making your appointments without having to check your
 17 list 20 times.
 18 PATRICE KING BROWN: What a great day that is.
 19 DR. PAUL NEMIROFF: That's a great day. And
 20 Procera, again, it's not a drug.
 21 PATRICE KING BROWN: Mm-hmm.
 22 ON SCREEN: 1-800-555-5555
 23 BREAKING NEWS
 24 DR. PAUL NEMIROFF: It's a nutritional
 25 supplement that can provide nutritional support to help
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13 (Pages 49 to 52)

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1 sluggish -- a foggy, sluggish brain become clearer and a
2 healthy brain.
3 PATRICE KING BROWN: Wow. That is certainly
4 great news. And you talked about that hope, this is
5 wonderful. I really thank you for taking the time to
6 join us, talking about the problem, help us understand
7 the problem, as well as the solution, more importantly.
8 Thank you, Doctor.
9 Well, folks, Procera AVH is clinically shown to
10 help sharpen your focus and concentration, boost your
11 memory, your mental clarity and your energy and even
12 elevate your mood. Procera has been shown to help re-
13 energize your brain and restore sharpness so that you can
14 be at peak mental performance every day and throughout
15 the day with less stress and more self confidence. So,
16 today is the day that you make the decision to reclaim
17 your mental energy and vitality.
18 ON SCREEN: This is a paid presentation by
19 Brain Research labs, the makers of Procera AVH
20 PATRICE KING BROWN: Thanks so much for
21 watching.
22 ON SCREEN: Celeste B.
23 Results may vary
24 Not every consumer will experience the same
25 results.
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1 1-800-555-5555
2 CELESTE B.: I think immediately what I noticed
3 was I had a lot more energy and I realized on the second
4 day that I wasn't needing to drink any coffee in the mid-
5 afternoon around 3:00. I felt like I could finish my
6 whole day and I didn't feel tired or lethargic or where I
7 needed to take a nap.
8 ON SCREEN: Darlena F.
9 Results may vary
10 Not every consumer will experience the same
11 results.
12 Employed by third party vendor of Brain
13 Research Labs. Party was not compensated for
14 testimonial.
15 1-800-555-5555
16 DARLENA F.: I will take Procera the rest of my
17 life because I never want to go back to where I was
18 before taking it.
19 ON SCREEN: Leah F.
20 Results may vary
21 Not every consumer will experience the same
22 results.
23 1-800-555-5555
24 LEAH F.: I'd say I've got more of my edge back
25 than I've had in a decade.
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1 ON SCREEN: Morris R.
2 Results may vary
3 Not every consumer will experience the same
4 results.
5 Employed by third party vendor of Brain
6 Research Labs. Party was not compensated for
7 testimonial.
8 1-800-555-5555
9 MORRIS R.: I feel terrific. I can't wait to
10 get into work in the morning. I feel great when I get
11 up. There's not that fogginess anymore. It's just been
12 one of the best things I've done for myself in a very
13 long time.
14 ON SCREEN: Penny S.
15 Results may vary
16 Not every consumer will experience the same
17 results.
18 1-800-555-5555
19 PENNY S.: I have more energy and focus and
20 able to process things at a much increased speed than
21 before I took the pills.
22 ON SCREEN: Richard H.
23 Results may vary
24 Not every consumer will experience the same
25 results.
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1 1-800-555-5555
2 RICHARD H.: I can't afford to have a
3 diminishment in my brain function going forward in life.
4 I want that to be not diminished, but enhanced, and that
5 is why Procera is a very effective tool in allowing me to
6 enhance and continue my mental life.
7 ON SCREEN: Darcy T.
8 Results may vary
9 Not every consumer will experience the same
10 results.
11 1-800-555-5555
12 DARCY T.: I think it's a great product and I
13 think once people just try it for the first week, they
14 will be sold on it like I was. It's fabulous.
15 ON SCREEN: Call Now
16 FREE 30-Day Supply!
17 1-800-555-5555
18 ANNOUNCER: Call now and find out how to get a
19 free 30-day bonus supply of Procera.
20 ON SCREEN: Brain Power
21 Memory
22 Focus
23 1-800-555-5555
24 ANNOUNCER: Boost your brain power, memory, and
25 focus today.
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1 ON SCREEN: FREE BOOK!
 2 FREE 30-Day Supply Plus FREE Gift!
 3 1-800-555-5555
 4 ANNOUNCER: This special offer also comes with
 5 a free copy of Josh Reynolds' medically acclaimed book,
 6 20/20 Brain Power, with his program based upon the Mayo
 7 Clinic guidelines for brain health and longevity. There
 8 is no risk, so why continue to suffer? Call now and find
 9 out how to get your free bonus supply of Procera AVH.
 10 ON SCREEN: SATISFACTION GUARANTEED
 11 FREE BOOK!
 12 FREE 30-Day Supply Plus FREE Gift!
 13 1-800-555-5555
 14 ANNOUNCER: Your complete satisfaction is
 15 guaranteed. So, call now.
 16 ON SCREEN: Dr. Gene Steiner
 17 Doctor of Pharmacy
 18 1-800-555-5555
 19 DR. GENE STEINER: Get started with Procera AVH
 20 today, the new, natural remedy for your memory.
 21 ON SCREEN: This is a paid presentation for
 22 Procera AVH brought to you by:
 23 BRL
 24 Brain Research Labs, LLC
 25 © 2012 Brain Research Labs
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1 CERTIFICATION OF TYPIST
 2
 3 MATTER NUMBER: 1223142
 4 CASE TITLE: PROCERA-KEYVIEW LABS, INC.
 5 TAPING DATE: JULY 17, 2013
 6 TRANSCRIPTION DATE: FEBRUARY 24, 2014
 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: FEBRUARY 24, 2014
 14
 15 ELIZABETH M. FARRELL
 16
 17 CERTIFICATION OF PROOFREADER
 18
 19 I HEREBY CERTIFY that I proofread the transcript for
 20 accuracy in spelling, hyphenation, punctuation and
 21 format.
 22
 23 SARA J. VANCE
 24 For The Record, Inc.
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1 Dr. Nemiroff is a medical doctor and is
 2 partially compensated from sales of this product.
 3 ANNOUNCER: This has been a paid presentation
 4 by the makers of Procera AVH.
 5 (The recording was concluded.)
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