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                     OFFICIAL TRANSCRIPT PROCEEDING
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                                                                                                     ) Matter No. 1223142
     MATTER NO.
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                                                                      Procera-Keyview Labs, Inc.
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                           PROCERA AVH VIDEO
                                                                      digital recording provided to For The Record, Inc. on
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                                                                      February 3, 2014.
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     Procera-Keyview Labs, Inc. video
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                                                                               Dr. Nemiroff is a medical doctor and is
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                                                                      partially compensated from sales of this product.
11
                                                                               ON SCREEN: BREAKING NEWS
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                                                                               ON SCREEN: Patrice King Brown
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                                                                 13
                                                                               Award-Winning Anchorwoman and Investigative
14
                                                                 14
                                                                     Reporter
15
                                                                               BREAKING NEWS
                                                                 15
16
                                                                               PATRICE KING BROWN: Hello, I'm Patrice King
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                                                                     Brown, bringing you the latest breaking news on an
18
                                                                     emerging health crisis possibly facing all Americans age
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                                                                 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
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                                                                 21
                                                                     tuned in today.
22
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                                                                               The problem is characterized by the
23
                                                                 23
                                                                     embarrassing, frustrating, sometimes dangerous effects of
24
                                                                 24
                                                                     losing our mental edge, our focus and concentration, and
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                                                                 25
                                                                     even our memory.
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2	Brain Fog	2	DR. PAUL NEMIROFF: It can also show up as a
3	Fuzzy Thinking	3	noticeable increase in mental lapses, forgetfulness,
4	Slow Reactions	4	increased mental fatigue or even mood swings. We've all
5	Memory Issues	5	dealt with people with mood swings. That's what we're
6	Lack of Focus & Concentration	6	talking about with premature mental decline.
7	PATRICE KING BROWN: And if you're suffering	7	Unfortunately, many of the signs of mental
8	from mental fatigue, brain fog, fuzzy thinking, slow	8	decline are often dismissed as just normal brain blips.
9	reactions, memory issues or you just can't seem to focus	9	PATRICE KING BROWN: Normal brain blips? Can
10	and concentrate like you used to	10	you elaborate on this very technical term, Doctor?
11	ON SCREEN: LOST	11	DR. PAUL NEMIROFF: Very technical term
12	CONFUSED UNSURE	12	PATRICE KING BROWN: Yes.
13	UNCLEAR PERPLEXED	13	DR. PAUL NEMIROFF: brain blips. But it's
14	DISORIENTED BEWILDERED	14	something that we experience every day that indicate our
15	PATRICE KING BROWN: you may be one of the	15	brain's mental energy is low. Maybe you increasingly
16	potential millions experiencing premature mental decline.	16	find yourself missing appointments or forgetting
17	ON SCREEN: Are You Experiencing Premature	17	important dates or names or walking into a room and
18	Mental Decline?	18	forgetting why you're there, or staring at your computer
19	BREAKING NEWS	19	and saying, what did l just type, or reading something
20	PATRICE KING BROWN: Today, we'll tell you what	20	and then forgetting what you just read.
21	that is and what may be causing it and what you can do to	21	PATRICE KING BROWN: Wow. This is really big
22	regain your mental edge and re-energize your mind, mood,	22	news. It affects so many people.
23	and memory.	23	DR. PAUL NEMIROFF: That's exactly right. Here
24	But, first, let me introduce you to the man who	24	is the frightening truth.
25	is going to put it all together for us in this amazing	25	ON SCREEN: BRAINPOWER chart
23	For The Record, Inc.	1 23	For The Record, Inc.
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1	story.	1	25yr 100% Up to 50% of Brain Power
2		1 1	25yr 10070 Op to 5070 of Brain Fower
	ON SCREEN: Board Certified Surgeon	2	23y1 10070 Op to 3070 of Brain Fower
3	Dr. Paul Nemiroff, PhD, MD, FACS	-	35yr -20% By Age 55
4	Dr. Paul Nemiroff, PhD, MD, FACS PhD, Behavioral Sciences	2 3 4	35yr -20% By Age 55 AGE 45yr -40% (arrow pointing down)
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9 11 DR. PAUL NEMIROFF: You need to take notice of 1 technical term for the chemical signals that help the 2 2 brain cells communicate with each other. the warning signs your brain is sending out. 3 3 ON SCREEN: Causes of Memory Decline and Poor 4 ON SCREEN: PMD Symptoms 4 Concentration 5 5 Fuzzy Thinking **BREAKING NEWS** 6 Brain Fog 6 DR. PAUL NEMIROFF: You've all had, you know, 7 7 cell phone connections that aren't great, there's some Short Term Memory Lapse 8 8 interference, you can't hear the other person. That's Slower Thinking 9 9 the same thing that happens when there aren't enough Mental Fatigue 10 10 DR. PAUL NEMIROFF: For example, fuzzy neurotransmitters. The brain can't work properly. 11 ON SCREEN: Are You Experiencing Premature 11 thinking, brain fog, short-term memory lapses, slower 12 thinking, mental fatigue. 12 Mental Decline? 13 13 ON SCREEN: Are You Experiencing Premature **BREAKING NEWS** 14 Mental Decline? 14 PATRICE KING BROWN: Let me ask you, Doctor, a 15 **BREAKING NEWS** 15 personal question. Is this something that you were 16 worried about personally? 16 DR. PAUL NEMIROFF: All of these can be signs DR. PAUL NEMIROFF: Well, absolutely. You 17 your brain needs a boost no matter what your age. For 17 18 example, what do you do when your computer begins to run 18 know, I went to school forever. 19 slowly? Well, at least I know I try to reboot it until I 19 PATRICE KING BROWN: Yes. 20 get so frustrated sometimes 1 buy a new computer or maybe 20 DR. PAUL NEMIROFF: Using my brain is my career 21 and my life. And about 10, 15 -- well, actually, it was 21 I upgrade the memory. But with our brains, if it starts 22 22 running slower, you just can't exchange it in for a new 15 years ago, I was working incredible hours, 80 hours a 23 23 week as a surgeon, but mentally I thought, gee, am I as one. With our brains, there is a triple threat that is 24 sharp as I was prior to that. I noticed that I'd look at 24 slowing us down. 25 ON SCREEN: Causes of Memory Decline and Poor 25 a page, read it, and I wasn't retaining the kind of For The Record, Inc. For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555 (301) 870-8025 - www.ftrinc.net - (800) 921-5555 10 12 Concentration information I had before. I had not a photographic 2 3 2 **BREAKING NEWS** memory, but I had a great memory before. And I just 3 DR. PAUL NEMIROFF: As a physician and surgeon, thought, have I burned out some circuitry in my brain? I 4 4 let me explain exactly what is happening in your brain mean, I started to actually question myself and I'm 5 when you experience this. 5 embarrassed to even mention it. But I thought maybe it 6 PATRICE KING BROWN: Okay. 6 was just age where it was slowing down. 7 DR. PAUL NEMIROFF: There are three things 7 ON SCREEN: Boost Brain Power and Memory 8 8 going on. One, there is a reduction in the oxygen to the Naturally 9 9 brain and oxygen brings the nutrients to help your brain **BREAKING NEWS** 10 10 work most effectively. There is an increase in something DR. PAUL NEMIROFF: But I went off and started 11 studying everything I could about brain enhancers, 11 called free radicals. 12 ON SCREEN: Free Radicals nutrients and basic types of supplements rather than just 12 13 DR. PAUL NEMIROFF: I call them bullies of the treating something with a drug. When I started looking 13 body, which are essentially everyday toxins, mercury, 14 into all the neuro-protective agents available to protect 14 15 lead, other things that can destroy your brain cells --15 my brain from premature aging and to keep me mentally 16 ON SCREEN: Causes of Memory Decline and Poor 16 energized and sharp, I came across hundreds of 17 17 ingredients, and one of the more popular ones that we've Concentration 18 BREAKING NEWS 18 heard of is ginkgo. DR. PAUL NEMIROFF: -- and that just can't be 19 19 PATRICE KING BROWN: Mm-hmm. 20 completely avoided in today's world. And the third is a 20 DR. PAUL NEMIROFF: But I've reviewed the 21 reduction in something called neurotransmitters in the 21 studies and some of them were plus/minus, and the most 22 brain. 22 recent one showed no significant benefit. 23 PATRICE KING BROWN: What's that? 23 ON SCREEN: Ginkgo extract doesn't slow 24 cognitive decline 24 ON SCREEN: Low Neurotransmitters 25 DR. PAUL NEMIROFF: Well, neurotransmitters are 25 DR. PAUL NEMIROFF: But I noticed that three For The Record, Inc. For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555 (301) 870-8025 - www.ftrinc.net - (800) 921-5555

3 (Pages 9 to 12)

Procera-Keyview Labs, Inc.

	13	with the state of	15
1	specific ingredients	1	been heralded as a brain oxygen-boosting secret.
2	ON SCREEN: Boost Brain Power and Memory	2	ON SCREEN: Boost Brain Power and Memory
3	Naturally	3	Naturally
4	BREAKING NEWS	4	BREAKING NEWS
5	DR. PAUL NEMIROFF: really stood out in	5	DR. PAUL NEMIROFF: That's right. And Procera
6	their terms of clinical studies and efficacy. And the	6	AVH contains three critically important ingredients for
7	three brain nutrients were exceptional because they had	7	your mind, mood, and memory. And these ingredients are
8	different mechanisms of action. Then I read about how	8	all natural
9	this cognitive researcher had figured out how to combine	9	PATRICE KING BROWN: Mm-hmm.
10	these three natural ingredients into a precise formula,	10	DR. PAUL NEMIROFF: and they've been
11	into one pill, that actually had been through a clinical	11	clinically tested for their effectiveness.
12	study at a major university, a very rigorous study, and	12	PATRICE KING BROWN: So, we're going to get
13	the study showed these natural nutrients could	13	into the ingredients and just a little bit more
14	effectively address our brain's energy crisis.	14	specifically a little later in the show.
15	ON SCREEN: SWINBURNE	15	DR. PAUL NEMIROFF: Okay.
16	SWINBURNE UNIVERSITY OF TECHNOLOGY	16	PATRICE KING BROWN: But, first, let me ask you
17	A double-blind, placebo controlled Study that	17	how you felt when you first tried Procera AVH.
18	revealed that Procera AVH:	18	ON SCREEN: Get Back Your Mental Edge
19	1. Improve Memory	19	BREAKING NEWS
20	2. Improve Mood	20 21	DR. PAUL NEMIROFF: Well, I was amazed at how
21 22	3. Improve Mental Focus, Concentration	21 22	my brain reacted to taking the first tablet of Procera AVH.
23	4. Improved Mental Energy	22	PATRICE KING BROWN: Mm-hmm.
23 24	Con Stough, Christina Kure, Jo Tarasuik and Luke Downey	23	DR. PAUL NEMIROFF: It was incredible. Let me
2 4 25	BRAIN SCIENCES INSTITUTE	25	give you an example. If you had a vision problem and
43	For The Record, Inc.	23	For The Record, Inc.
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	(301) 070-0023 · www.ttime.net - (000) 321-3333	annous production of the second	(301) 070 0023 - www.ntme.net (000) 721 3333
	14		16
1	SWINBURNE UNIVERSITY, AUSTRALIA	1	you tried to read the eye chart and the letters are all
2	PATRICE KING BROWN: Okay.	2	fuzzy
3	ON SCREEN: BRAINPOWER chart	3	PATRICE KING BROWN: Right.
4	25yr 100% Up to 50% of Brain Power	4	DR. PAUL NEMIROFF: but then suddenly you
5		5	put on some prescription glasses and you looked at the
6	35yr -20% By Age 55	6	same eye chart, things come into focus.
7	AGE 45yr -40% (arrow pointing down	7	PATRICE KING BROWN: Right.
8	50yr -50% and then back up)	8	DR. PAUL NEMIROFF: That's what it was like
9	DR. PAUL NEMIROFF: They actually helped	9	with me for Procera.
10	reverse memory loss by up to 10 to 15 years.	10	PATRICE KING BROWN: That dramatic?
11	PATRICE KING BROWN: Procera AVH, and that's	11	DR. PAUL NEMIROFF: Yeah, it was very dramatic
12	what I've been reading about just about everywhere from	12	that first night. And I noticed that my mental clarity
13	the peer-reviewed medical journal, JANA	13	was better
14	ON SCREEN: Mentioned in over 400 National	14	PATRICE KING BROWN: Mm-hmm, mm-hmm.
15	Magazines and Newspapers	15	DR. PAUL NEMIROFF: my focus was better. I
16	PATRICE KING BROWN: to national magazines,	16	felt like I did when I was younger. I could start to
17	to newspapers	17	remember names and faces I had forgotten.
18	ON SCREEN: Brain Oxygen-Boosting Secret	18	PATRICE KING BROWN: Mm-hmm.
19	Energizes Mind, Mood and Memory	19	DR. PAUL NEMIROFF: And my memory was sharp. I
20	New pill sharpens focus, clears away brain fog,	20	felt I had my mental age back.
21	erases 15 years of lost memory power!	21	PATRICE KING BROWN: Which is great stuff, Dr.
22	Reverse Memory Loss by up to 10-15 Years	22	Nemiroff. And we need to dig deeper into Procera AVH and
23	New pill can help sharpen focus, clear away	23	its ingredients and the clinical study and the results
	"brain fog," erase up to 15 years of lost memory power!	24	that people are getting with it. And to help us do that,
24		~ -	h 1 11 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
24 25	PATRICE KING BROWN: and I've also seen it's	25	we're going to be talking with Josh Reynolds.
	PATRICE KING BROWN: and I've also seen it's For The Record, Inc.	25	For The Record, Inc.
	PATRICE KING BROWN: and I've also seen it's	25	

	17	-	19
1	ON SCREEN: This is a paid presentation by	1	results.
2	Brain Research Labs, the makers of Procera AVH	2	Improve Memory
3	PATRICE KING BROWN: He's the inventor and co-	3	Feel More Confident
4	founder of Brain Research Labs. We're going to do that	4	Get Back Your Mental Edge
5	right after this break, so I hope you'll stay with us.	5	Boost Focus and Mental Energy
6	ON SCREEN: Leah F.	6	Improve Mood & Mental Clarity
7	Results may vary	7	Take on Life's Challenges
8	Not every consumer will experience the same	8	ANNOUNCER: Seniors report Procera improves
9	results.	9	their memory and concentration, giving them back their
10	1-800-555-5555	10	confidence and independence. Busy professionals report
11	LEAH F.: 1 would say that, you know, the	11	Procera gives them back their mental edge, helping them
12	strength of Procera is that it's helping me to maintain	12	be more productive, focused and energized.
13	short-term memory clarity and mood stability.	13	Thousands of people just like you feel
14	ON SCREEN: Morris R.	14	overwhelmed and helpless in today's fast-paced world.
15	Results may vary	15	With Procera, you can now safely and naturally take on
16	Not every consumer will experience the same	16	life's challenges.
17	results.	17	ON SCREEN: Dr. Gene Steiner
18	Employed by third party vendor of Brain	18	Doctor of Pharmacy
19	Research Labs. Party was not compensated for	19	DR. GENE STEINER: I'm Dr. Gene Steiner. As a
20	testimonial.	20	
21	1-800-555-555	20	pharmacist, I've always felt helpless in recommending a
22		21 22	solution for memory loss. ON SCREEN: BRAINPOWER chart
23	MORRIS R: I feel terrific. I can't wait to	22	
23 24	get into work in the morning. I feel great when I get		25yr 100% Up to 50% of Brain Power
24 25	up. There's not that fogginess anymore. It's just been	24	25 200/ Day A = 255
23	one of the best things I've done for myself in a very	25	35yr -20% By Age 55
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	(301) 870-8023 - www.tumc.net - (800) 921-3333		(301) 870-8025 - www.ftrinc.net - (800) 921-5555
	10		
	18		20
1	long time.	1	AGE 45yr -40% (arrow pointing down)
2	ON SCREEN: Omar K.	2	50yr -50%
3	Results may vary	3	ANNOUNCER: Research reveals that the average
4	Not every consumer will experience the same	4	person can lose up to 50 percent of their brain power by
5	results.	5	age 50.
6	1-800-555-5555	6	ON SCREEN: SAFE
7	OMAR K: I'm much better at what I do today	7	NATURAL
8	than I ever have been.	8	DR. GENE STEINER: Now, there's a safe and
9	ON SCREEN: Bibi C.	9	natural solution. It's called Procera AVH.
10	Results may vary	10	ON SCREEN: HELPS IMPROVE
11	Not every consumer will experience the same	11	Memory
12	results.	12	Mood
13	1-800-555-5555	13	Mental Clarity
14	BIBI C.: I felt solid and I felt bright and	14	ANNOUNCER: Procera was clinically shown to
15	alive and energetic and clear and focused.	15	help improve memory, mood, and mental clarity.
16	ON SCREEN: America's #1 Clinically Tested	16	ON SCREEN: Dr. Gene Steiner
17	Brain Supplement	17	Doctor of Pharmacy
18	1-800-555-5555	18	Safe
19	ANNOUNCER: Procera AVH is America's number one	19	Effective
20	clinically tested brain supplement for mind, memory, and	20	Results may vary.
21	mood, helping people regain their memory and mental	21	Not every consumer will experience the same
22	quickness, keeping them sharp and focused throughout the	22	results.
23	day.	23	DR. GENE STEINER: Procera is safe,
24	ON SCREEN: Results may vary.	24	effective
25	Not every consumer will experience the same	25	ON SCREEN: BRAINPOWER chart
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	21		23
1	25yr 100% Up to 50% of Brain Power	1	out how to get your free bonus supply of Procera AVH.
2		2	ON SCREEN: SATISFACTION GUARANTEED
3	35yr -20% By Age 55	3	FREE BOOK!
4	AGE 45yr -40% (arrow pointing down	4	FREE 30-Day Supply Plus FREE Gift!
5 6	50yr -50% and then up)	5	1-800-555-5555 ANNOUNCER: Your complete satisfaction is
7	Results may vary Not every consumer will experience the same	7	guaranteed. So, call now.
8	result.	8	ON SCREEN: Dr. Gene Steiner
9	DR. GENE STEINER: and taken daily as	9	Doctor of Pharmacy
10	directed, Procera can restore the brain power you had 10	10	1-800-555-5555
11	to 15 years ago.	11	DR. GENE STEINER: Get started with Procera AVH
12	ON SCREEN: Huperzine-A	12	today, the new, natural remedy for your memory.
13	Vinpocetine	13	ON SCREEN: BREAKING NEWS
14	Acetyl L-Carnitine	14	PATRICE KING BROWN: Welcome back.
15	1-800-555-5555	15	ON SCREEN: Patrice King Brown
16	ANNOUNCER: Procera contains three powerful	16	Award-Winning Anchorwoman and Investigative
17	memory molecules clinically shown to be the top brain	17	Reporter
18	nutrients.	18	BREAKING NEWS
19 20	ON SCREEN: OXYGEN	19	PATRICE KING BROWN: I'm Patrice King Brown in
21	VITAL NUTRIENTS NEURO-TRANSMITTERS	20 21	the studio with nationally recognized surgeon and scientist, Dr. Paul Nemiroff.
22	Brain Illustration	22	ON SCREEN: Causes of Memory Decline and Poor
23	1-800-555-555	23	Concentration
24	ANNOUNCER: Procera helps revitalize tired,	24	BREAKING NEWS
25	sluggish brain cells with a fresh supply of oxygen and	25	PATRICE KING BROWN: And we're talking about
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	22	***	24
1	key vital nutrients, plus it helps refuel your brain with	1	why so many of us have lost our mental edge and why we're
2	much needed neurotransmitters. It gets your neurons	1 2	.1 * 5 * 1 1
		2	thinking more slowly.
3	fired up again. This means you can say good-bye to foggy	3	So, Dr. Nemiroff, our brains are possibly in
3 4	fired up again. This means you can say good-bye to foggy thinking, mental fatigue and poor memory, all while	3 4	So, Dr. Nemiroff, our brains are possibly in more trouble now than ever before.
3 4 5	fired up again. This means you can say good-bye to foggy thinking, mental fatigue and poor memory, all while improving your focus and concentration. Regain the	3 4 5	So, Dr. Nemiroff, our brains are possibly in more trouble now than ever before. ON SCREEN: 1-800-555-5555
3 4 5 6	fired up again. This means you can say good-bye to foggy thinking, mental fatigue and poor memory, all while improving your focus and concentration. Regain the mental sharpness you had 10 to 15 years ago with Procera.	3 4 5 6	So, Dr. Nemiroff, our brains are possibly in more trouble now than ever before. ON SCREEN: 1-800-555-5555 BREAKING NEWS
3 4 5 6 7	fired up again. This means you can say good-bye to foggy thinking, mental fatigue and poor memory, all while improving your focus and concentration. Regain the mental sharpness you had 10 to 15 years ago with Procera. ON SCREEN: Call Now	3 4 5 6 7	So, Dr. Nemiroff, our brains are possibly in more trouble now than ever before. ON SCREEN: 1-800-555-5555 BREAKING NEWS DR. PAUL NEMIROFF: That's right.
3 4 5 6 7 8	fired up again. This means you can say good-bye to foggy thinking, mental fatigue and poor memory, all while improving your focus and concentration. Regain the mental sharpness you had 10 to 15 years ago with Procera. ON SCREEN: Call Now FREE 30-Day Supply!	3 4 5 6 7 8	So, Dr. Nemiroff, our brains are possibly in more trouble now than ever before. ON SCREEN: 1-800-555-5555 BREAKING NEWS DR. PAUL NEMIROFF: That's right. PATRICE KING BROWN: Especially even when you
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	25		27
1	PATRICE KING BROWN: Right.	ı	like lead and mercury that we read about and free
2	DR. PAUL NEMIROFF: Well, you're in news and	2	radicals.
3	you know how it is. There's breaking news every second.	3	PATRICE KING BROWN: Those bullies of the body
4	And our brains weren't really originally developed for	4	that you talk about.
5	that. And that's why we're being stressed, and all that	5	ON SCREEN: 1-800-555-5555
6	stress just simply isn't good for us and is slowing us	6	BREAKING NEWS
7	down.	7	DR. PAUL NEMIROFF: That's right.
		8	
8	ON SCREEN: 1-800-555-5555		PATRICE KING BROWN: I got to tell you, I'm
9	BREAKING NEWS	9	imagining those little Pacmen. Do you remember them?
10	ON SCREEN: Are Your Starving Your Brain?	10	DR. PAUL NEMIROFF: Right.
11	BREAKING NEWS	11	PATRICE KING BROWN: That they kind of run
12	DR. PAUL NEMIROFF: Patrice, in simple terms,	12	through your brain and they're chomping on brain cells
13	the brain is experiencing what I would refer to as an	13	and then your brain is gasping for information and the
14	energy crisis because it's not getting the nutrition it	14	little Pacman like character or free radicals are
15	needs for peak or optimal performance.	15	chomping on the brain
16	PATRICE KING BROWN: Oh.	16	DR. PAUL NEMIROFF: Not a pretty sight.
17	DR. PAUL NEMIROFF: Put another way, the brain	17	PATRICE KING BROWN: Not at all. No wonder
18	just doesn't have the horsepower, the umph	18	people can't can relate to fuzzy thinking and brain
19	ON SCREEN: 1-800-555-5555	19	fog.
20	BREAKING NEWS	20	ON SCREEN: Improve Memory and Protect Your
21	PATRICE KING BROWN: Mm-hmm.	21	Brain
22	DR. PAUL NEMIROFF: the sharpness and pep it	22	BREAKING NEWS
23	used to. And this brain energy crisis weakens memory and	23	DR. PAUL NEMIROFF: Absolutely. And last, but
24	your ability to concentrate and may be the reason behind	24	not least, the brain needs a constant and adequate supply
25	what's called brain fog or forgetfulness, fuzzy thinking,	25	of neurotransmitters. They are like the high octane fuel
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	(301) 870-8025 - www.ftrinc.net - (800) 921-5555		(301) 870-8025 - www.ftrinc.net - (800) 921-5555

	26		28
I	fuzzy focus and so forth.	1	additives.
2		2	
	fuzzy focus and so forth. PATRICE KING BROWN: Okay. So, what is exactly causing this energy crisis and the mental decline that so	ž.	additives.
2	fuzzy focus and so forth. PATRICE KING BROWN: Okay. So, what is exactly	2	additives. PATRICE KING BROWN: Okay.
2 3	fuzzy focus and so forth. PATRICE KING BROWN: Okay. So, what is exactly causing this energy crisis and the mental decline that so	2 3	additives. PATRICE KING BROWN: Okay. ON SCREEN: 1-800-555-5555
2 3 4	fuzzy focus and so forth. PATRICE KING BROWN: Okay. So, what is exactly causing this energy crisis and the mental decline that so many of us are struggling with?	2 3 4	additives. PATRICE KING BROWN: Okay. ON SCREEN: 1-800-555-5555 BREAKING NEWS DR. PAUL NEMIROFF: And they allow your brain
2 3 4 5	fuzzy focus and so forth. PATRICE KING BROWN: Okay. So, what is exactly causing this energy crisis and the mental decline that so many of us are struggling with? ON SCREEN: Forgetfulness and Brain Fog Caused	2 3 4 5	additives. PATRICE KING BROWN: Okay. ON SCREEN: 1-800-555-5555 BREAKING NEWS DR. PAUL NEMIROFF: And they allow your brain to run at top speed and power. Without them, your brain
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2 3 4 5 6 7	fuzzy focus and so forth. PATRICE KING BROWN: Okay. So, what is exactly causing this energy crisis and the mental decline that so many of us are struggling with? ON SCREEN: Forgetfulness and Brain Fog Caused by: Stress Poor Diet and Lifestyle	2 3 4 5 6 7 8	additives. PATRICE KING BROWN: Okay. ON SCREEN: 1-800-555-5555 BREAKING NEWS DR. PAUL NEMIROFF: And they allow your brain to run at top speed and power. Without them, your brain might begin to sputter. PATRICE KING BROWN: Oh.
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	29		31
1	crisis.	1	BRL
2	PATRICE KING BROWN: And I hear people talking	2	Brain Research Labs
3	about taking those drinks all the time, so that's really	3	JOSH REYNOLDS: Thank you. It's great being
4	not making a big difference in their lives.	4	here.
5	ON SCREEN: Clinically Shown to Help Improve	5	ON SCREEN: Clinically Tested and Shown to Help
6	Memory	6	Improve Memory and Concentration
7	Concentration	7	BREAKING NEWS
8	Mental Clarity	8	PATRICE KING BROWN: Josh, you're not only the
9	PATRICE KING BROWN: And Procera AVH has been	9	brain behind the Procera AVH formula
10	clinically tested and shown to combat this triple threat	10	ON SCREEN: "Everyone, Irrespective of their
11	brain energy crisis.	11	age, can use Joshua Reynolds' book, to take charge of
12	DR. PAUL NEMIROFF: Mm-hmm.	12	their brain health and fitness."
13	PATRICE KING BROWN: Now, Dr. Nemiroff has had	13	Y. Shah, M.D., FAAFP, CMD
14	the opportunity to review all the research on Procera	14	Mayo Clinic
15	AVH. What did you discover?	15	"Joshua Reynolds has pioneered brain speed - a
16	DR. PAUL NEMIROFF: Well, Patrice, I'd like to	16	quantum leap beyond."
17	put some brain images up for our audience to see.	17	Vernon Mark, M.D., FACS
18	PATRICE KING BROWN: Sure, sure.	18	Associate Professor of Surgery
19 20	ON SCREEN: Before After	19	Harvard Medical School
21	Lox Oxygen Increased Oxygen Brain Illustration	20	"Very few, if any, understand cognitive
21	Illustration of just one ingredient in Procera	21 22	function better than Joshua Reynolds." L. Cass Terry, M.D., Ph.D., PharmD.
23	AVH	23	MBA, Professor of Neurology
23 24	DR. PAUL NEMIROFF: There's a dull low energy	23	
25	brain on the left.	25	Medical College of Wisconsin PATRICE KING BROWN: but you're also the
23	For The Record, Inc.	23	For The Record, Inc.
	(301) 870-8025 - www.ftrinc.net - (800) 921-5555	***************************************	(301) 870-8025 - www.ftrinc.net - (800) 921-5555
	(301) 070 0023 WWW.Hillie.Het (000) 721 3333		(301) 670-6023 · www.tume.net (600) 521-3333

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1 2	PATRICE KING BROWN: Okay.	1 2	author of the medically acclaimed book, 20/20 Brain
2	PATRICE KING BROWN: Okay. DR. PAUL NEMIROFF: Now look at the brain image	2	author of the medically acclaimed book, 20/20 Brain Power, 20 days to a calmer, sharper mind, which by the
2 3	PATRICE KING BROWN: Okay. DR. PAUL NEMIROFF: Now look at the brain image on the right. This is after just one of the ingredients	2 3	author of the medically acclaimed book, 20/20 Brain Power, 20 days to a calmer, sharper mind, which by the way our audience has the opportunity to get a free copy
2	PATRICE KING BROWN: Okay. DR. PAUL NEMIROFF: Now look at the brain image on the right. This is after just one of the ingredients in Procera. You can see how it is so bright and	2 3 4	author of the medically acclaimed book, 20/20 Brain Power, 20 days to a calmer, sharper mind, which by the way our audience has the opportunity to get a free copy of today.
2 3 4 5	PATRICE KING BROWN: Okay. DR. PAUL NEMIROFF: Now look at the brain image on the right. This is after just one of the ingredients in Procera. You can see how it is so bright and energized compared to the dull brain.	2 3	author of the medically acclaimed book, 20/20 Brain Power, 20 days to a calmer, sharper mind, which by the way our audience has the opportunity to get a free copy of today. ON SCREEN: 1-800-555-5555
2 3 4 5 6	PATRICE KING BROWN: Okay. DR. PAUL NEMIROFF: Now look at the brain image on the right. This is after just one of the ingredients in Procera. You can see how it is so bright and energized compared to the dull brain. PATRICE KING BROWN: It's lit up like a	2 3 4 5 6	author of the medically acclaimed book, 20/20 Brain Power, 20 days to a calmer, sharper mind, which by the way our audience has the opportunity to get a free copy of today. ON SCREEN: 1-800-555-5555 BREAKING NEWS
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	33		35
1	AGE 45yr -40% (arrow pointing down)	1	of energy, great memory, sharp mental acuity.
2	50yr -50%	2	ON SCREEN: Less Oxygen
3	JOSH REYNOLDS: That the brain was declining	3	Less Vital Nutrients
4	faster than the body and perhaps by up to 50 percent by	4	Less Neurotransmitters
5	age 50, 55. This shocked all the researchers.	5	More Free Radicals
6	ON SCREEN: Clinically Tested and Shown to Help	6	1-800-555-5555
7	Improve Memory and Concentration	7	BREAKING NEWS
8	BREAKING NEWS	8	JOSH REYNOLDS: As we age, as the brain gets
9	PATRICE KING BROWN: Tell us what happened.	9	less oxygen, less vital nutrients, less
10	JOSH REYNOLDS: We had boiled down, from	10	neurotransmitters, more free radicals, it starts to lose
11	hundreds of brain nutrients, that were perhaps the best	11	its energy. It gets dull. It loses its brightness. You
12	three in nature.	12	lose your mental edge.
13	ON SCREEN: Acetyl L-Carnitine	13	ON SCREEN: 1-800-555-5555
14	Energizes and Protects Brain Cells	14	BREAKING NEWS
15	JOSH REYNOLDS: Acetyl carnitine, and this is	15	JOSH REYNOLDS: So, let's watch what happens
16	actually what's called brain food.	16	when we feed the brain the energy nutrients that it needs
17	ON SCREEN: 1-800-555-5555	17	such as found in these three ingredients or Procera AVH.
18	BREAKING NEWS	18	ON SCREEN: Dramatization
19	JOSH REYNOLDS: In fish, the acetyl carnitine	19 20	JOSH REYNOLDS: We want to give the brain back
20 21	is what gives you the brain energy. It energizes your	20	the oxygen, give it back the neurotransmitters, take away those free radicals, perk up the brain, and get that edge
22	brain molecules. Next is Vinpocetine. In Europe, the periwinkle	22	back that you felt when you were much younger.
23	flower, which we see here	23	ON SCREEN: 1-800-555-5555
23 24	ON SCREEN: Vinpocetine	24	BREAKING NEWS
25	(Periwinkle)	25	PATRICE KING BROWN: So, you got it to work in
40	For The Record, Inc.	23	For The Record, Inc.
	(301) 870-8025 - www.ftrinc.net - (800) 921-5555		(301) 870-8025 - www.ftrinc.net - (800) 921-5555
	(000) /27		(0.07)
	34		36
1	Boosts Brain Oxygen and Alertness	1	the laboratory. Tell us now what happened when you took
2	JOSH REYNOLDS: this flower is known as the	2	it outside the lab and gave it to real people.
3	immortality flower for its ability to rejuvenate a tired,	3	JOSH REYNOLDS: Well, outside the lab,
4	sluggish brain. How?	4	remember, I have hundreds of people, my family, friends,
5	ON SCREEN: 1-800-555-5555	5	even neighbors that take Procera, and I hear from them
6	BREAKING NEWS	6	over the years great stories. One that's closest to home
7	JOSH REYNOLDS: It re-oxygenates the brain.	7	is my mom. When she was 90, she told me she was playing
8	Then, last, but not least, is something called	8	bridge, which I knew, once a week and she was starting to
9	Huperzine. Now, this little miracle extract is worth	9	lose her edge and could I help her. And I said, Mom, I
10	over \$1,000 an ounce.	10	invented this brain pill. So, she started taking it, and
11	ON SCREEN: Huperzine	11	two signs she noticed, one, she could do her crossword
12	Boosts Neurotransmitters for Memory and	12	puzzles faster and better, and number two, she was
13	Concentration	13	playing better bridge.
14	JOSH REYNOLDS: It's really worth more than an	14	One more story, a friend of mine was a nurse
15	ounce of gold, especially for your brain.	15	who was an administrator and they were downsizing her
16	ON SCREEN: 1-800-555-5555	16	business and she was afraid of losing her job unless she
17		l	
17	BREAKING NEWS	17	went back and got a degree or got renewed her degree,
18	BREAKING NEWS JOSH REYNOLDS: Why? Because it picks up those	18	refreshed it. The problem was that she had a condition
18 19	BREAKING NEWS JOSH REYNOLDS: Why? Because it picks up those saggy neurotransmitter levels. Remember, those	18 19	refreshed it. The problem was that she had a condition that hammered her memory. She said her memory was like
18 19 20	BREAKING NEWS JOSH REYNOLDS: Why? Because it picks up those saggy neurotransmitter levels. Remember, those neurotransmitters are what you need to stay sharp, to	18 19 20	refreshed it. The problem was that she had a condition that hammered her memory. She said her memory was like mush. She could not remember what the professor was
18 19 20 21	BREAKING NEWS JOSH REYNOLDS: Why? Because it picks up those saggy neurotransmitter levels. Remember, those neurotransmitters are what you need to stay sharp, to remember, to recall information, to be alert.	18 19 20 21	refreshed it. The problem was that she had a condition that hammered her memory. She said her memory was like mush. She could not remember what the professor was saying in class. So, I said, this is perfect, Penny, try
18 19 20 21 22	BREAKING NEWS JOSH REYNOLDS: Why? Because it picks up those saggy neurotransmitter levels. Remember, those neurotransmitters are what you need to stay sharp, to remember, to recall information, to be alert. PATRICE KING BROWN: So, tell us, how does this	18 19 20 21 22	refreshed it. The problem was that she had a condition that hammered her memory. She said her memory was like mush. She could not remember what the professor was saying in class. So, I said, this is perfect, Penny, try Procera.
18 19 20 21 22 23	BREAKING NEWS JOSH REYNOLDS: Why? Because it picks up those saggy neurotransmitter levels. Remember, those neurotransmitters are what you need to stay sharp, to remember, to recall information, to be alert. PATRICE KING BROWN: So, tell us, how does this all work in the brain?	18 19 20 21 22 23	refreshed it. The problem was that she had a condition that hammered her memory. She said her memory was like mush. She could not remember what the professor was saying in class. So, I said, this is perfect, Penny, try Procera. She did. And in a couple weeks, she told me it
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PATRICE KING BROWN: Folks, we'll be back in just a few minutes to reveal how ignoring the signs of premature mental decline For The Record, Inc. (301) 870-8025 - www.ftrinc.net - (800) 921-5555 38 ON SCREEN: This is a paid presentation by Brain Research Labs, the makers of Procera AVH. PATRICE KING BROWN: could be the reason you're struggling in personal relationships and possibly missing out on that promotion at work. Stay with us. ON SCREEN: Celeste B. Results may vary Not every consumer will experience the same results. CELESTE B: I believe Procera really keeps you an ability to think more clearly and have more memorization to just remember what you've done and what you're trying to think about. Sou're trying to think about. ON SCREEN: Leah F. Results may vary Not every consumer will experience the same results. Sou're trying to think about. Sou're tr				
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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. 19 ON SCREEN: Call now and find out how to get a 19 free 30-day bonus supply of Procera. 10 ON SCREEN: Brain Power 11 Focus 11 ANNOUNCER: Brain Power 12 ANNOUNCER: Brain Power 13 ANNOUNCER: Brain Power 14 Memory 15 Focus 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 21 than I've had in a decade. 22 FREE 30-Day Supply Is FREE BOOK! 23 ON SCREEN: Sylvia N. 24 Results may vary 25 Not every consumer will experience the same 26 For The Record, Inc. 28 ANNOUNCER: This special offer also comes with 29 ANNOUNCER: This special offer also comes with 20 ANNOUNCER: This special offer also comes with 20 For The Record, Inc. 21 For The Record, Inc. 22 For The Record, Inc. 23 For The Record, Inc. 24 For The Record, Inc. 25 For The Record, Inc.				
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	41		43
1	20/20 Brain Power, with his program based upon the Mayo	1	PATRICE KING BROWN: Yes.
2	Clinic guidelines for brain health and longevity. There	2	DR. PAUL NEMIROFF: It can be summed up with
3	is no risk, so why continue to suffer? Call now and find	3	one word, Patrice, stress.
4	out how to get your free bonus supply of Procera AVH.	4	
5	ON SCREEN: SATISFACTION GUARANTEED	5	ON SCREEN: Is Your Brain Over-Stressed?
6	FREE BOOK!	6	BREAKING NEWS
7	FREE 30-Day Supply Plus FREE Gift!	7	DR. PAUL NEMIROFF: Our brain's been
8	1-800-555-5555	8	overstressed
9	ANNOUNCER: Your complete satisfaction is	9	PATRICE KING BROWN: Mm-hmm.
10	guaranteed. So, call now.	10	DR. PAUL NEMIROFF: from many different
11 12	ON SCREEN: Dr. Gene Steiner Doctor of Pharmacy	11 12	sources, the Internet, computers, second jobs, money issues, kids' calendars, on and on. There's so much
13	1-800-555-5555	13	going on in our lives. You know, every four years,
14	DR. GENE STEINER: Get started with Procera AVH	14	there's a doubling of information in the world, and in
15	today, the new, natural remedy for your memory.	15	the last 10 years, more has been published than in the
16	ON SCREEN: BREAKING NEWS	16	last thousand years.
17	PATRICE KING BROWN: Welcome back.	17	ON SCREEN: 1-800-555-5555
18	ON SCREEN: Patrice King Brown	18	BREAKING NEWS
19	Award-Winning Anchorwoman and Investigative	19	DR. PAUL NEMIROFF: You have to double the
20	Reporter	20	speed of a computer almost every two years. Humans just
21	BREAKING NEWS	21	can't do that. Our brains weren't wired that way.
22	PATRICE KING BROWN: 1'm Patrice King Brown,	22	People are feeling simply overloaded.
23	reporting on America's growing brain energy crisis and a	23	ON SCREEN: Protects Your Brain Against Stress
24	problem that may be affecting millions of people just	24	BREAKING NEWS
25	like you.	25	DR. PAUL NEMIROFF: And, you know, science has
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	(301) 870-8025 - www.ftrinc.net - (800) 921-5555	***************************************	(301) 870-8025 - www.ftrinc.net - (800) 921-5555
	42		44
1	ON SCREEN: Reversing Mental Decline	1	discovered that this type of stress
2	BREAKING NEWS	2	PATRICE KING BROWN: Mm-hmm, mm-hmm.
3	PATRICE KING BROWN: It's called premature	3	DR. PAUL NEMIROFF: on people's brains can
4	mental decline. And, thankfully, we have nationally	4	actually kill brain cells. In fact, our fast-paced,
5	recognized surgeon and Ph.D. psychologist, Dr. Paul	5	speeded-up world may be slowing down our brain.
6	Nemiroff	6	ON SCREEN: 1-800-555-5555
7	ON SCREEN: 1-800-555-5555	7	BREAKING NEWS
8	BREAKING NEWS	8	PATRICE KING BROWN: What can one expect the
9	PATRICE KING BROWN: here to help us turn	9	first time they take it?
10	around this mental decline and reverse the memory loss	10	DR. PAUL NEMIROFF: Everybody's going to be
11	and get back our mental edge.	11	different, honestly.
12 13	Dr. Nemiroff, for those who are just joining us right now, let's go back a little bit	12 13	PATRICE KING BROWN: Okay, okay. DR. PAUL NEMIROFF: It could be hours, it could
13	DR. PAUL NEMIROFF: Mm-hmm.	13	be days or weeks, but your brain is more crisp.
15	PATRICE KING BROWN: and find out why so	15	PATRICE KING BROWN: Mm-hmm.
16	many Americans are facing potential premature mental	16	DR. PAUL NEMIROFF: It's more focused, clearer,
17	decline, which as you mentioned was characterized by	17	sharper. It's like reading an eye chart with the right
18	increased bouts of forgetfulness, that brain fog	18	pair of glasses
19	DR. PAUL NEMIROFF: Right.	19	PATRICE KING BROWN: Oh.
20	PATRICE KING BROWN: poor concentration,	20	DR. PAUL NEMIROFF: instead of an old pair
21	mental fatigue, even mood swings.	21	of lenses. And I've just been to the eye doctor.
22	ON SCREEN: Dr. Paul Nemiroff, PhD, MD, FACS	22	Everything comes into focus.
23	BREAKING NEWS	23	PATRICE KING BROWN: So, can people expect this
24	DR. PAUL NEMIROFF: We've all been around	24	the very first time?
25	people with mood swings.	25	DR. PAUL NEMIROFF: Well, it's going to vary
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11 (Pages 41 to 44)

	45		47
1	from case to case.	1	And now I can stay focused all day, feeling fully charged
2	ON SCREEN: Regaining Memory, Mental Clarity,	2	with mental energy. It seems that I can focus as long as
3	and Concentration in 30 Days or Less	3	I want to and feel no mental fatigue at all. I have my
4	BREAKING NEWS	4	life back.
5	PATRICE KING BROWN: Mm-hmm.	5	
6	DR. PAUL NEMIROFF: For some, it may take a few	6	ON SCREEN: 1-800-555-5555
7	days. Others may notice it in a couple of weeks. But	7	BREAKING NEWS
8	once Procera kicks in, you become more focused	8	DR. PAUL NEMIROFF: My thoughts on that, two
9	PATRICE KING BROWN: Yes.	9	things, one, great response to Procera.
10	DR. PAUL NEMIROFF: mentally energized. You	10	PATRICE KING BROWN: Yes.
11	start to recall names, dates	11	DR. PAUL NEMIROFF: Secondly, she is an older
12	ON SCREEN: 1-800-555-5555	12	first-time mom
13	BREAKING NEWS	13	PATRICE KING BROWN: Yes.
14	DR. PAUL NEMIROFF: and details more	14	DR. PAUL NEMIROFF: and, so, her brain was
15	readily, almost as if you've turned back the clock 10 to	15	in an energy crisis. She was sleep deprived. She was
16	15 years on your brain power and memory.	16	working harder than she's probably ever worked before.
17	PATRICE KING BROWN: Oh, wouldn't that be	17	PATRICE KING BROWN: Mm-hmm.
18	wonderful.	18	DR. PAUL NEMIROFF: And she needed the extra
19	DR. PAUL NEMIROFF: And you may even be able to	19	brain nutrients and, obviously, she had a great response
20	handle stressful situations and perhaps your life better.	20	to it.
21	PATRICE KING BROWN: I like the sound of what	21	PATRICE KING BROWN: Okay. Now, here's another
22	you were saying, though, Dr. Nemiroff.	22	one. This one from a commercial pilot, also has
23	DR. PAUL NEMIROFF: Mm-hmm.	23	concerns. And we want to make sure that when these
24	PATRICE KING BROWN: And I have in front of me	24	people are flying that they're doing the best job they
25	some letters. I'm not the only one who has that feeling.	25	can. He's a commercial pilot and he wrote in to say that
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	40		40
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1 2	•	1 2	
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	49	v.	51
1	DR. PAUL NEMIROFF: Mm-hmm.	1	PATRICE KING BROWN: Yeah, they're everywhere.
2	PATRICE KING BROWN: And the experts	2	DR. PAUL NEMIROFF: but these aren't brain
3	were shocked to find out that losing memory and	3	specific antioxidants. And Procera provides those. It
4	concentration	4	also restores the third prong, is that it restores
		3	
5	ON SCREEN: Survey Shows Mental Decline #1 Fear	5	depleted neurotransmitters, which can help you with
6	of Aging Boomers & Seniors	6	alertness, concentration
7	#1 - Losing mental capacity 53%	7	ON SCREEN: ACETYL L-CARNITINE
8	#2 - Heart Attack 47	8	VITAL NUTRIENTS
9	#3 - Mobility 44	9	KEY NEUROTRANSMITTERS
10	#4 - Lack of energy 38	10	Brain Illustration
11	#5 - Cancer 38	11	PATRICE KING BROWN: Mm-hmm.
12	DR. PAUL NEMIROFF: Was number one.	12	ON SCREEN: Restores Key Neurotransmitters for
13	PATRICE KING BROWN: was number one, yes.	13	Better Memory and Alertness
14	DR. PAUL NEMIROFF: That's right. Even over	14	BREAKING NEWS
15	any physical ailments.	15	DR. PAUL NEMIROFF: and memory power when
16	ON SCREEN: 1-800-555-5555	16	you boost those neurotransmitters in the brain.
17	BREAKING NEWS	17	PATRICE KING BROWN: Okay. So, in other words,
18	PATRICE KING BROWN: Dr. Nemiroff, since we are	18	it can help kind of wake up a tired and sluggish brain.
19	nearing the end of this broadcast, as a medical doctor	19	DR. PAUL NEMIROFF: As a medical doctor, what I
20	who has been studying alternative natural solutions, as	20	can say after reviewing
21	well as conventional medicines, but something for natural	20	
			ON SCREEN: Clinically Tested and Shown to Help
22	solutions for memory loss and mental decline, what is	22	Improve Memory and Concentration
23	your final assessment of Procera AVH and how does it	23	BREAKING NEWS
24	really work?	24	DR. PAUL NEMIROFF: many so-called brain
25	DR. PAUL NEMIROFF: Well, Procera's a natural	25	supplements and ingredients is that Procera AVH can offer
	For The Record, Inc.		For The Record, Inc.
	(301) 870-8025 - www.ftrinc.net - (800) 921-5555		(301) 870-8025 - www.ftrinc.net - (800) 921-5555
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	50		52
1		1	
1 2	remedy for	1	hope. We always want hope.
2	remedy for PATRICE KING BROWN: Mm-hmm.	2	hope. We always want hope. PATRICE KING BROWN: Oh, we sure do.
2 3	remedy for PATRICE KING BROWN: Mm-hmm. DR. PAUL NEMIROFF: your memory. It	2 3	hope. We always want hope. PATRICE KING BROWN: Oh, we sure do. DR. PAUL NEMIROFF: To anyone who wants to slow
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Procera-Keyview Labs, Inc.

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1		1	
1	sluggish a foggy, sluggish brain become clearer and a	1	ON SCREEN: Morris R.
2 3	healthy brain. PATRICE KING BROWN: Wow. That is certainly	2 3	Results may vary Not every consumer will experience the same
4	great news. And you talked about that hope, this is	4	results.
5	wonderful. I really thank you for taking the time to	5	Employed by third party vendor of Brain
6	join us, talking about the problem, help us understand	6	Research Labs. Party was not compensated for
7	the problem, as well as the solution, more importantly.	7	testimonial.
8	Thank you, Doctor.	8	1-800-555-5555
9	Well, folks, Procera AVH is clinically shown to	9	MORRIS R.: I feel terrific. I can't wait to
10	help sharpen your focus and concentration, boost your	10	get into work in the morning. I feel great when I get
11	memory, your mental clarity and your energy and even	11	up. There's not that fogginess anymore. It's just been
12	elevate your mood. Procera has been shown to help re-	12	one of the best things I've done for myself in a very
13	energize your brain and restore sharpness so that you can	13	long time.
14	be at peak mental performance every day and throughout	14	ON SCREEN: Penny S.
15	the day with less stress and more self confidence. So,	15	Results may vary
16	today is the day that you make the decision to reclaim	16	Not every consumer will experience the same
17	your mental energy and vitality.	17	results.
18	ON SCREEN: This is a paid presentation by	18	1-800-555-5555
19	Brain Research labs, the makers of Procera AVH	19	PENNY S.: I have more energy and focus and
20	PATRICE KING BROWN: Thanks so much for	20	able to process things at a much increased speed than
21	watching.	21	before I took the pills.
22	ON SCREEN: Celeste B.	22	ON SCREEN: Richard H.
23	Results may vary	23	Results may vary
24	Not every consumer will experience the same	24	Not every consumer will experience the same
25	results.	25	results.
	For The Record, Inc.		For The Record, Inc.
	(301) 870-8025 - www.ftrinc.net - (800) 921-5555		(301) 870-8025 - www.ftrinc.net - (800) 921-5555

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1	1-800-555-5555	1	1-800-555-5555
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2	CELESTE B.: I think immediately what I noticed	2	RICHARD H.: I can't afford to have a
3	was I had a lot more energy and I realized on the second	3	RICHARD H.: I can't afford to have a diminishment in my brain function going forward in life.
3 4	was I had a lot more energy and I realized on the second day that I wasn't needing to drink any coffee in the mid-	3 4	RICHARD H.: I can't afford to have a diminishment in my brain function going forward in life. I want that to be not diminished, but enhanced, and that
3 4 5	was I had a lot more energy and I realized on the second day that I wasn't needing to drink any coffee in the midafternoon around 3:00. I felt like I could finish my	3 4 5	RICHARD H.: I can't afford to have a diminishment in my brain function going forward in life. I want that to be not diminished, but enhanced, and that is why Procera is a very effective tool in allowing me to
3 4 5 6	was I had a lot more energy and I realized on the second day that I wasn't needing to drink any coffee in the midafternoon around 3:00. I felt like I could finish my whole day and I didn't feel tired or lethargic or where I	3 4 5 6	RICHARD H.: I can't afford to have a diminishment in my brain function going forward in life. I want that to be not diminished, but enhanced, and that is why Procera is a very effective tool in allowing me to enhance and continue my mental life.
3 4 5 6 7	was I had a lot more energy and I realized on the second day that I wasn't needing to drink any coffee in the midafternoon around 3:00. I felt like I could finish my whole day and I didn't feel tired or lethargic or where I needed to take a nap.	3 4 5 6 7	RICHARD H.: I can't afford to have a diminishment in my brain function going forward in life. I want that to be not diminished, but enhanced, and that is why Procera is a very effective tool in allowing me to enhance and continue my mental life. ON SCREEN: Darcy T.
3 4 5 6 7 8	was I had a lot more energy and I realized on the second day that I wasn't needing to drink any coffee in the midafternoon around 3:00. I felt like I could finish my whole day and I didn't feel tired or lethargic or where I needed to take a nap. ON SCREEN: Darlena F.	3 4 5 6 7 8	RICHARD H.: I can't afford to have a diminishment in my brain function going forward in life. I want that to be not diminished, but enhanced, and that is why Procera is a very effective tool in allowing me to enhance and continue my mental life. ON SCREEN: Darcy T. Results may vary
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