

UNITED STATES DISTRICT COURT  
DISTRICT OF CONNECTICUT

FEDERAL TRADE COMMISSION, and  
STATE OF CONNECTICUT,

Plaintiffs,

v.

LEANSPA, LLC, a Connecticut  
limited liability company,

NUTRASLIM, LLC, a Connecticut  
limited liability company,

NUTRASLIM U.K. LTD, also d/b/a LEANSPA  
U.K. LTD., an United Kingdom limited liability  
company, and

BORIS MIZHEN, individually and as an officer  
of LEANSPA, LLC, NUTRASLIM, LLC, and  
NUTRASLIM U.K. LTD,

Defendants.

**FILED UNDER SEAL**

Case No. 3:11-cv-01715

November 7, 2011

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

Plaintiffs, the Federal Trade Commission ("FTC") and the State of Connecticut, for their  
Complaint allege:

1. The FTC brings this action under Section 13(b) of the Federal Trade Commission  
Act ("FTC Act"), 15 U.S.C. § 53(b), and Section 917(c) of the Electronic Fund Transfer Act  
("EFTA"), 15 U.S.C. § 1693o(c), to obtain temporary, preliminary, and permanent injunctive

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relief, rescission or reformation of contracts, restitution, the refund of monies paid, disgorgement of ill-gotten monies, and other equitable relief for Defendants' acts or practices in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52; Section 907(a) of the EFTA, 15 U.S.C. § 1693e(a); and Section 205.10(b) of Regulation E, 12 C.F.R. § 205.10(b).

2. The State of Connecticut, by and through George Jepsen, the Attorney General of the State of Connecticut, acting at the request of William M. Rubenstein, Commissioner of the Connecticut Department of Consumer Protection, brings this action under the Connecticut Unfair Trade Practices Act ("CUTPA"), Chapter 735a of the Connecticut General Statutes, and more particularly Conn. Gen. Stat. § 42-110m, to obtain injunctive relief against the Defendants' alleged violations of Conn. Gen. Stat. § 42-110b(a), to obtain other relief as is necessary to redress injury to consumers resulting from the Defendants' violations of law, and civil penalties, pursuant to Conn. Gen. Stat. § 42-110o(b).

#### **JURISDICTION AND VENUE**

3. This Court has subject matter jurisdiction pursuant to 28 U.S.C. §§ 1331, 1337(a), and 1345, and 15 U.S.C. §§ 45(a), 53(b), and 1693o(c).

4. This Court has supplemental jurisdiction over Plaintiff State of Connecticut's claims under 28 U.S.C. § 1367.

5. Venue is proper in this district under 28 U.S.C. § 1391 (b) and (c), and 15 U.S.C. § 53(b).

#### **PLAINTIFFS**

6. The FTC is an independent agency of the United States Government created by statute. 15 U.S.C. §§ 41-58. The FTC enforces Section 5(a) of the FTC Act, 15 U.S.C. § 45(a),

which prohibits unfair or deceptive acts or practices in or affecting commerce. The FTC also enforces Section 12 of the FTC Act, 15 U.S.C. § 52, which prohibits false advertisements for food, drugs, devices, services, or cosmetics in or affecting commerce. The FTC also enforces the EFTA, which regulates the rights, liabilities, and responsibilities of participants in electronic fund transfer systems, 15 U.S.C. §§ 1693, *et seq.*

7. The FTC is authorized to initiate federal district court proceedings, by its own attorneys, to enjoin violations of the FTC Act and the EFTA and to secure such equitable relief as may be appropriate in each case, including rescission or reformation of contracts, restitution, the refund of monies paid, and the disgorgement of ill-gotten monies. 15 U.S.C. §§ 53(b), 56(a)(2)(A), and 1693o(c).

8. The State of Connecticut, through its Attorney General acting at the request of its Commissioner of Consumer Protection, is authorized to initiate proceedings to enjoin violations of CUTPA and to seek injunctive relief, restitution and civil penalties and other relief as this Court deems appropriate. Conn. Gen. Stat. §§ 42-110m and 42-110o.

#### **DEFENDANTS**

9. Defendant Boris Mizhen (“Mizhen”), a resident of Guilford, Connecticut, owns, directs, or otherwise controls each of the corporate defendants. Mizhen is the chief executive officer and owner of Defendants LeanSpa, LLC and NutraSlim, LLC, and an officer, director, or owner of Defendant NutraSlim U.K. Ltd. Mizhen uses or has used each of the corporate defendants to operate an international enterprise marketing dietary supplements over the Internet. By and through the corporate defendants, he has harmed U.S. consumers with his unfair and deceptive business practices. At all times material to this Complaint, acting alone or

in concert with others, Mizhen has formulated, directed, controlled, had the authority to control, or participated in the acts and practices set forth in this Complaint. Defendant Mizhen resides in this district and in connection with the matters alleged herein, transacts or has transacted business in this district and throughout the United States.

10. Defendant LeanSpa, LLC (“LeanSpa”) is a Connecticut limited liability company with its principal place of business at 420 East Main Street, Bldg 2, Suite 8, Branford, Connecticut 06405. LeanSpa transacts or has transacted business in this district and throughout the United States. At all times material to this Complaint, acting alone or in concert with others, LeanSpa has advertised, marketed, promoted, offered to sell, and sold purported weight-loss and colon cleanse products under various brand names, including, but not limited to, LeanSpa™, LeanSpa™ with Acai, LeanSpa™ with HCA, and LeanSpa™ Cleanse to consumers throughout the United States.

11. Defendant NutraSlim, LLC (“NutraSlim”) is a Connecticut limited liability company with its principal place of business at 420 East Main Street, Bldg 2, Suite 8, Branford, Connecticut 06405. NutraSlim transacts or has transacted business in this district and throughout the United States. At all times material to this Complaint, acting alone or in concert with others, NutraSlim has advertised, marketed, promoted, offered to sell, and sold purported weight-loss and colon cleanse products under various brand names, including, but not limited to, NutraSlim™, NutraSlim™ with HCA, and QuickDetox™ to consumers throughout the United States.

12. Defendant NutraSlim U.K. Ltd. (“NutraSlim U.K.”), also doing business as LeanSpa U.K. Ltd., is an United Kingdom limited liability company with its principal place of

business at 420 East Main Street, Bldg 2, Suite 8, Branford, Connecticut 06405. NutraSlim U.K. transacts or has transacted business in this district and throughout the United States. At all times material to this Complaint, acting alone or in concert with others, NutraSlim U.K. has advertised, marketed, promoted, offered to sell, and sold purported weight-loss and colon cleanse products under various brand names, including, but not limited to, NutraSlim™, NutraSlim™ with HCA, QuickDetox™, and SlimFuel™ to consumers throughout the United States.

13. Defendants LeanSpa, NutraSlim, and NutraSlim U.K. (collectively, “Corporate Defendants”) have operated as a common enterprise while engaging in the deceptive, unfair, and unlawful acts and practices alleged below. The Corporate Defendants have conducted the business practices described below through an interrelated network of companies that have common ownership, officers, managers, business functions, employees, and office locations, and have commingled funds. Because the Corporate Defendants have operated a common enterprise, each of them is jointly and severally liable for the acts and practices alleged below. Individual Defendant Mizhen has formulated, directed, controlled, had the authority to control, or participated in the acts and practices of the Corporate Defendants that constitute the common enterprise.

#### COMMERCE

14. At all times material to this Complaint, Defendants have maintained a substantial course of trade in or affecting commerce, as “commerce” is defined in Section 4 of the FTC Act, 15 U.S.C. § 44.

## DEFENDANTS' BUSINESS ACTIVITIES

### Introduction

15. Since 2010, Defendants have marketed and sold via the Internet purported weight-loss and related health products under various brand names, including, but not limited to, LeanSpa™, LeanSpa™ with Acai, LeanSpa™ with HCA, and LeanSpa™ Cleanse, NutraSlim™, NutraSlim™ with HCA, QuickDetox™, and SlimFuel™ (collectively, "Defendants' Products") to consumers throughout the United States.

16. Defendants market and sell their products through websites they own and operate, including, but not limited to, LeanSpa.com, TryLeanSpa.com, GetLeanSpa.com, LeanSpaCleanse.com, TryNutraSlim.com, GetNutraSlim.com, TryQuickdetox.com, GetQuickdetox.com, and SlimFuel.com.

17. Defendants also use other entities known as "affiliate marketers" to advertise their products and to attract consumers to Defendants' websites. Defendants hire affiliate marketers through third parties known as "affiliate networks" that match merchants with the affiliate marketers. For each consumer who is referred from one of the affiliate marketer's websites, and makes a purchase or signs up for a "trial" on one of Defendants' websites, Defendants pay a fee to the affiliate network which in turn pays a commission to the affiliate marketer.

18. From at least September 2010 to at least April 2011, the affiliate marketers used by Defendants lured consumers to Defendants' websites and products through fake news websites on the Internet. Defendants paid affiliate networks millions of dollars and had knowledge that consumers were lured to their websites through fake news websites featuring their products. Defendants began receiving consumer complaints about these fake news

websites from the Connecticut Better Business Bureau as early as November 2010, in which consumers explained they had ordered Defendants' products after seeing what appeared to be legitimate news articles featuring these products.

19. Defendants' websites offer their products on a free trial basis and represent that consumers only need to pay a nominal shipping and handling fee, typically \$4.95 or less. Defendants induce consumers to enter their credit or debit card information on their websites to pay for the nominal shipping and handling fee for the trial samples. After consumers enter their credit or debit card information on Defendants' websites, Defendants then automatically enroll the consumers in Defendants' continuity plans for monthly product shipments in which Defendants make recurring charges to the consumers' credit card or bank accounts, usually \$79.99 or more every month, that consumers typically neither knew about nor authorized.

20. Defendants used several entities known as "Independent Sales Organizations," including Check21, LLC, and Eureka Payments, LLC, to obtain merchant accounts at banks to process credit and debit sales transactions. Using these merchant accounts with several banks, including National Bank of California, WestAmerica Bank, HSBC Bank USA, and First Bank of Delaware, Defendants have already caused millions of dollars of unauthorized credit and debit card charges. The bulk of these unauthorized charges were processed through First Bank of Delaware.

21. Defendants make it very difficult for consumers to cancel these continuity plans and avoid recurring charges or redeem promised money-back guarantees. Consumers have great difficulty reaching a live person when they try to cancel or request a refund, and if they do speak with someone, they are told they must navigate through a series of steps, including obtaining a

Return Merchandise Authorization (“RMA”) number, returning the product back to a facility, and paying the postage costs for returning the product.

22. As a result, numerous consumers across the U.S. have expended considerable time and expense to cancel the Defendants’ continuity plans, dispute charges, and (sometimes) obtain partial or full refunds. Defendants have taken in more than \$25 million from consumers in the U.S.

**Defendants Use Fake News Websites to Promote and Sell their Products**

23. Defendants’ affiliate marketers use websites designed to look like news reports to promote several of Defendants’ Products. Examples of these websites are attached as Exhibits A through C.

24. The affiliate marketers’ websites use domain names that appear to be objective news or health websites, such as channel8health.com, dailyhealth6.com, and online6health.com, and include titles such as “Acai Berry Diet Exposed: Miracle Diet or Scam?” and “1 Trick of a Tiny Belly: Reporter Loses Her ‘Belly’ Using 1 Easy Tip.” The websites often include the names and logos of major broadcast and cable television networks, falsely representing that the reports on the websites have been seen on these networks.

25. The websites purport to provide objective investigative reports authored by reporters or commentators typically pictured on the websites. The supposed authors of the reports claim to have tested Defendants’ Products on themselves and experienced dramatic and positive results. Following the reports are “responses” or “comments” that appear to be independent statements made by ordinary consumers.

26. In fact, the news reports promoting Defendants’ Products are fake. Reporters or



commentators pictured on the websites are fictional and never conducted the tests or experienced the results described in the reports. The “responses” and “comments” following the reports are simply additional advertising content, not independent statements from ordinary consumers.

27. In many instances, when consumers attempt to navigate away from or close the affiliate marketer’s fake news website, the affiliate marketer’s pop-up message containing the following statement (or substantially similar language) re-emphasizes that Defendants’ products are available on a free trial basis at no risk or cost:

“Are you sure you don’t want to take advantage of the LeanSpa and Natura Cleanse FREE TRIAL?”

“Don’t forget - they will only be available for a limited time. Since these trials are completely free, there is no cost or risk to you. You can also give them away if you’d like. Or give it a shot, like Cindy did, and transform your body.”

“If you are wondering why these trials are free, the simple answer is because the manufacturers are confident that their products will help you, and that you will continue to use their products, and refer friends and family.”

“Don’t miss out on these great offers!”

An example of these pop-up messages is attached at Exhibit D.

28. The sole purpose of the fake news websites is to promote Defendants’ Products. The fake news websites are designed to entice consumers to click on links that will transfer them to Defendants’ websites or “landing” pages. Defendants’ affiliate marketers receive a commission or other payment for each consumer who clicks on a link and ultimately makes a purchase or signs up for a “trial” on Defendants’ websites.

29. The fake news websites contain a number of deceptive claims about Defendants’

Products. For example, the “reporters” featured in the “news” reports have represented that they have tested Defendants’ Products, such as LeanSpa™ Acai, LeanSpa™ with Pure HCA, and LeanSpa™ Cleanse, alone or in combination with other products, on themselves and that the Defendants’ Products, alone or in combination with other products, cause rapid and substantial weight loss, including losing twenty-five pounds in four weeks without any special diet or intense exercise.

30. In truth and in fact, Defendants’ Products, alone or in combination with other products, do not cause rapid and substantial weight loss, nor do Defendants possess and rely upon a reasonable basis to substantiate representations that consumers who use Defendants’ Products will lose a substantial amount of weight.

#### **Defendants’ Deceptive “Trial” Offers**

31. Defendants offer their products on the Internet to consumers on a “trial” basis with a “100% Satisfaction Guarantee,” and represent that consumers need only pay a nominal charge for shipping and handling, usually \$4.95 or less. Examples of Defendants’ landing pages for their “LeanSpa” and “NutraSlim” products are attached at Exhibits E and F, respectively.

32. To create a sense of urgency, Defendants typically have represented that the offered “trial” is available only for a limited time by prominently displaying on their websites or landing pages, such as [tryleanspa.com](http://tryleanspa.com), [trynutraslim.com](http://trynutraslim.com), [leanspacleanse.com](http://leanspacleanse.com), or [tryquickedetox.com](http://tryquickedetox.com), one or more of the following statements:

- a. Try it TODAY!
- b. ACT NOW TO CLAIM YOUR TRIAL PACKAGE!
- c. HURRY! Limited to 1 order per household.

d. LIMITED TIME OFFER!

33. In some instances, if consumers try to navigate away from the website, a pop-up message appears about Defendants' offer containing the following statement (or substantially similar language):

Don't miss out on this GREAT OFFER!!! Just press Cancel to remain on this page and receive an INSTANT discounted S&H price of \$1.95.

An example of these pop-up messages on Defendants' websites is included in Exhibit E at FTC-LS 000084.

34. Further highlighting that consumers' total monetary obligations are only the nominal shipping and handling fee, many of the Defendants' order webpages include an order summary that represents consumers will not be charged for the trial order other than the listed nominal shipping and handling fee. An example of Defendants' order webpage is included in Exhibit E at FTC-LS 000085.

35. In numerous instances, Defendants offer trials of two purported related products, typically an acai berry dietary supplement and a colon cleanse product.

36. After consumers enter their payment information on Defendants' websites, ostensibly to pay the nominal shipping and handling charge, Defendants email consumers order confirmations that usually show no charges for the trial products other than the nominal shipping and handling fee.

37. In connection with the trial offers, Defendants fail to disclose, or to disclose adequately, that consumers who do not affirmatively cancel within the trial period will be charged for the free trial samples, usually \$79.99 (or a total of \$158.98 if they ordered two trial

products), and that consumers who order the trial samples are also automatically enrolled in a monthly continuity plan and charged each month for recurring shipments of the products.

38. In fine print and in fonts smaller than most others used on the webpage, and most often buried in boxes with other fine print information, Defendants' ordering webpages typically provide a statement that consumers can call to cancel within 14 days to avoid enrollment in an "auto-shipment program." Many consumers do not see this fine print or are not aware that they have to affirmatively cancel to avoid additional charges at the time they provide their payment information.

39. Nowhere on the ordering webpages or in proximity to Defendants' promotional statements concerning the free trial do Defendants disclose that consumers seeking to avoid being charged for the trial samples and for recurring monthly shipments must obtain a RMA number, return the products, and incur the postage fees for returning the products. These obligations are referenced only in a separate lengthy multi-page terms and conditions webpage.

40. In numerous instances, Defendants charge consumers \$79.99 for each product before the consumers even receive the trial samples or have an opportunity to cancel before the end of the trial period.

41. In many instances, consumers first become aware of their enrollment in Defendants' continuity programs when they receive a second shipment from Defendants. By this time, Defendants will already have charged consumers not only for the allegedly free trial shipment, but also for this second shipment.

42. Consumers are not able to cancel easily or get out of Defendants' continuity plans. In numerous instances, consumers who attempt to call Defendants are put on hold for a

long period of time and then disconnected. In other instances, consumers who attempt to cancel online by going on Defendants' websites and clicking on the "Easy Cancel" button option receive a notice that their account could not be found or that if they cancelled they would be charged \$19.41 for the bottle they received. In other instances, consumers who attempt to cancel by sending an email to Defendants receive only automated replies.

43. In numerous other instances, even when consumers are able to reach and speak with a live person, obtain a RMA number from Defendants, and pay to ship the trial product to Defendants, they still incur additional charges, such as cancellation fees, or do not receive a full refund or credit.

#### **Deceptive Guarantees and Refunds**

44. Defendants' websites also represent that they will make full refunds to consumers who are dissatisfied with the product. Sometimes the refund process is described as "risk free" and simple.

45. For example, in connection with the Defendants' trial product offers, Defendants' landing pages, such as [tryleanspa.com](http://tryleanspa.com), [trynutraslim.com](http://trynutraslim.com), or [tryquickdetox.com](http://tryquickdetox.com), make prominent disclosures about their "100% Satisfaction Guarantee" for their products.

46. In other websites operated by Defendants, such as [leanspa.com](http://leanspa.com) and [slimfuel.com](http://slimfuel.com), Defendants make claims that their offers are "risk free" with a "30 Day Money Back Guarantee" for their products. For example, the following statements have appeared on some of Defendants' websites:

- a. Try it for 30 days, Risk Free;
- b. 30 Day Money Back Guarantee;

c. THE LEANSPA GUARANTEE

We guarantee you will lose fat and gain muscle for PROPER weight loss – without any risk. You have nothing to lose but weight!

PROPER Weight Loss Guaranteed or your money back!

If for any reason, LeanSpa fails to meet your expectations, simply return the bottle (even if empty) within 30 days of receipt for a prompt, courteous refund of your purchase price (less s/h).

An example of webpages from Defendants' website leanspa.com containing these statements is attached at Exhibit G.

47. In numerous instances, Defendants do not provide the promised full refunds to consumers. In many instances, Defendants' customer service agents deny the availability of refunds. In other instances, Defendants promise refunds, but never actually issue them.

48. In addition, in numerous instances, the process to obtain a refund is not simple. Consumers are usually not able to reach a live person to process their cancellation and refund requests before incurring additional charges. In some cases, an additional shipment has already been sent and charged to the consumer before the consumer is able to cancel. In addition, Defendants often impose onerous, inadequately disclosed conditions and limitations on issuing full refunds. For example, Defendants require consumers to first obtain a RMA number from customer service prior to shipping the return package and consumers are required to bear the costs of returning the product, for both the trial product and the additional shipments they receive. If the next month's shipment had already left the warehouse, Defendants typically require consumers to return that package too or be charged.

49. In many instances, consumers only receive refunds after they complained to law enforcement or the Better Business Bureau.

### False and Misleading Product Claims

50. Defendants represent on their websites offering LeanSpa™ and Slimfuel™ products that these products will cause rapid and substantial weight loss.

51. Defendants' websites promoting LeanSpa™ and Slimfuel™ products display testimonials of purported customers who have lost substantial amounts of weight using these products. For example, on Defendants' website tryleanspa.com one purported customer states, "I have been on LeanSpa now for 60 days and I have lost 18 pounds of fat." On Defendants' website slimfuel.com a purported customer states, "I have lost a total of 50 pounds in eight weeks with SlimFuel!"

52. On their websites, Defendants also represent that clinical studies prove that their LeanSpa™ and Slimfuel™ products will cause rapid and substantial weight loss.

53. The following statements have appeared on Defendants' website tryleanspa.com about Defendants' LeanSpa™ product [footnotes omitted]:

- a. Clinically Tested to Reduce Belly Fat!\*
- b. WARNING: The LeanSpa Weight Loss System is an advanced weight loss system designed to work fast and naturally for Proper Weight Loss!\*\*
- c. Change Your Body with LeanSpa!\*

In a pilot study on 17 subjects, the LeanSpa Formula showed a significant, average weight loss over a 2-month period.

- d. LeanSpa Clinical Results

Actual study participant results

[Chart displaying “Fat Loss” results for three subjects of 13.6 pounds, 5.1 pounds, and 5.4 pounds]

An example of a webpage from Defendants’ website [tryleanspa.com](http://tryleanspa.com) containing these statements and footnotes is attached at Exhibit H.

54. The following statement appears on Defendants’ website [slimfuel.com](http://slimfuel.com) about Defendants’ Slimfuel™ product:

#### CLINICAL STUDIES

In a pilot study on 17 subjects, the SlimFuel Formula showed a significant, average weight loss over a 2-month period.

An example of a webpage from Defendants’ website [slimfuel.com](http://slimfuel.com) containing this statement is attached at Exhibit I.

55. Defendants’ websites [leanspa.com](http://leanspa.com) and [slimfuel.com](http://slimfuel.com) refer to and contain hyperlinks to the same undated purported “clinical study,” entitled “A Pilot Study to Evaluate the Safety and Efficacy of a Novel Proper Weight Loss Formula” (the “Pilot Study”).

56. In truth and in fact, the Pilot Study does not show that Defendants’ products LeanSpa™ and Slimfuel™ cause significant weight loss.

#### VIOLATIONS OF THE FTC ACT

57. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits “unfair or deceptive acts or practices in or affecting commerce.”

58. Misrepresentations or deceptive omissions of material fact constitute deceptive acts or practices prohibited by Section 5(a) of the FTC Act. Section 12(a) of the FTC Act, 15 U.S.C. § 52(a), prohibits the dissemination of any false advertisement in or affecting commerce



for the purpose of inducing, or which is likely to induce, the purchase of food, drugs, devices, services, or cosmetics. For the purposes of Section 12 of the FTC Act, 15 U.S.C. § 52, the Defendants' Products are either a "food" or "drug" as defined in Section 15(b) and (c) of the FTC Act, 15 U.S.C. § 55(b), (c).

**COUNT ONE - Misrepresentations (Trial Offer)**

**(By Plaintiff Federal Trade Commission)**

59. In numerous instances in connection with the advertising, marketing, promotion, offering for sale, or sale of Defendants' Products, Defendants, directly or through affiliates acting on their behalf and for their benefit, have represented, expressly or by implication, that Defendants' trial offers are free or risk-free after the payment of a nominal shipping and handling charge.

60. In truth and in fact, Defendants' trial offers are not free or risk-free. Consumers who provide their credit or debit account information to pay a nominal shipping and handling fee for the trial product are likely to be charged a large amount, typically \$79.99, for the trial product, and large recurring amounts for subsequent monthly shipments if they are not able to cancel an automatic enrollment into Defendants' continuity plans.

61. Therefore, Defendants' representations as set forth in Paragraph 59 of this Complaint are false and misleading, and constitute a deceptive act or practice in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

## **COUNT TWO - Failures to Disclose**

### **(By Plaintiff Federal Trade Commission)**

62. In numerous instances in connection with the advertising, marketing, promotion, offering for sale, or sale of the Defendants' Products, Defendants, directly or through affiliates acting on their behalf and for their benefit, have represented, expressly or by implication, that consumers who pay a nominal fee to receive a trial supply will incur no risks or obligations.

63. In numerous instances, Defendants have failed to disclose, or to disclose adequately, to consumers the material terms and conditions of the offer, including, but not limited to, the fact that:

- a. consumers who sign up to receive a trial supply of one of Defendants' products are charged for the trial supply of the product if they do not return it to Defendants within a certain time period;
- b. consumers who sign up to receive a trial supply of one of Defendants' products are automatically enrolled in a continuity program for the product and must cancel the program within a specified period of time to avoid additional recurring shipments of products and charges;
- c. consumers must obtain a RMA number from Defendants before returning the product to Defendants in order to avoid being charged for the free trial samples and subsequent automatic shipments of products; and
- d. consumers who attempt to cancel during the trial period will incur additional costs in canceling or returning the product, including paying a cancellation fee or paying for return shipping.

64. Defendants' failure to disclose, or to disclose adequately, the material information described in Paragraph 63 above, in light of the representation described in Paragraph 62 above, constitutes a deceptive act or practice in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

**COUNT THREE - Misrepresentations (Guarantees and Refunds)**

**(By Plaintiff Federal Trade Commission)**

65. In numerous instances in connection with the advertising, marketing, promotion, offering for sale, or sale of Defendants' Products, Defendants have represented, directly or indirectly, expressly or by implication, that they will provide full refunds to all consumers who request them.

66. In truth and in fact, in numerous instances Defendants have either not provided full refunds to consumers who requested them or provided refunds only after consumers complained to governmental agencies or to the Better Business Bureau.

67. Therefore, Defendants' representations as set forth in Paragraph 65 of this Complaint are false and misleading, and constitute a deceptive act or practice in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

**COUNT FOUR - Misrepresentations (Fake News Reports)**

**(By Plaintiff Federal Trade Commission)**

68. In connection with the advertising, marketing, promotion, offering for sale, or sale of the Defendants' Products, Defendants, directly or through affiliates acting on their behalf and for their benefit, have represented, expressly or by implication, that:

- a. Objective news reporters have performed independent tests demonstrating the effectiveness of the product featured, including LeanSpa™ Acai, LeanSpa™ with Pure HCA, and LeanSpa™Cleanse; and
  - b. The comments following these “news reports” express the views of independent consumers.
69. In truth and in fact:
- a. Objective news reporters have not performed independent tests demonstrating the effectiveness of the product featured, including LeanSpa™ Acai, LeanSpa™ with Pure HCA, and LeanSpa™Cleanse; and
  - b. The comments following these “news reports” do not express the views of independent consumers.

70. Therefore, Defendants’ representations as set forth in Paragraph 68 of this Complaint are false and misleading, and constitute a deceptive act or practice in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

**COUNT FIVE - False and Unsubstantiated Product Claims**

**(By Plaintiff Federal Trade Commission)**

71. In connection with the advertising, marketing, promotion, offering for sale, or sale of the Defendants’ Products, Defendants, directly or through affiliates acting on their behalf and for their benefit, have represented, expressly or by implication, that use of the Defendants’ Products will result in rapid and substantial weight loss, including as much as losing twenty-five pounds in four weeks.

72. In connection with the advertising, marketing, promotion, offering for sale, or sale of the Defendants' Products, Defendants have represented, expressly or by implication, that clinical studies prove that their LeanSpa™ and Slimfuel™ products will cause rapid and substantial weight loss.

73. The representations set forth in Paragraphs 71 and 72 of this Complaint are false, misleading, or were not substantiated at the time the representations were made.

74. Therefore, the making of each of the representations as set forth in Paragraphs 71 and 72 of this Complaint constitutes a deceptive act or practice and the making of false advertisements, in or affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52.

#### **VIOLATIONS OF THE ELECTRONIC FUND TRANSFER ACT AND REGULATION E**

75. Section 907(a) of the EFTA, 15 U.S.C. § 1693e(a), provides that a “preauthorized electronic fund transfer from a consumer’s account may be authorized by the consumer only in writing, and a copy of such authorization shall be provided to the consumer when made.” Section 903(9) of the EFTA, 15 U.S.C. § 1693a(9), provides that the term “preauthorized electronic fund transfer” means “an electronic fund transfer authorized in advance to recur at substantially regular intervals.”

76. Section 205.10(b) of Regulation E, 12 C.F.R. § 205.10(b), provides that “[p]reauthorized electronic fund transfers from a consumer’s account may be authorized only by a writing signed or similarly authenticated by the consumer. The person that obtains the authorization shall provide a copy to the consumer.”

77. Section 205.10(b) of the Federal Reserve Board's Official Staff Commentary to Regulation E, 12 C.F.R. § 205.10(b), Supp. I, provides that "[t]he authorization process should evidence the consumer's identity and assent to the authorization." *Id.* at ¶10(b), cmt. 5. The Official Staff Commentary further provides that "[a]n authorization is valid if it is readily identifiable as such and the terms of the preauthorized transfer are clear and readily understandable." *Id.* at ¶10(b), cmt. 6.

#### **COUNT SIX -**

##### **Unauthorized Electronic Fund Transfers from Consumers' Bank Accounts**

##### **(By Plaintiff Federal Trade Commission)**

78. In numerous instances, Defendants have debited consumers' bank accounts on a recurring basis without obtaining a written authorization signed or similarly authenticated from consumers for preauthorized electronic fund transfers from their accounts, thereby violating Section 907(a) of the EFTA, 15 U.S.C. § 1693e(a), and Section 205.10(b) of Regulation E, 12 C.F.R. § 205.10(b).

79. In numerous instances, Defendants have debited consumers' bank accounts on a recurring basis without providing to the consumer a copy of a written authorization signed or similarly authenticated by the consumer for preauthorized electronic fund transfers from the consumer's account, thereby violating Section 907(a) of the EFTA, 15 U.S.C. § 1693e(a), and Section 205.10(b) of Regulation E, 12 C.F.R. § 205.10(b).

80. Pursuant to Section 917(c) of the EFTA, 15 U.S.C. § 1693o(c), every violation of the EFTA and Regulation E constitutes a violation of the FTC Act.

81. By engaging in violations of the EFTA and Regulation E as alleged in Paragraphs 78 and 79 of this Complaint, Defendants have engaged in violations of the FTC Act. 15 U.S.C. § 1693o(c).

### VIOLATIONS OF CUTPA

82. CUTPA at §42-110b(a) states the following: “[n]o person shall engage in unfair methods of competition and unfair or deceptive acts or practices in the conduct of any trade or commerce.”

83. CUTPA states at § 42-110a(4): “trade” and “commerce” shall mean the “advertising, the sale or rent or lease, the offering for sale or lease, or the distribution of any service or any property, tangible or intangible, real, personal or mixed, and any article, commodity, or thing of value in this state.”

84. CUTPA also states at § 42-110b(b) that: “[i]t is the intent that in construing subsection (a) of this section, the commissioner and the courts of this state shall be guided by interpretations given by the Federal Trade Commission and the federal courts to Section 5(a)(1) of the Federal Trade Commission Act (15 U.S.C. 45(a)(1)), as from time to time amended.”

85. Defendants all operated or have operated from the same Branford, Connecticut address.

86. Defendants’ products ship from and contain the return address of 181 Marsh Hill Road, Orange, Connecticut 06477.

87. The acts or practice alleged in this Complaint all emanate from and are intimately associated with Connecticut, and Defendants have therefore engaged in trade or commerce in the State of Connecticut.

**COUNT SEVEN - Deceptive Acts or Practices (Trial Offer)**

**(By Plaintiff State of Connecticut)**

88. In numerous instances in connection with the advertising, marketing, promotion, offering for sale, or sale of Defendants' Products, Defendants, directly or through affiliates acting on their behalf and for their benefit, have represented, expressly or by implication, that Defendants' trial offers are free or risk-free after the payment of a nominal shipping and handling charge.

89. In truth and in fact, Defendants' trial offers are not free or risk-free. Consumers who provide their credit or debit account information to pay a nominal shipping and handling fee for the trial product are likely to be charged a large amount, typically \$79.99, for the trial product, and large recurring amounts for subsequent monthly shipments if they are not able to cancel an automatic enrollment into Defendants' continuity plans.

90. Defendants' acts or practices, as described herein, were likely to mislead consumers acting reasonably under the circumstances into believing that they could obtain a product free or risk-free for only a nominal shipping and handling fee.

91. Defendants' representations as set forth in Paragraph 88 of this Count were material to consumers' decisions about whether or not to purchase products from Defendants.

92. Defendants have therefore engaged in unfair or deceptive acts practices in violation of Conn. Gen. Stat. § 42-110b(a).



**COUNT EIGHT - Civil Penalties (Trial Offer)**

**(By Plaintiff State of Connecticut)**

93. The allegations of Paragraphs 88 through 92 of Count Seven are incorporated by reference as Paragraph 93 of Count Eight as if fully set forth herein.

94. Defendants engaged in the acts or practices alleged herein when they knew or should have known that their conduct was unfair or deceptive, in violation of Conn. Gen. Stat. § 42-110b(a), and, therefore, are liable for civil penalties of up to \$5,000 per willful violation pursuant to Conn. Gen. Stat. § 42-110o(b).

**COUNT NINE -**

***Per Se* Unfair or Deceptive Acts or Practices (Failures to Disclose Material Contingency)**

**(By Plaintiff State of Connecticut)**

95. In numerous instances in connection with the advertising, marketing, promotion, offering for sale, or sale of the Defendants' products, Defendants, directly or through affiliates acting on their behalf and for their benefit, have represented, expressly or by implication, that consumers who pay a nominal fee to receive a trial supply will incur no further financial risks or obligations.

96. In numerous instances in which Defendants have made the representation set forth in Paragraph 95 of this Count, Defendants have failed to disclose, or to disclose adequately, to consumers the material contingencies, conditions or limitations of the offer, including, but not limited to, the following:

- a. consumers who sign up to receive a trial supply of one of Defendants' products are charged for the trial supply of the product if they do not return it to Defendants within a certain time period;
- b. consumers who sign up to receive a trial supply of one of Defendants' products are automatically enrolled in a membership program for the product and must cancel the program within a specified period of time to avoid additional recurring shipments of products and charges;
- c. in order to avoid being charged for the free trial samples and subsequent automatic shipments of products, consumers must obtain a RMA number from Defendants before returning the product to Defendants; and
- d. consumers who attempt to cancel during the trial period will incur additional costs in canceling or returning the product, including paying a cancellation fee or paying for return shipping.

97. Defendants' failure to conspicuously state each material contingency, condition or limitation to the offer that consumers who pay a nominal fee to receive a trial supply will incur no risks or obligations constitutes a *per se* unfair or deceptive act or practice pursuant to Regulations of Connecticut State Agencies § 42-110b-22.

98. Defendants have therefore engaged in unfair or deceptive acts and practices in violation of Conn. Gen. Stat. § 42-110b(a).

**COUNT TEN - Civil Penalties**

***(Per Se Unfair or Deceptive Acts or Practices (Failures to Disclose Material Contingency)***

**(By Plaintiff State of Connecticut)**

99. The allegations of Paragraphs 95 through 98 of Count Nine are incorporated by reference as Paragraph 99 of Count Ten as if fully set forth herein.

100. Defendants engaged in the acts or practices alleged herein when they knew or should have known that their conduct was unfair or deceptive, in violation of Conn. Gen. Stat. § 42-110b(a), and, therefore, are liable for civil penalties of up to \$5,000 per willful violation pursuant to Conn. Gen. Stat. § 42-110o(b).

**COUNT ELEVEN - Deceptive Acts or Practices (Guarantees and Refunds)**

**(By Plaintiff State of Connecticut)**

101. In numerous instances in connection with the advertising, marketing, promotion, offering for sale, or sale of Defendants' Products, Defendants have represented, directly or indirectly, expressly or by implication, that they will provide full refunds to all consumers who request them.

102. In truth and in fact, in numerous instances Defendants have either not provided full refunds to consumers who requested them or provided them only after consumers complained to governmental agencies or to the Better Business Bureau.

103. Defendants' acts or practices, as described herein, were likely to mislead consumers acting reasonably under the circumstances into believing that Defendants will provide full refunds to all consumers who request them.

104. Defendants' representations as set forth in Paragraph 101 of this Count were material to consumers' decisions about whether or not to purchase products from Defendants.

105. Defendants have therefore engaged in unfair or deceptive acts and practices in violation of Conn. Gen. Stat. § 42-110b(a).

**COUNT TWELVE - Civil Penalties (Guarantees and Refunds)**

**(By Plaintiff State of Connecticut)**

106. The allegations of Paragraphs 101 through 105 of Count Eleven are incorporated by reference as Paragraph 106 of Count Twelve as if fully set forth herein.

107. Defendants engaged in the acts or practices alleged herein when they knew or should have known that their conduct was unfair or deceptive, in violation of Conn. Gen. Stat. § 42-110b(a), and, therefore, are liable for civil penalties of up to \$5,000 per willful violation pursuant to Conn. Gen. Stat. § 42-110o(b).

**COUNT THIRTEEN – Deceptive Acts or Practices (Fake News Reports)**

**(By Plaintiff State of Connecticut)**

108. In connection with the advertising, marketing, promotion, offering for sale, or sale of the Defendants' Products, Defendants, directly or through affiliates acting on their behalf and for their benefit, have represented, expressly or by implication, that:

- a. Objective news reporters have performed independent tests demonstrating the effectiveness of the product featured, including LeanSpa™ Acai, LeanSpa™ with Pure HCA, and LeanSpa™ Cleanse; and
- b. The comments following these "news reports" express the views of independent consumers.

109. In truth and in fact:

- a. Objective news reporters have not performed independent tests demonstrating the effectiveness of the product featured, including LeanSpa™ Acai, LeanSpa™ with Pure HCA, and LeanSpa™ Cleanse; and
- b. The comments following these “news reports” do not express the views of independent consumers.

110. Defendants’ acts or practices, as described herein, were likely to mislead consumers acting reasonably under the circumstances into believing that the news reports and the tests cited therein were objective and genuine and that the comments following the “news reports” expressed the views of independent consumers.

111. Defendants’ representations as set forth in Paragraph 108 of this Count were material to consumers’ decisions about whether or not to purchase products from Defendants.

112. Defendants have therefore engaged in unfair or deceptive acts and practices in violation of Conn. Gen. Stat. § 42-110b(a).

#### **COUNT FOURTEEN-**

##### **Civil Penalties for Deceptive Acts or Practices (Fake News Reports)**

##### **(By Plaintiff State of Connecticut)**

113. The allegations of Paragraphs 108 through 112 of Count Thirteen are incorporated by reference as Paragraph 113 of Count Fourteen as if fully set forth herein.

114. Defendants engaged in the acts or practices alleged herein when they knew or should have known that their conduct was unfair or deceptive, in violation of Conn. Gen. Stat. §

42-110b(a), and, therefore, are liable for civil penalties of up to \$5,000 per willful violation pursuant to Conn. Gen. Stat. § 42-110o(b).

**COUNT FIFTEEN –**

**Unauthorized Electronic Fund Transfers from Consumers' Bank Accounts**

**(By Plaintiff State of Connecticut)**

115. In numerous instances, Defendants have debited consumers' bank accounts on a recurring basis without obtaining a written authorization signed or similarly authenticated from consumers for preauthorized electronic fund transfers from their accounts, thereby violating Section 907(a) of the EFTA, 15 U.S.C. § 1693e(a), and Section 205.10(b) of Regulation E, 12 C.F.R. § 205.10(b).

116. In numerous instances, Defendants have debited consumers' bank accounts on a recurring basis without providing to the consumer a copy of a written authorization signed or similarly authenticated by the consumer for preauthorized electronic fund transfers from the consumer's account, thereby violating Section 907(a) of the EFTA, 15 U.S.C. § 1693e(a), and Section 205.10(b) of Regulation E, 12 C.F.R. § 205.10(b).

117. By engaging in the aforementioned acts and practices, Defendants have violated the public policy embodied in the EFTA and Regulation E as alleged in Paragraphs 115 and 116 of this Complaint.

118. Defendants' actions cause or are likely to cause substantial injury to consumers that consumers cannot reasonably avoid themselves and that is not outweighed by countervailing benefits to consumers or competition.

119. Defendants' acts or practices, as described herein, are oppressive, unethical, immoral, and unscrupulous.

120. The Defendants' acts or practices, as described herein, caused substantial injury to consumers in that consumers' bank accounts were debited on a recurring basis without proper authorization.

121. The Defendants' acts or practices, as described herein, constitute unfair or deceptive acts or practices in violation of Conn. Gen. Stat. § 42-110b(a).

#### **COUNT SIXTEEN –**

#### **Civil Penalties for Unfair or Deceptive Acts or Practices (Unauthorized Charges)**

#### **(By Plaintiff State of Connecticut)**

122. The allegations of Paragraphs 115 through 121 of Count Fifteen are incorporated by reference as Paragraph 122 of Count Sixteen as if fully set forth herein.

123. Defendants engaged in the acts or practices alleged herein when they knew or should have known that their conduct was unfair or deceptive, in violation of Conn. Gen. Stat. § 42-110b(a), and, therefore, are liable for civil penalties of up to \$5,000 per willful violation pursuant to Conn. Gen. Stat. § 42-110o(b).

#### **CONSUMER INJURY**

124. Consumers have suffered and will continue to suffer substantial injury as a result of Defendants' violations of the FTC Act, the EFTA, and CUTPA. In addition, Defendants have been unjustly enriched as a result of their unlawful acts or practices. Absent injunctive relief by this Court, Defendants are likely to continue to injure consumers, reap unjust enrichment, and harm the public interest.

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

125. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court to grant injunctive and such other relief as the Court may deem appropriate to halt and redress violations of any provision of law enforced by the FTC. The Court, in the exercise of its equitable jurisdiction, may award ancillary relief, including rescission or reformation of contracts, restitution, the refund of monies paid, and the disgorgement of ill-gotten monies, to prevent and remedy any violation of any provision of law enforced by the FTC.

126. The counts based upon CUTPA may be enforced by this Court through its pendent or supplement jurisdiction pursuant to 28 U.S.C. § 1367, and this Court may award relief under CUTPA, §42-110m(a) and 42-110o(b).

### **PRAYER FOR RELIEF**

Wherefore, Plaintiffs, pursuant to Section 13(b) of the FTC Act, 15 U.S.C. §§ 53(b), Section 917(c) of the EFTA, 15 U.S.C. § 1693o(c), Conn. Gen. Stat. §§ 42-110a *et. seq.*, and the Court's own equitable powers, requests that the Court:

A. Award Plaintiffs such preliminary injunctive and ancillary relief as may be necessary to avert the likelihood of consumer injury during the pendency of this action and to preserve the possibility of effective final relief, including, but not limited to, a temporary restraining order, an order freezing assets, immediate access, expedited discovery, the appointment of a receiver, and a preliminary injunction;

B. Enter a permanent injunction to prevent future violations of the FTC Act, the EFTA, and CUTPA by Defendants;



C. Award such relief as the Court finds necessary to redress injury to consumers resulting from Defendants' violations of the FTC Act, the EFTA, and CUTPA, including, but not limited to, civil penalties, rescission or reformation of contracts, restitution, the refund of monies paid, and the disgorgement of ill-gotten monies; and

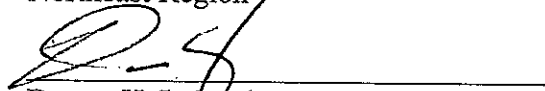
D. Award Plaintiffs the costs of bringing this action, as well as such other and additional relief as the Court may determine to be just and proper.

Respectfully submitted,

WILLIAM K. TOM  
General Counsel

LEONARD L. GORDON  
Regional Director  
Northeast Region

Dated: November 7, 2011



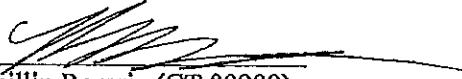
Darren H. Lubetzky  
David W. Dulabon  
Federal Trade Commission  
Northeast Region  
One Bowling Green, Suite 318  
New York, NY 10004  
Tel: (212) 607-2898  
Fax: (212) 607-2822  
Email: dlubetzky@ftc.gov  
Email: ddulabon@ftc.gov

John Hughes (CT 05289)  
Assistant United States Attorney  
Chief of Civil Division  
157 Church Street  
New Haven, CT 06510  
Tel: (203) 821-3700  
Fax: (203) 773-5373  
Email: john.hughes@usdoj.gov

Attorneys for Plaintiff  
FEDERAL TRADE COMMISSION

GEORGE JEPSEN,  
ATTORNEY GENERAL,

Dated: 11/4/11



Phillip Rosario (CT 00999)  
Matthew F. Fitzsimmons (CT 26981)  
Jonathan J. Blake (CT 22321)  
Office of the Attorney General  
110 Sherman Street  
Hartford CT 06105  
Tel: (860) 808-5400  
Fax: (860) 808-5593  
Email: Phillip.Rosario@ct.gov  
Email: Matthew.Fitzsimmons@ct.gov  
Email: Jonathan.Blake@ct.gov

Attorneys for Plaintiff  
STATE OF CONNECTICUT



# **EXHIBIT A**

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Advertorial

Thursday, September 30, 2010



**Jennifer Theuriou**  
"Acai Berry Diet trend uncovers steps to weightloss success."



**James Field**  
"Acai Berry Diet, Is it a scam or not?"

HOME U.S. WORLD BUSINESS POLITICS ENTERTAINMENT LEISURE HEALTH SCITECH OPINION SPORTS ON AIR

## Acai Berry Diet Exposed: Miracle Diet or Scam?

As part of a new series: "Diet Trends: A look at America's Top Diets" we examine consumer tips for dieting during a recession

Thursday, September 30, 2010

» RELATED VIDEOS

**Acai Berry: Fox35 Special Report**



Julie investigates the Acai Berry diet to find out for herself if this super diet works.

( Chicago ) - Acai berries are the latest weight loss fad. These so called Super Foods that you take as a supplement to lose weight have been getting a lot of international attention. And like you have probably already seen; they are all over the internet in blogs and success stories of people who have apparently used the pills and lost a ton of weight.

But we here at Channel 8 are a little skeptical and aren't sure that we've seen any real proof that these pills work for weight loss. So we decided to put these products to the test. What better way to find out the truth than to conduct our own study?

To get started, I volunteered to be the guinea pig. I applied for a free trial of the **LeanSpa Acai**. While there are ton's of Acai berry ads online, **LeanSpa Acai** is one of the most credible and trustworthy suppliers on the market. It included the free trial of the product and it did not try to fool me into agreeing to additional hidden offers. Another reason why I chose **LeanSpa Acai** is because it is the most concentrated and purest acai products on the market. This would give me the most accurate results for my test.

Here is what **LeanSpa Acai** claimed on their website...

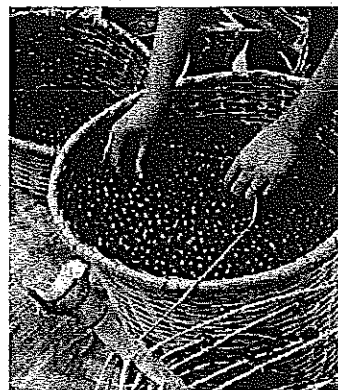
- Accelerates Fat Loss
- 4 Times More Weight Loss Than Diet And Exercise
- Boosts Energy
- Rich in Antioxidants

We were pretty skeptical, but wanted to find out for ourselves if this product could actually do everything that it claimed. Most of the success stories talk about combining acai berry with colon cleansing products to achieve maximum weight loss. I decided to do the same. The idea behind combining the products is that while the **Acai Berry** encourages weight loss and increases energy, the colon cleanse helps rid your body of toxins and allows your body to work and burn calories more efficiently. I chose **Nature Detox** to test.

Here is what **Nature Detox** claimed on their website...

- Helps Eliminate Bad Toxins that have Built Up Over the Years
- Removes 'Sludge' from the Walls of the Colon
- Helps Get Rid of Gas and Bloating
- Helps to Regulate the Metabolism

And the **Nature Detox**, like the **Acai Berry**, had a sample with a 100%



Julie Ayers, our Health and Diet columnist, recently put the Acai Diet to the test. After four weeks of testing the effects of America's Newest Superfood combined with a Colon Cleanse, she has reached the conclusion to what this diet is all about, and the results were surprising.

**She lost 25lbs in 4 weeks.**

The benefits of the Acai berry diet beat all of our initial skepticism. We found the diet not only with weight loss, but it seemed to boost energy levels, and also helped Julie sleep better and to wakeup more rested.

**Step 1:**

First get **LeanSpa Acai**  
Use our exclusive promo "LEAN195" and get price reduced to \$1.99!

**Step 2:**

Then get **Nature Detox**  
Use our exclusive promo "Nature" and get price reduced to \$3.87!

**\*\*This is key. Use both for results like Julie**

Free Trials expire on Friday, October 01, 2010

**Network Reviews:**

ABC News Calls Acai Berry A Superfood! Many world-class athletes have started using Acai berry products as part of their personal training

Acai Health Benefits. America's #1 Superfood. Look younger and Live Longer and Healthier.

**The Real Dangers of having a Toxic Colon**

Special CBS new report on the importance of colon health. Why it's important to remove toxins from your colon.

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**Claim your RISK FREE Trial Offer**



satisfaction guarantee and had no hidden offers.

### Putting Acai to the Test

Both the LeanSpa Acai and Nature Detox arrived within 4 days of having placed my order online for the bottles.

The bottles I received held a month's worth of pills which worked out perfect as I was to follow the supplement routine for 4 weeks time and document my progress throughout.

### My Test

#### 4 Week Acai Berry Diet: LeanSpa Acai + Nature Detox

- Take one LeanSpa Acai pill per day
- Take one Nature Detox pill per day

#### My Results

##### Week One

After one week on the diet using both products I was surprised at the dramatic results. My energy level was up, and I wasn't even hungry, an apparent side effect of the Acai Berry which curbs the appetite.

I honestly felt fantastic.

And I didn't even change anything about my daily routine. On day 7 I got on the scale and couldn't believe my eyes. I had lost 9 lbs. But I still wasn't convinced as they say you lose a lot of water at the beginning of any diet. I wanted to wait and see the results in the upcoming weeks. But it sure was looking up! I now weighed under 140 lbs for the first time in years!

##### Week Two

After two weeks of using both supplements, I started the week off with even more energy and was actually sleeping more soundly than before. I was no longer waking up during the night and tossing and turning because my body was actually able to relax (this is a result of getting rid of the toxins I think). Plus I still managed to lose another 7 lbs, putting me at an unbelievable 16 lbs of weight loss, in just 2 weeks.

I must admit that I'm starting to believe that this diet is more than just a gimmick.

##### Week Three

After 3 weeks all my doubts and skepticism had absolutely vanished! I am down, 2 full dress sizes, after losing another 6 lbs. And I still have a ton of energy. I no longer need that cat nap around 3pm in the afternoon! And I am even noticing that my stomach is digesting food so much better. No bloating or embarrassing gas after I eat!!

##### Week Four

After the fourth week, my final results were shocking. I lost an unbelievable 25 lbs since starting the LeanSpa Acai and Nature Detox diet! Actually everyone at Channel 8 is kicking themselves for not having volunteered to be the guinea pig. Using the LeanSpa Acai and Nature Detox in week 4 I lost 3 more lbs. But to be honest I really didn't have much more than that left to lose. Given the results and the added health benefits I will continue to use the products indefinitely!

**I couldn't be any happier with the results.**

**I Lost 25 lbs in 4 Weeks, No Special Diet, No Intense Exercise**



regimen.  
- ABC News



Studies show that the acai berry is one of the most nutritious foods in the world. Acai is packed with antioxidants, amino acids and essential fatty acids.  
- MSNBC



CBS News notes that Acai berries are "rich in B vitamins, minerals, fiber, protein and omega-3 fatty acids. Acai berries also contain oleic acid."  
- CBS NEWS

Weather

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### » Weight Loss Tips

- 1. Set a goal.** Identify your ideal weight and set up a plan to start reaching your goal.
- 2. Don't be afraid to ask for and get help.** You're not going to lose weight alone. Tell your family. Get support.
- 3. Vitamins are good for you.** The American diet lacks essential vitamins and minerals. Balance your health with the best supplements.
- 4. Walk the Walk.** You burn calories when you walk, did you know that? Keep active and balance your diet with regular exercise.
- 5. Sleep it off.** To be an efficient fat-burning machine, your body requires at least eight hours of sleep a night. If you think that you're doing yourself a favor by sleeping less, you're mistaken.

**Conclusion:** Like us, here at Channel 8, you might be a little doubtful about the effects of this diet, but you need to try it for yourself; the results are real. After conducting our own personal study we are pleased to see that people really are finding success with it (myself included :). And you have nothing to lose. Follow the links I have provided and know that you are getting a quality product that works; no strings attached!

Good luck with your weight loss,  
- Julie Ayers

[Click Here To Get A Free Trial Of LeanSpa Acai](#)  
Use our exclusive promo "LEAN195" and get price reduced to \$1.99!

[Click Here To Get A Free Trial Of Nature Detox](#)  
Use our exclusive promo "Nature" and get price reduced to \$3.87!

**\*\*This is key. Use both to get the same results as Julie!**

Free Trials expire on Friday, October 01, 2010

Would you like to share a consumer tip for next week? If so, please send us an e-mail!

## Comments (10 out of 177)

Read Responses For: "Diet Trends: A look at America's Top Diets" - Julie Ayers Report

**Diane says:** 11:33 AM Wednesday, September 29, 2010

My friends and I have all been waiting for the acai diet to hit the news. At least 5 of us have all done the acai diet (costing us upwards of \$300+) and we all lost a bunch of weight. This stuff truly is incredible and has changed all of our lives. Good luck to everyone who takes advantage of this wonderful opportunity

**Michelle says:** 12:58 PM Wednesday, September 29, 2010

I saw this report on tv the other day and was amazed at the results. I am getting married next month so the timing couldn't have been better!! thanks for the tip!

**Jen says:** 1:54 PM Wednesday, September 29, 2010

I've gone ahead and ordered my free trial. I can't wait to get started and see what happens.

**Stephen says:** 4:24 PM Wednesday, September 29, 2010

I've been seeing acai diets all over. I even heard my mom talking about this diet a few days ago since one of her friends has lost like 12 lbs in the first 15 days! I definitely have to try this, thanks.

**Julie says:** 5:16 PM Wednesday, September 29, 2010

Yay! glad to see it's helped and that my story is getting out there! good luck!

**Davis says:** 6:05 PM Wednesday, September 29, 2010

This stuff is amazing! My best friend Jessica did the same diet and lost an incredible amount of weight. I couldn't believe it and had to do some research on my own which is how I found this news article. I can't believe they are offering free trials! I know Jessica spent something like \$600 and was thrilled. Imagine how excited she would be if it cost her under \$10.00. This is a godsend, thanks so much!!

**Damo says:** 7:17 PM Wednesday, September 29, 2010

I've been struggling my whole life with my weight and I really hope this is the answer. I've gone ahead and ordered the free trial and signed up to the gym as well. I really hope to lose at least 50 pounds before the end of the year.

**Amy says:**

7:38 PM Wednesday, September 29, 2010

Hey Julie, I just ordered my free trial. I can't wait to get them!! Thanks, Amy xoxoxo

**James says:**

8:31 PM Wednesday, September 29, 2010

My wife used both these products, and the change in her is remarkable. She looks and feels wonderful and we are BOTH grateful!

**Wanda says:**

9:45 PM Wednesday, September 29, 2010

A friend of mine did the LeanSpa Acai diet and recommended it to me 3 weeks ago. I ordered the products and received them within 3 days (although I didn't get the discounted shipping). The results have been incredible and I can't wait to see what weeks 3 and 4 bring.

**Leave A Reply**

Comments will appear after approval by our editorial team. Thank you.

Name:

City:

Email:

Message:



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**TERMS AND CONDITIONS CAREFULLY READ AND AGREE TO PURCHASE TERMS BELOW BEFORE ORDERING:**

The statements made on this website have not been evaluated by the Food & Drug Administration. The FDA only evaluates foods and drugs, not supplements like these products. These products are not intended to diagnose, prevent, treat, or cure any disease. Results may vary. If you are pregnant, nursing, taking other medications, have a serious medical condition, or have a history of heart conditions, we suggest consulting with a physician before using any supplement. The information contained in this Website is provided for general informational purposes only. It is not intended as and should not be relied upon as medical advice. The information may not apply to you and before you use any of the information provided in this site, you should contact a qualified medical, dietary, fitness or other appropriate professional. If you utilize any information provided in this site, you do so at your own risk and you specifically waive any right to make any claim against the author and publisher of this Website and materials as the result of the use of such information.

\*S&H charges do apply. Results will vary by person, and the special offers may only be available for a limited time. Some of the products described on this site have terms regarding continued billing after the trial period ends. This is referred to as negative option, or continuity billing. Therefore, it is important to ensure that you are fully aware of the terms associated with each product before you order. To make this easier for you, we

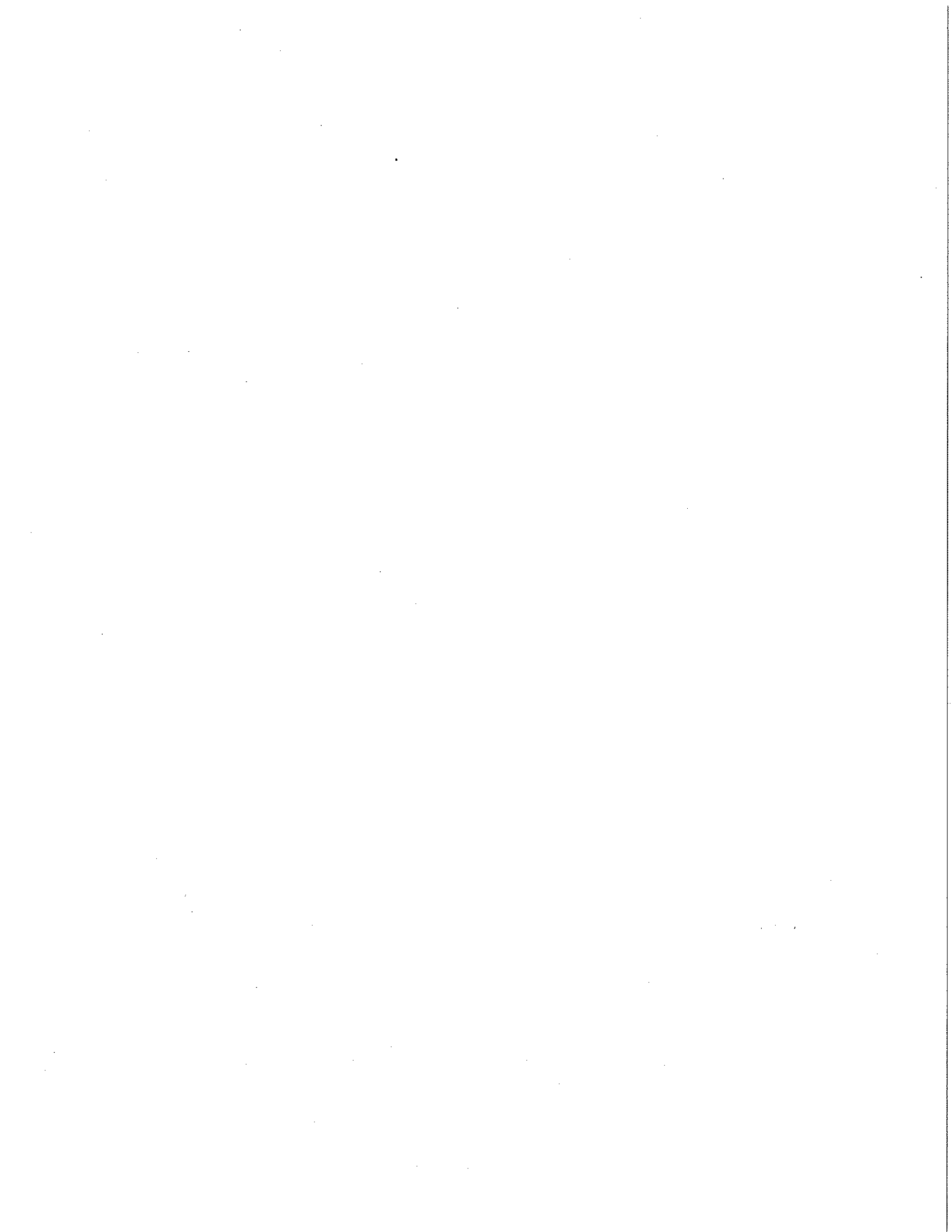


Channel 8 Health News - Diet Trends: A look at America's Top Diets

have included links to the billing terms for each of the products below. Please keep in mind that these are separate companies and we are not the best source for information about orders or specific policies. Because these companies control their own policies, shipping and other fees may change periodically.

**\*LeanSpa Acai T&C** (the following was taken directly from their website): You will have a 14-day trial period (the "Trial Period") to try our Product. The Trial Period will start after you place your order, and will end at 11:59 p.m. Eastern Standard Time on the 14th day. Upon shipment of your trial supply your credit card will be charged shipping and handling charges of \$4.95 for your trial bottle. **Canceling During Trial Period:** If you wish to cancel your order within your Trial Period, simply call our Customer Care Department at 888-839-9950 and inform us that you wish to cancel (or visit [www.leanspa.com/page/returns](http://www.leanspa.com/page/returns) and follow the prompts on the website to cancel), then return your trial bottle (even if it's empty!) within 30 days from canceling, by the method set forth in Section 3, below. If you cancel within the Trial Period and return your trial bottle within 30 days after canceling, you will not incur any further charges. If you cancel but do not return the bottle, your credit card will be charged \$79.99 for the 30-day supply. You also are responsible for all shipping charges to return the Product to us. The free pedometer included with your trial purchase is yours to keep even if you cancel your enrollment, during the Trial Period or at any other time.

**\*Nature Detox T&C** (the following was taken directly from their website): When you place your initial order by clicking the "Submit & Confirm", we will send you 1 bottle (a 30 day supply) of Nature Detox, and your credit card provided today will be charged \$69.95 (plus s&h) and in approximately 30 days you will be charged \$69.95 plus a shipping and handling charge of \$4.95 for your second bottle of Nature Detox which then qualifies you for our Rebate Program. If you qualify for our Mail-In Rebate Program (see below), you can receive a rebate of \$69.95, providing you with one FREE bottle of Nature Detox. If you have any questions, please contact our Customer Service Department online at [www.getitacleanse.com/rebate/info/4.php](http://www.getitacleanse.com/rebate/info/4.php) or call us at 1-888-950-3438. Today's charges and future charges will appear on your credit card as Swiss Sciences Nutrition.



# **EXHIBIT B**

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Advertorial

Friday, January 14, 2011

NEWS ALERTS



**Jennifer Theuriou**  
 "Acai Berry Diet trend uncovers steps to weightloss success."



**James Field**  
 "Acai Berry Diet, Is it a scam or not?"

HOME U.S. WORLD BUSINESS POLITICS ENTERTAINMENT LEISURE HEALTH SCITECH OPINION SPORTS ON AIR

# 1 Trick of a Tiny Belly: Reporter Loses Her "Belly" Using 1 Easy Tip

As part of a new series: "Diet Trends: A look at America's Top Diets" we examine consumer tips for dieting during a recession

Friday, January 14, 2011

» RELATED VIDEOS

**Acai Berry: Fox35 Special Report**



Julie investigates the Acai Berry diet to find out for herself if this super diet works.

(Piscataway) - Acai berries are the latest weight loss fad. These so called Super Foods that you take as a supplement to lose weight have been getting a lot of international attention. And like you have probably already seen; they are all over the internet in blogs and success stories of people who have apparently used the pills and lost a ton of weight.

But we here at News 6 are a little skeptical and aren't sure that we've seen any real proof that these pills work for weight loss. So we decided to put these products to the test. What better way to find out the truth than to conduct our own study?

To get started, I volunteered to be the guinea pig. I applied for a free trial of the LeanSpa Acai. While there are ton of Acai berry ads online, LeanSpa Acai is one of the most credible and trustworthy suppliers on the market. It included the free trial of the product and it did not try to fool me into agreeing to additional hidden offers. Another reason why I chose LeanSpa Acai is because it is the most concentrated and purest acai products on the market. This would give me the most accurate results for my test.

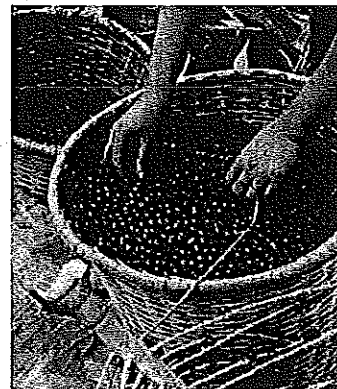
Here is what LeanSpa Acai claimed on their website...

- Up To 4 Times More Weight Loss Than Standard Diets
- Boosts Energy without the 'jitters'
- Burn Calories
- Boost Immune System
- Rich in Antioxidants

We were pretty skeptical, but wanted to find out for ourselves if this product could actually do everything that it claimed. Most of the success stories talk about combining acai berry with coffee cleansing products to achieve maximum weight loss. I decided to do the same. The idea behind combining the products is that while the Acai Berry encourages weight loss and increases energy, the coffee helps speeds up your metabolism and allows your body to work and burn calories more efficiently. I chose South Beach Java to test. Coffee is the most widely consumed beverage in the world, a coffee company called South Beach Java has pioneered a healthier blend of fortified coffee that claims to provide some serious results.

Here is what South Beach Java claimed on their website...

- Burns Body Fat
- Curbs Appetite Dramatically



Julie Ayers, our Health and Diet columnist, recently put the Acai and COffee Diet to the test. After four weeks of testing the effects of America's Newest Superfood combined with a Coffee Diet Aid, she has reached the conclusion to what this diet is all about, and the results were surprising.

She lost 25lbs in 4 weeks.

The benefits of the Acai berry and coffee diet beat all of our initial skepticism. We found the diet not only with weight loss, but it seemed to boost energy levels, and also helped Julie sleep better and to wakeup more rested.

Step 1:

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 Use our exclusive promo "LEAN195" and get price reduced to \$2.99!

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Then get South Beach Java  
 Use our exclusive promo "SAVE" and get price reduced to \$1.95!

\*\*This is key. Use both for results like Julie

Free Trials expire on Saturday, January 15, 2011

Network Reviews:

ABC News Calls Acai Berry A Superfood! Many world-class athletes have started using Acai berry products as part of

Acai Health Benefits. America's #1 Superfood. Look younger and Live Longer and Healthier.

Health Benefits of Coffee: CBS News

\*Protects against obesity, heart disease, prostate cancer and type 2 diabetes

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Claim your RISK FREE Trial Offer



- Speeds Up the Metabolic Process - Therefor Burning More Calories
- Helps to Regulate the Metabolism

And the South Beach Java, like the Acai Berry, had a free trial with a 100% satisfaction guarantee and had no hidden offers.

### Putting Acai to the Test

Both the [LeanSpa Acai](#) and [South Beach Java](#) arrived within 4 days of having placed my order online for the free trials.

The bottles I received held a month's worth of pills and special coffee which worked out perfect as I was to follow the supplement routine for 4 weeks time and document my progress throughout.

### My Test

#### 4 Week Acai Berry and Coffee Diet: LeanSpa Acai + South Beach Java

- [Take one LeanSpa Acai pill per day](#)
- [Take one South Beach Java serving per day](#)

#### My Results

##### Week One

After one week on the diet using both products I was surprised at the dramatic results. My energy level was up, and I wasn't even hungry, an apparent side effect of the Acai Berry and Coffee which curbs the appetite.

I honestly felt fantastic.

And I didn't even change anything about my daily routine. On day 7 I got on the scale and couldn't believe my eyes. I had lost 9 lbs. But I still wasn't convinced as they say you lose a lot of water at the beginning of any diet. I wanted to wait and see the results in the upcoming weeks. But it sure was looking up! I now weighed under 140 lbs for the first time in years!

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After two weeks of using both supplements, I started the week off with even more energy and was actually sleeping more soundly than before. I was no longer waking up during the night and tossing and turning because my body was actually able to relax (this is a result of getting rid of the toxins I think). Plus I still managed to lose another 7 lbs, putting me at an unbelievable 16 lbs of weight loss, in just 2 weeks.

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After the fourth week, my final results were shocking. I lost an unbelievable 25 lbs since starting the LeanSpa Acai and South Beach Java diet! Actually everyone at News 6 is kicking themselves for not having volunteered to be the guinea pig. Using the [LeanSpa Acai](#) and [South Beach Java](#) in week 4 I lost 3 more lbs. But to be honest I really didn't have much more than that



their personal training regimen.  
- ABC News



Studies show that the acai berry is one of the most nutritious foods in the world. Acai is packed with antioxidants, amino acids and essential fatty acids.  
- MSNBC



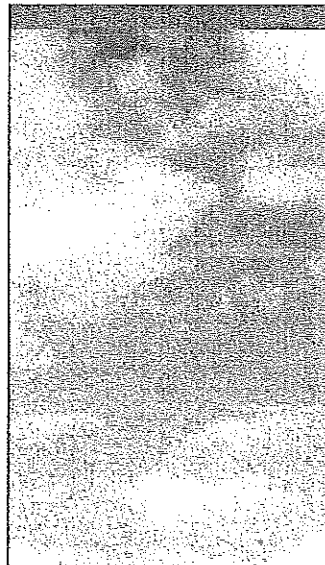
CBS News notes that Acai berries are "rich in B vitamins, minerals, fiber, protein and omega-3 fatty acids. Acai berries also contain oleic acid."  
- CBS NEWS



### » Weight Loss Tips

- 1. Set a goal.** Identify your ideal weight and set up a plan to start reaching your goal.
- 2. Don't be afraid to ask for and get help.** You're not going to lose weight alone. Tell you family. Get support.
- 3. Vitamins are good for you.** The American diet lacks essential vitamins and minerals. Balance your health with the best supplements.
- 4. Walk the Walk.** You burn calories when you walk, did you know that? Keep active and balance your diet with regular exercise.
- 5. Sleep it off.** To be an efficient fat-burning machine, your body requires at least eight hours of sleep a night. If you think that you're doing yourself a favor by sleeping less, you're mistaken.

### Weather



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left to lose. Given the results and the added health benefits I will continue to use the products indefinitely!

**I couldn't be any happier with the results.**

**I Lost 25 lbs in 4 Weeks, No Special Diet, No Intense Exercise**

**Conclusion:** Like us, here at News 6, you might be a little doubtful about the effects of this diet, but you need to try it for yourself; the results are real. After conducting our own personal study we are pleased to see that people really are finding success with it (myself included :). And you have nothing to lose. Follow the links to the free trials I have provided and know that you are getting a quality product that works; no strings attached!

Good luck with your weight loss,  
- Julie Ayers

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Use our exclusive promo "LEAN195" and get price reduced to \$2.99!

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Online 6 Health News - Diet Trends: A look at America's Top Diets

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I've been struggling my whole life with my weight and I really hope this is the answer. I've gone ahead and ordered the free trials and signed up to the gym aswell. I really hope to lose atleast 50 pounds before the end of the year.

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**Leave A Reply**

Comments will appear after approval by our editorial team. Thank you.

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City:

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Message:

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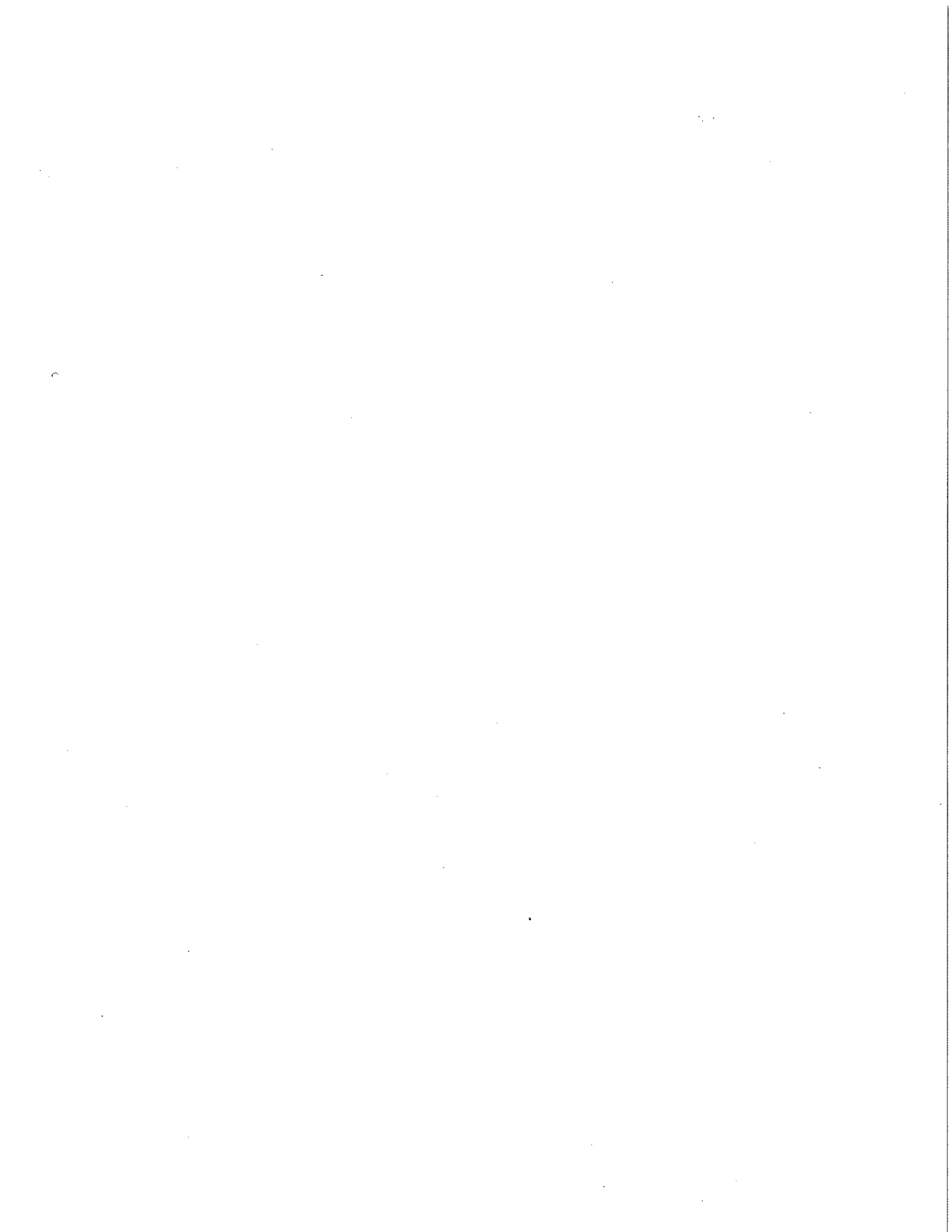
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\*S&H charges do apply. Results will vary by person, and the special offers may only be available for a limited time. Some of the products described on this site have terms regarding continued billing after the trial period ends. This is referred to as negative option, or continuity billing. Therefore, it is important to ensure that you are fully aware of the terms associated with each product before you order. To make this easier for you, we have included links to the billing terms for each of the products below. Please keep in mind that these are separate companies and we are not the best source for information about orders or specific policies. Because these companies control their own policies, shipping and other fees may change periodically.

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# **EXHIBIT C**

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Advertorial

Thursday, March 10, 2011



Jennifer Theuriou  
"HCA Cleanse Diet  
uncovers steps to  
weightloss success."



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"HCA Cleanse Diet.  
Is it a scam or not?"

HOME U.S. WORLD BUSINESS POLITICS ENTERTAINMENT LEISURE HEALTH SCITECH OPINION SPORTS OIL AIR

# 1 Trick of a Tiny Belly: Reporter Loses Her "Belly" Using 1 Easy Tip

As part of a new series: "Diet Trends: A look at America's Top Diets" we examine consumer tips for dieting during a recession

Thursday, March 10, 2011

» RELATED VIDEOS

Garcinia Cambogia (HCA) Facts



(Piscataway) - HCA is the latest weight loss fad and with many positive University studies out, is gaining huge momentum in the diet world. It is extracted from the so called super fruit Garcinia Cambogia and has been getting a lot of international attention. And like you have probably already seen; they are all over the internet in blogs and success stories of people who have apparently used the pills and lost a ton of weight.

Julie investigates the HCA Cleanse diet to find out for herself if this super diet works.

But we here at Daily Health 6 are a little skeptical and aren't sure that we've seen any real proof that these pills work for weight loss. So we decided to put these products to the test. What better way to find out the truth than to

conduct our own study?

To get started, I volunteered to be the guinea pig. I applied for a free trial of the LeanSpa with Pure HCA. While there are ton's of ads for HCA online, LeanSpa with Pure HCA is one of the most credible and trustworthy suppliers on the market. The HCA used are in their purest form unlike other competing supplements. Artificial HCA is what is used in most supplementents and is ineffective, LeanSpa gets it's HCA directly from the Garcinia fruit and is the only supplement that does so. It included the free trial of the product and it did not try to fool me into agreeing to additional hidden offers. Another reason why I chose LeanSpa with Pure HCA is because it is the most concentrated and purest garcinia products on the market. This would give me the most accurate results for my test.

Here is what LeanSpa with Pure HCA claimed on their website...

- Up To 4 Times More Weight Loss Than Standard Diets
- Boosts Energy without the 'jitters'
- Burn Calories
- Boost Immune System
- Rich in Antioxidants
- Pure form of HCA (very rare)

We were pretty skeptical, but wanted to find out for ourselves if this product could actually do everything that it claimed. Most of the success stories talk about combining HCA with colon cleansing products to achieve maximum weight loss. I decided to do the same. The idea behind combining the products is that while the HCA encourages weight loss and increases energy, the colon cleanse helps rid your body of toxins and allows your body to work and burn calories more efficiently. I chose LeanSpa Cleanse to test.



Julie Ayers, our Health and Diet columnist, recently put the HCA Cleanse Diet to the test. After four weeks of testing the effects of America's Newest Superfood combined with a Colon Cleanse, she has reached the conclusion to what this diet is all about, and the results were surprising.

She lost 25lbs in 4 weeks.

The benefits of the HCA CLEANSE diet beat all of our initial skepticism. We found the diet not only with weight loss, but it seemed to boost energy levels, and also helped Julie sleep better and to wakeup more rested.

Step 1:

First get LeanSpa with Pure HCA Use our exclusive promo "LEAN195" and get price reduced to \$1.95!

Step 2:

Then get LeanSpa Cleanse Use our exclusive promo "CLEANSE195" and get price reduced to \$1.95!

\*\*This is key. Use both for results like Julie

Free Trials expire on Friday, March 11, 2011

Garcinia Cambogia Extract - A Natural Weight Loss Supplement

The Real Dangers of having a Toxic Colon

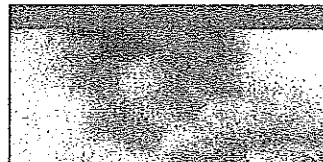
Special CBS new report on the importance of colon health. Why it's important to remove toxins from your colon.

» ADVERTISEMENTS

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Get a Celebrity Looking Body Today!

Weather



### Here is what LeanSpa Cleanse claimed on their website...

- Helps Eliminate Bad Toxins that have Built Up Over the Years
- Removes 'Sludge' from the Walls of the Colon
- Helps Get Rid of Gas and Bloating
- Helps to Regulate the Metabolism

And the LeanSpa Cleanse, like the HCA, had a free trial with a 100% satisfaction guarantee and had no hidden offers.

### Putting HCA to the Test

Both the [LeanSpa with Pure HCA](#) and [LeanSpa Cleanse](#) arrived within 4 days of having placed my order online for the free trials.

The bottles I received held a month's worth of pills which worked out perfect as I was to follow the supplement routine for 4 weeks time and document my progress throughout.

### My Test

#### 4 Week HCA Diet: LeanSpa with Pure HCA + LeanSpa Cleanse

- [Take one LeanSpa with Pure HCA pill per day](#)
- [Take one LeanSpa Cleanse pill per day](#)

#### My Results

##### Week One

After one week on the diet using both products I was surprised at the dramatic results. My energy level was up, and I wasn't even hungry, an apparent side effect of the HCA which curbs the appetite.

I honestly felt fantastic.

And I didn't even change anything about my daily routine. On day 7 I got on the scale and couldn't believe my eyes. I had lost 9 lbs. But I still wasn't convinced as they say you lose a lot of water at the beginning of any diet. I wanted to wait and see the results in the upcoming weeks. But it sure was looking up! I now weighed under 140 lbs for the first time in years!

##### Week Two

After two weeks of using both supplements, I started the week off with even more energy and was actually sleeping more soundly than before. I was no longer waking up during the night and tossing and turning because my body was actually able to relax (this is a result of getting rid of the toxins I think). Plus I still managed to lose another 7 lbs, putting me at an unbelievable 16 lbs of weight loss, in just 2 weeks.

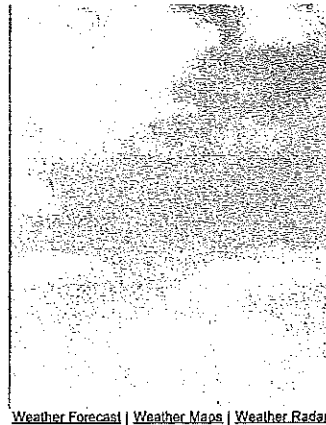
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After 3 weeks all my doubts and skepticism had absolutely vanished! I am down, 2 full dress sizes, after losing another 6 lbs. And I still have a ton of energy. Quite often, around the third week of other diets, you tend to run out of steam. But with the [LeanSpa with Pure HCA](#) and [LeanSpa Cleanse](#) diet my energy levels don't dip, but remain steady throughout the day. I no longer need that cat nap around 3pm in the afternoon! And I am even noticing that my stomach is digesting food so much better. No bloating or embarrassing gas after I eat!!

##### Week Four

After the fourth week, my final results were shocking. I lost an unbelievable 25 lbs since starting the [LeanSpa with Pure HCA](#) and [LeanSpa Cleanse](#) diet! Actually everyone at Daily Health 6 is kicking themselves for not having volunteered to be the guinea pig. Using the [LeanSpa with Pure HCA](#) and [LeanSpa Cleanse](#) in week 4 I lost 3 more lbs. But to be honest I really didn't have much more than that left to lose. Given the results and the added



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### » Weight Loss Tips

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Good luck with your weight loss,  
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Daily Health 6 - Diet Trends: A look at America's Top Diets

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**\*LeanSpa with Pure HCA T&C** (the following was taken directly from their website): By placing your order today you'll be shipped 1 bottle of LeanSpa Weight Loss System tablets (just pay S&H). If you feel The LeanSpa Weight Loss System is not for you, cancel within 14 days from today to avoid the purchase fee of \$79.99 and enrollment in the auto-shipment program which sends you a 1 month supply every 30 days starting 30 days after your trial period. You can cancel at any time by contacting our Customer Care Department via phone at 1-800-839-9990 • This transaction will appear on your bill as "LEANSIPA 888 839 9990"

**\*LeanSpa Cleanse T&C** (the following was taken directly from their website): By placing your order today you'll be shipped a 30 day supply of LeanSpa Cleanse tablets (just pay S&H). If you feel LeanSpa Cleanse is not for you, cancel within 14 days from today to avoid the purchase fee of \$79.99 and enrollment in the auto-shipment program which sends you 1 bottle every 30 days starting 30 days after your trial period. You can cancel at any time by contacting our Customer Care Department via phone at 1-800-839-9990 • This transaction will appear on your bill as "LEANSIPA 888 839 9990"

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Thursday, March 10, 2011



Jennifer Theuriau  
"HCA Cleanse Diet  
uncovers steps to  
weightloss success."



James Field  
"HCA Cleanse Diet.  
Is it a scam or not?"

HOME U.S. WORLD BUSINESS POLITICS ENTERTAINMENT LEISURE HEALTH SCITECH OPINION SPORTS ON AIR

# 1 Trick of a Tiny Belly: Reporter Loses Her "Belly" Using 1 Easy Tip



Note: Offers Expire On Friday, March 11, 2011



Shown above is a blogger from New Jersey that lost 42 pounds with Pure HCA and Colon Cleanse!

## STEP 1: [Click here for LeanSpa with Pure HCA](#)

Use our exclusive promo "LEAN195" and get price reduced to \$1.95!

## STEP 2: [Click here for LeanSpa Cleanse](#)

Use our exclusive promo "CLEANSE195" and get price reduced to \$1.95!

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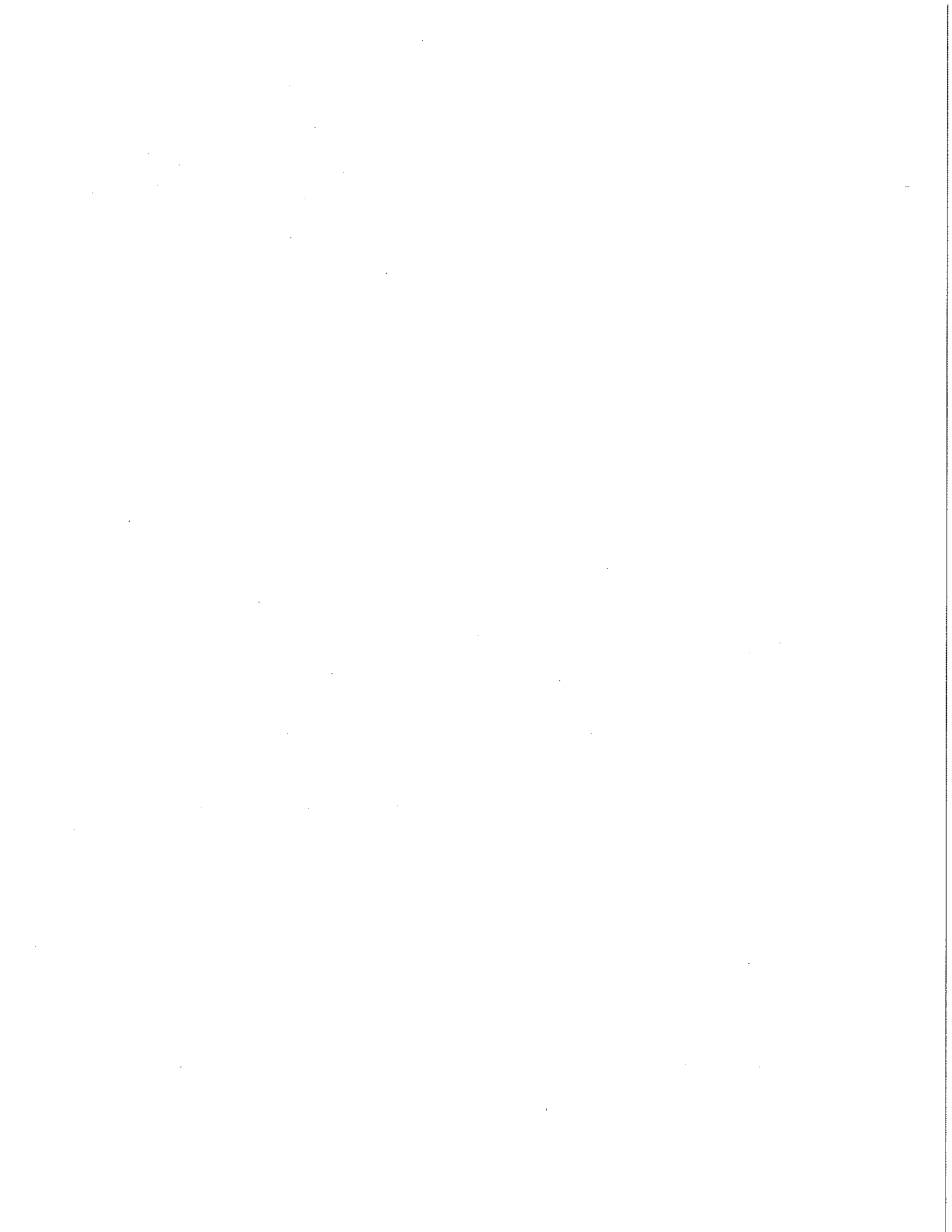
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\*S&H charges do apply. Results will vary by person, and the special offers may only be available for a limited time. Some of the products described on this site have terms regarding continued billing after the trial period ends. This is referred to as negative option, or continuity billing. Therefore, it is important to ensure that you are fully aware of the terms associated with each product before you order.

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# **EXHIBIT D**

# Acai Berry Products Reviewed Most Effective Ones Found

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By Beverly Williams

**Message from webpage**

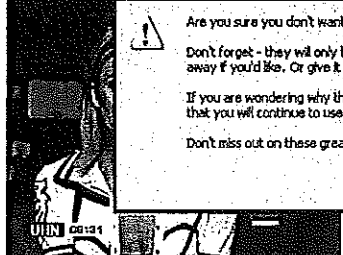
Are you sure you don't want to take advantage of the LeanSpa and Natura Cleanse FREE TRIAL?

Don't forget - they will only be available for a limited time. Since these trials are completely free, there is no cost or risk to you. You can also give them away if you'd like. Or give it a shot, like Cindy did, and transform your body.

If you are wondering why these trials are free, the simple answer is because the manufacturers are confident that their products will help you, and that you will continue to use their products, and refer friends and family.

Don't miss out on these great offers!

OK



Is Acai Berry the best weight loss secret ever found? Cindy from Chicago investigates and shares her experience.

us while others seemed to have a tremendous positive effect, such as **energy increase, weight loss, toxin cleansing, and no side effects.**



Cindy Anderson, from Chicago, IL recently put the Acai Berry diet to the test. After four weeks of testing the effects of America's Newest Superfood combined with a Colon Cleanse, she has reached the conclusion to what this diet is all about, and the results were surprising.

**STORY HIGHLIGHTS**

- Beware of Acai Berry scams
- Experts warn of "false" acai berry products
- Authentic Acai Berry products are [LeanSpa Acai](#), [Acai Weight Loss](#), and [AcaiMaximum](#)
- Each of these Acai Berry products has a no-risk free trial

After intensive testing and trying almost all of the Acai Berry products on the market we've discovered the three best Acai products currently available. These products have been tried and tested and produce excellent results.

All of these product offers have free trials so you can try before you buy, so we highly recommend that you get all three Acai Berry products and see which one works best for you.

We found that some people in our study had better results with an Acai Berry that did not work as well on average. For example, although **Free Trial - LeanSpa Acai** had the best average results, some people lost more weight using **Acai Weight Loss** or **AcaiMaximum**.

**RELATED TOPICS**

Acai Berry

Error on page.



# **EXHIBIT E**



Try it TODAY!

Melt Away Fat with an advanced Acai blend!

**WARNING:**

The LeanSpa Weight Loss System is an advanced weight loss system designed to work fast and naturally for Proper Weight Loss!

100% SATISFACTION GUARANTEE

FREE Pedometer! limited time offer

**BURN FAT\* LOSE WEIGHT!**

LeanSpa is a natural, direct, strength-boosting formula which contains key ingredients including a highly bioactive (19 phytochemicals) and antioxidant-rich acai berry blend. Combined with other elite-grade fat-burners chosen by:

- Reduce Body Weight and BMI (3X greater than diet and exercise alone)\*
- Burn Fat\*
- Boost Your Metabolism\*
- Curb Appetite\* and Reduce Food Intake\*

ACT NOW TO CLAIM YOUR TRIAL PACKAGE!

**HURRY!** Limited to 1 order per household

WHERE SHOULD WE SEND YOUR TRIAL BOTTLE?

ENTER YOUR SHIPPING INFORMATION

First Name: \_\_\_\_\_  
 Last Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Zip Code: \_\_\_\_\_  
 State: \_\_\_\_\_  
 City: \_\_\_\_\_  
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 Email: \_\_\_\_\_

SEND ME MY TRIAL ORDER!

By clicking "Send me my trial order" above, I hereby affirm that I have read and agree to the Terms & Conditions & Privacy Policy of LeanSpa.com

Secure and Safe Transactions

Get a Celebrity Looking Body Today!



**THE POWER IS IN THE FORMULA!**

Why is LeanSpa right for you? LeanSpa's weight loss system combines ingredients that influence multiple mechanisms important for PROPER\*\* weight loss, (loss of fat while preserving muscle) with an easy to follow fat loss system.

Take control of your health starting TODAY! LeanSpa is clinically formulated with ingredients designed to bring you back to shape by burning fat and building lean muscle. LeanSpa's ingredients also help to control appetite so you can feel full throughout the day. Additionally, several of LeanSpa's key ingredients have been shown to: Promote healthy serotonin levels\*, Maintain Normal Cholesterol Levels\*, Maintain Healthy Body Weight and Promote Normal Energy Metabolism.\* It has also shown to Promote Cardiovascular Health\*, Promote Normal Insulin Function and Maintains Healthy Blood Sugar Levels\*

LeanSpa is made in the United States of only the highest quality natural ingredients each tested for purity so you can be confident in the power and purity of our formulation.

SEND ME MY TRIAL ORDER!

**HURRY!** Limited to 1 order per household

The Media is SOLD on Acai



**News MEDIA**

Acai berries are among the most potent antioxidants in the world. Acai berries are rich in B vitamins, antioxidants, omega-3 fatty acids, Acai berries (omega-9), a beneficial fatty acid (omega-11) as essential

**News MEDIA**

Studies show that the acai berry is one of the most powerful antioxidants in the world. Acai berry contains antioxidants that are 10 times more powerful than red grapes.

Change Your Body with **LEANSPA!**

"I am 38 years old. I have been working out 2 times per week with a trainer, but have not been losing any weight at all. The older I got the harder it has gotten to lose weight. I decided to try the LeanSpa for 30 days and see if it would help me make the difference. In the first week of taking LeanSpa with Acai, I lost 3 pounds by the end of first 4 weeks, I lost a total of 12 pounds of fat and gained 4 pounds of muscle. I also feel a lot better throughout the day, I have a lot more energy. I am very satisfied with the product, and now have it delivered to me every month.

**Ken Lost 12 Pounds**

*Ken M - Connecticut*

"I am 40 year old mother of 3 kids, over the years, I have gained 15

**MEDIA**

anthocyanins of red wine, a source of phytochemicals to help promote cardiovascular health.

**News MEDIA**

Acai is packed full of antioxidants, polyphenols, and omega-3 fatty acids. The pulp also contains a variety of antioxidants, to help combat free radicals. It is the anthocyanins of red wine. A perfect essential amino acid complex for contraction and regeneration.

unwanted pounds. I saw one of these ads and decided to give it a try for a 30 day trial. I just wanted to lose the 15 pounds and keep it off. I do exercise and watch my diet, but just have struggled with the weight. I have been on LeanSpa now for 60 days and I have lost 18 pounds of fat. I feel awesome, I lost 3 dress sizes and I am back to size 6. I have also noticed my body muscle tone improve drastically.

*Angy Lost 18 Pounds*

*Angy S - New York*

**You Too Can Get Thin starting TODAY!**

Sculpt your Body and Melt Away Tummy Fat with an Optimum Combination of Weight-Loss Ingredients\*



**Acai**

The Acai Berry has one of the highest antioxidant value of any edible substance in the world - 50 times that of red grapes!



**Green Tea**

Green tea helps promote fat burning and provides EGCG, a powerful metabolism booster and an essential anti-oxidant.



**Octopamine HCL**

Octopamine HCL stimulates receptors involved in the processes of fat metabolism that directly cause fatty acids to be released from the adipose tissue and metabolized.



**Caffeine**

Caffeine acts as a dietary aid to promote increased fat oxidation and breakdown.



**5-Hydroxytryptophan**

5-HTP increases the production of serotonin. Serotonin is essential for weight loss as it is a brain chemical which controls appetite. Serotonin is the satiety or satisfaction chemical. When your brain makes more serotonin, your appetite is more readily controlled, for example your thirst is when you drink enough water.



**Garcinia Cambogia**

HCA works by blocking lipogenesis or conversion of starches and sugars into fat that is stored and increases our weight. HCA also lessens existing fat through increased breakdown. Additionally, HCA raises the levels of Serotonin that have a role in appetite regulation.

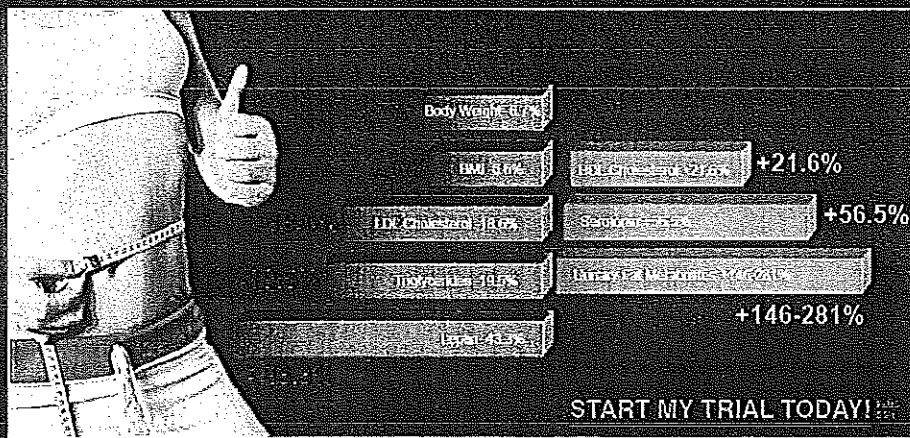


**Chromium**

Chromium may help to control type 2 diabetes or the glucose and insulin responses in persons at high risk of developing the disease. Additionally, chromium can have an impact on blood lipid levels. Studies indicate that chromium can decrease total and low-density lipoprotein (LDL or "bad") cholesterol and triglyceride levels and increased concentrations of apolipoprotein A (a component of high-density lipoprotein cholesterol known as HDL or "good" cholesterol).



**Effective Body Sculpting & Weight Loss Benefits THAT SHOW**



**START MY TRIAL TODAY!**

In this study, researchers from the ASCO Academy of Medical Sciences, Ebury, took studied the effects of L-Tyrosine, and in 50 obese subjects for one's management during an 8-week period. At the end of the study, subjects experienced significant

weight loss, improved body mass index, reduced food intake, increased fat oxidation, decreased LDL or "bad cholesterol" and increased HDL or "good cholesterol" levels. The study also demonstrated that (-)-hydroxytric acid can significantly lower leptin and increase serotonin, two important body chemicals that impact appetite favorably. Urinary fat metabolites which are markers for fat oxidation (breakdown of fat) were also significantly increased. LeanSpa's clinical formulation contains a highly bioavailable salt extract of hydroxytric acid derived from Garcinia cambogia as just one active ingredient in its clinical strength formulation.

Efficacy of a Novel Calcium Potassium Salt of (-)-Hydroxytric Acid in Weight Control  
 Preuss HG, Gans RJ, Bramble JD, Bayle D, Rao CVS, Salyerayana S  
 Int J Clin Pharm Res 25:133-144, 2006.

**SEND ME MY TRIAL ORDER**

**HURRY!** LIMITED TO 1 ORDER PER HOUSEHOLD



**Get Lean This Month!**  
**LOSE WEIGHT**  
**LOOK GREAT!**



**ACT NOW TO CLAIM YOUR TRIAL BOTTLE!**

**SEND ME MY TRIAL ORDER**

By clicking "Send me my trial order" above, I certify that I have read and agree to the Privacy Policy of LeanSpa.com

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Have Questions? Feel free to contact Customer Service by calling 1-888-859-9999  
 Note: Customer pays just shipping and handling fees at sign-up. Customer is responsible for shipping costs on all returns. Please view our Return Policy for other restrictions that may apply.

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\*\*The proper weight system describes our system which encourages exercise, diet, and supplementation with LeanSpa to improve body composition that incorporates fat loss and lean muscle preservation.  
 \*\*\*Please note, the actual pedometer you receive may be different than pictured above.

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Combine with a proper diet and exercise

# LeanSpa™ with AÇAÍ

THE PROPER WEIGHT LOSS SYSTEM

**Try it TODAY!**

**Get Away Fat** with an advanced Acai blend!

**WARNING:** The LeanSpa Weight Loss System is an advanced weight loss system designed to work fast and naturally for Proper Weight Loss!

**BURN FAT. LOSE WEIGHT!**

LeanSpa is an all natural contains key ingredients hydroxytric acid and diet and exercise, has

- Reduce B... (3X greater th...
- Burn Fat\*
- Boost You...
- Curb Appe...

**100% SATISFACTION GUARANTEE**

**FREE Pedometer!**  
limited time offer

**ACT NOW TO CLAIM YOUR TRIAL PACKAGE!**

**HURRY!** Limited to 1 order per household

**WHERE SHOULD WE SEND YOUR TRIAL BOTTLE?**

SHIPPING INFORMATION

Are you sure you want to navigate away from this page?  
Are you sure you want to navigate away from this page?  
Don't miss out on this GREAT OFFER!!! Just press Cancel to remain on this page and receive an INSTANT discounted \$84 price of \$1.95!

Press OK to continue, or Cancel to stay on the current page.

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Email: \_\_\_\_\_

**SEND ME MY TRIAL ORDER!!!**

By clicking "Send me my trial order" above, I certify that I have read and agree to the Terms & Conditions & Privacy Policy of LeanSpa.com.

Secure and Safe Transactions

Get a Celebrity Looking Body Today!

**THE POWER IS IN THE FORMULA!**

Why is LeanSpa right for you? LeanSpa's weight loss system combines ingredients that influence multiple mechanisms important for PROPER™ weight loss, (loss of fat while preserving muscle) with an easy to follow fat loss system.

Walking for https://secure.tryleanspa.com/?offer=64&promo=1&trysite=1&adv=1444...



Internet 100%



**Try it TODAY**

Melt Away Fat with an advanced Acai blend!

**FINAL STEP**

Product	Price
 LeanSpa Dietary Supplement. When you order today you'll also get the BONUS LeanSpa Online Weight Loss Plan. (In Stock - ships within 24 hours)	\$0.00
 LeanSpa Pedometer. \$39.99 Value. Your BONUS for trying The LeanSpa Weight Loss System. (In Stock - ships within 24 hours)	\$0.00
Sub-Total	
Shipping & Handling	
Total	
\$ 0.00	
\$ 4.95 \$ 1.95	
\$ 1.95	

**DISCOUNT APPLIED**

**ACT NOW TO CLAIM YOUR TRIAL BOTTLE!**

Your Shipment is estimated to arrive by Oct 03, 2010

Offer Details: By placing your order today you'll be shipped a 30 day supply of LeanSpa Weight Loss System tablets (just pay S&H). If you feel The LeanSpa Weight Loss System is not for you, cancel within 14 days from today to avoid the purchase fee of \$79.99 and enrollment in the auto-shipment program which sends you 1 bottle every 30 days starting 30 days after your trial period. You can cancel at any time by contacting our Customer Care Department via phone at 1-888-839-9990

- The BONUS Pedometer is yours to keep even if you cancel your LeanSpa Monthly Shipments.

WHERE SHOULD WE SEND YOUR TRIAL ORDER

First Name:

Last Name:

Address:

Zip Code:

State:

City:

Phone:

Email:

Is your billing address the same as your shipping address?

Yes  No

We Accept:



Card Number:

Exp. Date:

CVV2:  Where can I find it?

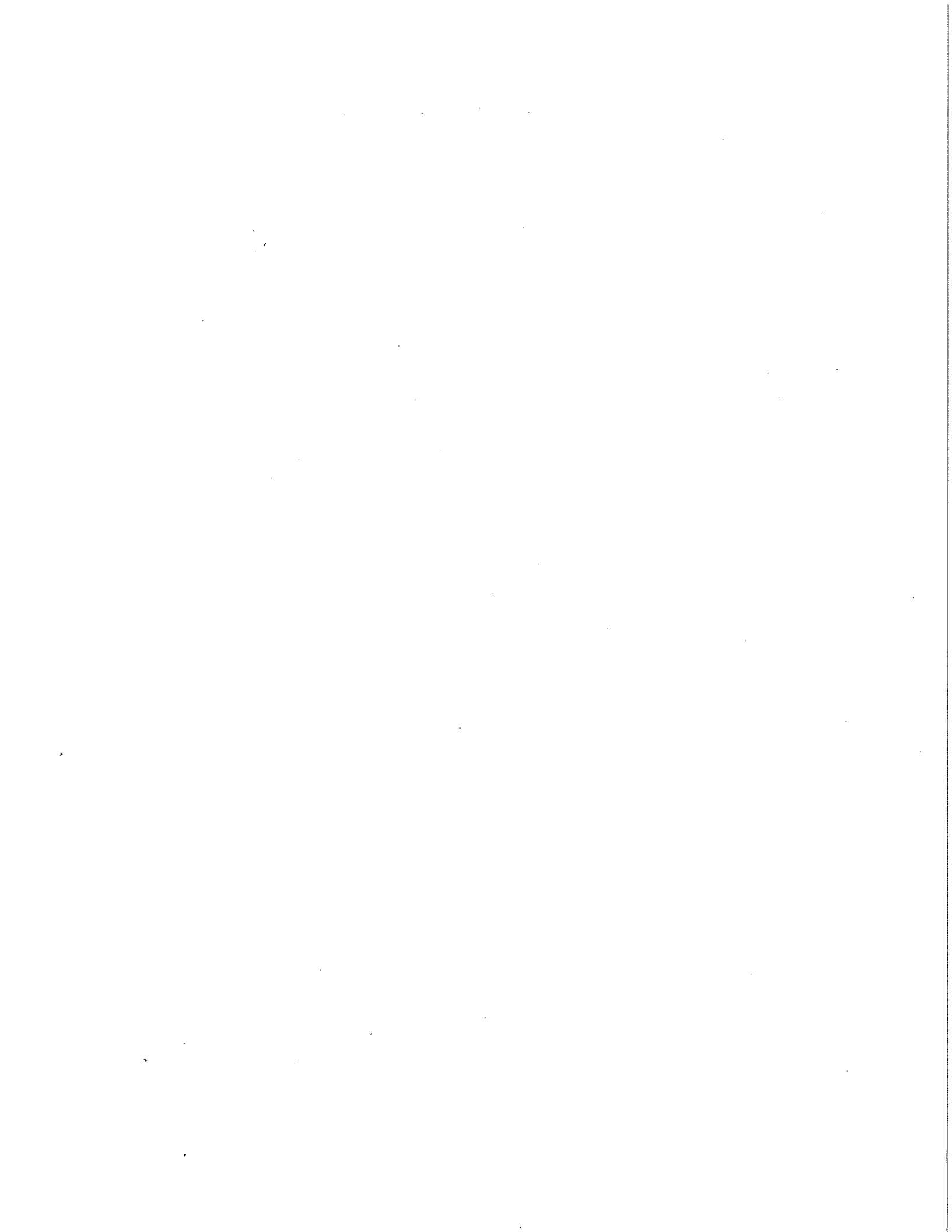
Your transaction data is safe. Credit card information entered above will be encrypted when you submit your order.

I have read and agree to terms of offer



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# **EXHIBIT F**

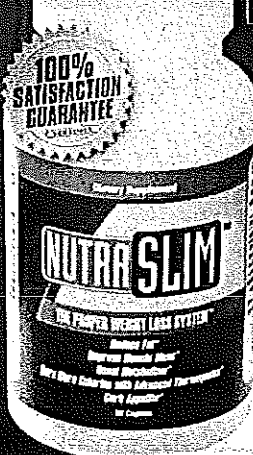
# NUTRASLIM™ WITH HCA

THE PROPER WEIGHT LOSS SYSTEM

## Try it TODAY!

### WARNING:

The NutraSlim Weight Loss System is an advanced weight loss system designed to work fast and naturally for Proper Weight Loss!™



## BURN FAT LOSE WEIGHT!

NutraSlim is a natural combination of 100% pure Garcinia and other natural ingredients that help burn fat and boost metabolism. A powerful study supports these ingredients when combined with proper exercise, may help to:

- Reduce Belly Fat\*
- Improve Muscle Mass\*
- Boost Metabolism\*
- Burn More Calories with Advanced Thermogenics\*
- Curb Appetite and Food Intake\*

**ACT NOW TO CLAIM YOUR TRIAL BOTTLE!**

**HURRY!** LIMITED TO 1 ORDER PER HOUSEHOLD

### WHERE SHOULD WE SEND YOUR TRIAL BOTTLE?

ENTER YOUR SHIPPING INFORMATION

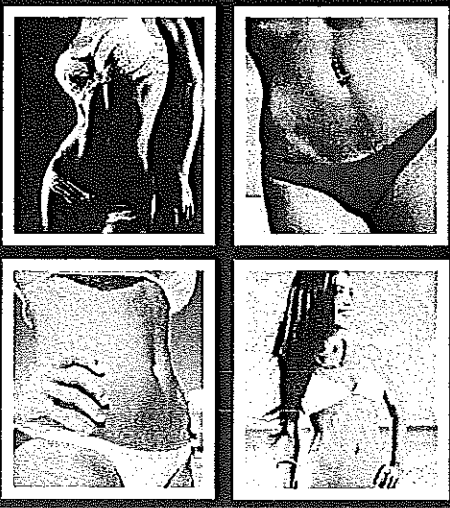
First Name: \_\_\_\_\_  
 Last Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Zip Code: \_\_\_\_\_  
 State:   
 City: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

**SEND ME MY TRIAL ORDER**



Secure and Safe Transactions

## Change Your Life with NUTRASLIM!



## The Miracle of Garcinia/HCA

The power of NutraSlim's unique and clinically studied (-)-hydroxytric acid (HCA) is a powerful tool for reducing Fat and building lean Muscle. NutraSlim contains a highly bioavailable form of 65%, that is 100% soluble, all natural, safe and effective plant extract. In contrast, most products that contain HCA ingredients contain 50% HCA, are less than 50% soluble and less bioavailable.

Extracted from the South Asian fruit Garcinia cambogia and NutraSlim contains standardized levels of (-)-hydroxytric acid (HCA), which has been clinically shown to suppress appetite and inhibit fat production, without stimulating the central nervous system.

Not only does NutraSlim contain a more bioavailable and soluble form of HCA than other products, NutraSlim also provides more milligrams of HCA in its formulation. Each serving of NutraSlim contains 1500 mgs which has been clinically proven to reduce fat and build lean muscle.

NutraSlim's unique high strength HCA is just one of several of its key ingredients that supports the product's effectiveness. The makers of NutraSlim believe strongly that the high cost investment in its unique HCA as well as the blend and quality of NutraSlim's specialized ingredients is what separates us from the rest.



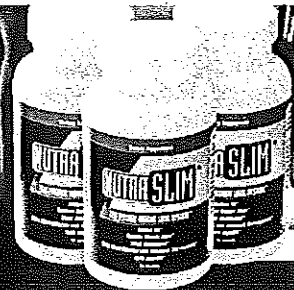
## You Can Get THIN this NEW YEAR!

Trim Your Body and Your Promote Fat Loss with NutraSlim.

Research Studies have concluded that your odds of being overweight are 24% lower for each additional hour you sleep. Scientific studies have also proven that the key

## Get a Celebrity Looking Body Today!





Ingredients help regulate mood and promote relaxation. NutraSlim is formulated with key amino acids, which help promote these natural processes.

Formulated with a proprietary blend of key ingredients synergistically blended to help maximize fat burning and enhance health when taken correctly and used with a sensible diet and moderate exercise.



## You Too Can **Get Thin** starting **TODAY!**

Sculpt your Body and Melt Away Tummy Fat with an Optimum Combination of Weight-Loss Ingredients\*

### Garcinia Cambogia

HCA works by blocking lipogenesis or conversion of starches and sugars into fat that is stored and increases our weight. HCA also lessens existing fat through increased breakdown. Additionally, HCA raises the levels of Serotonin that have a role in appetite regulation.

### Green Tea

Green tea helps promote fat burning and provides EGCG, a powerful metabolism booster and an essential anti-oxidant.

### Caffeine

Caffeine acts as a dietary aid to promote increased fat oxidation and breakdown.

### 5-Hydroxytryptophan

5-HTP increases the production of serotonin. Serotonin is essential for weight loss as it is a brain chemical which controls appetite. Serotonin is the satiety or satisfaction chemical. When your brain makes more serotonin, your appetite is more readily controlled, for example your thirst is when you drink enough water.

### Octopamine HCL

Octopamine HCL stimulates receptors involved in the processes of fat metabolism that directly cause fatty acids to be released from the adipose tissue and metabolized.

### Chromium

Chromium may help to control type 2 diabetes or the glucose and insulin responses in persons at high risk of developing the disease. Additionally, chromium can have an impact on blood lipid levels. Studies indicate that chromium can decrease total and low-density-lipoprotein (LDL or "bad") cholesterol and triglyceride levels and increased concentrations of apolipoprotein A (a component of high-density-lipoprotein cholesterol known as HDL or "good" cholesterol).



## Get Lean This Month!

**LOSE WEIGHT  
LOOK GREAT!**



**ACT NOW TO CLAIM YOUR  
TRIAL BOTTLE!**

**SEND ME MY TRIAL ORDER**

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Have Questions? Feel free to contact Customer Service by calling 1-855-273-0458

Note: Customer pays just shipping and handling fees at sign-up. Customer is responsible for shipping costs on all returns.  
Please view our Return and Refunds Policy for other restrictions that may apply.

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\*\*The proper weight system describes our system which encourages exercise, diet, and supplementation with NutraSlim to improve body composition that incorporates fat loss and lean muscle preservation.

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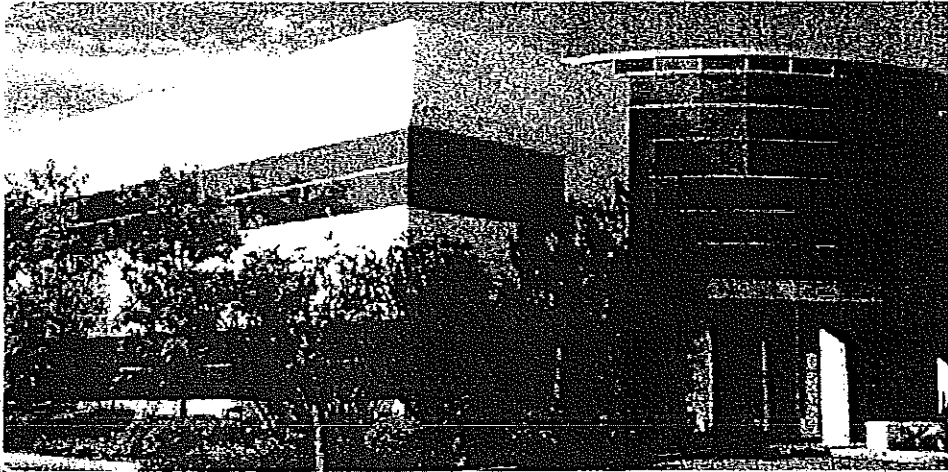


# **EXHIBIT G**



SEARCH

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Through scientific innovation we are changing the paradigm of weight loss with Leanspa.

PROPER weight loss is more than just weight loss. Loss of muscle and bone weight is deleterious. PROPER weight loss means the weight that is lost is fat - not muscle and bone. We developed Leanspa specifically with this concept in mind. Leanspa is the first and only product that will be balanced to not impact the body's


**want to hear from you!**  
 We handle emails 7 days a week, 24 hours a day. Contact a customer service representative now at support@leanspa.com

**Try it for 30 Days, Risk Free**



You have nothing to lose but weight!

**Clinical Research**



The Leanspa Formula helps lose fat and gain muscle

**Leanspa Store**



Receive discounted pricing for a limited time only!

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## THE LEANSPA GUARANTEE

We guarantee you will lose fat and gain muscle for PROPER weight loss—without any risk. You have nothing to lose but weight!

**PROPER Weight Loss Guaranteed or your money back!**

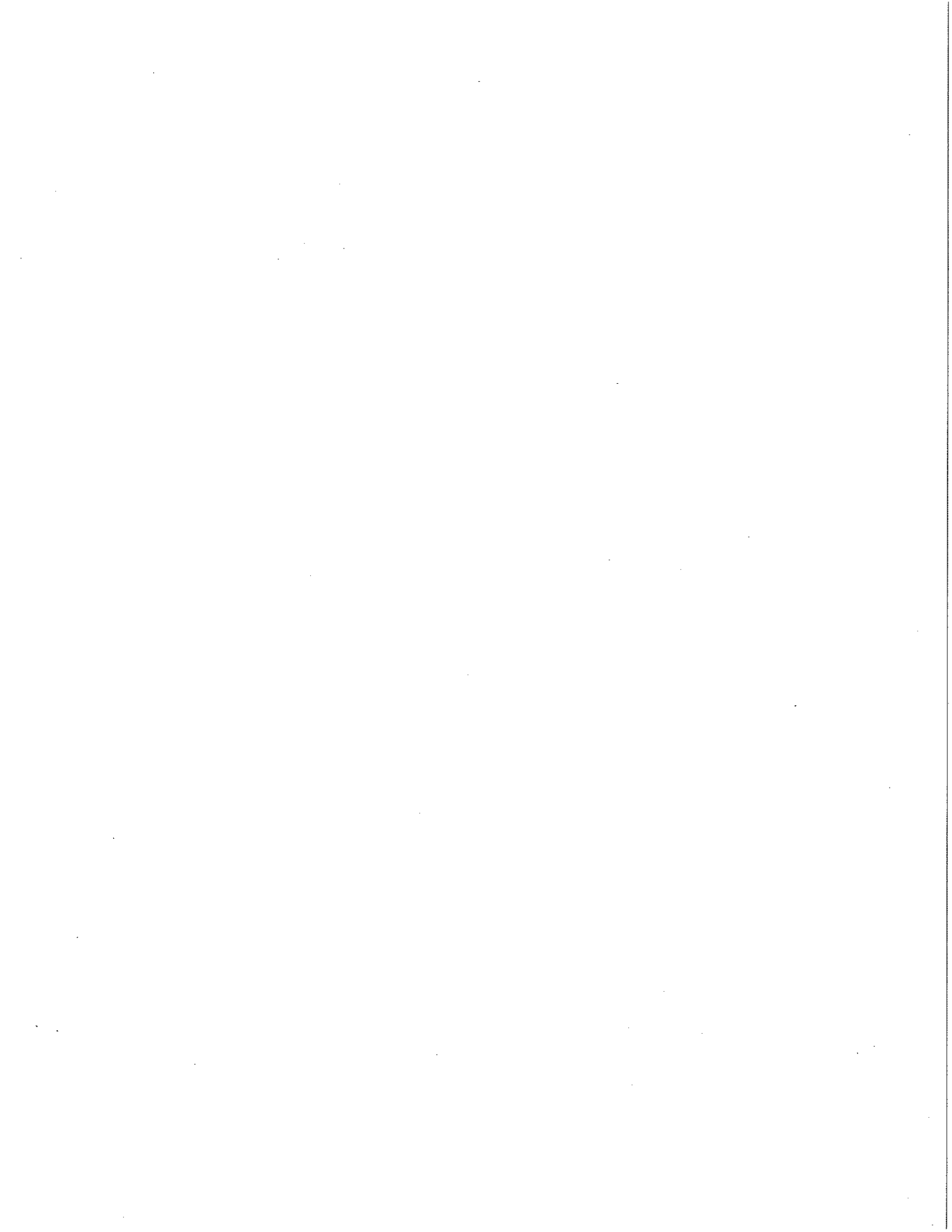
If, for any reason, LeanSpa fails to meet your expectations, simply return the bottle (even if empty) within 30 days of receipt for a prompt, courteous refund of your purchase price (less s/h).

**ORDER TODAY!**



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# EXHIBIT H

# LEANspa™ with AÇAÍ

THE PROPPER WEIGHT LOSS SYSTEM

Try it TODAY!

Clinically Tested to Reduce Belly Fat\*

**WARNING:**

The LeanSpa Weight Loss System is an advanced weight loss system designed to work fast and naturally for Proper Weight Loss!\*



## BURN FAT LOSE WEIGHT!

LeanSpa is a natural, safe, stress-free, non-surgical formula that contains ingredients including a healthy beta-carotene, 17 phytonutrients and natural amino acids that work together to burn fat, boost metabolism, and curb appetite and food intake.

- Reduce Belly Fat\*
- Improve Muscle Mass\*
- Boost Metabolism\*
- Burn More Calories with Advanced Thermogenics\*
- Curb Appetite and Food Intake\*

ACT NOW TO CLAIM YOUR TRIAL BOTTLE!

**HURRY!** LIMITED TO 1 ORDER PER HOUSEHOLD

WHERE SHOULD WE SEND YOUR TRIAL BOTTLE?

ENTER YOUR SHIPPING INFORMATION

First Name: \_\_\_\_\_  
 Last Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Zip Code: \_\_\_\_\_  
 State:  Select state  
 City: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

SEND ME MY TRIAL ORDER!



Secure and Safe Transactions

## Change Your Body with LEANSPA!



...the study found that the combination of LeanSpa and exercise resulted in a 10% increase in muscle mass, as well as a 10% decrease in body fat.

Also, many weight loss diets do not result in bone mineral loss, an undesirable outcome. This was not the case with LeanSpa. Much of the observed fat loss in the study occurred in the abdominal region, the area of most concern to physicians. Decreases in abdominal fat are important to physicians who understand that accumulation of fat in this area seems to be closely associated with many chronic disorders, such as blood pressure elevations, diabetes, and perturbations of circulating lipids in the blood.

At least part of the weight loss in this study is accounted for by an 8% increase in basal metabolism, approximating over starting values. Notably, blood pressure and heart rate were virtually unchanged even though a significant increase in the basal metabolic rate occurred. Blood work revealed no significant adverse side effects, and various psychological findings suggest improvement in the quality of life and an improvement in healthy eating habits.

By Dr. Harry Preuss, author of the 'The Natural Weight Loss Pharmacy' and leading researcher on dietary supplements.

SEND ME MY TRIAL ORDER!

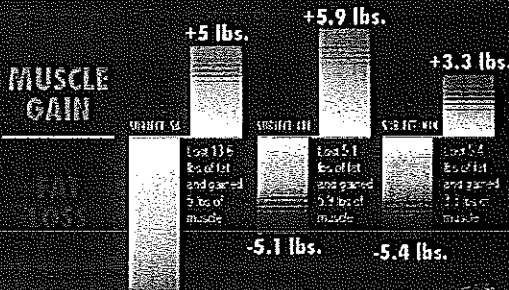
**HURRY!** LIMITED TO 1 ORDER PER HOUSEHOLD

## Get a Celebrity Looking Body Today!



## LEANSPA CLINICAL RESULTS

Actual study participant results



## The Media is SOLD on Acai




### News MEDIA

Acai berries are among the most potent antioxidants in the world. They are rich in B vitamins, iron, and omega-3 fatty acids. Acai berries also contain a unique compound called anthocyanin (omega-9), a beneficial fat that is referred to as essential.

13.6 lbs.

**SEND ME MY TRIAL ORDER!**

For more information, please visit our website at [www.tryleanspa.com](http://www.tryleanspa.com) or call 1-800-875-2222. We are not responsible for any adverse effects or health issues. The only side effect may be increased energy and a feeling of well-being. We do not recommend use to individuals with a history of heart disease or those taking medication for heart disease. Please consult your doctor.



**News MEDIA**

Studies show that the acai berry is one of the most nutritious foods in the world. Acai has more antioxidants than red grapes. The antioxidants in red wine, acai and phytosterols help promote digestive health.

**News MEDIA**

Acai is packed full of antioxidants and essential omegas. The pulp also contains a high concentration of antioxidants. In aging, with 10-30 times the antioxidants of other fruits, Acai has an almost-perfect essential nutrient profile vital to proper muscle contraction and energy.



**Real Results with LEANSPA!**

**You Too Can Get Thin starting TODAY!**

Sculpt your Body and Melt Away Tummy Fat with an Optimum Combination of Weight-Loss Ingredients\*

**Acai**

The Acai Berry has one of the highest antioxidant values of any edible substance in the world - 50 times that of red grapes!

**Green Tea**

Green tea helps promote fat burning and provides EGCG, a powerful metabolism booster and an essential anti-oxidant.

**Octopamine HCL**

Octopamine HCL stimulates receptors involved in the processes of fat metabolism that directly cause fatty acids to be released from the adipose tissue and metabolized.

**Caffeine**

Caffeine acts as a dietary aid to promote increased fat oxidation and breakdown.

**5-Hydroxytryptophan**

5-HTP increases the production of serotonin. Serotonin is essential for weight loss as it is a brain chemical which controls appetite. Serotonin is the satiety or satisfaction chemical. When your brain makes more serotonin, your appetite is more readily controlled, for example your thirst is when you drink enough water.

**Garcinia Cambogia**

HCA works by blocking lipogenesis or conversion of starches and sugars into fat that is stored and increases our weight. HCA also lessens existing fat through increased breakdown. Additionally, HCA raises the levels of Serotonin that have a role in appetite regulation.

**Chromium**

Chromium may help to control type 2 diabetes or the glucose and insulin responses in persons at high risk of developing the disease. Additionally, chromium can have an impact on blood lipid levels. Studies indicate that chromium can decrease total and low-density-lipoprotein (LDL or "bad") cholesterol and triglyceride levels and increased concentrations of apolipoprotein A (a component of high-density-lipoprotein cholesterol known as HDL or "good" cholesterol).



**Get Lean This Month!**

**LOSE WEIGHT**

**LOOK GREAT!**

**ACT NOW TO CLAIM YOUR TRIAL BOTTLE!**

**SEND ME MY TRIAL ORDER!**

**#1**

**100% MONEY BACK GUARANTEE**

**MADE IN THE USA**

**McAfee SECURE**  
TESTED 25-MAR

**30 DAY**

**GET FARMER'S (®)**

**FTF**

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Have Questions? Feel free to contact Customer Service by calling 1-800-833-9990  
 Note: Customer pays just shipping and handling fees at sign-up. Customer is responsible for shipping costs on all returns.  
 Please View our Returns and Refunds Policy for other restrictions that may apply.

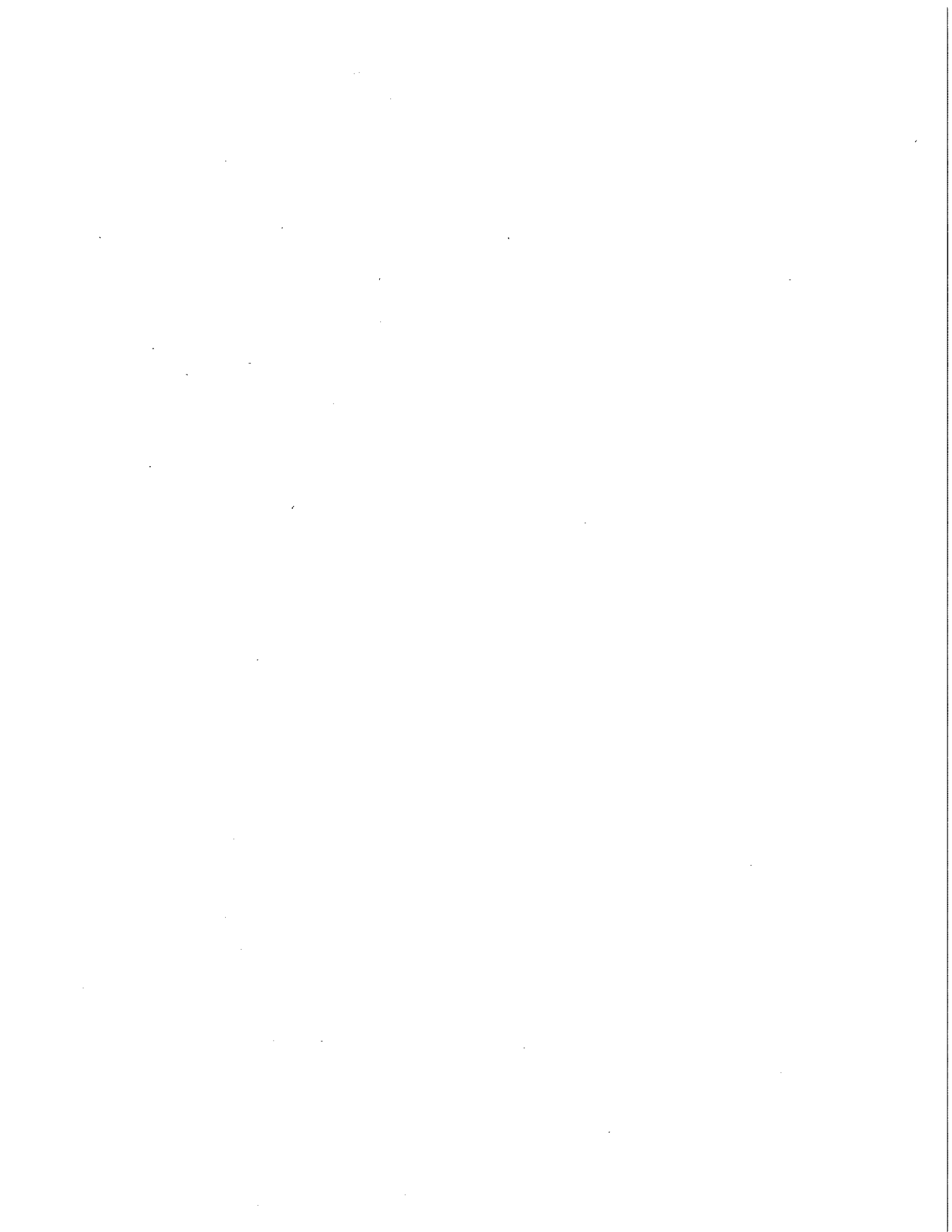
\* The statements made on our websites have not been evaluated by the FDA (U.S. Food & Drug Administration). This product is not intended to diagnose, cure or prevent any disease. The information provided by this website or this company is not a substitute for a face-to-face consultation with your health care professional and should not be construed as individual medical advice. Please consult your health care professional before beginning any weight loss or exercise program. If there is a change in your medical condition, please stop using our product and plan immediately and consult your health care professional. LeanSpa is an all natural dietary supplement for use as a weight loss aid. The testimonials on this website are individual cases and do not guarantee that you will get the same results. Typical weight loss results were reported on average at 1 to 2 lbs per week. Individuals are remunerated. The LeanSpa Weight Loss System is an online program developed by a leading nutritionist and weight management experts who understand that an effective solution for weight loss includes a reduced calorie diet and activity plan for a healthy lifestyle.

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\*\*The proper weight system describes our system which encourages exercise, diet, and supplementation with LeanSpa to improve body composition that incorporates fat loss and lean muscle preservation.

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# **EXHIBIT I**



HOME SLIMFUEL CHALLENGE TESTIMONIALS CLINICAL RESEARCH ADVISORY PANEL STORE

May 17th, 2011

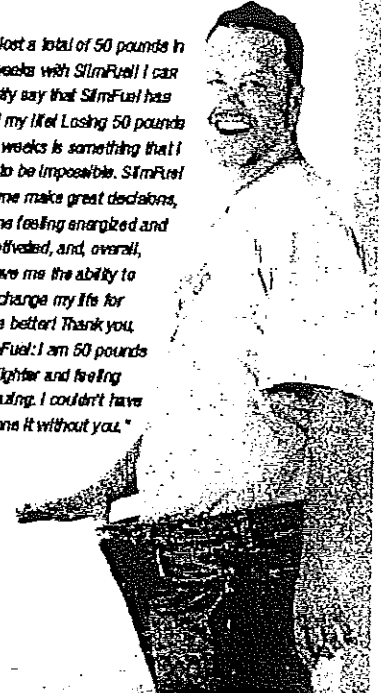
LOST 2.6% Body Fat  
LOST 3.8% BMI

July 13th, 2011

LOST 4.5" off her Hips  
LOST 4" off her Waist

**CHANN LOST 20 lbs.**

*"I have lost a total of 50 pounds in eight weeks with SlimFuel! I can honestly say that SlimFuel has changed my life! Losing 50 pounds in eight weeks is something that I thought to be impossible. SlimFuel helped me make great decisions, kept me feeling energized and motivated, and, overall, gave me the ability to change my life for the better! Thank you, SlimFuel: I am 50 pounds lighter and feeling amazing. I couldn't have done it without you."*



Try it for 30 Days, Risk Free

You have nothing to lose but weight!

Clinical Research

The Slimfuel Formula helps lose fat and gain muscle

Slimfuel Store

Receive discounted pricing for a limited time only!

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1-800-826-8092

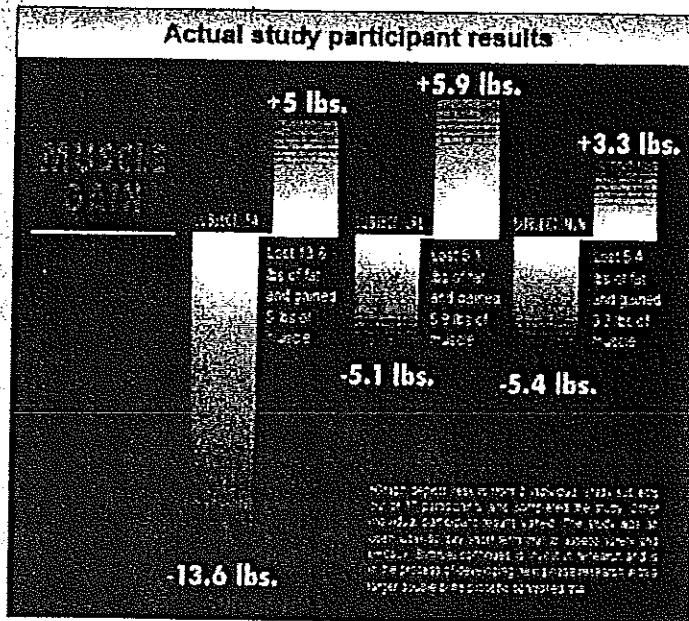
HOME SLIMFUEL CHALLENGE TESTIMONIALS CLINICAL RESEARCH ADVISORY PANEL STORE



## CLINICAL STUDIES

In a pilot study on 17 subjects, the Slimfuel Formula showed a significant average weight loss over a 2-month period. More important, the change in weight was PROPER weight loss in that the subjects lost fat while gaining muscle. Under the usual dieting regimen, weight loss from dietary changes alone causes loss of muscle as well as fat.

Also, many weight loss/dieting regimens result in bone mineral loss, an undesirable outcome. This was not the case with Slimfuel. Much of the observed fat loss in this study occurred in the abdominal region, the area of most concern to physicians. Decreases in abdominal fat are important to physicians who understand that accumulation of fat in this area seems to be closely associated with many chronic disorders, such as blood pressure elevations, diabetes, and perturbations of circulating lipids in the blood.



### A PILOT STUDY TO EVALUATE THE SAFETY AND EFFICACY OF A NOVEL PROPER WEIGHT LOSS FORMULA

**Background:** With time, more individuals are falling into the category of over-weight/obese, a state that predisposes them to many unhealthy, chronic perturbations. The best way to lose weight is via PROPER weight loss, i.e., lose fat mass while sparing lean muscle mass and bone minerals. Some dietary formulas can safely accomplish this via multiple mechanisms.

**Objective:** The purpose of the present pilot study was to examine the efficacy and safety of a fat loss formula that has the potential to enhance PROPER weight loss by influencing a number of physiological mechanisms during a 60-day open-label study of 20 overweight adult.

**Table 3 Complete Blood Count (CBC)**  
Complete Blood Count (CBC) Results

**Table 4 Blood Chemistries**  
Complete Blood Chemistries Results

**Table 6 Changes In Body Proportions over Two Months**  
Complete Changes In Body Proportions over a Two Month span

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