

World's Most Powerful

Is your supplement the "world's most powerful"? If you say so.

Example: Iovate Health Sciences of Mississauga, Ontario, sells both nanoSLIM ("the most powerful weight-loss



formula on earth") and Cylaris ("world's strongest weight-loss formula"). Among the seven other "most powerful" weight-loss pills we found:

- **Metabolene** ("most potent natural weight loss formulation available to the public").
- **Thermocerin** ("world's most powerful fat burner").
- **MiracleBurn** ("proven to be the strongest natural weight loss substance available today").
- **Taboodia** ("most powerful weight loss program on the planet").

The World's Most Powerful DOCTOR-RECOMMENDED Patented Now Available Without a Prescription AS-SEEN-ON-TV SUPPLEMENT

BY DAVID SCHARDT

Want to start your own supplement company? Inventory is the easy part. Whether it's sex pills, weight-loss pills, or energy pills, the Internet is crawling with companies that will sell you just about any formulation in bulk at wholesale prices.

What to charge? Multiply what you paid by 5...or 10.

The tough part is figuring out how to make your pills look better than the scores of others being hawked by like-minded entrepreneurs.

The possibilities are endless. Here are some success stories.

And don't worry about getting caught. No one's watching.

As Seen on TV

Want people to pay more attention to your supplement? Get it "seen on TV," even if the show criticizes it.

Example: "As seen on 60 Minutes" appears on just about every Web site selling a weight-loss supplement that contains hoodia. In

2004, the CBS program told the story of the cactus-like South African plant that travellers traditionally chewed on to blunt their hunger. But not a single good published study has tested whether hoodia helps people lose weight.



"Scientists say it fools the brain by making you think you're full," says the

box of Liquid Hoodia Extreme, quoting "60 Minutes."

But the package never mentions that a scientist later tells the reporter that hoodia pills do "nothing at all" because they contain too little of the plant.

Patented

This one will cost you some time and money, but it could pay off big. The Canadian Intellectual Property Office awards patents to inventions that are "new," "useful," and "not obvious." While many people assume that patented inventions work, patents are commonly issued *before* anyone has to prove that.

Bingo! Just patent your natural health product and let consumers think that "patented" means it works. Bonus: you may not even have to patent your specific formulation.

Example: Jamieson Laboratories says on the box that its Slim Down Jump Start is a "Patented Rapid Activation Weight Loss System." But when we



asked for the system's patent number, Jamieson eventually conceded that just two of Slim Down Jump Start's ingredients—not the entire "system"—were patented. Ditto for the claim on Jamieson's Web site that the system's combination of ingredients was "clinically tested." The company admitted that only "some" of the ingredients, not the combination, were tested.

After answering our questions, Jamieson disclosed that Slim Down Jump Start "has recently been discontinued." (As of early August, it was still being sold on the company's Web site, at Shoppers Drug Mart, and at other in-store pharmacies.)

Disinfomercial

You've probably seen those half-hour-long commercials, called infomercials, that run on television late at night or during odd hours. They sell things like rotisseries, household cleaners, and weight-loss pills.

And you've probably wondered whether the hyperactive hosts and guests are for real and whether the products they're touting really work. So did NBC's "Dateline" magazine show. In 2004, the program decided to find out how hard—or easy—it would be to make



a fraudulent infomercial for a bogus dietary supplement. Too easy, it turned out. (You can watch the segment at www.msnbc.msn.com/id/14856571/.)

First, "Dateline" created a phony product—Moisturool—by filling capsules with Nestlé Nesquik cocoa powder. Then it made up a phony claim—that the pills smooth away wrinkles by moisturizing the skin from the inside out. Finally, it created a phony company to market Moisturool and started contacting companies that make infomercials.

A California firm agreed to produce a half-hour program extolling the benefits of Moisturool, even though the company was repeatedly told that there were no studies to show that it worked, and that consumers who bought and used it were not likely to see dramatic results.

That didn't matter to the production company, as long as some consumers believed that Moisturool worked. All the infomercial needed was an expert to recommend Moisturool.

"You're gonna want somebody in a white coat saying it works and it's safe," the infomercial producer

explained to the undercover reporter. Is that hard to find? asked "Dateline." "It's never a question of can you find somebody," the producer replied. "It's a question of how good are they. And how much do they want...Everybody has their price."

And what about getting into trouble

with the U.S. Federal Trade Commission (FTC), which regulates advertising in the United States? Not to worry, the producer reassured "Dateline."

"You won't

have to worry about the FTC if [Moisturool] doesn't hurt people," he said. "We know exactly what you can say, what you can't say...and what you can say in a way that they're not gonna come after you."

Four months and US\$140,000 later, the infomercial was ready. An attractive television actress hosted the show and lied about using Moisturool. Part-time actresses hired for US\$50 each posed as satisfied customers. ("I would feel my cheeks and they were like velvety smooth and I'd go, 'Wow, this is just totally amazing!'" said one.)

And, for a fee of US\$5,000, the chief of dermatology at a Santa Monica, California, hospital was happy to praise Moisturool eight times in the infomercial, despite knowing nothing about it. ("Moisturool is one of the new products out that is going to help get rid of lines and wrinkles from the inside out," the MD reassured infomercial watchers.)

When "Dateline" later confronted the dermatologist and asked why she was willing to endorse a product without proof that it worked, all she could offer was: "I don't know. I guess it seemed like a good idea at the time."

The infomercial never aired.

Why promensil?
...22 clinical studies can't be wrong.

Promensil[®] provides more than relief from hot flashes!

Promensil[®] is a natural alternative for menopause that is clinically proven to safely relieve hot flashes, night sweats, sleep disturbances and mood swings while promoting breast health, heart health and emotional well-being.
Promensil[®] tablets are standardized to contain 40mg of isoflavones extracted from red clover, one of the richest natural sources of isoflavones, in a unique ratio to maximize its effectiveness.
If you are experiencing menopause symptoms, don't suffer any longer, get Promensil today and get back in control of your life and your rights.

Balance Your Hormones, Stay In Control!
• Relieves hot flashes!
• Promotes breast health!
• Promotes heart health!
• Promotes emotional well-being!

promensil
Natural relief for menopause symptoms and more

30 TABLETS

Questions? Call 877.417.7663.
Coupon available at www.promensilusa.com.

NATROL

Clinical Studies

Even if studies show that your pills don't work all that well, you can still boast.

Example: "22 clinical studies can't be wrong," says the ad for Promensil red clover pills for women. Promensil is distributed by Novogen Canada, a subsidiary of the Australian firm that developed the supplement.

Promensil is "clinically proven to safely relieve hot flashes, night sweats, sleep disturbances, and mood swings while promoting breast health, heart health and emotional well-being," notes the ad.

Here's Novogen's "can't be wrong" math:

- (1) *In six studies*, Promensil showed some benefits, like decreasing arterial stiffness and cutting the number of hot flashes.
- (2) *In five studies*, Promensil had mixed results that sometimes contradicted the studies that found benefits. In one, for example, it didn't relieve hot flashes or other menopausal symptoms, but slowed bone loss in the spine.
- (3) *In six studies*, Promensil flopped. It didn't ease menopausal symptoms, build memory, lower cholesterol, or do just about anything else.
- (4) *In two studies*, researchers traced the absorption and metabolism of Promensil. They didn't look for—or find—any benefits.

That makes 19 studies. How did Novogen get to 22? It counted one of the 19 three times and another one twice.

Bottom line: The jury is still out on whether red clover can help women going through menopause. But one thing is clear—Novogen's math is no better than its research results.



BEHIND THE LABEL

Behind the Label

Here's how Iovate Health Sciences International, of Mississauga, Ontario, transformed an obscure compound backed by old, unpublished research into an "incredible," "revolutionary," "absolutely astonishing" weight-loss supplement.

That ingredient, corosolic acid, was patented in 2004 in the United States for "weight-loss management" based on "anecdotal" evidence that it works. In other words, the inventors never did a study to see whether people who took the pills lost weight. In fact, no good studies have ever been published.

Prestigious research centre? The unpublished "recent" (1999) study was carried out by SIBR Research, a Florida firm that does research for companies to support their supplement claims. SIBR's latest venture: providing the "clinical proof" that a "delicate blend of select herbs" called Amegra can "give a man's penis the potential to be longer and larger in circumference."

The study was run by SIBR's founder, William V. Judy, who is a physiologist, not a medical doctor.

Researchers have discovered an incredible new way to accelerate your weight loss!†† Accelis™ is a revolutionary new doctor-formulated weight-loss product containing a clinically proven and patented weight-loss ingredient in a softgel delivery system. It's so simple! Just 2 easy-to-swallow stimulant-free, rapid-release softgels combined with together in one easy serving before bed will deliver accelerated weight loss. Expert researchers believe the key ingredient in Accelis is effective at supporting normal blood sugar levels, which results in noticeable weight loss. In a recent clinical study conducted at a prestigious U.S.-based research center and overseen by a medical doctor, the extraordinary weight-loss effect of the key ingredient in Accelis was confirmed.††

Accelis delivers accelerated weight loss you'll notice quickly. Plus, its rapid-release liquid softgel technology goes to work exceptionally fast. It's incredible!

Last year, Iovate Health Sciences had to defend —before the U.S. Electronic Retailing Association—the claims it was making for Accelis in television ads. All the company offered was an eight-year-old unpublished study. Not surprisingly, the association concluded that the claims weren't "clinically proven" and that Iovate's ads misled consumers to think that they would see significant weight loss within days. The company said it would "consider" modifying its ads.

Iovate Health Sciences is the successor to MuscleTech Research and Development, which sold the infamous ephedra weight-loss supplement Hydroxycut. Over the last several years, MuscleTech was hit by scores of lawsuits from consumers alleging that they had been injured by Hydroxycut.

Last year, MuscleTech filed for bankruptcy and transferred its assets to Iovate. But not before a U.S. lawsuit exposed MuscleTech for misrepresenting the scientific evidence for Hydroxycut. For starters, it faked the "before" and "after" pictures in its ads. Hydroxycut no longer contains ephedra.

"I recommend Accelis because its key ingredient has been shown to work. Ease of use is also an important factor in any product. Because you only take it just once daily, Accelis is a great, easy-to-use product and is sure to help people to be consistent. The serving for Accelis, which is two capsules at one time, is perfect."

« Je recommanderais Accelis parce qu'il a été prouvé que son ingrédient clé est efficace. La facilité d'utilisation est également un facteur important pour l'utilisation de tout supplément. Parce que vous ne le prenez qu'une seule fois chaque jour, Accelis est un excellent produit, facile à utiliser et qui, sans aucun doute, aide les personnes à l'utiliser de manière constante. La posologie d'Accelis, avec deux capsules à prendre une seule fois par jour, est tout simplement parfaite. »

*Dr. Andrew Parkinson,
U.S. Resident Physician / Médecin résident (États-Unis)*

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"I recommend Accelis," says Dr. Andrew Parkinson, a recent medical school graduate who's training to become an orthopedist with a specialty in spinal surgery. Parkinson has no apparent expertise in weight loss, and there's no evidence that he's ever treated patients with weight problems.

Marvin Heuer is a U.S. family medicine doctor who creates dietary supplements for Iovate Health Sciences to treat a dizzying array of health problems. The extraordinary claims he makes for his products are often based on unpublished and unavailable studies.

People are starting to catch on. For example, the U.S. advertising industry's voluntary self-regulatory program concluded last spring that advertising for Heuer's ColdMD ("increases resistance to colds and flu by 312 percent") did not have "adequate support for the performance and efficacy claims being made."

Iovate stopped selling ColdMD on its U.S. Web site, but still hawks the supplement on its Canadian Web site...complete with the discredited claim about cutting colds and flu.