

IN THE IOWA DISTRICT COURT FOR POLK COUNTY

STATE OF IOWA ex rel.
THOMAS J. MILLER,
ATTORNEY GENERAL OF IOWA
99AG25112,

Applicant,

v.

AU NATURALE HEALTH
SOLUTIONS;
GERRI BRONSTEIN;
VIVIAN STEERS; and
JIM INGRAM;

Respondents.

Equity No. EQCE 076820

APPLICATION TO ENFORCE
ATTORNEY GENERAL'S
CIVIL INVESTIGATIVE DEMAND

The State of Iowa ex rel. Attorney General Thomas J. Miller, through Assistant Attorney General Steve St. Clair, states as follows:

INTRODUCTION

1. Au Naturale Health Solutions ("Au Naturale") is a Las Vegas telemarketer that sells Marine Phytoplankton and Liquid Oxygen through claims that such products have dramatic health benefits and/or curative properties.

2. In December of 2013, representatives of Au Naturale placed three phone calls to an elderly Iowa woman to try to sell her three bottles of Marine Phytoplankton pills for \$239. These phone solicitations were recorded. The Au Naturale representative who made the first two calls, identifying himself as Jim Ingram, made a number of performance claims for the product, including the following:

[I]t's actually helping with, or fully reversing, over 500 different health problems. Things like arthritis, diabetes, high blood pressure, high cholesterol, fibromyalgia, sleep disorders, even cancer. We're not supposed to say cure for cancer but my wife is a survivor definitely because of the Marine Phytoplankton.

3. This Au Naturale telemarketer made several other recorded claims for the product, including weight loss, improved sleep, stroke prevention, pain relief, and vision improvement (“Your eyesight will go back to what it was when you were a teenager again”).

4. The third telemarketing call was made by Gerri Bronstein, who indicated that she was part owner of Au Naturale and had a “pre-med” background. Bronstein claimed that the Marine Phytoplankton, and another product sold by Au Naturale called Liquid Oxygen, had gotten rid of 85% of her mother’s arthritis, and had permitted her mother to get off her blood pressure and cholesterol medications. Bronstein further claimed these products would remove toxins (“you’re going to feel the toxins coming out of your body”). As to phytoplankton, Bronstein claimed that it is “an anti-aging product” (“It’s what whales and sharks eat ... they grow to be 150 years old ... they never get sick ...”), and that “it inhibits you from getting cancer.” Ultimately, the Iowan agreed to buy one bottle of Marine Phytoplankton pills for \$129.95.

5. On or about January 24, 2014, Au Naturale mailed one container of 30 phytoplankton pills to the elderly Iowan to whom the telemarketing calls had been directed, accompanied by an invoice for \$139.95 (including \$10 shipping). The pills were accompanied by various promotional materials that made numerous performance claims for the company’s Marine Phytoplankton and Liquid Oxygen, and the materials included the Au Naturale business cards of Gerri Bronstein and Vivian Steers.

6. The Consumer Protection Division served a Civil Investigative Demand and Notice of Intent to Proceed (“CID”) on Au Naturale and the individuals involved, seeking information regarding the Au Naturale sales operation and substantiation for the various performance claims made for the company’s products. After obtaining extensions of the response deadline, the company quit responding to efforts to prompt a response, and has refused to submit any substantive response whatsoever to the CID.

7. The Attorney General respectfully urges the Court to order these Respondents to refrain from engaging in any further marketing directed to Iowans until they have properly complied with the CID, pursuant to the Iowa Consumer Fraud Act.

PARTIES AND VENUE

8. **Thomas J. Miller** is the Attorney General of the State of Iowa, and is expressly authorized by Iowa Code § 714.16 (6) & (7) (2013) of the Iowa Consumer Fraud Act (“Consumer Fraud Act” or “CFA”) to bring this action on behalf of the State of Iowa.

9. **Au Naturale Health Solutions** is a Las Vegas, Nevada business that telemarkets to residents of Iowa (and presumably other states) substances having purported health benefits.

10. **Gerri Bronstein** is identified as the Chief Operating Officer in Au Naturale promotional materials, and identified herself as part owner of the operation in a telephone sales call directed to an elderly Iowan.

11. **Vivian Steers** is identified as a “Director” of Au Naturale on a business card included among the promotional materials mailed to an elderly Iowan in connection with the above-referenced sale of Marine Phytoplankton.

12. **Jim Ingram** placed at least two telemarketing sales calls on behalf of Au Naturale to the elderly Iowan referenced above, and made numerous performance claims for Au Naturale products in such calls.

13. Venue is proper in Polk County pursuant to Iowa Code § 714.16 (6) & (10).

JURISDICTION

14. The Consumer Fraud Act, Iowa Code § 714.16 (2)(a) provides in pertinent part:

The act, use or employment by a person of an unfair practice, deception, fraud, false pretense, false promise, or misrepresentation, or the concealment, suppression or omission of a material fact with intent that others rely upon the concealment, suppression, or omission, in connection with the lease, sale, or advertisement of any merchandise or the solicitation of contributions for charitable purposes, whether or not a person has in fact been misled, deceived, or damaged, is an unlawful practice.

It is deceptive advertising within the meaning of this section for a person to represent in connection with the lease, sale, or advertisement of any merchandise that the advertised merchandise has certain performance characteristics, accessories, uses, or benefits or that certain services are performed on behalf of clients or customers of that person if, at the time of the representation, no reasonable basis for the claim existed. The burden is on the person making the representation to demonstrate that a reasonable basis for the claim existed.

15. Iowa Code § 714.16 (1) provides the following definitions:

(a) The term “advertisement” includes the attempt by publication, dissemination, solicitation, or circulation to induce directly or indirectly any person to enter into any obligation or acquire any title or interest in any merchandise.

(f) “Deception” means an act or practice which has the tendency or capacity to mislead a substantial number of consumers as to a material fact or facts.

(i) The term “merchandise” includes any objects, wares, goods, commodities, intangibles, securities, bonds, debentures, stocks, real estate or services.

(n) “Unfair practice” means an act or practice which causes substantial, unavoidable injury to consumers that is not outweighed by any consumer or

competitive benefits which the practice produces.

16. Iowa Code § 714.16 (3) provides as follows:

When it appears to the attorney general that a person has engaged in, is engaging in, or is about to engage in any practice declared to be unlawful by this section or when the attorney general believes it to be in the public interest that an investigation should be made to ascertain whether a person in fact has engaged in, is engaging in or is about to engage in, any such practice, the attorney general may: (a) Require such person to file on such forms as the attorney general may prescribe a statement or report in writing under oath or otherwise, as to all the facts and circumstances concerning the sale or advertisement of merchandise by such person, and such other data and information as the attorney general may deem necessary; (b) Examine under oath any person in connection with the sale or advertisement of any merchandise; [and] (c) Examine any merchandise or sample thereof, record, book, document, account or paper as the attorney general may deem necessary

17. Iowa Code § 714.16 (6) provides:

If a person fails or refuses to file a statement or report, or obey any subpoena issued by the attorney general, the attorney general may, after notice, apply to the Polk county district court...and, after hearing, request an order:

a) Granting injunctive relief, restraining the sale or advertisement of any merchandise by such persons.

. . .

c) Granting such other relief as may be required until the person files the statement or report, or obeys the subpoena.

18. Iowa Code § 714.16 (11) provides, in pertinent part:

In an action brought under this section, the attorney general is entitled to recover costs of the court action and any investigation which may have been conducted, including reasonable attorneys' fees, for the use of this state.

ADDITIONAL FACTUAL BACKGROUND

19. The Civil Investigative Demand (*see* Attachment I) was sent to each Respondent by registered mail, consistent with the service requirements of Iowa Code § 714.16 (5). Copies of the Domestic Return Receipts demonstrating such service are appended as Attachments II through V.

20. When no response to the CID had been received as of March 24, 2014 -- three days past the March 21 deadline set forth in the CID -- the letter appended as Attachment VI was sent separately to each Respondent at the same business address at which service of the CID had been performed.

21. On March 31, 2014, a representative of Au Naturale who identified himself as Joe Rios telephoned the undersigned and requested additional time to respond to the CID. As indicated by the email exchange appended as Attachment VII, deadlines were extended to June 30, 2014 for responding to those parts of the CID that required Respondents to obtain information from certain affiliated laboratories, and April 30, 2014 for the remainder.

22. As of the date of this filing, no Respondent has made any submission of information in response to the CID.

23. Consistent with the requirements of Iowa Code § 714.16 (3), it appears to the Attorney General that the Respondents have engaged in, are engaging in, or are about to engage in one or more practices declared to be unlawful by the CFA, and that it is in the public interest to investigate such matters by requiring responses to the CID and otherwise. Grounds for investigating include (without limitation) the content of the three telemarketing calls,

transcriptions of which are appended as Attachments VIII, IX and X¹, and excerpts of which may be accessed at:

http://www.state.ia.us/government/ag/latest_news/releases/july_2014/Au_Naturale_12_13_edited_Call_1.mp3

and

http://www.state.ia.us/government/ag/latest_news/releases/july_2014/Au_Naturale_12_13_edited_Call_2.mp3

24. Pursuant to Iowa Code § 714.16 (6), Respondents should be ordered to comply with the outstanding CID, and should be restrained from selling or advertising any merchandise in Iowa until they have complied.

25. Neither all nor any part of this application for injunctive relief has been previously presented to and refused by any court or justice. Iowa R.Civ.P. 1.1504.

26. In an action by the state, no security shall be required of the state. Iowa R.Civ.P. 1.207.

PRAYER

The Attorney General prays the Court grant the following relief:

A. Pursuant to Iowa Code § 714.16 (6), order Respondents to fully comply with the Civil Investigative Demand, and enjoin Respondents from engaging in the sale or advertisement of any merchandise in Iowa until compliance with that order has been demonstrated.

B. Pursuant to Iowa Code § 714.16 (11), enter judgment against Respondents for costs of the court action and any investigation that may have been conducted, including reasonable

¹ The transcripts have been redacted to remove name and address information of the Iowan to whom the calls were directed.

attorneys' fees.

- C. Retain jurisdiction as necessary to ensure full compliance with the Court's orders.
- D. Grant such additional relief as the Court deems just and equitable.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "S. St. Clair", written over a horizontal line.

Steve St. Clair
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Des Moines, Iowa 50319
Telephone: 515-281-3731/Fax: 281-6771
steve.stclair@iowa.gov

IN RE:)
) **CIVIL INVESTIGATIVE DEMAND**
AU NATURALE HEALTH) **AND**
SOLUTIONS;) **NOTICE OF INTENT TO PROCEED**
GERRI BRONSTEIN;)
VIVIAN STEERS; and)
JIM INGRAM;)
 Respondents.)

The State of Iowa by Thomas J. Miller, Attorney General of Iowa, and by Steve St. Clair, Assistant Attorney General, pursuant to the provisions of Iowa Code § 714.16, commonly known as the Consumer Fraud Act (CFA), directs the above-named Respondents to respond to this Civil Investigative Demand and Notice of Intent to Proceed (hereinafter "CID") pursuant to the authority of the CFA.

It appears to the Attorney General that the business practices in which Respondents have engaged and are continuing to engage may be in violation of the CFA. Specifically, it appears that Respondents may have engaged in, and may be continuing to engage in, unlawful practices that may include, but are not limited to, misleading Iowans regarding the characteristics of, health benefits of, and curative properties of, products they sell, including without limitation Marine Phytoplankton and Liquid Oxygen. Iowa Code § 714.16 (2)(a) declares to be deceptive a representation that merchandise has certain performance characteristics, uses, or benefits if, at the time of the representation, no reasonable basis for the claim exists ("substantiation requirement"), and Respondents' practices raise concerns as to whether the substantiation requirement is met.

ATTACHMENT I

Respondents' practices also raise concerns that older Iowans are targeted and/or particularly impacted.

It appears to the Attorney General that it would be in the public interest to further investigate Respondents' business practices. Respondents are formally requested to retain until further notice all information and materials in its possession or control that are requested or referenced in this CID.

TO COMPLY WITH THIS CID, RESPONSES, UNDER OATH, MUST BE RECEIVED BY THIS OFFICE ON OR BEFORE MARCH 21, 2014, UNLESS SPECIFIC ALTERNATIVE ARRANGEMENTS ARE EXPLICITLY MADE BETWEEN RESPONDENT AND THE ATTORNEY GENERAL'S OFFICE.

Requests for reasonable extensions of time to respond to specified portions of the CID will be accommodated upon an adequate showing of need for the extension and assurances that a good faith attempt will be made to respond fully to such portions on or before any extended deadline.

Requests for accommodation as to scope, requests for extension of time or to clarify particular requests, substantive responses, and any related contacts should be directed to the attention of Assistant Attorney General Steve St. Clair, Iowa Attorney General's Office, Hoover State Office Building, 2nd Floor, 1305 E. Walnut St., Des Moines, Iowa 50319 (steve.stclair@iowa.gov).

In answering the following questions and providing the information requested:

A) Any written or physical information produced must be clearly labeled and specifically

identified by reference to the CID paragraph to which it is a response.

B) Any question which, through the use of the words “and” or “or,” is reasonably susceptible to more than one interpretation, must be given the more expansive interpretation.

C) Headings and subheadings appear for ease of reference, and do not substantively limit the scope of any CID paragraphs.

D) A request for when something occurred requires the exact date or dates, and a request for a period of time requires the beginning and ending dates, unless in either case exact dates are unavailable, in which case good faith, close-as-possible estimates may be provided.

E) Information sought herein that is stored electronically and suitable for production in spreadsheet format must be produced in Excel, unless other arrangements between Respondent and the Attorney General’s office are made.

F) A request for a “communication” refers to any document (defined below) that reflects, embodies, or constitutes a communication between or among two or more individuals or entities.

G) The term “document” means the original and all non-identical copies of any written, printed, typed, electronic, or other form of information, whether stored via computer or other electronic device or medium, in hard copy, or otherwise. Copies may be produced rather than originals so long as copies are fully legible and faithfully reflect the content of the originals in all respects.

H) A request that Respondent “identify” (including requests that use other forms of the term, such as “identity” of and “identification” of) a natural person requires that Respondent provide the person’s full name, title, and last known work and home addresses and phone numbers.

I) A request that Respondent “identify” (including requests that use other forms of the term, such as “identity” of and “identification” of) a corporation or business requires that Respondent provide the corporate and/or business name, all known dba’s, the city and state of corporate/business headquarters, and, where applicable, the state of incorporation.

J) A request that Respondent “identify” (including requests that use other forms of the term, such as “identity” of and “identification” of) a ANHS mailing requires that

Respondent provide whatever unique identifying numbers, names, and/or descriptions ANHS typically uses to identify particular mailings, and to indicate the date of mailing.

K) The term “merchandise” has the meaning set forth at Iowa Code § 714.16(1)(i).

L) “Relating to” (and variations such as “in relation to”) means, without limitation, relating to, referring to, concerning, describing, pertaining to, evidencing, reflecting, or constituting.

GENERAL

1. Separately for each numbered paragraph, *identify* all individuals who participated in responding, and/or who were requested to search for responsive documents. If any individual with responsibility for or access to any records reasonably likely to include information or documents responsive to any part of this CID were not asked to conduct a thorough search for responsive information or documents, *identify* each such individual, and explain why no such search request was made of that individual.

2. Provide a copy of the document establishing Respondent Au Naturale Health Solutions (or, if applicable, establishing the entity which does business as Au Naturale Health Solutions) as a legal entity (*e.g.*, articles of incorporation, partnership agreement, etc.), accompanied by a copy of each document effecting a subsequent modification thereof.

3. For each legal proceeding of any nature in which any Respondent was a party at any time since January 1, 2004, provide the full title of the case or other proceeding, the name and location of the forum, the docket number or other identifying number, and the

disposition, and the *identity* of all present and former ANHS employees or other representatives who, in connection with such proceedings, provided sworn testimony in a deposition, a hearing, or otherwise.

4. Provide total revenues for 2012 from the sale by Au Naturele Health Solutions (hereinafter ANHS) of merchandise to Iowa residents, and ANHS's total revenues for 2012 derived from making lists of customers available to others.

5. Separately *identify* each Respondent (note that "Jim Ingram" as used in the CID is a phonetic rendering).

6. *Identify* each person who has left ANHS's employ at any time after January 1, 2012.

7. Identify each person who has been a senior health consultant at any time since January 1, 2012, and describe in detail the person's responsibilities in that capacity.

8. For each Iowa resident who has placed an order for merchandise at any time after January 1, 2012, provide the following: Name, mailing address, phone number, age; an itemization of purchases that includes the merchandise purchased, dates of purchase, and prices; and the manner in which the person was initially solicited by Respondents (*e.g.*, telemarketing, mail solicitation, etc.).

OWNERSHIP AND MANAGEMENT

9. *Identify* each company, individual, or other entity with an ownership interest in ANHS, indicating the extent (as a percentage) of each such entity's ownership interest.

10. *Identify* all ANHS employees with management responsibilities, and for each provide the person's title, the person's hire date, and a detailed description of the person's current responsibilities.

11. Provide a copy of each communication since January 1, 2012 (i) sent or received by one or more persons associated with ANHS as a person with ANHS management responsibilities or an ownership interest in ANHS, and (ii) relating directly or indirectly to whether any act or practice of ANHS may be misleading, deceptive, unfair, or otherwise in violation of the law.

CONSUMER CONTACTS AND MAILINGS

12. Provide a copy of each mailing sent to one or more Iowa residents after January 1, 2012 that related to merchandise sold by ANHS.

13. Provide a copy of each standardized mailing used to collect payments from Iowans at any time after January 2, 2012.

14. Provide a copy of each standardized mailing sent to Iowans after January 1, 2012 that did not involve debt collection of past purchases by the recipient.

15. Describe in detail the extent to which ANHS records, or arranges for the recording of, telephone contacts with consumers, as well as ANHS's policies governing the retention of such recordings.

CONSUMER DEMOGRAPHICS

16. Provide copies of all studies, reports, memoranda, communications, or other

documents originated after January 1, 2010 that analyze, profile, or summarize in any manner demographic information (including, but not limited to, age, level of education, and/or income) of the group of, or subgroup of, individuals who are prospects for receipt of solicitations by ANHS representatives, who have been sent ANHS mailings, or who have responded to ANHS mailings.

WEBSITE(S)

17. For each website that ANHS uses or has used at any time since January 1, 2012 in whole or in part to explain or promote any aspect of any of the merchandise it sells, provide via screen shots the complete contents.

SUBSTANTIATION OF CLAIMS

18. In relation to the ANHS materials appended to this CID, provide, for each highlighted representation (designated A through J), the reasonable basis for the claim, as required by the above-referenced substantiation requirement.

19. *Identify* all persons referred to in the attached Frequently Asked Questions as:

- a) “Our scientists in collaboration with researchers in Europe” (FAQ, page 1).
- b) “Our European researchers” (FAQ, page 2).

TELEMARKETING TO IOWANS¹

20. Provide the reasonable basis for each of the claims below, as required by the above-referenced substantiation requirement:

¹ The information requests in this section relate to information obtained by the Attorney General regarding representations that were believed to have been made in one or more telemarketing calls directed to Iowa residents in

- a) Marine Phytoplankton (“MP”) is the purest food source on the planet.
- b) MP has 187 times the vitamin B-1 of tuna, 650 times more more magnesium than spinach, and 750 times more calcium than milk.
- c) MP helps with or fully reverses over 500 different health problems, including arthritis, diabetes, high blood pressure, fibromyalgia , and cancer.
- d) MP breaks down the sludge build-up inside the digestive tract.
- e) Aches and pains start going away within three weeks of beginning MP use, and most people that want to lose weight start losing an average of three to eight pounds.
- f) People with asthma, emphysema, bronchitis and COPD benefit from liquid oxygen because it permits oxygen to be absorbed through the digestive tract.
- g) Liquid oxygen makes aches and pains go away.
- h) MP reduces your chance of stroke.
- i) Use of MP will make one’s eyesight go back to what it was as a teenager.
- j) MP inhibits you from getting cancer.
- k) MP is an anti-aging product.

21. Provide whatever basis Respondents have for the following representations:

- a) ANHS’s main client base consists of doctors, clinics, pharmacies, and chiropractors.
- b) ANHS sells MP to the general public once a year as an educational promotion, which involves finding people with health issues and having them gauge their health improvements after three or four months of using MP, which improvements usually involve lowering or eliminating prescriptions for medications for diabetes, high blood pressure, and high cholesterol.

22. Indicate the number of ANHS's MP sales that involve shipment of single bottles (either once or in a series of single-bottle shipments), as opposed to shipment of a greater number of bottles (*e.g.*, "X% of ANHS's MP sales involve the shipment of a single bottle of MP").

23. Indicate whether any of ANHS's offices includes a "medical" office.

24. *Identify* each doctor who has purchased 200 to 300 cases at a time from ANHS at any time after January 1, 2012.

25. *Identify* the source of ANHS's MP, and state whether that source is an FDA-registered lab.

26. Provide a copy of each script that has been used by anyone telemarketing for or on behalf of ANHS at any time since January 1, 2012. "Script" for this purpose includes prescribed content of a telemarketing solicitation, as well as rebuttals, responses to frequently asked questions, and other telemarketing instructions in whatever form.

27. Describe in detail all health-related developments, both negative and positive, including dates, relating to the following, and *identify* each person in question:

- a) Jim Ingram's wife's problems with cancer, including type(s), when diagnosed, any surgeries, recurrences, apparent disappearance of malignant tissues, and the role of MP.
- b) Jim Ingram's arthritis, including situs of the arthritis, effect on past employment, and effect of MP upon his arthritis.
- c) Gerri Bronstein's mother's blood pressure problems and arthritis problems.

PROSPECT LISTS

28. For each separate instance (“transaction”) in which ANHS obtained lists of potential customers at any time after January 1, 2012 from any business or entity, provide:

- a) the *identity* of the business or entity from which each such list was obtained;
- b) the date of the transaction;
- c) the number of names involved in the transaction;
- d) the amount of any payment involved in obtaining such list;
- e) whether Iowa residents were included in the list; and
- f) a copy of each promotional, advertising, or other document that contains a description of the list, including without limitation any and all descriptions of how the list was compiled and the characteristics of the persons on the list.

29. For each separate instance (“transaction”) in which the names of ANHS customers were provided to another person or entity, whether directly or through an intermediary, for use by that person or entity at any time after January 1, 2012, please provide:

- a) the *identity* of the person or entity;
- b) the *identity* of each intermediary, if applicable;
- c) the date of each such transaction;
- d) the number of names involved in each such transaction;
- e) the amount of any payment by the other person or entity, if any;
- f) a description of the purposes for which the person or entity was expected by ANHS to use the names;

- g) a copy of any documents reflecting how the person or entity would use the names;
- h) a copy of each document describing ANHS's list to prospective users of the list; and
- i) whether Iowa residents were included in the list.

SAMPLES

30. Provide a sample of what an Iowa customer who ordered a single bottle of MP, and of Liquid Oxygen, would have received as February 1, 2014, in terms of the product, the container, the packaging, and any accompanying explanations or other materials.

RESPONSIVE MATERIALS NOT BEING PRODUCED

31. *Identify* all responsive documents that are being withheld due to any claim of privilege. For each provide a description of the document, the date it was originated (as shown on the document), the name(s) of the author(s) and recipient(s), the subject matter of the document, and indicate the privilege asserted along with enough information to permit evaluation of the claim of privilege. If the document has been disseminated to anyone other than those listed, *identify* those individuals

32. State whether any responsive documents that have not been produced have been discarded, destroyed or removed from Respondent's control since January 1, 2012. If so, *identify* the documents and state the date and reason why the documents are no longer available.

EACH RESPONDENT IS TO PROVIDE A SEPARATE OATH, IN THE FOLLOWING FORM:

OATH OF RESPONDENT

I, _____, being first duly sworn, state under penalty of perjury that the foregoing response to the Civil Investigative Demand And Notice of Intent To Proceed is true and complete to the best of my knowledge.

Dated this _____ day of _____, 2014.

Subscribed and sworn to before me this _____ day of _____, 2014.

Notary Public

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NOTICE OF INTENT TO PROCEED

Service of this Civil Investigative Demand and Notice of Intent to Proceed on Respondents will constitute each Respondent's only notice, pursuant to Section 714.16(6) that such Respondent's failure to comply with this CID may result in a suit being filed against such Respondent for violations of the provisions of the Iowa Consumer Fraud Act.

Dated this 14th day of February, 2014.

Respectfully submitted,

THOMAS J. MILLER
Attorney General of Iowa,

By: 

Steve St. Clair
Assistant Attorney General
Consumer Protection Division
1300 East Walnut
Hoover Building, 2nd Floor
Des Moines, IA 50319
Telephone: (515) 281-5926
Fax: (515) 281-6771
Email: steve.stclair@iowa.gov

Is your RETURN ADDRESS completed on the reverse side?

SENDER:

- Complete items 1 and/or 2 for additional services.
- Complete items 3, and 4a & b.
- Print your name and address on the reverse of this form so that we can return this card to you.
- Attach this form to the front of the mailpiece, or on the back if space does not permit.
- Write "Return Receipt Requested" on the mailpiece below the article number.
- The Return Receipt will show to whom the article was delivered and the date delivered.

I also wish to receive the following services (for an extra fee):

- Addressee's Address
- Restricted Delivery

Consult postmaster for fee.

3. Article Addressed to:
AU NATURALE HEALTH SOLUTIONS
1500 E TROPICANA AVE STE 120
LAS VEGAS, NV 89119-8313

4a. Article Number

4b. Service Type

Registered Insured

Certified COD

Express Mail Return Receipt for Merchandise

7. Date of Delivery
2-27-14

5. Signature (Addressee)
[Signature]

6. Signature (Agent)

8. Addressee's Address (Only if requested and fee is paid)

PS Form 3811, December 1991 *U.S. GPO: 1993-352-714 **DOMESTIC RETURN RECEIPT**

Thank you for using Return Receipt Service.

UNITED STATES POSTAL SERVICE

Official Business

RECEIVED
 14 FEB 25 AM 10:00
 CONSUMER PROTECTION DIV

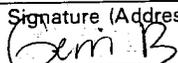
Print your name, address and ZIP Code here

CONSUMER PROTECTION DIVISION
1305 East Walnut
Hoover Building, Second Floor
Des Moines, IA 50319

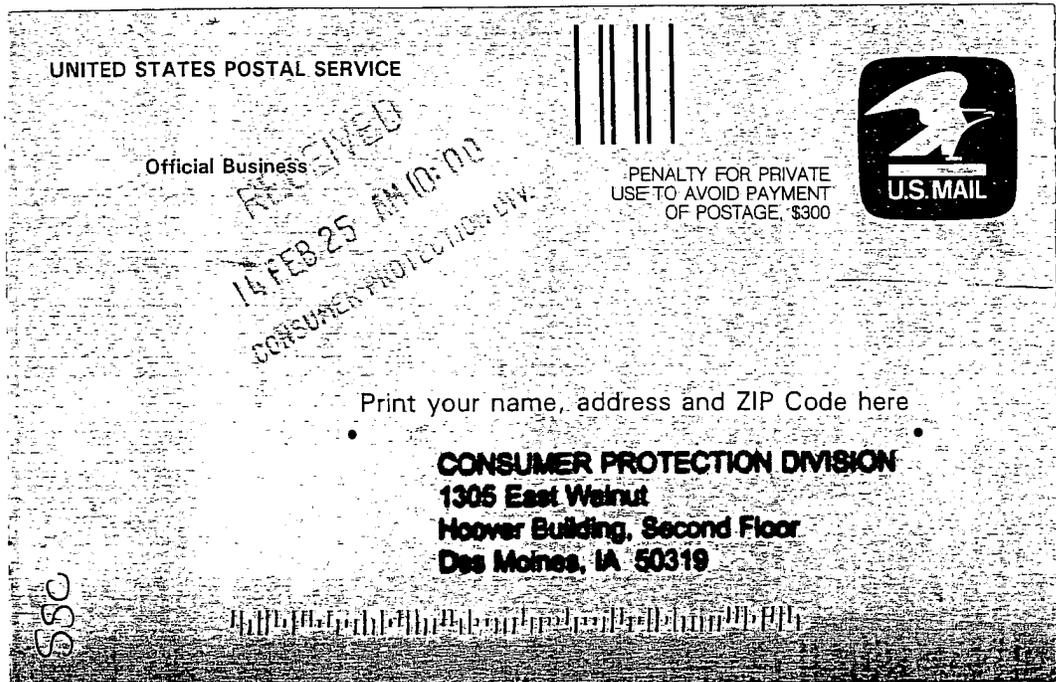
SSC

PENALTY FOR PRIVATE USE TO AVOID PAYMENT OF POSTAGE, \$300

U.S. MAIL

on the reverse side?	SENDER: <ul style="list-style-type: none"> • Complete items 1 and/or 2 for additional services. • Complete items 3, and 4a & b. • Print your name and address on the reverse of this form so that we can return this card to you. • Attach this form to the front of the mailpiece, or on the back if space does not permit. • Write "Return Receipt Requested" on the mailpiece below the article number. • The Return Receipt will show to whom the article was delivered and the date delivered. 	I also wish to receive the following services (for an extra fee): <ol style="list-style-type: none"> <input type="checkbox"/> Addressee's Address <input type="checkbox"/> Restricted Delivery Consult postmaster for fee.
	4a. Article Number 4b. Service Type <input checked="" type="checkbox"/> Registered <input type="checkbox"/> Insured <input type="checkbox"/> Certified <input type="checkbox"/> COD <input type="checkbox"/> Express Mail <input type="checkbox"/> Return Receipt for Merchandise	7. Date of Delivery 2-21-14
Is your RETURN AI	5. Signature (Addressee) 	8. Addressee's Address (Only if requested and fee is paid)
	6. Signature (Agent)	
PS Form 3811, December 1991 ★U.S. GPO: 1993-352-714		DOMESTIC RETURN RECEIPT

Thank you for using Return Receipt Service.



Is your RETURN ADDRESS on the reverse side?	SENDER: • Complete items 1 and/or 2 for additional services. • Complete items 3, and 4a & b. • Print your name and address on the reverse of this form so that we can return this card to you. • Attach this form to the front of the mailpiece, or on the back if space does not permit. • Write "Return Receipt Requested" on the mailpiece below the article number. • The Return Receipt will show to whom the article was delivered and the date delivered.	I also wish to receive the following services (for an extra fee): 1. <input type="checkbox"/> Addressee's Address 2. <input type="checkbox"/> Restricted Delivery Consult postmaster for fee.
	3. Article Addressed to: VIVIAN STEERS C/O AU NATURALE HEALTH SOLUTIONS 1500 E TROPICANA AVE STE 120 LAS VEGAS, NV 89119-8313	4a. Article Number 4b. Service Type <input checked="" type="checkbox"/> Registered <input type="checkbox"/> Insured <input type="checkbox"/> Certified <input type="checkbox"/> COD <input type="checkbox"/> Express Mail <input type="checkbox"/> Return Receipt for Merchandise
5. Signature (Addressee) <i>Colm B.</i>	7. Date of Delivery <i>2-21-14</i>	Thank you for using Return Receipt Service.
6. Signature (Agent)	8. Addressee's Address (Only if requested and fee is paid)	
PS Form 3811, December 1991 ☆U.S. GPO: 1993-352-714		DOMESTIC RETURN RECEIPT

UNITED STATES POSTAL SERVICE

Official Business

RECEIVED
 14 FEB 26 AM 10:13
 CONSUMER PROTECTION DIV.

Print your name, address and ZIP Code here

**CONSUMER PROTECTION DIVISION
 1305 East Walnut
 Hoover Building, Second Floor
 Des Moines, IA 50319**

SSC

U.S. MAIL

PENALTY FOR PRIVATE USE TO AVOID PAYMENT OF POSTAGE, \$300

SENDER:

- Complete items 1 and/or 2 for additional services.
- Complete items 3, and 4a & b.
- Print your name and address on the reverse of this form so that we can return this card to you.
- Attach this form to the front of the mailpiece, or on the back if space does not permit.
- Write "Return Receipt Requested" on the mailpiece below the article number.
- The Return Receipt will show to whom the article was delivered and the date delivered.

I also wish to receive the following services (for an extra fee):

1. Addressee's Address
2. Restricted Delivery

Consult postmaster for fee.

3. Article Addressed to:

JIM INGRAM
C/O AU NATURALE HEALTH SOLUTIONS
1500 E TROPICANA AVE STE 12
LAS VEGAS, NV 89119-8313

4a. Article Number

4b. Service Type

Registered Insured
 Certified COD
 Express Mail Return Receipt for Merchandise

7. Date of Delivery
2-21-14

5. Signature (Addressee)
Jim Ingram

6. Signature (Agent)

8. Addressee's Address (Only if requested and fee is paid)

PS Form 3811, December 1991 ★U.S. GPO: 1993-352-714 **DOMESTIC RETURN RECEIPT**

on the reverse side?

is your RETURN A

Thank you for using Return Receipt Service.

UNITED STATES POSTAL SERVICE

Official Business

PENALTY FOR PRIVATE USE TO AVOID PAYMENT OF POSTAGE, \$300

U.S. MAIL

RECEIVED
FEB 24 AM 10:15
CONSUMER PROTECTION DIV.

Print your name, address and ZIP Code here

SSC

CONSUMER PROTECTION DIVISION
1305 East Walnut
Hoover Building, Second Floor
Des Moines, IA 50319

THOMAS J. MILLER
ATTORNEY GENERAL



CONSUMER PROTECTION DIVISION

ADDRESS REPLY TO:
Hoover Bldg., 1305 E. Walnut Street
Des Moines, Iowa 50319

Telephone: 515-281-5926
Toll Free: 888-777-4590 (In Iowa)
Fax: 515-281-6771
www.iowaAttorneyGeneral.gov

Department of Justice

March 24, 2014

Au Naturale Health Solutions
1500 East Tropicana Ave., Suite 120
Las Vegas, NV 89119-8313

Re: Civil Investigative Demand delivered on February 21, 2014

Dear Sir or Madam:

Our records show that a Civil Investigative Demand (CID) was served upon Au Naturale by registered mail delivery to the above address on February 21, 2014. The CID required sworn responses to be received by our office on or before March 21, 2014, unless an alternative deadline were explicitly arranged with our office. No response was received by the March 21, 2014 deadline, and no alternative response date was requested.

Please contact me on or before close of business on March 31, 2014 if Au Naturale does intend to respond to the CID. Otherwise I expect that our office will thereafter file a lawsuit asking an Iowa District Court judge to provide relief. The relief requested will presumably include entry of an injunction against further Iowa marketing, and may include broader relief for violations of the Iowa Consumer Fraud Act (Iowa Code § 714.16).

Thank you for your attention to this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve St. Clair".

Steve St. Clair
Assistant Attorney General

ATTACHMENT VI

Stclair, Steven [AG]

From: Joe Rios [joe.rios1375@gmail.com]
Sent: Monday, March 31, 2014 11:55 AM
To: Stclair, Steven [AG]
Subject: Re: Au Naturele's CID Response

Mr. St. Clair,

I received the email and I want to say thank you very much and once again I do apologize for the inconvenience.

On Mon, Mar 31, 2014 at 9:48 AM, Stclair, Steven [AG] <Steven.Stclair@iowa.gov> wrote:

Mr. Rios - As we discussed when you phoned today, we will extend the deadline for the company and the other named Respondents to respond to the CID to 30 days from today (to April 30, 2014) for all aspects of the CID EXCEPT those that require information that you are in the process of obtaining from certain laboratories, and the deadline for such lab-related responses will be extended by 90 days from today (to June 30, 2014). Please let me know immediately if I have misstated any aspect of our conversation regarding deadline extensions. Thank you.

Steve St. Clair
Assistant Attorney General
Consumer Protection Division
Iowa Department of Justice
1305 East Walnut
Des Moines, Iowa 50319
Direct line: (515) 281-3731 <tel:%28515%29%20281-3731>
Division line: (515) 281-5926 <tel:%28515%29%20281-5926>
fax: (515) 281-6771 <tel:%28515%29%20281-6771>

ATTACHMENT VII

AU NATURALE HEALTH SOLUTIONS

December 2013 (1st call)

PC: Prospective Customer

Jl: Jim Ingram

PC: Hello?

Jl: Oh hi is [NAME] there?

PC: This is [NAME].

Jl: Hi [NAME] this is Jim Ingram calling from Au, Au Naturale Health Solutions. How are you doing today?

PC: Very good. Thank you.

Jl: Happy holidays to you...

PC: Merry Christmas to you.

Jl: Thank you. I, I'm afraid these days to say Christmas. Some people don't like saying that, Merry Christmas absolutely. I was calling to share some information regarding marine phytoplankton. Hope I didn't catch you at a busy time?

PC: Yeah but marine plankton? I'm sorry, what is that?

Jl: It is, it is the food that whales eat. It's a single cell plant that grows in the oceans of the world. It's the very beginning of the entire food chain on the earth. I know this was featured on 60 Minutes, CNN, Dr. Oz, 20/20, Dateline ABC. Do you watch any of those kind of programs?

PC: Yes I do.

Jl: Marine phytoplankton they found is the purest food source on the planet. Gram for gram marine phytoplankton has 187 times the vita, vitamin B1 of tuna. 650 time more magnesium than spinach. 750 times more calcium than milk and I'm sure you know that well they put all kinds of things in the food we eat nowadays. Whether it's the food, the meat, they, they give steroids to or the crops that come from the farm belt, they've been growing crops there for over 200 years and the nutrients in soils are depleted so they add fertilizer so the crops grow real good but they haven't replaced the trace

minerals and other things so the nutrition that we get from the food we eat is nothing like it was 200 years ago. They found that this marine phytoplankton, they found that it's actually helping with or fully reversing over 500 different health problems. Things like arthritis, diabetes, high blood pressure, high cholesterol, fiber myalgia, sleep disorders, even cancer, we're not supposed to say cure for cancer but my wife is a survivor definitely because of the marine phytoplankton. I believe that 100 percent.

PC: OK, can, can you, marine, what is it, marine what?

Jl: Phytoplankton.

PC: How do you spell phyto?

Jl: P-H-Y-T-O. Plankton.

PC: OK. OK. And where are you located?

Jl: Las Vegas, Nevada.

PC: Oh OK. OK. What was the name of the company, I'm sorry I didn't catch that?

Jl: It is a french spelling and pronunciation. Au Naturale Health Solutions.

PC: Oh OK. OK. Well it sounds like it's a miracle.

Jl: It's pretty amazing stuff. I myself, I didn't find out about the marine phytoplankton until my wife was, she dealt with breast cancer with her left breast and after almost two years had left breast removed and about a year and half later we found lumps in her right breast and we weren't going to go through the chemo therapy and the whole nine yards again. That didn't work the first time. Some friends of ours told us about these natural health products and so we tried the marine phytoplankton, that seemed to be the one that was doing the best with cancer and about three or four months after she started using the plankton, the lumps in her right breast were gone. I had retired from construction because of my arthritis in my right hand and about that same time I was able to move my hand by itself in the mornings. I had to use my left to get my right hand working in the mornings for years. After about six months of taking this my pain was about fifty percent with my arthritis. Didn't have pain as often, it wasn't as bad, didn't last as long and

after about a year and a half of taking this marine phytoplankton I actually stopped feeling the bone rubbing against bone. The, our digestive tract, we get a build up sludge on the inside of the digestive tract which doesn't allow us to absorb the nutrients from the food we eat as effectively. This marine phytoplankton breaks down the sludge build up so you'll be absorbing the nutrients from your food much more effectively and there's more nutrition in this marine phytoplankton than anything else on the planet. So and the first, second, third week of using this you start sleeping better at nights, aches and pains start going away. Most people that need, want to lose weight, they start losing an average of three to eight pounds. You, your metabolism will start working the way it did when you were a teenager. I've, I got to say you sound much healthier than most of the people that I've been talking to.

PC: I'm blessed.

Jl: If you don't mind me asking...

PC: I'm blessed. I exercise and I, and I do take multi-vitamins and herb supplements.

Jl: Excellent. Excellent. Exercising, I tell everybody staying active gets all the nutrients circulating in your body and mentally, physically, everything depends on staying active. If you don't use, you lose it.

PC: I believe that. I really do.

Jl: So you're taking multi-vitamins now. My, my, my firm belief, since I've been into natural health here for the last seven and a half, almost eight years now, is if you're trapped on a life raft in the middle of the ocean, there's just three things that you cannot do without. You can go for weeks without food, but you absolutely have to have food, that's the bricks and mortar that your body is made out of. You can go for days without water but you absolutely have to have that. Keeping the cells hydrated is absolutely essential for all the neuro electrical chemical messages sent throughout the body and, and keeping everything functioning right. And you can only go for minutes without oxygen. Oxygen is the fuel that our body burns, burns to perform all the natural tasks. If you give your body plenty of those three things, the body is an amazing self-righting machine. If you give it the tools to do the job. Now the oxygen in the air we breathe is only about two thirds of what it was about two hundred years ago, hundred, hundred and fifty, two hundred

years ago. We have a stabilized oxygen product, have you ever heard about liquid oxygen?

PC: No, just like with people with COPD that carry it around?

Jl: I, I'm not talking about the metal cannister...

PC: OK.

Jl: ...that, to put oxygen in a liquid form normally you would have to put it in under high pressure and that's the oxygen tanks. They found that you can bind an oxygen molecule to a magnesium molecule and by doing so you can suspend it in water. And you take this stabilized oxygen and you put about ten to fifteen drops into water or juice in the morning and you drink it, and its absorbed directly into through the digestive tract directly into your blood stream. For people with asthma, emphysema, bronchitis, COPD, any breathing problems its especially effective because their lungs aren't working as well and this way you can absorb it through the digestive tract. But once again the oxygen in the air we breathe is only about two-thirds of what it was a hundred and fifty years ago. So it does, it, it's an amazing product. It will give you immense stamina, endurance, better mental clarity. It will cure a hang-over. Body aches and pains go away. It, it, it basically give your body the fuel to perform all the natural tasks. The plankton gives your body, it's the brick and mortars our body are made out of, those two things along with drinking plenty of liquids, your body has all the energy and the bricks and motor to do all the repair work.

PC: OK, wait. So, this is in liquid form and I just put it in my water?

Jl: Yeah. You put to ten to fifteen drops into water or juice in the morning and you drink it and it's, it's absorbed directly into the digestive tract. It's about maybe twenty minutes to, twenty to forty minutes after you drink it, depending on how much food, food you have in, in your belly at the point. You'll have better mental clarity, better energy, stamina, endurance and it lasts for about nine, ten, twelve hours.

PC: So the first time I take this stuff I'm going to feel that within twenty minutes?

Jl: Twenty, twenty to forty minutes. Absolutely.

PC: Wow.

Jl: Especially if you're not feeling good or, or, or tired, or didn't have enough sleep or if you've got a head ache or if you have a hangover or anything like, have you ever watched that, that program on the first seven astronaut to go into space when they were testing them to see who they're going to send out first?

PC: No. Huh uh.

Jl: You know what a hyper baric chamber is?

PC: Is it where you are floating?

Jl: Hyperbaric chamber is normally associated with deep sea diving...

PC: Oh, OK.

Jl: ...they came up too fast they put in them in a hyperbaric chamber and pressurize the chamber so they don't get the bends.

PC: Right.

Jl: And with the astronauts they did the opposite, they actually sucked all the air out of the chamber. They reversed it. Instead of pressurizing it they, they turned it into a vacuum like space and they had the first seven astronauts, they were deciding who was going to go up on the very first shot into space and had two of them playing paddy cake, paddy cake, bakers man, doing the clapping and the another one putting the round pegs in the round hole, square pegs in the square whole, another reciting Mary had a little lamb over and over again, the whole, the whole poem, doing menial tasks and then they sucked all the oxygen out of the chamber and within about a minute and a half the guys doing paddy cake, paddy cake were laughing and giggling. They couldn't hit their hands together. The guy who was trying to put a triangle peg into a square hole, the guy reading Mary had a little lamb was slurring his words. Thinking requires oxygen. Anything that happens in your body whether it is cell production, cell division, the immune system doing its job, digesting your food, thinking, it all requires a fuel to perform those tasks and the fuel that it burns is oxygen so the more oxygen you have in your system, the easier it is for your body to perform all the natural tasks. If you don't mind me asking, my wife says I'm not supposed to ask this, but, but how old are you?

PC: I am myself am fifty-five.

Jl: OK you got me by five years. I just turned fifty this year myself.

PC: Well hey can I ask, excuse me, can I ask you your name please?

Jl: Jim Ingram.

PC: Ingram. OK, well how much does this plank, plankton cost?

Jl: The marine phytoplankton we have a clinical grade. Our main client base are doctors, clinics, pharmacies, chiropractors what have you, they normally retail our product for a hundred twenty-nine dollars per bottle. That's are suggested retail price. Some sell it for more, very few sell it for less. Once a year we do this educational promotion to the general public. What we like to do once a year is to find people that are dealing with some health issues and have been for several years, get them using the plankton and/or the oxygen, and within about three to four months we ask them to go back and see their doctors. It never fails, the doctor usually lower or start eliminating some of the prescriptions within six to eight months. Things like diabetes, high blood pressure, high cholesterol...

PC: Well I have blood pressure.

Jl: Oh you do?

PC: Um hum.

Jl: Let me pull up the charts here on the high blood pressure. There it is. Arterial hypertension, increased risk of heart attack, stroke and kidney damage. Hypertension has no symptoms but can be controlled by lifestyle, diet and plankton supplementation. Plankton renourishes all your major organs including your heart and is rich in omega three, six nine and twelve and the Co Q ten. Plankton makes your blood vessels more supple and helps prevent arteries from getting clogged, allowing your heart to perform more efficiently and also reducing the chance of stroke.

PC: Does that mean like if I take this I could get off my lisinoprol?

Jl: We tell you not to take, go off any medications until your doctors take you off

them.

PC: Oh OK.

Jl: In about three to four months this will be starting to break down any blockages in the arteries and the cells that form all the major organs and throughout your body are going to becoming, becoming more supple, more viable. In about three to four months your doctor will probably either lower or eliminate that medication. Within six to eight months you should be off that medication with your doctor's blessing.

PC: Wow.

Jl: How long, long have you been taking the blood pressure medication?

PC: Probably just a year.

Jl: That is probably how you got on the list to call then.

PC: Oh, OK.

Jl: We don't call, we don't at random and since you've been taking that for just one year, now high blood pressure most times run hands and hands with high cholesterol. You're not taking a cholesterol medication though right?

PC: For some reason my, my good HD, HDL/DL outweighs my bad.

Jl: Good, good. Cholesterol medications are some of the worst on the market for side effects. If you ever, if your doctor ever wants you to start taking a cholesterol medication, try everything else before you do because the, this, they all from the same family of drugs called statins which are, they do damage the liver and kidneys they basically burn holes in them. If you start taking a cholesterol medication your doctor would ask you to come in for blood work three or four times a year to, they are required to by law to make sure your liver and kidneys are still functioning. Those medications kill people so, this is a, as far as cholesterol goes, your cholesterol is great right now. But plankton helps cut triglycerides by as much up to eighty-two percent. Lowers LDL by up to seventy-one percent and raises the good cholesterol by up to seventy six percent.

PC: Well now how much, how much is the bottle?

Jl: Right now with the advertising campaign with our, with this promotion, we send you out three bottles for two hundred and thirty nine dollars and ninety-five cents plus shipping and handling, fifteen dollars for the shipping and handling. We know that and in about two and half to three months you're going to be getting healthier. You, we're going to ask you to go back to see your doctor, your doctor will either lower or eliminate that blood pressure medication. There's a real good chance he'll eliminate in that in three months because you've only been taking it for a year now. So in about two and half three months when you go back to see your doctor, and you know you're getting healthier. You're going to see the results with that right away. Within the first few weeks. You're going to, you're going to feel stronger, you'll sleep better at nights, your eye sight, how's your eye sight by the way?

PC: It's, it's pretty good, I'm surprised.

Jl: When the cells become rehydrated, the lense of the cornea will go back to its natural curvature. I know as we get older when the cells start becoming dehydrated that usually is the reason for most vision problems. So, the, when, because the cells become rehydrated, the lense goes back to its natural curvature. Your eyesight will go back to what it was when you were a teenager again. If it, if it has gone south any at all. But, yeah by the...

PC: So you can't just, can't, I can't just buy one bottle? It has to be three? 'Cause right now, two hundred and thirty nine dollars is quite a bit of money, especially right now.

Jl: You can buy a single bottle. We sell it to you at the retail price, one twenty-nine...

PC: OK. Let's do that. Let's try that.

Jl: OK.

PC: OK? But the only thing is that you're going to have bill me, is that OK?

Jl: We take all major credit cards.

PC: I can't. My husband won't let me.

Jl: OK. Gosh I don't want to get you in trouble with your husband. We, before they will send anything out we have to have the, the full payment here...

PC: Well, how, can you go ahead and bill me and then I'll send it to you and then my, my check, and then you guys send me the product?

Jl: We do a, I believe we have the electronic check service here. Hold on one second, let me get the form out here. Do you have your check, check book handy?

PC: Yes. Just a minute please.

Jl: OK. Do you have pen and paper there? Let me give you my information first.

PC: OK. Go ahead.

Jl: We are, it's the french spelling Au Naturale Health Solutions, A-U, Naturale, -A-T-U-R-A-L-E Health Solutions.

PC: OK, just a minute. So should I be writing out this check to...

Jl: To All, Au... Naturale Health...

PC: OK, OK, OK let me get my... I got it so go ahead.

Jl: OK. It's A-U...

PC: No I got it. I got it. I wrote it down. So what do you need from me? Just my routing number?

Jl: One second here, let me me, yeah I'm ready for the routing number.

PC: It's [NUMBER].

Jl: And the account number?

PC: Is [NUMBER].

Jl: One, one more time.

PC: OK, [NUMBER].

Jl: OK.

PC: And the check number is [NUMBER].

Jl: [NUMBER]. OK and the, the name on the account?

PC: Well my daughter is doing my accounts as, besides my husband because I've been writing a lot of checks and that's why I can't, I don't have a credit card or anything so I'm having to use her account and it's under her name which is [NAME]. Yeah I got all my credit cards taken away from me.

Jl: My wife and I went through that at one point and she needed an emergency credit card but she was buying stuff all the time. I ended up freezing her credit card in a block of ice so she had to take her, it took her an hour or so to chip it out of there. Give her time to think before she made any snap decisions. And...

PC: Well this sounds like, this sounds like it good though. So I, so that's why I'm going to go for it.

Jl: I am, I'm so sold on this product. I'm fifty years old and I plan on taking this the rest of my life and it's probably going to make me live another extra ten, maybe fifteen years longer...

PC: As long it's quality.

Jl: It is the, it is clinical strength. It is the strongest that you can get.

PC: No I meant your quality of life.

Jl: Oh absolutely.

PC: Yeah.

Jl: Oh absolutely. I'm, I'm, I'm so blessed there.

PC: And you said it was going to be one twenty-nine?

Jl: One twenty-nine and I believe that is total cost with the shipping and handling and everything.

PC: Great.

Jl: And what is the...

PC: OK.

Jl: ...the address that, that you receive the billing statement at?

PC: [MAILING ADDRESS]

Jl: OK.

PC: And that's [CITY], Iowa.

Jl: [SPELLING CITY]?

PC: [SPELLING CITY].

Jl: [SPELLING CITY]. IA. OK.

PC: And then the zip code is [NUMBER].

Jl: [NUMBER]. And my phone number here...

PC: OK.

Jl: Do you still have your pen and paper handy?

PC: Yes I do.

Jl: It is [NUMBER].

PC: And Jim Ingram, right?

Jl: Yes.

PC: OK.

Jl: And let's see are we shipping this to the [ADDRESS]...

PC: No, no, I had, I had to move too. So I'm using the [MAILING ADDRESS].

Jl: OK. So shipping to [MAILING ADDRESS] and I'll just put the same on here. OK. And is this the best phone number to be reached at?

PC: Yes.

Jl: That's [PHONE NUMBER] and it [NAME]?

PC: Yes. [SPELLING], yes.

Jl: [SPELLING]. And today is the 23rd. _____ up here and let's see here, this is a personal check right?

PC: Yes.

Jl: OK. And I'm going to have my, we always have one of our senior health consultants give you a call back. They like to go over each and any health issue. The only health problem that you, you're fifty-five now and the only health problem that you're dealing with is the high blood pressure for one year?

PC: Yeah. Taking Lisiniprol. And I'm going to be taking off here shortly. I got some shopping I need to do so. Hopefully you'll keep on trying.

Jl: OK. They will.

PC: OK.

Jl: Absolutely. So I'm going to go ahead and, I, I, believe the one twenty-nine, let me double check here, I believe that, I normally don't sell single bottles but I believe that one twenty-nine includes shipping and handling, if not they will let you know.

PC: OK.

Jl: I believe that is all included, inclusive.

PC: OK.

Jl: All right. Welcome aboard. You'll be taking one pill per day. They're

thirty tablets in the, in the bottle and give us a call back here before it runs out so we can get the next shipment out there to you.

PC: How long does it take usually to get?

Jl: You'll receive everything within three to five days. It will be going out the door this evening so you should have it by Saturday.

PC: OK, I was just thinking for a refill I just need to do it like three to five days before, OK. OK.

Jl: Yeah.

PC: OK. Thank you.

Jl: Welcome aboard. You guys have a great Christmas.

PC: Merry Christmas to you, bye.

Jl: Bye, bye.

AU NATURALE HEALTH SOLUTIONS
December 2013 (2nd call)

PC: Prospective Customer

Jl: Jim Ingram

Jl: Is [NAME] in?

PC: This is [NAME].

Jl: Hey, [NAME], Jim Ingram, how was your Christmas?

PC: Oh very good.

Jl: We've been trying to reach you the last few days. I'm sure you've been chasing Santa Claus around?

PC: Busy, busy, busy.

Jl: Yeah my, my supervisor, in the medical office wanted to touch base with you. They were, actually the bottom line, they were hoping you could go down and get a pre-paid credit card instead of using the check over, by phone because we have to hold it an extra week to make sure the check clears, what have you. But they wanted to talk to you a little more before they sent it out there. I think they were thinking about giving you a better price but, are you going to be home today?

PC: I'm going to be in and out but I will not go get a pre-paid card to pay for that.

Jl: Oh OK. That's shouldn't be a problem. I'll, I'll let them know that you'll be in and out today and have them give you a call. I'm going kind of leave it between you guys to figure out, I'm the low man on the totem pole.

PC: No that's fine.

Jl: All right, and just to let you know that nothing has been processed as out yet so I told you it usually arrives in three to five days. We haven't even processed it yet...

PC: So the one twenty-nine has not gone through?

Jl: No, no. They have not been billed a thing yet.

PC: Oh, OK.

Jl: They are going to give you a here some time today. I'm not sure that they are even in the office yet. I haven't been by the medical office yet. But I'm going to walk over and see if they're in yet and if they are they will probably give you a call here shortly.

PC: OK well why don't you wait a little bit because I'm going to be taking off here shortly probably for an hour, an hour and a half or so.

Jl: OK.

PC: OK?

Jl: OK I'll have them give you a call back in a couple of hours.

PC: OK. Thanks.

Jl: You bet. Bye, bye.

PC: Bye.

AU NATURALE HEALTH SOLUTIONS

December 2013 (3rd call)

PC: Prospective Customer

GB: Gerri Bronstein

PC: Hello?

GB: Hi [NAME]?

PC: This is [NAME].

GB: Hi honey this is Gerri Bronstein from Au Naturale Health Solutions. How ya doing?

PC: Very good, thank you.

GB: You're a tough lady to get ahold of.

PC: It's a busy season.

GB: I know and you know he told you about electronic, we don't do electronic checking. However, we will take a check but the only thing is we don't send out the product until the check clears. So you're better off sending a money order, because it's, it's like money. When it comes in you're going to get it right away. But I also wanted to offer you a cheaper price as well. OK? You are how old? Fifty-five?

PC: Um hum.

GB: OK. Perfect. And you have blood pressure?

PC: I take Lisinopril.

GB: OK. Any other medical conditions?

PC: No.

GB: OK. Let me tell you my medical background first. I have my pre-med background. I'm a massage therapist. I've been in the business, between me and my partner, nine and a half years and I'm part owner here. Now

second. Why I chose your name. You're fifty-five. Let me tell what I do [NAME], I take the first thirty men, the first thirty women that come in every age group. I start at the age of twenty. I do five year increments all the way to the age of ninety-five. Right now I have twenty eight women between fifty-five and sixty. OK? Before I had more between fifty and fifty-five, but now I only two between fifty-five and sixty because nowhere on the web-site does it say, but anything, one twenty-nine ninety-five a bottle, OK? There is no promotional price that James offered with the three bottles, which breaks down without the shipping to seventy-nine fifty-eight a bottle. It's a promotion. Remember if you go to reorder, it goes back to one twenty-nine ninety-five. It's only a promotion. However, the doctor's pricing I'm about to offer you is much cheaper, OK?

Let me tell you I take the first thirty women, first thirty men. I call them after six months of using my product. I find out all the benefits. What medical conditions reversed, how's the energy, how are you sleeping, how's your hair. How's the energy. Everything that you're benefitting from the product, I want to know about. I'm going to use only your initials, your age and that you're a female. Nobody is going to know it's you. I don't feel it's right to ask somebody to call them in six months at their home, use them on the web site, even though I'm not using but your initials and not offering something in return. So what I do is I offer you the doctor's pricing in return. Mind you, my mother was on blood pressure medication five and half six years. She was on Lipitore seven years. She also had arthritis so bad half the month she couldn't get out of bed. She couldn't tie her own shoes, open jar. After using our pure oxygen and the phytoplankton she was tying her own shoes, opening jars. After a year she was bowling, golfing, dancing, not like Michael Jackson, but she had gotten ridden eighty-five percent of the arthritis. If you saw her today you would swear it was not the same person because she runs around like an energizer bunny. Here's a women that was in bed half the month, couldn't tie her own shoes, open jar, and now she runs around like an energizer bunny. If you saw to her today, I swear to you [NAME] you'd say to me Gerri that's not the same women that I saw five years ago. Not only that, within seven months, not at the same time, but you know get your blood checked every three or six months because they are checking your liver to make sure that the medications are not ruining your liver 'cause it has so many side effects. Our product has no side effects, it's all natural. I made the specs according to how I want it. I went in there with the scientist and the doctors and said, they said to me you could certainly get this product for twenty-two dollars at GNC or on the web site but they are filled with so many binders and fillers that it probably would take you six bottles to see one

benefit. Mine is pure marine phytoplankton. The only think that you have in there is kelp which is not a filler or a binder. It actually helps to absorb the phytoplankton into your system faster, so that you see the benefits faster. I've never had, in the first two weeks, you're going to feel the toxins coming out of your body, and you're going to feel the energy and the sleeping better. I felt the sleeping the first five days. The energy the first seven. The time frame is different with natural products but the benefits are the same. Everybody within the first two weeks felt the energy, the sleeping better, the toxins coming out of your body. I felt it, like I said, seven for the energy, five for sleeping. However, my mother, within seven months was off both the blood pressure medication and the cholesterol. The doctor took her off both. Not at the same time but within seven months she was off both and like I said within six months she was tying her own shoes and opening jars and she was, you know runs around like the energizer bunny today. She's dancing, bowling, doing the things she couldn't do in years. Now the doctors buy two hundred, three hundred cases at a time. You know [NAME] in any business, jewelry, jeans, whatever it is. When you buy in bulk you get a cheaper price, right? That's just business right?

PC: Um hum.

GB: I'm not asking you to buy two hundred, three cases, however, you get the, the doctors pay forty seven forty-nine a bottle. They get, you get twelve bottles which is a case and the price stays at forty seven forty-nine for the rest of your life. My doctors had never paid a penny more than forty seven forty-nine a bottle in the whole nine years. Now that is unheard of. You would have the same option. You of course, have to call to re-order. We do not auto ship, we don't keep your credit card on file, we're not allowed to share your information with anybody because our product comes from an FDA registered lab with strict guidelines. We have the purest clinical grade product that you can get on market. The doctors, because they buy in bulk, they will never pay a penny more than forty seven forty-nine a bottle. Neither will you but you will have to call to reorder because if you took the offer today, we would run the twelve bottles for five ninety-four ninety-five, that includes shipping handling and everything, you're getting it for forty seven forty-nine a bottle and if you decide to reorder you will never pay a penny more than forty seven forty-nine a bottle. I don't care if my bottle rates goes up to three hundred and bottle you're is staying at forty seven forty-nine a bottle. And remember plankton is the first food on the food chain. It's what the whales and the sharks eat. They grow to be a

hundred and fifty years old. Not that I'm, I don't want to live to a hundred and fifty but what I'm saying it's an anti-aging product. And they never get sick or, or, our whales because they have all the, plankton has all your vitamins from A to Z. All the omega three, six, nine for your heart. Has all seventy-two minerals plus it has the, the Q9 enzyme, Q9 for a cancer inhibitor. It inhabits, it inhibits you from getting cancer, the free radical _____, and it's going to prevent you from getting the carcinogens, get those toxins out of your body. Now are you married?

PC: Yes.

GB: OK. Most people that get the twelve bottles, they'll split it with, you can't split three bottles with anybody because then you are not going to see all the benefits that we want you to see, you know what I'm saying? Because like to reverse the blood pressure, it takes between six and nine months. You didn't get it over night. It's not going to go away every night. But, like I said, I've seen every benefit for myself, except for one, where your hair turns back to it's natural color but I have many of my customers tell me it's happened. I haven't witnessed for myself but that's the only one I haven't witnessed for myself. OK? Does that sound like a better deal?

PC: No.

GB: OK.

PC: I won't be able to do that.

GB: Is it financial?

PC: Yes.

GB: OK. Let me, let me ask you this. Where my at with you because I have...

PC: Well of course, can I ask, what is your name?

GB: Gerri.

PC: And what's your last name Gerri?

GB: Bronstein. B-R-O-N-S-T-E-I-N. [NAME], where were we at? What was your first name?

PC: [NAME].

GB: [NAME], right?

PC: [NAME].

GB: Got it right here. OK. What was it?

PC: [NAME].

GB: [NAME], that's right. I'm talking to [NAME] right, that's why it is in front of me. OK. What I could do to make it easier for you, I can break it into two payments. You can send out a check for the two fifty four ninety-five...

PC: There, I, no. I agreed to a hundred and twenty nine dollars for the bottle.

GB: OK. That's all, all, I, I was just giving you an option. I was going to split it into two payments for you see you're able to get the forty-seven forty-nine a bottle.

PC: I won't be able to do that.

GB: OK. Even if I split it up?

PC: No.

GB: OK. So you just want to send us the one twenty-nine ninety-five and once, or no, with the shipping it comes to one thirty-nine ninety-five with the shipping and if you want to send us a check once it gets here and clears...

PC: Wait, wait, I need to write this down. One thirty-nine what?

GB: OK. One thirty-nine ninety-five.

PC: OK. What's, what address do I use?

GB: One twenty-nine ninety-five and it's ten dollars shipping.

PC: Oh OK.

GB: You send it to, I'm going to spell the Au Naturale 'cause it's spelled in

French, OK?

PC: OK.

GB: A-U, second word Naturale with an E on the end.

PC: OK.

GB: Health Solutions. H-E-A-L-T-H, sec, fourth word, Solutions.

PC: OK.

GB: 1500 E. Tropicana Avenue...

PC: Wait, wait just a minute please.

GB: 1500 E. Tropicana, like the juice.

PC: Avenue.

GB: Avenue. Suite 120. Las Vegas, Nevada. NV. 89119.

PC: OK. So, so as soon my money order or my check clears then you'll go ahead and send that out to me?

GB: Right. I would suggest sending the money order because if you send the money order because if you send the money order for one thirty-nine ninety-five, as soon as I get that money order, I'm sending you out that bottle.

PC: OK. Sounds like a deal.

GB: OK. If you send a check it's going to take thirty days to clear. You're not going to get the bottle for thirty days, I'd send a money order.

PC: Well that sounds, well that sounds like a lot better solution.

GB: OK and when will you be sending it just so I can have an idea when it might get here, looking for it.

PC: I'll probably, this is a crazy weekend and so I probably won't be even able

to send it until Monday.

GB: Monday. OK.

PC: OK.

GB: OK. So I'm writing Monday. Sending money order possibly Tuesday but Monday.

PC: Yes.

GB: The 30th. OK.

PC: OK.

GB: So we'll look for you, we'll look for the money order, as soon as it comes in I will send you a bottle. If you change your mind within thirty days and decide you want to do the doctor's pricing, I can break it up for you. I could post date it for you, those are the only two ways that we can keep a credit card or we don't even have a credit card on you but, those are the only two ways that we can keep you on the promotional price...

PC: Well is...

GB: Are you...

PC: Well is that going to be on the, in the information that you are going to send me?

GB: It's on the, I'm going to send you all our information on the plankton, the liquid oxygen and the Garcinia that we have.

PC: Oh, OK.

GB: So this way you have an idea about what we got. You can break the twelve bottles in to all three, you can break it up and get all three if you want. You could get twelve bottles any way you want them.

PC: OK. Well...

GB: I would suggest how to do it 'cause of whatever conditions you have. I

know you have blood pressure so I would suggest taking two of the phyto plankton a day. It's a one capsule a day but Dr. Oz says you can take up to one to twelve a day as long its _____marine phytoplankton which it is. The kelp is not a binder. It helps to absorb the phytoplankton faster and it cuts down on that fishy smell.

PC: OK.

GB: Because the plankton grows under the ocean. If you decide within thirty days and I will have it in my notes in this, in this computer, if you decide within thirty days to call me and you want the twelve bottles at the doctor's pricing I will honor it.

PC: OK.

GB: In other words, I will take the five ninety-four ninety-five minus the one thirty-nine ninety-five, and whatever the difference is, of course you'll have to pay an extra for the shipping because we're shipping, it's shipped by weight and we send it priority mail so you will have to pay the difference in shipping but I will minus the one twenty-nine give you the five ninety-four minus that plus the extra shipping and you're still getting it for forty-seven forty-nine if you decide to change your mind by January 27th.

PC: OK and that will be in there right?

GB: The month. Well that won't be in there. It's in my notes in the computer...

PC: Oh, OK. For...

GB: If you call in and [NAME] [NAME], [NAME] calls in, we look you up, we see that ninety, you called in by January 27th. You get the, the doctor's pricing.

PC: OK that sounds good.

GB: OK? Fair enough?

PC: Very good. Thank you.

GB: OK. You have a great holiday...

PC: Thank you.

GB: New Years and call us if you have any questions. The eight, the toll free number should be a live person every time unless all numbers are lit up and then leave a number and I'll call you back if I don't reach you, you bet the next morning the first call I make is to you.

PC: OK.

GB: Or there is going to be a card in the welcome letter. It's my local number, try the local number to.

PC: Oh, OK.

GB: OK?

PC: OK.

GB: All right. Fair enough?

PC: Thank you Gerri, Gerri.

GB: You're welcome.

PC: OK.

GB: I, I, I just want you to feel like, I want you to know everything about it 'cause that's how I want to buy a product. I want to know everything about it before I buy it, I want to know how my credit card is going to handled, you know the whole thing. 'Cause I treat you how I want to be treated.

PC: Exactly.

GB: OK?

PC: OK.

GB: You have a great, great day. Enjoy the product and looking forward to hearing from you.

PC: OK. Happy New Year.

GB: You too.

PC: Thanks.

GB: Bye, bye.

PC: Bye.