

[1] OFFICIAL TRANSCRIPT PROCEEDING
 [2] FEDERAL TRADE COMMISSION
 [3] MATTER NO. 0023211
 [4] TITLE MED GEN INC.
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 [8] TRU SNORENZ 1 - KT \$49.95 TRS1 - HARD
 [9] VIDEOTAPE

[1] FEDERAL TRADE COMMISSION
 [2] In the Matter of:)
 [3] Med Gen, Inc.,) Matter No. 0023211
 [4] October 13, 1999
 [5] The following transcript was produced from a
 [6] videotape provided to For The Record, Inc. on May 8,
 [7] 2000.

[1] FEDERAL TRADE COMMISSION
 [2] INDEX
 [3] VIDEOTAPE PRESENTATION: PAGE:
 [4] TRU SNORENZ 1 - KT \$49.95 TRS1 - HARD 3

[1] PROCEEDINGS
 [2] ON SCREEN:
 [3] Client: Trudeau Marketing/TVI
 [4] Project: VP SNORENZ 1
 [5] Price Point: \$49.95
 [6] Edit Date: 9/29/98
 [7] Editor: SR
 [8] Audio: Mixed
 [9] Notes: 800-385-6663
 [10] The following is a paid commercial for SNORENZ
 [11] brought to you by Kevin Trudeau's Tru-Vantage
 [12] International, America's premier direct response
 [13] marketing company.
 [14] TRU-VISION
 [15] UNIDENTIFIED MALE: The following is a paid
 [16] commercial brought to you by Kevin Trudeau's Tru-Vantage
 [17] International.
 [18] (Music playing.)
 [19] ON SCREEN:
 [20] John Ziglar Kevin Trudeau
 [21] KEVIN TRUDEAU: Hi, I'm Kevin Trudeau, you're
 [22] watching Tru-Vision. If you're a snorer or know someone
 [23] that is, stay with us for this half-hour. I have my good
 [24] friend, John Ziglar, with me. We're going to be talking

[1] about a — almost a medical breakthrough. It's not quite
 [2] a medical breakthrough, but it's certainly a
 [3] revolutionary breakthrough —
 [4] **JOHN ZIGLAR:** Yes, it is.
 [5] **KEVIN TRUDEAU:** — for getting rid of the noise
 [6] of snoring. And if you are a snorer or you know somebody
 [7] that is a snorer, we have a product being introduced on
 [8] Tru-Vision for the very first time. It's called Snorenz.
 [9] It's an all-natural product that you simply just spray
 [10] into your mouth and it gets rid of the noise of snoring
 [11] in 97 percent of the cases.
 [12] John, tell us a little bit about the problems
 [13] people have with snoring, what people have tried in the
 [14] past and why this works.
 [15] **JOHN ZIGLAR:** Kevin, I was introduced to the
 [16] product a couple of months ago by a friend named Paul
 [17] Kravitz down in Florida.
 [18] **KEVIN TRUDEAU:** Um-hmm.
 [19] **JOHN ZIGLAR:** And he was a snorer and he had a
 [20] Korean man that came into his office one day and
 [21] introduced him to this product. It was a similar
 [22] product, it wasn't this one exactly.
 [23] And Paul was a snorer and, so, he took the
 [24] product home, he used it, he quit snoring immediately.
 [25] **KEVIN TRUDEAU:** Hmmm.

[1] **JOHN ZIGLAR:** The problem was it didn't taste
 [2] very good, so Paul took it to his own laboratories, put
 [3] spearmint flavor into the product so that it didn't have
 [4] a bad after-taste, came up with this product, Snorenz,
 [5] with a lysosome, patented product — process — and it's
 [6] been phenomenal
 [7] **KEVIN TRUDEAU:** Now, this is a patented, all-
 [8] natural product and, basically, what's in it is just
 [9] natural oils, correct?
 [10] **JOHN ZIGLAR:** That's correct.
 [11] **KEVIN TRUDEAU:** And this is a patented product.
 [12] It has been clinically tested in double-blind studies —
 [13] **JOHN ZIGLAR:** Yes.
 [14] **KEVIN TRUDEAU:** Tell us about that.
 [15] **JOHN ZIGLAR:** What we did is we had two double-
 [16] blind studies done in two separate locations. Basically,
 [17] we had where the doctors did not know which was the
 [18] placebo product or did the patient know. And in each of
 [19] the cases, the people that took the product that had the
 [20] Snorenz product in it in 97 percent of the cases they
 [21] quit snoring immediately.
 [22] **KEVIN TRUDEAU:** Now, let's talk about how this
 [23] actually works. And by the way, if you're watching right
 [24] now, and you would like to get Snorenz — it's not
 [25] available in any stores, it's made available right now

[1] exclusively through Tru-Vision, you can buy it at an
 [2] incredible price, look on your screen.
 [3] **ON SCREEN:** Limited Time Only!
 [4] Exciting New Product
 [5] SNORENZ
 [6] End Your Snoring Problem, Now!
 [7] All-Natural
 [8] 3 Month's Supply!
 [9] Compare \$99.95
 [10] Now Only
 [11] \$49.99 +S&H
 [12] Results
 [13] Guaranteed or
 [14] Your Money Back!
 [15] 1-800-385-6663
 [16] This is a three-month's supply of Snorenz.
 [17] It's all natural, it's patented, it's available
 [18] exclusively through Tru-Vision. You can call right now.
 [19] This is a limited-time offer. This is a three-month's
 [20] supply and the suggested retail price for a three-month's
 [21] supply is \$99 — that's the suggested retail price.
 [22] That's only \$33 per month.
 [23] But you can buy it right now, \$49.95 — just
 [24] \$49.95, plus shipping and handling, gets you a three-
 [25] month's supply. That's about \$15 a month, a little bit

[1] more than that, that's it, and you can eliminate the
 [2] sound of snoring virtually instantly.
 [3] Now, John, let's talk about how it works and
 [4] what a person actually does. It's all natural, it's just
 [5] natural oils in a patented process —
 [6] **JOHN ZIGLAR:** Right.
 [7] **KEVIN TRUDEAU:** — it has a great spearmint
 [8] taste and before I go to bed, what do I do?
 [9] **JOHN ZIGLAR:** What you do is you simply lean
 [10] your head back, you spray three squirts into the back of
 [11] your throat —
 [12] **KEVIN TRUDEAU:** Um-hmm.
 [13] **JOHN ZIGLAR:** — and then you virtually go to
 [14] sleep. It's that easy. It's really that easy.
 [15] **KEVIN TRUDEAU:** Now, the first thing I've got
 [16] to let everybody know is how good this tastes. Because
 [17] you said the first product —
 [18] **JOHN ZIGLAR:** Yes.
 [19] **KEVIN TRUDEAU:** — that came over from Korea
 [20] was a horrible taste —
 [21] **JOHN ZIGLAR:** Yes.
 [22] **KEVIN TRUDEAU:** — and this tastes like
 [23] spearmint gum. If you were here, you could smell how
 [24] wonderful the spearmint flavor is.
 [25] Now, when I spray this in, what's actually

[1] happening in the mouth to get rid of the snoring, just
[2] like that, instantly?
[3] **JOHN ZIGLAR:** What happens, when you go to
[4] sleep, Kevin, is all of your muscles and your tissues
[5] begin to relax. The same thing occurs inside of your
[6] throat. And, so, what happens is the — the hole, the
[7] air passageway, inside your throat will actually become
[8] smaller. And as it becomes smaller than the air that
[9] passes through passes through faster because it's going
[10] through a smaller hole.

[11] And when it does, it rubs against — it causes
[12] the uvula and the soft tissues inside your throat to
[13] flutter. And what they do is they hit against each
[14] other, they begin to stick and that is the noise that we
[15] call snoring.

[16] What this product does is lubricates the parts.

[17] **KEVIN TRUDEAU:** Un-huh.

[18] **JOHN ZIGLAR:** And what the patented process
[19] does is we have found a way to keep this product inside
[20] your throat for eight hours, and that's why you don't
[21] have the noise of snoring.

[22] **KEVIN TRUDEAU:** So, you just spray it in your
[23] mouth, just like that, it tastes great. I mean —

[24] **JOHN ZIGLAR:** Yeah.

[25] **KEVIN TRUDEAU:** — it really tastes incredible.

[1] I was concerned about it was going to give me a crummy
[2] feeling or anything, but it just tastes wonderful. It
[3] smells great, and you just go to sleep and it basically
[4] eliminates that noise.

[5] **JOHN ZIGLAR:** That's exactly right. That was
[6] my biggest concern too. I thought, you know, if it
[7] doesn't taste good, people won't take it on a consistent
[8] basis.

[9] **KEVIN TRUDEAU:** Right.

[10] **JOHN ZIGLAR:** This one is easy.

[11] **KEVIN TRUDEAU:** Now, what other techniques or
[12] methods or drugs is available out there right now for
[13] somebody who's watching that's a snorer?

[14] **JOHN ZIGLAR:** You've seen a lot of different
[15] things that people have introduced as snoring fixes.
[16] You've seen the little strips that go across the bridge
[17] of your nose.

[18] In the dental industry what you have is you
[19] have a mechanical piece that goes inside your mouth and
[20] it will actually pull your jaw forward and it's very
[21] uncomfortable and they have a very hard time getting
[22] people to wear it because it's hard to sleep with this in
[23] your mouth.

[24] **KEVIN TRUDEAU:** Right.

[25] **JOHN ZIGLAR:** There have been pills that people

[1] have suggested will help you to stop snoring. At this
[2] point in time, there has not been anything that has
[3] lasted long-term.

[4] They even have surgical procedures where a
[5] surgeon will come in and they will take the uvula, which
[6] is the little hangy-down part of your throat, they'll
[7] take that, Kevin, and they will surgical remove all or
[8] part of that, and then the back part of your tongue and
[9] parts of your throat.

[10] It's a very painful process; it's expensive and
[11] the recovery time is about six months.

[12] **KEVIN TRUDEAU:** Folks, if you've watching right
[13] now, get on the telephone, this is a three-month's
[14] supply, unconditionally guaranteed, you will know whether
[15] it works the very first night you use it, and if it
[16] doesn't work for you, send it back for a full refund, no
[17] questions asked.

[18] This is a revolutionary — it should be called
[19] a medical breakthrough — what can you call it?

[20] **JOHN ZIGLAR:** I call it miracle in a bottle.
[21] I'll just tell you.

[22] (Laughter.)

[23] **KEVIN TRUDEAU:** And if you're a snorer, you
[24] know how powerful this can be. Now, we're going to talk
[25] about some of the health benefits of getting a full-

[1] night's sleep in a just a moment.

[2] But get on the telephone right now. This is a
[3] limited-time offer. This is normally going to sell —
[4] manufacturer's suggested retail price — \$99 for a three-
[5] month's supply. That's \$33 a month. But if you call
[6] right now, get on the telephone, call right now, while
[7] the supply lasts, this is the only place you can buy this
[8] product today, on sale, a three-month's supply, \$49.95.
[9] That's an incredible value — this is a limited-time
[10] offer — it is an all-natural product, it's patented,
[11] it's guaranteed to work or your money back,
[12] unconditionally guarantee.

[13] There's been a double-blind study, clinical
[14] testing, 97+ percent effective, will guarantee to wipe
[15] out all the noise of snoring, all night long, just three
[16] squirts, this is really — as John said — a miracle in a
[17] bottle.

[18] I want to go to the phone lines. We have Tina
[19] from Phoenix on the line. Tina, are you there?

[20] **TINA:** I'm here.

[21] **KEVIN TRUDEAU:** How you doing?

[22] **TINA:** I have a little cold, so bear with me.

[23] **KEVIN TRUDEAU:** Oh, that's fine. That's fine.

[24] Now, tell us about your experience with your husband's
[25] snoring, what — what you've done — and how this product

[1] has worked.

[2] **TINA:** Well, everything you've spoken about,
[3] actually, my husband's had done. He's had two surgeries,
[4] he's a fire fighter/paramedic, so I'm not the only one
[5] who was affected by his snoring.

[6] I mean, we do not sleep in the same room —
[7] well, we do not, thank God, because of Snorenz, but at
[8] the station where he works the guys even built a
[9] partition around his bunk bed because they couldn't stand
[10] the snoring any longer.

[11] He went in for one surgery, they removed all
[12] the polyps in his nose, they thought it was his sinuses

[13]
[14] **KEVIN TRUDEAU:** Un-huh.

[15] **TINA:** — that didn't work. Then, they put him
[16] in the Sleep Center for sleep apnea, then they okayed —
[17] because you have to get an okay because it's a very
[18] expensive operation, as — you know — you said, they
[19] removed part of his uvula, part of the roof of his mouth
[20] — his tonsils, his adenoids — and this poor man, this
[21] was a very, very, very painful operation.

[22] And it did work for a while. We were thinking,
[23] thank, God, we can go on vacation, we can sleep in the
[24] same room together, and then the one night when he
[25] started snoring again, I woke him up, he thought I was

[1] nuts, he was telling me there is no way, he's had two
[2] surgeries, that it's in my imagination, he's just
[3] breathing hard.

[4] Well, that wasn't the case. So, back to the
[5] couch again and arguing about the snoring and I saw a
[6] commercial out here in Phoenix on my news station and
[7] this couple was talking about this Snorenz. So, I
[8] figured what have I got to lose?

[9] I called up and I ordered it. And my husband
[10] thinks, okay, you're a real nut. If two surgeries didn't
[11] work, some spray stuff is not going to work.

[12] Well, I've got to tell you, it's now been — it
[13] has to be at least six months that we're using this
[14] product. I belong to the Snorenz Bottle of the Month
[15] Club, my husband brought it up to the station because
[16] there was fire fighter up there that was driving him
[17] crazy now snoring —

[18] **KEVIN TRUDEAU:** (Laughter.)

[19] **TINA:** — wives are calling me for the number.
[20] My daughter was here last Sunday and she says why didn't
[21] I tell her about this product. So, I gave her my last
[22] bottle, so I have to go call another order in, because I
[23] will not be without it. I keep it on my nightstand and
[24] I'm telling you, my husband, the minute he starts
[25] snoring, he turns around, sprays his throat, and it

[1] stops.

[2] **KEVIN TRUDEAU:** Now, when you said — when they
[3] start snoring — when your husband starts, you have to
[4] spray his throat. Is that because he forgot to spray
[5] before he went to sleep?

[6] **TINA:** He doesn't — he doesn't even think
[7] about it. He'll wake up maybe — it doesn't happen even
[8] all the time. If he had a hard night, if he was working
[9] all night on a shift or whatever, and I start hearing
[10] that it's coming on — I'm a light sleeper — I just say,
[11] John, he turns over, reaches for the bottle, sprays his
[12] throat, and that's it.

[13] **KEVIN TRUDEAU:** And it's — and for the whole
[14] night —

[15] **TINA:** The whole night.

[16] **KEVIN TRUDEAU:** — there's no more sound?

[17] **TINA:** That's it. We're good to go.

[18] **KEVIN TRUDEAU:** That's —

[19] **TINA:** It's amazing, it really is. And to
[20] think he went through all of these surgeries and what he
[21] — I'll tell you, he was out of work for at least, I
[22] would say six weeks with this. He was black and blue, he
[23] couldn't eat, he had food coming out of his nose when
[24] he'd try to eat —

[25] **KEVIN TRUDEAU:** Hmmmm.

[1] **TINA:** — because they removed part of the
[2] upper part of his — the roof of his mouth —

[3] **KEVIN TRUDEAU:** Ummmm.

[4] **TINA:** I mean, he went through hell and high
[5] water and now here's something that is great and — it's
[6] terrible being with a snorer because you cannot go on
[7] vacations, you can't get a good night's sleep yourself —
[8] neither one of you do — so I — I have to say try this
[9] product, I'm a believer.

[10] **KEVIN TRUDEAU:** Now, Tina, the people that
[11] you've given the product to —

[12] **TINA:** Un-huh.

[13] **KEVIN TRUDEAU:** — you said some friends and so
[14] forth —

[15] **TINA:** Correct.

[16] **KEVIN TRUDEAU:** Is it working for them too?

[17] **TINA:** Absolutely.

[18] **KEVIN TRUDEAU:** Is there anyone that you've
[19] given it to that it hasn't worked for?

[20] **TINA:** No.

[21] **KEVIN TRUDEAU:** It works for everybody?

[22] **TINA:** Everybody — nobody's called me up and
[23] said any otherwise and my husband's a happy camper at
[24] work because his partner doesn't snore anymore.

[25] **KEVIN TRUDEAU:** (Laughter.)

[1] TINA: So, everybody's happy.
[2] KEVIN TRUDEAU: That's terrific. Tina, thanks
[3] very much for calling. I hope you get better with that
[4] cold.
[5] TINA: Thank you.
[6] KEVIN TRUDEAU: All right, have a great day.
[7] TINA: Okay. Bye-bye.
[8] KEVIN TRUDEAU: Now, John, we hear stories like
[9] that all the time —
[10] JOHN ZIGLAR: I know.
[11] KEVIN TRUDEAU: — about this product. Really,
[12] I wish we could call it a medical breakthrough. I mean,
[13] it's really a revolutionary breakthrough, certainly for
[14] snorers, a miracle in a bottle.
[15] Well, let's talk about what really is the
[16] problem with not only the snorer but the person that
[17] they're snoring, you know, with.
[18] Why is it bad for a person to snore? What's
[19] the problem with snoring? I mean, if I snore and don't
[20] know I snore —
[21] JOHN ZIGLAR: Right.
[22] KEVIN TRUDEAU: — why would I want to get
[23] this?
[24] JOHN ZIGLAR: Right.
[25] KEVIN TRUDEAU: Hey, I'm not affecting

[1] everybody. Nobody's complaining —
[2] JOHN ZIGLAR: Exactly.
[3] KEVIN TRUDEAU: — what's the problem?
[4] JOHN ZIGLAR: Kevin, when I was introduced to
[5] the product, and I started using the product myself in my
[6] own home, I didn't realize I was a snorer. Now, I'm been
[7] married for 25 years and Linda had never really
[8] complained.
[9] But when I told her that we had this new
[10] product, she suggested that I bring it home. And I
[11] obviously suggested that I didn't think she snored that
[12] bad.
[13] KEVIN TRUDEAU: (Laughter.)
[14] JOHN ZIGLAR: She told me it wasn't — it
[15] wasn't her that had the problem.
[16] KEVIN TRUDEAU: (Laughter.)
[17] JOHN ZIGLAR: So — but here's the point: The
[18] point is is when you do snore what happens to you is you
[19] wake yourself up multiple times in a nighttime. And, so,
[20] what I did is I found myself waking up 10, 15, 20 times a
[21] night and turning over. And what I did is I never got
[22] deep sleep.
[23] KEVIN TRUDEAU: Hmmmm.
[24] JOHN ZIGLAR: I got a letter from a lady a
[25] couple of weeks ago and she had said that for the first

[1] time in his life she is now beginning to remember dreams.
[2] KEVIN TRUDEAU: Hmmmm.
[3] JOHN ZIGLAR: She got to deep sleep, where she
[4] was able now to recognize dreams patterns that she had
[5] had. And she wasn't getting that before when she was in
[6] the bed with a husband that snored.
[7] KEVIN TRUDEAU: If you're watching right now,
[8] we are offering a three-month's supply of Snorenz — this
[9] is the refill bottle, this is the pump spray — you just
[10] spray three squirts in your mouth before you go to sleep,
[11] guaranteed to instantly stop the snoring noise all night
[12] long.
[13] And what John's saying is, if you are a snorer
[14] and maybe you think, oh, it doesn't affect me, it doesn't
[15] wake me up, it doesn't affect my partner. It is.
[16] JOHN ZIGLAR: Yeah.
[17] KEVIN TRUDEAU: If you use this product one
[18] time, for the first time in years, you will get the best
[19] night's sleep you've ever had. You'll actually go and
[20] get deep sleep for the very first time. And you'll wake
[21] up the next morning probably with more energy than you've
[22] ever imagined having. Because, folks, if you snore, I
[23] can tell you right now you are not getting deep sleep and
[24] you are not full of the energy of that you can be by just
[25] getting a full night's rest.

[1] You'll also be more pleasant, you won't be as
[2] irritable, your body could even function better, your
[3] immune system and all of your systems can work better
[4] when you've had a full-night's rest.
[5] Get on the phone right now. This normally
[6] sells — manufacturer's suggested retail price for a
[7] three-month's supply is \$99 — that's only \$33 a month —
[8] this is a patented process, it's exclusive, you cannot
[9] buy this in any stores, but for a first time, as our
[10] introductory special on Tru-Vision, you can get this
[11] product, while the supplies last, just \$49.95.
[12] Call the number on your screen for Snorenz,
[13] unconditionally guaranteed.
[14] Now, let's talk about — in addition to the
[15] sleep patterns — how about kids or younger people that
[16] may actually snore and does it affect their school work
[17] or job performance.
[18] JOHN ZIGLAR: There's actually a study, Kevin,
[19] that's been done over in West Germany with medical
[20] students. And what they did is they divided the class
[21] into snorers and nonsnorers. And what they did is they
[22] took and they did a profile on these students and they
[23] measured their performance over the entire process of
[24] their medical career —
[25] KEVIN TRUDEAU: Um-hmm.

[1] JOHN ZIGLAR: — and they found that snorers
[2] actually tested six percent lower than the nonsnorers
[3] did.
[4] KEVIN TRUDEAU: Hmmmm.
[5] JOHN ZIGLAR: And in our own office, we have
[6] people who have children who snore. I know myself with
[7] four children that when they don't get enough sleep, then
[8] the next day their performance is hampered. They simply
[9] are not as pleasant —
[10] KEVIN TRUDEAU: Um-hmm.
[11] JOHN ZIGLAR: — with themselves, with each
[12] other, with the work that they do — whatever it is.
[13] Sleep deprivation is a big problem in our
[14] country.
[15] KEVIN TRUDEAU: Now, of all the medical
[16] discoveries out there, there's nothing that we know of
[17] right now that gets rid of snoring. I mean, you've got
[18] surgery, there's no drugs, there's these little things
[19] you put on your nose — they don't work. There's —
[20] there's really not a lot of things out there. A person
[21] doesn't have a lot of choices or options —
[22] JOHN ZIGLAR: No, they don't.
[23] KEVIN TRUDEAU: — it's just basically roll
[24] over, turn around — you're basically stuck with the
[25] problem.

[1] JOHN ZIGLAR: Or go to the next room.
[2] KEVIN TRUDEAU: Or go to the next room.
[3] JOHN ZIGLAR: Yeah.
[4] KEVIN TRUDEAU: This product, folks, guaranteed
[5] — get on the telephone right now — guaranteed —
[6] JOHN ZIGLAR: Um-hmm.
[7] KEVIN TRUDEAU: — the first time you open this
[8] bottle, you open up your mouth, go to sleep — three
[9] squirts — and it tastes good.
[10] JOHN ZIGLAR: I know it does.
[11] KEVIN TRUDEAU: I mean, it tastes good. It's
[12] got that spearmint — spearmint — taste, tastes great —
[13] all night long, no snoring.
[14] Now, let's talk about why it wouldn't work.
[15] JOHN ZIGLAR: Yes.
[16] KEVIN TRUDEAU: Because there are a couple
[17] situations where you just need to know about this.
[18] There's just kind of — kind of a couple directions to
[19] make sure that you — that it does work for you.
[20] JOHN ZIGLAR: Absolutely. What you have is —
[21] you have to use the product correctly, okay? We had a
[22] dentist that did a research project for us to find out
[23] exactly where this product lands when you squirt it in
[24] your throat. You've got to get it on the back of your
[25] throat —

[1] KEVIN TRUDEAU: Um-hmm.
[2] JOHN ZIGLAR: — or else it will not work.
[3] KEVIN TRUDEAU: Right.
[4] JOHN ZIGLAR: Next thing is, we — you cannot
[5] — you've got to have a clean palate. In other words,
[6] what I'm saying, before you go to bed, drink a glass of
[7] water or else don't drink anything or eat anything at
[8] least 30 minutes before you go to bed.
[9] And particularly alcohol. If you drink any
[10] alcohol, then what it will do is it will naturally cut
[11] the oils in the product, it'll flow down your throat and
[12] it simply will not be there. So, it cannot work.
[13] KEVIN TRUDEAU: So, that's really the only
[14] thing —
[15] JOHN ZIGLAR: That's the only thing.
[16] KEVIN TRUDEAU: — just make sure you spray it
[17] at the back of your throat, we'll show you exactly how to
[18] do that, and make sure 30 minutes before you use the
[19] product, don't drink or eat anything, primarily alcohol,
[20] that way it will stay on the throat, then go to sleep and
[21] guaranteed to work or your money back; double-blind
[22] studies — two of them proved, clinical research, that 97
[23] percent of the times this was effective in eliminating
[24] the snoring noise all night long. It's all natural, it's
[25] patented, and you can't beat the value.

[1] You can't beat this value, folks. If this
[2] thing works, and it does, guaranteed, how much would you
[3] pay? As a matter of fact, you don't even know how much
[4] it's worth, because you haven't gotten a good night's
[5] rest in years. You have no idea of how much energy you
[6] can have the next day when you get a good night's rest.
[7] We're going to go to the phone lines again. I
[8] believe we have Kevin and Cindy from Sandwich, Illinois,
[9] on the phone.
[10] Kevin and Cindy, are you there?
[11] CINDY: Yes, we are.
[12] KEVIN: Yeah.
[13] KEVIN TRUDEAU: How you doing?
[14] CINDY: Good.
[15] KEVIN: Terrific, how about yourself?
[16] KEVIN TRUDEAU: I'm well. It's a little rainy
[17] out here today, but okay. Wish I was on the golf course.
[18] KEVIN: I heard that.
[19] CINDY: (Laughter.)
[20] KEVIN TRUDEAU: So, tell me about your
[21] experience. I sent you a bottle of this stuff and tell
[22] me what happened.
[23] KEVIN: Well, actually, first of all, I was
[24] kind of skeptical about it. I'm like, yeah, what — I
[25] didn't know who sent it at first —

[1] KEVIN TRUDEAU: (Laughter.)
[2] KEVIN: And I thought, yeah, what am I going to
[3] do with this? I thought it was a joke. But then Cindy
[4] kind of conned me into trying it, and I tried it and it's
[5] really weird because we've only been married like three
[6] years, and so we — some say you're still in the
[7] honeymoon stage, but I used to wake up in bed by myself
[8] because I didn't realize that I was snoring so bad my
[9] wife would get up and go sleep on the couch.
[10] KEVIN TRUDEAU: Wow.
[11] KEVIN: I couldn't understand why. But I
[12] started taking it and I started waking up with my wife
[13] every morning and things have been a whole lot better
[14] since.
[15] CINDY: His snoring was so bad that he would be
[16] in the room and I would be in the living room and the
[17] door would be closed and I still could hear him.
[18] KEVIN TRUDEAU: Now, Cindy, you knew that his
[19] snoring was bad and, obviously, it affected your sleep so
[20] you had to leave the room, correct?
[21] CINDY: Oh, it was awful, yes.
[22] KEVIN TRUDEAU: Kevin, did you — you never
[23] realized how bad your snoring was, right?
[24] KEVIN: I didn't realize I snored that bad,
[25] other than in the mornings I waked up — woke up and, you

[1] know, had that nasty taste in my mouth and just couldn't
[2] get enough water down — like dry mouth almost every
[3] morning.
[4] KEVIN TRUDEAU: Right.
[5] KEVIN: That's the only way I knew, you know, I
[6] wasn't breathing well.
[7] KEVIN TRUDEAU: Have you noticed when you —
[8] because this product really tastes good —
[9] KEVIN: Right.
[10] KEVIN TRUDEAU: Now, I just tried it for the
[11] first time today, so I know how good it tastes. Have you
[12] noticed any difference in that dry mouth or that morning
[13] breath in the mornings since you've been using the
[14] product or when you use it?
[15] KEVIN: Oh, absolutely. I mean, it's — it's
[16] night and day difference. I wake up in the morning, I
[17] don't have that taste, I don't need to get a drink first
[18] thing in the morning. Plus, I honestly, myself, feel
[19] that I'm getting a better night's sleep, absolutely. I
[20] mean, wake up in the morning with more energy and ready
[21] to face the day instead of dragging my butt out of bed
[22] and whining and pissing and moaning about going to work.
[23] KEVIN TRUDEAU: Yeah. Does — does it — so
[24] you feel that a good night's rest is maybe even affecting
[25] your personality or pleasantness?

[1] KEVIN: Absolutely, I feel.
[2] CINDY: Yes, he's much better.
[3] (Laughter.)
[4] KEVIN TRUDEAU: Well, wait a minute. Wait a
[5] minute, Cindy. If you're getting a good night's rest
[6] now, too —
[7] CINDY: Oh, exactly.
[8] KEVIN TRUDEAU: — it's probably affecting your
[9] — your maybe personality or happiness level or emotional
[10] level also, right?
[11] CINDY: Exactly. Yeah, because, I mean, I
[12] would never get a good night's sleep because I kept
[13] thinking, oh, he'll stop, I'll turn him over this way or
[14] I'll turn him over the other way, and it — it doesn't
[15] work.
[16] KEVIN: Hey, another added benefit is I'm
[17] getting a lot less bruises in my sleep.
[18] (Laughter.)
[19] KEVIN TRUDEAU: Hey, would you recommend this
[20] — and, obviously, you've seen the results — and would
[21] you recommend this to other people that snore, do you
[22] think they can get the same benefits?
[23] KEVIN: Absolutely.
[24] CINDY: Highly recommend it.
[25] KEVIN TRUDEAU: It's easy to use, right, Kevin?

[1] KEVIN: Oh, it's simple. I mean, at first I —
[2] you know — I was real apprehensive. I thought it was
[3] going to taste nasty, like you said earlier. I mean, the
[4] taste is just — it's very pleasant. I thought it was
[5] going to be like a medicine. I'm almost ready to pinch
[6] my nose, but the taste is like, Wow!
[7] But it's simple. You just need a couple of
[8] squirts in your mouth and you're done.
[9] KEVIN TRUDEAU: That's great. And did it seem
[10] to work all night long?
[11] KEVIN: Yeah, absolutely, for me. I mean, I —
[12] I don't know, I didn't realize I was waking up, but it's
[13] very evident with my wife.
[14] KEVIN TRUDEAU: Right. Well, that's great.
[15] Well, listen, thanks very much for calling in. I
[16] appreciate it.
[17] CINDY: Okay.
[18] KEVIN TRUDEAU: You guys have a great day.
[19] KEVIN: You, too, take care.
[20] CINDY: Thank you.
[21] KEVIN TRUDEAU: Bye-bye.
[22] CINDY: Bye.
[23] KEVIN TRUDEAU: You know, it's funny, because
[24] he said he's — oh, I feel better, I'm not, you know,
[25] pissing —

[1] **JOHN ZIGLAR:** Yes.

[2] **KEVIN TRUDEAU:** — and moaning when I wake up.

[3] And so forth and so on. And this is interesting because

[4] people who snore really don't realize that they are

[5] waking up throughout the night. I mean, every little

[6] while they're waking up and then going back to sleep; and

[7] then waking up and then going back to sleep; waking up —

[8] and they don't realize that that's never allowing them to

[9] get into that deep sleep.

[10] **JOHN ZIGLAR:** That's right.

[11] **KEVIN TRUDEAU:** But when they wake up they

[12] don't realize that they haven't gotten a good night's

[13] rest.

[14] **JOHN ZIGLAR:** Right. I didn't personally

[15] realize it until I came up to the apartment in Chicago

[16] and I was sleeping in the bed by myself and I realized

[17] that I was not having to make the bed up all the time

[18] where I had pulled the covers out of the foot of the bed

[19] because I didn't turn over so many times —

[20] **KEVIN TRUDEAU:** Oh, that's interesting.

[21] **JOHN ZIGLAR:** — as a result of using the

[22] Snorenz. It's the only single other difference.

[23] **KEVIN TRUDEAU:** Folks, if you're watching right

[24] now. Get on the phone and get Snorenz. This is

[25] exclusive, it's a breakthrough, we're announcing it for

[1] the very first time, this is a revolutionary product

[2] that's patented, guaranteed to work, you get a three-

[3] month's supply — this is your refill — and this is the

[4] little squirter. You just put this by the bed stand and

[5] then all you do — you can see how it sprays out here —

[6] you just put three squirts in your mouth, on the back of

[7] your throat, just squirt it in right before you go to

[8] sleep, it tastes great, it's all natural, it's a patented

[9] product. In double-blind studies, clinical testing,

[10] guaranteed to work 97 percent of the time.

[11] And, you know, we have never seen it fail. And

[12] I think the reason it says 97 percent, if they put 100

[13] percent people would think, oh, it sounds too good to be

[14] true.

[15] And it does sound too good to be true, but the

[16] double-blind studies, the people that use it, and you can

[17] find out for yourself —

[18] **JOHN ZIGLAR:** Yes.

[19] **KEVIN TRUDEAU:** — it's guaranteed to work or

[20] your money back. You'll know the very first time you try

[21] it.

[22] It normally sells for the three-month's supply,

[23] \$99. You can buy it here today on Tru-Vision — look at

[24] the price on your screen — just \$49.95. That's less

[25] than \$15 a month for a great night's sleep. That's \$.50

[1] a day for a restful, peaceful, wonderful sleep. You're

[2] not going to wake up your partner.

[3] If you are a snorer or you know somebody that

[4] is a snorer, get on the phone right now. This will be

[5] the best gift you could ever give yourself or you could

[6] ever give anyone else.

[7] They will get a good night's sleep, and I'll

[8] tell you something, when — and you found this out —

[9] **JOHN ZIGLAR:** Yeah.

[10] **KEVIN TRUDEAU:** — when people are getting a

[11] good night's sleep for the very first time, they wake up

[12] — and from people who order this — they don't realize

[13] for maybe five, 10, 20, 30 years, they haven't gotten a

[14] good night's rest.

[15] **JOHN ZIGLAR:** Right.

[16] **KEVIN TRUDEAU:** And I can guarantee you

[17] something. When a person gets a good night's rest and

[18] wakes up the next morning, they're going to have —

[19] probably have more energy than they've had in years.

[20] They're going to feel better about themselves, they're

[21] going to have a better relationship with their spouse and

[22] family and friends —

[23] **JOHN ZIGLAR:** Exactly.

[24] **KEVIN TRUDEAU:** — they're going to do better

[25] on the job, better in school, they're going to

[1] potentially think clearer, they're going to be less

[2] irritable, they're going to be happier.

[3] You know, we hear all these people are

[4] depressed today —

[5] **JOHN ZIGLAR:** I know.

[6] **KEVIN TRUDEAU:** — taking Prozac and everything

[7] else, and a lot of it may have to do with just getting a

[8] good night's rest.

[9] **JOHN ZIGLAR:** Sleep is a — sleep deprivation

[10] is huge. It's a huge, huge problem.

[11] **KEVIN TRUDEAU:** You know, when a person gets a

[12] good night's rest — you mentioned this too —

[13] **JOHN ZIGLAR:** Um-hmm.

[14] **KEVIN TRUDEAU:** — people can actually start

[15] dreaming better —

[16] **JOHN ZIGLAR:** Yes.

[17] **KEVIN TRUDEAU:** — thinking clearer. And,

[18] again, that relationship with your spouse can get much,

[19] much better.

[20] It's a big problem, folks, snoring. If you

[21] know a snorer, if you are one, get on the phone right now

[22] and get Snorenz. This is a limited-time offer, this is

[23] the first time we've made it available on Tru-Vision. We

[24] don't know how long this will be made available at this

[25] price, it is a limited inventory. We're not sure how

[1] long we'll be making it available at this price.
 [2] You get a three-month's supply, it's all
 [3] natural, it's easy to use. If you are a snorer or know
 [4] somebody that is, it will eliminate the snoring just like
 [5] that, guaranteed or your money back. It's a patented
 [6] process, double-blind studies, clinical research. If it
 [7] doesn't work, send it back for a full refund, no
 [8] questions asked.
 [9] But the statistics show, 97 percent effective
 [10] in eliminating the noise of snoring the very first
 [11] application. Folks, your life can be changed when you
 [12] get a good night's rest.
 [13] Get on the telephone right now and get Snorenz.
 [14] This is Kevin Trudeau with John Ziglar. You're
 [15] watching Tru-Vision. It's a limited supply, one-time
 [16] only price, get on the phone and get a good night's rest
 [17] for the first time in years.
 [18] Kevin Trudeau, Tru-Vision, with John Ziglar.
 [19] John, thanks very much for being here.
 [20] **JOHN ZIGLAR:** Thank you, Kevin.
 [21] **KEVIN TRUDEAU:** We'll see you next time —
 [22] order now.
 [23] **JOHN ZIGLAR:** Bye-bye.
 [24] (Music playing.)
 [25] **ON SCREEN:** The preceding has been a paid

[1] commercial for SNORENZ brought to you by Kevin Trudeau's
 [2] Tru-Vantage International, America's premier direct
 [3] response marketing company.
 [4] (End of video.)
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CERTIFICATION OF TYPIST

[1]
 [2]
 [3] **MATTER NUMBER:** 0023211
 [4] **CASE TITLE:** MED GEN INC.
 [5] **TAPING DATE:** OCTOBER 13, 1999
 [6] **TRANSCRIPTION DATE:** MAY 12, 2000
 [7]
 [8] I HEREBY CERTIFY that the transcript contained
 [9] herein is a full and accurate transcript of the tapes
 [10] transcribed by me on the above cause before the FEDERAL
 [11] TRADE COMMISSION to the best of my knowledge and belief.
 [12]
 [13] **DATED:** MAY 12, 2000
 [14]
 [15]

DIANE QUADE

CERTIFICATION OF PROOFREADER

[16]
 [17]
 [18]
 [19]
 [20] I HEREBY CERTIFY that I proofread the transcript for
 [21] accuracy in spelling, hyphenation, punctuation and
 [22] format.
 [23]
 [24]
 [25] **ELIZABETH M. FARRELL**

Lawyer's Notes

[1] FEDERAL TRADE COMMISSION
 [2] INDEX
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 [4]
 [5] VIDEOTAPE: Page
 [6] VP Snorenz 2- JD (3 mos. Free)
 [7] VPS2 Soft 3
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[1] FEDERAL TRADE COMMISSION
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 [3] In the Matter of:)
 [4] Med Gen, Inc.)Matter No. 0023211
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 [7] October 13, 1999
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 [13] The following transcript was produced from a
 [14] live tape provided to For The Record, Inc. On May 8,
 [15] 2000.
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[1] PROCEEDINGS
 [2]
 [3] ON SCREEN: Client:Trudeau Marketing/TVI
 [4] Project:VP Snorenz 2 (JD)
 [5] Price Point: Soft Offer
 [6] Edit Date: 10-6-98
 [7] Editor: SR
 [8] Audio: Mixed
 [9] Notes: 800-392-4006
 [10] MALE ANNOUNCER:The following is a paid
 [11] commercial brought to you by Kevin Trudeau's Tru
 [12] Vantage International.
 [13] ON SCREEN: The following is a paid commercial
 [14] for Snorenz brought to you by Kevin Trudeau's
 [15] Tru-Vantage International, America's premier direct
 [16] response marketing company.
 [17] JON DENNY: For millions of Americans, this is
 [18] the most annoying and unwelcome signed imaginable.
 [19] That's right, more than 90 million Americans have a
 [20] snoring problem, and it can cause sleeplessness,
 [21] headaches, a lack of energy throughout the day, and
 [22] that goes for the snorer as well as the person trying
 [23] to sleep nearby.
 [24] Join us and find out how to instantly solve
 [25] your snoring problem in this special edition of Vantage

[1] Point.
 [2] ON SCREEN: Vantage Point with Kevin Trudeau
 [3] Jon Denny
 [4] JON DENNY: I'm Jon Denny, and this is a
 [5] special edition of Vantage Point. We're going to talk
 [6] about snoring today, and if you're a snorer or just
 [7] happen to sleep next to one, then you know snoring is
 [8] no laughing matter. Snoring can and does seriously
 [9] diminish the quality of your sleep, your life and it
 [10] could drive two people apart, meaning the snorer and
 [11] the person next to the snorer.
 [12] My guests today are Dr. Bob Courier, physician,
 [13] surgeon and associate clinical professor at Michigan
 [14] State University, and John Ziglar, who represents a
 [15] company that manufactures a product called Snorenz,
 [16] which is designed to end your snoring problem.
 [17] Gentlemen, thank you for joining me.
 [18] Guys, got to ask you this first question,
 [19] because for some people it's a light matter, and for
 [20] others it seriously impacts their life, certainly
 [21] impacts their sleep. What causes snoring? What is the
 [22] reason behind that all-too-familiar rumbling sound that
 [23] keeps half of America, it seems, up every night?
 [24] ON SCREEN: DR. BOB COURIER, Physician Surgeon
 [25] DR. BOB COURIER: Well, what snoring really is,

[1] Jon, is simply a relaxation of the tissues in the back
[2] of your throat. It's when we fall asleep, much of our
[3] muscles in our body as well as our throat relax.
[4] That's the time we sleep. We're supposed to get our
[5] rest.

[6] What happens with that, though, unfortunately
[7] is as the tissues relax, they occlude or actually
[8] narrow, and they cause a funnel effect for the air as
[9] it goes through, flapping the tissue. This is in the
[10] back of the throat, hence creating the noise. It's
[11] very positional, it's very — also very dependent on
[12] habits that we have, such as smoking, our dietary
[13] habits, and then also it affects really how much we
[14] sleep and how much rest we actually get throughout a
[15] night.

[16] **JON DENNY:** Now, you were both snorers
[17] presumably.

[18] **DR. BOB COURIER:** Absolutely.

[19] **JOHN ZIGLAR:** Sure.

[20] **JON DENNY:** Tell me, how did you get involved
[21] in Snorenz? How did this all come about?

[22] **JOHN ZIGLAR:** This all came about, Jon, I met a
[23] friend down in Fort Lauderdale, Florida named Paul
[24] Cravitz. Paul Cravitz was in the banking industry, and
[25] he had a Korean man that came into his office with a

[1] product in a little bottle and it didn't have any
[2] labels on it or anything, but he says, This will make
[3] you quit snoring. And Paul looked at it, and he put it
[4] over on the side of his desk and didn't think too much
[5] about it, but he did make the mistake of telling his
[6] wife that somebody had come in with this product, and
[7] she asked him would he go ahead and bring it home and
[8] try it.

[9] **ON SCREEN:** John Ziglar, Master Strategies
[10] Researcher

[11] **JOHN ZIGLAR:** The bottom line is, he did use
[12] the product, it did make him quit snoring, but it
[13] tasted terrible, and so Paul says, Whoa, you know, what
[14] a price to pay. So, he took that product, he developed
[15] it, he took it to the laboratories, and they did some
[16] liposome technology with the product, and they put a
[17] flavor to the product to make it so that it tasted
[18] good, and we now call the product Snorenz, and it's
[19] just phenomenal.

[20] **JON DENNY:** And in your first exposure to it,
[21] you were a rumbler. We heard Harley Davidson sounds
[22] coming from you at night is the word on the street.
[23] Tell me your first experience with the product.

[24] **JOHN ZIGLAR:** My first experience really, when
[25] I — I had been married for 25 years, my wife, Linda, I

[1] came home after talking with Paul, and I told my wife
[2] about this new product that we were looking at, and she
[3] said — and she says, Well, when are you going to bring
[4] it home? And I said, Well, honey, I said really, you
[5] know, you don't snore that bad. And she said it really
[6] wasn't for her. And up until that point, I really
[7] didn't realize that I snored.

[8] **JON DENNY:** Um-hum.

[9] **JOHN ZIGLAR:** But I did turn over in the bed an
[10] awful lot at night, and I knew that, and so I used the
[11] product, and John, what I found is for me personally, I
[12] quit turning over so many times at night, and I began
[13] to get a more peaceful, restful sleep. So, that's what
[14] personally happened in my life.

[15] **JON DENNY:** Well, that raises an interesting
[16] point, because for some people snoring — in a litany
[17] of problems that we face on an everyday basis, snoring
[18] is not at the top of the list. But in fact, if you
[19] speak to people who sleep next to a snorer, as well as
[20] the snorer themselves, there are some real health
[21] issues, there are some real serious concerns that a
[22] snorer has or should have. How does and why does a
[23] snorer — why should a snorer worry about this? Why is
[24] it a problem?

[25] **DR. BOB COURIER:** Well, it is a problem, but

[1] the real problem is an awareness. A lot of people
[2] aren't aware, as you were, that you didn't snore. You
[3] don't snore. It's — and people don't want to offend
[4] someone else that they may sleep with or someone in
[5] their family by telling them they snore, and they have
[6] put up with it for years.

[7] The problem with that is all the things that go
[8] with it, even on a personal level. Me personally, I
[9] snore and have snored, and I've used the product, as
[10] well, and it's worked great for me. Why do I know
[11] this? Because of my energy level, I feel better, I get
[12] better sleep. The problems that happen, I think people
[13] go to sleep, they assume they're automatically going to
[14] wake up rested. They don't. And then they wake up
[15] with a headache, less energy, they hurt, they're sore,
[16] they're irritable.

[17] The health problems are really insidious. We
[18] can go into hypertension, problems with your heart,
[19] your cardiovascular system that can go into this, but
[20] let's no even go that deep. Let's just talk about the
[21] things that happen to us on an everyday basis, the
[22] energy level that we have. We're not rested. That's
[23] the problem.

[24] **JON DENNY:** So, you're saying snorers get less
[25] rest — get a less restful sleep?

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[1] DR. BOB COURIER: Absolutely, they do not
[2] sleep.

[3] JOHN ZIGLAR: See, what happened to me — what
[4] was going on in my night is I would literally turn over
[5] 20 or 30 times a night, and the reason I would is
[6] because I would go to sleep, my tissues would relax, I
[7] would snore — I would literally wake myself up, and
[8] then I would turn over, and I would turn — I didn't
[9] wake up and get up out of the bed to turn over.

[10] I would just wake up and turn over, and what
[11] that does is it keeps me, John, from getting the deep,
[12] restful sleep.

[13] We get letters, we've got a letter from a lady
[14] out in Phoenix, also, who told us that for the first
[15] time in her life she started taking this product, and
[16] she can remember her dreams. Well, you see, dreaming
[17] is an important thing, and we all dream if we get
[18] peaceful, restful sleep.

[19] JON DENNY: But isn't — isn't dreaming or the
[20] dream state indicative of a deep, restful, REM sleep I
[21] think they call it?

[22] JOHN ZIGLAR: Yes, it is.

[23] JON DENNY: So, if you're a snorer, you won't
[24] dream as much, meaning you're not getting as deep a
[25] sleep. Is that the point?

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[1] DR. BOB COURIER: That is correct. You almost,
[2] because of the snoring, and sometimes we're not aware
[3] of it, we keep waking ourselves up. We snore, then we
[4] wake up, then we try to reposition ourselves. We're
[5] just not comfortable. We can't get our air, we can't
[6] get the oxygen we need, hence the headache, the
[7] irritability when we wake up. We're not rested, that's
[8] the problem.

[9] ON SCREEN: Dr. Bob Courier, Physician Surgeon

[10] DR. BOB COURIER: Another side effect, a cute
[11] story, my brother's also a snorer, I think this is just
[12] something that runs in families, as well. Anyway, he
[13] has since tried the product, as I have, and I use it,
[14] and I think it's fantastic, because it does stop the
[15] snoring. My brother has also — he doesn't have the
[16] aches and pains he used to wake up with.

[17] You were also talking about the tossing and
[18] turning. We're also forgetting his wife used to jab
[19] him in the middle of the night. So, he does not wake
[20] up bruised. So, this also helps, a little sidelight
[21] there.

[22] JON DENNY: How does Snorenz work? Is there
[23] have been other products available over the course of
[24] the last, you know, 10 to 20 years that have been in
[25] pill form, surgeries, people have gone through painful,

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[1] expensive surgeries. In fact, we're going to — I
[2] think we're going to talk to a caller later who has a
[3] story to share with us about this product and the
[4] journey she went through with her husband to
[5] essentially reduce this problem or eliminate this
[6] problem. How does this product work?

[7] JOHN ZIGLAR: John, what we've done is we have
[8] taken all natural oils, and we have taken and put them
[9] together in a liposome formulation, and we have taken
[10] it so that you can actually spray this product into the
[11] back of your throat, and the process is really quite
[12] simple. Have you ever seen a car go down the road that
[13] didn't have enough oil in it, and you hear the clatter
[14] and the clanking?

[15] ON SCREEN: John Ziglar, Master Strategies
[16] Researcher

[17] JOHN ZIGLAR: Well, what happens is we took
[18] that same philosophy, that same technology, and we
[19] said, Hey, if we can oil the parts and we can take and
[20] make a topical solution that will stay in a place for
[21] an extended period of time, we can eliminate the noise
[22] of snoring. You're still going to have the same amount
[23] of air that's going to pass through the passage, but
[24] all we're going to do is we're going to lubricate the
[25] parts so that there is no noise associated so that you

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[1] don't then wake up or wake up your neighbor.

[2] JON DENNY: So, it's essentially lubricating
[3] what part of the throat and which part of the throat is
[4] causing that sound?

[5] DR. BOB COURIER: Well, to take this just a
[6] little bit further, a dentist has studied this and has
[7] actually sprayed this in models, and he actually used a
[8] dye at the time so he could see where it was applied.
[9] In the soft tissues, in the back of the throat, the
[10] ones that we see that flap and flutter and that need
[11] the lubrication, what — it is applied there, but where
[12] the technology goes even further and better through
[13] this liposome technology is to apply it evenly, and the
[14] very neat thing about this is it stays. It stays there
[15] all night. That's where others have failed. And
[16] that's also where a lot of the appliances, that's where
[17] also a lot of the applications of surgeries, pills,
[18] other things that have been attempted and tried have
[19] failed. This product here stays there. It's easy
[20] application.

[21] As a physician, one of the problems that I have
[22] with patients is compliance, trying to get them to use
[23] and continually use something. If we're going to get
[24] restful sleep, we need it on an every-night basis.
[25] This is accrued, we have a clock and a bank and it's

[1] for sleeping purposes.

[2] So, this isn't something just one night good
[3] sleep will help. This is something that's accrued over
[4] time. When you get good sleep, that helps a lot. We
[5] need compliance. With the ease of application, what he
[6] is talking about, where the effectiveness of it staying
[7] there, it's a winner, and that's how it works.

[8] **JON DENNY:** So, it's basically, correct me if
[9] I'm wrong, it's two or three sprays in the back of your
[10] mouth. I have a friend who underwent a session with a
[11] dentist who fitted him with a clamp of some sort, which
[12] pushed his jaw out and tried to create more breathing
[13] space essentially, and that lasted for about three or
[14] four months. This works, and it stays working for
[15] people?

[16] **DR. BOB COURIER:** Yes, and what you're trying
[17] to do with the appliance is just simply trying to open
[18] up the airway more so you don't get the fluttering of
[19] the tissues, and that's what we do when we snore. When
[20] we snore, we essentially wake ourselves up in a snore
[21] and then reposition ourselves, trying to, again, open
[22] up our airway to get more air so we get more oxygen.

[23] What happens with this product, this
[24] lubricates, stays there, again through the technology,
[25] and then you don't have the snore; hence, you don't

[1] wake up; hence, you get a more restful sleep.

[2] **JOHN ZIGLAR:** And the problem, John, with the
[3] appliance is it's very uncomfortable, and there have
[4] been a lot of people — and dentists will tell you that
[5] they have got patients who have paid for the procedure,
[6] paid to get the appliance, could not sleep with it
[7] hooked up, and so it did not work for them, because
[8] they were so uncomfortable.

[9] **JON DENNY:** Right.

[10] **JOHN ZIGLAR:** Okay? So, when I saw this first
[11] — this product the first time, I looked at this thing
[12] and I thought, Oh, my goodness, you know, I'm going to
[13] spray oil in the back of my throat, I'm thinking WD-40
[14] or something like that and an oil slick, and I'm going,
[15] Oh, but it's the consistency of water, and the nice
[16] thing about it is that it doesn't — there's no feeling
[17] associated with the spray in the back of your throat.
[18] All you get is a nice, clean, peppermint taste, which
[19] made it wonderful, so compliance — people will do it.

[20] **JON DENNY:** Well, the after taste —

[21] **JOHN ZIGLAR:** Yes.

[22] **JON DENNY:** — in the morning when you wake up
[23] is much better.

[24] **JOHN ZIGLAR:** Exactly.

[25] **JON DENNY:** You don't feel like you have an oil

[1] sludge at all. It's a minty taste.

[2] **ON SCREEN:** 800-392-4006

[3] **MR. DENNY:** If you have a snoring problem, if
[4] you have problems sleeping next to a snorer, then
[5] Snorenz may be the answer you've been waiting for.
[6] Remember, snoring is a medical condition. Studies have
[7] shown that snoring can seriously reduce your energy
[8] levels, your concentration and can seriously affect
[9] your work habits, as well, and you can be sure your
[10] snoring is seriously bothering someone other than you.

[11] Snorenz is the first all-natural spray that has
[12] been proven to give you a healthy, natural, good
[13] night's sleep. It has no side effects. It's as easy
[14] as a few sprays before bed, and it lasts all night, and
[15] if you want more information on Snorenz, if you want to
[16] stop the snoring, if it's a snorer next to you or if
[17] you be the snorer, you may want to call the 800 number
[18] on your screen.

[19] We have I believe a caller on the line from
[20] Arizona, and I believe it's Tina Hines (phonetic).
[21] Tina, are you on the air with us?

[22] **TINA HINES:** I'm here.

[23] **JON DENNY:** Great. How are you feeling today?

[24] **TINA HINES:** I've got a sore throat, but other
[25] than that, good. I'm listening to your show, and I

[1] have to tell you that snoring, you know, is a lot more
[2] dangerous that people think. My husband was a chronic
[3] snorer, he's a firefighter/paramedic, so I wasn't the
[4] only one affected by this. I mean, we didn't sleep
[5] together for years.

[6] **JON DENNY:** Now, you've been married for how
[7] long, Tina?

[8] **TINA HINES:** Sixteen years.

[9] **JON DENNY:** Sixteen years, and this was a
[10] problem that occurred right from the start of your
[11] marriage?

[12] **TINA HINES:** Oh, yeah.

[13] **JON DENNY:** You found you were married to a
[14] snorer?

[15] **TINA HINES:** Oh, absolutely, and the poor guy,
[16] it would be all night, John, turn over, turn over. It
[17] did not matter, he could be sleeping on his head, and
[18] he would still snore.

[19] Well, it got so bad that even at the fire
[20] department, he was being hassled at the fire
[21] department, because these guys sleep at different
[22] shifts, they don't all sleep at the same time, and when
[23] John was sleeping, he would be waking everybody else
[24] up, so they would be pounding on the walls and he'd
[25] come home all aggravated, he'd come home and want to

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[1] sleep.

[2] They even built a partition around my husband's
[3] bunk bed to try to keep out the noise. Well, it got so
[4] bad he finally went to the doctor, and in order for the
[5] insurance company to pay for this surgery, they put him
[6] in the hospital, in the sleep center, and found out
[7] that he also had sleep apnea, which is very dangerous,
[8] because when you're snoring, you stop breathing, then
[9] you forget to sleep.

[10] So, they did the surgery, and needless to say,
[11] it lasted for a while, and then after that he started
[12] up again, and he would not even believe when I would
[13] tell him, John, you're snoring again. You don't want
[14] to go through surgery and find out that you're snoring
[15] again.

[16] **JON DENNY:** So, this was after a surgery, he
[17] had — the problem re-emerged.

[18] **TINA HINES:** Right, they did surgery on all his
[19] sinuses, they went through his nose and removed all his
[20] polyps, thinking that was the problem. So, now he's in
[21] for the second surgery, and they decided they are going
[22] to remove part of his uvula, and the roof of his mouth,
[23] his tonsils and his adenoids, and this way it will give
[24] his tongue more room, I guess is what they said, so he
[25] wouldn't snore.

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[1] Well, he went through this, and it was a
[2] horrible surgery. I really felt very, very bad for
[3] him. He was out of work for six weeks, and he had high
[4] hopes that this was going to work and our life was
[5] going to change, we could sleep in the same room
[6] together, go on vacation, the guys wouldn't be hassling
[7] him.

[8] Well, that did work for quite a while, and then
[9] it started up again, and I'll tell you what, I was even
[10] afraid to tell him, because I couldn't believe it
[11] myself. It's aggravating, it's annoying, I don't get a
[12] good night's sleep, he doesn't get a good night's
[13] sleep. I hated to say it, but I was happier when he
[14] was at the fire department because I got a good night's
[15] sleep.

[16] **JON DENNY:** Tina, I want to interrupt you for a
[17] second, because this is a — you know, a real relatable
[18] story to some. Perhaps not all have gone through
[19] surgeries and so forth, but for the millions of people
[20] who sleep next to a snorer, their lives are affected,
[21] as well. How did you find your life or your sleep
[22] quality affected by sleeping next to a snorer?

[23] **TINA HINES:** Well, I didn't, I chased him out.
[24] Actually, I had insomnia and I don't get a good — I
[25] mean, I could hear the dog turn over. So, he would

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[1] have to go out in the other room, but I could still
[2] hear him through the vents, but I'd get up in the
[3] morning, and I would be a grouch at work, because I was
[4] — I was tired.

[5] **JON DENNY:** Yes.

[6] **TINA HINES:** And I was aggravated. You're
[7] talking two surgeries, what's it going to take? He
[8] tried those stupid nose strip things, they didn't work.

[9] So, one day I'm sitting here watching TV and I
[10] see a commercial out here in Phoenix and a couple is
[11] talking about the same thing, and I'm thinking, Well,
[12] what have I got to lose?

[13] Well, my husband tells me I'm nuts, because if
[14] two surgeries didn't work, the spray was not going to
[15] work. I figure, Well, I'm going to try it. So, I sent
[16] for it, put it on the nightstand, the first night he
[17] was home, I woke him up, I said, John, spray your
[18] throat. He said, Yeah, yeah, yeah, yeah. I said,
[19] John, please, spray your throat. So, we sprayed his
[20] throat, and I'm like waiting — I'm laying there, I'm
[21] laying there, I'm like, Oh, wow, he was sleeping, there
[22] was no noise coming out of him. And I was — I was
[23] pretty well hooked. And he still was not a believer.
[24] He said it was just a fluke. So, it took a few times
[25] of using the Snorenz.

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[1] Now, I'll tell you what, he's taken it up to
[2] the fire department. I have the wives calling from the
[3] fire department asking me the 800 number. I've given
[4] away more bottles, I can't tell you, because I belong
[5] to the Snorenz Bottle of the Month Club, and I just
[6] gave one to my daughter last week, she came over, and
[7] she was like, Mom, I'm going crazy, Kenny's snoring. I
[8] said, Here, take my last bottle, take it home.

[9] **JON DENNY:** And how long now has your family or
[10] your husband in particular been using Snorenz?

[11] **TINA HINES:** Oh, for — oh, months.

[12] **JON DENNY:** For months.

[13] **TINA HINES:** Months, absolutely.

[14] **JON DENNY:** And it works for him pretty much
[15] every night.

[16] **TINA HINES:** Well, he takes it in his little
[17] duffle bag when he goes to the fire department, because
[18] being a medic, also, he might be called to another
[19] station, he doesn't want to go to another station with,
[20] you know, guys he doesn't know and start snoring. So,
[21] he carries it in his little bag, and everyplace he
[22] goes, the Snorenz goes with him.

[23] **JON DENNY:** Right. Well, Tina, thank you for
[24] calling from Arizona.

[25] **TINA HINES:** Hey, thanks for the Snorenz, I'll

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[1] tell you.
[2] **JON DENNY:** Well, we appreciate you calling and
[3] continue to get a full silent night's sleep.
[4] **TINA HINES:** Absolutely.
[5] **JON DENNY:** Okay, Tina, thank you.
[6] **TINA HINES:** Thank you.
[7] **JON DENNY:** Bob, tell us about some of your
[8] patients who have been turned on to Snorenz.
[9] **DR. BOB COURIER:** Well, I'll give you a good
[10] example. I have Mike. Now, we always think of a
[11] snorer as someone that's older, okay, that's a little
[12] bit more passed middle age, always a male, and it's
[13] always grandpa, the chainsaw, somebody like that.
[14] Interestingly enough, I had a 25-year-old patient of
[15] mine named Mike who is an optician. Now, Mike was
[16] trying to qualify, okay, for the certifying exam to
[17] become a certified optician. He was losing energy.
[18] He just couldn't — he couldn't understand it.
[19] He couldn't understand why he didn't have the get-up
[20] and go to do his job, plus go home to study. He's
[21] single. He lives by himself.
[22] So, he's wondering why. I said, Well, you
[23] know, maybe you're not sleeping well. And he said,
[24] Well, you know, I just can't sleep. So, what happens
[25] to him is I give him some Snorenz. I said, Well just

[1] people, your grandfather, your father. I remember
[2] growing up my father — listening to my father across
[3] the hallway snoring, it sounded like the start of the
[4] Indianapolis 500 every night. But, in fact, younger
[5] people snore, too, do they not? In fact, there's a
[6] study out about students who were snorers who were
[7] proven to have lower test scores. Tell me about that.
[8] **JOHN ZIGLAR:** I was reading the newspaper here
[9] in Chicago one day and the Sun Times has an article,
[10] and the top of the article says, "Test scores affected
[11] by snoring." So, I'm looking at it, I'm thinking, Wow,
[12] you know, there's actually been a study done, and what
[13] had happened is a research program was done over in
[14] West Germany with medical students, and what they did
[15] is they tracked an entire medical school class from the
[16] day they started until the day they finished, and they
[17] put them in two categories.
[18] One category was the snorers and over here was
[19] the category of the nonsnorers, and after everything
[20] was said and done, are from start to finish, the
[21] nonsnorers scored six percent higher on their test than
[22] the snorers did, all other things being equal.
[23] **JON DENNY:** And you just happened to run across
[24] this. So, it's now becoming an awareness. People are
[25] becoming aware now, and it's — see, it's all too

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[1] try this, it's just an outside shot, I said you have
[2] got to try this, let me know how it works.
[3] He comes back, now, I don't see him in a week
[4] or two on another appointment basis, he comes back, and
[5] my word, he just — he's just aglow. He passed the
[6] certifying exam, he feels like he is more awake, more
[7] energetic, he feels like he can do anything, he can
[8] conquer the world. He's 25 years old.
[9] What has happened is he relayed this story:
[10] What happened to him is he would fall asleep, he
[11] couldn't get to sleep at night, okay, so he'd sit up
[12] and watch late night TV and he becomes an insomniac.
[13] What he would do is fall asleep, but he would
[14] awake with a snore. This way, with using Snorenz, he
[15] could get his clock back in order, he could go to
[16] sleep, and he could go to sleep snoring free, wake up
[17] refreshed in the morning. He figured it all out real
[18] simply, and it took us years to figure all this out,
[19] and he did it in a very short time.
[20] Now, he doesn't have a bed partner, and so what
[21] happens is he did this for himself, for his own energy
[22] level, and so, you know, it has worked successfully for
[23] him. It isn't always a bedmate telling someone that
[24] they have it. He did it for himself.
[25] **JON DENNY:** You think of snorers as older

[1] obvious now when you read something like this why that
[2] would happen, because we're all aware, and my patients
[3] are aware of this.
[4] Interestingly enough, I store this on the —
[5] well, on shelves and such in the office. When we do
[6] our inventory at the end of the day, I find that some
[7] has been taken. I don't want to say stolen, because
[8] these are my patients, and we have created a
[9] relationship, but actually, it's missing.
[10] **ON SCREEN:** This is a paid commercial for
[11] Snorenz
[12] **DR. BOB COURIER:** So, what happens is it just
[13] plain gets taken. People want this. People are now
[14] aware, and I think this is what's happening here, and
[15] we know why people don't score well. They don't sleep
[16] well. They snore.
[17] **ON SCREEN:** 800-392-4006
[18] **JON DENNY:** Ninety million Americans snore.
[19] That doesn't include the countless millions who sleep
[20] next to a snorer, and if you want more information
[21] about this revolutionary, breakthrough product, which
[22] has been proven effective in 97 percent of cases to
[23] eliminate or reduce the sound of snoring, call the
[24] toll-free 800 number on your screen, get more
[25] information about Snorenz, do it for him, do it for

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[1] yourself, do it for your family. It is worth the phone
[2] call, and it is pennies per day to end the snoring
[3] problem forever.
[4] This is a product, as I mentioned, that has
[5] been proven effective in double-blind studies, and you
[6] actually conducted the studies out of your auspices in
[7] Michigan. Tell us about a double-blind study, what it
[8] is and how Snorenz worked.
[9] **DR. BOB COURIER:** Really, just to define what a
[10] double-blind study is in general is nobody knows what
[11] product anybody is getting. The doctor isn't aware of
[12] it, okay, and nor are the patients. For example, we're
[13] giving a block or a bunch of bottles, for example, in
[14] this case, Snorenz, and we are to distribute this out
[15] to our patients in a test pattern, they are going to
[16] use it for a week, but I am blind to the fact of what
[17] product am I giving them, the placebo or dummy product
[18] versus the actual product itself. I'm not aware, so I
[19] cannot influence the study results.
[20] I accumulate the study results, I gather the
[21] patients and have them get compliant with it for use
[22] over a week's time, but I don't — I can't affect it.
[23] The patients can't affect it. So, I am blind to it,
[24] and so are the patients.
[25] Interestingly enough, it's not only the results

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[1] of the studies we got but the comments we received.
[2] Many people, again, they're aware of snoring, but they
[3] aren't aware of the problems that come with it, and
[4] actually it's like — until it's resolved, the snoring
[5] itself, oh, my word, what a problem it was, and you can
[6] see the changes it's made. That was probably the most
[7] interesting part of doing that whole study, was the
[8] comments that we got back, the little stories that
[9] people have through the week, you know, of using this
[10] product, and that was the beauty of this.
[11] I loved doing this study. It was highly
[12] effective.
[13] **JON DENNY:** And John, this is an all-natural
[14] product?
[15] **JOHN ZIGLAR:** It's all-natural oils, and we
[16] also have some vitamins that we have also put into the
[17] product.
[18] **JON DENNY:** Tell us about snorer's breath. I'm
[19] going to test this here. I hope I don't get it in my
[20] eye. It would eliminate my — some problem in my eye,
[21] perhaps, but I — it's minty, actually it tastes a lot
[22] like mouthwash, I mean, it's — in a good way. Three
[23] sprays of this before bed, and how long will this last,
[24] through the night?
[25] **JOHN ZIGLAR:** It will last through the night.

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[1] It will last from six to eight hours.
[2] **JON DENNY:** And in what cases doesn't this
[3] work?
[4] **JOHN ZIGLAR:** You know, when I first got this
[5] product, we did test — and I have given it to
[6] everybody that I know that snores so that I could find
[7] out, you know, because I always wanted to know exactly
[8] how did it work on everybody else. So, we had one
[9] friend we gave it to, and quite honestly, they had been
[10] married for three years, they're already sleeping in
[11] different bedrooms because he snores so loudly, and he
[12] would go to bed — they would go to bed together, wake
[13] up in different rooms.
[14] And so Kevin was taking the product, and the
[15] first night it worked perfectly, the second night it
[16] worked perfectly, third night it worked perfectly,
[17] fourth night, didn't work, fifth night, didn't work.
[18] He called me up and he says, Look, you know, it works
[19] temporarily, but after that, it doesn't — it doesn't
[20] work. And I said, Wait a minute, you know, there's got
[21] to be a reason. There's something wrong here, the only
[22] guy it doesn't work on in the world.
[23] And he says, Well — so, I started to ask him
[24] some questions, and here's the point. What I found out
[25] was the night that it did not work, he had a beer just

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[1] before he went to bed, and what we had here was a
[2] situation where the alcohol in the beer literally cut
[3] through the oils in our product, and it went down his
[4] throat, so it was not there. Since it was not there,
[5] it could not work, and it proved that he still was a
[6] snorer, he just needed the product to stay where it was
[7] so that he would live without the noise.
[8] **JON DENNY:** So, you suggested that he sort of
[9] cut down his drinking right before going to bed.
[10] **JOHN ZIGLAR:** Exactly, don't eat or drink
[11] anything 30 minutes before you go to bed, or if you do,
[12] then take a couple of swallows of water just to clear
[13] your pallet so that your throat is clean so that when
[14] you put the product in on the back of your tongue, then
[15] it will stay there.
[16] **JON DENNY:** Right. Your wives are happy,
[17] gentlemen, that you —
[18] **DR. BOB COURIER:** Happier, happier.
[19] **JON DENNY:** We won't get into that, but they're
[20] happy that your snoring problems have been reduced or
[21] eliminated.
[22] **DR. BOB COURIER:** Yes, very much so.
[23] **JOHN ZIGLAR:** And now, you know, I roll over
[24] and Linda gives me a kiss before we go to bed, and I
[25] think that's just real sweet. She's checking to see if

[1] I've taken the Snorenz, okay?
 [2] **JON DENNY:** If you want more information about
 [3] this revolutionary, all-natural, vitamin-based spray,
 [4] no pills, no surgery, no clamps, no strips across your
 [5] nose, Snorenz will end your snoring problem and do it
 [6] naturally. It is pennies in comparison to the value
 [7] and the almost priceless value of a full, restful,
 [8] silent night's sleep for all, and that goes for the
 [9] snorer as well as the person sleeping next to the
 [10] snorerailroad.
 [11] For more information, call the 800 number on
 [12] the screen.
 [13] Dr. Bob Courier, thank you for joining us on
 [14] Vantage Point.
 [15] **DR. BOB COURIER:** Thank you for having me.
 [16] **JON DENNY:** And, John Ziglar, thank you.
 [17] **JOHN ZIGLAR:** Enjoyed it.
 [18] **JON DENNY:** I may knock off a few sprays
 [19] tonight and try to get my snoring down. This is Jon
 [20] Denny saying good-bye from Vantage Point, and we will
 [21] see you next time.
 [22] **ON SCREEN:** For more information on Snorenz
 [23] call: 800-392-4006
 [24] Tru-Vantage International
 [25] 7300 Lehigh Ave.

[1] Niles, IL 60714
 [2] (847)647-0300
 [3] **ON SCREEN:** The preceding has been a paid
 [4] commercial for SNORENZ brought to you by Kevin
 [5] Trudeau's Tru-Vantage International, America's premier
 [6] direct response marketing company.
 [7] (The videotape was concluded.)
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CERTIFICATION OF TRANSCRIBER

[1]
 [2]
 [3] **DOCKET/FILE NUMBER:** 0023211
 [4] **CASE TITLE:** MED GEN, INC.
 [5] **RECORDING DATE:** OCTOBER 13, 1999
 [6] **TRANSCRIPTION DATE:** MAY 15, 2000
 [7] I HEREBY CERTIFY that the transcript contained
 [8] herein is a full and accurate transcript of the
 [9] videotapes transcribed by me on the above cause before
 [10] the FEDERAL TRADE COMMISSION to the best of my
 [11] knowledge and belief.

DATED:

SUSANNE Q. TATE

CERTIFICATION OF PROOFREADER

[18]
 [19]
 [20] I HEREBY CERTIFY that I proofread the
 [21] transcript for accuracy in spelling, hyphenation,
 [22] punctuation and format.
 [23]
 [24]
 [25]

DIANE QUADE

[1] OFFICIAL TRANSCRIPT PROCEEDING
 [2] FEDERAL TRADE COMMISSION
 [3] MATTER NO. 0023211
 [4] TITLE MED GEN INC.
 [5] DATE RECORDED: OCTOBER 13, 1999
 [6] TRANSCRIBED: MAY 8, 2000
 [7] PAGES 1 THROUGH 34
 [8] VP SNORENZ 3 - KT W/DISCLAIMERS SNR3 SOFT
 [9] VIDEOTAPE

[1] FEDERAL TRADE COMMISSION
 [2] In the Matter of:)
 [3] Med Gen, Inc.,) Matter No. 0023211
 [4] October 13, 1999
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 [12] The following transcript was produced from a
 [13] videotape provided to For The Record, Inc. on May 8,
 [14] 2000.
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[1] FEDERAL TRADE COMMISSION
 [2] INDEX
 [3] VIDEOTAPE PRESENTATION: PAGE:
 [4] VP SNORENZ 3 - KT W/DISCLAIMERS SNR3 SOFT 3
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[1] PROCEEDINGS
 [2] ON SCREEN:
 [3] Client: Trudeau Marketing/TVI
 [4] Project: VP SNORENZ 3
 [5] Price Point: Soft Offer
 [6] Edit Date: 11/13/98
 [7] Editor: WPS
 [8] Audio: Mixed
 [9] Notes: Generic - Keys, No Phone
 [10] The following is a paid commercial for SNORENZ
 [11] brought to you by Kevin Trudeau's Tru-Vantage
 [12] International, America's premier direct response
 [13] marketing company.
 [14] Lower test scores linked to snoring
 [15] There's More to Snoring Than Meets the Ears
 [16] Can you win the snore war?
 [17] Something to lose sleep over
 [18] MALE ANNOUNCER: The following is a paid
 [19] commercial brought to you by Kevin Trudeau's Tru Vantage
 [20] International.
 [21] (Music playing.)
 [22] KEVIN TRUDEAU: For years over 150 million
 [23] people have suffered from the effects of snoring. It can
 [24] cause headaches, sleeplessness, irritability, poor job
 [25]

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[1] performance, a lack of energy and even big relationship
[2] problems. Well, what can be done about it? Until now,
[3] nothing.
[4] On Vantage Point today, hear about a new
[5] breakthrough discovery that could possibly eliminate the
[6] sound of snoring.
[7] VANTAGE POINT with Kevin Trudeau
[8] KEVIN TRUDEAU: I am Kevin Trudeau, you're
[9] watching Vantage Point, and joining me is John Ziglar.
[10] John, how are you doing? Good to have you here.
[11] JOHN ZIGLAR: Magnificent. Good to be here,
[12] Kevin.
[13] KEVIN TRUDEAU: You have discovered a product,
[14] a new patented — I don't know if this is a medical
[15] discovery — that can solve the effects or the sound of
[16] snoring. Tell me about this product and what it does.
[17] JOHN ZIGLAR: Kevin, a friend of mine
[18] introduced me to the product from down in Ft. Lauderdale,
[19] Florida. The guy's name is Paul Cravatz. And Paul was
[20] an investment banker and a Korean man came into his
[21] office one day and had a product called Snorenz that he
[22] wanted to have Paul look at to see if he could help him
[23] to market it.
[24] Well, Paul put it over to the side of his desk,
[25] didn't think too much about it because he never really

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[1] thought about snoring too much.
[2] KEVIN TRUDEAU: Um-hmm.
[3] JOHN ZIGLAR: But he made the mistake of saying
[4] something about it to his wife when he went home. Paul's
[5] been married for 37 years and his wife suggested that he
[6] might bring that product home. (Laughter.)
[7] KEVIN TRUDEAU: (Laughter.)
[8] JOHN ZIGLAR: And, so, when he brought the
[9] product home, then, he tasted the product; the product
[10] tasted terrible; but he quit snoring.
[11] So, he found a product that actually worked and
[12] helped him to eliminate the noise of snoring.
[13] KEVIN TRUDEAU: Now, when he found that
[14] product, was this a patented process that this Korean
[15] gentleman invented?
[16] JOHN ZIGLAR: No, it wasn't, Kevin. At the
[17] time, what he had was a combination of oils that he had
[18] in a little formula that he sprayed in the back of his
[19] throat and then Paul went to his laboratories and he
[20] developed a lysosome formulation of the all-natural oils.
[21] He put some vitamins, minerals in it and put a whole lot
[22] better taste. He put a spearmint taste into the product
[23] so that it would taste good and then still solve the
[24] problem.
[25] KEVIN TRUDEAU: So, now this is a patented

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[1] formula?
[2] JOHN ZIGLAR: Yes, it is.
[3] KEVIN TRUDEAU: Okay. Patented process. Now,
[4] explain to me why somebody snores.
[5] JOHN ZIGLAR: The reason people snore, Kevin,
[6] when somebody lays down at night and they go to sleep,
[7] what happens is your muscles on your skeletal structure
[8] begin to relax, and the muscles and the tissues inside of
[9] your throat also relax at the same time.
[10] KEVIN TRUDEAU: Um-hmm.
[11] JOHN ZIGLAR: And when that occurs, what
[12] happens is the air passageway inside of your throat
[13] actually diminishes in size. When that happens, then
[14] you've got the same amount of air flow and so the
[15] velocity is greater and it causes the air to run across
[16] your uvula and the soft tissue from the back of your
[17] throat and your tongue and they hit against each other
[18] and that clatter is the noise that we call snoring.
[19] KEVIN TRUDEAU: Now, up until this point, John,
[20] what has been done to solve the problem? Are there any
[21] drugs, any surgery, any other herbal or natural
[22] supplements that people have tried?
[23] JOHN ZIGLAR: There've been — people have been
[24] trying to solve the problem for years. In the dental
[25] profession, they have a mechanical device that you put

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[1] inside of your mouth that will actually bring your jaw
[2] forward to make the air passageway larger.
[3] KEVIN TRUDEAU: Um-hmm.
[4] JOHN ZIGLAR: It's very uncomfortable; very few
[5] people are able to live with that on a consistent basis.
[6] There have been — there's surgery that people have gone
[7] through where they go in and they actually take part of
[8] the uvula — the little hangy-down part in your throat —
[9] KEVIN TRUDEAU: Un-huh.
[10] JOHN ZIGLAR: — where they take and they cut
[11] that out. They take some of the soft tissues off of the
[12] back of the throat and it's an expensive surgery, it's
[13] very painful and the results up to date have been that a
[14] year, two years, down the road you've got wives poking
[15] their husbands in the chin — in their ribs again because
[16] they've begun to snore again.
[17] KEVIN TRUDEAU: Any drugs available?
[18] JOHN ZIGLAR: I'm not aware of any drugs that
[19] have been used. I know from time to time you see a thing
[20] where there have been pills that people can take to try
[21] to eliminate snoring, but I do not know exactly what the
[22] technology has been.
[23] KEVIN TRUDEAU: So, this — this — this is an
[24] all-natural product; this is clinically tested; no after
[25] effects; natural ingredients; vitamin enhanced; fresh

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[1] breath — 97 percent effective — now, let's explain
[2] exactly — all that's in here are natural oils and it
[3] just says the natural oils and is a taste like a
[4] peppermint — type of wintergreen taste. And all you do
[5] — I just want to show people what it looks like.
[6] This is the spray and you just spray this in
[7] your mouth three times before you go to sleep.
[8] **JOHN ZIGLAR:** Right.
[9] **KEVIN TRUDEAU:** I just want to spray it now.
[10] I'll just spray it once. Now, the first thing is before
[11] I did this I assume — you mentioned it tasted terrible
[12]
[13] **JOHN ZIGLAR:** Yes.
[14] **KEVIN TRUDEAU:** — but, until Paul Cravatz fixed
[15] the taste.
[16] **JOHN ZIGLAR:** Correct.
[17] **KEVIN TRUDEAU:** It tastes either like either a
[18] chewing gum or a — a mint.
[19] **JOHN ZIGLAR:** It tastes like spearmint gum.
[20] **KEVIN TRUDEAU:** Okay, it tastes just like
[21] spearmint gum.
[22] **JOHN ZIGLAR:** Yes, it does.
[23] **KEVIN TRUDEAU:** It's actually a very refreshing
[24] taste.
[25] **JOHN ZIGLAR:** Yes.

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[1] **KEVIN TRUDEAU:** Tell me how this eliminates the
[2] snoise of noring (sic)? What exactly happens when I
[3] spray this in my mouth before I go to sleep?
[4] **JOHN ZIGLAR:** Because of the technology — what
[5] we have been able to do with the oils in this product, is
[6] we have been able through a lysosome technology, put it
[7] so that when it lands on the back of your throat it will
[8] actually stay there. It will stay topical for up to
[9] eight hours.
[10] And, so, it's just like — Kevin, have you ever
[11] seen a car going down the road that didn't have enough
[12] oil in it and you could hear the pinging and the knocking
[13] of the engine?
[14] **KEVIN TRUDEAU:** Right.
[15] **JOHN ZIGLAR:** What we're doing right here is
[16] we're going to oil the parts inside your throat so that
[17] we eliminate the clatter and that's all this product will
[18] do.
[19] **KEVIN TRUDEAU:** So, you just spray this on your
[20] throat and it just basically lubricates, if you will, the
[21] inside of your throat.
[22] **JOHN ZIGLAR:** Exactly.
[23] **KEVIN TRUDEAU:** And it's designed, because of
[24] the proprietary formula, where it lasts all night long.
[25] **JOHN ZIGLAR:** That's right.

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[1] **KEVIN TRUDEAU:** And there's nothing else — you
[2] can't buy this at a store or something — they can only
[3] get it directly from the company.
[4] **JOHN ZIGLAR:** That's correct.
[5] **KEVIN TRUDEAU:** And then all night long the
[6] person sleeps without any noise?
[7] **JOHN ZIGLAR:** That's right.
[8] **KEVIN TRUDEAU:** We have on the phone, Dr.
[9] Michael Leonard. Dr. Michael Leonard is a doctor I
[10] believe in Detroit —
[11] **JOHN ZIGLAR:** Um-hmm.
[12] **DR. LEONARD:** Kalamazoo.
[13] **KEVIN TRUDEAU:** Kalamazoo. How you doing, Dr.
[14] Leonard?
[15] **DR. LEONARD:** Good, how are you.
[16] **KEVIN TRUDEAU:** I'm doing great. Explain to me
[17] what type of reaction or results or experience you've had
[18] with this product?
[19] **ON SCREEN:** Called from Kalamazoo, MI — DR.
[20] MICHAEL LEONARD — TVI.
[21] **DR. LEONARD:** Uh — originally I was introduced
[22] to it by a friend of mine. Again, I'm a dentist, and
[23] dealing with patients that have problems with snoring and
[24] making appliances, et cetera, that are difficult for
[25] people to comply with. We can look for, you know, making

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[1] these appliances, advancing the jaw and getting the
[2] tissues up off the — (inaudible) — aspect of the mouth,
[3] but a lot of those people won't wear the appliance but
[4] for many a couple of nights because they are fairly
[5] uncomfortable.
[6] I was told about this product and went ahead
[7] and ordered a case hoping to start dispensing to a few
[8] patients and let them try it out and see if it worked,
[9] and got positive feedback from these people.
[10] So, I was telling my wife about it and she
[11] said, Yeah, before you give all that stuff away you
[12] better bring some home for yourself, because you also
[13] have a problem with snoring. And to tell you the truth
[14] I'm using it for a year and it doesn't bother me that I
[15] snore but certainly my wife, who gets my attention at
[16] night as I'm falling asleep and, you know, she knows I
[17] haven't sprayed down just yet, she'll give me a little
[18] nudge and say, you know, be sure and use that before you
[19] go to bed, because it does eliminate to a point where
[20] she's quite comfortable also.
[21] **KEVIN TRUDEAU:** Now, in your profession, you
[22] said you've used other things to help patients of yours
[23] with the snoring problem, like appliances?
[24] **DR. LEONARD:** Correct.
[25] **KEVIN TRUDEAU:** And what — what's the success

[1] rate of one of those appliances? I know they're very
[2] uncomfortable —
[3] **ON SCREEN:** Called from Kalamazoo, MI — DR.
[4] **MICHAEL LEONARD** — TVI.
[5] **DR. LEONARD:** Yeah, it really — it really is
[6] dictated on patient compliance, and when things are
[7] uncomfortable, the compliance drops to very, very low
[8] numbers.
[9] **KEVIN TRUDEAU:** Un-huh.
[10] **DR. LEONARD:** And I don't have a percentage of
[11] number of people that are — 100 percent comply with it
[12] and, on the other hand, with something like this that you
[13] can keep with you, throw it in your dog kit, have one at
[14] home — it's there, it's available and it's easy to use
[15] and it works.
[16] **KEVIN TRUDEAU:** Yeah, I mean, it tastes really
[17] good. So, I mean, obviously, right before you go to
[18] sleep to have this by your nightstand to just spray a
[19] couple of squirts, it shouldn't be a problem.
[20] As a matter of fact, John was telling me that
[21] if somebody forgets to spray it in your mouth, it's not a
[22] problem at all because your wife will remind you about an
[23] hour and a half after you've gone to sleep —
[24] **DR. LEONARD:** That's right.
[25] **KEVIN TRUDEAU:** — with a little nudge —

[1] **DR. LEONARD:** Yeah.
[2] **KEVIN TRUDEAU:** — and you just spray it there
[3] and then sleep the whole night.
[4] **DR. LEONARD:** Yeah. Well, just like Pablo's
[5] dog, eventually you remember to do it before you go to
[6] sleep.
[7] (All laughing.)
[8] **KEVIN TRUDEAU:** Now, you've given this to many
[9] of your patients?
[10] **DR. LEONARD:** Correct.
[11] **KEVIN TRUDEAU:** And do you find it working for
[12] everyone? It says 97 percent effective, so there's some
[13] people, allegedly, that it does not work for. What's
[14] your personal experience?
[15] **DR. LEONARD:** My experience has been people
[16] that use it and use it properly — and by properly, I'll
[17] get to that in just a second — people that are using it
[18] on a regular basis, they are getting relief.
[19] And, again, when you talk to somebody who comes
[20] into the office and says, I'm having — my wife tells me
[21] or my husband tells me — I've having difficulty with
[22] snoring and it's bothering her, the next time they come
[23] in and you don't get that complaint or the wife comes in
[24] shortly thereafter and is not complaining at that point,
[25] it works well.

[1] **KEVIN TRUDEAU:** Say —
[2] **DR. LEONARD:** The — the trick with using it
[3] properly is just getting it to these tissues in the back
[4] of your mouth. Now, if you open your mouth wide and
[5] spray the surface of your tongue only, it's not going to
[6] be effective.
[7] So, I ended up doing a study here in the office
[8] and taking some photographs of distribution of the
[9] product, staining it and spraying it in people's mouths
[10] with different head positions so we're assured that it
[11] gets to where it needs to go.
[12] **KEVIN TRUDEAU:** Um-hmm.
[13] **DR. LEONARD:** With the proper positioning of
[14] the head and spraying it to the back of your throat,
[15] letting it sit there for maybe five seconds before you
[16] swallow, I think the effectiveness is tremendously
[17] increased.
[18] **KEVIN TRUDEAU:** Hold with us just for a few
[19] moments, but I do want people to know right now if you're
[20] watching and you do want information on Snorenz, if you
[21] are a snorer or if you know someone that is, this really
[22] could be a Godsend. It's a patented product, it's not
[23] available in any stores, it's only available directly
[24] from the company. Call the number on your screen to get
[25] more information on Snorenz. It's very inexpensive, it

[1] tastes great, it's all-natural, it's clinically proven to
[2] eliminate the noise of snoring in 97 percent of the
[3] cases, and in my personal experience is virtually 100
[4] percent.
[5] Call right now, it's unconditionally
[6] guaranteed. The very first time you use it, it will
[7] eliminate your snoring.
[8] Michael, just stay with us for just a moment.
[9] John, I want to go back to the people that it's
[10] worked for and those it hasn't worked for.
[11] I have a friend of mine that I sent this to
[12] when you first came to me and said, I got this product,
[13] it gets rid of snoring. I said, well —
[14] **JOHN ZIGLAR:** Right.
[15] **KEVIN TRUDEAU:** — you know, I know snoring can
[16] be an issue because I've known people that snore like
[17] freight trains.
[18] **JOHN ZIGLAR:** Right.
[19] **KEVIN TRUDEAU:** I was fishing with a fellow who
[20] was in a log cabin, we were up north — as a matter of
[21] fact, you were with us last year —
[22] **JOHN ZIGLAR:** Right.
[23] **KEVIN TRUDEAU:** — but this was like the year
[24] before — and there were nine guys in this cabin. They
[25] threw this fellow out. Now, we're there for a week, they

[1] threw — this poor guy had to sleep in the shower cabin
[2] — the shower stall because he was so loud and still —
[3] you could still hear him in the cabin across camp.
[4] **JOHN ZIGLAR:** I know.
[5] **KEVIN TRUDEAU:** This guy was — crazy. But I
[6] had sent this to a friend of mine who snored so bad his
[7] wife was not sleeping in the bedroom anymore. They —
[8] they'd go to sleep together and then an hour later she
[9] would leave and go and sleep on the couch because she
[10] just could not get a good night's rest.
[11] **JOHN ZIGLAR:** That's common.
[12] **KEVIN TRUDEAU:** Now, he used this and the first
[13] night he called me up and said, Gosh, darn it, I sprayed
[14] this — I woke up, my wife was lying next to me for the
[15] first time in like three years. This actually worked. I
[16] mean, it knocked out my snoring. He says and better than
[17] that, Kevin, I had the best night's sleep I ever had.
[18] Now, we'll talk about what happens when you
[19] keep waking up in the middle of the night.
[20] **JOHN ZIGLAR:** Right.
[21] **KEVIN TRUDEAU:** But here's the thing: three
[22] days he called me and he said, It doesn't work any more.
[23] **JOHN ZIGLAR:** No.
[24] **KEVIN TRUDEAU:** And I said, What do you mean?
[25] So, I got back to you and let's talk about why it

[1] wouldn't work in a particular case. We had a situation
[2] last night with Doug McCleary and with this fellow.
[3] Explain some of the reasons why it wouldn't work.
[4] **JOHN ZIGLAR:** Okay. Here's — there's a couple
[5] of things. What happened in this particular guy's case
[6] is before he went to bed, he had a beer.
[7] **KEVIN TRUDEAU:** Um-hmm.
[8] **JOHN ZIGLAR:** And when he had the beer, he
[9] didn't clean his palate off. In order words, there was
[10] still alcohol. Well, alcohol is an agent that will cut
[11] through oils. And, so, since this is an oil-based, a
[12] natural oil-based product, when he had the alcohol still
[13] on his palate and he sprayed it, it cut through and the
[14] Snorenz actually went right straight down his throat, was
[15] not on the tissues where it would create the lubrication.
[16] **KEVIN TRUDEAU:** So, you can't eat or drink for
[17] a half an hour before you use the product?
[18] **JOHN ZIGLAR:** Exactly.
[19] **KEVIN TRUDEAU:** Which is a good healthy
[20] practice anyway. You shouldn't be drinking or eating
[21] right before you go to sleep.
[22] **JOHN ZIGLAR:** Of course. Or you could even
[23] brush your teeth before you go to bed. It would be a
[24] good practice.
[25] **KEVIN TRUDEAU:** You know, a fellow last night

[1] said it worked up until he went to bed at 11:00 at night,
[2] 10:00 at night —
[3] **JOHN ZIGLAR:** Yes.
[4] **KEVIN TRUDEAU:** — and at 5:30 in the morning
[5] got woken up because of the snoring.
[6] **JOHN ZIGLAR:** Exactly.
[7] **KEVIN TRUDEAU:** So, it worked up until 5:30
[8] a.m. What happened there?
[9] **ON SCREEN:** JOHN ZIGLAR, Master Strategies
[10] Researcher, TVI.
[11] **JOHN ZIGLAR:** What happened is when he sprayed
[12] the product in his mouth, he did it correctly, but he
[13] only put one spray.
[14] **KEVIN TRUDEAU:** Um-hmm.
[15] **JOHN ZIGLAR:** He only did one pump. And what
[16] we recommend is three. All right? So, if you do three,
[17] it will last the full eight hours.
[18] **KEVIN TRUDEAU:** Dr. Leonard — let's go back to
[19] you. I have a question about — you're a dentist —
[20] **DR. LEONARD:** Yes.
[21] **KEVIN TRUDEAU:** — obviously. Bad breath —
[22] **DR. LEONARD:** Yes.
[23] **KEVIN TRUDEAU:** Do you — have you found that
[24] people who snore have a worse bad breath problem when
[25] they wake up as opposed to nonsnorers?

[1] **DR. LEONARD:** I don't know of a direct
[2] correlation with that —
[3] **KEVIN TRUDEAU:** Does this —
[4] **ON SCREEN:** Caller from Kalamazoo, MI — DR.
[5] MICHAEL LEONARD — TVI.
[6] **DR. LEONARD:** — certainly having your mouth
[7] open and all the tissues drying out and — you could see
[8] where — and it depends on the diet, also — but it's
[9] interesting. I don't know that offhand. It has to be
[10] something to look into a bit.
[11] **KEVIN TRUDEAU:** Does this product help with
[12] breath in the morning? I mean, a lot of us have morning
[13] breath.
[14] **DR. LEONARD:** Oh, yes. Just by nature of the
[15] way it tastes. You know, you're going to bed with
[16] something that tastes and has a pleasant smell to it to
[17] begin with —
[18] **KEVIN TRUDEAU:** Um-hmm.
[19] **DR. LEONARD:** — as opposed to like the guy who
[20] went to bed slugging down a beer.
[21] **KEVIN TRUDEAU:** Right, right.
[22] **DR. LEONARD:** I don't know about you, but I'd
[23] rather have somebody have a mint candy before they went
[24] to bed and slept for eight hours instead of a Miller Lite
[25] or whatever.

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[1] KEVIN TRUDEAU: Right.
[2] DR. LEONARD: So, in that case, yeah, I think
[3] it could be — could be said that that would certainly
[4] help out a bit with morning breath.
[5] KEVIN TRUDEAU: Yeah, because that's one of the
[6] things that I'm finding from people that I have actually
[7] given this to in my testing —
[8] DR. LEONARD: Um-hmm.
[9] KEVIN TRUDEAU: — and I say, you know, what's
[10] your reaction? And primarily from the wives, they say,
[11] Wow, I can give him a kiss in the morning and it's not
[12] that yucky morning breath.
[13] DR. LEONARD: They're not blown away, huh?
[14] KEVIN TRUDEAU: Yeah, which is kind of
[15] interesting. And then, of course, the fellows are saying
[16] the same thing. I wake up and I feel more refreshed
[17] because my mouth is clean and it has this great taste to
[18] it.
[19] So, in addition to having a soundful sleep
[20] without any snoring whatsoever, but they wake up — they
[21] have this clean feeling in their mouth. You know, with
[22] addition to the extra energy they'll get —
[23] DR. LEONARD: Sure.
[24] KEVIN TRUDEAU: — and —
[25] DR. LEONARD: Plus they've had a good night's

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[1] sleep.
[2] KEVIN TRUDEAU: Correct. But, let's talk about
[3] that. The person who snores, Dr. Leonard, if they are
[4] snoring and it "doesn't bother them."
[5] DR. LEONARD: Um-hmm.
[6] KEVIN TRUDEAU: They don't get woken up. Is
[7] it, in fact, having an adverse effect on the person's
[8] sleep patterns, thus making them more potentially
[9] irritable and fatigued during the day?
[10] DR. LEONARD: Certainly. Potential
[11] irritability and fatigue throughout the day has got to be
[12] commonplace.
[13] KEVIN TRUDEAU: Now, why use that? I mean, if
[14] I snore and I don't wake up during the night and I don't
[15] — I don't even know I snore —
[16] DR. LEONARD: Um-hmm.
[17] KEVIN TRUDEAU: — how is it having that effect
[18] on me?
[19] DR. LEONARD: If you're sleeping and snoring,
[20] obviously, like you're talking about exchanging air and
[21] still breathing and your air passage is restricted, once
[22] things are restricted to a point, you automatically or
[23] for the most part most people will wake up, catch a deep
[24] breath, roll over, what-have-you. So, yeah, your sleep
[25] pattern is disturbed by that.

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[1] KEVIN TRUDEAU: So, a person may not even
[2] realize that he's constantly waking up and going back to
[3] bed during the night?
[4] DR. LEONARD: That's right.
[5] KEVIN TRUDEAU: And, therefore, their sleep
[6] pattern's getting —
[7] Dr. Leonard, I know you have to get back to
[8] your practice, thanks very much for calling in.
[9] DR. LEONARD: Thank you.
[10] KEVIN TRUDEAU: Have a great day.
[11] DR. LEONARD: Thanks.
[12] KEVIN TRUDEAU: Let's talk about that, John,
[13] because —
[14] JOHN ZIGLAR: Yeah, Kevin, because that's what
[15] my experience has been.
[16] KEVIN TRUDEAU: Okay.
[17] JOHN ZIGLAR: When I started to take the
[18] product myself —
[19] KEVIN TRUDEAU: Um-hmm.
[20] JOHN ZIGLAR: — I noticed — first of all,
[21] that I don't turn over in my sleep as many times. And,
[22] so, I noticed it because I don't pull the covers out of
[23] the bottom of the bed every night.
[24] KEVIN TRUDEAU: Right.
[25] JOHN ZIGLAR: And, you see, it's not a

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[1] conscious thing when you wake yourself up snoring and
[2] then you immediately go back to sleep. We've got
[3] testimonial letters from all over the country.
[4] One of the ladies said that for the first time
[5] in her life she can remember dreams.
[6] KEVIN TRUDEAU: Hmmm.
[7] JOHN ZIGLAR: And what that means is that she,
[8] for the first time in a long time, has gotten some deep
[9] sleep where she now has recollection of dreams. We all
[10] dream —
[11] KEVIN TRUDEAU: Um-hmm.
[12] JOHN ZIGLAR: — if we get deep sleep.
[13] KEVIN TRUDEAU: Now, 90 million people snore —
[14] JOHN ZIGLAR: Yeah.
[15] KEVIN TRUDEAU: — that means about 150 million
[16] people are affected because of the sleeping partners.
[17] JOHN ZIGLAR: Correct.
[18] KEVIN TRUDEAU: How young does somebody snore,
[19] they start snoring? I mean, can they start as child?
[20] JOHN ZIGLAR: They can absolutely. We've got
[21] someone in our office who has a child who started snoring
[22] and the child is eight years old.
[23] KEVIN TRUDEAU: I want to talk about that,
[24] about how snoring can affect even grades in school,
[25] because there was an article I know in the Chicago

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[1] Tribune about that.
[2] **JOHN ZIGLAR:** Yes.
[3] **KEVIN TRUDEAU:** But if you're watching right
[4] now and you do want more information on Snorenz, it's an
[5] all-natural product, it's not available at any stores,
[6] call the number on your screen. If you are a snorer or
[7] know someone that is, call that number and get this very
[8] inexpensive, it's all natural, tastes great, it's
[9] guaranteed to work the very first time you try it. You
[10] just put three squirts in your mouth before you go to
[11] sleep, no snoring all night long.
[12] If you're not thrilled, send it back for a
[13] refund. Clinically proven in studies to eliminate the
[14] sound of snoring in 97 percent of the cases. And in my
[15] personal experience, virtually everybody that we've given
[16] it to. It's all natural and it can work for you.
[17] Call the number on your screen for Snorenz if
[18] you are a snorer or know anyone that is, they need this
[19] product for their own health and the people around them.
[20] Let's talk about the kids. As young as eight
[21] years old —
[22] **JOHN ZIGLAR:** Yeah.
[23] **KEVIN TRUDEAU:** — that can start snoring. And
[24] how does that adversely affect their grade performance in
[25] school?

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[1] **JOHN ZIGLAR:** Kevin, as you know, I have four
[2] children myself —
[3] **KEVIN TRUDEAU:** Um-hmm.
[4] **JOHN ZIGLAR:** — and I know that with my own
[5] children if I let them stay up too late at night or they
[6] do not get enough sleep, I notice the next day whether or
[7] not they're as pleasant to their brothers and sisters. I
[8] notice, for instance, if they go for a period of time
[9] where they don't get good sleep, that it does impact
[10] their grades, their performance on the athletic field or
[11] wherever they are, and, quite honestly, it's no different
[12] for them than it is for us. Sleep deprivation affects us
[13] all.
[14] **KEVIN TRUDEAU:** So, it can affect us in our job
[15] performance?
[16] **JOHN ZIGLAR:** Certainly.
[17] **KEVIN TRUDEAU:** Irritability during the day?
[18] **JOHN ZIGLAR:** Yes.
[19] **KEVIN TRUDEAU:** Relationship with your spouse?
[20] **JOHN ZIGLAR:** Of course.
[21] **KEVIN TRUDEAU:** And not just because you're not
[22] maybe sleeping in the same room or same bed, but the next
[23] day because you're tired, because your sleep pattern has
[24] been interrupted all night long, that you're just
[25] probably not as pleasant and you can be a little snippy

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[1] and snappy and that's going to have an adverse affect on
[2] the relationship.
[3] **JOHN ZIGLAR:** Exactly.
[4] **KEVIN TRUDEAU:** Now, let's talk about this —
[5] there was this article we were talking about right before
[6] the start of the show —
[7] **JOHN ZIGLAR:** Yeah.
[8] **KEVIN TRUDEAU:** — in the Chicago Tribune, I
[9] think it was.
[10] **JOHN ZIGLAR:** Right.
[11] **KEVIN TRUDEAU:** What was that about?
[12] **JOHN ZIGLAR:** There was a study that was done
[13] with medical students over in West Germany.
[14] **KEVIN TRUDEAU:** Um-hmm.
[15] **JOHN ZIGLAR:** And what they did is they found
[16] — they did a test and they found which of the students
[17] snored and which of the students did not snore, and then
[18] what they did is they just simply took and put them in
[19] two distinct categories and then they took and they took
[20] the average of the grades of the snorers and the
[21] nonsnorers, and in this particular case, the snorers
[22] ended up with six points less than the nonsnorers did.
[23] **KEVIN TRUDEAU:** That seems like a major
[24] difference in grades.
[25] **JOHN ZIGLAR:** I would have to think so,

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[1] especially where the amount of sleep that a med student
[2] would have an opportunity to get.
[3] **KEVIN TRUDEAU:** Right.
[4] **JOHN ZIGLAR:** You — another — let me just
[5] share a story with you. This — we talked with a lady
[6] who — whose husband was a fireman —
[7] **KEVIN TRUDEAU:** Um-hmm.
[8] **JOHN ZIGLAR:** — and he was out in Phoenix, and
[9] he snored so loud and since he was a fireman he was
[10] required to sleep at the fire station —
[11] **KEVIN TRUDEAU:** Um-hmm.
[12] **JOHN ZIGLAR:** — with the other guys who were
[13] on duty at the same time. Well, they only have a certain
[14] amount of hours that they can sleep and, so, they would
[15] all rush — when it got time to go to bed — they would
[16] all rush to get to bed before John got up there because
[17] when he got to sleep — if you weren't to sleep before he
[18] got to sleep, his snoring was so loud that you couldn't
[19] get to sleep.
[20] **KEVIN TRUDEAU:** Um-hmm.
[21] **JOHN ZIGLAR:** And it was such a problem for him
[22] that he went to the expense of having the surgery and
[23] everybody in the fire station was thrilled to death that
[24] he had done that. It was an expensive process and the
[25] healing process from the surgery is six months —

[1] KEVIN TRUDEAU: Hmmmm.
[2] JOHN ZIGLAR: — so, it affected diet, it
[3] affect a lot of different things in his life, but he
[4] wasn't snoring.
[5] A year after the surgery, he gets the old elbow
[6] in the ribs from his wife and she says, Roll over, John,
[7] you've started to snore.

[8] And, so, even with the surgery —
[9] KEVIN TRUDEAU: Hmmmm.
[10] JOHN ZIGLAR: — he had started to snore again.
[11] And when he started back up —

[12] KEVIN TRUDEAU: Is that normal — is that
[13] common, by the way? I mean, you had this expensive
[14] surgery, you go through six months of healing, all this
[15] pain, it eliminates the snoring for a year and then it
[16] picks up. Is that — is that common?

[17] JOHN ZIGLAR: I have heard lots of cases where
[18] that has occurred.

[19] KEVIN TRUDEAU: It's amazing.

[20] JOHN ZIGLAR: Yes, it is. So, all of a sudden
[21] appears at the fire station, now, the guys in his
[22] dormitory where he sleeps, had taken and gotten some
[23] sheet rock —

[24] KEVIN TRUDEAU: Um-hmm.

[25] JOHN ZIGLAR: — and built a cage around John's

[1] bed because he had started to snore again.

[2] KEVIN TRUDEAU: Hmmmm.

[3] JOHN ZIGLAR: And we had put a small ad on a
[4] radio station out there, his wife had heard about
[5] Snorenz, she said, My goodness, we've got nothing to
[6] lose. She bought the product, she squirted it in his
[7] mouth before he went to bed that night, and from that day
[8] to this John does not snore.

[9] KEVIN TRUDEAU: That's incredible. I mean, it
[10] seems incredible — you could call this a medical
[11] breakthrough, but it's not a medical device and it's not
[12] a drug.

[13] JOHN ZIGLAR: No, no.

[14] KEVIN TRUDEAU: What do you call it?

[15] JOHN ZIGLAR: I don't know — you call it a
[16] miracle.

[17] KEVIN TRUDEAU: (Laughter.)

[18] JOHN ZIGLAR: I don't know what you call it.
[19] Let me tell you, when I — when I first got the product
[20] myself, I, you know, I told Linda, my wife, about the
[21] product and she says, Well, you know, you need to bring
[22] some home. And I told her, Well, Honey, I said, you
[23] really don't snore that bad. (Laughter.)

[24] She suggested it wasn't for her.

[25] KEVIN TRUDEAU: (Laughter.)

[1] JOHN ZIGLAR: And in my own relationship I can
[2] tell you for a fact I am getting better sleep.

[3] KEVIN TRUDEAU: So, you're having more energy
[4] during the day?

[5] JOHN ZIGLAR: I am.

[6] KEVIN TRUDEAU: Thinking clearer?

[7] JOHN ZIGLAR: Uh — I don't know — I don't
[8] think I was thinking unclear.

[9] (Laughter.)

[10] KEVIN TRUDEAU: But you definitely — well, let
[11] me ask you this: You definitely feel better during the
[12] day?

[13] JOHN ZIGLAR: Yes, I do. I do not get tired.

[14] KEVIN TRUDEAU: Because now you are actually
[15] really getting a full night's sleep.

[16] JOHN ZIGLAR: Exactly.

[17] KEVIN TRUDEAU: As — and you didn't notice —
[18] you, like most snorers —

[19] JOHN ZIGLAR: Right.

[20] KEVIN TRUDEAU: — did not notice that you were
[21] actually waking up all night?

[22] JOHN ZIGLAR: No.

[23] KEVIN TRUDEAU: So, your rapid eye movements,
[24] your dreams, all those things are being adversely
[25] affected by this interruption of the breathing pattern

[1] waking you up and then going back to sleep; and waking
[2] you up and going back to sleep?

[3] JOHN ZIGLAR: Exactly. I really didn't notice
[4] that much, Kevin, except for when I'm up here in Chicago
[5] in my apartment by myself.

[6] KEVIN TRUDEAU: Um-hmm.

[7] JOHN ZIGLAR: Where I have to make the bed
[8] myself.

[9] KEVIN TRUDEAU: (Laughter.)

[10] JOHN ZIGLAR: And I noticed that I don't turn
[11] over and get the sheets out of the foot of the bed.
[12] That's when I really noticed it.

[13] KEVIN TRUDEAU: Folks, if you're watching right
[14] now and you are a snorer or if you know someone that is,
[15] get on the telephone and call to get Snorenz. It's a
[16] very simple, all natural product, it's just natural oils
[17] with some vitamins and minerals. You simply just spray
[18] it in your mouth three times before you go to bed.

[19] It tastes great, it's a patented product, it
[20] has been proven to be 97 percent effective in eliminating
[21] the snoise — the noise of snoring. You'll wake up with
[22] a great, fresh, clean mouth.

[23] You'll have more energy during the day, you'll
[24] have less irritability, you'll be more pleasant, kids get
[25] better grades in school, as evidenced by the study in the

[1] Chicago Tribune, you'll think clearer, potentially,
[2] throughout the day, perhaps better job performance,
[3] definitely a better relationship with your spouse or
[4] significant other. So, call the number right now for
[5] Snorenz.

[6] The reason I have John here is we tested it
[7] with the people that I know in my life and it works
[8] beyond a shadow of a doubt.

[9] It's all natural, it's patented, and it's not
[10] available in any store. So, pick up the phone right now
[11] for more information on Snorenz. And it's pennies, it's
[12] very cheap and it'll eliminate your snoring.

[13] This is Kevin Trudeau with my guest John
[14] Ziglar. We've been talking about snoring and you've been
[15] watching Vantage Point. We'll see you next time. Bye-
[16] bye.

[17] (Music playing.)

[18] **ON SCREEN:** For more information or to order
[19] Snorenz call:

[20] If snoring is accompanied by any signs of Sleep
[21] Apnea, you should consult a physician before using any
[22] product.

[23] Tru-Vantage International, 7300 N. Lehigh Ave,
[24] Niles, IL 60714 (847)647-0300.

[25] The preceding has been a paid commercial for

[1] SNORENZ brought to you by Kevin Trudeau's Tru-Vantage
[2] International, America's premier direct response
[3] marketing company.

[4] (End of videotape.)

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CERTIFICATION OF TYPIST

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[2]
[3] **MATTER NUMBER:** 0023211
[4] **CASE TITLE:** MED GEN INC.
[5] **TAPING DATE:** OCTOBER 13, 1999
[6] **TRANSCRIPTION DATE:** MAY 9, 2000
[7]

[8] I HEREBY CERTIFY that the transcript contained
[9] herein is a full and accurate transcript of the tapes
[10] transcribed by me on the above cause before the FEDERAL
[11] TRADE COMMISSION to the best of my knowledge and belief.

[12] **DATED:** MAY 9, 2000
[13]
[14]
[15]

[16] **DIANE QUADE**

[17] **CERTIFICATION OF PROOFREADER**

[18]
[19] I HEREBY CERTIFY that I proofread the transcript for
[20] accuracy in spelling, hyphenation, punctuation and
[21] format.
[22]

[23]
[24]
[25]

ELIZABETH M. FARRELL

Lawyer's Notes

[1] OFFICIAL TRANSCRIPT PROCEEDING
 [2] FEDERAL TRADE COMMISSION
 [3] MATTER NO. 0023211
 [4] TITLE MED GEN INC.
 [5] DATE RECORDED: OCTOBER 13, 1999
 [6] TRANSCRIBED: MAY 10, 2000
 [7] PAGES 1 THROUGH 35
 [8] VP SNORENZE 4 - JD W/ DISCLAIMER SNR4
 [9] VIDEOTAPE

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[1] FEDERAL TRADE COMMISSION
 [2] INDEX
 [3] VIDEOTAPE PRESENTATION: PAGE:
 [4] VP SNORENZE 4-JD W/ DISCLAIMER SNR4 3
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[1] FEDERAL TRADE COMMISSION
 [2] In the Matter of:)
 [3] Med Gen, Inc.,) Matter No. 0023211
 [4] October 13, 1999
 [5]
 [6] The following transcript was produced from a
 [7] videotape provided to For The Record, Inc. on May 8,
 [8] 2000.
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[1] PROCEEDINGS
 [2] ON SCREEN:
 [3] Tru-Vantage & Mercury Media
 [4] Present
 [5] VP SNORENZ 4
 [6] JD WITH DISCLAIMERS // SNR4
 [7] 28:30 MINUTES
 [8] 1-800-835-8941
 [9] TUESDAY, NOVEMBER 17, 1998
 [10] NCMG MASTER #293 Randy Pfeiffer
 [11] CUSTOMIZATION BY NORTH COUNTRY MEDIA GROUP
 [12] www.ncmg.com
 [13] ON SCREEN:
 [14] The following is a paid commercial for SNORENZ
 [15] brought to you by Kevin Trudeau's Tru-Vantage
 [16] International, America's premier direct response
 [17] marketing company.
 [18] ANNOUNCER: The following is a paid commercial
 [19] brought to you by Kevin Trudeau's Tru Vantage
 [20] International.
 [21] (Music playing.)
 [22] UNIDENTIFIED MALE: For millions of Americans,
 [23]
 [24]
 [25]

[1] this is the most annoying and unwelcome sound in the
[2] world.

[3] **ON SCREEN:** News clippings.

[4] **ANNOUNCER:** That's right, more than 90 million
[5] Americans have a snoring problem and it can cause
[6] sleeplessness, headaches and a lack of energy, and that
[7] goes for the snorer, as well as the person trying to
[8] sleep next to the snorer.

[9] What can be done about it? On Vantage Point
[10] today, hear about a new discovery that could eliminate
[11] the sound of snoring.

[12] **ON SCREEN:** VANTAGE POINT with Kevin Trudeau.

[13] **ON SCREEN:** John Denny.

[14] **JOHN DENNY:** Hi, I'm John Denny, and this is a
[15] special edition of Vantage Point. We're going to talk
[16] about snoring today, and if you're a snorer, or just
[17] happen to sleep next to one, then you know snoring is no
[18] laughing matter. Snoring can and does seriously diminish
[19] the quality of your sleep, your life, and it could drive
[20] two people apart, meaning the snorer and the person next
[21] to the snorer.

[22] My guests today are Dr. Bob Currier, physician,
[23] surgeon and associate clinical professor at Michigan
[24] State University, and John Ziglar, who represents a
[25] company that manufactures a product called Snorenz, which

[1] is designed to end your snoring problem.

[2] Gentlemen, thank you for joining me. Guys, got
[3] to ask you this first question, because for some people
[4] it's a light matter and for others it seriously impacts
[5] their life, certainly impacts their sleep. What causes
[6] snoring? What is the reason behind that all too familiar
[7] rumbling sound that keeps half of America, it seems, up
[8] every night?

[9] **ON SCREEN:** Dr. Bob Currier, Physician/Surgeon.

[10] **DR. BOB CURRIER:** Well, what snoring really is,
[11] John, is just simply a relaxation of the tissues in the
[12] back of your throat. It's when we fall asleep, much of
[13] our muscles in our body, as well as our throat relax.
[14] That's the time we sleep. We're supposed to get our
[15] rest.

[16] **JOHN DENNY:** Um-hmm.

[17] **DR. BOB CURRIER:** What happens with that,
[18] though, unfortunately, is as the tissues relax, they
[19] occlude or actually narrow, and they cause a funnel
[20] effect for the air as it goes through, flapping the
[21] tissue.

[22] **JOHN DENNY:** Um-hmm.

[23] **DR. BOB CURRIER:** This is in the back of the
[24] throat, hence creating the noise. It's very positional.
[25] It's very — also very dependant on habits that we have,

[1] such as smoking or dietary habits. And then also it
[2] affects really how much we sleep and how much rest we
[3] actually get throughout a night.

[4] **JOHN DENNY:** Now, you were both snorers,
[5] presumably?

[6] **DR. BOB CURRIER:** Um-hmm.

[7] **JOHN ZIGLAR:** Sure.

[8] **DR. BOB CURRIER:** Absolutely.

[9] **JOHN DENNY:** Tell me, how did you get involved
[10] in Snorenz? How did this all come about?

[11] **ON SCREEN:** John Ziglar, SNORENZ.

[12] **JOHN ZIGLAR:** This all came about, John, I met
[13] a friend down in Fort Lauderdale, Florida, named Paul
[14] Kravitz.

[15] **JOHN DENNY:** Um-hmm.

[16] **JOHN ZIGLAR:** Paul Kravitz was in the banking
[17] industry. And he had a Korean man that came into his
[18] office with a product. He had a little bottle of it, it
[19] didn't have any labels on it or anything, but he says
[20] this will make you quit snoring. And Paul looked at it
[21] and he put it over on the side of his desk, he didn't
[22] think too much about it. But he did make the mistake of
[23] telling his wife that somebody had come in with this
[24] product. And she asked him would he go ahead and bring
[25] it home and try it. Bottom line is he did use the

[1] product, it did make him quit snoring, but it tasted
[2] terrible.

[3] And, so, Paul says Whoa, you know, what a price
[4] to pay, so he took that product, he developed it, he took
[5] it to the laboratories and they did some liposome
[6] technology with the product and they put a flavor to the
[7] product to make it so that it tasted good and we now call
[8] the product Snorenz, and it's just phenomenal.

[9] **JOHN DENNY:** And in your first exposure to it -

[10]

[11] **JOHN ZIGLAR:** Correct.

[12] **JOHN DENNY:** — you were a rumbler. You — we
[13] heard Harley-Davidson sounds coming from you at night —

[14] **JOHN ZIGLAR:** (Laughter).

[15] **JOHN DENNY:** — is the word on the street.

[16] **JOHN ZIGLAR:** (Laughter).

[17] **JOHN DENNY:** Tell me your first experience with
[18] the product.

[19] **JOHN ZIGLAR:** My first experience really, when
[20] I — I had been married for 25 years, my wife, Linda. I
[21] came home after talking with Paul and I told my wife
[22] about this new product that we were looking at. And she
[23] said — and she says well, when are you going to bring it
[24] home. And I said Well, honey, I said, really, you know,
[25] you don't snore that bad. And she said it really wasn't

[1] for her.

[2] **JOHN DENNY:** (Laughter).

[3] **DR. BOB CURRIER:** (Laughter).

[4] **JOHN ZIGLAR:** And up until that point I really

[5] didn't realize that I snored.

[6] **JOHN DENNY:** Um-hmm.

[7] **JOHN ZIGLAR:** But I did turn over in the bed an

[8] awful lot at night, and I knew that. And, so, I used the

[9] product and, John, what I found is for me personally, I

[10] quit turning over so many times at night. And I began to

[11] get a more peaceful, restful sleep.

[12] **JOHN DENNY:** Um-hmm.

[13] **JOHN ZIGLAR:** So, that's what personally

[14] happened in my life.

[15] **JOHN DENNY:** Well, that raises an interesting

[16] point, because for some people snoring in a litany of

[17] problems, you know, that we face on an everyday basis,

[18] snoring is not at the top of the list. But, in fact, if

[19] you speak to people who sleep next to a snorer, as well

[20] as the snorer themselves, there are some real health

[21] issues, there are some real serious concerns that a

[22] snorer has, or should have. How does, and why does, a

[23] snorer — why should a snorer worry about this? Why is

[24] it a problem?

[25] **DR. BOB CURRIER:** Well, it is a problem, but

[1] the real problem is an awareness. A lot of people aren't

[2] aware, as you were, that you didn't snore, you don't

[3] snore. It's — and people don't want to offend someone

[4] else that they may sleep with or someone in their family

[5] by telling them they snore.

[6] **JOHN DENNY:** Um-hmm.

[7] **DR. BOB CURRIER:** And they've put up with it

[8] for years.

[9] **JOHN DENNY:** Um-hmm.

[10] **DR. BOB CURRIER:** The problem with that is all

[11] the things that go with it, even on a personal level. Me

[12] personally, I snore and have snored, and I've used the

[13] product, as well, and it's worked great for me.

[14] **ON SCREEN:** These statements have not been

[15] evaluated by the Food and Drug Administration. This

[16] product is not intended to diagnose, treat, cure or

[17] prevent any disease.

[18] **DR. BOB CURRIER:** Why do I know this? Because

[19] of my energy level, I feel better, I get better sleep.

[20] The problems that happen, I think people go to

[21] sleep, they assume they're automatically going to wake up

[22] rested. They don't. And then they wake up with a

[23] headache, less energy, they hurt, they're sore, they're

[24] irritable. The health problems are really insidious.

[25] But let's not even go that deep. Let's just talk about

[1] the things that happen to us on an everyday basis: the

[2] energy level that we have. We're not rested.

[3] **JOHN DENNY:** So, you're saying snorers —

[4] **DR. BOB CURRIER:** That's the battle.

[5] **JOHN DENNY:** — snorers get less rest, get a

[6] less restful —

[7] **DR. BOB CURRIER:** Absolutely. They do not

[8] sleep.

[9] **JOHN ZIGLAR:** See, what happened to me, what

[10] was going on in my night, is I would literally turn over

[11] 20 or 30 times a night. And the reason I would is

[12] because I would go to sleep, my tissues would relax, I

[13] would snore — I would literally wake myself up, and then

[14] I would turn over. And I would turn. Well, now, I

[15] didn't wake up and get up out of the bed to turn over.

[16] **JOHN DENNY:** Um-hmm.

[17] **JOHN ZIGLAR:** I would just wake up and turn

[18] over. And what that does is it keeps me, John, from

[19] getting the deep, restful sleep.

[20] **JOHN DENNY:** Hmm.

[21] **JOHN ZIGLAR:** We get letters. We got a letter

[22] from a lady out in Phoenix also who told us that for the

[23] first time in her life she started taking this product

[24] and she can remember her dreams. Well, you see, dreaming

[25] is an important thing, and we all dream, if we get

[1] peaceful, restful sleep.

[2] **JOHN DENNY:** But isn't dreaming or the dream

[3] state indicative of a deep, restful, REM sleep, I think

[4] they call it?

[5] **DR. BOB CURRIER:** Yes. Yes, it is.

[6] **JOHN DENNY:** So if you're a snorer, you won't

[7] dream as much, meaning you're not getting as deep a

[8] sleep. Is that what —

[9] **DR. BOB CURRIER:** That is correct. You almost,

[10] because of the snoring, and sometimes we're not aware of

[11] it, keep waking ourselves up. We snore, and we huh

[12] (indicating), and then we wake up, then we try to

[13] reposition ourselves. We're just not comfortable. We

[14] can't get our air; we can't get the oxygen we need, hence

[15] the headache, the irritability when we wake up. We're

[16] not rested. That's the problem.

[17] **ON SCREEN:**

[18] Dr. Bob Currier

[19] Physician/Surgeon.

[20] **DR. BOB CURRIER:** Another side effect, a cute

[21] story, my brother is also a snorer. I think this is just

[22] something that runs in families, as well. Anyway, he has

[23] since tried the product, as I have, and I use it and I

[24] think it's fantastic because it does stop the snoring.

[25] My brother has also — he doesn't have the aches and

[1] pains he used to wake up with.

[2] You were also talking about the tossing and
[3] turning, we're also forgetting his wife used to jab him
[4] in the middle of the night, so he does not wake up
[5] bruised, so this also helps, a little sidelight there.

[6] **DR. BOB CURRIER:** Yes.

[7] **JOHN DENNY:** How does Snorenz work? There have
[8] been other products available, over the course of the
[9] last, you know, 10 and 20 years that are — have been in
[10] pill form, surgeries. People have gone through painful,
[11] expensive surgeries.

[12] In fact, we're going to — I think we're going
[13] to talk to a caller later who has a story to share with
[14] us about this product and the journey she went through
[15] with her husband to essentially reduce this problem or
[16] eliminate this problem. How does this product work?

[17] **JOHN ZIGLAR:** John, what we've done is we have
[18] taken all-natural oils, and we have taken and put them
[19] together in a liposome formulation. And we have taken it
[20] and so that you can actually spray this product into the
[21] back of your throat. And the process is really quite
[22] simple. Have you ever seen a car go down the road that
[23] didn't have enough oil in it?

[24] **JOHN DENNY:** Um-hmm.

[25] **JOHN ZIGLAR:** And you hear the clatter and the

[1] clanking.

**ON SCREEN:
JOHN ZIGLAR
SNORENZ**

[5] **JOHN DENNY:** Yes.

[6] **JOHN ZIGLAR:** Well, what happens is we took
[7] that same philosophy, that same technology, and we said
[8] hey, if we can oil the parts and we can take and make a
[9] topical solution that will stay in a place for an
[10] extended period of time, we can eliminate the noise —

[11] **JOHN DENNY:** Um-hmm.

[12] **JOHN ZIGLAR:** — of snoring. You're still
[13] going to have the same amount of air that's going to pass
[14] through the passage, but all we're going to do is we're
[15] going to lubricate the parts so that there is no noise
[16] associated so that you don't then wake up or wake up your
[17] neighbor.

[18] **JOHN DENNY:** So, it's essentially lubricating
[19] what part of the throat, and which part of the throat is
[20] causing that sound?

[21] **DR. BOB CURRIER:** Well, to take this just a
[22] little bit further, a dentist has studied this and has
[23] actually sprayed this in models, and he actually used a
[24] dye at the time so he could see where it was applied. In
[25] the soft tissues, in the back of the throat, the ones

[1] that we say that flap and flutter and then need the
[2] lubrication —

[3] **JOHN DENNY:** Yeah.

[4] **DR. BOB CURRIER:** — when it is applied there,
[5] but when the technology goes even further and better
[6] through this liposome technology, is to apply it evenly.
[7] And the very neat thing about this is it stays. It stays
[8] there all night.

[9] **JOHN DENNY:** Hmm.

[10] **DR. BOB CURRIER:** That's where others have
[11] failed, and that's also where a lot of the appliances,
[12] that's where also a lot of the applications of surgeries,
[13] pills, other things that have been attempted and tried
[14] have failed.

[15] **JOHN DENNY:** Um-hmm.

[16] **DR. BOB CURRIER:** This product here stays
[17] there. It's easy application. As a physician, one of
[18] the problems that I have with patients is compliance,
[19] trying to get them to use and continually use something.

[20] **JOHN DENNY:** Um-hmm.

[21] **DR. BOB CURRIER:** If we're going to get a
[22] restful sleep, we need it on an every-night basis. This
[23] is accrued, we have a clock and we have a bank and it's
[24] for sleeping purposes. So, it isn't something that just
[25] one night good sleep will help. This is something that's

[1] accrued over time. When you get good sleep, that helps a
[2] lot. We need compliance. With the ease of application,
[3] as what he is talking about, okay?

[4] **JOHN DENNY:** Um-hmm.

[5] **DR. BOB CURRIER:** With the effectiveness of its
[6] staying there, it's a winner. And that's how it works.

[7] **JOHN DENNY:** So, it's basically — correct me
[8] if I'm wrong — it's two or three sprays in the back of
[9] your mouth. I have a friend who underwent a session with
[10] a dentist who fitted him with a clamp of some sort, which
[11] pushed his jaw out and tried to create more breathing
[12] space essentially, and that lasted for about three to
[13] four months. This works, and it stays working for
[14] people?

[15] **DR. BOB CURRIER:** Yes, what you're trying to do
[16] with the appliance is just simply try to open up the
[17] airway more so you don't get the fluttering of the
[18] tissues.

[19] **JOHN DENNY:** Um-hmm.

[20] **DR. BOB CURRIER:** What — and that's what we do
[21] when we snore. When we snore, we essentially wake
[22] ourselves up in a snore, and then reposition ourselves,
[23] trying to again open up our airway to get more air so we
[24] get more oxygen. What happens with this product, this
[25] lubricates, stays there, again through the technology,

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[1] and then you don't have the snore; hence, you don't wake
[2] up; hence, you get a more restful sleep.
[3] **JOHN ZIGLAR:** And the problem, John, with the
[4] appliance is it's very uncomfortable.
[5] **JOHN DENNY:** Um-hmm.
[6] **JOHN ZIGLAR:** And there have been a lot of
[7] people, and dentists will tell you that they have got
[8] patients who have paid for the procedure, paid to get the
[9] appliance, could not sleep with it hooked up.
[10] **JOHN DENNY:** Um-hmm.
[11] **JOHN ZIGLAR:** And, so, it did not work for them
[12] because they were so uncomfortable.
[13] **JOHN DENNY:** Um-hmm.
[14] **JOHN ZIGLAR:** Okay? And, so, when I saw this
[15] first — this product the first time, I looked at this
[16] thing and I thought oh, my goodness, you know, I'm going
[17] to spray oil in the back of my throat. I'm thinking WD-
[18] 40 or something like that, you know —
[19] **JOHN DENNY:** Right.
[20] **JOHN ZIGLAR:** — and an oil slick, and I'm
[21] going oh, but it's the consistency of water. And the
[22] nice thing about it is that it does — there's no
[23] feeling associated with the spray in the back of your
[24] throat. All you get is a nice, clean, peppermint taste -
[25]

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[1] **JOHN DENNY:** Hmm.
[2] **JOHN ZIGLAR:** — which made it wonderful, so
[3] compliant, people will do it.
[4] **ON SCREEN:** This is a paid commercial for
[5] Snorenz.
[6] **DR. BOB CURRIER:** Well, the aftertaste.
[7] **JOHN ZIGLAR:** Yes.
[8] **DR. BOB CURRIER:** In the morning, when you wake
[9] up, it's better.
[10] **JOHN ZIGLAR:** Exactly.
[11] **DR. BOB CURRIER:** You don't feel like you have
[12] an oil sludge at all. It's a minty taste.
[13] **ON SCREEN:** 1-800-835-8941
[14] **JOHN DENNY:** If you have a snoring problem, if
[15] you have problems sleeping next to a snorer, then Snorenz
[16] may be the answer you've been waiting for. Snoring can
[17] seriously reduce your energy levels, your concentration,
[18] and can seriously affect your work habits, as well. And
[19] you can be sure your snoring is seriously bothering
[20] someone other than you.
[21] Snorenz is the first all-natural spray that has
[22] been proven to give you a healthy, natural, good night's
[23] sleep. It has no side effects, it's as easy as a few
[24] sprays before bed, and it lasts all night. If you want
[25] more information on Snorenz, if you want to stop the

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[1] snoring, if it's a snorer next to you or if you be the
[2] snorer, you may want to call the 800 number on your
[3] screen.
[4] We have, I believe, a caller on the line from
[5] Arizona, and I believe it's Tina Heinz. Tina, are you on
[6] the air with us?
[7] **TINA HEINZ:** I'm here.
[8] **JOHN DENNY:** Great. How you feeling today?
[9] **TINA HEINZ:** Good. I'm listening to your show,
[10] and I have to tell you that snoring, you know, is a lot
[11] more dangerous than people think.
[12] **JOHN DENNY:** Hmm.
[13] **TINA HEINZ:** My husband was a chronic snorer.
[14] He's a firefighter/paramedic, so I wasn't the only one
[15] affected by this.
[16] **JOHN DENNY:** Hmm. Um-hmm.
[17] **TINA HEINZ:** I mean, we didn't sleep together
[18] for years.
[19] **JOHN DENNY:** Now, you've been married for how
[20] long, Tina?
[21] **TINA HEINZ:** Sixteen years.
[22] **JOHN DENNY:** Sixteen years. And this was a
[23] problem that occurred right from the start of your
[24] marriage?
[25] **TINA HEINZ:** Oh, yeah.

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[1] **JOHN DENNY:** I mean, you found you were married
[2] to a snorer?
[3] **TINA HEINZ:** Oh, absolutely. And the poor guy,
[4] it would be all night, John, turn over, turn over. It
[5] did not matter, he could be sleeping on his head and he
[6] would still snore. Well, it got so bad that even at the
[7] fire department he was being, you know, hassled at the
[8] fire department because these guys sleep at different
[9] shifts, they don't all sleep at the same time.
[10] **JOHN DENNY:** Um-hmm.
[11] **TINA HEINZ:** And when John was sleeping, he
[12] would be waking everybody else up, and they'd be pounding
[13] on the walls, and he'd come home all aggravated, he'd
[14] come home and want to sleep. They built a partition
[15] around my husband's bunk bed to try to keep out the
[16] noise.
[17] (Laughter).
[18] **TINA HEINZ:** Well, it got so bad he finally
[19] went to the doctor and, in order for the insurance
[20] company to pay for this surgery, they put him in the
[21] hospital in the sleep center and found out that he also
[22] had sleep apnea, which is very dangerous because when
[23] you're snoring you stop breathing and you forget to
[24] sleep.
[25] **JOHN ZIGLAR:** Um-hmm.

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[1] TINA HEINZ: So, they did this surgery, and
[2] needless to say, it lasted for a while and after that he
[3] started up again, and he would not even believe when I
[4] would tell him John, you're snoring again.
[5] JOHN DENNY: Hmm.
[6] TINA HEINZ: You don't want to go through
[7] surgery and find out that you're snoring again.
[8] JOHN DENNY: So, this was after a surgery, he
[9] had — the problem re-emerged?
[10] TINA HEINZ: Right, they did surgery on all his
[11] sinuses. They went through his nose, and they removed
[12] all his polyps, thinking that was the problem. So, now,
[13] he's in for a second surgery, and they decided that
[14] they're going to remove part of his uvula and the roof of
[15] his mouth, his tonsils and his adenoids.
[16] JOHN DENNY: Hmm.
[17] TINA HEINZ: And this will give his tongue more
[18] room, I guess is what they said, so he wouldn't snore.
[19] DR. BOB CURRIER: Um-hmm.
[20] TINA HEINZ: Well, he went through this and it
[21] was a horrible surgery. I really felt very, very bad for
[22] him. He was out of work for six weeks, and he had high
[23] hopes that this was going to work and our life was going
[24] to change, we could sleep in the same room together, go
[25] on vacation, the guys wouldn't be hassling him. Well,

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[1] that did work for quite a while and then it started up
[2] again.
[3] ON SCREEN:
[4] Caller from Phoenix, AZ
[5] Tina Heinz
[6] TINA HEINZ: And I tell you, I was even afraid
[7] to tell him, because I couldn't believe it myself. It's
[8] aggravating; it's annoying. I don't get a good night's
[9] sleep; he doesn't get a good night's sleep. I hated to
[10] say, but I was happy when he was at the fire department
[11] because I got a good night's sleep.
[12] (Laughter).
[13] JOHN DENNY: Tina, I want to interrupt you for
[14] a second, because this is, you know, a real relatable
[15] story to some, perhaps not all have gone through
[16] surgeries and so forth, but for the millions of people
[17] who sleep next to a snorer, their lives are affected as
[18] well. How did you find your life or your sleep quality
[19] affected by sleeping next to a snorer?
[20] TINA HEINZ: Well, I didn't, I chased him out.
[21] JOHN DENNY: Right.
[22] TINA HEINZ: Actually, I have insomnia, and I
[23] don't get — I mean, I could hear the dog turn over, so
[24] he'd have to go into the other room, and I would still
[25] hear him through the vents, but I would get up in the

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[1] morning and I would be a grouch at work because I was —
[2] I was tired.
[3] JOHN DENNY: Yes.
[4] JOHN ZIGLAR: Um-hmm.
[5] TINA HEINZ: And I was aggravated. You're
[6] talking two surgeries, what is it going to take? He
[7] tried those stupid nose-strip things, they didn't work.
[8] JOHN DENNY: Hmm.
[9] TINA HEINZ: So, one day I'm sitting here
[10] watching TV and I see a commercial out here in Phoenix,
[11] and a couple's talking about the same things. And I'm
[12] thinking, well, what have I got to lose. My husband
[13] tells me I'm nuts because his two surgeries didn't work,
[14] a spray was not going to work.
[15] I figure well, I'm going to try it. So, I sent
[16] for it; put it on the nightstand. First night he was
[17] home, I woke him up, I said John, spray your throat; he's
[18] like yeah, yeah, yeah, yeah. I said John, please, spray
[19] your throat. So, we sprayed his throat, and I'm like
[20] wait, I'm laying there, I'm laying there, I'm like oh,
[21] wow, he was sleeping, there was no noise coming out of
[22] him.
[23] And I was — I was pretty well hooked. And he
[24] still was not a believer; he said it was just a fluke.
[25] So, it took a few times of using the Snorenz. Now, I

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[1] tell you what, he's taking it up to the fire department.
[2] I had the wives calling up from the fire department
[3] asking me the 800 number. I've given away more bottles,
[4] I can't tell you —
[5] JOHN DENNY: (Laughter).
[6] TINA HEINZ: — because I bought the Snorenz
[7] bottle-of-the month club.
[8] JOHN DENNY: Um-hmm.
[9] TINA HEINZ: And I just gave one to my daughter
[10] last week. She came over and she was like Mom, I'm going
[11] crazy, Timmy's snoring. I said here, take my last
[12] bottle, take it home.
[13] JOHN DENNY: And how long now has your family
[14] or your husband in particular been using Snorenz?
[15] TINA HEINZ: Oh, for months.
[16] JOHN DENNY: For months?
[17] TINA HEINZ: Months, absolutely.
[18] JOHN DENNY: And it works for him pretty much
[19] every night?
[20] TINA HEINZ: Well, he takes it in his little
[21] duffle bag when he goes to the fire department, because
[22] being a medic also he might be called to another station.
[23] He doesn't want to go to another station with, you know,
[24] guys he doesn't know and start snoring.
[25] JOHN DENNY: Hmm.

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[1] TINA HEINZ: So, he carries it in his little
[2] bag and every place he goes the Snorenz goes with him.
[3] JOHN DENNY: Right. Well, Tina, thank you for
[4] calling from Arizona.
[5] TINA HEINZ: Hey, thanks for the Snorenz, I'll
[6] tell you.
[7] JOHN DENNY: Well, we appreciate your calling
[8] and continue to get a full, silent night's sleep.
[9] TINA HEINZ: Absolutely.
[10] JOHN DENNY: Okay, Tina, thank you.
[11] TINA HEINZ: Thank you.
[12] JOHN DENNY: Bob, tell us about some of your
[13] patients who have been turned on to Snorenz.
[14] DR. BOB CURRIER: Well, I'll give you a good
[15] example. I have Mike. Now, we always think of a snorer
[16] as someone that's older, okay, and that's a little bit
[17] more past middle age, always a male, and it's always
[18] Grandpa, the chain saw —
[19] JOHN DENNY: Um-hmm.
[20] DR. BOB CURRIER: — somebody like that.
[21] Interestingly enough, I had a 25-year-old patient of mine
[22] named Mike who is an optician. Now, Mike was trying to
[23] qualify, okay, for the certifying exam to become a
[24] certified optician. He was losing energy. He just
[25] couldn't — he couldn't understand it, he couldn't

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[1] understand why he didn't have the get-up-and-go to do his
[2] job plus go home to study.
[3] He's single. He lives by himself. So, he's
[4] wondering why. I said, well, you know, maybe you're not
[5] sleeping well. And he said well, you know, I just — I
[6] just can't sleep. And so what happens to him is I give
[7] him some Snorenz. I said well, just try this, it's just
[8] an outside shot, and I said you've got to try this, let
[9] me know how it works.
[10] He comes back, now I don't see him in a week or
[11] two, on another appointment basis. He comes back and my
[12] word, he says — he's just aglow. He passed the
[13] certifying exam; he feels like he is more awake, more
[14] energetic. He feels like he can do anything. He can
[15] conquer the world, he's 25 years old.
[16] ON SCREEN: These statements have not been
[17] evaluated by the Food and Drug Administration. This
[18] product is not intended to diagnose, treat, cure or
[19] prevent any disease.
[20] DR. BOB CURRIER: And what has happened is he
[21] relayed the story. What happened to him is he would fall
[22] asleep; he couldn't get to sleep at night, okay, so he'd
[23] sit up and watch late-night TV, he becomes and insomniac.
[24] What he would do is fall asleep, but he'd wake with a
[25] snore.

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[1] This way, with using Snorenz, he could get his
[2] clock back in order, he could go to sleep, and he could
[3] go to sleep snoring free, wake up refreshed in the
[4] morning. He figured it all out real simple, and it took
[5] us years to figure all this out and he did it in a very
[6] short time.
[7] JOHN DENNY: Um-hmm.
[8] DR. BOB CURRIER: Now, he doesn't have a bed
[9] partner, and so what happens is he did this for himself,
[10] for his own energy level.
[11] JOHN DENNY: Um-hmm.
[12] DR. BOB CURRIER: And, so, you know, there it
[13] has worked successfully for him. It isn't always a bed
[14] mate telling someone that they have it.
[15] JOHN DENNY: Um-hmm.
[16] JOHN ZIGLAR: That's right.
[17] DR. BOB CURRIER: He did it for himself.
[18] JOHN ZIGLAR: Right.
[19] JOHN DENNY: You think of snorers as older
[20] people, your grandfather, your father. I remember
[21] growing up, my father — listening to my father across
[22] the hallway snoring. It sounded like the start of the
[23] Indianapolis 500 every night. But, in fact, younger
[24] people snore, too, do they not? In fact, there's a study
[25] out about students who were snorers who were proven to

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[1] have lower test scores. Tell me about that.
[2] JOHN ZIGLAR: I was reading the newspaper here
[3] in Chicago one day, and the Sun-Times has an article and
[4] the top of the article says Test Scores Affected by
[5] Snoring. And, so, I'm looking at it and I'm thinking
[6] wow, you know, there's actually been a study done. And
[7] what had happened is a research program was done over in
[8] West Germany with medical students.
[9] JOHN DENNY: Um-hmm.
[10] JOHN ZIGLAR: And what they did is they tracked
[11] an entire medical school class from the day they started
[12] to the day they finished, and they put them in two
[13] categories. One category was the snorers, and over here
[14] was the category of the non-snorers. And after
[15] everything was said and done from start to finished, the
[16] non-snorers scored 6 percent higher on their tests —
[17] JOHN DENNY: Hmm.
[18] JOHN ZIGLAR: — than the snorers did, all
[19] other things being equal.
[20] DR. BOB CURRIER: Hmm. And you just happened
[21] to run across this, so it's now becoming an awareness.
[22] JOHN ZIGLAR: Exactly.
[23] DR. BOB CURRIER: Right. People are becoming
[24] aware now. And it's — see, it's all too obvious now
[25] when you read something like this why that would happen,

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[1] because we're all aware, and my patients are aware.
[2] Interestingly enough, I store this on — well on shelves
[3] and such in the office. When we do our inventory at the
[4] end of the day, I find that some has been taken. I don't
[5] want to say stolen, because these are my patients and
[6] we've created a relationship, but actually it's missing.
[7] **JOHN DENNY:** Right.
[8] **DR. BOB CURRIER:** So, what happens is it just
[9] plain gets taken, people want this.
[10] **JOHN DENNY:** Hmm.
[11] **DR. BOB CURRIER:** People are now aware. And I
[12] think this is what's happening here, and we know why
[13] people don't score well, they don't sleep well, they
[14] snore.
[15] **ON SCREEN:** This is a paid commercial for
[16] Snorenz.
[17] **JOHN DENNY:** Ninety million Americans snore.
[18] That doesn't include the countless millions who sleep
[19] next to a snorer.
[20] **ON SCREEN:** 1-800-835-8941.
[21] **JOHN DENNY:** And if you wanted more information
[22] about this revolutionary, breakthrough product which has
[23] been proven effective in 97 percent of cases to eliminate
[24] or reduce the sound of snoring, call the toll-free 800
[25] number on your screen, get more information about

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[1] Snorenz.
[2] Do it for him, do it for yourself, do it for
[3] your family. It is worth the phone call, and it is
[4] pennies per day to end the snoring problem. This is a
[5] product, as I mentioned, that has been proven effective
[6] in studies. And you actually conducted the studies out
[7] of your auspices in Michigan. Tell us about how Snorenz
[8] worked.
[9] **DR. BOB CURRIER:** Interestingly enough, it's
[10] not only the results of the studies we got, but the
[11] comments we received. Many people, again, they're aware
[12] of snoring, but they aren't aware of the problems that
[13] come with it. And actually it's like until it's
[14] resolved, the snoring itself, oh, my word, what a problem
[15] it was. And you can see the changes it's made. That was
[16] probably the most interesting part of doing that whole
[17] study —
[18] **JOHN DENNY:** Um-hmm.
[19] **DR. BOB CURRIER:** — was the comments that we
[20] got back, the little stories that people had through the
[21] week —
[22] **JOHN DENNY:** Yes.
[23] **DR. BOB CURRIER:** — you know, of using this
[24] product. And that was the beauty of this. I loved doing
[25] the study, it was highly effective.

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[1] **JOHN DENNY:** And, John, this is an all-natural
[2] product?
[3] **JOHN ZIGLAR:** It's all-natural oils. And we
[4] also have some vitamins —
[5] **JOHN DENNY:** Um-hmm.
[6] **JOHN ZIGLAR:** — that we have also put into the
[7] product.
[8] **JOHN DENNY:** And tell us about snorer's breath.
[9] I'm going to test this here.
[10] **JOHN ZIGLAR:** Yes.
[11] **JOHN DENNY:** I hope I don't get it in my eye.
[12] (Laughter).
[13] **JOHN DENNY:** In my — in my — some problem in
[14] my eye perhaps, but it's minty.
[15] **JOHN ZIGLAR:** Yes.
[16] **JOHN DENNY:** Actually, it tastes a lot like
[17] mouthwash, I mean, in a good way. Three sprays of this
[18] before bed.
[19] **JOHN ZIGLAR:** Right.
[20] **JOHN DENNY:** And how long will this last,
[21] through the night?
[22] **JOHN ZIGLAR:** It'll last through the night.
[23] It'll last from six to eight hours.
[24] **JOHN DENNY:** Um-hmm. In what cases doesn't
[25] this work?

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[1] **JOHN ZIGLAR:** You know, when I first got this
[2] product, we did test, and I've given it to everybody that
[3] I know that snores —
[4] **JOHN DENNY:** Um-hmm.
[5] **JOHN ZIGLAR:** — so that I could find out, you
[6] know, because I always wanted to know exactly how did it
[7] work on everybody else. And, so, we had one friend we
[8] gave it to and, quite honestly, they've been married for
[9] three years, they're already sleeping in different
[10] bedrooms because he snores so loudly —
[11] **JOHN DENNY:** Hmm.
[12] **JOHN ZIGLAR:** — and he would go to bed, they
[13] would go to bed together, wake up in different rooms.
[14] And, so, Kevin was taking the product and the first night
[15] it worked perfectly; second night it worked perfectly;
[16] third night it worked perfectly; fourth night, didn't
[17] work; fifth night, didn't work.
[18] He called me up and he says look, you know, it
[19] works temporarily but after that it doesn't work. And I
[20] said wait a minute, you know, there's got to be a reason,
[21] there's something wrong here that only guy it doesn't
[22] work for all in the world. (Laughter). And he says well
[23] — and so I started to ask him some questions, and here's
[24] the point, what I found out was the night that it did not
[25] work, he had a beer just before he went to bed.

[1] JOHN DENNY: Hmm.

[2] JOHN ZIGLAR: And what we have here was a
[3] situation where the alcohol in the beer literally cut
[4] through the oils in our product and it went down his
[5] throat, so it was not there.

[6] JOHN DENNY: Um-hmm.

[7] JOHN ZIGLAR: Since it was not there, it could
[8] not work, and it proved that he still was a snorer, he
[9] just needed the product to stay where it was —

[10] JOHN DENNY: Um-hmm.

[11] JOHN ZIGLAR: — so that he would live without
[12] the noise.

[13] JOHN DENNY: So, you suggested that he sort of
[14] cut down his drinking right before going to bed?

[15] JOHN ZIGLAR: Exactly. Don't eat or drink
[16] anything 30 minutes before you go to bed —

[17] JOHN DENNY: Um-hmm.

[18] JOHN ZIGLAR: — or if you do, then take a
[19] couple of swallows of water just to clear your palate so
[20] that your throat is clean —

[21] JOHN DENNY: Um-hmm.

[22] JOHN ZIGLAR: — so that when you put the
[23] product in, on the back of your tongue, that it'll stay
[24] there.

[25] JOHN DENNY: Your wives are happy, gentlemen,

[1] that you are —

[2] DR. BOB CURRIER: Happier.

[3] JOHN DENNY: Happier. We won't get into that,
[4] but they're happy that your snoring problems have been
[5] reduced or eliminated?

[6] DR. BOB CURRIER: Yes, very much so.

[7] JOHN ZIGLAR: And now, you know, I roll over
[8] and Linda gives me a kiss before we go to bed, and I
[9] think that's just real sweet. She's checking to see if
[10] I've taken the Snorenz, okay?

[11] (Laughter).

[12] JOHN DENNY: If you want more information about
[13] this revolutionary, all-natural, vitamin-based spray, no
[14] pills, no surgery, no clamps, no strips across your nose,
[15] Snorenz will end your snoring problem and do it
[16] naturally. It is pennies in comparison to the value and
[17] the almost priceless value of a full, restful, silent
[18] night's sleep for all, and that goes for the snorer as
[19] well as the person sleeping next to the snorer.

[20] For more information, call the 800 number on
[21] the screen. Dr. Bob Currier, thank you for joining us on
[22] Vantage Point.

[23] DR. BOB CURRIER: Thank you for having me.

[24] JOHN DENNY: And, John Ziglar, thank you.

[25] JOHN ZIGLAR: You're welcome.

[1] JOHN DENNY: I may knock off a few sprays
[2] tonight and try to get my snoring down. This is John
[3] Denny saying goodbye from Vantage Point, and we will see
[4] you next time.

[5] (Music playing.)

[6] ON SCREEN:

[7] For more information or to order Snorenz call:
[8] 1-800-835-8941

[9] If snoring is accompanied by any signs of Sleep
[10] Apnea, you should consult a physician before using any
[11] product.

[12]

[13] ON SCREEN:

[14] Tru-Vantage International
[15] 7300 N. Lehigh Ave. Niles, IL 60714 (847)647-
[16] 0300

[17] ANNOUNCER: The preceding has been a paid
[18] commercial brought to you by Kevin Trudeau's Tru Vantage
[19] International.

[20] ON SCREEN:

[21] The preceding has been a paid commercial for
[22] SNORENZ brought to you by Kevin Trudeau's Tru-Vantage
[23] International, America's premier direct response
[24] marketing company.

[25] (End of videotape.)

[1] CERTIFICATION O F TYPIST

[2]

[3] MATTER NUMBER: 0023211

[4] CASE TITLE: MED GEN INC.

[5] TAPING DATE: OCTOBER 13, 1999

[6] TRANSCRIPTION DATE: MAY 13, 2000

[7]

[8] I HEREBY CERTIFY that the transcript contained
[9] herein is a full and accurate transcript of the tapes
[10] transcribed by me on the above cause before the FEDERAL
[11] TRADE COMMISSION to the best of my knowledge and belief.

[12]

[13] DATED: MAY 15, 2000

[14]

[15]

[16] SARA J. VANCE

[17]

[18] CERTIFICATION O F P R O O F R E A D E R

[19]

[20] I HEREBY CERTIFY that I proofread the transcript for
[21] accuracy in spelling, hyphenation, punctuation and
[22] format.

[23]

[24]

[25] ELIZABETH M. FARRELL

Lawyer's Notes

[1] FEDERAL TRADE COMMISSION
 [2] INDEX
 [3]
 [4] VIDEOTAPE: Page
 [5] VP Snorenz 8 JD/JPK
 [6] (Replace SNZ6)
 [7] Rollout SNZ8 Soft 3
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[1] PROCEEDINGS
 [2]
 [3] ON SCREEN: Client:TVI
 [4] Project:VP Snorenz 8 Generic
 [5] Price Point: Soft Offer
 [6] Edit Date: 3/29/99
 [7] Editor: WPS
 [8] Audio: Mixed
 [9] Notes: Generic
 [10] ON SCREEN:The following is a paid
 [11] commercial program for SNORENZ.
 [12] MALE ANNOUNCER: The following is a paid
 [13] program.
 [14] JON DENNY: For millions of Americans,
 [15] this is the most annoying and unwelcome sound in
 [16] the world. That's right, more than 90 million
 [17] Americans have a snoring problem, and it could
 [18] cause sleeplessness, headaches and a lack of
 [19] energy, and that goes for the snorer as well as the
 [20] person trying to sleep next to the snorer.
 [21] What can be done about it? On Vantage
 [22] Point today, hear about a new discovery that could
 [23] eliminate the sound of snoring.
 [24] ON SCREEN: Vantage Point with Jon Denny
 [25] Jon Denny

[1] FEDERAL TRADE COMMISSION
 [2]
 [3]
 [4] In the Matter of:)
 [5]) Matter No. 0023211
 [6] Med Gen, Inc.)
 [7]
 [8] October 13, 1999
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 [11]
 [12] The following transcript was produced from
 [13] a live tape provided to For The Record, Inc. On May
 [14] 8, 2000.
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[1] JON DENNY: Hi, I'm Jon Denny, and welcome
 [2] to Vantage Point. We are going to talk about
 [3] snoring today, and we are going to do it with Paul
 [4] Kravitz, who has brought to the market an exciting
 [5] breakthrough product called Snorenz, which has been
 [6] proven from snorers around the country to reduce or
 [7] eliminate their snoring problem.
 [8] Paul, welcome to the show.
 [9] PAUL KRAVITZ: Thank you, Jon.
 [10] JON DENNY: Tell me, is this a
 [11] breakthrough medical discovery, is this a
 [12] revolutionary new direction to help people stop
 [13] their snoring problem?
 [14] ON SCREEN: Paul Kravitz, Snorenz
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[1] PAUL KRAVITZ: Well, John, I don't know if
[2] you would call it a medical breakthrough or a new
[3] discovery. To me it was a major breakthrough. In
[4] fact, it saved my marriage.
[5] I had been a heavy snorer for years, and
[6] at one point in my life, my — my ribs hurt so much
[7] in the morning from my wife poking me to wake up to
[8] stop snoring, it was just a terrible thing, and
[9] over the course of many years, I was thinking about
[10] surgery, a lot of potential cures that I — that I
[11] thought I would find to help the situation out, and
[12] I met somebody about six or seven years ago, a
[13] Korean gentleman who was — lived in Brazil,
[14] actually, and who was working with an EMT
[15] specialist who lived next door, and they came up
[16] with a product, and I had met him, they were
[17] looking for somebody to invest in the company, and
[18] things just went — went the way of the world, and
[19] finally, I asked him if I could try the product,
[20] and I did, and it worked.
[21] It was — at that time it was in its
[22] infancy, it was terrible tasting, and — but it
[23] worked, and I used it for five days straight, and I
[24] made a small investment, which became a larger
[25] investment and even a larger investment, until

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[1] finally I bought the formula from the Korean, and
[2] we went to work on it. It took a year and a half
[3] to develop, and Jon, we've tested it, we've proven
[4] it, it works. And it works, and it's a very simple
[5] way it does work.
[6] JON DENNY: Now, before we get into how
[7] Snorenz works, what is snoring? What causes that
[8] terrible Harley Davidson rumbling sound that seems
[9] to emanate from almost every bedroom across
[10] America? I mean, I grew up with a father, and it
[11] sounded like the start of the Indianapolis 500
[12] every night, the house would literally rattle.
[13] What is snoring?
[14] PAUL KRAVITZ: Well, snoring is caused by
[15] a vibration of three parts of your mouth — in your
[16] throat. It's a vibration of the back of your
[17] tongue against the uvula, which is the small part
[18] of the skin that hangs down from your throat, and
[19] your soft pallet, which vibrates. Now, you can
[20] either vibrate the two pieces together, either the
[21] back of the tongue and the uvula, or you can
[22] vibrate all three, and the deeper the resonance,
[23] the more vibrations you're going to hear.
[24] Our product really addresses the
[25] vibrations. You can't stop the vibration, but you

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[1] can stop the snoring noise.
[2] JON DENNY: Well, how does Snorenz work?
[3] It is a spray, an all-natural spray?
[4] PAUL KRAVITZ: It's an all-natural spray,
[5] yes:
[6] JON DENNY: Vitamin-based?
[7] PAUL KRAVITZ: It's vitamin based, it's
[8] all natural, and it's manufactured in a very
[9] special technique called liposome.
[10] JON DENNY: And is this a patented
[11] process?
[12] PAUL KRAVITZ: Yes, it is, it's patented.
[13] JON DENNY: And how does it work exactly?
[14] So, we have a snorer — we are going to go to some
[15] video feeds of some couples who have experienced
[16] what snoring has done in their lives and really
[17] impacted their marriages. We may consider this a
[18] laughing matter, but for many people, it isn't a
[19] laughing matter at all.
[20] PAUL KRAVITZ: No, it's a very serious
[21] problem, John.
[22] JON DENNY: How does Snorenz work to
[23] correct or address the problem you're talking
[24] about?
[25] PAUL KRAVITZ: Well, very simply put, it

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[1] oils the vibrating parts of your — of your throat,
[2] and when you put oil on a rusty part, it silences
[3] it, and that's exactly how it does work. The
[4] secret of the product and what we've spent millions
[5] of dollars to find out is how to get it to attach
[6] itself, the product itself, the spray, to staying
[7] in the back of the throat so that the noise stays
[8] for — I mean, the noise stays away for six to
[9] eight hours.
[10] JON DENNY: Um-hum.
[11] PAUL KRAVITZ: And we were able to find a
[12] trace product that we use in all of our products
[13] that let's it stick to the back of the throat,
[14] thereby quieting the noise. So, in its simplest
[15] form, what you're doing is greasing the noisy
[16] parts.
[17] JON DENNY: Right, like someone would if a
[18] car's axis or car parts were rumbling or rattling
[19] together, oil would essentially grease those areas?
[20] PAUL KRAVITZ: That's it, right, that's
[21] it.
[22] JON DENNY: Now, when I hear oil and I
[23] hear grease, my word, not yours, I'm thinking
[24] terrible tasting, I'm thinking that — I'm not sure
[25] that I want to spray oil in my mouth. Tell me

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[1] about the taste of this.
[2] **PAUL KRAVITZ:** Well, we've added
[3] peppermint flavor to it, so — as a matter of fact,
[4] the taste is delicious. It almost tastes like
[5] bubble gum, and I used to love bubblegum as a kid,
[6] and I love it. I take it in every day — every
[7] night, I go to bed at night, I spray my throat, I
[8] wake up in the morning, my throat is fresh, I have
[9] had a good, restful night's sleep, and so has my
[10] wife, as a matter of fact. We both think this
[11] product is wonderful, and we've turned a lot of
[12] people on to this product.

[13] **JON DENNY:** Now, why is snoring a problem?
[14] On one hand we know it's a problem for the person
[15] sleeping next to us, the snorer, they're not
[16] getting enough sleep because of that sound coming
[17] right next to them, but in what other ways is
[18] snoring a real problem for both the snorer as well
[19] as the person trying to sleep next to them?

[20] **PAUL KRAVITZ:** Well, from the snorer's
[21] point of view, Jon, it's a major problem. First of
[22] all, you don't know it, but if you were a snorer,
[23] you wake up maybe a thousand times a night, because
[24] the snoring does wake you up. You go right back to
[25] sleep again, and then you wake up again. Even if

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[1] your wife doesn't wake you up or your girlfriend
[2] doesn't wake you up, you are really not sleeping
[3] soundly.

[4] As a matter of fact, there was a Times
[5] article, the Los Angeles Times, if you don't mind
[6] me reading it, it says basically that the snoring
[7] decreased — as snoring decreased, you were able to
[8] function better in the daytime, and they've
[9] actually been able to prove that people function
[10] better with a better night's sleep, obviously if
[11] you don't snore, you do get a better night's sleep.

[12] As far as your wife is concerned or your
[13] girlfriend is concerned or anybody nearby you,
[14] obviously they're going to sleep better, as well.
[15] So, it's a dual effect.

[16] **JON DENNY:** Interestingly. We have Dr.
[17] Mike Leonard on the line from Kalamazoo, Michigan.
[18] Dr. Leonard, are you with us?

[19] **DR. MIKE LEONARD:** Yes, I am.

[20] **ON SCREEN:** Caller: Dr. Michael Leonard
[21] Kalamazoo, MI

[22] **JON DENNY:** Dr. Leonard, I believe
[23] conducted some tests on the efficacy of this
[24] product out of his auspices in Michigan. Dr.
[25] Leonard, let me ask you a question. As a dentist,

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[1] is this something that you have recommended to your
[2] patients who have sleep problems, most particularly
[3] snoring problems?

[4] **DR. MIKE LEONARD:** Yes. Initially, as a
[5] dentist, we — historically we fabricate occlusal
[6] appliances or guards that go in your mouth that,
[7] oh, essentially keep your mouth open wider or
[8] really position your lower jaw forward so you can
[9] keep the airway open like you were talking about
[10] earlier and don't have those tissues vibrating and
[11] rolling around.

[12] The problem is a lot of people can't
[13] tolerate those appliances. They are large, they
[14] are cumbersome, and throughout the night, if you've
[15] got it in your mouth, you may end up with it on
[16] your pillow in the morning, because you're just
[17] subconsciously take it out.

[18] **JON DENNY:** These are clamps that dentists
[19] are in the past put into people's mouth to create
[20] more airspace?

[21] **DR. MIKE LEONARD:** Exactly, of varying
[22] different sizes and shapes, et cetera, but they're
[23] custommade appliances, and for some people that
[24] can't tolerate them, it's an expense to go through
[25] if you're not going to be able to utilize it.

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[1] So, I had, through the grapevine, heard
[2] about a spray to use and got the name of the
[3] company, called them up and ordered a case of
[4] Snorenz and had it sent to my office to start
[5] dispensing to patients and having them try it out
[6] and see what they thought, because quite simply,
[7] it's easily reversible.

[8] If you are not tolerating it, if it was
[9] not working, you just stop using it. You're not
[10] really out anything. And that — the feedback that
[11] I got was very, very positive. People were getting
[12] good results, and the people that were coming in
[13] with the problems were not the snorers themselves;
[14] it was the mate, the partner that was sleeping next
[15] to them that was kept up all night or irritated all
[16] night that they were having to roll their spouse
[17] over to get them to quiet down a little bit so they
[18] could get a more restful sleep.

[19] **JON DENNY:** Now, the rumor out of Michigan
[20] was that not only did you dispense Snorenz to some
[21] of your patients, but you may have tried it or been
[22] urged to try it yourself. Tell me about your
[23] personal experience with the product.

[24] **DR. MIKE LEONARD:** Yes, exactly, I was at
[25] home one night talking — just talking to my wife

[1] about the daily goings-on, et cetera, and I was
[2] telling her I gave a patient of a sample of the
[3] Snorenz, and it kind of caught her ear, and she
[4] perked up a little bit and said, Well, what — tell
[5] me about this stuff. And I told her, got a case of
[6] it, been giving it out, and she said, Well, don't
[7] give all of it out, she said, you better bring some
[8] of it home yourself, because you snore like a
[9] lumberjack, which was prior to that unbeknownst to
[10] me, I had no idea.

[11] So, since then, I've been bringing it
[12] home. I've got a bottle of it on my bedside table
[13] that I use every night, and if I forget, as I'm
[14] dozing off to sleep at night, if I forget to use
[15] it, she will give me a little nudge at this point
[16] and make sure that I've used my spray, and I get a
[17] restful sleep, she gets a restful sleep, and we're
[18] both happy.

[19] **JON DENNY:** Now, Paul, if people want more
[20] information about Snorenz, this patented product
[21] process that is apparently helping people get a
[22] full, restful, silent night's sleep across the
[23] country, where do they get more information about
[24] it?

[25] **PAUL KRAVITZ:** Well, actually, for this

[1] typical snoring problem?
[2] **DR. MIKE LEONARD:** It's an extremely
[3] logical, common sense, first line approach to
[4] dealing with it. Use it, and if you use it
[5] properly and if you use it consistently, I find
[6] that it works. It works for me and it works for a
[7] number of the patients that I'm having use it in
[8] the practice.

[9] **PAUL KRAVITZ:** I am really so excited
[10] about listening to the successes of people that use
[11] the product, Jon. Every time I get a letter — I
[12] must have a stack of testimonials from different
[13] people, some of Dr. Leonard's clients — patients,
[14] as well, and I just — I get chilled all over,
[15] because I think it's just so wonderful, because to
[16] me, this was an affliction. I really think this is
[17] a major breakthrough, and for something that is
[18] really hurting people, not allowing them to sleep.
[19] Direct application of this oil or solution that we
[20] have that actually quiets the noise down, that's
[21] what happens.

[22] **JON DENNY:** We want to talk — we have
[23] from Chicago a couple, Ralph and Julie Dynek
[24] (phonetic), who are being beamed in to us as we
[25] speak. Welcome to the show, guys.

[1] show and this show only, Jon, we're giving a
[2] special bonus offer, and if they — people call in
[3] and they see this 800 number on the bottom of the
[4] screen, all they have to do is call in and they can
[5] get a special offer of Snorenz.

[6] **JON DENNY:** Great, great.

[7] **PAUL KRAVITZ:** And Dr. Leonard, you know,
[8] what was interesting about what you said is that I
[9] actually went to a dentist to get this appliance,
[10] and I have a terrible problem with gagging, and the
[11] appliance — I could not wear that appliance at
[12] night, and I just — I must tell you something,
[13] your wife turning you onto the product was really
[14] tremendous. I have seen your orders come through
[15] the office, so now I have gotten to speak to you,
[16] Doctor.

[17] **DR. MIKE LEONARD:** Very good.

[18] **PAUL KRAVITZ:** And it's a pleasure.

[19] **JON DENNY:** Now, there have been not only
[20] clamps but also pills that have been tried and also
[21] strips across one's nose, very expensive and
[22] painful surgeries, as well.

[23] **DR. MIKE LEONARD:** That's right.

[24] **JON DENNY:** So, Doctor, would you consider
[25] Snorenz to be a logical, common sense approach to a

[1] **JULIE DYNEK:** Hi.

[2] **RALPH DYNEK:** Thank you.

[3] **JON DENNY:** You experienced your own story
[4] with both a snoring problem and success with this
[5] product. Tell me a little bit about what happened
[6] and why snoring was a problem in your life.

[7] **JULIE DYNEK:** Well, it — for as long as
[8] I've known Ralph, as long as we've been married,
[9] the snoring has been terrible, absolutely terrible.
[10] Sometimes I'd get up, go sleep in another bedroom.
[11] Many times I'd be like punching him, telling him
[12] please stop snoring, you're snoring, I can't sleep.
[13] He's like, I don't snore, I don't snore, but it's
[14] been a real — it was a terrible, terrible problem,
[15] and I thought of millions of things, I didn't know
[16] what to do, because it was always waking me up,
[17] every single night, and I was getting no — barely
[18] any sleep.

[19] So, I thought of — I heard that you could
[20] like sew a tennis ball in their T-shirt, and when
[21] they roll over on their back, it's uncomfortable,
[22] but I didn't know what to do. I just said — you
[23] know, I'd just punch him overnight.

[24] **JON DENNY:** I would think you would want
[25] to put the tennis ball in his mouth to stop the

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[1] snoring problem. But you actually, Ralph, you
[2] didn't believe that you had a snoring problem until
[3] Julie did something. Is that correct?
[4] **RALPH DYNEK:** Yeah, that's true. She got
[5] up in the evening while we were sleeping and went
[6] and got the tape recorder, and it was — it was a
[7] widening of the eyes. It was just — I couldn't
[8] believe it. I mean, I was loud, and I felt really
[9] bad.

[10] I mean, I love Julie, and we have a very,
[11] very energetic life, and if you fall behind in your
[12] sleep, who knows how the next day is going to be,
[13] and sometimes, you know, we were running out of
[14] energy, and I know I was waking up, too, and the
[15] more information I got, we didn't know where to
[16] turn.

[17] We were concerned, she was concerned, and
[18] there was also threatening — you see ads in the
[19] paper or you hear ads on TV about people could be
[20] even having life-threatening situations. So, we
[21] wanted to address it. We were definitely
[22] concerned, and thank God we ran into this product.
[23] It's been just fabulous.

[24] **JON DENNY:** And Julie and Ralph from
[25] Chicago, how did the problem, before you addressed

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[1] it with Snorenz, how did the problem affect your
[2] relationship? I mean, was it difficult for, Julie,
[3] for you to get a good night's sleep next to Ralph?

[4] **JULIE DYNEK:** Oh, it was terrible,
[5] especially when I was pregnant, I mean, you don't
[6] get very much sleep anyways, I would be — like I
[7] said, I would punch him, I would kick the bed, I
[8] would like be, "shh, shh," all night long, and
[9] nothing — it would stop for a little while, I
[10] would fall asleep, and then it would start roaring
[11] again.

[12] I can remember one time when my
[13] sister-in-law slept over, and she was actually
[14] sleeping in a spare bedroom in the basement and
[15] through the ceiling of the basement she actually
[16] thought that there was either a tornado or an
[17] earthquake or something. She came running up the
[18] stairs, and she said, What is that? What is that?
[19] I'm like, What? She's like, Oh, my God, it's
[20] Ralph's snoring. I'm like, Oh, yeah — that — I'm
[21] so used to it, you know, it's like, you know, you
[22] get used to it, but somebody new coming into the
[23] house, it was just horrible for her.

[24] **JON DENNY:** And tell me about the
[25] experience and the success that you've had with

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[1] Snorenz.

[2] **JULIE DYNEK:** Well, it's kind of a funny
[3] story. My same sister-in-law told me, I have this
[4] product that I heard about, I think you guys should
[5] try it, and so we tried it for a whole week, and
[6] that week, it didn't really even dawn on me, I said
[7] to her one day, I said, I feel like I have so much
[8] energy, and I have — I don't know what's going on,
[9] I feel so rested, and she said, Oh, hello, don't
[10] you think it's that product I gave you? Don't you
[11] think it's the Snorenz? And then it dawned on me
[12] that definitely it was. At that point I was very
[13] happy.

[14] **JON DENNY:** And, Ralph, do you find
[15] yourself, now that the product has helped cut down
[16] or eliminate your sound of snoring, do you feel
[17] more rested? Are you getting a better night's
[18] sleep?

[19] **RALPH DYNEK:** Clearly I am, and I'll tell
[20] you what, I didn't really believe it, but I was
[21] waking up, and when you — when you go back and you
[22] think about the times or actually when it happens,
[23] if I fall asleep sometimes in the afternoon, if I'm
[24] having a nap after a rough day at work, then all of
[25] a sudden I'll be woken up, you know, you can do

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[1] these short, ten-minute naps, and I can actually
[2] hear the tail end of the snore — of course, I'm
[3] not using the product at that time, and then I just
[4] turn and go, Oh, my gosh, I can't believe it. It's
[5] a little bit embarrassing. It's a lot
[6] embarrassing. So —

[7] **JON DENNY:** And it's worked throughout the
[8] night for you every night?

[9] **RALPH DYNEK:** Yeah, it's been a very solid
[10] performance out of it, and it's amazing, and you
[11] know what, the — I can't really tell, but — but
[12] Julie tells me, and then I can tell in the morning,
[13] because I can just take one look at her and know if
[14] she had a good night's rest, if she says 48th
[15] although to me nicely, because sometimes she was a
[16] little bitter at me in the morning.

[17] **JON DENNY:** Um-hum, oh, I bet. Ralph and
[18] Julie, thank you for joining us from Chicago.
[19] Continue to get a full and restful, silent night's
[20] sleep.

[21] **JULIE DYNEK:** Thank you.

[22] **ON SCREEN:** Paul Kravitz, Snorenz
[23] **PAUL KRAVITZ:** You know, Jon, they say
[24] snorers are broken into three categories, those who
[25] know they snore, those who are in denial and those

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[1] who sleep alone. I'm happy to hear that these
[2] people bought some of our product and it works.
[3] **JON DENNY:** Now, Paul, tell us how snoring
[4] can affect other aspects of people's lives. There
[5] have been — there's a study, I believe, in a
[6] Chicago newspaper about how — a study was
[7] conducted that students who snored actually were
[8] proven to get worse grades, that as the snoring
[9] decreased or was eliminated, energy levels were up,
[10] restlessness, and better grades. Have you heard
[11] that story?

[12] **PAUL KRAVITZ:** Yeah, I've heard it. I
[13] have heard so many stories, Jon, talking to
[14] doctors, and I'm not a doctor, I'm a businessman,
[15] but I'm happy to have introduced this product into
[16] the world.

[17] I have heard so many stories about
[18] students who are now getting better grades because
[19] they found a way to sleep well at night and get
[20] rest. I have heard stories of mothers — you know,
[21] actually, speaking, 60 percent — in studies that
[22] have been conducted, 60 percent of the men — of
[23] the people in the world are male are snorers and 40
[24] percent are female, which is kind of wild when you
[25] think about it, that there are more men snorers

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[1] than women, and I have no answer for that.
[2] The truth of the matter is that the
[3] stories that I have — that are bound today, and
[4] the medical profession is really getting into this
[5] big time. In fact, I read an article about a month
[6] ago in the New England Medical Journal that
[7] addressed the problem of snoring. They had tried
[8] almost everything, surgery and everything else, and
[9] here's a very simple product which costs very
[10] little money, easy to use, tastes good. As a
[11] matter of fact, it's a breath freshener.

[12] **JON DENNY:** I wanted to ask you about
[13] this. Essentially tree sprays, and I know Dr.
[14] Leonard is still on the line from Kalamazoo — and
[15] compliance, patient compliance is a very important
[16] issue, to actually do it right. So, it's actually
[17] three easy sprays of this.

[18] **PAUL KRAVITZ:** Three sprays in the back of
[19] your throat.

[20] **JON DENNY:** Right.

[21] **PAUL KRAVITZ:** And you will have a good
[22] night's sleep.

[23] **JON DENNY:** And tell me about morning
[24] breath, because snorers are notorious —

[25] **PAUL KRAVITZ:** Well, John, I haven't slept

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[1] with you lately, but morning breath is a problem.

[2] **JON DENNY:** And we are going to keep it
[3] that way.

[4] **PAUL KRAVITZ:** Right.

[5] **JON DENNY:** But tell me about morning
[6] breath.

[7] **PAUL KRAVITZ:** Morning breath is —
[8] actually, this takes away morning breath. I mean,
[9] everybody has a stale mouth when they wake up in
[10] the morning. This — this gives you a lasting,
[11] sweetness, pepperminty flavor in your mouth, and it
[12] lasts all day long almost. It never — it lingers,
[13] and it's just a wonderful product. It really takes
[14] away that stale breath — mouth feeling when you
[15] wake up in the morning.

[16] **JON DENNY:** Now, Dr. Leonard, how has it
[17] worked for you personally back in Kalamazoo?

[18] **ON SCREEN:** Caller: Dr. Michael Leonard
[19] Kalamazoo, MI

[20] **DR. MIKE LEONARD:** I guess I would have to
[21] sum it up by saying my wife every night nudges me
[22] to make sure I use it, so the snoring never
[23] bothered me to begin with, and the only one that it
[24] really noticeably bothered was her. She
[25] consistently has me use it, so it works.

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[1] **JON DENNY:** Right, and you would recommend
[2] this to other people out there who are experiencing
[3] the problems that snoring can bring?

[4] **DR. MIKE LEONARD:** Right, I do recommend
[5] it.

[6] **JON DENNY:** Dr. Leonard, thank you for
[7] joining us from Kalamazoo.

[8] **DR. MIKE LEONARD:** Thank you.

[9] **ON SCREEN:** This is a paid commercial for
[10] Snorenz

[11] **JON DENNY:** Paul, if people want more
[12] information about Snorenz, this revolutionary
[13] product that is reducing or eliminating the sound
[14] of snoring in cases all across the world, because
[15] this product now, through your company only, is
[16] being distributed throughout the world and being —
[17] is being made — a special offer is being made here
[18] through this show, it's — do they call an 800
[19] number that's on the screen now?

[20] **PAUL KRAVITZ:** There's an 800 number that
[21] should appear on the screen, and if the — if your
[22] listeners call in, they will receive a special
[23] price for this show.

[24] **JON DENNY:** Right.

[25] **PAUL KRAVITZ:** And they will enjoy the

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[1] product.
[2] **JON DENNY:** And you had a little story
[3] flying here, did you not?
[4] **PAUL KRAVITZ:** As a matter of fact, it was
[5] a great story. I brought — I was asked to bring a
[6] box of 24 of our Snorenz product to the show, and
[7] the box on the side had a label, it said, "Snorenz,"
[8] and it says, "Stops snoring," and so forth, and I
[9] was putting it up on the top of the seat on the
[10] plane, and the plane was full as all planes are
[11] today, and I get it up there.
[12] And finally a gentleman — nice guy, got
[13] up, and he said, Let me fix it for you, and he put
[14] it up on the top, and that was — we take off, and
[15] about halfway into the flight here from — to
[16] Chicago from Florida, I hear this terrible noise,
[17] somebody snoring across the way from me. I mean,
[18] he had the plane in an uproar. It was the funniest
[19] thing you ever heard. I mean, the noise was just
[20] tremendous.
[21] So, the guy next to me, the passenger next
[22] to me said, Well, why don't we just open up the
[23] box, I saw what you — I said, Well, I'm the
[24] manufacturer of the product. He says, Why don't we
[25] break out a bottle and spray it in his throat.

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[1] But, you know, that's a remarkable thing. Sleeping
[2] — falling asleep on a plane, you're not only
[3] annoying other people, but you're just not getting
[4] a good restful sleep when you do that.
[5] **JON DENNY:** Right. We have Cindy Brown
[6] with us from a studio, and Cindy, you have a story
[7] about snoring and how it actually affected your
[8] marriage. Tell us about that.
[9] **CINDY BROWN:** Well, my husband, Kevin, and
[10] I have been married for four years now, and for the
[11] last two, he's been snoring really badly, and I
[12] always ended up on the couch because of him
[13] snoring.
[14] **JON DENNY:** You ended up on the couch?
[15] **CINDY BROWN:** Yes, I did.
[16] **JON DENNY:** Now, how did that happen? You
[17] couldn't like hit him a couple times and send him
[18] out to Siberia?
[19] **CINDY BROWN:** Yeah, I would try hitting
[20] and punching and rolling — trying to get him to
[21] roll over, and nothing worked. So, I just got
[22] frustrated and ended up on the couch.
[23] **JON DENNY:** Now, what — how did it affect
[24] you? I mean, was the snoring that loud that you
[25] really couldn't sleep at night? Were you awakened

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[1] in the middle of the night by his snoring?
[2] **CINDY BROWN:** It was awful, because he
[3] would always fall asleep before me, and I would
[4] always end up not being able to go to sleep, and if
[5] I did go to sleep, I would wake right back up
[6] because of his snoring, even with the door closed
[7] in the other room, I still could hear him.
[8] **JON DENNY:** You could hear him even with
[9] the door closed?
[10] **CINDY BROWN:** Yes.
[11] **JON DENNY:** So, your husband, Kevin, is
[12] snoring in the other room. You're out on the couch
[13] in the living room with the door closed still
[14] hearing the snoring. It's affecting your sleep,
[15] obviously.
[16] **CINDY BROWN:** Right.
[17] **JON DENNY:** How is it affecting your
[18] relationship?
[19] **CINDY BROWN:** Well, it wasn't so good. We
[20] were never sleeping together, and I would wake up
[21] the next day being very angry at him for him
[22] snoring. I knew it wasn't his fault, but it was —
[23] it sure seemed like it should be.
[24] **JON DENNY:** And how was it affecting you
[25] during the course of the day, you know, you're not

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[1] getting obviously the full restful, silent night's
[2] sleep that you probably deserve.
[3] **CINDY BROWN:** Right. Well, I was always
[4] tired, constant tired, never felt energetic. Then
[5] once he quit snoring, you realize how much you need
[6] sleep.
[7] **JON DENNY:** It's a good thing, sleep.
[8] **CINDY BROWN:** Oh, definitely.
[9] **JON DENNY:** How did you get turned on to
[10] or at least become aware of this product called
[11] Snorenz?
[12] **CINDY BROWN:** Well, it was given to us to
[13] try, and I thought, Yeah, right, this isn't going
[14] to work, but we tried it, and it ended up working.
[15] **JON DENNY:** Hmm. And did it work for you
[16] right away and did it work for you through the
[17] night?
[18] **CINDY BROWN:** Yeah, it did. Actually, it
[19] was funny, because the first week it worked, and
[20] then it quit working, and so then we found out that
[21] he shouldn't eat anything or drink anything about a
[22] half an hour to an hour before.
[23] **JON DENNY:** Hmm. And does it now work for
[24] you? Is it something that Kevin is using at your
[25] behest and insistence, probably, every night?

[1] CINDY BROWN: Yes. Yes, it does. Yep, I
[2] make sure that if he doesn't take it, I'm waking
[3] him back up to make sure he takes it.
[4] JON DENNY: And I presume that you've
[5] moved book into the bedroom?
[6] CINDY BROWN: Yes, I have.
[7] JON DENNY: And I feel like I'm prying
[8] here.
[9] CINDY BROWN: No, no. I have — we're
[10] sleeping together again, and so everything is
[11] great.
[12] JON DENNY: That's terrific. Cindy, thank
[13] you for your story, and continue to get a full
[14] restful silent night's sleep with Snorenz.
[15] CINDY BROWN: Thank you.
[16] PAUL KRAVITZ: Isn't that a wonderful
[17] story?
[18] JON DENNY: Yeah, it really is.
[19] Now, tell me about how as a former snorer
[20] before you tried Snorenz, how has it improved your
[21] life and your marriage?
[22] PAUL KRAVITZ: Well, it really has.
[23] Obviously my — I'm bigger than my wife, so I —
[24] she left the bedroom, I didn't, but actually, my
[25] wife — my rest, my days are a lot more vigorous,

[1] my wife is very much happier, and even my daughter,
[2] who sleeps in a room four bedrooms down, doesn't
[3] hear me anymore. So, it really has improved my
[4] life.
[5] JON DENNY: Right. And if people want
[6] more information about Snorenz, the all-natural
[7] spray that people are using all around the country
[8] now to great effect, where do they get more
[9] information, Paul?
[10] PAUL KRAVITZ: Well, John, I'm delighted
[11] that we have a special offer today on your show,
[12] and if the listeners would call the 800 number on
[13] the bottom of the screen and call in their order
[14] today, they will receive a special price and a
[15] money-back guarantee if it doesn't work.
[16] JON DENNY: All right. So, it must be
[17] gratifying for you to get all these letters and
[18] phone calls and people who come up to you on the
[19] street telling you thank you, you not only helped
[20] them get better sleep, you have saved some
[21] marriages, I assume, in the process.
[22] PAUL KRAVITZ: It sounds like I have,
[23] John.
[24] JON DENNY: That's great.
[25] PAUL KRAVITZ: It truly does.

[1] JON DENNY: That's great. Paul, thank you
[2] for being here.
[3] PAUL KRAVITZ: Thank you for having me.
[4] JON DENNY: If you want more information
[5] about Snorenz, the patented process, all-natural
[6] spray that could help reduce or eliminate the sound
[7] of snoring, if you are a snorer or you sleep next
[8] to a snorer, this may be the product for you.
[9] Money-back guarantee, it costs pennies to address
[10] this very serious problem, and hopefully you shall
[11] all get a full, restful, silent night's sleep.
[12] I'm Jon Denny on Vantage Point. I think
[13] I'm going to knock off a few sprays, because I've
[14] been told I'm a snorer. We'll see you next time on
[15] Vantage Point. Take care.
[16] ON SCREEN: For more information or to
[17] order Snorenz call: NO NUMBER
[18] Tru-Vantage International
[19] 7300 N. Lehigh Ave.
[20] Niles, IL 60714
[21] (847)647-0300
[22] If snoring is accompanied by any signs of
[23] Sleep Apnea, you should consult a physician before
[24] using any product.
[25] The preceding has been a paid commercial

[1] program for SNORENZ.
[2] (The videotape was concluded.)
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Lawyer's Notes
