

EXHIBIT B

TRANSCRIPT OF FOLIPLEXX COMMERCIAL

Screen: The following is a paid program.

Announcer: The following special program deals with a new and exciting product just released and available without prescription to address the problem of nonheredity-related thinning hair and baldness. The medical representations expressed here are the opinions of the professionals who appear in this program and may not necessarily reflect that of the general scientific community. The dramatic, positive results shown in this presentation can only be realized with the continuous usage of the Foliplexx System.

Woman: I love guys with dark thick hair so I can run their -- my fingers through it.

Man: My girlfriend likes it better ... that to know that I'm not going to be bald in another couple of years.

Woman: I mean it could be gray hair and a full head of hair and they look distinguished, but bald is just . . . out.

Man: Most people never admit that they're losing any hair, 'cause it's, it's embarrassing, it's, it's an ego type thing.

Woman: They should really take advantage of it to use whatever product there is to have the hair put on their heads. It adds to youth and that's for sure.

Man: Okay, even at my age, by jingle, you know, you want to look your best.

Announcer: Welcome to Breakthrough '88, the continuing program dedicated to keeping you on the leading edge of the latest discoveries. Now, here's your hosts -- Steve Carlson and Sarah Simmons.

Steve Carlson: Welcome to this edition of Breakthrough '88. Now, first let me begin by thanking everyone who has been sending in letters suggesting different topics for Breakthrough '88 to research. It's your letters that determine the topics of each of our programs. Today's

program is in response to literally hundreds of letters that our research staff has received asking us if there exists a real cure for a condition suffered by many people across America -- hair loss.

Sarah Simmons:

When we began this project, Steve and I were both surprised at how many Americans suffer from hair loss or premature baldness. Our own survey indicated that approximately 38% of the U.S. male population is suffering from an inordinate amount of hair loss. With that figure represents nearly 50 million males alone across America. We were unable to determine an exact figure that would accurately represent the number of women who shared this same problem, but we do know that many, many women have the same concern. And this concern for both men and women is very emotionally charged. Hair loss and baldness can take a severe toll on the self-esteem of anyone who experiences this problem.

Steve Carlson:

And plenty of entrepreneurs have responded to our quest for a cure for baldness -- a search for something that will grow hair. Hundreds of hucksters over the years have introduced some very imaginative potions, elixirs and cures that promise to grow hair. Unfortunately, they don't work.

Sarah Simmons:

Fortunately, though, a few of the ethical manufacturers of pharmaceuticals have jumped on the bandwagon, too. The introduction of the drug minoxidil, approximately two years ago, had these hair loss sufferers very excited. But, after discovering the unpleasant and potentially dangerous side effects, it was back to the drawing boards for a more suitable solution to this age-old problem.

Steve Carlson:

Our research staff headed up by our medical advisor, Dr. Ward Dean, has spent several weeks preparing today's edition of Breakthrough '88. And we are very excited about this program, because our team has discovered a very ethical company headquartered in Salt Lake City, Utah - Foliplexx International. They claim to have discovered a non-drug, safe treatment for thinning hair.

Sarah Simmons:

We learned of Foliplexx International quite by accident. When our remote crew went into the field to interview Americans across the country who are experiencing hair loss, they ran into several people who had been using the Foliplexx System quite successfully. These people indicated that their hair loss had stopped and, in many instances, they were actually experiencing re-growth.

Steve Carlson:

Joining us on Breakthrough '88 is the president of Foliplexx International, Mr. Richard Sarradet, from his offices in Salt Lake City, Utah. Thank you for joining us, Mr. Sarradet.

Richard Sarradet:

Well, thank you, Steve. It's a pleasure to be here. I'd like to add that I am a personal fan of Breakthrough '88.

Steve Carlson:

Well, good, I'm glad to hear that. Tell me, Mr. Sarradet, what made you focus your company on hair loss?

Richard Sarradet:

Well, initially, I guess, the reasons were quite personal, Steve. I myself was suffering from a severe hair loss problem and, like all men, I was very anxious to find the solution. When certain drugs were put on the market that were known to help enhance hair-growth, we were all very excited. But, as time wore on, we saw that these side effects were very dangerous. I just felt there had to be a better, a safer, and a non-drug way of addressing the problem of thinning hair, and that's when I set out to put together the Foliplexx System.

Sarah Simmons:

Mr. Sarradet, how does Foliplexx compare with the Helsinki formulation that we've seen advertised on television, read about in the magazines?

Richard Sarradet:

Well, Sarah, the research done at the Helsinki Medical Center in Finland was the first meaningful and recognized effort to study the problem of hair loss. In fact, we used the Helsinki formulation in the Foliplexx System. But, what makes our system so unique and effective is the fact that our team has worked on several new ingredients that enhanced the product since then.

Sarah Simmons: Then Foliplexx is not just the Helsinki Formulation re-marketed and re-labeled?

Richard Sarradet: Oh, absolutely not, Sarah! To compare the Helsinki Formulation to the Foliplexx System would be like comparing the Wright Brothers' airplane to the Super Concorde. I mean, they both certainly do fly, but research has yielded many, many more results since then, to say the least.

Sarah Simmons: That's an interesting comparison, Mr. Sarradet. Does the Foliplexx System contain minoxidil?

Richard Sarradet: No, Sarah, the Foliplexx System contains no drugs. Drugs you have to get by prescription. As I mentioned earlier, we were very concerned about the side-effects of drugs. The Foliplexx formulation is practically all natural ingredients. I would like to reinforce for you viewers here, that, that we are not marketing a drug here. Nor do we make any claims that could be construed as drug claims. I'd like to add, however, that the Foliplexx System, in our experience, our own experience with it, is that we're getting better and more permanent results with the Foliplexx System. Our team is extremely proud of Foliplexx.

Steve Carlson: Mr. Sarradet, can you stay with us for a while? Perhaps we could have some more questions later.

Richard Sarradet: Absolutely.

Steve Carlson: We'll be right back with more about Foliplexx and hair loss after this.

Announcer: If you or someone you know is experiencing the agony, frustration and embarrassment of hair loss, there is good news. The new powerful Foliplexx System has just been approved by its exclusive North American manufacturer for release without prescription. Independent tests reviewed by the medical and scientific professionals who attended the International Hair Loss Symposium proclaimed the ingredients in Foliplexx to be safe and effective regardless of nationality, ethnic origin or hair color. That means that anyone ready to do something about their hair loss can stop just

complaining and start taking action now. The Foliplexx System has won the respect of hair-care professionals worldwide, including the owner of prestigious Demetre Salon near Beverly Hills, California. Demetre prescribes Foliplexx to all his clients suffering from hair loss.

Demetre Addis:

The results are sensational and we're all very pleased with it.

Announcer:

Regardless of your age, the fast-acting powerful Foliplexx System will provide an environment so perfect, so nutritionally charged, that thousands have already had their hair-loss stopped and are enjoying the relief and excitement of seeing re-growth. Do not confuse Foliplexx with any other product or system you tried or heard about before. Foliplexx is the only bio-active system having the complex synergistically combined ingredients just proclaimed as safe and effective by medical professionals.

Before you consider costly and risky hair transplants or painful and marring scalp surgery, use the Foliplexx System, the natural and safe effective thinning-hair supplement now available without prescription. And the Foliplexx System comes to you with an unprecedented unconditional 90-day money-back guarantee. That means you have nothing to lose but the insecurity and lack of self-confidence that comes with hair loss. Bring back the self-esteem, the vibrance, and the energy of the feeling of youth that comes with having full, thick, attractive hair.

To order your complete Foliplexx System for just \$49.95, have your credit card ready and call toll-free 1-800-762-3100. Foliplexx International will ship your order within 48 hours so you can begin to see and feel the benefits of thick, full, healthy hair! So call 1-800-762-3100 or send check or money order to Foliplexx, P.O. Box 6340, Scottsdale, Arizona 85261. Include \$4 for shipping and handling. Foliplexx comes with a 90-day unconditional money-back guarantee, so you have nothing to lose. So call 1-800-762-3100 now.

Man:

I've been in the hair industry for 18 years, and, it's sort of like a, I think it's a dream come true. And the product formulation has become much better. The public is now wanting and willing to have a product like this, and I think we can start giving them the results they are looking for. Most people never admit that they're losing any hair 'cause it's, it's, it's embarrassing, it's an ego-type thing, and it's ... we keep it very private.

Woman:

I love guys with dark thick hair, so I can run their -- my fingers through it.

Man:

People are very interested in getting better results 'cause they associate hair and being in good shape and everything with the younger type person. And who doesn't want to be as young as they can possibly be? After you reach a certain age, you'd like to freeze and put it on hold the rest of your life.

Woman:

People with more hair just look much younger.

Man:

Looking around at people, confidence levels to me seem higher. The better a person looks, in appearance, the better they feel about themselves, so, by having the fullness and the thickness, and the desired effect of your hair definitely will help your over-all image.

Steve Carlson:

Welcome back to Breakthrough '88. I'm Steve Carlson.

Sarah Simmons:

And I'm Sarah Simmons. The problem of hair loss is of such concern among those who are suffering from it, that several noted medical professionals, hair stylists, and interested persons attended a symposium in Phoenix, Arizona earlier this year. Our own medical consultant, Dr. Ward Dean, spoke at the symposium because of his own interest in hair loss, and he and our remote film crew brought back this special report.

Announcer:

In January of 1988, prestigious members of the medical and scientific communities gathered together to discuss their individual research in the areas of baldness and thinning hair. It was in response to their patients' needs that the focus of the symposium was on a nonsurgical, safe, and

effective treatment for thinning hair. Because of the interest world-wide in the area of hair loss, the symposium was videotaped for translation into various foreign languages, and eventual distribution through the global medical network.

Dr. William C. Fiuretti:

The double impacts of increased blood flow to bring nutrients to the peripheral tissue such as skin or hair follicles, as well as the ability to enhance nutrient uptake by the kallikreins offer significant potential for the use of kallikreins as a cosmetic ingredient.

Announcer:

The doctors and scientists that attended the International Hair Loss Symposium concluded that there is indeed a safe and effective treatment for those thousands of men and women worldwide experiencing unwanted hair loss. The Foliplexx formulation was extremely effective on patients regardless of nationality, ethnic origin or hair color.

Steve Carlson:

Well, I don't know about you, Sarah, but that was a little technical.

Sarah Simmons:

Don't worry, Steve. Fortunately, we have our own medical staff consultant, Dr. Ward Dean, with us, who hopefully will do some translating.

Steve Carlson:

Hopefully. Welcome, Dr. Dean.

Dr. Ward Dean:

Thank you.

Steve Carlson:

You doctors certainly have your own language, don't you. Could you explain to Sarah and myself and our viewers exactly what causes hair loss?

Dr. Ward Dean:

Sure, Steve, I'll try. I've brought along a model here which may help me explain. As you can see, the hair follicle is really quite complex. There's three primary causes of hair loss. The first is an increase in the level of testosterone in the scalp and this partially explains -- testosterone is the male hormone -- and this partially explains why more men than women are bald. Second, is a reduction in the circulation to the hair follicle. And third, is a change in the environment around the hair follicle.

Sarah Simmons: Doctor, is there anything that we can do about hair falling out?

Dr. Ward Dean: Well, you've already talked about several things you can do, earlier in the program. The problem with most therapies for hair loss is that they address only a single cause of hair loss. The Foliplexx program seems to address all three causes.

Sarah Simmons: Then, in your opinion, doctor, does the Foliplexx System just released by Mr. Sarradet's company ... can that actually work?

Dr. Ward Dean: Well, I've personally interviewed a number of people who've already been on the program and they're quite excited and satisfied with the results, and frankly, I'm quite impressed myself. I think the results speak for themselves.

Steve Carlson: Doctor, could this be the breakthrough that we've all been looking for?

Dr. Ward Dean: Well, it certainly seems to be a step in the right direction. And there seem to be several advantages of this program over other programs. First, is that it's extremely safe; second, is that it is more effective than other programs; and third, is that it is not a drug and, therefore, requires no doctor's prescription.

Steve Carlson: Mr. Sarradet, it looks like you have a fan here. Can you tell me how long it takes to notice results when someone starts on your Foliplexx System?

Richard Sarradet: Well, Steve, usually they're reporting noticeable results in anywhere from three to six weeks. The first indications are the stopping of hair loss. First thing I noticed was that there was less of my hair in the bottom of the shower, which made me quite happy.

Steve Carlson: Is the Foliplexx System guaranteed to work?

Richard Sarradet: Our own in-house study shows that it works for a strong percentage of people who still have living follicles realizing, of course, that so far, nothing works for everybody. Now, to answer your question. The Foliplexx

System comes with an unconditional 90-day guarantee, and we feel that's plenty of time for people to find out if the system will work for them. Now, the fact that we offer such an incredible money-back policy and we've kept the price of the product low, we feel that anyone experiencing hair loss or who wants to prevent future hair loss has absolutely nothing to lose by trying our system.

Sarah Simmons:

Mr. Sarradet, how can people purchase the Foliplexx System? Can you purchase it in the store?

Richard Sarradet:

The only way anyone can purchase the Foliplexx System is by calling our facilities directly. Now, we have done this for two very important reasons. First, to ensure product freshness because we believe that's what's important to good results. And, second, is that we can hold the price down so everyone can afford Foliplexx. Now, we are also in negotiation with other countries right now -- Spain, England, Australia -- to market our products. In addition, we are receiving correspondence from other countries and we hope to be opening those markets up real soon.

Steve Carlson:

That's very interesting, Mr. Sarradet. Seems that hair loss and baldness is a problem world-wide. We'll be back with more Breakthrough '88 after this.

Man:

He told me about the product, and I tried it, and it's made my scalp healthier.

Woman:

It feels so much better, and I don't have the dandruff flakes flaking off into my fingernails.

Woman:

If there was a man with hair and a man without, I'd rather go with the man with hair.

Woman:

I mean, if you're with a man that doesn't have any hair, or has very little, I mean it's just, what do you do, rub their head?

Woman:

Well, I look at it this way. I mean, how would a man like to go out with a woman with no hair. I mean, you're not complete if you don't have hair. It definitely makes a

person sexy, and I don't know, I just -- I don't think I'd consider going out with someone that, that didn't have at least a handful of hair to grab on to. It, it really means a lot to me -- a guy with hair. And I think I'd prefer wavy or curly hair, because that's sort of a natural look, and, I don't know, like I said before -- I'd put myself in their position, and if I was a man, I don't think I would appreciate a woman with no hair.

Woman:

To me, a man with a lot of hair, the first thing that I notice about a guy is his hair, and I'm sure the first thing he notices about me is hair. And if I see a guy with great thick hair, in great condition, I'm interested.

Man:

I've been very concerned about my hair loss. I have a receding hair line, long, wide forehead and a rather definite bald spot at the top of my head. And so, my hair was falling out. I could see a lot of hair in the comb every day. And, by jingle, I started using Foliplexx and it seems to have stopped. Appearance is very, very important. One should always look one's best, I feel. And when your hair begins to fall out, until recently, it's been a permanent, well, disaster.

Woman:

As a middle-aged woman, believe me, I know what it is, a woman turning gray is as bad as a man turning bald. And my husband is losing his hair, unfortunately, and I'd like to see as much hair on his head as we had, he had thirty years ago! And, whatever it takes, they should really take advantage of it, to use whatever product there is to have the hair put on their heads. It adds to youth and that's for sure.

Man:

Okay, even at my age, by jingle, you know, you want to look your best because what can you do when you can't put your best foot forward, so you got to put your best head forward.

Announcer:

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Sarah Simmons:

Foliplexx, just released in January of this year and approved for distribution by its manufacturer, is causing quite a sensation across the United States. We felt that one of the best people around to comment on the Foliplexx System and its results would be a well-known hair stylist. Along with our remote film crew, I went to Demetre's, a famous salon near Beverly Hills, California.

Demetre, when you and I were talking earlier, you told me some very impressive results your clients had been getting using the Foliplexx formulation. Would you mind telling our viewing audience something about that?

Demetre Addis:

I'd be happy to, Sarah. This gentleman's name is Ron. And Ron came to us with a problem quite common known as "losing his hair" or "balding." Ron's problem was in the crown area here. There was literally almost no hair at all, and now, since we've been using the Foliplexx formula, you can see that this whole area is filled in considerably. The hair is looking thicker and healthier.

Behind us, we have another example, results that we get from the Foliplexx formula. This gentleman's name is Phil, and he's Terry's client. Since she's been using the Foliplexx formula on him, his recession area is where he had the problem and it's all filling in. The results are sensational, and we're all very pleased with it.

Steve Carlson:

Well, thank you, Sarah. It was a very nice report. I've been asked to remind you at this point, that if you're interested in ordering the Foliplexx System, please do not call this station directly. They're not equipped for the flood of phone calls. Use the 24-hour toll-free number that you've seen throughout the program, and you'll be able to talk with the Foliplexx people directly, and place your order.

You know, we have time to go to Mr. Sarradet one more time. Mr. Sarradet, when someone telephones your company and orders the Foliplexx System, how long does it take for them to receive it?

Richard Sarradet: Well, our computerized auto-processing center is, is set up to guarantee shipment by UPS within 48 hours. See, we are quite aware that when someone makes the decision to do something about hair loss, they don't want to wait the four to six weeks it takes for most mail-order companies. Customers that order today should receive their product in five to seven working days.

Sarah Simmons: It sounds like you pay a great deal of attention to customer service.

Richard Sarradet: Yes, Sarah, we do. In fact, our customers will receive, with their Foliplexx System, a special telephone number they can call with any questions they have about the usage of our products. In fact, we are very interested in hearing from our customers about how well they're doing and how well they like our products.

Steve Carlson: Well, thanks very much for joining us.

Richard Sarradet: Well, thank you. It's really been a pleasure.

Steve Carlson: We'll be back with more Breakthrough '88 after this.

Ron: The first thing that I noticed when I started using the system was a lot less hair loss. I noticed that there was not a lot of hair in the shower at the bottom. But I was losing my hair, I felt that I was losing my youth, and I was kind of depressed about that and I didn't want to be in that situation. And the system was out there to be used and so I started using it and I'm very happy with the results. I was at a party and a friend, I had run into him, that I hadn't seen in some time, and he took, and noticed that I was growing quite a bit of hair back there. And he is losing his hair in the back and like he was kind of envious of me getting my hair back.

Woman:

A bald man turns me off. I don't even look at bald men. Basically, to me, they're older, they represent someone like my grandfather, someone I wouldn't pick out ever to go out with at all.

Man:

I'm single and it's real important to me to be able to look my best and to have hair, it helps a lot. And it's very important to look good when you go out, and if you want to meet some new people, it helps to be able to make a nice impression on them, and it's real important to me to look my best.

I noticed that the hair started coming back. There was real short hairs that you noticed with a guy that's going bald. And I noticed that they started growing and getting longer, and I started even getting thicker hair. So I've been real pleased with the results. I've just been on the program about two months. I'm just so damn happy! I can't believe it!

Woman:

A bald man really doesn't have a chance with me because, he can't really turn me off because I don't look at him in the first place for him to be able to turn me off.

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Steve Carlson:

Thank you for joining us on this edition of Breakthrough '88. We also wish to thank the medical professionals and our own medical advisor, Dr. Ward Dean, for providing the research and guidance in preparing this program.

Sarah Simmons:

And our thanks to Richard Sarradet, President of Foliplexx International, for introducing what seems to be the first non-surgical, non-drug method of dealing with the national problem of hair loss.

Steve Carlson:

See you next time, on the next edition of Breakthrough '88.

Man:

As I've seen results from the Foliplexx System, I feel younger, and certainly more attractive, and even more sexy.

Woman:

Yes, he is more sexy now, I think.

Woman:

A bald man to me means age, and I just, I'm not really into dating very much older men.

Man:

Okay, even at my age, by jingle, you know, you want to look your best.

Three Women:

Absolutely sexy!

Screen:

Foliplexx International is solely responsible for the contents of the preceding program.

Announcer:

The preceding was a paid program.

