

# Avlimil<sup>®</sup>

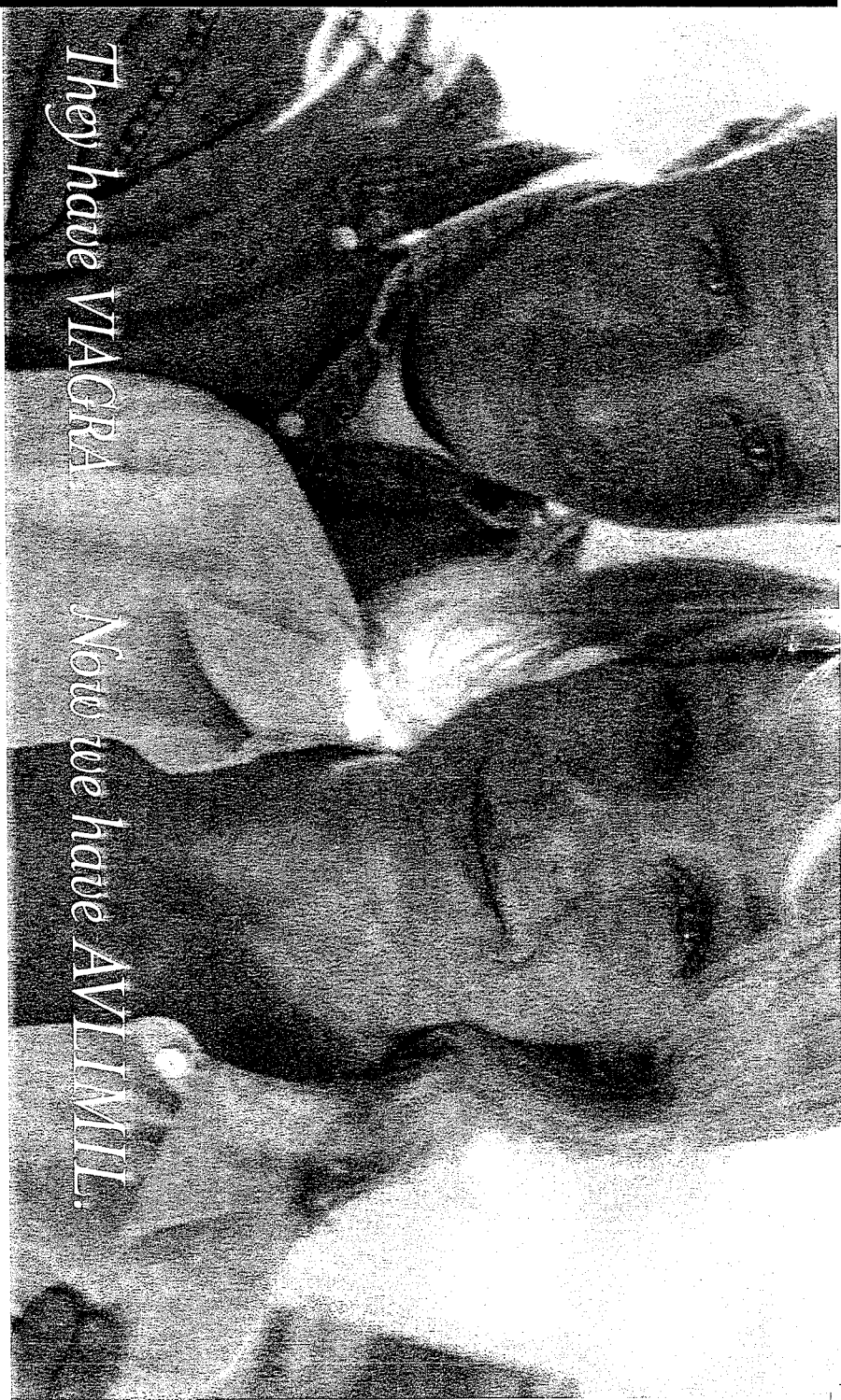
(female oral) tablet

## Product Information

**AVLIMIL<sup>®</sup> (female oral) tablet** is a prescription medicine that may help improve sexual desire in women with a condition called Female Sexual Dysfunction (FSD). AVLIMIL is a prescription medicine that may help improve sexual desire in women with a condition called Female Sexual Dysfunction (FSD). It is not known if AVLIMIL will help improve sexual desire in women with a condition called Female Sexual Dysfunction (FSD) who are also taking medicine for other conditions. AVLIMIL may not be helpful for all women with FSD. You should talk to your doctor about whether AVLIMIL is right for you. AVLIMIL may not be helpful for all women with FSD. You should talk to your doctor about whether AVLIMIL is right for you. AVLIMIL may not be helpful for all women with FSD. You should talk to your doctor about whether AVLIMIL is right for you.

**How AVLIMIL works:** AVLIMIL is a prescription medicine that may help improve sexual desire in women with a condition called Female Sexual Dysfunction (FSD). It is not known if AVLIMIL will help improve sexual desire in women with a condition called Female Sexual Dysfunction (FSD) who are also taking medicine for other conditions. AVLIMIL may not be helpful for all women with FSD. You should talk to your doctor about whether AVLIMIL is right for you. AVLIMIL may not be helpful for all women with FSD. You should talk to your doctor about whether AVLIMIL is right for you.

**Warnings:** AVLIMIL may not be helpful for all women with FSD. You should talk to your doctor about whether AVLIMIL is right for you. AVLIMIL may not be helpful for all women with FSD. You should talk to your doctor about whether AVLIMIL is right for you. AVLIMIL may not be helpful for all women with FSD. You should talk to your doctor about whether AVLIMIL is right for you.



# They have VIAGRA.

# Now we have AVLIMIL.



**Avlimil<sup>®</sup>**  
(female oral) tablet  
**reclaim your sensuality**

**Important information about AVLIMIL:** AVLIMIL is generally well tolerated, however, it may not work for everyone. Side effects may occur and may include headache, dizziness, nausea and dry mouth. AVLIMIL should be taken with or without food. AVLIMIL should be taken with or without food. AVLIMIL should be taken with or without food.



**Call 1-800-AVLIMIL**  
for more information on  
how to get started today.

**AVLIMIL — the once-daily tablet for Female Sexual Dysfunction (FSD)**

In 1999, the *Journal of the American Medical Association (JAMA)* published the result of a national broad-range study of sexual behavior in adults. It concluded that 31% of men and an astounding 43% of women have experienced sexual dysfunction.

Female Sexual Dysfunction (FSD) can range from a slight decrease in interest to a severe lack of desire and inability to become aroused. Now there's AVLIMIL, the once-daily, non-hormonal tablet that can help women often on enhanced libido, a more pleasurable picture, along with a more frequent and more satisfying climax.

Try AVLIMIL and start to enjoy a fuller, more satisfying sex life. Call 1-800-AVLIMIL, or visit [www.avlimil.com](http://www.avlimil.com) and find out how you can get started today.

**avlimil**  
(salvia rubus) tablets

**Product Information**  
**AVLIMIL™ (AV-I-mil) Tablets**  
(Salvia Rubus)

**AVLIMIL (Salvia Rubus) tablets for Female Sexual Function**

Read this information carefully before taking AVLIMIL. This information will be routinely updated and should be read prior to taking AVLIMIL.

What is AVLIMIL? AVLIMIL is not a prescription drug. It is a non-synthetic, once-daily, non-hormonal supplement containing a proprietary blend of ingredients shown to have a positive impact on female sexual response. AVLIMIL aids in the sexual function of women by enhancing stimulation, increasing blood flow, and providing greater muscular relaxation. This unique combination of ingredients increases sexual desire and responsiveness, leading to increased drive, which creates greater sexual enjoyment. Reported effects are based on a randomized, double-blind, placebo-based, parallel-group clinical study conducted by an independent medical research center, at women ages 25-65, of varying sexual orientation, who reported an interest in taking the product for reasons of meeting their sexual satisfaction.

For additional information regarding AVLIMIL, once-daily tablets, and/or the clinical double-blind study, please call 1-800-AVLIMIL.

**What should I know about female sexual response?** Female Sexual Response is dependent upon a number of factors, including those that may be defined as physical, psychological, sociological, and environmental. Examples of each are as follows:

- physical factors, such as hormonal fluctuations due to menopause or childbirth, or the physical attributes of chronic fatigue syndrome or stress
- psychological factors, such as those issues affecting a normal, healthy response to relationships, exacerbated by issues of abuse, or issues pertaining to past personal history, such as a history of sexual abuse
- sociological factors, such as societal prejudices and decreased expectations of sexual fulfillment or performance
- environmental factors, such as schedule conflicts between partners that may inhibit sexual activity

AVLIMIL is for the treatment of the physical factors, including impacting female response and libido issues, but may also have positive benefits for women suffering from the psychological, sociological, or environmental factors affecting female sexual function. The efficacy of AVLIMIL in treating female sexual response issues in these situations is not clearly known. AVLIMIL can in many cases effectively treat the condition currently known as Female Sexual Dysfunction, or FSD. FSD is not a disease, and otherwise responds favorably to the proprietary blend of ingredients in AVLIMIL. FSD is a common condition affecting 20 million women over the age of 25.

What causes loss of sexual desire?  
The first thing to understand about loss of female sexual desire is that desire and drive are not necessarily the same thing. A woman can lose her desire for sex, but still be capable of sexual arousal and orgasm. Conversely, another woman might still desire sex, but once involved in the act find orgasm more difficult than she did at other times in her life. For women, orgasm even more so than desire for men, sexual enjoyment is a complex mixture of physical forces and hormonal fluctuations, and is not solely a function of desire.

How does AVLIMIL help? AVLIMIL is an effective formula for improving female sexual response. The mechanism of action in AVLIMIL works to relax the body and increase blood flow to the genital and clitoral areas during arousal, making sexual stimulation more pronounced and increasing enjoyment from sexual activity. AVLIMIL contains a safe, all-natural vasodilator that works to increase blood flow, including to more sensitive sexual regions. At the same time, AVLIMIL releases natural compounds that help relax your body and create a better overall sexual experience.

What should every woman know about AVLIMIL? AVLIMIL is a non-synthetic, non-hormonal supplement. It does not contain estrogen, progesterone, or testosterone, or any derivatives thereof. AVLIMIL is intended to enhance the female sexual response. This response is complex and can be severely altered by many emotional and physical stressors. Consequently, AVLIMIL will not be equally effective for every woman. In studies, side effects of AVLIMIL were not significant and included nausea, headache, and abdominal discomfort. If you experience those or any other side effects with AVLIMIL, discontinue use and consult your physician.

Is AVLIMIL safe? Yes, AVLIMIL is derived from non-synthetic ingredients, and has been clinically tested for safety and effectiveness. If you are pregnant or nursing or taking any prescription medication, consult with your physician before taking AVLIMIL or any supplement.

- Follow these instructions for taking AVLIMIL:**
- Take one AVLIMIL tablet daily with a full glass of water or juice.
  - Do not take AVLIMIL with hot liquids such as coffee or tea.
  - Do not take AVLIMIL with any liquid that may be difficult to swallow.
  - Take AVLIMIL for no less than 30 days to see sexual effects. The recommended course of treatment is 30 days for optimal results.
  - If undesired side effects are experienced, discontinue use.
  - AVLIMIL should be taken daily for as long as no effects are desired.

The recommended dosage of AVLIMIL is based on achieving optimal benefits while minimizing a minimal side effect profile. This supplement should be taken exactly as directed to avoid undesired side effects or toxicity. It is always recommended that you speak with your physician before beginning any new exercise program or diet plan.

What if I have other conditions? If you have additional conditions about the effectiveness of AVLIMIL, or about female sexual response, ask your healthcare provider or call 1-800-AVLIMIL, toll-free, or visit [www.avlimil.com](http://www.avlimil.com).

Avlimil is now covered by Managed Care Direct Ltd.

# They have VIAGRA. Now we have AVLIMIL.™



**avlimil**  
(salvia rubus) tablets  
reclaim your sensuality

Call 1-800-AVLIMIL for more information on how to get started today.

Important information about Avlimil: Avlimil is generally well tolerated; however, it may not work for everyone. Side effects are rare and mild but could include dry throat and slight weight loss. Avlimil should not be taken by women who are pregnant, nursing, or may become pregnant. For more information about Avlimil, please see left panel on product information.

## Introducing Avlimil—the once-daily tablet for Female Sexual Function

If your sex life isn't always all you had hoped it would be, here's something you should know. Even if you are in a loving, stable relationship, it's possible you may be missing out on the enjoyment and fulfillment of a full female sexual response.

It's not all in your head. In fact, a 1999 study published by the Journal of the American Medical Association (JAMA) concluded that 31% of men and 43% of women have experienced problems with sexual function.

Avlimil has been clinically proven to help women regain their sense of sexual enjoyment and fulfillment. In a three month, double-blind clinical study, 84% of Avlimil users between the ages of 25 and 65 consistently reported improvement in sexual response, with measurable improvement in desire, arousal, lubrication, the ability to climax, and overall sexual experience.

Visit [www.avlimil.com](http://www.avlimil.com), or call 1-800-AVLIMIL, and put yourself on the path of a more rewarding sex life today.

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avlimil  
(salvia rubus) tablets

Physician approved as the safe, effective HRT alternative.

**Product Information**  
**AVLIMIL™ (AV-ii-mil) Tablets**  
(Salvia Rubus)

**AVLIMIL (Salvia Rubus) Tablets for Female Sexual Response**

Read this information carefully before taking AVLIMIL. This information will be routinely updated and should be read prior to taking AVLIMIL.

**WHAT IS AVLIMIL?** AVLIMIL is not a prescription drug. It is a non-synthetic, once-daily, non-hormonal supplement containing a proprietary blend of ingredients shown to have a positive impact on female sexual response. AVLIMIL aids in the sexual function of women by enhancing stimulation, increasing local blood flow, and providing greater muscular relaxation. This unique combination of effects increases sexual desire and responsiveness, leading to increased drive, which creates greater sexual enjoyment. Reported effects are based on a randomized, double-blind, placebo-based, parallel-tissue clinical study conducted by an independent medical research center of women aged 25-65 of any sexual orientation, who expressed an interest in taking the product for reasons of improving their sexual satisfaction. For additional information regarding AVLIMIL, once-daily tablets, and/or the clinical double-blind study, please call 1-800-AVLIMIL.

**What should I know about female sexual response?** Female Sexual Response is dependent upon a number of factors, including those that may be defined as physical, psychological, psychosocial, and environmental. Examples of each are as follows:

- physical factors, such as hormonal fluctuations due to menopause or child-birth, or the physical attributes of chronic fatigue syndrome or chronic stress
- psychological factors, such as those issues affecting a normal, healthy relationship (a relationship undermined by issues of abuse), or issues pertaining to past personal history, such as a history of sexual abuse
- psychosocial factors, such as societal misconceptions and perceived expectations of sexual fulfillment or performance
- environmental factors, such as schedule conflicts between partners that may inhibit sexual activity

AVLIMIL is for the treatment of the physical factors that may be affecting female response and female desire, but may also have positive benefits for women suffering from the psychological, psychosocial, or environmental factors affecting female sexual function. The efficacy of AVLIMIL in treating female sexual response issues in these situations is not clearly known. AVLIMIL can in many cases effectively treat the condition currently known as Female Sexual Dysfunction, or FSD. FSD is not a disease, and often does not respond favorably to the proprietary blend of ingredients in AVLIMIL. FSD is quite common, affecting 50 million women over the age of 25. Unfortunately, FSD was thought to be strictly psychological. Today, we know that physical causes may be to blame. FSD is not always evident and may appear at various times in a woman's life. FSD is most often evident in four areas:

- lack of or diminished libido
- difficulty or inability to become aroused/ aroused
- difficulty or inability to experience orgasm
- pain associated with intercourse (such as vaginismus and dyspareunia)

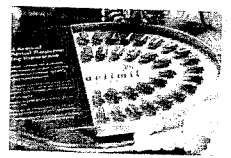
Sexual relations are less pleasurable and unexciting due to any or all of these various symptoms. Nearly 70% of women experience sexual problems at some point in their lives. Some women may not even be aware they are experiencing sexual difficulties, attributing their problems to the natural aging process, menopause, childbirth, or relationship issues. In truth, in most cases the symptoms are treatable. **What causes loss of sexual desire?** The first thing to understand about loss of female sexual desire is that desire and drive are not necessarily the same thing. A woman can lose her desire for sex, but still be capable of arousal and orgasm. Conversely, another woman might still desire sex, but once involved in the sex act find orgasm more difficult than she did at other times in her life. For women, penile erection is a complex mixture of physical forces and hormonal fluctuations, enhanced or inhibited by mood, psychology, and emotional responses. Loss of sexual desire may have a number of causes. Many women report stress as a significant contributory factor in their sexual issues. **How can AVLIMIL help?** AVLIMIL is an effective formula for improving female sexual response. The mechanism of action in AVLIMIL works to relax the body and increase blood flow to the genital and clitoral areas during arousal, making sexual stimulation more pronounced and increasing enjoyment from sexual activity. AVLIMIL contains a safe, all-natural vasodilator that works to improve blood flow, facilitating a more relaxed sexual response. At the same time, AVLIMIL releases natural compounds that help relax your body and create a better overall sexual experience.

**What should every woman know about AVLIMIL?** AVLIMIL is a once-daily, non-hormonal supplement. It does not contain estrogen, progesterone, or testosterone, or any derivatives thereof. AVLIMIL is intended to enhance the female sexual response. This response is complex and can be severely altered by many emotional and physical states. Consequently, AVLIMIL will not be equally effective for every woman. In studies, side effects of AVLIMIL were not significant and included: nausea, headache, and abdominal discomfort. If you experience these or any other side effects with AVLIMIL, discontinue use and consult your physician. **Is AVLIMIL safe?** Yes, AVLIMIL is derived from non-synthetic ingredients, and has been clinically tested for safety and effectiveness. If you are pregnant or nursing or taking any prescription medication, consult with your physician before taking AVLIMIL or any supplement.

- Follow these instructions for taking AVLIMIL:**
- Take one AVLIMIL tablet daily with a full glass of juice or water.
  - Do not take AVLIMIL with hot liquids such as coffee or tea.
  - Do not take AVLIMIL with any liquid that may be difficult to swallow.
  - Take AVLIMIL for no less than 30 days to see desired effects. The recommended course of treatment is 90 days for optimal results.
  - If undesired side effects are experienced, discontinue use.
  - AVLIMIL should be taken daily for as long as its effects are desired.

The recommended dosage of AVLIMIL is based on achieving optimal benefits while maintaining a minimal side effect profile. This supplement should be taken exactly as directed to avoid undesired side effects or toxicity. It is always recommended that you consult with your physician before beginning any new exercise program or diet plan.

**What if I have other questions?** If you have additional questions about the efficacy of AVLIMIL, or about female sexual response, ask your healthcare provider or call 1-800-AVLIMIL (toll-free, or visit [avlimil.com](http://avlimil.com).



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For more information visit [avlimil.com](http://avlimil.com), or call 1-800-AVLIMIL today.

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They have VIAGRA.  
Now we have AVLIMIL

Introducing Avlimil—the once-daily tablet for Female Sexual Response

Avlimil has been clinically proven to help women improve their sense of sexual enjoyment and fulfillment. In a double-blind clinical trial, 84% of Avlimil users consistently reported measurable improvement in desire, arousal, lubrication, ability to climax, strength of climax, and overall sexual experience.

Avlimil is non-hormonal, non-synthetic, and will not interact with other medications.

For a limited time, you can get a free 30-day sample cycle of Avlimil by calling 1-800-AVLIMIL.

**Attachment D**

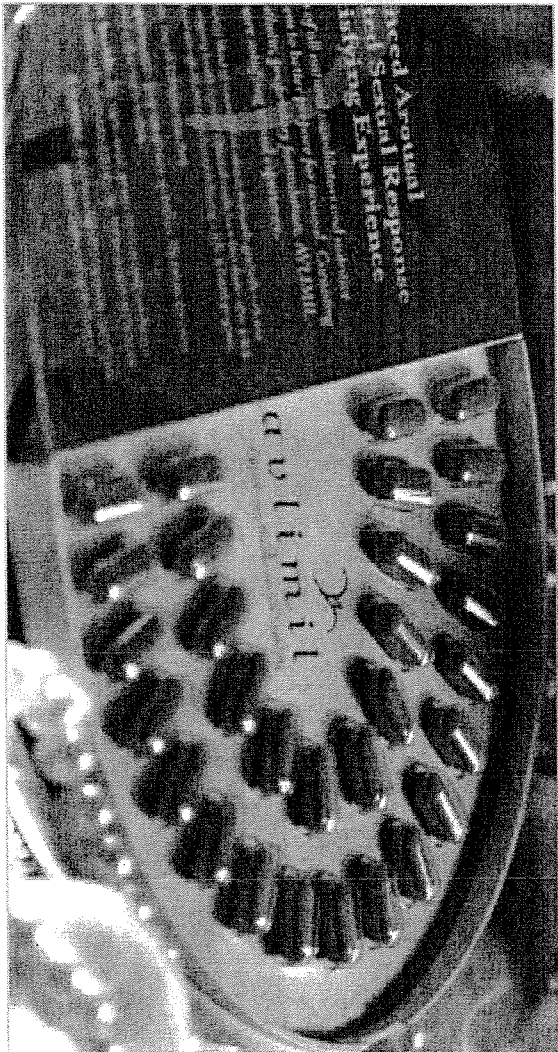
**Avlimil Commercial "They Heard About It Then Tried It/GFX" 30 seconds  
1/23/04 WCBS New York, NY**

**(SEE ENCLOSED DVD)**

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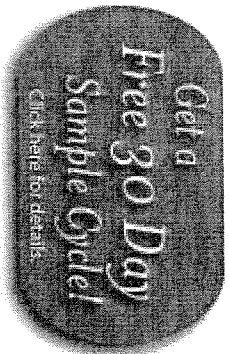


### *Isn't it time you considered Avlimil?*

*Avlimil is the once-daily tablet shown to help women attain an enhanced libido, invigorated response, and a more fully satisfying experience.*

If your sex life isn't always all you had hoped it would be, you aren't alone. Even if you are in a loving, stable relationship, it's possible you may be missing out on the enjoyment and fulfillment of a full female sexual response.

Many of us experience a decrease in sexual desire or satisfaction at some point in our lives. Contributing factors can include stress, depression, childbirth, medications, or hormonal fluctuations, just to name a few. Many women ignore the problem, believing it's just a natural part of life and not something that can be easily corrected.



*I spoke to my prescribing doctor about Avlimil, and she gave me the go-ahead. After about three and a half weeks, I noticed a drastic difference.*

Menorrhith, actual consumer\*

You do have a choice. Today, there's Avlimil. Avlimil is not a prescription drug. It is a gentle, once-daily, non-hormonal tablet shown to have a positive effect on female sexual response. Avlimil promotes better blood flow and increased muscular relaxation for an improved sexual experience. Not only that, but the ingredients in Avlimil have even been shown to combat the negative effects of menopause. Plus, the isoflavones in Avlimil can help restore a gentle normalization of estrogen levels at any stage of a woman's life.

Discover for yourself how Avlimil can help you gently and effectively achieve a healthier, more satisfying sex life so that you can get back to being yourself again.

**Get a FREE 30-Day Cycle of Avlimil,  
and Our 12-Month Money-Back Satisfaction Guarantee!**  
**[Click Here for Details](#)**

For telephone orders, please call 1-800-AVLIMIL or 1-800-285-4645.  
For customer care, please call 1-866-834-1715.

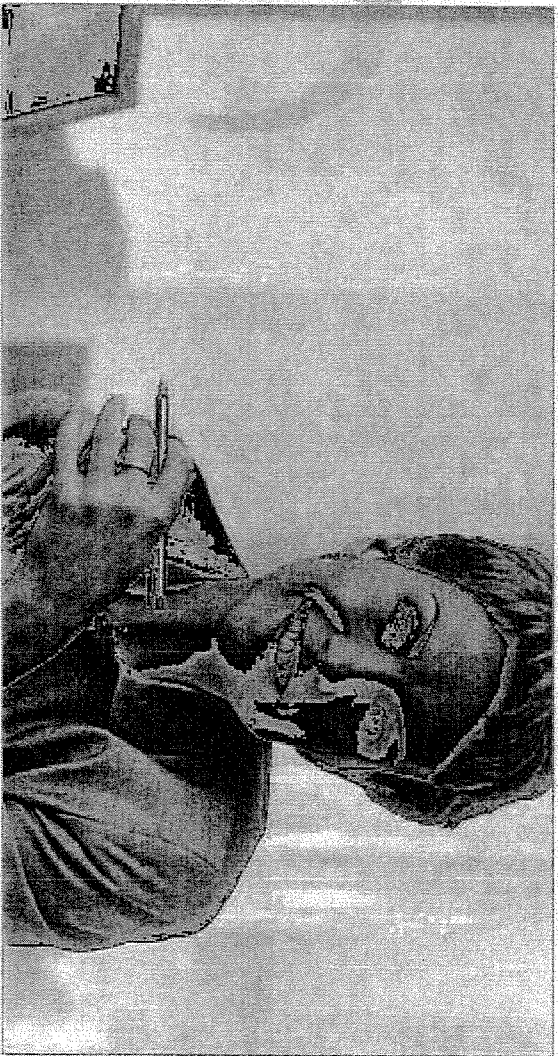
\*Actual consumer testimonial. Names have been changed to protect the privacy of our consumers. Individual results may vary.

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Home
You Are Not Alone
Clinical Trial Results
Is Avlimil Right for You?
Avlimil Proprietary Blend
Frequently Asked Questions
Healthcare Providers
News
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## You Are Not Alone

*There are millions of women just like you, looking for an answer to common concerns.*

Many of us experience times in life when sexual intimacy is not as pleasurable or fulfilling as it once was. Female sexual concerns can negatively impact our relationships and our self-esteem.

Female sexual issues may appear at various times throughout a woman's life and may involve:

- Difficulty or inability to become aroused/stimulated/lubricated
- Lack of or diminishing libido



*"My doctor thought I should consider going on hormone pills and we discussed the pros and cons... Then I asked my doctor about Avlimil. He agreed that it might be worth trying. It was two or three weeks before I really noticed a change. I was starting to care about sex again! A month into the treatment, both my interest and enjoyment of sex had notably improved. It was obvious that Avlimil had made a difference."*

Vicky,  
actual consumer\*

- Difficulty or inability to become aroused/stimulated
- Difficulty or inability to reach climax

Problems like these are more common than you may think. Some of the factors that may negatively impact our sexual wellbeing include, but are not limited to:

- Menopause and perimenopause
- Childbirth
- Stress
- Depression
- Hormonal fluctuations
- Medication/drug therapy
- Hysterectomy

Now you have a choice. Avlimil is a gentle, once-daily tablet that can help you achieve a healthier, more satisfying sex life, without hormones or prescription drugs.

**For telephone orders, please call 1-800-AVLIMIL or 1-800-285-4645.  
For customer care, please call 1-866-834-1715.**

\*Actual consumer testimonial. Names have been changed to protect the privacy of our consumers. Individual results may vary.

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*Reclaim Your Sensuality.*

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## *Avlimil Clinical Trial Study, 2002*

*Women using Avlimil report dramatic results.*

Clinical Trial Results

Home
You Are Not Alone
Is Avlimil Right for You?
Avlimil Proprietary Blend
Frequently Asked Questions
Healthcare Providers
News
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### **Inclusion Criteria:**

- Women who wished to enhance their sexual experience
- Women who expressed an interest in taking the product for reasons of improving their sexual satisfaction
- Subjects who passed a compliance screening test
- Subjects able to tolerate the active product and placebo
- Subjects of any sexual orientation

### **Adverse Events:**

No adverse events were reported in this trial.



Download the  
full report.

### **Conclusions:**

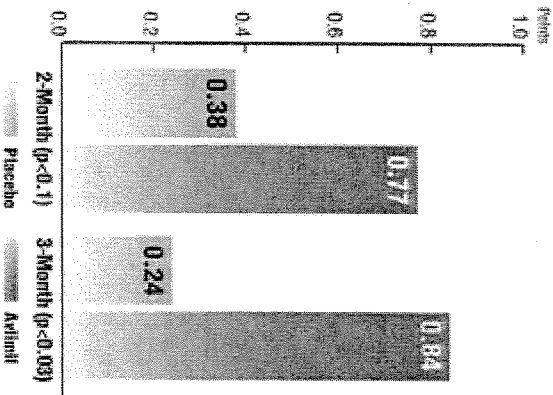
There were statistically significant differences between the groups for each of the major Female Sexual Function Index (FSFI)\* categories in the differences of means, except improved pain. There were large improvements for questions involving desire, arousal, and orgasms. One explanation for the lack of improved pain responses may be that not many of the subjects reported any baseline level of pain worthy of improvement. Additionally, the overall percent improvement was statistically significant.

Study results indicate that this product was effective in boosting female sexual function in this population. Coupled with an extremely low level of medical complaints, it appears that this product may be both effective and safe.

## AROUSAL

**"How confident were you about becoming sexually aroused during sexual activity or intercourse?"**

Bar Graph indicates the results of the study at the two month and three month stage.

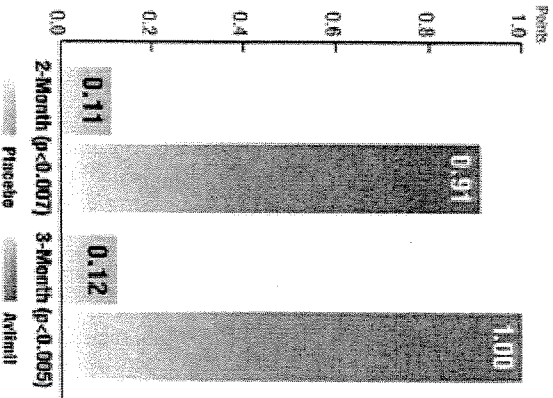


\*A positive number represents an improvement in the condition

## DESIRE

**"How often did you feel sexual desire or interest?"**

Bar Graph indicates the results of the study at the two month and three month stage.



\*A positive number represents an improvement in the condition

## ORGASM

**"How satisfied were you with your ability to reach orgasm (climax) during sexual activity or intercourse?"**

Bar Graph indicates the results of the study at the two month and three month stage.



## OVERALL SATISFACTION

**"How satisfied have you been with your overall sexual life?"**

Bar Graph indicates the results of the study at the two month and three month stage.



Two tablets (378mg each) were used during the clinical trial. One tablet (756 mg) is the recommend daily dosage.

\*FSFI References: Self-Report Assessment of Female Sexual Function: Psychometric Evaluation of the Brief Index of Sexual Functioning for Women \* Taylor, J. F., Rosen, R. C., and Leiblum, S. R. \* Archives of Sexual Behavior 23 (6), 627-41, 1994

The Female Sexual Function Index (FSFI): A Multidimensional Self-Report Instrument for the Assessment of Female Sexual Function \* Rosen, R. Brown, C., et al \* Journal of Sex and Marital Therapy 26: 191-208, 2000

AVLIMIL Clinical Trial Prepared November, 2002 by: Marshall-Blum, LLC \* Herbal Research Clinic, LLC \* James M. Blum, Ph.D., CEO \* Adjunct Faculty: University of Maine, Department of Food Sciences and Human Nutrition \* Adjunct Faculty: Husson College, College of Arts and Sciences \* Cardiac Quality Improvement Consultant, Eastern Maine Medical Center \* Member Northern New England Cardiovascular Disease Research Group, Dartmouth-Hitchcock Medical Center \* Member Health Services Research Group, Case Western Reserve University, Department of Epidemiology and Biostatistics, Cleveland, Ohio \* Ronald I. Blum, M.D. (no relation)

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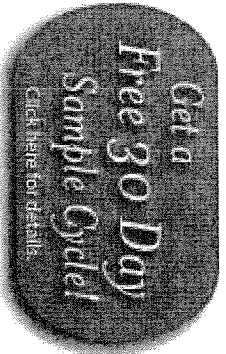
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Clinical Trial Results
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*Is Avlimil right for you?  
Who should and should not take Avlimil...*



Avlimil has been shown to help female sexual response, safely and effectively. The recommended dosage of Avlimil is one tablet per day. Avlimil should only be taken as directed.

Avlimil is completely non-hormonal, containing no estrogen, progesterone, testosterone, or other steroid hormones.

In the population tested, no interactions with medications were reported. Women who are pregnant, may become pregnant, or are nursing should not take Avlimil. If you have any questions regarding the use of Avlimil with any medications you are taking or any pre-



existing conditions you have, talk to your physician.

Avlimil was designed for women who would like to improve their sex life, sexual response, sexual interest, arousal, lubrication, or orgasm. Additionally, women who have undergone hormonal fluctuations due to menopause or childbirth may find Avlimil helpful in restoring a sense of sexual well-being, without the use of HRT or other prescription drugs.

**For telephone orders, please call 1-800-AVLIMIL or 1-800-285-4645.  
For customer care, please call 1-866-834-1715.**

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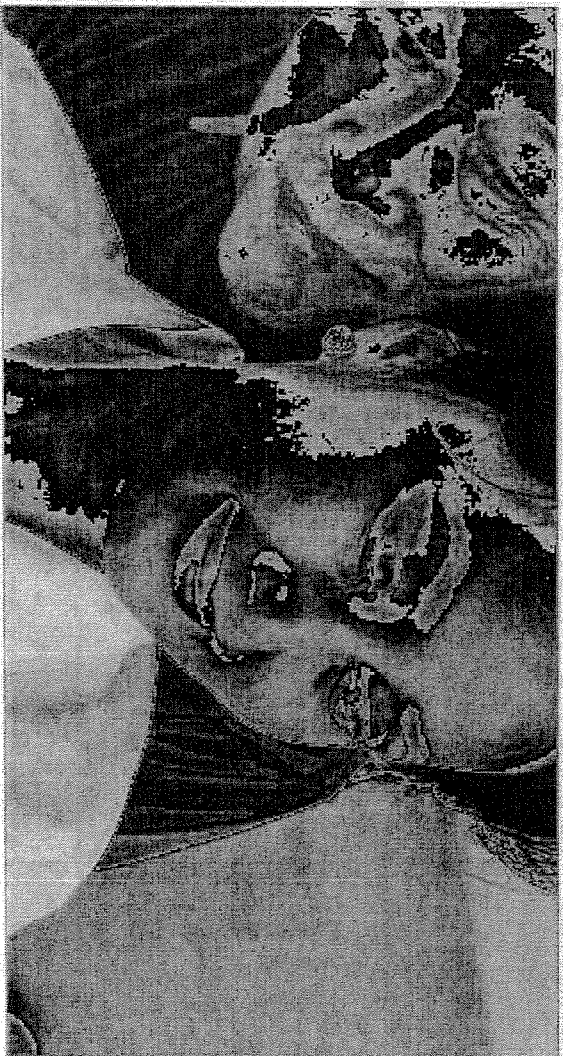
*"After speaking with Wagner Nutraceuticals about Avlimil, I was convinced of its efficacy and safety and decided to try it for myself. I starting seeing results within the first month, and the longer I stay on the Avlimil program; the better it gets. Several of my patients who have been suffering with sexual issues for years are now taking Avlimil at my recommendation."*

Dr. Ida Campagna,  
OB/GYN  
Amherst, NY

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### *Avlimil's Proprietary Blend Specially formulated to help you achieve results*

While many of the Avlimil ingredients have been used for decades to aide in relaxation and sexual response, it is the proprietary blend of these ingredients that makes Avlimil so unique. Specially formulated to enhance a woman's sexual experience through proper proportions, Avlimil's formula works to enhance libido, sexual feeling, and sexual response.

Avlimil addresses the whole issue of female sexual function, not just isolated physical conditions. That's because the proprietary blend in Avlimil was formulated with the total female experience in mind. Avlimil's proprietary blend has helped many women enhance their sexual health, and it just may be the perfect blend for you.

*"Avlimil has changed a lot of things. In addition to putting me back in the love game, my energy level is higher and even my thinking is a lot clearer."*

Barbara,  
actual consumer\*

## Supplement Facts

Servings Size: 1 tablet  
Servings Per Container: 30

Amount  
Per  
Serving      %  
DV

### Avlimil Proprietary blend

**756mg\***      \*

Salvia officinalis (Sage leaf), Rubus idaeus (Red raspberry leaf), Isoflavones from Pueraria montana (kudzu root extract) and Trifolium pratense (red clover extract), Capsicum annuum (Capsicum pepper), Glycyrrhiza glabra (Licorice root), Morella cerifera (Bayberry fruit), Turnera diffusa (Darniana leaf), Valeriana officinalis (Valeriana root), Zingiber officinale (Ginger root), Actaea racemosa (Black cohosh root).

\*Daily value not established.

Other ingredients: Dicalcium phosphate, microcrystalline cellulose, croscarmellose sodium, stearic acid, magnesium stearate, silica, and film coat ingredients (hypromellose, titanium dioxide, propylene glycol, FD&C blue #1 lake, and FD&C red #3.

\*These statements have not been evaluated by the Food and Drug Administration. This Product is not intended to diagnose, treat, cure, or prevent any disease.

### Salvia officinalis (Sage leaf)

A primary component of Avlimil, sage leaf has a long history for its use as a medicinal herb. Sage Leaf helps relieve mental exhaustion and enhances the ability to concentrate. Refreshed and alert, women are better able to enjoy the physical and emotional pleasures of being with their partners.

Sage also contains estrogenic substances and is a natural antiperspirant. It has been traditionally used during menopause to help the body deal with hormonal changes and hot flashes.

### Rubus idaeus (Red raspberry leaf)

Red Raspberry has been dubbed the "Vine of Female Vitality." The leaf of the vine is the part that is most often used as herbal medicine. Medical journals have published studies describing the normalizing effect Red Raspberry Leaf extract has on the uterus. Traditionally, midwives and herbalists claim that it also helps tone the ligaments of the uterus to ease childbirth and

regulate menstrual flow.

**Isoflavones (from kudzu root extract and red clover extract)**

Avlimil provides isoflavones derived from Kudzu Root and Red Clover extracts. If estrogen levels are low, these isoflavones are reported to act as "weak estrogens."

**Morella cerifera (Bayberry fruit)**

Bayberry Fruit a strong herbal stimulant, bringing a sense of heat and vitality to the body. Bayberry has many useful properties for the body, assisting with circulation and toning all the tissues it contacts. It is especially beneficial for uterine and vaginal health.

**Capiscum annuum (Capsicum pepper)**

Capsicum Pepper has been used for centuries to enhance blood circulation. Capsicum contains capsaicin, a chemical that stimulates various neurotransmitters. A small amount of capsaicin excites the nervous system into producing endorphins, which promote a pleasant sense of well-being and heighten sexual responsiveness.

**Turnera diffusa (Damiana leaf)**

Damiana Leaf is an uplifting and energizing South American herb that has been used traditionally as an aphrodisiac. For more than 100 years, Damiana's use has been associated with enhancing sexual function. It helps estrogen production and can be helpful for menopausal problems. It also helps support muscle activity, which is a part of healthy sexual activity.

**Zingiber officinale (Ginger root)**

Ginger Root has been used in traditional Chinese medicine for 2,500 years. It supports a healthy cardiovascular system. Homeopathic practitioners recommend it to assist with sexual health.

**Glycyrrhiza glabra (Licorice root)**

Licorice Root is known to act as a sexual stimulant, bringing oxygen to the genital area and increasing endurance and vitality. The herb contains plant estrogens, producing mild estrogenic effects that have been helpful for women with menopause and for women dealing with menstruation. It does this by helping to strengthen the adrenal glands and helping them



to produce their hormones. Licorice Root is also an excellent anti-stress herb.

#### **Valeriana officinalis (Valeriana root)**

Valerian Root has a calming effect on the nervous system. It is good for the entire circulatory system and soothes muscles, nerves, and blood vessels. Additionally, Valerian Root helps promote normal sleep patterns.

#### **Actaea racemosa (Black cohosh root)**

Black Cohosh Root contains a natural estrogen that is similar to human estrogen and helps with joint function, blood pressure, stress, menstruation and menstrual cramps, and estrogen levels in women. (A low level of estrogen is linked to loss of sexual desire in women.) And best of all, Black Cohosh Root has no known cancer-causing agents. Black Cohosh Root is the most popular herbal supplement in Europe for women experiencing premenopause symptoms. It provides isoflavones and other constituents that help support a woman's health during this phase of her life.

**For telephone orders, please call 1-800-AVLIMIL or 1-800-285-4645.  
For customer care, please call 1-866-834-1715.**

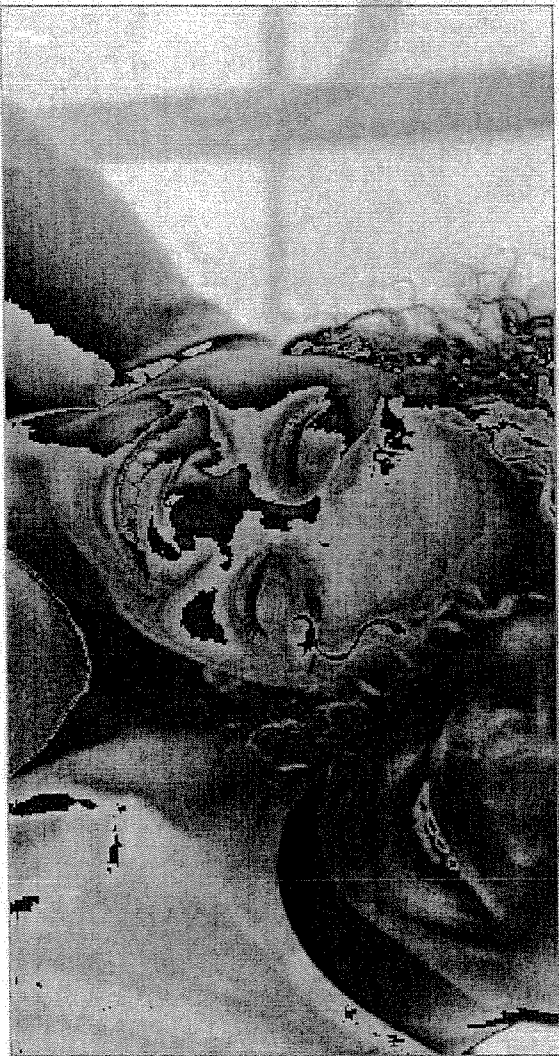
\*Actual consumer testimonial. Names have been changed to protect the privacy of our consumers. Individual results may vary.

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Frequently Asked Questions
Healthcare Providers
News
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## Frequently Asked Questions

*The things you want to know...*

**Q:** *What's in Avlimil?*

**A:** *Avlimil is a 756 milligram tablet consisting of Salvia officinalis (Sage leaf), Ribus idaeus (Red raspberry leaf), Isoflavones from Psoralea montana (Kudzu root extract) and Trifolium pratense (red clover extract), Capsicum annuum (Capsicum pepper), Glycyrrhiza glabra (Licorice root), Morella cerifera (Bayberry fruit), Turnera diffusa (Dammiana leaf), Valeriana officinalis (Valeriana root), Zingiber officinale (Ginger root) and Actaea racemosa (Black cohosh root).*

*Q: Do I need a prescription for Avlimil?*

*A: No. Avlimil is a non-synthetic, non-hormonal supplement that can be sent directly to your home or office.*

*Q: How long does it take Avlimil to take effect?*

*A: Clinical trial participants reported significant positive changes after four weeks of daily use and optimal results after 12 weeks.*

*Q: I have to take prescription drugs. How will Avlimil interact with them?*

*A: In the population tested, no interactions with medications were reported. However, if you are using a prescription medication, it is always best to consult a physician before you begin a new healthful regimen including Avlimil.*

*Q: How do you take Avlimil?*

*A: It's easy to take Avlimil. Just take one tablet each morning with a full glass of juice or water.*

*Q: What will Avlimil do for me?*

*A: A program with Avlimil has been shown to increase desire, enhance the sexual processes that promote lubrication, and provide assistance to your body's natural arousal system. Individual results will vary, but women on a daily regimen including Avlimil report enhanced libido, stronger arousal, and the potential for more frequent and more satisfying climax.*

*Q: What if I don't have female sexual health concerns? What if I just want to pick up my love life?*

*A: Avlimil can help. Taken as a supplement to your daily healthful regimen, Avlimil can add zest and enhance lagging sexual response. Avlimil works gently with your system to provide support to the entire sexual process.*

*Q: I don't want to gain weight. Will Avlimil affect my metabolism?*

*A: No. Avlimil contains nothing that will raise or lower your metabolism.*

*Q: Is Avlimil habit forming?*

*A: Absolutely not! It is completely non-addictive.*

*Q: I'm post-menopausal. Can Avlimil still help me?*

*A: Yes. In a clinical trial, Avlimil was tested on women ranging from ages 25 to 65. Participants were found across all "life stages". Women who were post-menopausal experienced better lubrication and increased interest/arousal.*

*Q: Does Avlimil come with a money-back guarantee?*

*A: Yes! Although there is no money-back guarantee on monthly shipments, women who try Avlimil for a year and are not completely satisfied are eligible to receive our **12-Month Satisfaction Guarantee**.*

*Q: I am concerned about the things I've heard lately about the dangers of taking hormones. Does Avlimil contain any hormones?*

*A: No. Avlimil does not contain estrogen, progesterone, testosterone or other steroid hormones.*

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Clinical Trial Results
Is Avlimil Right for You?
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Frequently Asked Questions
Healthcare Providers
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Brochures and limited sample packs are available to recognized healthcare professionals. Please call toll free 800-285-3915.

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## Press Releases

04/08/03

**Avlimil Responds to Medical Community Groundswell**

Female Sexual Difficulty and sexual well-being issues, which affect as many as 43% of all women, are driving changes in the medical community. [more...](#)

04/07/03

**Avlimil® Launches Managed Care Direct™**

Warner Health Care, a division of Wagner Pharmaceuticals, Inc., has established Managed Care Direct™, a company-sponsored plan to help defray consumer out-of-pocket expenses. [more...](#)

03/18/03

**Viagra's 5th Anniversary Empowers Women to Rejuvenate their Love Lives**

The introduction of Viagra five years ago on March 28, 1998 changed how Americans think and talk about sex. Suddenly, sexual problems became something that could be discussed openly and even treated with medication. [more...](#)

01/14/03

**Avlimil Improves Sexual Experience of Women in Clinical Trial**

Warner Health Care, Inc. today introduces Avlimil, a once-daily tablet clinically proven to improve the sexual well-being of women. [more...](#)

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Frequently Asked Questions
Healthcare Providers
News
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*For Immediate Release*

**AVLIMIL IMPROVES SEXUAL EXPERIENCE OF WOMEN IN CLINICAL TRIAL**

**—Introducing Avlimil, a once-daily supplement to help Female Sexual Function—**

January 14, 2003, (Cincinnati, OH) – Warner Health Care, Inc. today introduces Avlimil, a once-daily tablet clinically proven to improve the sexual well-being of women. In a clinical trial, 84 percent of the women who took Avlimil consistently felt a measurable improvement in their overall sexual experience. Avlimil is a proprietary blend of ingredients that is available without a prescription at [www.avlimil.com](http://www.avlimil.com).

Nearly 70 percent of women experience sexual problems at some point in their lives, for reasons ranging from stress to hormone imbalances to the use of common medications such as antidepressants or antihistamines. Based on the Female Sexual Function Index (FSFI), users of Avlimil in the study found measurable improvement in desire, arousal, orgasm and/or satisfaction. Some users even reported “significant or dramatic” improvements in satisfaction with their overall sexual well-being. More information about the study is available at [www.avlimil.com](http://www.avlimil.com).

“In our follow-up study, we found clinical improvements for issues involving desire, arousal and orgasm,” reported James M. Blum, PhD, study coordinator, epidemiologist and biostatistician of Marshall-Blum, LLC, Clinical Trial Specialists of Bangor, Maine. Subjects between the ages of 25-65 were drawn from the general population for a three-month long, randomized, double blind placebo-based parallel group clinical trial with Institutional Review Board (IRB) approval and medical oversight.

Dr. Blum continued, “The overall percent improvement was statistically significant. These

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Is Avlimil Right for You?
Avlimil Proprietary Blend
Frequently Asked Questions
Clinical Trial Results
Product Disclosures
Healthcare Providers
News
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results indicate that this product was effective in boosting female sexual function in this population. Coupled with only a few minor side effects, it appears that this product is both effective and safe."

In addition to the overwhelming majority of study participants reporting that Avlimil improved their overall sexual well-being during the trial, more than 60 percent of the study participants felt sexual desire or interest more of the time and/or became lubricated during sexual activity more often.

"Now women have a new treatment to help them take control of their sex lives and their sense of sexual and sensual satisfaction," said Judith Sachs, sexual health educator and author of over 20 books, including *Getting the Sex You Want: A Woman's Guide to Becoming Proud, Passionate, and Pleased in Bed*. "The fact that we have a gentle, effective supplement like Avlimil means that women don't need to suffer in silence or wait for the development of a female prescription drug to take charge of their sexual lives."

#### About Avlimil

Avlimil is a non-prescription, daily premium nutraceutical containing a proprietary blend of ingredients shown to have a positive impact on female sexual function in women who simply want to enhance their sexual satisfaction or for those who may have female sexual health problems. When taken over time, Avlimil may aid in the sexual function of women by enhancing stimulation, increasing local blood flow and providing greater muscular relaxation. This unique combination of effects increases sexual desire, responsiveness and drive, resulting in greater sexual enjoyment. To order Avlimil, call 1-800-Avlimil (toll-free) or visit [www.avlimil.com](http://www.avlimil.com).

## #

Avlimil does not contain synthetic estrogen, progesterone or testosterone or any of their derivatives. Avlimil is intended to enhance female sexual function. This response is complex and can be severely altered by many emotional and physical states. Consequently, Avlimil will not be equally effective for every woman. The only side effect reported by the subjects enrolled in the clinical trial was minor stomach upset which occurred shortly after taking Avlimil, but this symptom dissipated after they modified their behavior with food. Avlimil is

not recommended for pregnant or nursing women.

1 According to information found on [www.sexual-difficulty-and-depression.com](http://www.sexual-difficulty-and-depression.com).

**For telephone orders, please call 1-800-AVLIMIL or 1-800-285-4645. For customer care, please call 1-866-834-1715. For more information, media may call 1-800-778-2130.**

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## *For Immediate Release*

**Viagra®'s 5th Anniversary Empowers Women to Rejuvenate Their Love Lives**

**—Avlimil supplement helps break taboos—**

March 18, 2003 (Cincinnati, OH) – The introduction of Viagra five years ago on March 28, 1998 changed how Americans think and talk about sex. Suddenly, sexual problems became something that could be discussed openly and even treated with medication. The taboo was lifted ... at least for men.

The other side of the Viagra story is that American women are now reclaiming their love lives. "Like many men, millions of women suffer from difficulties in desire, arousal and satisfaction," said sexual health educator Judith Sachs, author of over 20 books, including *Getting the Sex You Want: A Woman's Guide to Becoming Proud, Passionate, and Pleased in Bed*, "and countless others are simply looking for a way to enhance the sexual experience. Both groups of women are no longer waiting for the pharmaceutical industry to develop solutions. They are instead turning to available safe and effective alternatives, including non-prescription treatments and supplements."

Over the past five years, solutions for the female population are becoming increasingly sophisticated and effective. The newest, Avlimil (of Warner Health Care, Inc.), is the only premium brand, once-daily tablet clinically proven to improve the sexual well-being of women. In a clinical trial, some 84 percent of the women who took Avlimil consistently felt a measurable improvement in their overall sexual experience. Avlimil is a proprietary blend of ingredients that is available without a prescription at [www.avlimil.com](http://www.avlimil.com).

The increased popularity of the Web is another reason why women are more empowered to seek solutions to sexual issues, Sachs said. "The Internet offers an abundance of information

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Frequently Asked Questions
Clinical Trial Results
Product Disclosures
Healthcare Providers
News
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and treatment options in complete privacy,” said Sachs. “It’s a major contributor to women’s sexual rejuvenation and allows women to research many different avenues and buy sexual products without embarrassment.” The website for Avlimil is recording as many as 8,500 hits a day.

According to a study reported in JAMA, more women have sexual disorders than men. But despite Viagra opening a new dialogue about sexual function, today fewer than 20 percent of people with sexual problems discuss them with a physician.

“Since most women are unaware of available solutions, they may not speak up or seek treatment. They may give up without a fight, figuring ‘what’s the use?’ The important first step in handling a problem is acknowledging it exists. Women should know that help and options are available,” continued Sachs.”

And while women are learning to define and articulate their sexual needs, so is the medical community. There are still no internationally recognized benchmarks for female sexual health, and some experts question if female sexual health issues exist at all...five years after Viagra hit the market.

#### About Avlimil

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Viagra® is a registered trademark of Pfizer, Inc.  
Datamonitor study 9/9/02

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## For Immediate Release

### Avlimil® Launches Managed Care Direct™ Warner Health Care offers company-sponsored customer payment plan

April 7, 2003 (Cincinnati, OH) – Warner Health Care, a division of Wagner Pharmaceuticals, Inc., has established Managed Care Direct™, a company-sponsored plan to help defray consumer out-of-pocket expenses. The plan offers eligible consumers reduced pricing and free shipping and handling costs for Avlimil in return for a minimum 90-day commitment to the Avlimil regimen.

“We wanted to offer a more time- and cost-effective option for Avlimil users who intend to stay with the program for at least 90 days,” said Sue Cossman, vice president of marketing for Warner Health Care, Inc. “Avlimil works gently, over time, and women experience results anywhere from two weeks to three months after starting,” Cossman noted. “Our Managed Care Direct plan allows women to stay with the program longer, more conveniently, and for less money.”

Consumers enrolled in Managed Care Direct automatically receive a new 30-day supply of Avlimil delivered directly to their homes or offices each month for \$35.00\*. Participants can discontinue the plan anytime after the first 90 days. Those who purchase the first 90 days in one upfront payment receive a fourth month free, yielding savings of more than \$40.00 per month. Consumers who choose Managed Care Direct™ also receive priority processing of their orders and automatic fulfillment at the reduced price for as long as they remain in the plan. Some restrictions apply; for full details, consumers should visit [www.avlimil.com](http://www.avlimil.com) and view “Terms and Conditions” and “Eligibility Requirements” on the website.

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<a href="#">Introducing Avlimil</a>
<a href="#">The First Step</a>
<a href="#">Is Avlimil Right for You?</a>
<a href="#">Avlimil Proprietary Blend</a>
<a href="#">Frequently Asked Questions</a>
<a href="#">Clinical Trial Results</a>
<a href="#">Product Disclosures</a>
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Avlimil is a non-prescription, daily premium nutraceutical containing a proprietary blend of ingredients shown to have a positive impact on female sexual function in women who simply want to enhance their sexual satisfaction or for those who may have female sexual health problems. When taken over time, Avlimil may aid in the sexual function of women by enhancing stimulation, increasing local blood flow and providing greater muscular relaxation. This unique combination of effects increases sexual desire, responsiveness and drive, resulting in greater sexual enjoyment. To order Avlimil, call 1-800-Avlimil (toll-free) or visit [www.avlimil.com](http://www.avlimil.com).

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## For Immediate Release

**Avlimil Responds to Medical Community Groundswell  
Warner Health Care's Professional Division Services Thousands of Doctors  
and Nurses**

April 8, 2003 (Cincinnati, OH) – Female sexual health and sexual well-being issues, which affect as many as 43% of all women, are driving changes in the medical community.

After years of debate, this coming June, the international medical community is scheduled to meet in Paris at the 2nd International Consultation on Erectile and Sexual Disorders<sup>2</sup> to adopt an internationally accepted instrument for assessment of sexual function. However, pressure from female patients is driving many doctors to seek new answers, information and remedies now, instead of waiting until the June conference or the development of a prescription treatment for female sexual health problems.

As a result, there is a groundswell in interest by the medical community in non-prescription treatments. In increasing numbers, these doctors are turning to Avlimil, the only premium brand, once-daily tablet clinically proven to improve the sexual well-being of women.

Ida Campagna, M.D.-Gyn, from Amherst, New York, recently reached out to Warner Health Care seeking information about Avlimil for herself and her patients. "After speaking with Warner Health Care about Avlimil, I was convinced of its efficacy and safety and decided to try it for myself," said Dr. Campagna. "While women in the clinical trial started to feel results after four weeks, I am fortunate to say that I experienced a significant increase in arousal and orgasmic response in only two weeks." Dr. Campagna is post-menopausal and is also taking a mild estrogen replacement hormone. "Several of my patients who have been suffering with sexual issues for years are now taking Avlimil at my recommendation," she continued.

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The First Step
Is Avlimil Right for You?
Avlimil Proprietary Blend
Frequently Asked Questions
Clinical Trial Results
Product Disclosures
Healthcare Providers
News
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The Warner Health Care Professional Division is comprised of healthcare specialists who are dedicated to providing information and resources specifically designed to meet the needs of healthcare professionals.

"Our toll-free number for professionals, 1-800-285-3915, is getting up to 500 calls a day from doctors and nurses," said Sue Cossman, vice president of marketing for Warner Health Care, Inc. "We have received requests for information and samples from more than 7,500 doctors and nurses to date. We hope that our efforts will help doctors offer more options to their female patients looking to enhance their sexual well-being."

In response to doctors' increased interest in obtaining information on the Internet, the Professional Division is adding an Online Avlimil Professional Consultant service through which doctors can have their questions answered in a timely fashion.

"Another priority for our Professional Division is to educate doctors about our high manufacturing standards," continued Cossman. "Our manufacturing adheres to pharmaceutical-quality practices for which it has been voluntarily certified by organizations such as the Food & Drug Administration (FDA) and National Nutritional Foods Association (NNFA), and complies with the latest Good Manufacturing Practices (GMPs). Warner Health Care takes extra precautions to ensure that Avlimil meets or exceeds these requirements."

- 1 According to a 1999 report in The Journal of the American Medical Association
- 2 [www.congress-urology.org/erectile/introduction.html](http://www.congress-urology.org/erectile/introduction.html)

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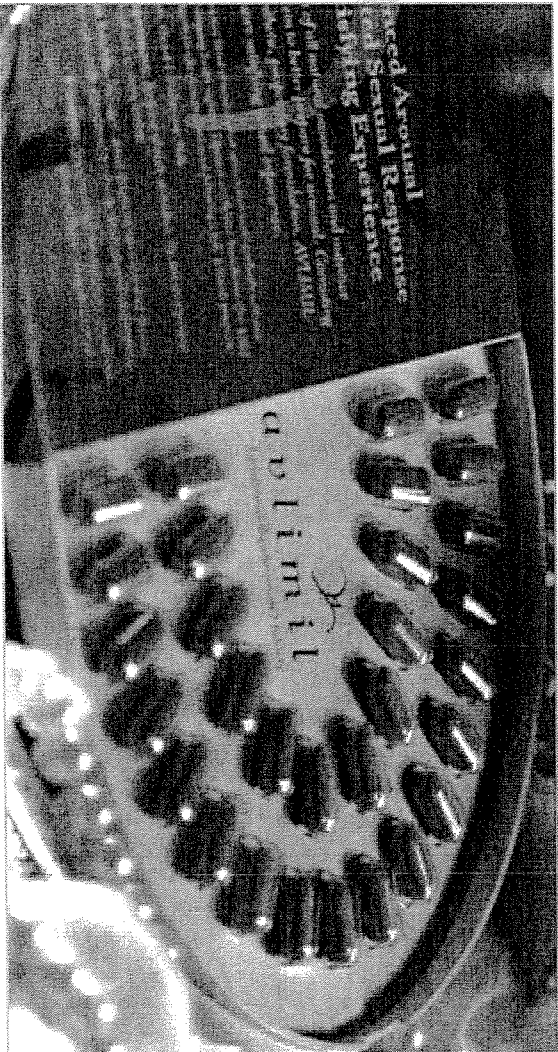
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Home
You Are Not Alone
Clinical Trial Results
Is Avlimil Right for You?
Avlimil Proprietary Blend
Frequently Asked Questions
Healthcare Providers
News
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- Order Avlimil today, and get your first 30-day cycle absolutely free. (Offer includes enrollment in Managed Care Direct™. See details.)
- With your first shipment, you'll receive the Avlimil Better Sex Progress Tracker to track the improvement in your sexual response.
- Every month you will receive a new 30-day cycle of Avlimil for the Managed Care Direct special price of just \$35.
- If after purchasing 12 months' supply, you aren't completely satisfied with the results,

we'll give you a full money-back refund!\*

### The Avlimil Certificate of Guarantee

All original orders receive a Certificate of Guarantee. It's our promise to you that we want you to feel better about yourself and your sexual health, and we're committed to helping you succeed.

\*Refund shall include the entire cost of all twelve cycles. Customers must participate in Managed Care Direct for twelve consecutive months. Managed Care Direct customers must return all twelve Avlimil boxes, along with the completed Avlimil Better Sex Progress Tracker and proof of twelve consecutive cycle purchases within 45 days after the Club Member's twelfth consecutive cycle has been billed to Club Member's account. Guarantee may be nullified by accepting new product offers or product upgrades. Please see and review all other promotional materials carefully.

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Do something for yourself...and your partner. **ORDER TODAY!**

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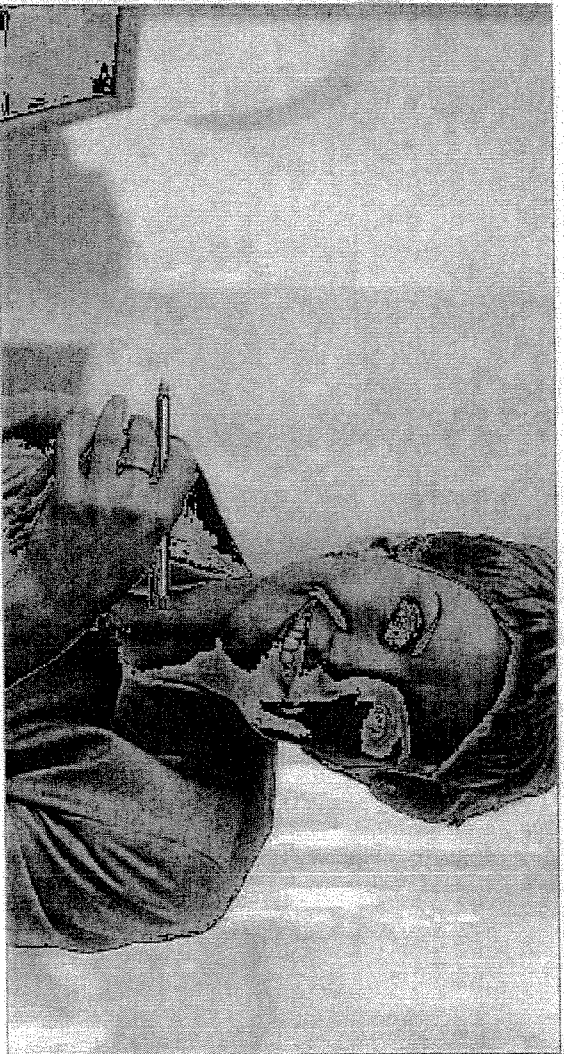
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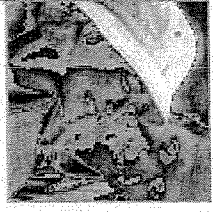


*Congratulations.  
You're now one step closer to a healthier,  
more satisfying sexual relationship.*

Many women experience a decrease in libido, or sexual desire, due to various reasons, including stress, depression, childbirth, medications, and hormonal fluctuations, to name a few. While, admittedly, many women ignore their problem, hoping time will bring back their desire, others may not realize an actual problem exists.

What they and 50 million other women are experiencing is common. Fortunately, after years of research and development, scientists have introduced AVLIMIL.

Read on to find out how this effective, once-daily, non-hormonal supplement can help you



*It feels good knowing  
Avimil's available  
just for me. Now I  
can make the most of  
the time I have with  
my husband.  
—Margaret, 52*

achieve a healthier, more satisfying sex life.

Female sexual health concerns can range anywhere from a temporary decrease in desire to lack of lubrication and/or the inability to achieve orgasm.

These problems are common, affecting over 50 million women over the age of 25. Female sexual health issues may appear at various times throughout a woman's life and may involve:

- Difficulty or inability to become aroused/stimulated/lubricated
- Lack of or diminishing libido
- Difficulty or inability to become aroused/stimulated
- Difficulty or inability to orgasm
- Pain associated with intercourse (such as Vaginismus and Dyspareunia)

Nearly 70% of women experience sexual problems at some point in their lives. Some of the factors that may negatively impact female sexual health include, but not limited to:

- Stress
- Depression
- Hormonal fluctuations
- Medication/drug therapy
- Childbirth
- Surgery/hysterectomy
- Menopause/aging process

*Cost/Where  
to get Avimil*

For telephone orders, please call 1-800-AVIMIL or 1-800-285-4645. For customer care, please call 1-866-834-1715.

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Reclaim Your Sensuality.

  
a v l i m i l

## Product Disclosures

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### AVLIMIL™ (AV-il-mil) Tablets (Salvia Rubus) AVLIMIL (Salvia Rubus) tablets for Female Sexual Difficulty

Read this information carefully before taking AVLIMIL. This information will be routinely updated and should be read prior to taking AVLIMIL each time you purchase a new supply. This information does not take the place of talking with a physician or counselor regarding sexual difficulty or the use of any therapies or supplements in the treatment thereof. If you have any questions regarding AVLIMIL, or if you are not sure about something related to specific symptoms, or sexual difficulty, ask your healthcare provider.

This information does not attempt to make any specific physical or emotional diagnosis. If you think you may suffer from problems with female sexual health, or any other sexual concern, it is recommended that you consult with your physician or other health care provider. Some conditions that cause sexual side effects may be more serious than you think. Talk to your doctor about any questions you have regarding sexual, physical, or emotional problems you encounter.

#### What is the "Female Sexual Response Cycle"?

Clinically speaking, the "female sexual response cycle" is defined by four stages of arousal. Each stage is recognizable because of variance, psychological and physiological in nature that are peculiar to each stage. First, "Female Sexual Response Cycle" (FSRC) begins with excitement. This stage can be initiated because of either psychological or physical stimulation. Psychologically, emotional changes occur; physically, heart rate increases, respiration elevates, and vaginal swelling and lubrication due to increased blood flow begins. This state, when it is sustained, is called the plateau, and it is the second stage. As long as stimulation is maintained, vaginal swelling increases, muscle tension becomes significant and lubrication continues. The breasts swell, nipples become firm and erect and the uterus angles for easier penetration. During the third stage, or orgasm, synchronized vaginal, abdominal, and anal muscle contractions occur. Often, this stage ends with loss of voluntary muscle control and intense pleasure. During resolution, the final phase blood rushes away from the vagina, heart rate, respiration and blood pressure drop to normal.

Often, A normal or healthy response cycle may be as poorly defined as a difficult/yal one. Women display extreme variety in regard to the intensity and involvement in each stage, physically and psychologically; for example, some progress from excitement to orgasm rapidly, and others alternate between plateau and orgasm several times before reaching resolution.

#### What is AVLIMIL?

AVLIMIL is not a prescription drug. It is a non-synthetic, once-daily, non-hormonal supplement containing a proprietary blend of ingredients shown to have a positive impact on female sexual response. AVLIMIL aids in the sexual function of women by enhancing stimulation, increasing local blood flow, and providing greater muscular relaxation. This unique combination of effects increases sexual desire and responsiveness, leading to increased drive which creates greater sexual enjoyment.

Reported effects are based on a randomized, double-blind, placebo-based, parallel-group clinical study conducted by an independent medical research center, with women aged 25-65, of any sexual orientation, who expressed an interest in taking the product for reasons of improving their sexual satisfaction.

There were no major differences between those randomized between placebo and treatment for the reason of not completing the trial. There were no major adverse events that required IRB reporting.

There were statistically significant differences between the groups for each of the major FSFI categories in the differences of means, except improved pain. There were large improvements for questions involving desire, arousal, and orgasms. One explanation for the lack of improved pain responses may be that not many of the subjects reported any baseline level of pain worthy of improvement.

Additionally, the overall dramatic percent improvement was statistically significant.

No adverse events were reported in this trial. There were several subjects who reported minor irritations including stomach upset shortly after taking the pills but these symptoms dissipated after modifying their behavior with food. These results indicate that this product was effective in boosting female sexual function in this population. Coupled with an extremely low level of medical complaints, this product is both effective and safe.

For additional information regarding AVLIMIL once-daily tablets, and/or the clinical double-blind study, please call 1-800-AVLIMIL.

The active ingredients in Avlimil include: *Salvia officinalis*, *Rubus idaeus*, isoflavones (from *Peuraria montana* and *Trifolium pratense*), *Morella cerifera*, *Capsicum annuum*, *Tunera diffusa*, *Zingiber officinalis*, *Glycyrrhiza echinata*, *Valeriana officinalis*, *Actaea racemosa*.

Female Sexual Difficulty is a real problem for many women, and can in many cases be aided by the use of AVLIMIL. In the event AVLIMIL does not work effectively in the restoration of sexual pleasure and fulfillment, you may need to see a physician or therapist to help determine the basis of your problem.

**What causes loss of sexual desire?**

The first thing to understand about loss of female sexual desire is that desire and drive are not necessarily the same thing. A woman can lose her desire for sex, but still be capable of arousal and orgasm. Conversely, another woman might still desire sex, but once involved in the sex act, find orgasm more difficult than she did at other times in her life. For women, perhaps even more so than for men, sexual enjoyment is a complex mixture of physical forces and hormonal fluctuations



enhanced or inhibited by mood, psychology, and emotional response.

Loss of sexual desire may have a number of causes. Many women report stress as a big factor in their disinterest in sex.

#### **How can AVLIMIL help?**

AVLIMIL has been shown to improve female sexual response. During arousal, the body relaxes and blood flow increases to the vaginal area, making sexual stimulation more pronounced and increasing enjoyment from sexual activity. AVLIMIL contains safe, all-natural vasodilators that work to improve blood flow facilitating more satisfying sexual response. At the same time, AVLIMIL releases natural compounds that help relax your body and create a better overall sexual experience.

#### **What should every woman know about AVLIMIL?**

AVLIMIL is a once-daily, non-hormonal, supplement, it does not contain estrogen, progesterone or testosterone or any of their derivatives. AVLIMIL is intended to enhance the female sexual response. This response is complex and can be severely altered by many emotional and physical states. Consequently, AVLIMIL will not be equally effective for every woman. The only side effect reported by the subjects enrolled in the clinical trial was minor stomach upset (shortly after taking Avlimil) but this symptom dissipated after modifying their behavior with food. Other side effects may occur. If you experience side effects with AVLIMIL, we urge you to discontinue use and consult your physician.

#### **Who should not take AVLIMIL ?**

- Women who are pregnant, may become pregnant or are nursing
- If you have any serious medical condition that may be of concern to you, please consult your physician and refer to our list of ingredients.

#### **Follow these instructions for taking AVLIMIL:**

- Take one AVLIMIL tablet daily with a full glass of juice or water.
- Do not take AVLIMIL with hot liquids such as coffee or tea.
- Do not take AVLIMIL with any liquid that may be difficult to swallow.
- Take AVLIMIL for no less than 30 days to see desired effects.
- If undesired side effects are experienced, discontinue use.
- AVLIMIL should be taken daily for as long as its effects are desired.

The recommended dosage of AVLIMIL is based on a maximal benefit with minimal side effect profile. This supplement should be taken exactly as directed to avoid undesired side effects or toxicity. It is always recommended that you speak with your physician before beginning any new exercise program or diet plan.

#### **What if I have other questions?**

If you have additional questions about the efficacy of AVLIMIL or about female sexual health, ask your health care provider or call 1-800-AVLIMIL (toll-free).

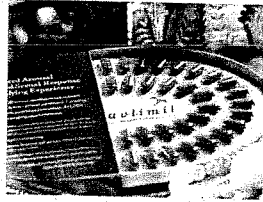
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Cost/Where  
to get Arlimil

For telephone orders, please call 1-800-AVLIMIL or 1-800-285-4645. For customer care, please call 1-866-834-1715.

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*avlimil*  
(salvia rubus) tablets

*Introducing Avlimil™  
the Once-Daily Tablet for  
Female Sexual Function.*



*Reclaim Your Sensuality.*

# avlimil

(salvia rubus) tablets

## Product Information AVLIMIL™ (AVL-1ml) Tablets (Salvia Rubus)

### Female Sexual Function

Read this information carefully before taking AVLIMIL. This information will be routinely updated and should be read prior to taking AVLIMIL each time you purchase a new supply. This information does not take the place of talking with a physician or counselor regarding sexual dysfunction or the use of any therapies or supplements in the treatment thereof. If you have any questions regarding AVLIMIL, or if you are not sure about something related to specific symptoms, or sexual dysfunction, ask your healthcare provider.

This information does not attempt to make any specific physical or emotional diagnosis. If you think you may be affected by Female Sexual Dysfunction, or any other sexual concern, it is recommended that you consult with your physician or other health care provider. Some conditions that cause sexual side effects may be more serious than you think. Talk to your doctor about any questions you have regarding sexual, physical, or emotional problems you encounter.

### What is the "Female Sexual Response Cycle"?

Clinically speaking, the "female sexual response cycle" is defined by four stages of arousal. Each stage is recognizable because of variance. Each stage is physiological in nature that are peculiar to each stage. First, "Female Sexual Response Cycle" (FSRC) begins with excitement. This stage can be initiated because of either psychological or physical stimulation. Psychologically, emotional changes occur; physically, heart rate increases, respiration elevates, and vaginal swelling and lubrication due to increased blood flow begins. This state, when it is sustained, is called the plateau and it is the second stage. As long as stimulation is maintained, vaginal swelling increases, muscle tension becomes significant and lubrication continues. The breasts swell, nipples become firm and erect and the uterus aigles for easier penetration. During the third stage, or orgasm, synchronized vaginal, adominal, and anal muscle contractions occur. Often, this stage ends with less of voluntary muscle control and intense pleasure. During resolution, the final phase blood rushes away from the vagina, heart rate and respiration and blood pressure drop to normal. Often, a normal or healthy response cycle may be as quickly defined as a dysfunctional one. Women display extreme variety in regard to the intensity and independence in each stage, physically and psychologically. For example, some progress from excitement to orgasm, rapidly, and others alternate between plateau and orgasm several times before reaching resolution.

What is AVLIMIL? AVLIMIL is not a prescription drug. It is a non-synthetic, once-daily, non-hormonal tablet containing a proprietary blend of ingredients shown to have a positive impact on female sexual response. AVLIMIL aids in the sexual function of women by enhancing stimulation, increasing local blood flow, and greater muscular relaxation. This unique combination of effects increases sexual desire

and responsiveness, leading to increased drive and creates greater sexual enjoyment. Reported effects are based on a randomized, double-blind, placebo-based, parallel-group clinical study conducted by an independent medical research center, with women aged 25-55, of any sexual orientation, who expressed an interest in taking the product for reasons of improving their sexual satisfaction.

There were no major differences between those randomized between placebo and treatment for the reason of not completing the trial. There were no major adverse events that required IRB reporting. There were statistically significant differences between the groups for each of the major FSRC categories in the differences of means, except improved pain. There were large improvements for questions involving desire, arousal, and orgasm. One explanation for the lack of improved pain responses may be that not many of the subjects reported any baseline level of pain worthy of improvement.

Additionally, the overall dramatic percent improvement was statistically significant. No adverse events were reported in this trial. There were several subjects who reported minor irritations including stomach upset shortly after taking the pills but these symptoms dissipated after modifying their behavior with food. These results indicate that this product was effective in boosting female sexual function in this population. Coupled with an extremely low level of medical complaints, this product is both effective and safe.

For additional information regarding AVLIMIL, once-daily tablets, and/or the clinical double-blind study, please call 1-800-AVLIMIL.

The active ingredients in AVLIMIL include: Salvia officinalis, Rhodus dravens, scythianus, (from Ferula, monarda and Tridolium praelens), Forthella carthra, Capsicum annuum, Funaria dista, Zingiber officinalis, Glycyrrhiza echinata, Valeriana officinalis, Achaea varanosa.

### What should I know about female sexual response?

Female sexual response is dependent upon a number of factors, including those that may be defined as physical, psychological, psychosocial, and environmental. Examples of each are as follows: • physical factors, such as hormonal fluctuations due to menopause or childbirth, or the physical attributes of chronic fatigue syndrome or chronic stress • psychological factors, such as those issues affecting a normal, healthy relationship (a relationship undisturbed by issues of abuse), or issues pertaining to past personal history, such as a history of sexual abuse • psychosocial factors, such as social preconceptions and perceived expectations of sexual fulfillment or performance • environmental factors, such as schedule conflicts between partners that may inhibit sexual activity

AVLIMIL is for the treatment of the physical factors negatively impacting female response and female desire, but may also have positive benefits for women suffering from the psychological, psychosocial, or environmental factors affecting female sexual function. The efficacy of AVLIMIL in treating female sexual response issues in these situations is not clearly known. AVLIMIL can in many cases effectively treat the condition currently known as Female Sexual Dysfunction or FSD. FSD is not a disease, and definitions responds favorably to the proprietary blend of ingredients in AVLIMIL. FSD is quite common, affecting 50 million women over the age of 25. Until recently, FSD was thought to be strictly psychological. Today, we know that physical causes may be to blame. FSD is not always evident and may appear at various times in a woman's life. FSD is most often evident in four areas: • lack of or diminished libido • difficulty or inability to become

aroused/stimulated • difficulty or inability to experience orgasm • pain associated with intercourse (due to vaginismus and dyspareunia). Sexual relations are less pleasurable and unsatisfying due to any or all of these various symptoms. Nearly 70% of women experience sexual problems at some point in their lives. Some women may not even be aware they are experiencing sexual difficulties, attributing their problems to the natural aging process, menopause, childbirth, or relationship issues. In truth, in most cases the symptoms are treatable.

What causes loss of sexual desire? The first thing to understand about loss of female sexual desire is that desire and drive are not necessarily the same thing. A woman can lose her desire for sex, but still be capable of arousal and orgasm. Conversely, another woman might still desire sex, but once involved in the sex act find orgasm more difficult than she did at other times in her life. For women, perhaps even more so than for men, sexual enjoyment is a complex mixture of physical forces and hormonal fluctuations enhanced or inhibited by mood, psychology, and emotional response. Loss of sexual desire may have a number of causes. Many women report stress as a big factor in their disinterest in sex.

How can AVLIMIL help? AVLIMIL is an effective formula for improving female sexual response. During arousal, the body relaxes and blood now increases to the vaginal area, making sexual stimulation more pronounced and increasing enjoyment from sexual activity. AVLIMIL contains safe, all-natural vasodilators that work to improve blood flow facilitating more satisfying sexual response. At the same time, AVLIMIL releases natural compounds that help relax your body and create a better overall sexual experience.

What should every woman know about AVLIMIL? AVLIMIL is a once-daily, non-hormonal tablet. It does not contain estrogen, progesterone, or testosterone or any of their derivatives. AVLIMIL is intended to enhance the female sexual response. This response is complex and can be severely altered by many emotional and physical states. Consequently, AVLIMIL will not be equally effective for every woman. The only side effect reported by the subjects enrolled in the clinical trial was minor stomach upset (shortly after taking AVLIMIL) but this symptom dissipated after modifying their behavior with food. If you experience side effects with AVLIMIL, we urge you to discontinue use and consult your physician.

### Who should not take AVLIMIL?

• women who are pregnant, may become pregnant or are nursing • If you have any serious medical condition that may be of concern to our list of ingredients, your physician and refer to our list of ingredients. Follow these instructions for taking AVLIMIL: • Take one AVLIMIL tablet daily with a full glass of juice or water • Do not take AVLIMIL with hot liquids such as coffee or tea • Do not take AVLIMIL with any liquid that may be difficult to swallow • Take AVLIMIL for no less than 30 days to see desired effects • If undesired side effects are experienced, discontinue use • AVLIMIL should be taken daily for as long as its effects are desired.

The recommended dosage of AVLIMIL is based on a maximal benefit with minimal side effect profile. This supplement should be taken exactly as directed to avoid unintended side effects or toxicity. It is always recommended that you speak with your physician before beginning any new exercise program or diet plan.

What if I have other questions? If you have additional questions about the efficacy of AVLIMIL, or about Female Sexual Dysfunction, ask your health care provider or call 1-800-AVLIMIL (toll-free) or visit our web site at [avlimil.com](http://avlimil.com).



**Congratulations.**  
You're now one step closer to a healthier,  
more satisfying sexual relationship.

If your sex life isn't always all you had hoped it would be, you aren't alone. Even if you are in a loving, stable relationship, it's possible you may be missing out on the enjoyment and fulfillment of a full female sexual response.

Many of us experience a decrease in sexual desire or satisfaction at one time in our lives or another.

Contributing factors can include stress, depression, childbirth, medications, or hormonal fluctuations, just to name a few. Many women ignore the problem, believing it's just a natural part of being a woman and not something that can be easily corrected.

You do have a choice. Today, there's AVLIMIL. Read on to find out how this effective, once-daily, non-hormonal tablet can help you achieve a healthier, more satisfying sex life.



It feels good knowing AVLIMIL's available just for me. Now I can make the most of the time I have with my husband!

Call 1-800-AVLIMIL, or visit [avlimil.com](http://avlimil.com)

# “Is Avlimil right for me?”

Read the following statements and select those that apply to you:

- I'm not satisfied with my sex life/would like my sex life to be better.
- My interest in sex has decreased.
- It is more difficult for me to become aroused or sexually excited.
- I have vaginal dryness/lack lubrication during sex.
- I do not have orgasms.
- It is more difficult for me to have an orgasm than it once was.
- I find my orgasms are less intense than they once were.
- My sexual difficulties began after an illness, injury or surgery.
- My sexual difficulties began about the same time as my pregnancy, childbirth, birth control or menopause.
- My sexual difficulties began about the same time as I began my medication/drug therapy, antidepressant treatment, or hormone replacement therapy.

If you selected one or more of the above statements, you may benefit from the positive effects of AVLIMIL. AVLIMIL is now available in a once-daily, clinically tested tablet for improving female sexual function.



## Understanding Female Sexual Function And rediscovering your sensual side...

For women, perhaps even more so than for men, sexual enjoyment is a complex mixture of physical forces and hormonal fluctuations enhanced or inhibited by mood, psychology, and emotional response. Loss of sexual desire may have a number of causes. Many women report stress as a significant contributing factor in their disinterest in sex.

Some of the most frequent problems in sexual function reported by women include:

- Lack of, or diminishing libido
- Difficulty or inability to become aroused or stimulated
- Difficulty or inability to achieve orgasm
- Painful intercourse (such as that caused by vaginismus or dyspareunia)

Nearly 70% of women experience sexual problems at some point in their lives.

The effects of these sexual problems may be attributed to various factors, including, but not limited to:

- Stress
- Depression
- Hormonal fluctuations
- Medication/drug therapy
- Childbirth
- Surgery/hysterectomy
- Menopause/aging process

Call 1-800-AVLIMIL, or visit [avlimil.com](http://avlimil.com)

When Viagra® hit the market, my girlfriends and I laughed "what about us?" But female sexual problems weren't really funny to any of us. We were all frustrated. Not anymore...we all ordered Avlimil!



Attachment F-4

## Introducing Avlimil

The first tablet for female sexual function proven to help women attain enhanced libido, invigorated response, and a more fully satisfying experience—including more frequent and easier-to-achieve orgasms.

Avlimil is non-hormonal, non-synthetic and proven effective thru a randomized, double-blind clinical trial to enhance female sexual function on multiple, physiologic levels. Avlimil increases local blood flow and provides greater muscular relaxation to achieve an improved sexual response.

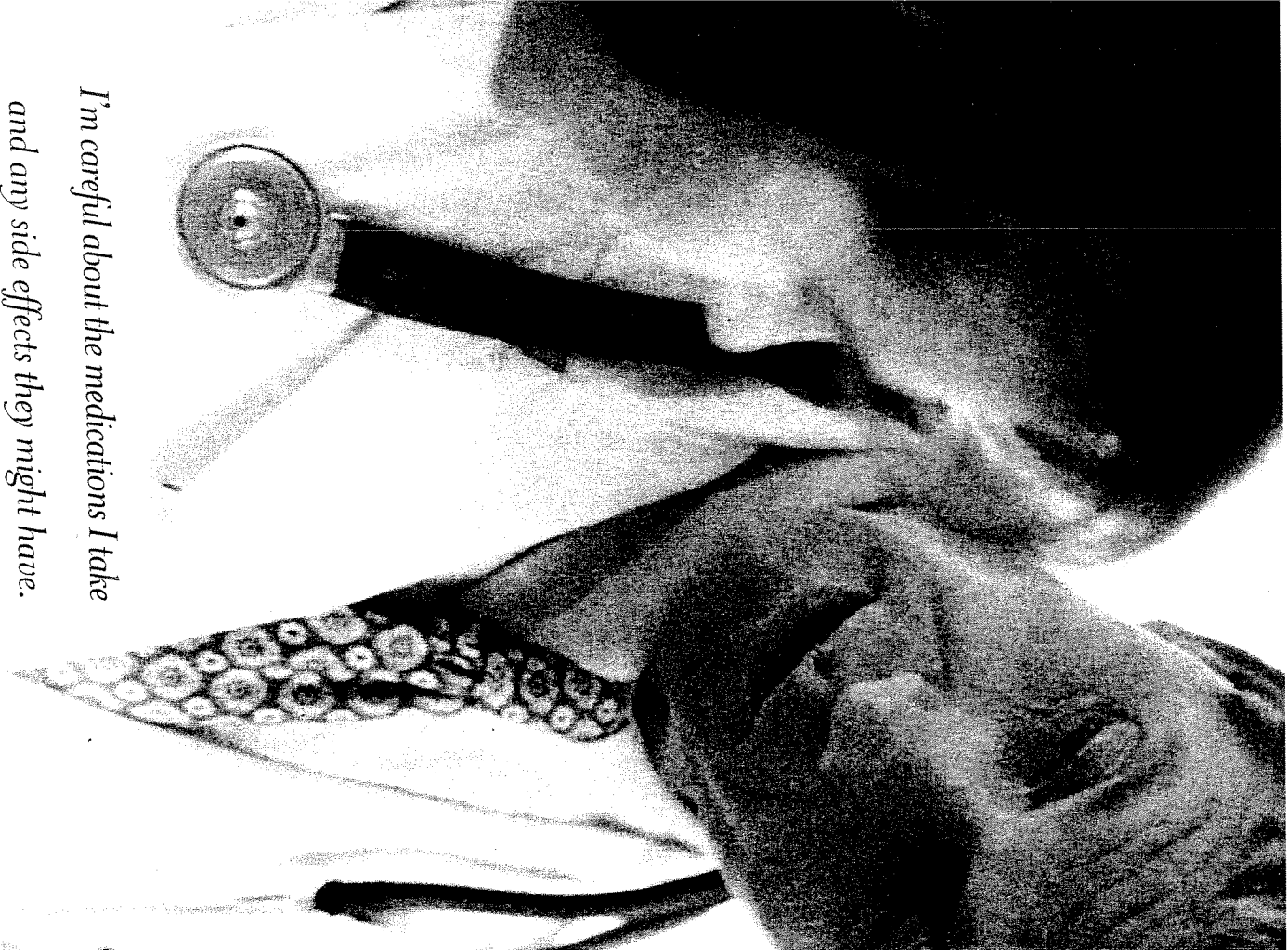
Key results among the women who took Avlimil for three months (90 days) include:

- 84% of the women felt improvement in one, some or all of the following: desire, arousal, lubrication, orgasm, satisfaction;
  - 62% of the women felt sexual desire or interest more often;
  - 61% of the women are more satisfied with their overall sexual life.
  - 60% of the women became lubricated during sexual activity more often;
- Now you can reclaim your sensuality with Avlimil, the proven once-daily tablet for Female Sexual Function.



Since giving birth to our son, I noticed I just wasn't in the mood for sex. Avlimil helped me give a little something back to myself, and to my marriage.

Call 1-800-AVLIMIL, or visit [avlimil.com](http://avlimil.com)



*I'm careful about the medications I take  
and any side effects they might have.*

*Avlimil can be used safely—I like that!*



## *Is Avlimil right for you? Who should and should not take Avlimil...*

Avlimil is taken as a once daily tablet and has been proven to help female sexual response safely and effectively. Avlimil is completely non-hormonal, containing no estrogen, progesterone, testosterone or other steroid hormones. It has not been shown to interact with other medications, and is not contraindicated in any major medical condition.

Woman who are pregnant, may become pregnant, or are nursing should not take Avlimil.

The recommended dosage of one Avlimil tablet per day is based on a maximal benefit with minimal side effect profile, and should be taken as directed.



*I didn't think menopause was going to be a big deal. Then the dry skin and mood swings hit! Intercourse was uncomfortable, and I was frustrated. After a few weeks of using Avlimil, I felt like myself again, and could enjoy my sex life again!*

Attachment F-5

Call 1-800-AVLIMIL, or visit [avlimil.com](http://avlimil.com)

## Female Sexual Health Clinical Trial, 2002

### Inclusion Criteria:

- Women who wish to enhance their sexual experience
- Women who expressed an interest in taking the product for reasons of improving their sexual satisfaction
- Subjects who pass a compliance screening test
- Subjects able to tolerate the active product and placebo
- Subjects may be of any sexual orientation

### Adverse Events:

Minor stomach upset which dissipated after modifying behavior with food.

## Female Sexual Health Clinical Trial, 2002 (Continued)

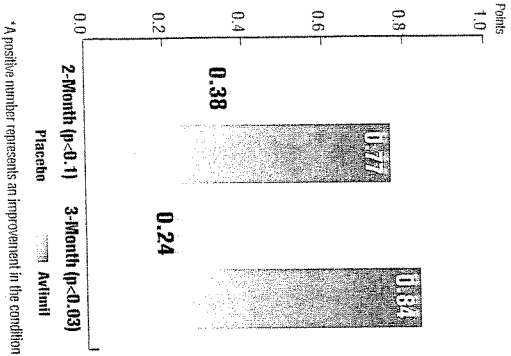
### Conclusions:

There were statistically significant differences between the groups for each of the major Female Sexual Function Index (FSFI)\* categories in the differences of means, except improved pain. There were large improvements for questions involving desire, arousal, and orgasms. One explanation for the lack of improved pain responses may be that not many of the subjects reported any baseline level of pain worthy of improvement. Additionally, the overall dramatic percent improvement was statistically significant. **These results indicate that this product was effective in boosting female sexual function in this population. Coupled with an extremely low level of medical complaints, it appears that this product may be both effective and safe.**

### AROUSAL

**“How confident were you about becoming sexually aroused during sexual activity or intercourse?”**

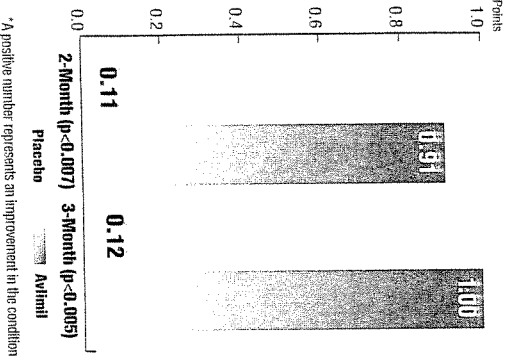
Bar Graph indicates the results of the study at the two month and three month stages.



### DESIRE

**“How often did you feel sexual desire or interest?”**

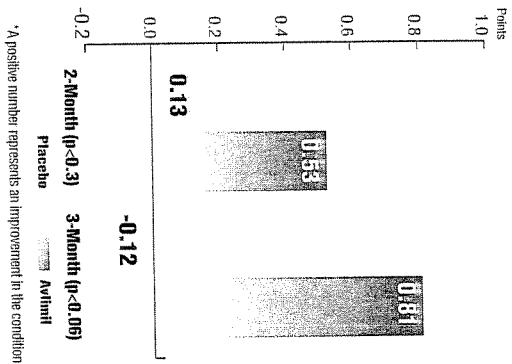
Bar Graph indicates the results of the study at the two month and three month stages.



### ORGASM

**“How satisfied were you with your ability to reach orgasm (climax) during sexual activity or intercourse?”**

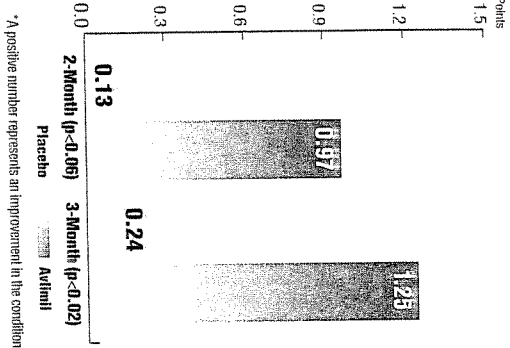
Bar Graph indicates the results of the study at the two month and three month stages.



### OVERALL SATISFACTION

**“How satisfied have you been with your overall sexual life?”**

Bar Graph indicates the results of the study at the two month and three month stages.



### \*FSFI References:

Self-Report Assessment of Female Sexual Function: Psychometric Evaluation of the Brief Index of Sexual Functioning for Women • Taylor, J. F., Rosen, R. G., and Leiblum, S. R. • Archives of Sexual Behavior 23 (6), 627-41, 1994  
The Female Sexual Function Index (FSFI): A Multidimensional Self-Report Instrument for the Assessment of Female Sexual Function • Rosen, R. Brown, C., et al • Journal of Sex and Marital Therapy 26: 191-208, 2000

### AVIMIL Clinical Trial Prepared November, 2002 by:

Marshall-Burn, LLC • Herbal Research Clinic, LLC • James M. Burn, Ph.D., CEO • Adjunct Faculty: University of Maine, Department of Food Sciences and Human Nutrition • Adjunct Faculty: Husson College, College of Arts and Sciences • Cardiac Quality Improvement Consultant, Eastern Maine Medical Center • Member Northern New England Cardiovascular Disease Research Group, Dartmouth-Hitchcock Medical Center • Member Health Services Research Group, Case Western Reserve University, Department of Epidemiology and Biostatistics, Cleveland, Ohio • Ronald I. Burn, M.D. (no relation)



*Between kids and careers,  
our sex life fell by the  
wayside. We got it back  
with Avlimil!*



## *Frequently Asked Questions.*

- Q:** *What's in Avlimil?*
- A:** Avlimil is a 756 milligram tablet consisting of *Salvia officinalis* (Sage leaf), *Rubus idaeus* (Red raspberry leaf), *Isoflavones* from *Pueraria montana* (kudzu root extract) and *Trifolium pratense* (red clover extract), *Capiscum annuum* (Capsicum pepper), *Glycyrrhiza glabra* (Licorice root), *Morella cerifera* (Bayberry fruit), *Turnera diffusa* (Darniana leaf), *Valeriana officinalis* (Valeriana root), *Zingiber officinale* (Ginger root), *Actaea racemosa* (Black cohosh root).
- Q:** *Do I need a prescription for Avlimil?*
- A:** No. Avlimil is a non-synthetic, non-hormonal tablet that can be sent directly to your home or office.
- Q:** *I have to take prescription drugs. How will Avlimil interact with them?*
- A:** In clinical trials, Avlimil has proven to have zero interactions with most medications. However, if you are still concerned, please consult your physician.
- Q:** *How do you take Avlimil?*
- A:** It's easy to take Avlimil. Just take one tablet each morning with a full glass of juice or water.

**Q:** *How long does it take Avlimil to work?*

**A:** Clinical trial participants reported significant positive changes after four weeks of daily use and optimal results after 12 weeks.

**Q:** *What will Avlimil do for me?*

**A:** A program with Avlimil will increase blood flow, condition your sexual processes that promote lubrication, and provide assistance to your body's natural arousal system. Women on a daily regimen including Avlimil experience enhanced libido, stronger arousal and the potential for more frequent and more satisfying climax.

**Q:** *What if I don't have Female Sexual Dysfunction (FSD)? What if I just want to pick up my love life?*

**A:** Avlimil can help. Taken as a supplement to your daily healthful regimen, Avlimil can add zest and enhance lagging sexual interest and performance. Avlimil works gently with your system to provide support to the entire sexual process.

**Q:** *Will Avlimil affect my metabolism? I don't want to gain weight.*

**A:** No. Avlimil contains nothing that will raise or lower your metabolism, and has not been shown to interact with other products to cause metabolic changes.

**Q:** *Is Avlimil habit forming?*

**A:** Absolutely not! It is completely non-addictive.

**Q:** *I'm post menopausal. Can Avlimil still help me?*

**A:** Yes. In clinical trials, Avlimil was tested on women ranging from ages 25 to 65. Participants were found across all "life stages". Women who were post-menopausal experienced relief of symptoms ranging from lack of lubrication to decreased interest or arousal.

**Q:** *Does Avlimil come with a money back guarantee?*

**A:** No. Avlimil has shown to be extremely effective for 84 percent of the women who try it. But just like an aspirin or pain reliever, individual results will vary.

**Q:** *Does Avlimil contain any hormones?*

**A:** No. Avlimil does not contain estrogen, progesterone, testosterone, or any other steroid derivatives.

# Avlimil Proprietary Blend

## Supplement Facts

Serving Size: 1 Tablet

Amount Per Serving

Avlimil Proprietary Blend	756mg*
<i>Salvia officinalis</i> (Sage leaf), <i>Rubus idaeus</i> (Red raspberry leaf), <i>Isolflavones from Pueraria montana</i> (kudzu root extract) and <i>Tritellum pratense</i> (red clover extract).	
Capiscium annuum (Capsicum pepper), <i>Glycyrrhiza glabra</i> (Licorice root), <i>Morella cerifera</i> (Bayberry fruit), <i>Turnera diffusa</i> (Damiana leaf), <i>Valeriana officinalis</i> (Valeriana root), <i>Zingiber officinale</i> (Ginger root), <i>Actaea racemosa</i> (Black cohosh root).	

\*Daily values not established.

Other ingredients: Dicalcium phosphate, microcrystalline cellulose, croscarmellose sodium, stearic acid, magnesium stearate, silica, and film coat ingredients (hypromellose, titanium dioxide, propylene glycol, FD&C blue #1 lake, and FD&C red #3).

These statements have not been evaluated by the Food and Drug Administration. This Product is not intended to diagnose, treat, cure, or prevent any disease.

### *Salvia officinalis* (Sage leaf)

A primary component of Avlimil, sage leaf has a long history for its use as a medicinal herb. Sage Leaf helps relieve mental exhaustion and enhances the ability to concentrate. Refreshed and alert, women are better able to enjoy the physical and emotional pleasures of being with their partners.

Sage also contains estrogenic substances and is a natural antiperspirant. It has been traditionally used during menopause to help the body deal with hormonal changes and hot flashes.

### *Rubus idaeus* (Red raspberry leaf)

Red Raspberry has been dubbed the "Vine of Female Vitality." The leaf of the vine is the part that is most often used as herbal medicine. Medical journals have published studies

describing the normalizing effect Red Raspberry Leaf extract has on the uterus. Traditionally, midwives and herbalists claim that it also

helps tone the ligaments of the uterus to ease childbirth and regulate menstrual flow.

### Isolflavones (from kudzu root extract and red clover extract)

Avlimil provides isolflavones derived from kudzu root and red clover extracts. These

estrogen-like compounds are reported to be hundreds of times weaker in their effect than the body's estrogens. If estrogen levels are low, these weak estrogens act as a small but valuable supply to the woman. If estrogen levels are high, the weaker estrogens competitively bind to estrogen receptor sites, reducing the ability of stronger estrogens to bind with those same sites. The overall result is a gentle normalization of estrogen levels.

**Kudzu Root** and **Red Clover** isolflavones may also promote the formation of "good" 2-OH metabolites instead of the 16a-OH and 4-OH estrogens. In addition, isolflavones can increase the production of sex hormone-binding globulin, which effectively reduces estrogen stimulus by allowing only unbound estrogens to enter target-tissue cells and induce biological activity.

### *Morella cerifera* (Bayberry fruit)

Bayberry Fruit a strong herbal stimulant, bringing a sense of heat and vitality to the body. Bayberry has many useful properties for the body, improving circulation and toning all the tissues it contacts. It is especially beneficial for uterine and vaginal health.

### *Capiscium annuum* (Capsicum pepper)

Capsicum Pepper has been used for centuries to enhance blood circulation. Capsicum contains capsaicin, a chemical that stimulates various neurotransmitters. A small amount of capsaicin excites the nervous system into producing endorphins, which promote a pleasant sense of well-being and heighten sexual responsiveness.

### *Turnera diffusa* (Damiana leaf)

Damiana Leaf is an uplifting and energizing South American herb that has been used traditionally as an aphrodisiac. For more than 100 years, Damiana's use has been associated with improving sexual function. It can be helpful for menopausal problems and provides some relief for menstrual headaches. Damiana stimulates estrogen production and is used to treat nervousness, weakness, and exhaustion. It also stimulates muscle activity, which is a part of healthy sexual activity.

### *Zingiber officinale* (Ginger root)

Ginger Root has been used in traditional Chinese medicine for 2,500 years. It supports a healthy cardiovascular system, prevents nausea, and has been shown to decrease inflammation. Homeopathic practitioners recommend it for the treatment of sexual disorders.

### *Glycyrrhiza glabra* (Licorice root)

Licorice Root acts as a sexual stimulant, bringing oxygen to the genital area and increasing endurance and vitality. The herb contains plant estrogens, producing mild estrogenic effects that have proven useful in treating menopause, regulating menstruation, and relieving menstrual cramps. It does this by strengthening the adrenal glands and helping them to produce their hormones. Licorice Root is also an excellent anti-stress herb.

### *Valeriana officinalis* (Valeriana root)

Valerian Root has a calming effect on the nervous system. It is good for the entire circulatory system and gives soothing relief to muscles, nerves, and blood vessels. Additionally, Valerian Root is used to treat insomnia.

### *Actaea racemosa* (Black cohosh root)

Black Cohosh Root contains a natural estrogen that is similar to human estrogen and is used to treat arthritis, high blood pressure, high stress, mild pain, delayed or painful menstruation, PMS, menstrual cramps, and low estrogen levels in women. (A low level of estrogen is linked to loss of sexual desire in women.) Women who take synthetic estrogen have been able to switch to Black Cohosh Root with no withdrawal symptoms or side effects. And best of all, Black Cohosh Root has no cancer-causing agents like synthetic estrogen. Black Cohosh Root is the most popular herbal supplement in Europe for women experiencing premenopausal symptoms. It provides isolflavones and other constituents that help support a woman's health during this phase of her life.

## Avlimil's Proprietary Blend

While many of these ingredients have been used for decades to aide in relaxation and sexual response, it is the proprietary blend of these ingredients that makes Avlimil so unique. Specially formulated to enhance a woman's sexual experience through proper proportions, Avlimil's tested formula works to improve libido, sexual feeling, and sexual response, thereby fighting the effects of Female Sexual Dysfunction (FSD).

Avlimil addresses the whole issue of female sexual function, not just isolated physical conditions. That's because the proprietary blend in Avlimil was formulated with the total female experience in mind. Avlimil's proprietary blend has helped many women overcome the effects of Female Sexual Dysfunction, and it just may be the perfect blend for you.

Call 1-800-AVLIMIL, or visit [avlimil.com](http://avlimil.com)

*Since I started taking an antidepressant I noticed I just didn't get aroused, and when I was, I couldn't climax as easily. My sister told me to try Avlimil. She's the smart one!*



*Order Avlimil today...  
Available without a prescription.*

Don't live with an unsatisfying sexual relationship any longer... take Avlimil every day as directed, and reclaim your sensuality for you and your partner.

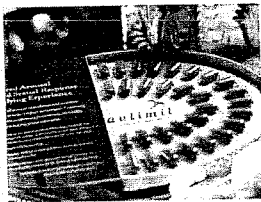
*Visit us online at  
[avlimil.com](http://avlimil.com), or call  
1-800-AVILMIL.*



Guess what? Sex after twenty years of marriage doesn't have to be mediocre. Avlimil gave us back what we had in the beginning!

*Reclaim your sensuality.*





Visit us online at [avlimil.com](http://avlimil.com), or  
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**WARNER HEALTH CARE, INC.**

**SPECIFICATION A  
EXHIBIT 28**

**CONFIDENTIAL**



*avlimil*  
(salvia-rubus) tablets

*the Once-Daily Tablet  
for Female Sexual Function.*



# rogisen

The once-daily caplet to help prevent macular degeneration and support improved night vision.

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Home

Night Vision

Macular Degeneration

Ocular Health

What is Rogisen?

Proprietary Blend

Success Stories

FAQ

News

Managed Care Direct

Cost/Order Rogisen

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## There Are Few Things as Important as the Way We See the World...

The human eye is one of the most important organs in the body. When healthy, the eye provides a wide range of vision, allowing us to see in bright sunlight or on dark nights. But as we age, our range of vision is typically reduced. Usually, the first symptom of this is trouble seeing at night. Other age-related problems may include macular degeneration, the leading cause of blindness in the United States.

Now there's a way to combat the effects of age on our vision—Rogisen. Rogisen is the once-daily caplet to help prevent macular degeneration and support improved night vision. Rogisen consists of a proprietary blend of key vitamins, minerals, and other natural ingredients. These elements are carefully balanced to deliver the maximum benefit for supporting improved night vision and general ocular health.

Ingredients in Rogisen have been shown to help reduce the risk of macular degeneration, supply nutrients essential for healthy vision, and help protect eyes from UV damage.

Vision problems and night blindness can be symptoms of a more serious medical condition. Consult your doctor if you experience sudden or severe vision loss, or if you have any other symptoms that may indicate ocular disease.

These statements have not been reviewed by the Food and Drug Administration, and individual results may vary. Individuals shown are paid models and not necessarily Rogisen users. Rogisen should be taken as part of a healthy lifestyle and is not intended to treat or cure any disease.

For telephone orders, please call 1-800-ROGISEN (800-764-4736).  
For customer care, please call 866-834-1715.

*"I rely on my eyes for so much. Working, driving, casting a reel, watching my family grow up. I'm not ready to give up any of that. Life's too short to miss a thing. That's why I take Rogisen."*

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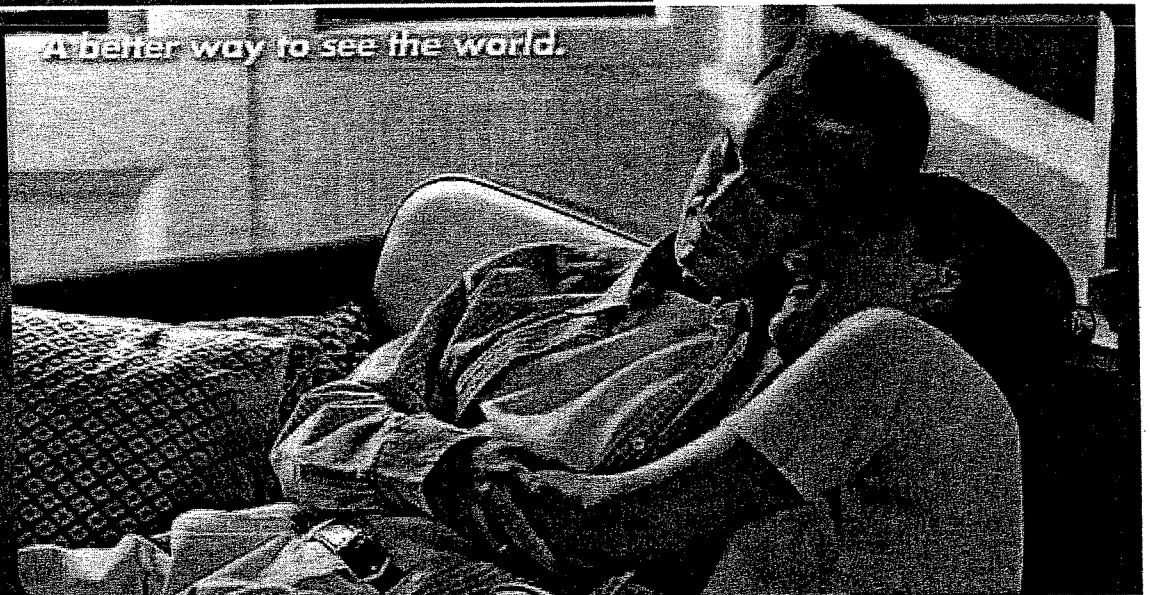
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- Home
- Night Vision
- Macular Degeneration
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- News
- Managed Care Direct
- Cost/Order Rogisen

## The Importance of Night Vision

"Night vision" is the term used to describe how well we can see in dim light or at night. As we age, our ability to see at night decreases. The primary cause of this is a deficiency of visual purple (rhodopsin) in the light-sensitive rod cells of the retina, at the back of the eye. This phenomenon can make driving at night extremely dangerous. For example, our eyes may not be able to recover as quickly from bright, on-coming headlights.

Essentially, we lose rhodopsin when we do not have enough vitamin A in our diet. Rhodopsin is created when the chemicals retinal and opsin combine within the rods in our eyes. And in order to create retinal, our body needs an ample supply of vitamin A.

But while rhodopsin is the primary factor required for healthy night vision, overall eye health must also be maintained. This requires a host of nutrients, all of which can be found in Rogisen, once-daily caplet to help prevent macular degeneration and support improved night vision.

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*"It was late, around twilight, and I was driving through my neighborhood. All of the sudden, this little girl was in the middle of the street. I barely stopped in time. I knew then that I needed to boost my night vision."*

For telephone orders, please call 1-800-ROGISEN (800-764-4736).  
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Home | Night Vision | Macular Degeneration | Ocular Health | What is Rogisen | Proprietary Blend  
Success Stories | FAQ | News | Managed Care Direct | Order Rogisen

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Attachment G-3

4/29/201





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Home

Night Vision

Macular Degeneration

Ocular Health

What is Rogisen?

Proprietary Blend

Success Stories

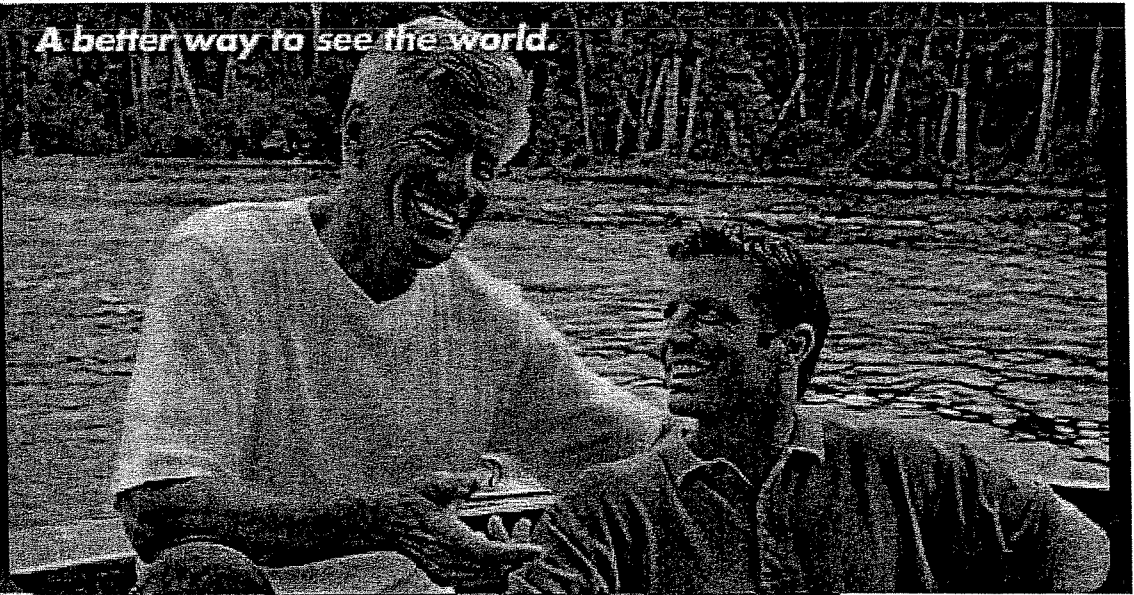
FAQ

News

Managed Care Direct

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## The Dangers of Age-Related Macular Degeneration (AMD)

According to a report published in April 2004 by the National Eye Institute (NEI), the number of Americans with major eye diseases is increasing, and vision loss is becoming a major public health problem. An NEI study found that blindness or low vision affects 3.3 million Americans age 40 and over; this figure is projected to reach 5.5 million by the year 2020. The study also found that low vision and blindness increase significantly with age, particularly in people over age 65.

The leading cause of blindness among white Americans is age-related macular degeneration (AMD), which accounts for 54 percent of all blindness. The NEI estimates that 1.8 million Americans over 40 suffer from AMD, and another 7.3 million are at "substantial risk for vision loss from AMD." (To read more about the NEI study, [click here](#).)

Coupled with annual comprehensive eye examinations, Rogisen may be your best defense against AMD. Rogisen supplies your body with the vitamins, minerals, and other natural ingredients that are so important to the health of your eyes. And Rogisen may also help support improved night vision and general ocular health.

Rogisen is not affiliated with the National Eye Institute.

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Home

Night Vision

Macular Degeneration

Ocular Health

What is Rogisen?

Proprietary Blend

Success Stories

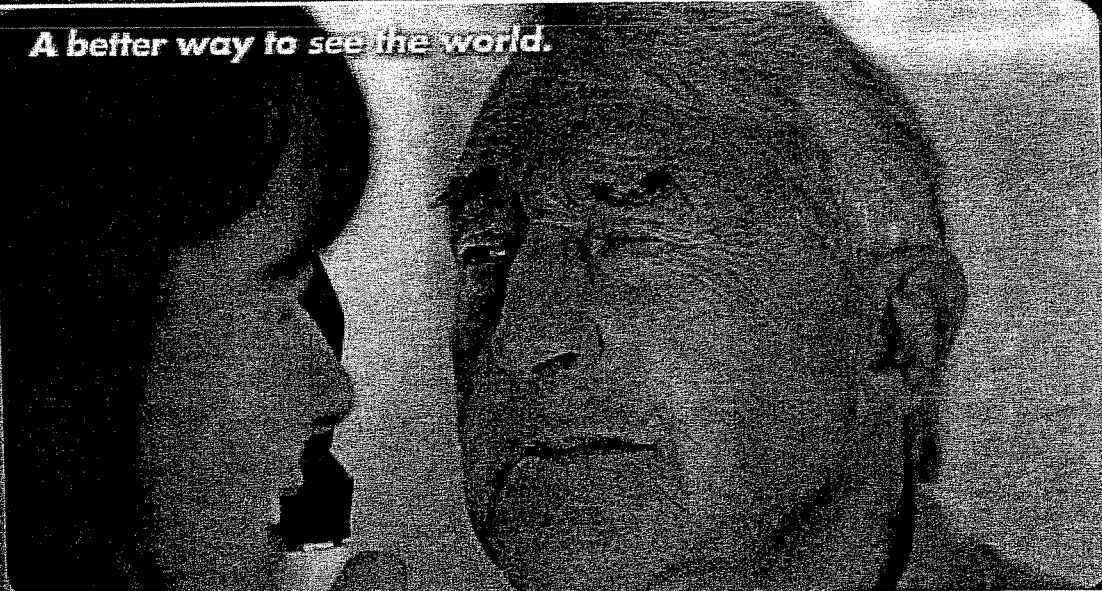
FAQ

News

Managed Care Direct

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## Ocular Health

Many people go to great lengths to improve their physical health, but few think about the health of their eyes. Like any muscle in the body, the eyes need extra care and proper nutrition to stay healthy as we get older.

In the U.S. alone, four million people are at risk of becoming blind from age-related macular degeneration (AMD), a disease that causes the deterioration of the retina. Age-related cataracts cost the world billions of dollars annually and strike nearly half of people age 50 and older in developed countries. Poorly controlled high blood pressure, heart disease, and diabetes impair the vision and blind millions of others.

The **proprietary blend** of natural ingredients in Rogisen may help boost ocular health. Taken as part of a daily healthful regimen, Rogisen helps you fight off AMD and other conditions that can contribute to vision loss. Help give your eyes a healthy advantage with Rogisen!

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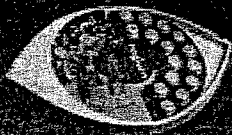
For telephone orders, please call 1-800-ROGISEN (800-764-4736).  
For customer care, please call 866-834-1715.

*"I'm in great shape—work out, eat right—but I never gave much thought to my eyes until my doctor told me about the risks that can happen as we get older. Now I take Rogisen every day as part of my regular routine."*

Home | Night Vision | Macular Degeneration | Ocular Health | What is Rogisen | Proprietary Blend  
Success Stories | FAQ | News | Managed Care Direct | Order Rogisen

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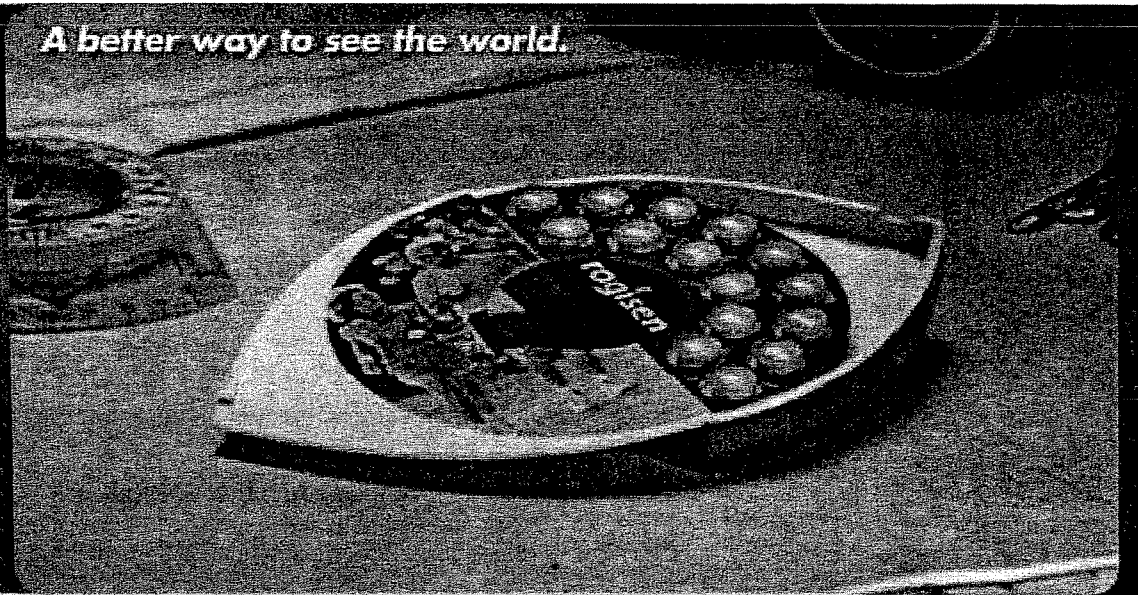
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- Home
- Night Vision
- Macular Degeneration
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- News
- Managed Care Direct
- Cost/Order Rogisen



## What Is Rogisen?

Rogisen is a premium, all-natural supplement specifically designed to boost night vision and improve overall ocular health. You do not need a prescription to take Rogisen.

Rogisen contains no known harmful ingredients. The contents of Rogisen are a premium blend of high-quality **natural ingredients** specially formulated to help improve night vision and general ocular health. As with any supplements, if you are experiencing health problems of any kind you should consult your physician before use.

For better night vision and ocular health naturally, try Rogisen.

These statements have not been reviewed by the Food and Drug Administration, and individual results may vary. Individuals shown are paid models and not necessarily Rogisen users. Rogisen should be taken as part of a healthy lifestyle and is not intended to treat or cure any disease.

For telephone orders, please call 1-800-ROGISEN (800-764-4736).  
For customer care, please call 866-834-1715.

*"I like that Rogisen gives me something positive I can do for my own ocular health, without a prescription."*

Home | Night Vision | Macular Degeneration | Ocular Health | What is Rogisen | Proprietary Blend  
Success Stories | FAQ | News | Managed Care Direct | Order Rogisen

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Home

Night Vision

Macular Degeneration

Ocular Health

What is Rogisen?

Proprietary Blend

Success Stories

FAQ

News

Managed Care Direct

Cost/Order Rogisen

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## Rogisen's Proprietary Blend

Rogisen consists of a proprietary blend of key vitamin, mineral, and natural ingredients. These elements are carefully balanced to deliver the maximum benefit for enhancing night vision and general ocular health.

## Supplement Facts

Servings Size: 1 caplet

	Amount Per Serving	% DV
Vitamin A (100% as beta-carotene)	5,000 IU	100
Vitamin C (as ascorbic acid)	250 mg	417
Vitamin E (as dl-alpha-tocopheryl acetate)	100 IU	333
Zinc (zinc citrate and as zinc oxide)	40 mg	267
Selenium (as selenium L-methionine complex)	200 mcg	286
Copper (as cupric oxide)	2 mg	100

Rogisen Proprietary Blend: 307 mg \*

Red wine grape skin (37% total polyphenols), orange bioflavonoids (30-40% total flavanones, flavonols and flavones), Ginkgo biloba leaf standardized extract, European bilberry standardized extracts, L-glutathione, lutein/zeaxanthin (active 5:1 ratio)

\* Daily value (DV) not established.

Other ingredients: Dicalcium phosphate, microcrystalline cellulose, croscarmellose sodium, stearic acid, silica, magnesium stearate, and film coat ingredients (hypromellose, hydroxypropyl cellulose, polyethylene glycol, propylene glycol, titanium dioxide and FD&C yellow #5 lake.

*"I do a lot of driving out in the country, where there aren't many streetlights. Lots of deer, though. Rogisen helps me spot them before I'm on top of them."*

Directions: Take one caplet daily.

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[Home](#) | [Night Vision](#) | [Macular Degeneration](#) | [Ocular Health](#) | [What is Rogisen](#) | [Proprietary Blend](#)  
[Success Stories](#) | [FAQ](#) | [News](#) | [Managed Care Direct](#) | [Order Rogisen](#)

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- Home
- Night Vision
- Macular Degeneration
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- News
- Managed Care Direct
- Cost/Order Rogisen

### A Rogisen Success Story

Max is a school bus driver. At age 53, he's been driving for the same school district for nearly 20 years. His duties have him driving at all hours of the day—early morning, mid-morning, afternoon, and also evenings and nights, when he drives the school sports teams to their various events.

Six months ago, Max noticed it was getting tougher to see in the morning light and at night. Since he has to keep a sharp eye out for children around his school bus, he was very concerned about his vision loss.

Max visited his eye doctor for a checkup and mentioned his problem. The doctor examined him and found no serious problems. He told Max that night vision does decrease somewhat as people age, and recommended that Max try Rogisen.

A few months after he started taking Rogisen, Max noticed that it was easier to see in the dim light of mornings and evenings. Now, six months later, Max no longer squints to see in the twilight and can see better after dark, too.

*"I have four kids ages 8 to 15, and they're all involved in one after-school event or another. So I do a lot of driving at dusk—the worst time of day to drive. It's hard to see, and the headlights don't help much.*

*Rogisen helps improve my night vision so I can see better in the twilight. Better sight at night. It helps keep my kids safe, it helps keep me safe—what could be more important than that?"*

Success Stories are dramatizations, not consumer testimonials. These statements have not been reviewed by the Food and Drug Administration, and individual results may vary. Individuals shown are paid models and not necessarily Rogisen users. Rogisen should be taken as part of a healthy lifestyle and is not intended to treat or cure any disease.

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Home | Night Vision | Macular Degeneration | Ocular Health | What is Rogisen | Proprietary Blend  
Success Stories | FAQ | News | Managed Care Direct | Order Rogisen

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Attachment G-10

4/29/200







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Home

Night Vision

Macular Degeneration

Ocular Health

What is Rogisen?

Proprietary Blend

Success Stories

FAQ

News

Managed Care Direct

Cost/Order Rogisen

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## Frequently Asked Questions

Q: What's in Rogisen?

A: Rogisen is an 850 mg caplet consisting of a proprietary blend of vitamins A (from beta-carotene), C, and E, as well as zinc, a bilberry anthocyanin complex, lutein, and a mixed bioflavonoid complex.

Q: What is "anthocyanin"?

A: Anthocyan is a natural antioxidant found in bilberries and certain grapes.

Q: What are "bioflavonoids"?

A: Besides offering powerful antioxidant protection on their own, bioflavonoids help activate the effects of Vitamin C. Rogisen's bioflavonoids are drawn from green tea extract (36% catechins and polyphenols) and orange bioflavonoids (30-40% total flavonones, flavonols, and flavones).

Q: What is lutein?

A: Lutein is a naturally occurring pigment found in plants. When ingested by humans, it concentrates in a section of the eye called the macula, which is a small area in the center of the retina. Researchers have discovered that lutein protects the macula by filtering out potentially damaging forms of light.

Q: Is Rogisen safe?

A: Rogisen contains no known harmful ingredients. The contents of Rogisen are a premium blend of high-quality natural ingredients specially formulated to help improve

"I work the night beat, keeping the streets safe after dark. Most of the time, I'm patrolling in my cruiser. And in an emergency, I may have to drive fast to get to the scene. I can't afford less-than-perfect night vision, so I take Rogisen to keep my eyes sharp."

Attachment G-12

*night vision and general ocular health. As with any supplement, if you are experiencing health problems of any kind you should consult your physician before use.*

These statements have not been reviewed by the Food and Drug Administration, and individual results may vary. Individuals shown are paid models and not necessarily Rogisen users. Rogisen should be taken as part of a healthy lifestyle and is not intended to treat or cure any disease.

**For telephone orders, please call 1-800-ROGISEN (800-764-4736).**

**For customer care, please call 866-834-1715.**

[Home](#) | [Night Vision](#) | [Macular Degeneration](#) | [Ocular Health](#) | [What is Rogisen](#) | [Proprietary Blend](#)  
[Success Stories](#) | [FAQ](#) | [News](#) | [Managed Care Direct](#) | [Order Rogisen](#)

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- Home
- Night Vision
- Macular Degeneration
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- News
- Managed Care Direct
- Cost/Order Rogisen

## Rogisen News

04/19/04

### NIH, VISION LOSS FROM EYE DISEASES WILL INCREASE AS AMERICANS AGE

With the aging of the population, the number of Americans with major eye diseases is increasing, and vision loss is becoming a major public health problem. By the year 2020, the number of people who are blind or have low vision is projected to increase substantially. [MORE]

02/13/04

### BERKELEY PREMIUM NUTRACEUTICALS LAUNCHES ROGISEN™ FOR IMPROVING NIGHT VISION

Berkeley Premium Nutraceuticals, the country's leading developer of quality nutraceuticals, today announced the launch of Rogisen™, the once-daily, non-prescription dietary supplement to support improved night vision and ocular health. [MORE]

01/27/04

### MAJOR CINCINNATI HEALTHCARE COMPANY CONSOLIDATES BRANDS TO FORM BERKELEY PREMIUM NUTRACEUTICALS

The companies producing the premium nutraceuticals Avlimil, Enzyte and Ogöplex, and the soon-to-be launched Altovis, Rogisen and Rovacid, have merged to form Berkeley Premium Nutraceuticals, Inc. The move consolidates Warner Health Care, Inc.; Wagner Nutraceuticals, Inc.; LifeKey, Inc.; and Boland Naturals, Inc., which will be maintained as subsidiaries of Berkeley. [MORE]

These statements have not been reviewed by the Food and Drug Administration, and individual results may vary. Individuals shown are paid models and not necessarily Rogisen users. Rogisen should be taken as part of a healthy lifestyle and is not intended to treat or cure any disease.

*"I can't imagine life without my vision. My sister was diagnosed with macular degeneration last year and it really got me thinking—how could I live without seeing the world? I take Rogisen, because I believe it is one proactive step I can take to protect what's important to me."*

For telephone orders, please call 1-800-ROGISEN (800-764-4736).

Attachment G-14

For customer care, please call 866-834-1715.

[Home](#) | [Night Vision](#) | [Macular Degeneration](#) | [Ocular Health](#) | [What is Rogisen](#) | [Proprietary Blend](#)  
[Success Stories](#) | [FAQ](#) | [News](#) | [Managed Care Direct](#) | [Order Rogisen](#)

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- Home
- Night Vision
- Macular Degeneration
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- News
- Managed Care Direct
- Cost/Order Rogisen



## Important Information for Our Customers

### CUSTOMER ASSURANCE

Rogisen is packaged with the highest quality ingredients. There are no sugars, salt, yeast, preservatives, or artificial flavors.

All information regarding your order is kept strictly confidential and will never be sold to outside marketers.

All brochure requests and product orders are packaged discreetly, and will be processed and shipped within two business days.

### MANAGED CARE DIRECT

If you have health insurance, chances are you are already familiar with the concept of paying a discounted flat price (or co-pay) each time you have your prescriptions refilled. Because insurance providers do not extend the same coverage to non-prescription nutraceuticals and supplements, we've created Managed Care Direct.

All free offers, as well as other clearly marked Managed Care Direct offers, include automatic enrollment in our Managed Care Direct Program and will receive a new 60-day Cycle of Rogisen approximately 5 days before their current cycle runs out. Customer's credit card will be billed the Managed Care price of only \$70.00 on the day product is shipped, unless they cancel before the date of shipment.

There is no obligation to remain on Managed Care Direct, and you can discontinue at any time. There are no refunds for orders once shipped. To discontinue, simply go to [askberkeley.com](http://askberkeley.com) or call Customer Care 24 hours a day, 7 days a week, at 1-866-834-1715. Please note, we must receive your cancellation prior to the next shipment to avoid a charge.

*"I never realized how important night vision could be...until I almost had an accident driving cross-country. With Rogisen, I feel safer and more confident on the road."*

## 12 MONTH MONEY-BACK GUARANTEE

If after purchasing a full 12 months' supply you aren't completely satisfied with the results, we'll give you a full money-back refund.

### TERMS AND CONDITIONS

- Refund shall include the entire customer cost for all 12 months, less shipping and handling.
- Customers must have taken Rogisen for 12 consecutive months.
- Guarantee will be nullified should the customer accept new product offers or product upgrades. Please see and review all promotional materials carefully.
- 12-Month Money-Back Guarantee applies to all product purchased and billed after September 1, 2003.

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**For telephone orders, please call 1-800-ROGISEN (800-764-4736).  
For customer care, please call 866-834-1715.**

[Home](#) | [Night Vision](#) | [Macular Degeneration](#) | [Ocular Health](#) | [What is Rogisen](#) | [Proprietary Blend](#)  
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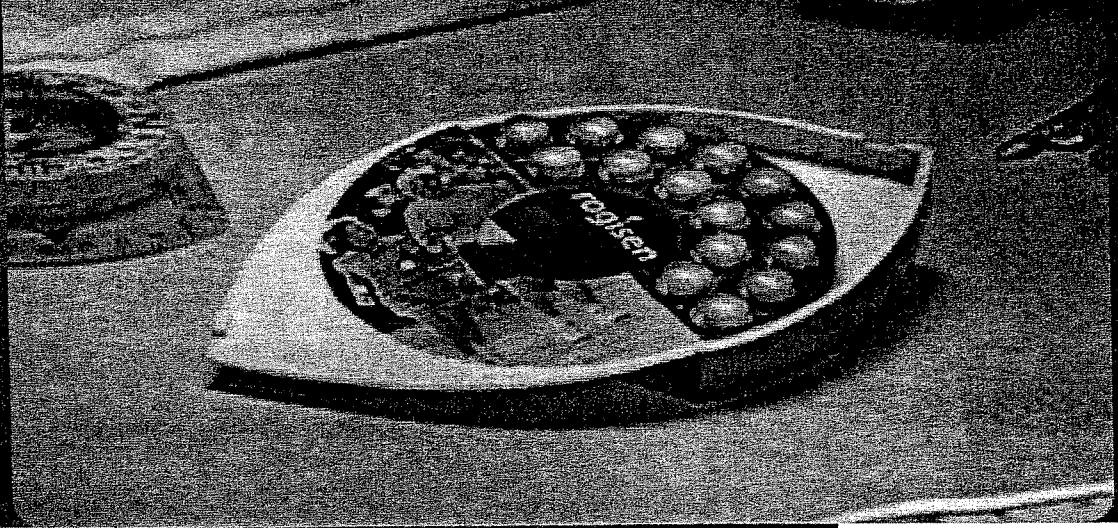
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- Home
- Night Vision
- Macular Degeneration
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- News
- Managed Care Direct
- Cost/Order Rogisen



## Order and Save with Managed Care Direct™

30 Day Managed Cycle	\$35	Continue
120 Day Managed Cycle	\$100	Continue
Full One-Year Managed Cycle (Your best value--only \$20 per month!)	\$240	Continue

With your order, you also receive free and automatic enrollment in Managed Care Direct.\*

## Non-managed Cycles

30 Day Rogisen Cycle	\$45	Order Now
120 Day Rogisen Cycle	\$140	Order Now
Full One-Year Cycle (Your best value--only \$20 per month!)	\$240	Order Now

**ONLY ONE FREE OFFER PER CUSTOMER/CREDIT CARD NUMBER WILL BE PROCESSED!**

### IMPORTANT INFORMATION FOR OUR CUSTOMERS

#### CUSTOMER ASSURANCE

Rogisen is packaged with the highest quality ingredients. There are no sugars, salt, yeast, preservatives, or artificial flavors.

All information regarding your order is kept strictly confidential and will never be sold to outside marketers.

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[Home](#) | [Night Vision](#) | [Macular Degeneration](#) | [Ocular Health](#) | [What is Rogisen](#) | [Proprietary Blend](#)  
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- Home
- Night Vision
- Macular Degeneration
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- News
- Managed Care Direct
- Cost/Order Rogisen

## Checkout: Step 1

Login > Shipping > Billing > Order Confirmation > Order Complete

### New Users

Please Enter your e-mail and a password. Password must be at least 6 characters long.

E-Mail:

Password:

Confirm Password:

### Returning Customers

Please Log In

E-Mail:

Password:

### Forgot your Password?

Enter your e-mail and we'll send it to you

E-Mail:

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[Home](#) | [Night Vision](#) | [Macular Degeneration](#) | [Ocular Health](#) | [What is Rogisen](#) | [Proprietary Blend](#)  
[Success Stories](#) | [FAQ](#) | [News](#) | [Managed Care Direct](#) | [Order Rogisen](#)

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- Home
- Night Vision
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- News
- Customer Info
- Costs/Order



## ***Introducing a safe, effective way to improve your night vision.***

The human eye is one of the most important organs in the body. When healthy, the eye provides a wide range of vision, allowing us to see in bright sunlight or on dark nights. But as we age, our range of vision is typically reduced. Usually, the first symptom of this is trouble seeing at night.

Now there's a way to combat the effects of age on our night vision—Rogisen. Rogisen is the once-daily supplement that supports improved night vision and general ocular health. Rogisen consists of a proprietary blend of key vitamins, minerals, and other natural ingredients. These elements are carefully balanced to deliver the maximum benefit for improving night vision and general ocular health.

The makers of Rogisen have created this website to give you the information you need to decide if Rogisen is right for you. You'll also find answers to some of the most common questions about your eyes, night vision, and all the health benefits associated with Rogisen, the once-daily tablet for ocular health.

Vision problems and night blindness can be symptoms of a more serious medical condition. Consult your doctor if you experience sudden or severe vision loss, or if you have any other symptoms that may indicate ocular disease.

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**For telephone orders, please call 1-800-ROGISEN (800-764-4736).  
For customer care, please call 866-834-1715.**

*"I drive my cab on the midnight to six a.m. shift. On a busy night, I may pick up twenty or thirty people. They depend on me to get them where they're going, safe and sound, so I can't afford any problems with my night vision. That's why I take Rogisen."*

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- Home
- Night Vision
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- News
- Customer Info
- Costs/Order

## The Importance of Night Vision

"Night vision" is the term used to describe how well we can see in dim light or at night. As we age, our ability to see at night decreases. The primary cause of this is a deficiency of visual purple (rhodopsin) in the light-sensitive rod cells of the retina at the back of the eye. This phenomenon can make driving at night extremely dangerous. For example, our eyes may not be able to recover as quickly from bright, on-coming headlights.

Essentially, we lose rhodopsin when we do not have enough vitamin A in our diet. Rhodopsin is created when the chemicals retinal and opsin combine within the rods in our eyes. And in order to create retinal, our body needs an ample supply of vitamin A.

But while rhodopsin is the primary factor required for healthy night vision, overall eye health must also be maintained. This requires a host of nutrients, all of which can be found in Rogisen, the once-daily tablet for night vision and ocular health.

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*It was late, around twilight, and I was driving through my neighborhood. All of the sudden, this little girl was in the middle of the street. I barely stopped in time. I knew then that I needed to boost my night vision.*

Attachment H-4



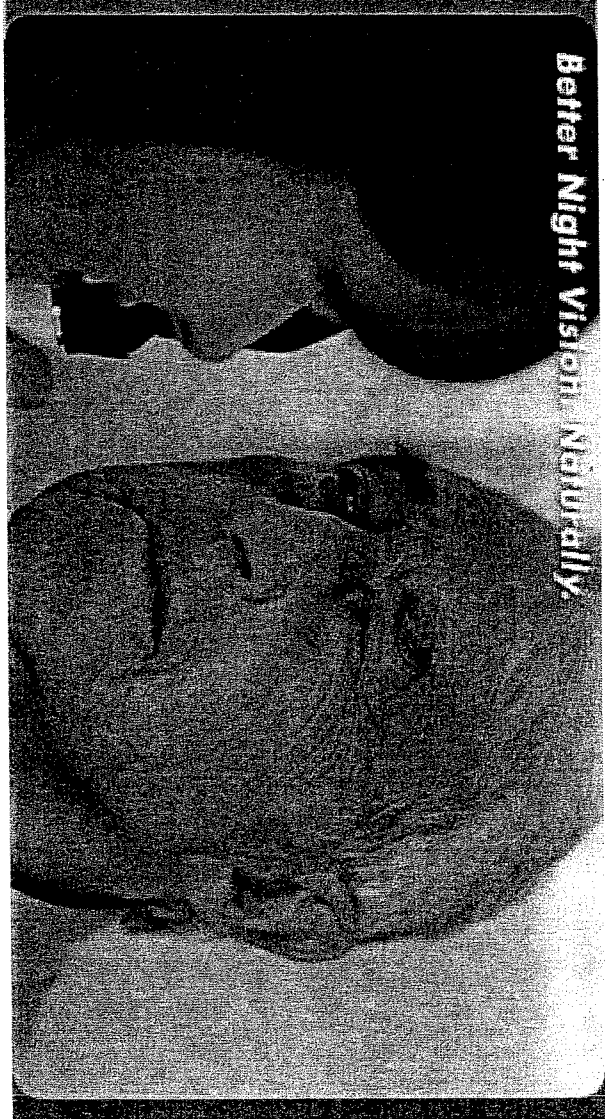
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- Home
- Night Vision
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- News
- Customer Info
- Costs/Order



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## Ocular Health

Many people go to great lengths to improve their physical health, but few think about the health of their eyes. Like any muscle in the body, the eyes need extra care and proper nutrition to stay healthy as we get older.

In the U.S. alone, four million people are at risk of becoming blind from age-related macular degeneration (AMD), a disease that causes the deterioration of the retina. Age-related cataracts cost the world billions of dollars annually and strike nearly half of people age 50 and older in developed countries. Poorly controlled high blood pressure, heart disease, and diabetes impair the vision and blind millions of others.

The proprietary blend of natural ingredients in Rogisen may help boost ocular health. Taken as part of a daily healthful regimen, Rogisen helps you fight off AMD and other conditions that can contribute to vision loss. Help give your eyes a healthy advantage with Rogisen!

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[Home](#) | [Night Vision](#) | [Success Stories](#) | [FAQ](#) | [News](#) | [Customer Info](#) | [Order Rogisen](#)

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*"I'm in great shape—work out, eat right—but I never gave much thought to my eyes until my doctor told me about the risks that can happen as we get older. Now I take Rogisen every day as part of my regular routine."*





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Home

Night Vision

Ocular Health

What is Rogisen?

Proprietary Blend

Success Stories

FAQ

News

Customer Info

Costs/Order

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## What Is Rogisen?

Rogisen is a premium, all-natural supplement specifically designed to boost night vision and improve overall ocular health. You do not need a prescription to take Rogisen.

Rogisen contains no known harmful ingredients. The contents of Rogisen are a premium blend of high-quality natural ingredients specially formulated to help improve night vision and general ocular health. As with any supplements, if you are experiencing health problems of any kind you should consult your physician before use.

For better night vision and ocular health naturally, try Rogisen.

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**For telephone orders, please call 1-800-ROGISEN (800-764-4736).  
For customer care, please call 866-834-1715.**

*"I like that Rogisen gives me something positive I can do for my own ocular health, without a prescription."*

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- Home
- Night Vision
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- News
- Customer Info
- Costs/Order



## Rogisen's Proprietary Blend

Rogisen consists of a proprietary blend of key vitamin, mineral, and natural ingredients. These elements are carefully balanced to deliver the maximum benefit for enhancing night vision and general ocular health.

### Supplement Facts

Servings Size: 1 caplet

	Amount Per Serving	% DV
Vitamin A (100% as beta-carotene)	5,000 IU	100
Vitamin C (as ascorbic acid)	250 mg	417
Vitamin E (as dl-alpha-tocopheryl acetate)	100 IU	333
Zinc (zinc citrate and as zinc oxide)	40 mg	267
Selenium (as selenium L-methionine complex)	200 mcg	286
Copper (as cupric oxide)	2 mg	100

Rogisen Proprietary Blend:

307 mg

\*

Red wine grape skin (37% total polyphenols), orange bioflavonoids (30-40% total flavanones, flavonols and flavones), Ginkgo biloba leaf standardized extract, European bilberry standardized extracts, L-glutathione, lutein/zeaxanthin (active 5:1 ratio)

\* Daily value (DV) not established.

Other ingredients: Dicalcium phosphate, microcrystalline cellulose, croscarmellose sodium, stearic acid, silica, magnesium stearate, and film coat ingredients (hypromellose, hydroxypropyl cellulose, polyethylene glycol, propylene glycol, titanium dioxide and FD&C yellow #5 lake.

Directions: Take one caplet daily.

These statements have not been reviewed by the Food and Drug Administration, and individual results may vary.

*"I do a lot of driving out in the country, where there aren't many streetlights. Lots of deer, though. Rogisen helps me spot them before I'm on top of them."*

Attachment H-10

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[Home](#) | [Night Vision](#) | [Success Stories](#) | [FAQ](#) | [News](#) | [Customer Info](#) | [Order Rogisen](#)

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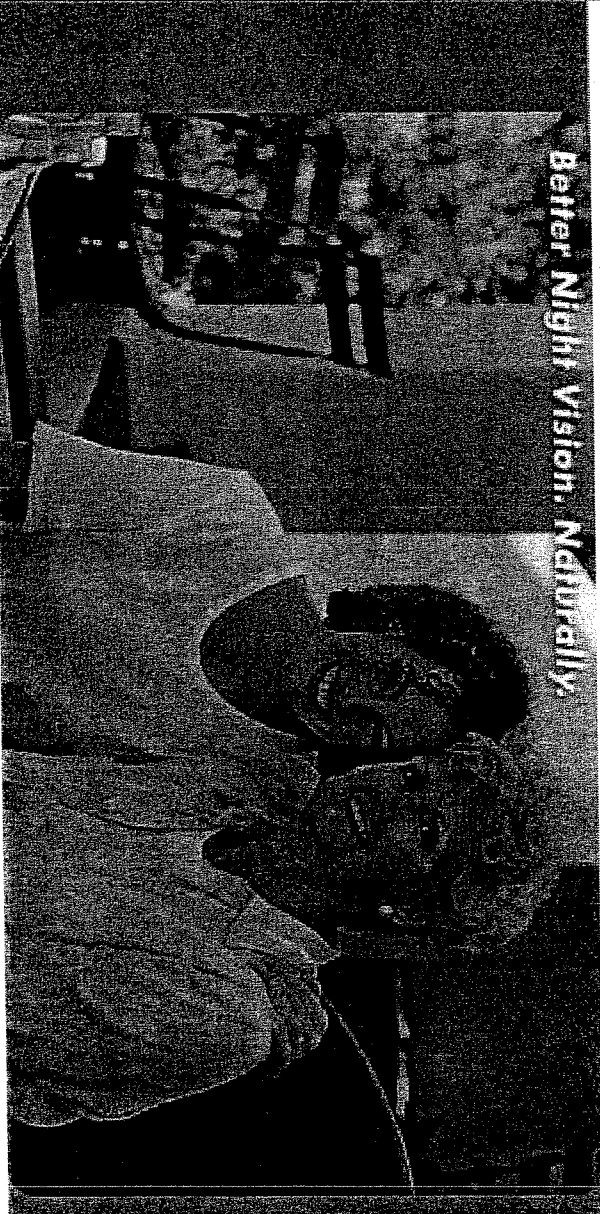
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- Home
- Night Vision
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- News
- Customer Info
- Costs/Order



## A Rogisen Success Story

Max is a school bus driver. At age 53, he's been driving for the same school district for nearly 20 years. His duties have him driving at all hours of the day—early morning, mid-morning, afternoon, and also evenings and nights, when he drives the school sports teams to their various events.

Six months ago, Max noticed it was getting tougher to see in the morning light and at night. Since he has to keep a sharp eye out for children around his school bus, he was very concerned about his vision loss.

Max visited his eye doctor for a checkup and mentioned his problem. The doctor examined him and found no serious problems. He told Max that night vision does decrease somewhat as people age, and recommended that Max try Rogisen.

A few months after he started taking Rogisen, Max noticed that it was easier to see in the dim light of mornings and evenings. Now, six months later, Max no longer squints to see in the twilight and can see better after dark, too.

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*"I have four kids ages 8 to 15, and they're all involved in one after-school event or another. So I do a lot of driving at dusk—the worst time of day to drive. It's hard to see, and the headlights don't help much. Rogisen helps improve my night vision so I can see better in the twilight. Better sight at night. It helps keep my kids safe, it helps keep me safe—what could be more important than that?"*

[Home](#) | [Night Vision](#) | [Success Stories](#) | [FAQ](#) | [News](#) | [Customer Info](#) | [Order Rogisen](#)

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- Home
- Night Vision
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- News
- Customer Info
- Costs/Order



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## Frequently Asked Questions

Q: What's in Rogisen?

A: Rogisen is an 850 mg tablet consisting of a proprietary blend of vitamins A (from beta-carotene), C, and E, as well as zinc, a bilberry anthocyanin complex, lutein, and a mixed bioflavonoid complex.

Q: What is "anthocyanin"?

A: Anthocyan is a natural antioxidant found in bilberries and certain grapes.

Q: What are "bioflavonoids"?

A: Besides offering powerful antioxidant protection on their own, bioflavonoids help activate the effects of Vitamin C. Rogisen's bioflavonoids are drawn from green tea extract (36% catechins and polyphenols) and orange bioflavonoids (30-40% total flavonones, flavonols, and flavones).

Q: What is lutein?

A: Lutein is a naturally occurring pigment found in plants.

Q: Is Rogisen safe?

A: Rogisen contains no known harmful ingredients. The contents of Rogisen are a premium blend of high-quality natural ingredients specially formulated to help improve night vision and general ocular health. As with any supplements, if you are experiencing health problems of any kind you should consult your physician before use.

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*"I work the night beat, keeping the streets safe after dark. Most of the time, I'm patrolling in my cruiser. And in an emergency, I may have to drive fast to get to the scene. I can't afford less-than-perfect night vision, so I take Rogisen to keep my eyes sharp. It's my night-sight saver!"*



[Home](#) | [Night Vision](#) | [Success Stories](#) | [FAQ](#) | [News](#) | [Customer Info](#) | [Order Rogisen](#)

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- Home
- Night Vision
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- NEWS
- Customer Info
- Costs/Order



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## Rogisen News

02/13/04

### BERKELEY PREMIUM NUTRACEUTICALS LAUNCHES ROGISEN™ FOR IMPROVING NIGHT VISION

Berkeley Premium Nutraceuticals, the country's leading developer of quality nutraceuticals, today announced the launch of Rogisen™, the once-daily, non-prescription dietary supplement to support improved night vision and ocular health. [MORE]

01/27/04

### MAJOR CINCINNATI HEALTHCARE COMPANY CONSOLIDATES BRANDS TO FORM BERKELEY PREMIUM NUTRACEUTICALS

The companies producing the premium nutraceuticals Avlimil, Enzyte and Ogöplex, and the soon-to-be launched Altovis, Rogisen and Rovicid, have merged to form Berkeley Premium Nutraceuticals, Inc. The move consolidates Warner Health Care, Inc.; Wagner Nutraceuticals, Inc.; LifeKey, Inc.; and Boland Naturals, Inc., which will be maintained as subsidiaries of Berkeley. [MORE]

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Home | Night Vision | Success Stories | FAQ | News | Customer Info | Order Rogisen

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*"After my divorce, I started going out at night to get away from the empty house. Happy hours, bowling, dinner with friends and family — I do it all. But when I started having trouble seeing while driving at night, I thought I'd have to give up my nightlife. Thankfully, I found Rogisen. Now I'm not afraid of the dark."*



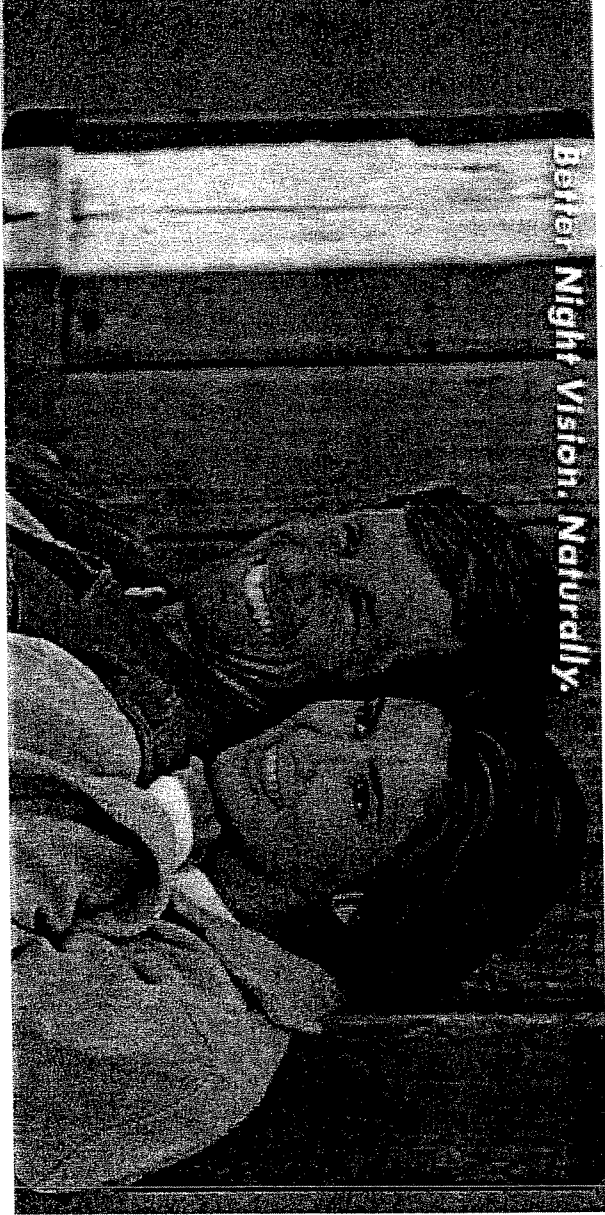
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- Home
- Night Vision
- Ocular Health
- What is Rogisen?
- Proprietary Blend
- Success Stories
- FAQ
- News
- Customer Info
- Costs/Order



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### **TERMS AND CONDITIONS**

*"I never realized how important night vision could be...until I almost had an accident driving cross-country. With Rogisen, I feel safer and more confident on the road."*

Attachment H-20

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[Home](#) | [Night Vision](#) | [Success Stories](#) | [FAQ](#) | [News](#) | [Customer Info](#) | [Order Rogisen](#)

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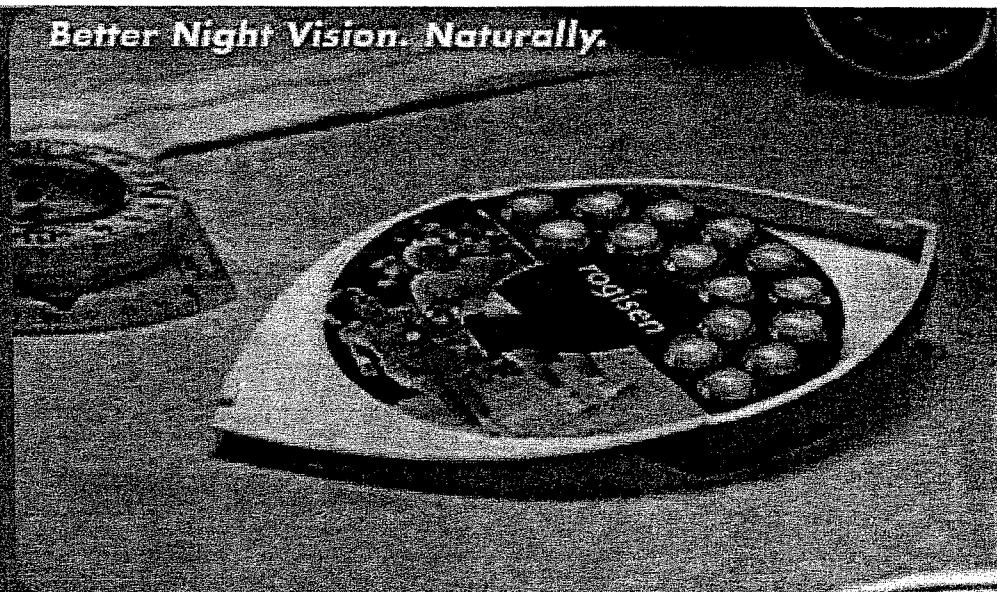
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**rogisen**  
The once-daily caplet for night vision.

**Order Now  
and SAVE!**

- [Home](#)
- [Night Vision](#)
- [Ocular Health](#)
- [What is Rogisen?](#)
- [Proprietary Blend](#)
- [Success Stories](#)
- [FAQ](#)
- [News](#)
- [Customer Info](#)
- [Costs/Order](#)



## Order and Save with Managed Care Direct™

Free 30 Day Managed Cycle	\$0 (just pay \$4.50 rush shipping)	<a href="#">Continue</a>
120 Day Managed Cycle	\$100	<a href="#">Continue</a>

With your order, you also receive free and automatic enrollment in Managed Care Direct.\*

## Non-managed Cycles

30 Day Rogisen Cycle	\$45	<a href="#">Order Now</a>
120 Day Rogisen Cycle	\$140	<a href="#">Order Now</a>

**ONLY ONE FREE OFFER PER CUSTOMER/CREDIT CARD NUMBER WILL BE PROCESSED!**



## IMPORTANT INFORMATION FOR OUR CUSTOMERS

### CUSTOMER ASSURANCE

Rogisen is packaged with the highest quality ingredients. There are no sugars, salt, yeast, preservatives, or artificial flavors.

All information regarding your order is kept strictly confidential and will never be sold to outside marketers.

All brochure requests and product orders are packaged discreetly, and will be processed and shipped within two business days.

### \*MANAGED CARE DIRECT

If you have health insurance, chances are you are already familiar with the concept of paying a discounted flat price (or co-pay) each time you have your prescriptions refilled. Because insurance providers do not extend the same coverage to non-prescription nutraceuticals and supplements, we've created Managed Care Direct.

All free offers, as well as other clearly marked Managed Care Direct offers, include automatic enrollment in our Managed Care Direct Program and will receive a new 60-day cycle of Rogisen approximately 5 days before their current cycle runs out. Customer's credit card will be billed the Managed Care price of only \$70.00 on the day product is shipped, unless they cancel before the date of shipment.

There is no obligation to remain on Managed Care Direct, and you can discontinue at any time. There are no refunds for orders once shipped. To discontinue, simply go to [askberkeley.com](http://askberkeley.com) or call Customer Care 24 hours a day, 7 days a week, at 1-866-834-1715. Please note, we must receive your cancellation prior to the next shipment to avoid a charge.

### 12 MONTH MONEY-BACK GUARANTEE

If after purchasing a full 12 months' supply you aren't completely satisfied with the results, we'll give you a full money-back refund.

### TERMS AND CONDITIONS

- Refund shall include the entire customer cost for all 12 months, less shipping and handling.
- Customers must have taken Rogisen for 12 consecutive months.
- Guarantee will be nullified should the customer accept new product offers or product upgrades. Please see and review all promotional materials carefully.
- 12-Month Money-Back Guarantee applies to all product purchased and billed after September 1, 2003.

**For telephone orders, please call 1-800-ROGISEN (800-764-4736).  
For customer care, please call 866-834-1715.**

**Attachment I**

**Rogisen Commercial "He Didn't See Things Clearly Anymore" 60 Seconds 2/24/04 DIY  
New York, NY  
(SEE ENCLOSED DVD)**