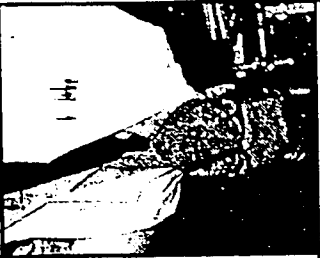


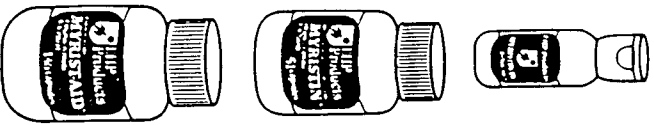
It's a Natural for Arthritis' **MYRISTIN**[®]
Brand of Cetyl Myristoleate



"If you use MYRISTIN[®], you'll know you're getting my formula of cetyl myristoleate."

Harry W Diehl

MYRISTIN[®], MYRIST-AID[™], our joint nutrient/synergistic capsule, and MYRISTIN[™] TF lotion are used in one or two courses of 17 days each. After this, most of your patients will not need any more MYRISTIN[®] for one to two years. With the product receiving such positive media attention and being the focus of numerous publications, your patients will be receptive to MYRISTIN[®], and you'll like the MYRIST-AID[™] formula which includes glucosamine and MSM. EHP has special volume pricing for health care professionals.



For a free information packet and pricing, call us toll-free at (888) EHP-0100.

From the family of Harry W. Diehl

EHP PRODUCTS, INC

P.O. BOX 1306, ASHLAND, KY 41105

www.ceyh/myristoleate.com

myristin@wwd.net



*The FDA has not evaluated the statement. The product is not intended to diagnose, treat, cure or prevent disease.

1-888-EHP-0100 • fax 606-325-8569 • Customer Service 606-329-9339

My Experience As a Managed Care Chiropractor

Cont'd from C-2

Exhibit C
EHP Products

all. Since we know that between 10-25 percent of the population will go to chiropractors, we know we are selling a product that is misleading by promising a benefits which we cannot pay for. Therefore, we will deny most claims not on their merit, but because we have to make money.

What they say:

"The premiums for a plan that pays 30 visits a year with a \$20 co-pay is \$1.01 per month (\$12.12 per year)."

What they mean:

Do you really think we can pay for 30 chiropractic visits a year for only \$12.12 in premiums? We also have some interesting land deals you might be interested in.

What they say:

"The effective management of neuromusculoskeletal conditions includes (insurance company name) thorough evaluation and review of all presenting conditions and proposed treatment plans, which allows the identification of conditions proven to be treated effectively with chiropractic."

What they mean:

chased.

What they say:

"We place an emphasis on quality improvement, and quality is ensured by conducting quality audits and monitoring the care rendered by providers."

What they mean:

We reserve the right to retroactively review claims that somehow got paid, on the chance that we can overrule the original decision and charge back the doctor.

What they say:

"We provide services that are sensitive to our clients' needs for quality: cost-efficient chiropractic care that is also accessible and appropriate."

What they mean:

We expect you to be able to get good chiropractic care for about 60 days before the doctor realizes that we won't pay his bill. The doctor's contract prevents him from charging you for what we do not pay, so you'll never get stuck with an unpaid claim. The doctor's contract also prevents him from suing us for the money. You have total access to our