

FEDERAL TRADE COMMISSION

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VIDEOTAPE:

Coral Calcium

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FEDERAL TRADE COMMISSION

For The Record, Inc.
Waldorf, Maryland
(301)870-8025

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The following transcript was produced from a
 videotape provided to For The Record, Inc. on December 14,
 2002.

P R O C E E D I N G S
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For The Record, Inc.
 Waldorf, Maryland
 (301)870-8025

1 VIDEOTAPE -- CORAL CALCIUM

2 ON SCREEN: The following is a paid program for
3 Robert Barefoot's "Coral Calcium"

4 MALE NARRATOR: The following is a paid commercial
5 presentation.

6 (Music playing.)

7 ON SCREEN: The Debbie & Kevin Show

8 KEVIN TRUDEAU: Hey, thanks for watching. This is
9 the Debbie and Kevin Show, and I am Kevin Trudeau.

10 DEBBIE FLET: And I'm Debbie Flet (phonetic).

11 KEVIN TRUDEAU: We have a great show today. If
12 you're watching right now and you're concerned about your
13 health, if you're concerned about cancer, heart disease, acid
14 reflux -- is that what they call it, acid reflux?

15 DEBBIE FLET: Yes.

16 ROBERT BAREFOOT: Correct.

17 KEVIN TRUDEAU: Indigestion -- indigestion, gas,
18 bloating, a whole bunch of health issues. We have one of the
19 most fascinating guests we've ever had on the show.

20 DEBBIE FLET: Yes.

21 KEVIN TRUDEAU: We interviewed this fellow in our
22 show --

23 DEBBIE FLET: In the U.K., yes.

24 KEVIN TRUDEAU: -- in England.

25 DEBBIE FLET: And it's had a huge response. I've
26 been looking forward to doing this show actually. My family

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1 were watching it, though, and they found it fascinating. But
2 my brother and his girlfriend are both doctors, so they found
3 it very controversial.

4 ROBERT BAREFOOT: Yes.

5 DEBBIE FLET: So, I've been looking forward to
6 doing this.

7 KEVIN TRUDEAU: Our guest is actually Bob Barefoot
8 and he was on my show in America here, A Closer Look, talking
9 about calcium, the benefits of calcium and virtually cancer
10 cures, heart disease cures, health cures from nutrition.

11 Now, Bob Barefoot is the author of several
12 controversial books. One is called Death By Diet where he
13 talks about nutritional deficiencies being a major cause of
14 disease, the calcium factor, the scientific secret of health
15 and youth, and also the book, Barefoot on Coral Calcium and
16 Elixir of Life, Health Secrets of Coral from Okinawa. That
17 was also featured on Oprah, Coral from Okinawa, correct?

18 ROBERT BAREFOOT: That's correct.

19 KEVIN TRUDEAU: First off, Bob, thanks for being
20 back again.

21 DEBBIE FLET: Thank you.

22 KEVIN TRUDEAU: Glad to have you here.

23 ROBERT BAREFOOT: Oh, I'm having a lot of fun.

24 DEBBIE FLET: It's good to see you again.

25 KEVIN TRUDEAU: Now, since we did our first
26 infomercial here in America where I interviewed you on the

1 benefits of coral calcium and the connection between cancer
2 and heart disease and nutrition, the response has been
3 amazing. You've been slammed with e-mail and letters from
4 people --

5 ROBERT BAREFOOT: That's correct.

6 KEVIN TRUDEAU: -- all around the world now.

7 ROBERT BAREFOOT: Oh, yes. Last month on the
8 Internet, 387,000 looked up the words Bob Barefoot. That's
9 what's happening.

10 KEVIN TRUDEAU: Right.

11 DEBBIE FLET: Wow.

12 KEVIN TRUDEAU: And, now, you're seeing these
13 types of results because there's a connection you believe to
14 be between specifically cancer and the lack of calcium in
15 someone's diet?

16 ROBERT BAREFOOT: It's not just cancer. It's all
17 degenerative diseases, lupus, diabetes, MS, cancer. The link
18 is the calcium factor.

19 KEVIN TRUDEAU: Now, when you said that -- I know
20 your brother back in the U.K. --

21 DEBBIE FLET: Yes.

22 KEVIN TRUDEAU: -- when you have a guy say, the
23 link between cancer is simply a lack of calcium in the diet.

24 ROBERT BAREFOOT: Um-hum.

25 KEVIN TRUDEAU: And you're a big component of
26 coral calcium from Okinawa, Japan, and you do, obviously,

1 have a product that you sell that you have a special blend
2 which you think is the most absorbable. But when you say
3 that there's so many people that say it can't be that easy --

4 DEBBIE FLET: Yeah.

5 ROBERT BAREFOOT: Well, yes, I know. For decades,
6 the AMA has been saying exactly that. My co-author, Dr. Carl
7 Reese, said calcium cures cancer. He said that 30 years ago,
8 for which he lost his license. And yet, last year, the
9 Journal of the AMA, the New England Journal of Medicine --
10 and this was reported by the Los Angeles Times, the New York
11 Times, the Reader's Digest, the U.S. World News Report, they
12 all had huge articles on how cancer is reversed by calcium
13 supplements and they went so far as to say that epithelial
14 cancer cells would grow back to normal, which means the
15 cancer is no longer there.

16 DEBBIE FLET: Well, you're saying that cancer
17 can't exist in an alkaline system, right?

18 ROBERT BAREFOOT: Yes.

19 DEBBIE FLET: And we can test this by doing --
20 simply doing a pH paper test.

21 ROBERT BAREFOOT: A test with your saliva, that's
22 correct.

23 DEBBIE FLET: Now, when I told my brother about
24 that --

25 ROBERT BAREFOOT: Yes, the doctor.

26 DEBBIE FLET: -- he said that your body naturally

1 balances its own pH.

2 ROBERT BAREFOOT: Well, your body has buffering
3 systems in it.

4 **ON SCREEN: Robert Barefoot**
5 **Scientist/Author**

6 ROBERT BAREFOOT: For example, your blood has to
7 be caustic because, you see, acids drive oxygen out, and if
8 you didn't have oxygen in your blood, you're dead. So, it
9 stays at 7.4 no matter what happens.

10 DEBBIE FLET: Right.

11 ROBERT BAREFOOT: But the way it does it is it
12 balances it by taking the calcium from the saliva.

13 KEVIN TRUDEAU: Oh.

14 ROBERT BAREFOOT: Ah, so now we know that you're
15 calcium deficient because the body had to go to the saliva
16 instead of the stomach to get the calcium. So, when we check
17 your saliva, which you produce seven quarts a day.

18 DEBBIE FLET: Right.

19 ROBERT BAREFOOT: And it comes from the blood, so
20 they intermix. When we test your saliva, if your saliva is
21 acidic, that means you're calcium deficient and, therefore,
22 prone to disease.

23 DEBBIE FLET: Okay.

24 ROBERT BAREFOOT: To give you an example, if we go
25 up to the playground, all the children will be ink well blue,
26 it will BE caustic, but if I take you down to the local

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1 cancer clinic, they'll be pH 4.5, which is 1,000 times as
2 acidic as normal. As a matter of fact, they're so acidic
3 that their amalgams are dissolving and most of them suffer
4 from mercury poisoning.

5 DEBBIE FLET: Okay. Can you tell me again where
6 we discovered coral calcium?

7 ROBERT BAREFOOT: Well, it sort of was discovered
8 by the Japanese themselves about 800 years ago. It was
9 obvious because the chickens, when they pecked the coral
10 reefs, would have twice as many eggs. The cows licking it
11 would have three times as much milk, and it was delicious
12 milk, delicious eggs. And they looked at it and, you see,
13 coral reefs weather and fish munch on them and they break off
14 and they form what they call a coral sand.

15 So, in Okinawa, there's no waves to carry the
16 sand, you know, miles out to the ocean. Like Hawaii, there's
17 no coral sand because it's carried out. But in Okinawa, no
18 waves. So, they dug it up, put it on their crops, and they
19 recorded 400 percent increase in rice crops as soon as they
20 started putting it on. So, they started eating it. And it
21 took a while before they realized what was happening because,
22 you see, all of a sudden, all diseases disappeared. People
23 started living incredible.

24 They just -- and the Spanish explorers came in 500
25 years ago and looked at this and filled their ship holds with
26 the coral sand, they called it, and they took it back to

1 Spain where the chemists said, hey, it's mainly calcium, so
2 they now called it coral calcium.

3 Well, the doctors of the day -- the very first
4 drugstores in the world are in Barcelona, Spain, and they all
5 carried coral calcium, Okinawa, Japan, with the stories how
6 it cured their cancer, cured their diseases. So, in other
7 words, the very first drug dispensed from a drugstore was
8 coral calcium.

9 KEVIN TRUDEAU: Now, today, you say people are
10 deficient in calcium.

11 ROBERT BAREFOOT: Yes.

12 KEVIN TRUDEAU: The first question is, why are
13 people deficient in calcium? Why aren't we getting enough
14 calcium from food?

15 ROBERT BAREFOOT: Well, that's a nice myth.
16 Doctors say you can get what you want by eating it, but
17 that's not true because we don't all eat the same things.
18 See, the way we discovered this was we went around the world
19 and said, are there other places around the world where no
20 one has cancer, no one has diabetes, and lo and behold, there
21 are 19 different cultures spread all over the world, 10,000
22 miles apart, and we say what's the common denominator. And
23 the common denominator is that almost all of them are above
24 the 8,000 foot altitude, except for the Okinawans, which are
25 at sea level.

26 So, when we looked, we find that the only source

1 of water above 8,000 is melting glaciers, and when the
2 glacier melts, the ground-up rock comes with it, it's white,
3 it looks like mud. They call it milk of the mountains.
4 Every quart has 20,000 milligrams of calcium. That's 20
5 times as much calcium as milk has in it. And they drink four
6 or five quarts a day. So, we found the common denominator,
7 all over the world, between cultures who are disease-free and
8 live long, is the fact that they eat 100,000 milligrams of
9 calcium a day.

10 KEVIN TRUDEAU: Now, isn't that -- in America, is
11 there something that you can -- you can have too much calcium
12 or --

13 ROBERT BAREFOOT: Well -- well --

14 KEVIN TRUDEAU: That isn't the U.S. daily
15 recommended allowance.

16 ROBERT BAREFOOT: Oh, no, of course not. It
17 started off at 650 back in the '50s. Then they upped it --
18 then they said anything more can be toxic. Mind you, these
19 other people are eating 100,000 a day and their only side
20 effects are perpetual life and perpetual health.

21 KEVIN TRUDEAU: Wait a minute, wait a minute. You
22 mean at one time, the government said --

23 ROBERT BAREFOOT: 650.

24 KEVIN TRUDEAU: -- anything more would be toxic?

25 ROBERT BAREFOOT: Right. Then they upped it to
26 1,000.

1 KEVIN TRUDEAU: But they were wrong?

2 ROBERT BAREFOOT: Yeah. Well, they've now -- they
3 upped it to 1,000 back in the '70s. It's now 1,500.

4 KEVIN TRUDEAU: So, they were wrong when they said
5 six --

6 ROBERT BAREFOOT: Well, they keep changing their
7 mind.

8 KEVIN TRUDEAU: Well, they --

9 ROBERT BAREFOOT: And they're going to do it
10 again. I guarantee it will be 3,000 ten years from now. You
11 know why? Because you are a calcium critter. There's more
12 calcium in your body than all the other minerals put together
13 because there's hundreds of biological functions that calcium
14 controls.

15 KEVIN TRUDEAU: All right. Now, let's go back to
16 this because this is important. You're saying that of the
17 healthiest people on the planet, your investigation, your
18 research, the people who live the longest --

19 ROBERT BAREFOOT: Yes.

20 KEVIN TRUDEAU: -- live over 100 years old --

21 ROBERT BAREFOOT: Yes.

22 KEVIN TRUDEAU: -- the people that are the most
23 disease-free --

24 ROBERT BAREFOOT: Yes.

25 KEVIN TRUDEAU: -- no cancer --

26 ROBERT BAREFOOT: That's right.

1 KEVIN TRUDEAU: -- no heart disease --

2 ROBERT BAREFOOT: Well, they do have cancer, but

3 the rate is so phenomenally low --

4 KEVIN TRUDEAU: Okay.

5 ROBERT BAREFOOT: Virtually no cancer.

6 KEVIN TRUDEAU: Virtually no cancer, virtually no

7 disease.

8 ROBERT BAREFOOT: That's right.

9 KEVIN TRUDEAU: Virtually no diabetes.

10 ROBERT BAREFOOT: Yes.

11 KEVIN TRUDEAU: No acid reflux, no indigestion.

12 ROBERT BAREFOOT: And they stay young.

13 They don't grow old like we do. Like the Hunzas in Pakistan

14 --

15 KEVIN TRUDEAU: Their skin looks good.

16 ROBERT BAREFOOT: -- they don't have children

17 until they're in their seventies when they're mature enough

18 to handle kids.

19 DEBBIE FLET: Wow.

20 ROBERT BAREFOOT: But they have the body of a 30-

21 year-old.

22 **(Laughter.)**

23 ROBERT BAREFOOT: They have the body of a 30-year-

24 old, though.

25 KEVIN TRUDEAU: And you're telling me that in

26 these cultures around the world, the number one common

1 denominator is the amount of calcium they consume?

2 ROBERT BAREFOOT: That's right.

3 KEVIN TRUDEAU: And most of them consume it from
4 the water because it's all glacier.

5 ROBERT BAREFOOT: And the Okinawans just happen to
6 live on an island of calcium and they --

7 KEVIN TRUDEAU: Which is this coral calcium?

8 ROBERT BAREFOOT: -- and they dig up this coral
9 sand, which is coral calcium, and put it in their food and
10 they've been eating it for hundreds of years.

11 KEVIN TRUDEAU: Okay.

12 ROBERT BAREFOOT: So, they're getting huge amounts
13 of calcium.

14 KEVIN TRUDEAU: And now, why is it then that if a
15 person consumes more calcium that they are disease-free?
16 What's the calcium doing?

17 ROBERT BAREFOOT: Oh, oh, oh, oh, there's hundreds
18 of things calcium does in the human body. It provides the
19 electrical energy for your heart to beat, controls all nerve
20 transmissions. But in the '70s, they made a huge discovery
21 that DNA, which is your blueprint to repair your body and to
22 stay young, your DNA only replicates when it's on a substrate
23 of calcium, which means it has to be smothered in calcium to
24 replicate. So, you see, all these people have their DNA
25 constantly replicating. You and I who only got 500
26 milligrams of calcium, ours is put to sleep and we grow old

1 very fast.

2 I mean, we're supposed to live to be 120 according
3 to the Bible, you know. Genesis 6:3 says, man shall not be
4 immortal, but man shall live to be 120, and the Biblical
5 patriarchs lived to be 800, 900 years old. And these people
6 -- the Titicaca Indians, 140, 130, 120. I mean, my gosh,
7 what's going on here? And they've got young bodies.

8 KEVIN TRUDEAU: And so, you think calcium is,
9 also, in addition to keeping somebody diseases-free and anti-
10 aging?

11 ROBERT BAREFOOT: Yes, because the DNA is turned
12 on. If your DNA is turned on, you can stay young. Your DNA
13 can produce a whole new body.

14 DEBBIE FLET: Since we start taking this --

15 ROBERT BAREFOOT: Yes.

16 DEBBIE FLET: -- what kind of results are we going
17 to physically see?

18 ROBERT BAREFOOT: Well, you're going to be just
19 like all the other Americans and Brits and French and Swedes
20 and Russians and Chinese and Japanese, what they usually see
21 is, within two weeks, it's noticeable. Something will
22 happen.

23 DEBBIE FLET: Within two weeks?

24 ROBERT BAREFOOT: Fifty percent -- 50 percent of
25 people who are sick, within two weeks, see remarkable changes
26 in their health.

1 DEBBIE FLET: Wow.

2 KEVIN TRUDEAU: You're telling me, virtually
3 everyone out there is calcium deficient?

4 ROBERT BAREFOOT: Basically, yes. By the time the
5 average American is 60, about 98 percent are very calcium
6 deficient. That's why we have disease.

7 KEVIN TRUDEAU: And so, if a person takes the
8 calcium, within a couple of weeks, are they going to feel
9 different?

10 ROBERT BAREFOOT: Yes.

11 DEBBIE FLET: Yeah. What kind of results?

12 ROBERT BAREFOOT: Well, I've had people like with
13 acid reflux, two weeks later, it's gone.

14 DEBBIE FLET: Um-hum.

15 ROBERT BAREFOOT: We've had people in a few weeks
16 get out of wheelchairs, MS patients get out of wheelchairs
17 for -- there are remarkable results. And, yes, we have
18 people who are documented as terminal cancer patients that
19 now say the oncologist says the cancer is gone away. I mean,
20 it's remarkable --

21 DEBBIE FLET: Wow.

22 ROBERT BAREFOOT: -- what's happening.

23 KEVIN TRUDEAU: Is -- big question, and every
24 medical doctor is glued right now to the television watching,
25 waiting for your answer. Is calcium -- taking calcium a cure
26 for cancer?

1 ROBERT BAREFOOT: According to the Journal of the
2 AMA, yes, they said it reverses cancer and makes it go back
3 to normal. But I also say --

4 KEVIN TRUDEAU: Hold on, hold on, back up. This
5 is not you?

6 ROBERT BAREFOOT: No, I'm telling you --

7 KEVIN TRUDEAU: You're quoting somebody?

8 ROBERT BAREFOOT: I'm quoting the Journal of the
9 AMA and they're --

10 KEVIN TRUDEAU: American Medical Association.

11 ROBERT BAREFOOT: Yes.

12 KEVIN TRUDEAU: They said this?

13 ROBERT BAREFOOT: The Journal of the AMA and the
14 New England Journal of Medicine were quoting the Strang
15 cancer research, University of New York, who found that
16 calcium supplements reverse cancer and there's not a doctor
17 that read his own journal to find that out. But it does say
18 it --

19 KEVIN TRUDEAU: What (inaudible).

20 DEBBIE FLET: So, why aren't the governments
21 telling us about this?

22 ROBERT BAREFOOT: And as a matter of fact, the New
23 York Times, because of this, did a five-page spread on
24 calcium, the super-nutrient it was called. What's happening
25 they said. And the Los Angeles Times did the same spread.
26 And the Reader's Digest did a huge article on it where they

1 claimed that calcium reverses cancer. So, our -- and the
2 U.S. World News Report, May 3rd edition, huge article, that
3 magic mineral calcium, and they were all talking about
4 calcium reversing cancer.

5 KEVIN TRUDEAU: That is --

6 ROBERT BAREFOOT: So, I'm only reporting what's
7 been --

8 KEVIN TRUDEAU: This is not you saying it. You're
9 just making --

10 ROBERT BAREFOOT: I'm reporting what the
11 scientists and the national magazines --

12 KEVIN TRUDEAU: You're quoting?

13 ROBERT BAREFOOT: Yes.

14 KEVIN TRUDEAU: Okay. I went to the health food
15 store.

16 ROBERT BAREFOOT: Yes.

17 KEVIN TRUDEAU: I said, what's a good calcium, and
18 they brought me over to the shelves, right? You know the
19 story.

20 DEBBIE FLET: Yeah, I remember this.

21 KEVIN TRUDEAU: And all these calciums -- there's
22 calcium from eggshells --

23 ROBERT BAREFOOT: Yes.

24 DEBBIE FLET: Um-hum.

25 KEVIN TRUDEAU: -- there's calcium from oyster
26 shells.

1 ROBERT BAREFOOT: Yes.

2 KEVIN TRUDEAU: There's calcium carbonate.

3 ROBERT BAREFOOT: Yes.

4 KEVIN TRUDEAU: There's cal-mag, there's powdered
5 calcium that fizzes, and then on the bottom I found a couple
6 bottles of coral calcium from Okinawa Japan.

7 DEBBIE FLET: Um-hum.

8 ROBERT BAREFOOT: Um-hum.

9 KEVIN TRUDEAU: And they were about \$40 for one
10 bottle.

11 DEBBIE FLET: Yes.

12 ROBERT BAREFOOT: Um-hum.

13 KEVIN TRUDEAU: Now, you were telling me earlier
14 that there are two grades of coral calcium.

15 ROBERT BAREFOOT: Yeah. Well, the Japanese say
16 there's a high grade and a low grade. The low grade is what
17 they call the fossilized stuff that they dig right off the
18 beaches. You know, it's been there for millions of years.
19 And rain and wind have weathered it and washed out a lot of
20 the nutrients. The low grade will have .2 percent magnesium,
21 for example.

22 When they take it freshly from the ocean, it's
23 called marine coral. That has 12 percent magnesium and it's
24 loaded with all the other nutrients. The Japanese sell it
25 for three, four times as much money as the low grade stuff.

26 KEVIN TRUDEAU: Now, but first I want us to get to

1 coral calcium because you say of all the calciums out there,
2 that's the -- in your opinion, the best to take?

3 ROBERT BAREFOOT: Well, yes. And the reason is
4 because of the incredible absorption rate of coral. See,
5 calcium is the hardest -- although it's the most important
6 mineral for the human body, it's also the hardest for the
7 human body to absorb. When you take a Tums, for example, you
8 get 1 percent absorption rate.

9 DEBBIE FLET: Yeah. I take that, yeah.

10 ROBERT BAREFOOT: That means 20 hours after you
11 take your Tums, you get four milligrams of calcium. But if
12 you take the coral, you get 400 in 10 minutes.

13 DEBBIE FLET: Yeah.

14 ROBERT BAREFOOT: Okay, now hold -- because I want
15 to tell people how to get this. But here's the question.
16 The coral calcium that somebody can buy, let's say, on the
17 Internet or in a health food store --

18 ROBERT BAREFOOT: Yes.

19 KEVIN TRUDEAU: -- for \$40 a bottle --

20 ROBERT BAREFOOT: Yes.

21 KEVIN TRUDEAU: -- you mentioned earlier before
22 the show that a high percentage of that is the low grade
23 coral.

24 ROBERT BAREFOOT: That is correct.

25 KEVIN TRUDEAU: Any idea what percentage out there
26 or --

1 ROBERT BAREFOOT: Oh, gosh, well, every time --
2 people come to me all the time with these bottles, we start
3 looking at them. All you do is look at the magnesium content
4 and you see 1 percent, 2 percent --

5 KEVIN TRUDEAU: And so, it's a low --

6 DEBBIE FLET: Right.

7 KEVIN TRUDEAU: It's potentially a low grade
8 quality.

9 ROBERT BAREFOOT: And you'll find that over 90
10 percent of what you can buy is low grade, and the reason is
11 they can charge high grade prices for low grade products.

12 KEVIN TRUDEAU: Because no one knows exactly what
13 you sell.

14 DEBBIE FLET: And this isn't just coral calcium.

15 ROBERT BAREFOOT: No, no, no.

16 DEBBIE FLET: This has got magnesium and other
17 vitamins in it as well.

18 ROBERT BAREFOOT: It has Vitamin A, B, C, D, E.
19 It has B1, B2, B3, B4. It even has some cesium to prevent
20 cancer. That is the super or loaded.

21 DEBBIE FLET: And you need these other things to
22 help you absorb the calcium itself?

23 ROBERT BAREFOOT: Yes, that's correct.

24 KEVIN TRUDEAU: And so, this is your formula?

25 ROBERT BAREFOOT: Right, yes.

26 KEVIN TRUDEAU: All right. Now --

1 ROBERT BAREFOOT: It also has Vitamin D, which
2 allows you to absorb 10 times as much calcium.

3 KEVIN TRUDEAU: All right.

4 **ON SCREEN: 1-800-392-1155**

5 KEVIN TRUDEAU: We're going to go to the phone
6 lines for just a minute, but if you're watching right now,
7 when I first interviewed Bob on my show, A Closer Look,
8 several months ago, I started taking this. And I want to
9 tell you a story about weight loss in a minute, because we
10 were just talking about this before the show, and he
11 mentioned something which blew my mind and it make perfect
12 sense.

13 But if you're interested in getting more
14 information on the coral calcium, any of Bob's books, call
15 the number on your screen, we'll give you information on the
16 books. If you want to get his formula, coral calcium, I'm
17 going to give you a special offer that's only available on
18 the Debbie and Kevin Show if you call today. Only 19.95 for
19 a one-month supply, and that's an introductory offer to get
20 you to try this and see the results yourself. You don't have
21 to pay \$40 for a low grade coral that you may find on the
22 Internet or at a health food store. You can get the
23 exclusive Bob Barefoot formulation.

24 There's a lot of people out there, we were talking
25 about this before, that claim --

26 ROBERT BAREFOOT: Yes.

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1 KEVIN TRUDEAU: -- that they're associated with
2 you or it's a Bob Barefoot formulation and it isn't.

3 ROBERT BAREFOOT: They say, as featured by Bob
4 Barefoot.

5 DEBBIE FLET: Yeah.

6 KEVIN TRUDEAU: Right.

7 ROBERT BAREFOOT: I don't even know who they are.

8 KEVIN TRUDEAU: Exactly.

9 DEBBIE FLET: Right.

10 ROBERT BAREFOOT: So, this is the -- this is Bob
11 Barefoot's stuff.

12 ROBERT BAREFOOT: Yes.

13 KEVIN TRUDEAU: So, call the number on the screen.

14 DEBBIE FLET: Now, I want to keep this whole
15 conversation to myself, but we have to share you, Bob. We
16 have a caller.

17 ROBERT BAREFOOT: Yes.

18 DEBBIE FLET: So -- hello, can you hear us?

19 BRYCE MEAD: Yes.

20 DEBBIE FLET: What's your name?

21 BRYCE MEAD: Bryce Mead.

22 DEBBIE FLET: Thanks for calling, Bryce. Do you
23 have a question for Bob?

24 BRYCE MEAD: Thank you. No, actually, I was
25 calling to thank Mr. Barefoot and to share my personal
26 experience with coral calcium.

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1 KEVIN TRUDEAU: You've actually taken the product?

2 BRYCE MEAD: I have, for a little over two months
3 now.

4 KEVIN TRUDEAU: Okay. And --

5 BRYCE MEAD: I'm a student at Columbia University
6 in Manhattan, New York, and I'm a cyclist and triathlete. I
7 spent last year competing in Europe, primarily Italy, and
8 about two and a half months ago, my daily performance on the
9 bike began to decline and I was having great difficulty
10 sleeping.

11 I have been a follower of Linus Pauling
12 (phonetic). I'm not sure if you're familiar with him. He's
13 written several books on vitamin and mineral deficiency, and
14 I've read his books. And I saw your infomercial with Bob
15 Barefoot and I called and ordered some coral calcium.

16 Within a week after starting the calcium, I began
17 to sleep a lot better. I was waking up in the middle of the
18 night and I was having difficulty going to sleep. And I
19 began to recover much more quickly. And my physical
20 endurance increased exponentially on the bike, and I was
21 really amazed because it only took about seven to ten days to
22 see a difference.

23 DEBBIE FLET: Seven to ten days.

24 **ON SCREEN: Individual results will vary.**

25 **1-800-392-1155**

26 KEVIN TRUDEAU: Now, obviously, you were taking a

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1 lot of supplements before, correct?

2 BRYCE MEAD: Uh, I was taking -- I was taking
3 several, yes.

4 KEVIN TRUDEAU: Okay. And so, even though you
5 were taking food supplements, vitamins and minerals and
6 things --

7 BRYCE MEAD: Yes.

8 KEVIN TRUDEAU: -- you found by taking and adding
9 calcium was -- at least for you, it seems like it was a
10 missing link.

11 BRYCE MEAD: Yes, exactly. The -- his discussion
12 of the -- of oxygenating the body, having more available
13 oxygen to fuel your body interested me because in the cycling
14 world, the more oxygen that you can get into your blood, the
15 harder you can train obviously.

16 KEVIN TRUDEAU: Yeah, it seems like that with any
17 physical performance. If you have more oxygen, it's going to
18 make you perform better, right?

19 BRYCE MEAD: Exactly. Which is why I initially
20 started taking the product.

21 KEVIN TRUDEAU: That's fantastic.

22 BRYCE MEAD: Yes. And it really worked wonders,
23 and my energy level is through the roof. I'm -- like I said,
24 I'm amazed. But, also, my -- I got my father to take it as
25 soon as I started to see results, and my grandmother. My
26 father had been having difficult sleeping, he's 56 years old,

1 waking up in the middle of the night, and he figured it was -
2 - he attributed it to, you know, the aging process. And
3 within a week and a half of being on the product, he has been
4 -- he started sleeping through the night. He sleeps, you
5 know, eight hours now and he said, you know, that's the
6 nicest thing anybody has done for me in a long time.

7 DEBBIE FLET: That's so fantastic.

8 KEVIN TRUDEAU: Yeah.

9 DEBBIE FLET: Thank you so much for telling us
10 your story.

11 KEVIN TRUDEAU: Bryce, thanks very much for
12 calling in.

13 BRYCE MEAD: Oh, you're welcome.

14 DEBBIE FLET: Thank you.

15 BRYCE MEAD: Thank you.

16 DEBBIE FLET: Bye.

17 KEVIN TRUDEAU: But we're going to -- we're going
18 to talk about -- again, if you're watching right now we're
19 with Bob Barefoot, the author of all the books, Calcium
20 Factor, Death by Diet, Barefoot on Coral Calcium. He's the
21 king of calcium.

22 ROBERT BAREFOOT: Yes.

23 KEVIN TRUDEAU: We've had you on our show before,
24 both here in America and also in the U.K. The response is
25 always terrific.

26 Calcium, obviously, you talk about cancer, heart

1 disease, disease, anti-aging, the benefits of that.

2 ROBERT BAREFOOT: Yes.

3 KEVIN TRUDEAU: You mentioned about how the
4 different kinds of calcium is out there. Obviously, you
5 believe coral calcium is the best, your formula is the best.

6 ROBERT BAREFOOT: Yes.

7 KEVIN TRUDEAU: Obviously, your promoting your
8 product. But let's talk about a couple of other things.
9 Pain, sleeping and weight loss.

10 ROBERT BAREFOOT: Yes.

11 KEVIN TRUDEAU: Now, if you're watching right now
12 and you've seen me on some of the other shows before, my
13 show, A Closer Look --

14 DEBBIE FLET: Yes, he's a potted plant. He's
15 always here.

16 **(Laughter.)**

17 KEVIN TRUDEAU: I'm always here. But you also
18 maybe have noticed that I've lost a lot of weight. I've
19 actually lost maybe about 30 pounds recently.

20 DEBBIE FLET: Um-hum.

21 KEVIN TRUDEAU: And I was on the Atkins Diet to
22 lose that weight. Now, I've been on the Atkins program
23 before, I've promoted the Atkins program, but I found it very
24 difficult to stay on because I was craving the carbohydrates
25 and the different types of food.

26 ROBERT BAREFOOT: Um-hum.

1 KEVIN TRUDEAU: So, I found it very difficult to
2 stay on that program. It was always a challenge. Effective,
3 but difficult to stay on. When I went and met Bob the first
4 time and interviewed you, you gave me some of the coral.

5 ROBERT BAREFOOT: Yes.

6 KEVIN TRUDEAU: So, I started popping this and,
7 you know, three times a day, I'm popping the coral.

8 DEBBIE FLET: Yes, um-hum.

9 ROBERT BAREFOOT: And all of a sudden, I have no
10 cravings whatsoever --

11 ROBERT BAREFOOT: Um-hum.

12 KEVIN TRUDEAU: -- feel fantastic, no indigestion,
13 no acid problems.

14 DEBBIE FLET: Yeah.

15 KEVIN TRUDEAU: Now, you were just talking in the
16 green room earlier about how this makes the Atkins program --

17 ROBERT BAREFOOT: Yes.

18 KEVIN TRUDEAU: -- you said Dr. Atkins doesn't
19 even know this -- work even faster and better.

20 ROBERT BAREFOOT: Yes.

21 KEVIN TRUDEAU: Explain that.

22 ROBERT BAREFOOT: I'm a diehard advocate of the
23 Atkins program because you can explain scientifically it
24 really works. The trouble is, is that when you back off on
25 carbs, the carbs you're backing off of, fruits and
26 vegetables, are so crucial to the human body and that's what

1 you're going to be craving.

2 **ON SCREEN: Robert Barefoot**

3 **Scientist/Author**

4 ROBERT BAREFOOT: It's been my experience that
5 when people get on the coral, they're 10 times as likely to
6 succeed with the Atkins Diet as if they're not on the coral,
7 because suddenly the cravings disappear, as you said, because
8 you're getting supplemented by the coral.

9 KEVIN TRUDEAU: Well, that's --

10 DEBBIE FLET: You're also --

11 KEVIN TRUDEAU: That's what I found. The cravings
12 were gone and the energy level was up.

13 DEBBIE FLET: And, also, you were saying that it
14 helps people to give up smoking and --

15 ROBERT BAREFOOT: Oh, yes, well, I've had a lot of
16 drug addicts successfully get off drugs and people with
17 addictions can get off if you supplement it because most of
18 the problems with addictions are lack of nutrients, and this
19 supplies you with 75 nutrient metals and it's loaded with
20 nutrients.

21 KEVIN TRUDEAU: Well, do you remember the guy we
22 interviewed on the show in the U.K. about the purification
23 program that --

24 DEBBIE FLET: Oh, yeah.

25 KEVIN TRUDEAU: The sweating program.

26 DEBBIE FLET: Yes.

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1 KEVIN TRUDEAU: That a lot of people -- Narc-A-Non
2 has a program for people who are addicted to drugs and want
3 to get off drugs or alcohol.

4 DEBBIE FLET: Yes.

5 KEVIN TRUDEAU: And they had these, you know,
6 cravings and they're always nervous and they give them
7 calcium magnesium to calm them down.

8 ROBERT BAREFOOT: Yes.

9 DEBBIE FLET: Yeah.

10 KEVIN TRUDEAU: I thought that was interesting.

11 ROBERT BAREFOOT: Yes.

12 DEBBIE FLET: And that makes sense to you.

13 KEVIN TRUDEAU: So, this also is going to help
14 people calm down and reduce stress and sleep better as well,
15 taking calcium magnesium?

16 ROBERT BAREFOOT: But it also increases your
17 oxygen level, which is what you just said, will give you
18 energy and oxygen kills virus and bacteria. There's just so
19 much that oxygen -- we are critters of oxygen and this is the
20 best way of getting oxygen in the human body.

21 **ON SCREEN: 1-800-392-1155**

22 KEVIN TRUDEAU: We're going to go back to the
23 phone lines in just a moment, but before we do, again, if
24 you're watching right now, you've seen Bob on maybe some of
25 our other shows, talk shows. We're talking about coral
26 calcium, the benefits of calcium in your diet, and, folks, if

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1 you're interested in getting more information on his books, I
2 highly recommend and endorse these books, I highly recommend
3 and endorse taking calcium magnesium and in Bob's opinion,
4 coral calcium is the best. Get the best quality. This is
5 the only place you can get the original and only Bob Barefoot
6 formulation.

7 Call the number on your screen. In stores, you
8 can find similar products at, in many cases, a lower quality
9 for \$40 for a one-month supply. Right here, on the Debbie
10 and Kevin Show, if you call today -- you've got to call today
11 -- you can get a supply, introductory price, 19.95 for a one-
12 month supply. Take advantage of it because that price is not
13 going to last forever. That's a limited introductory price
14 on the highest quality coral calcium available.

15 If you're concerned about your health, folks, if
16 you're concerned about cancer, heart disease, diabetes, if
17 you're concerned about stress, your skin, anti-aging issues.
18 If you're concerned about just keeping healthy and having
19 more energy and living longer, than this could be something
20 you should consider. Read the books, make your own decision.
21 But Bob's quoting some research that's pretty compelling.

22 ROBERT BAREFOOT: Oh, yes.

23 DEBBIE FLET: Yeah.

24 ROBERT BAREFOOT: A lot of Nobel prize winners
25 involved in this as well.

26 KEVIN TRUDEAU: Now, let's go back to the phone

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1 lines. We have another caller on the line. Hi, you're with
2 Debbie and Kevin. What's your first name?

3 BARBARA: Barbara.

4 KEVIN TRUDEAU: This is Barbara?

5 BARBARA: Yes.

6 DEBBIE FLET: Hello.

7 KEVIN TRUDEAU: Hi, you're with Debbie and Kevin.

8 How are you?

9 BARBARA: Fine, thank you.

10 KEVIN TRUDEAU: Now, are you using this or do you
11 have a question for Bob?

12 BARBARA: Oh, my, am I using it.

13 **(Laughter.)**

14 DEBBIE FLET: Really?

15 BARBARA: I started the 10th of June and I feel
16 like a new human being.

17 DEBBIE FLET: How long have you been using it,
18 Barbara?

19 BARBARA: Since -- well, since the 10th of June.

20 DEBBIE FLET: Oh, sorry.

21 KEVIN TRUDEAU: Two weeks.

22 ROBERT BAREFOOT: Okay.

23 DEBBIE FLET: Hello? Hello?

24 KEVIN TRUDEAU: Now, what's happened?

25 BARBARA: Well, my varicose veins that I was going
26 to have ligated have shrunk to nothing.

1 **ON SCREEN: Individual results will vary**

2 **1-800-392-1155**

3 BARBARA: My high blood pressure is no longer
4 high. I no longer have back pain from a fractured back. I
5 don't have any aches and pains. I have the carpal tunnel and
6 both thumbs have gone to nothing. I'm a new person.

7 DEBBIE FLET: Oh.

8 BARBARA: I feel wonderful.

9 DEBBIE FLET: Two weeks.

10 BARBARA: I don't have any more dizzy spells. I
11 could go on and on and on and on and on, but I won't take
12 your time.

13 KEVIN TRUDEAU: Now, if somebody's watching right
14 now -- watching right now and considering taking this and
15 trying this for themselves, what would you tell them?

16 BARBARA: Um-hum. Do it. You've got nothing to
17 lose.

18 DEBBIE FLET: (Inaudible).

19 BARBARA: You have nothing to lose. You have
20 everything to gain. I have started being a distributor.
21 I've got 13 -- I've sold 13 bottles in a week and a half.
22 So, I'm that enthused about it. It is just -- it's
23 unbelievable what happens. I don't have any more muscle
24 spasms. I sleep like a baby at night. My circulation is
25 fantastic. And I'm not young, but I feel great.

26 ROBERT BAREFOOT: That a girl.

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1 KEVIN TRUDEAU: Barbara, thanks very much for
2 calling in.

3 DEBBIE FLET: Yes, thank you.

4 BARBARA: All right, thank you.

5 KEVIN TRUDEAU: She mentioned pain like carpal
6 tunnel.

7 ROBERT BAREFOOT: Oh, yes, yes. We have -- I've
8 heard 10,000 of these testimonials. That's why I'm so sold
9 on it.

10 KEVIN TRUDEAU: Right.

11 ROBERT BAREFOOT: And that's from medical doctors
12 testifying that it works and from CEOs of major corporations
13 testifying that it -- congressmen, senators testify that it
14 works. The bottom line is, it gets ride of the pain. That's
15 the number one thing I hear from people.

16 DEBBIE FLET: So, it can reverse illness?

17 ROBERT BAREFOOT: Yes. You see, right now, we
18 live in an America --

19 KEVIN TRUDEAU: No, hold on a second. When you
20 say, yes, it can reverse illness.

21 ROBERT BAREFOOT: Yes.

22 KEVIN TRUDEAU: I mean, I know that there's the
23 FDA out there, the American Medical Association --

24 ROBERT BAREFOOT: Exactly.

25 KEVIN TRUDEAU: -- there's medical doctors --

26 ROBERT BAREFOOT: Exactly.

1 KEVIN TRUDEAU: -- everyone saying you can't make
2 a medical claim for a food supplement.

3 ROBERT BAREFOOT: It's not a -- it's a nutritional
4 claim to tell you the truth. I mean, our body -- what we're
5 claiming is the body can cure itself. We're not curing
6 anybody, you're curing yourself.

7 DEBBIE FLET: And you don't have to take drugs.

8 ROBERT BAREFOOT: But you've got to give yourself
9 what you need. If you don't breathe, you're going to die.
10 If you don't drink, you're going to die.

11 DEBBIE FLET: Right.

12 ROBERT BAREFOOT: You have to get what it needs.
13 But you also need the calcium magnesium, arbitiam atriam
14 (phonetic) and all the trace metals that are in there. Once
15 you get that, your body can look after itself.

16 Right now in America, we are in a medical
17 disaster. An absolute medical disaster. Cancer's went from
18 3 percent at the turn of the century, 50 percent in 1950,
19 it's currently 40 percent, and within 50 years, it's
20 predicted to be 75 percent of all Americans will have cancer.
21 Today's newspaper says Alzheimer's is going to go up 300
22 percent. In the past 20 years, diabetes has gone up 20
23 percent. Modern medicine has lost every war on every
24 degenerative disease so badly, and the future looks dismal.
25 There's no hope at all with modern medicine because they're
26 looking for a white powder chemical.

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1 And here we have something that's not manmade.

2 God made coral and it works. It's a magic mineral.

3 KEVIN TRUDEAU: Now, we're pretty much running out
4 of time.

5 DEBBIE FLET: Yeah.

6 ROBERT BAREFOOT: Yes.

7 KEVIN TRUDEAU: And, Bob, I want to thank you
8 again for being on the show. We'll have you back again as
9 always.

10 DEBBIE FLET: Yes.

11 KEVIN TRUDEAU: Folks, we just have a few seconds
12 left. If you're watching right now and you're concerned
13 about your health, if you're concerned about cancer, heart
14 disease, diabetes, if you are concerned about sleeping,
15 stress reduction, anti-aging issues, Bob's quoting some
16 incredible research. I would recommend you really read the
17 books, call and get information on the books. I mean, this
18 way, you can really look at the research yourself about the
19 benefits of calcium magnesium.

20 I'm taking this product myself. I have everyone
21 on my staff take it. I have all my family members taking
22 this. I personally believe this is a great way to be healthy.

23 Not \$40, 19.95. Call right now. Thanks for
24 watching. I'm Kevin Trudeau.

25 DEBBIE FLET: And I'm Debbie Flet. Thanks for
26 watching.

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1 KEVIN TRUDEAU: We'll see you next time.

2 DEBBIE FLET: Bye.

3 KEVIN TRUDEAU: Bye-bye.

4 MALE ANNOUNCER: The preceding was a paid
5 commercial presentation.

6 ON SCREEN: The preceding was a paid program for
7 Robert Barefoot's "Coral Calcium"

8 (The videotape was concluded.)

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C E R T I F I C A T I O N O F T Y P I S T

MATTER NUMBER: P034501 _____CASE
TITLE: MISC. MATTERS - AD PRACTICES _____TAPING
DATE: DATE UNKNOWN _____
TRANSCRIPTION DATE: DECEMBER 19, 2002 _____

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

DATED: DECEMBER 19, 2002

ELIZABETH M. FARRELL

C E R T I F I C A T I O N O F P R O O F R E A D E R

I HEREBY CERTIFY that I proofread the transcript for accuracy in spelling, hyphenation, punctuation and format.

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KATHY J. DE MENT

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