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IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF ARIZONA

Federal Trade Commission,	}	Case No.
Plaintiff,	}	
v.	}	
TriVita, Inc., an Arizona corporation; Ellison Media Company, an Arizona corporation; Michael R. Ellison, individually and as an officer of TriVita, Inc.; and Susan R. Ellison, individually and as an officer of TriVita, Inc.;	}	
Defendants.	}	

COMPLAINT FOR PERMANENT
INJUNCTION AND OTHER
EQUITABLE RELIEF

Plaintiff, the Federal Trade Commission ("FTC"), for its Complaint alleges:

1. The FTC brings this action under Section 13(b) of the Federal Trade Commission Act ("FTC Act"), 15 U.S.C. § 53(b), to obtain permanent injunctive relief, rescission or reformation of contracts, restitution, the refund of monies paid, disgorgement of ill-gotten monies, and other equitable relief for Defendants' acts or practices in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a) and 52, in connection with the advertising, marketing, and sale of Nopalea, which purports to relieve pain, improve

1 breathing, and treat a variety of health conditions.

2 **JURISIDICITION AND VENUE**

3 2. This Court has subject matter jurisdiction pursuant to 28 U.S.C. §§ 1331, 1337(a),
4 and 1345, and 15 U.S.C. §§ 45(a) and 53(b).

5 3. Venue is proper in this district under 28 U.S.C. § 1391(b) and (c), and 15 U.S.C. §
6 53(b).

7 **PLAINTIFF**

8 4. The FTC is an independent agency of the United States Government created by
9 statute. 15 U.S.C. §§ 41-58. The FTC enforces Section 5(a) of the FTC Act, 15 U.S.C.
10 § 45(a), which prohibits unfair or deceptive acts or practices in or affecting commerce.
11 The FTC also enforces Section 12 of the FTC Act, 15 U.S.C. § 52, which prohibits false
12 advertisements for food, drugs, devices, services, or cosmetics in or affecting commerce.

13 5. The FTC is authorized to initiate federal district court proceedings, by its own
14 attorneys, to enjoin violations of the FTC Act and to secure such equitable relief as may
15 be appropriate in each case, including rescission or reformation of contracts, restitution,
16 the refund of monies paid, and the disgorgement of ill-gotten monies. 15 U.S.C. § 53(b).

17 **DEFENDANTS**

18 6. Defendant TriVita, Inc. ("TriVita") is an Arizona corporation with its principal
19 place of business at 16100 North Greenway Hayden Loop, #950, Scottsdale, AZ 85260.
20 TriVita transacts or has transacted business in this district and throughout the United
21 States. At all times material to this Complaint, acting alone or in concert with others,
22 TriVita has advertised, marketed, distributed, or sold Nopalea to consumers throughout
23 the United States.

24 7. Defendant Ellison Media Company ("Ellison Media") is an Arizona corporation
25 with its principal place of business at 14804 North Cave Creek Road, Phoenix, AZ
26 85032. Ellison Media transacts or has transacted business in this district and throughout
27 the United States. At all times material to this Complaint, acting alone or in concert with
28 others, Ellison Media has created, prepared, developed, disseminated, or caused to be

1 disseminated advertisements for the product at issue in this Complaint.

2 8. Defendant Michael R. Ellison (“Michael Ellison”) is founder, owner, and the
3 President and Chairman of the Board of TriVita. Michael Ellison is also founder,
4 President, Chief Executive Officer, and a director of Ellison Media. At all times material
5 to this Complaint, acting alone or in concert with others, Michael Ellison has formulated,
6 directed, controlled, had the authority to control, or participated in the acts and practices
7 set forth in this Complaint. Michael Ellison resides in this district and, in connection
8 with the matters alleged herein, transacts or has transacted business in this district and
9 throughout the United States. Michael Ellison personally appears in the infomercial at
10 issue in this Complaint, asserting his first-hand knowledge of Nopalea’s benefits.

11 9. Defendant Susan R. Ellison (“Susan Ellison”) is co-founder, owner, and an officer
12 of TriVita. Susan Ellison is also Secretary, Vice-President of Public Relations, and a
13 director of Ellison Media. At all times material to this Complaint, acting alone or in
14 concert with others, Susan Ellison has formulated, directed, controlled, had the authority
15 to control, or participated in the acts and practices set forth in this Complaint. Susan
16 Ellison resides in this district and, in connection with the matters alleged herein, transacts
17 or has transacted business in this district and throughout the United States. Susan Ellison
18 personally appears in the infomercial at issue in this Complaint, asserting her first-hand
19 knowledge of Nopalea’s benefits.

20 **COMMERCE**

21 10. At all times material to this Complaint, Defendants have maintained a substantial
22 course of trade in or affecting commerce, as “commerce” is defined in Section 4 of the
23 FTC Act, 15 U.S.C. § 44.

24 **DEFENDANTS’ BUSINESS ACTIVITIES**

25 11. Since at least 2009, Defendants have advertised, marketed, labeled, manufactured,
26 distributed, offered for sale, or sold the product “Nopalea.”

27 12. Defendants have promoted Nopalea as an “anti-inflammatory wellness drink.”
28 Defendants claim that Nopalea reduces or eliminates the effects of inflammation on the

1 body, relieves pain, relieves swelling, improves respiration, and provides skin health
2 benefits.

3 13. According to Defendant TriVita, Nopalea contains Nopal cactus, or prickly pear
4 extract, agave nectar, pineapple syrup, and a proprietary blend of ingredients known as
5 “purple haze,” which includes grape seed, beet juice powder, and orange juice
6 concentrate. The cost to consumers for one 32-ounce bottle of Nopalea is \$39.99, plus
7 shipping and handling.

8 14. To induce consumers to purchase Nopalea, Defendants have created, prepared,
9 disseminated, or caused to be disseminated, infomercials, advertisements, websites, and
10 other marketing materials, in English and Spanish, including, but not limited to, the
11 attached Exhibits A-I.

12 15. Since at least December 2009, Defendants have advertised through several
13 versions of an infomercial (the “Nopalea infomercial”) that aired on national cable
14 networks such as ABC Family, the Discovery Channel, and Lifetime, and on local
15 stations throughout the United States. The Nopalea infomercial presents product
16 testimonials, images with voiceover, and depictions purporting to explain the “science”
17 of Nopalea, including the images of areas and conditions that Nopalea is purported to
18 treat. Michael and Susan Ellison (collectively, “Individual Defendants”) appear in the
19 infomercial and endorse the product. The Nopalea infomercial has at times been one of
20 the top ten most frequently broadcasted infomercials in the United States.

21 16. Since at least October 2010, Defendants have also advertised Nopalea through
22 print advertisements appearing in nationally-distributed newspapers and other
23 publications, such as USA Today.

24 17. Since at least 2011, Defendants have also advertised and sold Nopalea directly to
25 consumers on the Internet through websites owned and controlled by TriVita, including,
26 but not limited to: www.nopalea.com, www.fightthepainnow.com and
27 www.reduceyourinflammation.com.

28 18. In the Nopalea infomercial, print advertisements, and websites, Defendants

1 display a toll-free telephone number for consumers to purchase Nopalea directly from
2 TriVita. When consumers call the toll-free number, TriVita sales representatives
3 represent that Nopalea relieves pain and provides other health benefits. In numerous
4 instances, TriVita sales representatives claim to consumers that drinking Nopalea will
5 make consumers “pain-free.”

6 19. The infomercial, print advertisements, and websites discussed above contain,
7 among other things, the following or similar statements and depictions:

8 a. FEMALE: I had pain and inflammation in my elbow, my wrist, and
9 my arm. And within three weeks of taking Nopalea, I noticed that
10 the pain had disappeared.

11 [On screen in small, opaque text]: TriVita Member. Individual
12 results will vary.

13

14 MALE: Since I’ve been taking Nopalea, I do not have any
15 inflammation. My pain has ceased.

16 [On screen in small, opaque text]: TriVita Member.

17

18 ANNOUNCER: The people you just saw all suffered from some
19 sort of pain and discomfort caused by chronic inflammation in the
20 body. Could a natural wellness drink really help people with painful
21 symptoms like –

22 [On screen with depiction of human skeleton highlighting pain
23 areas]: **neck pain - back pain - swollen joints - muscle**
24 **aches - sinus infections - skin disorders - respiratory**
25 **problems and more?**

26

27 KIMBERLY J.: The tumor was in the pelvis, hip and spine. After
28 the surgery, I had a lot of nerve pain and phantom pain. But then I

1 discovered Nopalea.

2 [Briefly on screen in small, opaque text]: Individual results will
3 vary.

4 KIMBERLY J: The pain in my hip that would go down my leg is
5 gone. The pain in my spine is gone. And my phantom pain has been
6 significantly reduced.

7
8 (Infomercial, Ex. A., p. 4:21-6:22)

9
10 b. MICHAEL R. ELLISON: Sitting around a campfire one evening
11 with seven natives, they begin to share with me about the people
12 who have lived in the desert for hundreds of years. They had no
13 modern conveniences like air conditioning, refrigeration or running
14 water. And they lived without modern medicine and drugs. Yet,
15 they not only survived, they thrived without obesity and diabetes and
16 other inflammatory diseases that so many people suffer from today.

17 [On screen]: Michael R. Ellison, Founder, TriVita

18

19 When we discovered the healing properties and the science behind
20 the Nopal cactus, I knew we had to make it TriVita's top priority and
21 bring this product to market. We had to get this superfruit, used by
22 the desert natives for hundreds of years, to the many people who are
23 suffering today from symptoms caused by inflammation.

24 SUSAN ELLISON: I was diagnosed with inflammatory arthritis in
25 my feet and I couldn't walk without excruciating pain.... I started on
26 Nopalea during the product's trial period without much hope, but
27 after just six weeks on Nopalea, I was almost pain-free, and after
28 eight weeks, the redness and swelling was completely gone.

1 [On screen]: Susan Ellison, Co-founder, TriVita

2
3 (Infomercial, Ex. A, p. 10:5-11:23)

4
5 c. JOHN W.: I have experienced chronic pain, chronic inflammation
6 due to a condition called ankylosing spondylitis. And as a spin-off
7 of this, I've developed fibromyalgia, as well as facet arthritis. And
8 I've spent the better part of 20 years off and on prescription
9 medication. For me, Nopalea has been a life-changing product....

10 [Briefly on screen in small, opaque text]: Individual results will
11 vary.

12 JOHN W.: I've gained back my mobility, I've gained back my
13 flexibility, and more important than that, I've gained back my
14 outlook on life.

15
16 (Infomercial, Ex. A, p. 21:15-22:2)

17
18 d. CHERYL TIEGS: A few short months ago, I suffered with
19 inflammation, just like so many of you. The worst was in my hip.
20 Things like stairs and getting out of the car were hard for me....Then
21 I heard about Nopalea....In about a month, the pain had diminished
22 dramatically. If you've suffered from inflammation or chronic pain
23 for years, there's something that can help.

24
25 (Infomercial, Ex. B, p. 8:6-25)

26
27 e. MELISSA M.: I suffered from acute psoriasis for about ten years of
28 my life, and it's affected every day of my life...But then I

1 discovered Nopalea and I'm so excited about what it's been doing to
2 me....

3 [On screen in small, opaque text]: Individual results will vary.

4 MELISSA M.: I've only been taking it for about two to three
5 months continuously and it's changed my whole body. It changed
6 my skin. My psoriasis is getting so much better.

7 [On screen in small, opaque text]: This product is not intended to
8 treat, diagnose, cure or prevent any disease.

9 MELISSA M.: My scalp is almost all cleared up. And I'm so excited
10 to see it gone....I'm so excited to be free of psoriasis finally after ten
11 years.

12
13 (Infomercial, Ex. A, p. 22:17-23:11)

- 14
15 f. MALE ANNOUNCER: Dozens of recent scientific studies indicate
16 that the fruit of the Nopal cactus found in the Sonoran Desert can
17 help the body reduce inflammation and gain relief from the painful
18 symptoms caused by it.

19
20 (Infomercial, Ex. A, p. 24:9-13; Ex. B,
21 p. 21-25:).

- 22
23 g. [On screen]: Brazos Minshew, Chief Science Officer, TriVita
24 BRAZOS MINSHEW: Inflammation is the number one problem we
25 face in North America. Interestingly, everything from allergies and
26 Alzheimer's disease to heart disease and diabetes are related to
27 inflammation. We need nutrients every day to help wash away all
28 the toxins that create inflammation. Over 200 articles published and

1 archived at the National Institutes of Health demonstrate one thing:
2 the Nopal cactus will reduce inflammation.

3 [Briefly on screen in small, opaque text]: These statements have not
4 been verified by the FDA.

5
6 (Infomercial, Ex. A, p. 32:15-25)

7
8 h. “Nopalea helps me
9 beat my pain
10 **before** it beats me.”

11

12 Each sip is brimming with proven **health benefits** that help your
13 body:

14

- 15 • Reduce muscle pain and stiffness
- 16 • Relieve swelling in muscles

17

18 Get **relief** today...

19 Help **protect** against health conditions tomorrow.

20

21 This product is not intended to diagnose, treat, cure or prevent any disease....You should not stop taking any
22 medication without first consulting with your healthcare provider.

23 (Newspaper advertisement, Ex. C)

24
25 i. **INFLAMMATION RELIEF**
26 **WITHOUT A PRESCRIPTION**

27

28 Nopalea – the wellness drink that helps the body:

- **Relieve pain**
- **Reduce swelling in joints and muscles**
- **Improve breathing**

....

Daily use helps your body:

- **Reduce inflammation**

Scientifically **PROVEN!**

(Third-party package insert, Ex. D)

j. **Can this fruit drink
save
your
life?**

How a new wellness drink helps fight the ‘*secret killer*’...

The secret killer - revealed!

Scientists believe that inflammation -- the lifesaver that helps you fight off germs, bacteria and viruses -- is the secret killer. Left alone, it can ravage your arteries, chew up nerve cells in your brain, and lead to all kinds of age-related ailments.

Now, researchers at the University of Arizona have confirmed that the healing properties of the Nopal cactus -- found only in the Sonoran Desert in the southwest - can help fight off harmful inflammation and restore cellular health.

The key is a rare and potent class of antioxidants called

“betalains” found inside the Nopal fruit. For centuries, betalains are believed to be perhaps the best natural anti-inflammatory agents on the planet.

The power of Nopalea

For the first time, you can harness the proven health benefits of this powerful antioxidant in a delicious, natural fruit drink. Nopalea stands with you in your daily battle for good health.

....

- **Fights** inflammation
- Helps **relieve** muscle, joint & bone discomfort
- **Supports** heart health
- **Improves** breathing

....

From ‘complete agony’ to a glorious pain-free life!*

Melody C, TriVita Member - Denver, CO

“I had surgery for three collapsed vertebrae which caused severe inflammation. I tried Nopalea and the results were dramatic. I’m no longer in pain. You won’t see me walking with a limp.”

....

“...my breathing problems were significantly reduced.”*

Robyne T., TriVita Member - Surrey, BC

“I have suffered from chronic breathing problems for most of my life. A friend introduced me to Nopalea. My breathing problems were significantly reduced. Nopalea has helped me live a fuller life.”

....

*Results not typical. Your results may vary.

(USA Today advertisement, Ex. E)

1 k. [Depiction of female in white lab coat]

2
3 **For years, I suffered from unbearable stiffness in my hands**

4
5 **“How I BEAT The Pain That**
6 **Almost Ended My Career”**

7

8 **For nine long years, I lived in sheer agony.** I suffered from
9 inflammation and horrible stiffness in my hands.

10

11 **So naturally, I tried out about every pain remedy and**
12 **topical cream on the market. Nothing worked.** The pain was
13 getting worse and worse.

14 So for all these years, I got by on a steady regimen of over-
15 the-counter pills. The pain in my hands got so bad that I started
16 taking pain relievers 2-3 times a day.

17

18 I kept taking 3 ounces of **Nopalea twice a day and after about**
19 **several days, I could perform my duties 95% pain free!** Even the
20 doctors I worked with were amazed at my improvement.

21

22 *Affiliate Members may receive commission on the sale of TriVita products.

23 This product is not intended to diagnose, treat, cure or prevent any diseases.... You should not stop taking any
24 medications without first consulting with your healthcare provider.

25 (Newspaper advertisement, Ex. F)

26
27 1. more movement. less pain.

28 (www.nopalea.com, landing webpage

[Nov. 4, 2013], Ex. G)

m. “My doctor found evidence of scarring on my lungs so I took

1 Nopalea....I realized I was breathing deeply. It felt great!” -Barbara
2 B.

3 (www.trivita.com, Nopalea purchase
4 webpage [April 28, 2011], Ex. H)

5
6 n. **Do you suffer from inflammation and its related health**
7 **problems?**

8 Muscles, joint and body inflammation – *causing joint,*
9 *muscle and body pain*

10 Respiratory inflammation – *causing allergies and breathing*
11 *difficulties*

12 Arterial inflammation – *causing heart health problems*

13 Digestive tract inflammation – *causing bloating, cramps and*
14 *burning*

15 Widespread body cell inflammation – *causing overall fatigue*

16 Discover **Nopalea** –
17 a natural solution to inflammation

18
19 Nutrients in Nopalea help your
20 body neutralize its inner toxins
21 and reduce its inflammation.

22

23 These statements have not been diagnosed by the Food and Drug Administration. This product is not intended
24 to diagnose, treat, cure or prevent any diseases....You should not stop taking any medications without first
25 consulting with your healthcare provider.

26 (www.minopalea.com, landing webpage
27 [Sept. 23, 2013], translated from
28 Spanish, Ex. I)

VIOLATIONS OF THE FTC ACT

20. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits “unfair or deceptive acts or practices in or affecting commerce.”

21. Misrepresentations or deceptive omissions of material fact constitute deceptive acts or practices prohibited by Section 5(a) of the FTC Act.

22. Section 12 of the FTC Act, 15 U.S.C. § 52, prohibits the dissemination of any false advertisement in or affecting commerce for the purpose of inducing, or which is likely to induce, the purchase of food, drugs, devices, services, or cosmetics. For the purposes of Section 12 of the FTC Act, 15 U.S.C. § 52, Nopalea is either a “food” or “drug” as defined in Section 15(b) and (c) of the FTC Act, 15 U.S.C. § 55(b), (c).

COUNT I

Unsubstantiated Health Claims

23. Through the means described in Paragraphs 11-19, Defendants have represented, directly or indirectly, expressly or by implication, that:

- a. Drinking Nopalea significantly reduces or eliminates the effects of inflammation on the body;
- b. Drinking Nopalea provides significant relief from pain, including, but not limited to, chronic pain, joint pain, back pain, nerve pain, phantom pain, and pain from inflammation, arthritis, fibromyalgia, surgical procedures, and other conditions;
- c. Drinking Nopalea significantly reduces or relieves swelling of joints and muscles;
- d. Drinking Nopalea significantly improves breathing and/or provides significant relief from respiratory conditions, including, but not limited to, sinus infections; and
- e. Drinking Nopalea provides significant relief from skin conditions, including, but not limited to, psoriasis.

24. The representations set forth in Paragraph 23 were not substantiated at the time

1 the representations were made.

2 25. Therefore, the making of the representations as set forth in Paragraph 23 of the
3 Complaint constitutes a deceptive act or practice and the making of false advertisements,
4 in or affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C.
5 §§ 45(a) and 52.

6 **COUNT II**

7 **False Establishment Claims**

8 26. Through the means described in Paragraphs 11-19, Defendants have represented,
9 directly or indirectly, expressly or by implication, that:

- 10 a. Scientific studies prove that drinking Nopalea significantly reduces or
11 eliminates the effects of inflammation on the body;
- 12 b. Scientific studies prove that drinking Nopalea provides significant relief
13 from pain, including, but not limited to, chronic pain, joint pain, back pain,
14 nerve pain, phantom pain, and pain from inflammation, arthritis,
15 fibromyalgia, surgical procedures, and other conditions; and
- 16 c. Scientific studies prove that drinking Nopalea significantly reduces or
17 relieves swelling of joints and muscles.

18 27. In fact:

- 19 a. Scientific studies do not prove that drinking Nopalea significantly reduces
20 or eliminates the effects of inflammation on the body;
- 21 b. Scientific studies do not prove that drinking Nopalea provides significant
22 relief from pain, including, but not limited to, chronic pain, joint pain, back
23 pain, nerve pain, phantom pain, and pain from inflammation, arthritis,
24 fibromyalgia, surgical procedures, and other conditions; and
- 25 c. Scientific studies do not prove that drinking Nopalea significantly reduces
26 or relieves swelling of joints and muscles;

27 28. Therefore, the making of the representations as set forth in Paragraph 26
28 constitutes a deceptive act or practice and the making of false advertisements, in or

1 affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§
2 45(a) and 52.

3 **COUNT III**

4 **Deceptive Representations Regarding Endorsers**

5 29. Through the means described in Paragraph 11-19, Defendants have presented
6 testimonials for Nopalea by consumer endorsers who purportedly derived health benefits
7 in the ordinary course of using the product. Defendants have failed to adequately
8 disclose that the endorsers are “Independent TriVita Business Owners” who receive
9 commission on the sale of Defendants’ products. Therefore, the failure to disclose this
10 fact, in light of the representation made, constitutes a deceptive practice, and the making
11 of false advertisements, in or affecting commerce, in violation of Sections 5(a) and 12 of
12 the FTC Act, 15 U.S.C. §§ 45(a) and 52.

13 **CONSUMER INJURY**

14 30. Consumers have suffered and will continue to suffer substantial injury as a result
15 of Defendants’ violations of the FTC Act. In addition, Defendants have been unjustly
16 enriched as a result of their unlawful acts or practices. Absent injunctive relief by this
17 Court, Defendants are likely to continue to injure consumers, reap unjust enrichment, and
18 harm the public interest.

19 **THE COURT’S POWER TO GRANT RELIEF**

20 31. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court to grant
21 injunctive and such other relief as the Court may deem appropriate to halt and redress
22 violations of any provision of law enforced by the FTC. The Court, in the exercise of its
23 equitable jurisdiction, may award ancillary relief, including rescission or reformation of
24 contracts, restitution, the refund of monies paid, and the disgorgement of ill-gotten
25 monies, to prevent and remedy any violation of any provision of law enforced by the
26 FTC.

27 **PRAYER FOR RELIEF**

28 32. Wherefore, Plaintiff FTC, pursuant to Section 13(b) of the FTC Act, 15 U.S.C. §

53(b), and the Court's own equitable powers, requests that the Court:

- a. Enter a permanent injunction to prevent future violations of the FTC Act by Defendants;
- b. Award such relief as the Court finds necessary to redress injury to consumers resulting from Defendants' violations of the FTC Act, including, but not limited to, rescission or reformation of contracts, restitution, the refund of monies paid, and the disgorgement of ill-gotten monies; and
- c. Award Plaintiff the costs of bringing this action, as well as such other and additional relief as the Court may determine to be just and proper.

Respectfully submitted,

Jonathan E. Nuechterlein
General Counsel

Dated: July 10, 2014



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Attorneys for Plaintiff
Federal Trade Commission

OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 1223185

TITLE TRIVITA, INC.

DATE RECORDED: DATE UNKNOWN

TRANSCRIBED: SEPTEMBER 6, 2013

PAGES 1THROUGH 48

NOPALEA VIDEO

NOPALEA V1-015709

For The Record, Inc.

(301) 870-8025 - www.ftrinc.net - (800) 921-5555

FEDERAL TRADE COMMISSION

I N D E X

RECORDING:	PAGE:
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FEDERAL TRADE COMMISSION

In the Matter of:)
) Matter No. 1223185
TriVita, Inc.)
-----)

Date Unknown

The following transcript was produced from a
CD-Rom provided to For The Record, Inc. on August 22,
2013.

P R O C E E D I N G S

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NOPALEA VIDEO - NOPALEA V1-015709

ON SCREEN: The following is a paid
presentation for Nopalea

the anti-inflammatory wellness drink from
TriVita.

The following statements have not been
evaluated by the Food and Drug Administration. This
product is not intended to treat, diagnose, cure or
prevent disease.

MALE ANNOUNCER: The following program is
brought to you by Nopalea, the anti-inflammatory wellness
drink by TriVita.

ON SCREEN: learn how you can receive 1
32oz. bottle FREE!

MALE ANNOUNCER: Stay tuned to learn how you
can receive a 32-ounce bottle of Nopalea free.

ON SCREEN: TriVita Member
Individual results will vary.

UNIDENTIFIED FEMALE: I had pain and
inflammation in my elbow, my wrist and my arm. And
within three weeks of taking Nopalea, I noticed that the
pain had disappeared.

ON SCREEN: TriVita Member

1 Individual results will vary.

2 UNIDENTIFIED MALE: I love the product, I love
3 how it tastes, how it makes me feel.

4 ON SCREEN: TriVita Member

5 UNIDENTIFIED FEMALE: There's just no way you
6 can taste Nopalea and not love it.

7 ON SCREEN: TriVita Member

8 UNIDENTIFIED MALE: Since I've been taking
9 Nopalea, I do not have any inflammation. My pain has
10 ceased.

11 ON SCREEN: TriVita Member

12 UNIDENTIFIED FEMALE: Once I started taking
13 this for four or five days, it was great. I'm back doing
14 my yoga, back walking the dog every day and taking the
15 Pilates.

16 MALE ANNOUNCER: The people you just saw all
17 suffered from some sort of pain and discomfort caused by
18 chronic inflammation in the body. Could a natural
19 wellness drink really help people with painful symptoms
20 like --

21 ON SCREEN neck pain

22 back pain

23 swollen joints

24 muscle aches

25 sinus infections

1 skin disorders
2 respiratory problems
3 and more...

4 MALE ANNOUNCER: -- chronic neck and back pain,
5 swollen joints and muscle aches, or how about even sinus
6 infections, skin disorders, respiratory problems and
7 more?

8 Well, stay tuned to discover a new and natural
9 anti-inflammatory wellness drink that's changing people's
10 lives.

11 ON SCREEN: Kimberly J.
12 Mesa, AZ

13 KIMBERLY J.: The tumor was in the pelvis, hip
14 and spine. After the surgery, I had a lot of nerve pain
15 and phantom pain. But then I discovered Nopalea.

16 ON SCREEN: Individual results will vary.

17 KIMBERLY J.: A man from church gave me a
18 bottle and I began taking it in the morning and at night,
19 and within four weeks, I've noticed a dramatic change in
20 my pain. The pain in my hip that would go down my leg is
21 gone. The pain in my spine is gone. And my phantom pain
22 has been significantly reduced.

23 MALE ANNOUNCER: The real stories you are
24 hearing all have one thing in common --

25 ON SCREEN: relief from chronic inflammation

1 in the body

2 MALE ANNOUNCER: -- relief from chronic
3 inflammation in the body.

4 Today, medical experts and scientists are
5 searching for solutions to help combat chronic
6 inflammation of the body like never before.

7 ON SCREEN: Time Magazine

8 Visit time.com and put "The Secret Killer" in
9 their search box on the home page to find and read the
10 archived article from 2004. See what they were saying 5
11 years ago about the surprising links between
12 inflammation and diseases. Plus, what you can do to
13 help fight it!

14 MALE ANNOUNCER: In fact, a recent major
15 publication covered the dangers of high levels of
16 inflammation in the body and how it's now being linked to
17 so many different illnesses and diseases.

18 However, now there is a natural alternative
19 that can help the body reduce chronic inflammation
20 without the worries of negative side effects.

21 ON SCREEN: nopalea

22 MALE ANNOUNCER: Nopalea, made directly from
23 the natural rich fruit of the Sonoran Desert's Nopal
24 cactus. This amazing cactus survives the extreme hot and
25 dry conditions of the Sonoran Desert, and its vital

1 nutrients can help you, too.

2 ON SCREEN: Brazos Minshew

3 Chief Science Officer, TriVita

4 BRAZOS MINSHEW: The Nopal cactus grown in the
5 Sonoran Desert, the harshest environment on the planet,
6 has to develop an extraordinary reserve of betalains in
7 order to survive.

8 ON SCREEN: These statements have not been
9 verified by the FDA.

10 BRAZOS MINSHEW: When people and animals eat
11 the fruit, they get these betalains that drive down the
12 inflammation in their bodies.

13 We need nutrient protection every day to help
14 our body wash away toxins and build our defenses.

15 ON SCREEN: Betalains

16 Unhealthy cells

17 BRAZOS MINSHEW: Betalains in Nopalea are
18 rushed to the cells where they help target unhealthy
19 cells. Betalains support your body as you heal. They
20 quench runaway inflammation and help the cells return to
21 vibrant health.

22 ON SCREEN: Healthy cells

23 Macrophage

24 MALE ANNOUNCER: Unless a cell is too toxic to
25 be saved, then macrophages scavenge the toxic cell and

1 takes it away. This leaves our cells and our body full
2 of energy.

3 MALE ANNOUNCER: Finally, a product that can
4 help your body reduce painful symptoms caused by
5 inflammation, and it comes in the form of a great-tasting
6 wellness drink.

7 ON SCREEN: TriVita Member

8 UNIDENTIFIED FEMALE: Nopalea is delicious. We
9 all absolutely love the taste of Nopalea.

10 ON SCREEN: TriVita Member

11 UNIDENTIFIED FEMALE: It's very sweet and
12 fruity. My children love the taste as well.

13 ON SCREEN: TriVita Member

14 UNIDENTIFIED MALE: It's Nopalicious.

15 ON SCREEN: TriVita Member

16 UNIDENTIFIED FEMALE: I love the taste of
17 Nopalea. The first time I tried it, I was surprised. It
18 is exceptional.

19 ON SCREEN: Michael R. Ellison

20 Founder, TriVita

21 MICHAEL R. ELLISON: Susan and I have lived
22 here in the Sonoran desert for nearly 30 years. We've
23 enjoyed the desert lifestyle and the amenities it offers,
24 but we have never thought of it as an oasis of wellness.

25 ON SCREEN: Michael and Susan Ellison founded

1 TriVita in 1999.

2 MICHAEL R. ELLISON: Then I made a trip into
3 the Sonoran Desert in Mexico where I made an amazing
4 discovery.

5 Sitting around a campfire one evening with
6 seven natives, they begin to share with me about the
7 people who have lived in the desert for hundreds of
8 years. They had no modern conveniences like air
9 conditioning, refrigeration or running water. And they
10 lived without modern medicine and drugs. Yet, they not
11 only survived, they thrived without obesity and diabetes
12 and other inflammatory diseases that so many people
13 suffer from today. They told me the secret to their
14 wellness was the healing plants of the Sonoran Desert.

15 ON SCREEN: Dave Morris

16 Ethnobotanist

17 DAVE MORRIS: For centuries, the Native
18 American people have been using the plants of the Sonoran
19 Desert for food, medicine, spiritual needs. Prickly pear
20 cactus or the Nopal is a good example of that. The
21 flowers are edible, the fruit a great protein source,
22 vitamin C source, and has those nice betalains in there
23 that help chase down those free radicals in the body,
24 help to stop inflammation in the body.

25 The aridity of this area, a harsh desert

1 environment, is actually what made the plants adapt and
2 gives them a lot of their wonderful healing properties
3 here in the Sonoran Desert.

4 MICHAEL R. ELLISON: When we discovered the
5 healing properties and the science behind the Nopal
6 cactus, I knew we had to make it TriVita's top priority
7 and bring this product to market. We had to get this
8 superfruit, used by the desert natives for hundreds of
9 years, to the many people who are suffering today from
10 symptoms caused by inflammation.

11 ON SCREEN: Susan Ellison

12 Co-founder, TriVita

13 SUSAN ELLISON: I was diagnosed with
14 inflammatory arthritis in my feet and I couldn't walk
15 without excruciating pain. Being physically fit has
16 always been very important to me, but I had to give up my
17 treadmill workouts. I was facing surgery and I needed to
18 use a crutch more and more often. I even had to switch
19 to comfort shoes.

20 I started on Nopalea during the product's trial
21 period without much hope, but after just six weeks on
22 Nopalea, I was almost pain-free, and after eight weeks,
23 the redness and swelling was completely gone. Today, I
24 am back in the gym on my treadmill pain-free and power
25 shopping wearing stylish shoes and loving it.

1 I know that pain can rob you of quality of
2 life. If you have inflammatory pain issues, I would
3 encourage you to give Nopalea a chance.

4 ON SCREEN: Call NOW for YOUR FREE 32oz.
5 bottle!

6 TriVita
7 experience wellness

8 Call Now!

9 FREE 32oz. bottle! (Just Pay S&H)

10 MALE ANNOUNCER: Call now and ask how you can
11 try Nopalea absolutely free. Nopalea is a natural anti-
12 inflammatory drink that helps the body put out the fire
13 on inflammation. Every day, millions of people suffer
14 from painful and uncomfortable symptoms caused by
15 elevated inflammation levels.

16 ON SCREEN: pain in the back neck hands
17 legs & feet

18 pain caused by fatigue
19 respiratory and breathing difficulties

20 sinus flare ups skin conditions
21 nerve damage

22 TriVita
23 experience wellness

24 Call Now!

25 FREE 32oz. bottle! (Just Pay S&H)

1 MALE ANNOUNCER: Symptoms including pain in the
2 back, neck, hands, legs and feet. Pain that is caused by
3 fatigue, respiratory and breathing difficulties, sinus
4 flare-ups, skin conditions, nerve damage and more.

5 ON SCREEN:

6 TriVita

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10 MALE ANNOUNCER: Now, there is an all-natural
11 product that can help the body reduce chronic
12 inflammation with no negative side effects.

13 ON SCREEN: nopalea

14 TriVita

15 experience wellness

16 Call Now!

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20 cactus. This amazing cactus survives the extreme hot and
21 dry conditions of the Sonoran Desert, and it can help
22 you, too.

23 ON SCREEN: try it free!

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10 UNIDENTIFIED FEMALE: A man from church gave me
11 a bottle and I began taking it in the morning and at
12 night, and within four weeks, I've noticed a dramatic
13 change in my pain.

14 UNIDENTIFIED MALE: For me, Nopalea has been a
15 life-changing product that I just can't say enough
16 positive things about it, and I would encourage any
17 person to simply give Nopalea a try.

18 UNIDENTIFIED FEMALE: I've only been taking it
19 for about two to three months continuously, and it's
20 changed my whole body. It changed my skin. My psoriasis
21 is getting so much better. My scalp is almost all
22 cleared up.

23 MALE ANNOUNCER: Scientists and medical experts
24 now say these pain-related symptoms --

25 ON SCREEN: neck pain back pain muscle

1 aches

2 nerve damage joint pain sinus flare ups

3 skin conditions foot pain fatigue

4 respiratory problems

5 INFLAMMATION

6 TriVita

7 experience wellness

8 Call Now!

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10 MALE ANNOUNCER: -- can all be linked to one
11 common factor, chronic inflammation. In fact, a leading
12 publication referred to chronic inflammation as the
13 secret killer, revealing inflammation is on the increase,
14 causing pain, discomfort and a host of dangerous
15 diseases.

16 ON SCREEN:

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18 experience wellness

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23 on inflammation. If you're suffering from any type of
24 pain or discomfort or maybe you have another type of
25 symptom that you think might be caused by inflammation --

1 ON SCREEN: the nopalea WELLNESS CHALLENGE
2 TriVita
3 experience wellness
4 Call Now!
5 FREE 32oz. bottle! (Just Pay S&H)
6 MALE ANNOUNCER: -- we invite you to take the
7 Nopalea wellness challenge today.
8 ON SCREEN:
9 TriVita
10 experience wellness
11 Call Now!
12 FREE 32oz. bottle! (Just Pay S&H)
13 MALE ANNOUNCER: People everywhere are taking
14 the Nopalea wellness challenge and experiencing
15 remarkable results. And, now, you can, too.
16 ON SCREEN: nopalea
17 TriVita
18 experience wellness
19 Call Now!
20 FREE 32oz. bottle! (Just Pay S&H)
21 MALE ANNOUNCER: In fact, we're so confident
22 that Nopalea can help relieve your symptoms --
23 ON SCREEN: the nopalea WELLNESS CHALLENGE
24 FREE!
25 TriVita

1 experience wellness

2 Call Now!

3 FREE 32oz. bottle! (Just Pay S&H)

4 MALE ANNOUNCER: -- we want you to take the

5 Nopalea wellness challenge free. Call now and ask to

6 take the challenge --

7 ON SCREEN: 1 FREE! 32 oz. Bottle

8 TriVita

9 experience wellness

10 Call Now!

11 FREE 32oz. bottle! (Just Pay S&H)

12 MALE ANNOUNCER: -- and receive one 32-ounce

13 bottle of Nopalea absolutely free.

14 ON SCREEN: the nopalea WELLNESS CHALLENGE

15 THE SECRET KILLER

16 TriVita

17 experience wellness

18 Call Now!

19 FREE 32oz. bottle! (Just Pay S&H)

20 MALE ANNOUNCER: Plus, we'll send you the

21 Secret Killer special report that explains the dangers of

22 inflammation and how you can get relief from its painful

23 symptoms. You'll also receive an audio CD that explains

24 the science behind the betalains found in the Nopal

25 superfruit.

1 ON SCREEN: the nopalea WELLNESS CHALLENGE
2 TriVita
3 experience wellness
4 Call Now!
5 FREE 32oz. bottle! (Just Pay S&H)
6 MALE ANNOUNCER: To take the Nopalea wellness
7 challenge, all you need to do is --
8 ON SCREEN: drink 3 to 6 oz. Each day
9 TriVita
10 experience wellness
11 Call Now!
12 FREE 32oz. bottle! (Just Pay S&H)
13 MALE ANNOUNCER: -- drink three to six ounces
14 of Nopalea each day until your bottle is empty --
15 ON SCREEN: track your progress
16 TriVita
17 experience wellness
18 Call Now!
19 FREE 32oz. bottle! (Just Pay S&H)
20 MALE ANNOUNCER: -- track your progress on a
21 simple form, cover a small fee for shipping and handling.
22 ON SCREEN: It's that simple,
23 so call NOW!
24 TriVita
25 experience wellness

1 Call Now!

2 FREE 32oz. bottle! (Just Pay S&H)

3 MALE ANNOUNCER: It's that simple. So, call
4 now and take the challenge.

5 ON SCREEN:

6 TriVita

7 experience wellness

8 Call Now!

9 FREE 32oz. bottle! (Just Pay S&H)

10 MALE ANNOUNCER: You've heard from people who
11 have experienced incredible results from Nopalea. Don't
12 suffer another day, take the Nopalea wellness challenge
13 right now by calling the number on your screen.

14 Nopalea is helping people improve their quality
15 of life by helping the body reduce chronic inflammation.
16 Here's another amazing story of how Nopalea helped a
17 woman overcome daily intense pain from a disabling car
18 accident and back to enjoying her passion for horse
19 riding.

20 ON SCREEN: Melody C.

21 Denver, NC

22 MELODY C.: In 2002, I had three vertebrae to
23 collapse in my neck and had to have surgery for that.
24 And I was down for a year and a half. And the things I
25 really miss about that is being able to go to the barn

1 and saddle up and really groom the horses and do things
2 with Caleb and actually ride and go on the long trail
3 rides.

4 Then I found Nopalea. A good friend of mine
5 I've known for 17 years introduced me to the product. I
6 was very skeptical at first because I tried a lot of
7 products. Within three weeks, I could notice a
8 difference. I was moving better. Within five weeks, I
9 was pain-free on the product.

10 ON SCREEN: Individual results will vary.

11 MELODY C.: Thanks to Nopalea, I have a better
12 quality of life. I don't have inflammation in my body.
13 I'm mountain biking, I'm exercising. I'm feeling better.
14 My sugar levels are better, my diabetes is better.

15 ON SCREEN: This product is not intended to
16 treat, diagnose, cure or prevent any disease.

17 MELODY C.: I just have a better quality of
18 life all around.

19 Actually, my husband gets kind of aggravated
20 that I don't get all the things done around the house
21 because me and my son are out riding and stuff, because I
22 feel so much better that it's like, well, that will be
23 there tomorrow, I'd rather go out riding with my son and
24 doing things with my son instead of being around the
25 house and doing the housework.

1 ON SCREEN: Melody C.

2 Denver, NC

3 MELODY C.: I just feel so much better on

4 Nopalea, that can wait. Let's go ride horses.

5 ON SCREEN: Robin S. RN

6 Denver, NC

7 ROBIN S.: As a registered nurse, Melody came

8 to me and asked me my opinion about the Nopalea. I did

9 research, went to an event on it, was very impressed.

10 Since that time, I have been taking the Nopalea. Its

11 anti-inflammatory agents are fabulous.

12 ON SCREEN: nopalea

13 ON SCREEN: John W.

14 Spokane, WA

15 JOHN W.: I have experienced chronic pain,

16 chronic inflammation due to a condition called ankylosing

17 spondylitis. And as a spin-off of this, I've developed

18 fibromyalgia, as well as facet arthritis. And I spent

19 the better part of 20 years off and on prescription

20 medications.

21 For me, Nopalea has been a life-changing

22 product that I just can't say enough positive things

23 about it.

24 ON SCREEN: Individual results will vary.

25 JOHN W.: I've gained back my mobility, I've

1 gained back my flexibility, and more important than that,
2 I've gained back my outlook on life. And I would
3 encourage any person to simply give Nopalea a try. It's
4 the best thing I think that you could do for yourself.
5 It's helped me. It's helped people I've shared it with.
6 And you just can't go wrong giving such a wonderful
7 product a shot.

8 MALE ANNOUNCER: Nopalea is made directly from
9 the natural rich superfruit of the Sonoran Desert's Nopal
10 cactus. This cactus survives one of the world's harshest
11 desert regions, and its key nutrients can help you, too.
12 Nopalea is dramatically helping people find relief from
13 painful symptoms caused by chronic inflammation of the
14 body.

15 ON SCREEN: Melissa M.

16 Prescott, AZ

17 MELISSA M.: I suffered from acute psoriasis
18 for about ten years of my life, and it's affected every
19 day of my life, from people coming up to me and just
20 asking what's wrong, people that don't even know me, just
21 wanting to know why my skin looks the way it does.

22 But then I discovered Nopalea and I'm so
23 excited about what it's been doing to me.

24 ON SCREEN: Individual results will vary.

25 MELISSA M.: I've only been taking it for about

1 two to three months continuously and it's changed my
2 whole body. It changed my skin. My psoriasis is getting
3 so much better.

4 ON SCREEN: This product is not intended to
5 treat, diagnose, cure or prevent any disease.

6 MELISSA M.: My scalp is almost all cleared up.
7 And I'm so excited to see it gone. I can't wait until my
8 skin's clear and I don't have lesions all over my body, I
9 don't have this disease-looking thing all over my body.
10 I'm so excited to be free of psoriasis finally after ten
11 years.

12 I haven't -- there was no hope for me any more
13 because I tried everything and it didn't work. And then
14 Nopalea came around and I was like, all right, you know,
15 I'll try it, I'll try anything. And it is, it's working,
16 it's working great. And it makes -- it gives me more
17 energy during the days, it makes me sleep better at
18 nights, and it's the only thing I can find that doesn't
19 have side effects.

20 I would highly recommend Nopalea to anyone who
21 has inflammation. It's worked for me, it's worked for
22 others, and it can work for you, too.

23 MALE ANNOUNCER: Many scientists and medical
24 experts today are discovering the need to help the body
25 avoid and reduce chronic inflammation --

1 ON SCREEN: Time Magazine

2 Visit time.com and put "The Secret Killer" in
3 their search box on the home page to find and read the
4 archived article from 2004. See what they were saying 5
5 years ago about the surprising links between
6 inflammation and diseases. Plus, what you can do to
7 help fight it!

8 MALE ANNOUNCER: -- that can lead to painful
9 symptoms and even disease. Dozens of recent scientific
10 studies indicate that the fruit of the Nopal cactus found
11 in the Sonoran Desert can help the body reduce
12 inflammation and gain relief from the painful symptoms
13 caused by it.

14 ON SCREEN: Brazos Minshew

15 Chief Science Officer, TriVita

16 BRAZOS MINSHEW: When we have sick people, we
17 always ask the same question. What makes sick people
18 sick? And we look at inflammation as being the thing
19 that ties together so many of these disorders.

20 ON SCREEN: These statements have not been
21 verified by the FDA.

22 BRAZOS MINSHEW: But a very insightful study
23 asked a different question. What keeps healthy people
24 well and how can we be like them?

25 What we discovered is the healthier a person

1 was, the lower their level of inflammation. And that
2 when we consume the Nopal cactus superfruit, we can drive
3 down that inflammation and achieve the biomarkers of
4 wellness.

5 ON SCREEN: Call NOW for YOUR FREE 32oz.
6 bottle!

7 TriVita
8 experience wellness

9 Call Now!

10 FREE 32oz. bottle! (Just Pay S&H)

11 MALE ANNOUNCER: Call now and ask how you can
12 try Nopalea absolutely free. Nopalea is a natural anti-
13 inflammatory drink that helps the body put out the fire
14 on inflammation. Every day, millions of people suffer
15 from painful and uncomfortable symptoms caused by
16 elevated inflammation levels.

17 ON SCREEN: pain in the back neck hands
18 legs & feet

19 pain caused by fatigue
20 respiratory and breathing difficulties
21 sinus flare ups skin conditions
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21 changed my whole body. It changed my skin. My psoriasis
22 is getting so much better. My scalp is almost all
23 cleared up.

24 MALE ANNOUNCER: Scientists and medical experts
25 now say these pain-related symptoms --

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2 aches

3 nerve damage joint pain sinus flare ups

4 skin conditions foot pain fatigue

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6 INFLAMMATION

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8 challenge, all you need to do is --

9 ON SCREEN: drink 3 to 6 oz. Each day

10 TriVita

11 experience wellness

12 Call Now!

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14 MALE ANNOUNCER: -- drink three to six ounces
15 of Nopalea each day until your bottle is empty --

16 ON SCREEN: track your progress

17 TriVita

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14 right now by calling the number on your screen.

15 ON SCREEN: Brazos Minshew

16 Chief Science Officer, TriVita

17 BRAZOS MINSHEW: Inflammation is the number one
18 problem we face in North America. Interestingly,
19 everything from allergies and Alzheimer's disease to
20 heart disease and diabetes are related to inflammation.
21 We need nutrients every day to help wash away all the
22 toxins that create inflammation. Over 200 articles
23 published and archived at the National Institutes of
24 Health demonstrate one thing, the Nopal cactus superfruit
25 will reduce inflammation.

1 ON SCREEN: Joe M.

2 TriVita Member

3 JOE M.: Five weeks ago, my wife, Pam,
4 introduced me to Nopalea. And it's amazing.

5 ON SCREEN: Individual results will vary.

6 JOE M.: The inflammation is gone, the pain has
7 ceased, and I have flexibility in my ankle. Pretty --
8 pretty neat. I would recommend Nopalea to anyone that
9 has problems with inflammation or pain. I can tell you,
10 I'm just a true believer.

11 ON SCREEN: Mark G.

12 TriVita Member

13 MARK G.: I watched my wife's wellness
14 experience with Nopalea and I was amazed. So, I said,
15 you know, one of the most important things as a cyclist
16 is your recovery. And so, I took this product to see if
17 it can help me recover faster, and it did. I recovered
18 faster. I was able to come back from my workouts
19 quicker, stronger, with more intensity. And, now, I've
20 been able to take this product and share it with my
21 cycling team.

22 ON SCREEN: Patti W.

23 TriVita Member

24 PATTI W.: Well, I've had continuous daily pain
25 in my left arm. And when I would drive my vehicle, I

1 could barely hold on to the steering wheel it was getting
2 that bad. I couldn't sleep at night on my left side.

3 ON SCREEN: Individual results will vary.

4 PATTI W.: And after a week -- a week, a week
5 and a half on Nopalea consistently, I can now lay on my
6 left side when I sleep, I can use my steering wheel with
7 all the muscle that I need to use it for. And so, for
8 me, personally, I've been healed of pain. The pain's
9 gone.

10 MALE ANNOUNCER: Nopalea is delicious tasting
11 and naturally sweetened with pure agave syrup and has
12 only 12 calories per serving.

13 ON SCREEN: only 12 calories per serving

14 MALE ANNOUNCER: And because Nopalea is bottled
15 in a state-of-the-art aseptic facility --

16 ON SCREEN: no artificial colors

17 no artificial flavors

18 no artificial preservatives

19 MALE ANNOUNCER: -- it contains no artificial
20 colors, flavors or preservatives, just fresh, pure Nopal
21 cactus juice in a ready-to-drink liquid concentrate.

22 ON SCREEN: Michael R. Ellison

23 Founder, TriVita

24 MICHAEL R. ELLISON: The wellness benefits and
25 demand for Nopalea have already gone far beyond anything

1 we could have imagined. And with it comes an incredible
2 opportunity for you, not just to feel better, but to
3 increase your income, find financial security and live
4 with purpose, simply by sharing Nopalea and its amazing
5 wellness story with other people.

6 ON SCREEN: TriVita member

7 UNIDENTIFIED MALE: When you have a product
8 like Nopalea that delivers such amazing results in a very
9 quick period of time, the demand for that product is
10 going to create an enormous business opportunity. And
11 that's what we have with Nopalea. When you have people
12 experience relief from pain, when they have arthritic
13 pain or a joint pain of any kind that goes away after
14 taking this product, the business opportunity becomes
15 almost self evident.

16 ON SCREEN: TriVita Member

17 UNIDENTIFIED MALE: With the Nopalea product,
18 they pay us on a weekly basis, and it's one of the
19 highest payouts in the industry. We've seen a big boost
20 in our income and our business since the release of this
21 product.

22 ON SCREEN: TriVita Member

23 UNIDENTIFIED FEMALE: I chose TriVita initially
24 because I saw it had been in business for ten years and
25 had some great nutritional products. Then I had the

1 pleasure of meeting the Ellison Family and all of the
2 staff at TriVita and saw the tremendous integrity
3 involved here, and I am thrilled to be a TriVita
4 affiliate.

5 ON SCREEN: TriVita Member

6 UNIDENTIFIED FEMALE: I think TriVita is a
7 wonderful company. They've got a very, very good plan.
8 They've got a wonderful support system at the head
9 office. I have to say they're very patient people,
10 they're very friendly people. I love their compensation
11 plan, I love their products.

12 ON SCREEN: TriVita Member

13 UNIDENTIFIED FEMALE: I feel very confident
14 aligning myself with a company like TriVita. I met
15 Michael Ellison a couple of months ago and I was very
16 impressed with his feelings about what he wants to do for
17 others, his passion for wellness, his desire to bring
18 wellness into everyone's life, and I felt like this was
19 something I could do, but better than that, it's
20 something anyone can do.

21 ON SCREEN: TriVita Member

22 UNIDENTIFIED MALE: What I like best about
23 TriVita is that I can do it from anywhere. You just
24 simply need an Internet connection and a cell phone. So,
25 whether I'm at home or if I'm traveling, my business

1 continues to grow. All I do is log on to my online
2 business center, I see all the members joining on a daily
3 basis and the customers in my business. These are real
4 customers ordering real products from TriVita. And they
5 continue to order because of the quality of the products.

6 I have never found another business that
7 offered all of this. I've seen other businesses, I've
8 tried other businesses. Nothing compares to TriVita.

9 ON SCREEN: TriVita Member

10 UNIDENTIFIED MALE: What I love about TriVita
11 is that you don't have all of the traditional hassles and
12 headaches that you would have with a more traditional
13 business. With TriVita, there's no stocking product,
14 there's no shipping product. In fact, the company does a
15 lot of that stuff for us. They actually direct mail to
16 our customers on the back end. They take care of a lot
17 of the day-to-day details that you would expect to find
18 if you're going into business.

19 Also, it doesn't take special skill sets and
20 education to build this business. Anybody can do it.
21 You just simply plug into TriVita's system and the system
22 will work.

23 ON SCREEN: TriVita Member

24 UNIDENTIFIED FEMALE: One thing about Nopalea
25 is when people try it, it works for them, they reorder,

1 and then that drives my business.

2 ON SCREEN: TriVita Member

3 UNIDENTIFIED MALE: TriVita offers world class
4 support. Any time I have a question or need anything, I
5 simply pick up the phone, they're there, they help me,
6 they answer the question. There's no hidden charges.
7 There's no monthly fee to be involved no matter how many
8 times I call them.

9 ON SCREEN: TriVita Member

10 UNIDENTIFIED FEMALE: Anybody can do this
11 business. It's the easiest business model I've ever
12 worked, and I've worked lots of businesses.

13 ON SCREEN: TriVita
14 experience wellness

15 MALE ANNOUNCER: TriVita, the makers of
16 Nopalea, offers an affiliate member program that rewards
17 its members for referring Nopalea with others.

18 ON SCREEN: no cost to join
19 no obligations to refer or sell

20 MALE ANNOUNCER: This special program is no
21 cost to join and there are no obligations to refer or
22 sell Nopalea to others. However, because Nopalea is such
23 an effective product that gets results, many people like
24 you like to share it with friends and family.

25 As a TriVita affiliate member, we will pay you

1 when you refer Nopalea to someone in the form of a
2 TriVita Visa prepaid debit card. Simply refer Nopalea to
3 someone, and when they purchase, we will deposit a
4 generous referral commission into your TriVita Visa
5 prepaid debit card.

6 ON SCREEN: Cards are issued by Citibank, N.A.
7 pursuant to a license from Visa U.S.A. Inc. and managed
8 by Citi Prepaid Services. This card can be used
9 everywhere Visa debit cards are accepted.

10 MALE ANNOUNCER: This debit card works like any
11 other debit card and can be used anywhere the Visa card
12 is accepted.

13 Again, there are no fees or costs to join and
14 referring Nopalea is totally optional.

15 ON SCREEN: Marcus Ellison

16 Senior Vice President, TriVita

17 MARCUS ELLISON: We're looking for people who
18 want to experience wellness and share their experience
19 with others while enjoying generous financial rewards.
20 Because Nopalea delivers a wellness experience, the
21 demand creates an incredible income opportunity.
22 Discover all the exciting details by calling now and see
23 how our affiliate program can create steady income and
24 open up a world of possibilities for you and your family.

25 ON SCREEN: Call NOW for YOUR FREE 32oz.

1 bottle!

2 TriVita

3 experience wellness

4 Call Now!

5 FREE 32oz. bottle! (Just Pay S&H)

6 MALE ANNOUNCER: Call now and ask how you can
7 try Nopalea absolutely free. Nopalea is a natural anti-
8 inflammatory drink that helps the body put out the fire
9 on inflammation. Every day, millions of people suffer
10 from painful and uncomfortable symptoms caused by
11 elevated inflammation levels.

12 ON SCREEN: pain in the back neck hands

13 legs & feet

14 pain caused by fatigue

15 respiratory and breathing difficulties

16 sinus flare ups skin conditions

17 nerve damage

18 TriVita

19 experience wellness

20 Call Now!

21 FREE 32oz. bottle! (Just Pay S&H)

22 MALE ANNOUNCER: Symptoms including pain in the
23 back, neck, hands, legs and feet. Pain that is caused by
24 fatigue, respiratory and breathing difficulties, sinus
25 flare-ups, skin conditions, nerve damage and more.

1 ON SCREEN:

2 TriVita

3 experience wellness

4 Call Now!

5 FREE 32oz. bottle! (Just Pay S&H)

6 MALE ANNOUNCER: Now, there is an all-natural

7 product that can help the body reduce chronic

8 inflammation with no negative side effects.

9 ON SCREEN: nopalea

10 TriVita

11 experience wellness

12 Call Now!

13 FREE 32oz. bottle! (Just Pay S&H)

14 MALE ANNOUNCER: Nopalea is made directly from

15 the natural, rich fruit of the Sonoran Desert's Nopal

16 cactus. This amazing cactus survives the extreme hot and

17 dry conditions of the Sonoran Desert, and it can help

18 you, too.

19 ON SCREEN: try it free!

20 TriVita

21 experience wellness

22 Call Now!

23 FREE 32oz. bottle! (Just Pay S&H)

24 MALE ANNOUNCER: Call now and ask how you can

25 try Nopalea absolutely free.

1 ON SCREEN:

2 TriVita

3 experience wellness

4 Call Now!

5 FREE 32oz. bottle! (Just Pay S&H)

6 UNIDENTIFIED FEMALE: A man from church gave me
7 a bottle and I began taking it in the morning and at
8 night, and within four weeks, I've noticed a dramatic
9 change in my pain.

10 UNIDENTIFIED MALE: For me, Nopalea has been a
11 life-changing product that I just can't say enough
12 positive things about it, and I would encourage any
13 person to simply give Nopalea a try.

14 UNIDENTIFIED FEMALE: I've only been taking it
15 for about two to three months continuously, and it's
16 changed my whole body. It's changed my skin. My
17 psoriasis is getting so much better. My scalp is almost
18 all cleared up.

19 MALE ANNOUNCER: Scientists and medical experts
20 now say these pain-related symptoms --

21 ON SCREEN: neck pain back pain muscle
22 aches

23 nerve damage joint pain sinus flare ups
24 skin conditions foot pain fatigue
25 respiratory problems

1 INFLAMMATION

2 TriVita

3 experience wellness

4 Call Now!

5 FREE 32oz. bottle! (Just Pay S&H)

6 MALE ANNOUNCER: -- can all be linked to one
7 common factor, chronic inflammation. In fact, a leading
8 publication referred to chronic inflammation as the
9 secret killer, revealing inflammation is on the increase,
10 causing pain, discomfort and a host of dangerous
11 diseases.

12 ON SCREEN:

13 TriVita

14 experience wellness

15 Call Now!

16 FREE 32oz. bottle! (Just Pay S&H)

17 MALE ANNOUNCER: Nopalea is a natural anti-
18 inflammatory drink that helps the body put out the fire
19 on inflammation. If you're suffering from any type of
20 pain or discomfort or maybe you have another type of
21 symptom that you think might be caused by inflammation --

22 ON SCREEN: the nopalea WELLNESS CHALLENGE

23 TriVita

24 experience wellness

25 Call Now!

1 FREE 32oz. bottle! (Just Pay S&H)

2 MALE ANNOUNCER: -- we invite you to take the

3 Nopalea wellness challenge today.

4 ON SCREEN:

5 TriVita

6 experience wellness

7 Call Now!

8 FREE 32oz. bottle! (Just Pay S&H)

9 MALE ANNOUNCER: People everywhere are taking

10 the Nopalea wellness challenge and experiencing

11 remarkable results. And, now, you can, too.

12 ON SCREEN: nopalea

13 TriVita

14 experience wellness

15 Call Now!

16 FREE 32oz. bottle! (Just Pay S&H)

17 MALE ANNOUNCER: In fact, we're so confident

18 that Nopalea can help relieve your symptoms --

19 ON SCREEN: the nopalea WELLNESS CHALLENGE

20 FREE!

21 TriVita

22 experience wellness

23 Call Now!

24 FREE 32oz. bottle! (Just Pay S&H)

25 MALE ANNOUNCER: -- we want you to take the

1 Nopalea wellness challenge free. Call now and ask to
2 take the challenge --

3 ON SCREEN: 1 FREE! 32 oz. Bottle

4 TriVita

5 experience wellness

6 Call Now!

7 FREE 32oz. bottle! (Just Pay S&H)

8 MALE ANNOUNCER: -- and receive one 32-ounce
9 bottle of Nopalea absolutely free.

10 ON SCREEN: the nopalea WELLNESS CHALLENGE

11 THE SECRET KILLER

12 TriVita

13 experience wellness

14 Call Now!

15 FREE 32oz. bottle! (Just Pay S&H)

16 MALE ANNOUNCER: Plus, we'll send you the
17 Secret Killer special report that explains the dangers of
18 inflammation and how you can get relief from its painful
19 symptoms. You'll also receive an audio CD that explains
20 the science behind the betalains found in the Nopal
21 superfruit.

22 ON SCREEN: the nopalea WELLNESS CHALLENGE

23 TriVita

24 experience wellness

25 Call Now!

1 FREE 32oz. bottle! (Just Pay S&H)

2 MALE ANNOUNCER: To take the Nopalea wellness
3 challenge, all you need to do is --

4 ON SCREEN: drink 3 to 6 oz. Each day

5 TriVita

6 experience wellness

7 Call Now!

8 FREE 32oz. bottle! (Just Pay S&H)

9 MALE ANNOUNCER: -- drink three to six ounces
10 of Nopalea each day until your bottle is empty --

11 ON SCREEN: track your progress

12 TriVita

13 experience wellness

14 Call Now!

15 FREE 32oz. bottle! (Just Pay S&H)

16 MALE ANNOUNCER: -- track your progress on a
17 simple form, cover a small fee for shipping and handling.

18 ON SCREEN: It's that simple,

19 so call NOW!

20 TriVita

21 experience wellness

22 Call Now!

23 FREE 32oz. bottle! (Just Pay S&H)

24 MALE ANNOUNCER: It's that simple. So, call
25 now and take the challenge.

1 ON SCREEN:

2 TriVita

3 experience wellness

4 Call Now!

5 FREE 32oz. bottle! (Just Pay S&H)

6 MALE ANNOUNCER: You've heard from people who
7 have experienced incredible results from Nopalea. Don't
8 suffer another day, take the Nopalea wellness challenge
9 right now by calling the number on your screen.

10 ON SCREEN: The preceding was a paid
11 presentation for nopalea

12 the anti-inflammatory wellness drink from
13 TriVita.

14 The statements you heard in this program have
15 not been evaluated by the Food and Drug Administration.
16 This product is not intended to treat, diagnose, cure or
17 prevent any disease.

18 MALE ANNOUNCER: The preceding has been a paid
19 presentation for Nopalea, the anti-inflammatory wellness
20 drink from TriVita.

21 (The recording was concluded.)
22
23
24
25

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

MATTER NUMBER: 1223185

CASE TITLE: TRIVITA, INC.

TAPING DATE: DATE UNKNOWN

TRANSCRIPTION DATE: SEPTEMBER 6, 2013

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: SEPTEMBER 6, 2013

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.

SARA J. VANCE

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OFFICIAL TRANSCRIPT PROCEEDING

FEDERAL TRADE COMMISSION

MATTER NO. 1223185
TITLE TRIVITA, INC.
DATE RECORDED: MAY 8, 2012
TRANSCRIBED: SEPTEMBER 6, 2013
PAGES 1THROUGH 49

NOPALEA VIDEO
NOPALEA V3-015721

For The Record, Inc.

1 (301) 870-8025 - www.ftrinc.net - (800) 921-5555

FEDERAL TRADE COMMISSION

I N D E X

RECORDING:	PAGE:
Nopalea Video - Nopalea V3-015721	3

FEDERAL TRADE COMMISSION

In the Matter of:)
) Matter No. 1223185
TriVita, Inc.)
-----)

May 8, 2012

The following transcript was produced from a
CD-Rom provided to For The Record, Inc. on August 22,
2013.

P R O C E E D I N G S

- - - - -

NOPALEA VIDEO - NOPALEA V3-015721

ON SCREEN: GDF Media Productions

CLIENT: TriVita

PRODUCT: NOPALEA

TITLE: NOPALEA TIEGS v3

ISCI CODE:

KEY NUMBER:

CAD NUMBER:

DURATION: 28:30

ASPECT RATIO: 4:3

DATE: 05/08/12

GDP MEDIA PRODUCTIONS 14801 N. Cave Creek Road

Phoenix, Arizona 85032 602.404.4000

ON SCREEN: The following is a paid
presentation for Nopalea

the anti-inflammatory wellness drink from
TriVita.

The following statements have not been
evaluated by the Food and Drug Administration. This
product is not intended to treat, diagnose, cure or
prevent disease.

MALE ANNOUNCER: The following program is
brought to you by Nopalea, the anti-inflammatory wellness

1 drink by TriVita.

2 ON SCREEN: learn how you can receive 1

3 32oz. bottle FREE!

4 MALE ANNOUNCER: Stayed turned to learn how you
5 can receive a 32-ounce bottle of Nopalea free.

6 ON SCREEN: Cheryl Tiegs

7 Supermodel/Entrepreneur

8 CHERYL TIEGS: A few months ago, I had a hard
9 time walking this hill. But, today, I'm doing it pain-
10 free. Do I have a secret? You bet. And that's why I'm
11 here today to share that secret with you.

12 MALE ANNOUNCER: Could a natural wellness drink
13 really help people with painful symptoms like --

14 ON SCREEN neck pain

15 back pain

16 swollen joints

17 muscle aches

18 sinus infections

19 skin disorders

20 respiratory problems

21 and more...

22 MALE ANNOUNCER: --chronic neck and back pain,
23 swollen joints and muscle aches, or how about even sinus
24 infections, skin disorders, respiratory problems and
25 more?

1 On today's show, the new and natural anti-
2 inflammatory wellness drink that's changing people's
3 lives. Then, travel to Los Angeles, California, for an
4 intimate interview with legendary supermodel and
5 entrepreneur, Cheryl Tiegs, as she reveals her own
6 painful battle with chronic inflammation.

7 CHERYL TIEGS: The truth is my hip got so bad,
8 I stopped hiking. I would wake up in the morning and I
9 wanted to do that exercise, but I thought, my hip is
10 going to hurt at the end of the night and I wouldn't be
11 able to sleep, so I stopped hiking.

12 MALE ANNOUNCER: And how the natural, anti-
13 inflammation drink made from Nopal cactus in the Sonoran
14 Desert helped her get back to the life she loves.

15 CHERYL TIEGS: But, now, I can do everything I
16 love.

17 ON SCREEN: Individual results will vary.

18 CHERYL TIEGS: I can do yoga, I can hike, I can
19 walk, I can do the stadium steps totally without pain.

20 MALE ANNOUNCER: Since her first cover at the
21 age of 17, Cheryl Tiegs' fresh-faced look and iconic
22 smile have made her the all-American beauty. She became
23 the world's very first supermodel, then went on to create
24 a multi-million dollar beauty and fashion empire.

25 Today, this enduring beauty is in high demand

1 as a spokesperson for underprivileged children and the
2 environment.

3 ON SCREEN: Cheryl Tiegs

4 Supermodel/Entrepreneur

5 CHERYL TIEGS: Hi, I'm so glad you could join
6 me because I have an exciting story for you. A few short
7 months ago, I suffered with inflammation, just like so
8 many of you. The worst was in my hip. Things like
9 stairs and getting out of the car were hard for me.

10 Hiking is a passion for me. I've hiked all
11 over the world. I've spent time in Africa and hiked the
12 Cooper Canyon, been to the arctic, even the Inca trail.
13 But my hip got so bad, I couldn't do a basic hike any
14 more. I tried a lot of things, but nothing seemed to
15 work.

16 ON SCREEN: nopalea

17 CHERYL TIEGS: Then I heard about Nopalea. I'd
18 love to tell you that I tried it right then and there,
19 but I'm skeptical. So, it sat on my kitchen counter
20 until I thought, I have to try it. In about a month, the
21 pain had diminished dramatically. Eventually, I was able
22 to plan my next hiking trip. My only regret is that I
23 waited so long to try it.

24 If you've suffered with inflammation or chronic
25 pain for years, there is something that can help. That's

1 why I'm here, to share Nopalea and more remarkable
2 success stories with you.

3 ON SCREEN: Brazos Minshew

4 Chief Science Officer, TriVita

5 BRAZOS MINSHEW: The Nopal cactus is grown in
6 the Sonoran Desert, the most extreme desert environment
7 on the planet. The fruit has to develop an extraordinary
8 reserve of bioflavonoids in order to survive.

9 ON SCREEN: These statements have not been
10 verified by the FDA.

11 BRAZOS MINSHEW: When people and animals eat
12 the fruit, they get these bioflavonoids. Bioflavonoids
13 have free radical scavenging and anti-inflammatory
14 properties.

15 In numerous scientific studies, bioflavonoids
16 demonstrate their benefits in protecting against free
17 radical-induced inflammation. We need nutrient
18 protection every day to help our body wash away toxins.

19 ON SCREEN: Bioflavoids

20 Unhealthy Cells

21 BRAZOS MINSHEW: Bioflavonoids support our
22 body. These nutrients help our cells maintain vibrant
23 health, unless the cell is too toxic to be saved.

24 ON SCREEN: Healthy Cells

25 Macrophage

1 BRAZOS MINSHEW: Then, bioflavonoids support
2 macrophages to scavenge that toxic cell and can help take
3 it away. This leaves our cells healthy.

4 MALE ANNOUNCER: Finally, a product that can
5 help your body reduce painful symptoms caused by
6 inflammation, and it comes in the form of a great-tasting
7 wellness drink, Nopalea --

8 ON SCREEN: Nopalea

9 MALE ANNOUNCER: -- made directly from the
10 natural rich fruit of the Sonoran Desert's Nopal cactus.
11 This amazing cactus survives the extreme hot and dry
12 conditions of the Sonoran Desert, and its vital nutrients
13 can help you, too.

14 CHERYL TIEGS: Inflammation has been a concern
15 of mine for years. So, I did a huge amount of research,
16 which is how I found Michael Ellison. Michael is the
17 founder and CEO of TriVita --

18 ON SCREEN: TriVita

19 experience wellness

20 CHERYL TIEGS: -- one of the country's best
21 known health and wellness companies. And it was his love
22 of the Sonoran Desert and its people that led to the
23 creation of Nopalea.

24 ON SCREEN: Michael R. Ellison

25 Founder, TriVita

1 MICHAEL ELLISON: Susan and I have lived here
2 in the desert for nearly 30 years. We've enjoyed the
3 desert lifestyle and the amenities it offers, but we have
4 never thought of it as an oasis of wellness. Then I made
5 a trip into the Sonoran Desert in Mexico where I made an
6 amazing discovery.

7 Sitting around a campfire one evening with
8 seven natives, they begin to share with me about the
9 people who have lived in the desert for hundreds of
10 years. They had no modern conveniences like air
11 conditioning, refrigeration or running water. And they
12 lived without modern medicine and drugs. Yet, they not
13 only survived, they thrived without obesity and diabetes
14 and other inflammatory diseases that so many people
15 suffer from today. They told me the secret to their
16 wellness was the healing plants of the Sonoran Desert.

17 ON SCREEN: Dave Morris

18 Enthnobotanist

19 DAVE MORRIS: For centuries, the Native
20 American people have been using the plants of the Sonoran
21 Desert for food, medicine, spiritual needs. Prickly pear
22 cactus or the Nopal is a good example of that. The
23 flowers are edible, the fruit is a great source of
24 protein and vitamin C, helps to reduce inflammation in
25 the body, and it tastes good.

1 The aridity of this area, a harsh desert
2 environment, is actually what made the plants adapt and
3 gives them a lot of their wonderful healing properties
4 here in the Sonoran Desert.

5 MICHAEL R. ELLISON: When we discovered the
6 healing properties and the science behind the Nopal
7 cactus, I knew we had to make it TriVita's top priority
8 and bring this product to market. We had to get this
9 superfruit, used by the desert natives for hundreds of
10 years, to the many people who are suffering today from
11 symptoms caused by inflammation.

12 SUSAN ELLISON: I couldn't walk without
13 excruciating pain. Being physically fit has always been
14 very important to me, but I had to give up my treadmill
15 workouts. I even had to switch to comfort shoes.

16 ON SCREEN: Susan Ellison

17 Co-Founder, TriVita

18 SUSAN ELLISON: I started on Nopalea during the
19 product's trial period without much hope, but after just
20 six weeks on Nopalea, I was almost pain-free, and after
21 eight weeks, the redness and swelling was completely
22 gone. Today, I am back in the gym on my treadmill pain-
23 free and power shopping, wearing stylish shoes and loving
24 it.

25 I know that pain can rob you of quality of

1 life. If you have inflammatory pain issues, I would
2 encourage you to give Nopalea a chance.

3 CHERYL TIEGS: It's incredible that something
4 as yummy and natural as Nopalea got me on my feet again.
5 Now, my energy is back, I sleep more soundly, and so,
6 really I just feel better. You only have one life, make
7 it count. With all the goodness and all the desert
8 nutrients that go into Nopalea, why don't you try it for
9 yourself.

10 The best way, take Nopalea's wellness
11 challenge. I did, and you can, too.

12 ON SCREEN: Call NOW for YOUR FREE 32oz.
13 bottle!

14 (plus S&H)

15 TriVita

16 In Canada and U.S. CALL NOW!

17 FREE 32oz. bottle! Pay only \$9.95 S&H

18 MALE ANNOUNCER: Call now and ask how you can
19 try Nopalea absolutely free. Nopalea is a natural anti-
20 inflammatory drink that helps the body put out the fire
21 on inflammation.

22 ON SCREEN: TriVita

23 New customers only, please.

24 In Canada and U.S. CALL NOW!

25 FREE 32oz. bottle! Pay only \$9.95 S&H

1 MALE ANNOUNCER: Every day, millions of people
2 suffer from painful and uncomfortable conditions caused
3 by elevated inflammation levels.

4 ON SCREEN: pain in the back neck hands
5 legs & feet
6 pain caused by fatigue
7 respiratory and breathing difficulties
8 sinus flare ups skin conditions
9 nerve damage

10 TriVita

11 New customers only, please.

12 In Canada and U.S. CALL NOW!

13 FREE 32oz. bottle! Pay only \$9.95 S&H

14 MALE ANNOUNCER: Conditions including pain in
15 the back, neck, hands, legs and feet. Pain that is
16 caused by fatigue, sinus flare-ups, skin conditions,
17 nerve damage and more.

18 ON SCREEN: TriVita

19 New customers only, please.

20 In Canada and U.S. CALL NOW!

21 FREE 32oz. bottle! Pay only \$9.95 S&H

22 MALE ANNOUNCER: Now, there is an all-natural
23 product that can help the body reduce chronic
24 inflammation with no negative side effects.

25 ON SCREEN: Nopalea

1 TriVita

2 New customers only, please.

3 In Canada and U.S. CALL NOW!

4 FREE 32oz. bottle! Pay only \$9.95 S&H

5 MALE ANNOUNCER: Nopalea is made directly from
6 the natural, rich fruit of the Sonoran Desert's Nopal
7 cactus. This amazing cactus survives the extreme hot and
8 dry conditions of the Sonoran Desert, and it can help
9 you, too.

10 ON SCREEN: Try it FREE! (plus shipping and
11 handling)

12 TriVita

13 New customers only, please.

14 In Canada and U.S. CALL NOW!

15 FREE 32oz. bottle! Pay only \$9.95 S&H

16 MALE ANNOUNCER: Call now and ask how you can
17 try Nopalea absolutely free.

18 ON SCREEN: TriVita Member

19 TriVita

20 New customers only, please.

21 In Canada and U.S. CALL NOW!

22 FREE 32oz. bottle! Pay only \$9.95 S&H

23 UNIDENTIFIED MALE: At the end of the first
24 bottle, I noticed that the pain has subsided and I could
25 lift my arm about this high.

1 ON SCREEN: Individual results will vary.

2 UNIDENTIFIED MALE: And at the end of the 30-
3 day loading phase, I could just lift my arm upright.

4 ON SCREEN: TriVita Member

5 TriVita

6 New customers only, please.

7 In Canada and U.S. CALL NOW!

8 FREE 32oz. bottle! Pay only \$9.95 S&H

9 UNIDENTIFIED FEMALE: I can get through the day
10 now, and while I'm healing, I'm --

11 ON SCREEN: Individual results will vary.

12 UNIDENTIFIED FEMALE: -- Nopalea's helping me
13 to lead -- or have a better quality of life.

14 ON SCREEN: TriVita Member

15 TriVita

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17 In Canada and U.S. CALL NOW!

18 FREE 32oz. bottle! Pay only \$9.95 S&H

19 UNIDENTIFIED MALE: I cracked open the fourth
20 bottle. Literally, three days into that fourth bottle
21 and I actually woke up out of bed a different person.

22 ON SCREEN: Individual results will vary.

23 UNIDENTIFIED MALE: Nopalea's a product I can't
24 live without. It's something that has become a daily
25 lifestyle for me.

ON SCREEN: neck pain back pain
muscles aches hangovers joint pain
foot pain sinus flare ups fatigue
shoulder pain skin conditions

INFLAMMATION

TriVita

New customers only, please.

In Canada and U.S. CALL NOW!

FREE 32oz. bottle! Pay only \$9.95 S&H

MALE ANNOUNCER: Scientists and medical experts
now say these pain-related symptoms can all be linked to
one common factor, chronic inflammation.

ON SCREEN: Time Magazine

Visit time.com and put "The Secret Killer" in
their search box on the home page to find and read the
archived article from 2004. See what they were saying 5
years ago about the surprising links between
inflammation and diseases. Plus, what you can do to
help fight it!

TriVita

New customers only, please.

In Canada and U.S. CALL NOW!

FREE 32oz. bottle! Pay only \$9.95 S&H

MALE ANNOUNCER: In fact, a leading publication
referred to chronic inflammation as the secret killer,

1 revealing inflammation is on the increase, causing pain
2 and discomfort.

3 ON SCREEN: TriVita

4 New customers only, please.

5 In Canada and U.S. CALL NOW!

6 FREE 32oz. bottle! Pay only \$9.95 S&H

7 MALE ANNOUNCER: Nopalea is a natural anti-
8 inflammatory drink that helps the body put out the fire
9 on inflammation. Nopalea is delicious tasting and
10 naturally sweetened with pure agave syrup --

11 ON SCREEN: less than 20 calories per serving

12 MALE ANNOUNCER: -- with less than 20 calories
13 per serving. And because Nopalea is bottled in a state-
14 of-the-art aseptic facility --

15 ON SCREEN: no artificial preservatives

16 no artificial flavors

17 no artificial colors

18 TriVita

19 New customers only, please.

20 In Canada and U.S. CALL NOW!

21 FREE 32oz. bottle! Pay only \$9.95 S&H

22 MALE ANNOUNCER: -- it contains no artificial
23 colors, flavors or preservatives, just fresh, pure Nopal
24 cactus juice in a ready-to-drink liquid concentrate.

25 If needed, your doctor can find Nopalea in the

1 trusted Physicians Desk Reference, listing anti-
2 inflammatory benefits and full label information.

3 ON SCREEN: TriVita

4 New customers only, please.

5 In Canada and U.S. CALL NOW!

6 FREE 32oz. bottle! Pay only \$9.95 S&H

7 MALE ANNOUNCER: If you're suffering from any
8 type of pain or discomfort or maybe you have another type
9 of condition that you think might be caused by
10 inflammation --

11 ON SCREEN: the nopalea WELLNESS CHALLENGE

12 TriVita

13 New customers only, please.

14 In Canada and U.S. CALL NOW!

15 FREE 32oz. bottle! Pay only \$9.95 S&H

16 MALE ANNOUNCER: -- we invite you to take the
17 Nopalea wellness challenge today. People everywhere are
18 taking the Nopalea wellness challenge and experiencing
19 remarkable results.

20 ON SCREEN: YOU CAN TOO!

21 TriVita

22 New customers only, please.

23 In Canada and U.S. CALL NOW!

24 FREE 32oz. bottle! Pay only \$9.95 S&H

25 MALE ANNOUNCER: And, now, you can, too.

1

2

ON SCREEN: nopalea

3

the nopalea WELLNESS CHALLENGE FREE!

4

TriVita

5

New customers only, please.

6

In Canada and U.S. CALL NOW!

7

FREE 32oz. bottle! Pay only \$9.95 S&H

8

MALE ANNOUNCER: In fact, we're so confident

9

that Nopalea can help relieve your conditions, we want

10

you to take the Nopalea wellness challenge free.

11

ON SCREEN: the nopalea WELLNESS CHALLENGE

12

1 FREE! 32 oz. Bottle (plus S&H)

13

TriVita

14

New customers only, please.

15

In Canada and U.S. CALL NOW!

16

FREE 32oz. bottle! Pay only \$9.95 S&H

17

MALE ANNOUNCER: Call now and ask to take the

18

Nopalea challenge and receive one 32-ounce bottle of

19

Nopalea absolutely free. Plus, we'll send you the Secret

20

Killer special report that explains the dangers of

21

inflammation and how you can get relief from its painful

22

conditions. You'll also receive an audio CD that

23

explains the science behind the Nopal superfruit.

24

ON SCREEN: drink 3 to 6 oz. each day

25

TriVita

1 New customers only, please.

2 In Canada and U.S. CALL NOW!

3 FREE 32oz. bottle! Pay only \$9.95 S&H

4 MALE ANNOUNCER: To take the Nopalea wellness
5 challenge, all you need to do is drink three to six
6 ounces of Nopalea each day until you find relief.

7 ON SCREEN: track your progress

8 TriVita

9 New customers only, please.

10 In Canada and U.S. CALL NOW!

11 FREE 32oz. bottle! Pay only \$9.95 S&H

12 MALE ANNOUNCER: Track your progress on a
13 simple form, cover a small fee for shipping and handling.

14 ON SCREEN: It's that simple, so call NOW!

15 TriVita

16 New customers only, please.

17 In Canada and U.S. CALL NOW!

18 FREE 32oz. bottle! Pay only \$9.95 S&H

19 MALE ANNOUNCER: It's that simple. So, call
20 now and take the challenge.

21 You've heard from people who have experienced
22 incredible results from Nopalea. Don't suffer another
23 day.

24 ON SCREEN: the nopalea WELLNESS CHALLENGE

25 BPA FREE

1 TriVita

2 New customers only, please.

3 In Canada and U.S. CALL NOW!

4 FREE 32oz. bottle! Pay only \$9.95 S&H

5 MALE ANNOUNCER: Take the Nopalea wellness
6 challenge right now by calling the number on your screen.

7 ON SCREEN: Cheryl Tiegs

8 Supermodel/Entrepreneur

9 CHERYL TIEGS: Nopalea can help people improve
10 their quality of life by working with the body to reduce
11 painful chronic inflammation.

12 ON SCREEN: nopalea

13 MALE ANNOUNCER: Here's another amazing story
14 of how Nopalea helped a woman overcome daily intense pain
15 from a disabling car accident.

16 ON SCREEN: Melody C.

17 Denver, NC

18 MELODY C.: In 2002, I had three vertebrae to
19 collapse in my neck and I was down for a year and a half.
20 And the things I really miss about that is being able to
21 go to the barn and saddle up and really groom the horses
22 and do things with Caleb.

23 ON SCREEN: TriVita Member

24 MELODY C.: Then I found Nopalea. A good
25 friend of mine I've known for 17 years introduced me to

1 the product. I was very skeptical at first because I
2 tried a lot of products. Within three weeks, I could
3 notice a difference. I was moving better.

4 ON SCREEN: Individual results will vary.

5 MELODY C.: Within five weeks, I was pain-free
6 on the product.

7 Thanks to Nopalea, I have a better quality of
8 life. I don't have inflammation in my body. I'm
9 mountain biking, I'm exercising.

10 ON SCREEN: This product is not intended to
11 treat, diagnose, cure or prevent any disease.

12 MELODY C.: I just have a better quality of
13 life all around. I just feel so much better on Nopalea,
14 let's go ride horses.

15 ON SCREEN: Robin S. RN

16 Denver, NC

17 ROBIN S.: As a registered nurse, Melody came
18 to me and asked me my opinion about the Nopalea. I did
19 research, went to an event on it, was very impressed.
20 Since that time, I have been taking the Nopalea. Its
21 anti-inflammatory agents are fabulous.

22 ON SCREEN: nopalea

23 ON SCREEN: John W.

24 Scottsdale, AZ

25 JOHN W.: Well, I started having chronic pain

1 and inflammation as a teenager. I have extreme spinal
2 stiffness, spinal pain, pain that, you know, goes into
3 different areas of my joints and where my ribs and my
4 tissue connects to my spine.

5 ON SCREEN: TriVita Member

6 JOHN W.: I actually heard about Nopalea
7 through a TriVita publication and I knew that with my
8 particular condition --

9 ON SCREEN: This product is not intended to
10 treat, diagnose, cure or prevent any disease.

11 JOHN W.: -- suffering for 20 years, I knew
12 that, you know, I was going to need to try this for a
13 little while. I cracked open the fourth bottle.
14 Literally, three days into that fourth bottle, and I
15 actually woke up out of bed a different person.

16 That was then and this is now. Since taking
17 the Nopalea wellness challenge, I have a new lease on
18 life. I feel terrific. There's a new me. I feel like I
19 was maybe 20 years ago.

20 ON SCREEN: Individual results will vary.

21 JOHN W.: I'm actually out, I'm active, I'm
22 riding a bike, I'm playing with my family, I'm jogging.
23 I'm even able to go to the pool. I'm able to hit the
24 weight room. And just feel good.

25 Nopalea has helped me to manage my inflammation

1 in a way I never thought possible. Do what I did. Take
2 the Nopalea wellness challenge. Six ounces a day, that
3 is exactly what I did. Three in the morning, three in
4 the evening. And it all started to come together.

5 ON SCREEN: nopalea

6 ON SCREEN: Sandy D.

7 Carmel Valley, CA

8 SANDY D.: I actually got bit by a deer tick on
9 this hike. A few weeks later, I started realizing that
10 I was feeling very flu-ish and didn't have the energy. I
11 mean, it was even getting to a point where I was having a
12 very difficult time to even get out of bed in the
13 morning.

14 Having Nopalea come into my life was -- and the
15 timing was a miracle.

16 ON SCREEN: Individual results will vary.

17 SANDY D.: Oh, it's -- it's given me my life
18 back. I can get through the day now, and while I'm
19 healing, Nopalea's helping me to have a better quality of
20 life.

21 MALE ANNOUNCER: Nopalea is made directly from
22 the natural rich superfruit of the Sonoran Desert's Nopal
23 cactus. This cactus survives one of the world's harshest
24 desert regions, and its key nutrients can help you, too.

25 ON SCREEN: Melissa M.

1 Prescott, AZ

2 MELISSA M.: Nopalea came through for me. It
3 makes me feel better through the days and sleep better at
4 nights. And it's clearly up my skin.

5 ON SCREEN: Individual results will vary.

6 MELISSA M.: It's the only thing I could say
7 that's ever really helped that's -- and this much, too.
8 And it's changing my life and I have so much of a better
9 outlook for the future.

10 ON SCREEN: This product is not intended to
11 treat, diagnose, cure or prevent any disease.

12 MELISSA M.: It's not like anything else out
13 there that I've tried. It's actually working and it's
14 healthy for me. It's good for me.

15 I would highly recommend Nopalea to anyone who
16 has inflammation. It's worked for me, it's worked for
17 others, and it can work for you, too.

18 ON SCREEN: nopalea

19 MALE ANNOUNCER: Many scientists and medical
20 experts today are discovering the need to help the body
21 avoid and reduce chronic inflammation. Dozens of recent
22 scientific studies indicate that the fruit of the Nopal
23 cactus found in the Sonoran Desert can help the body
24 reduce inflammation and gain relief from the painful
25 conditions caused by it.

1 ON SCREEN: Brazos Minshew

2 Chief Science Officer, TriVita

3 BRAZOS MINSHEW: When we have sick people, we
4 always ask the same question. What makes sick people
5 sick? And we look at inflammation as being the thing
6 that ties together so many of these disorders.

7 ON SCREEN: These statements have not been
8 verified by the FDA.

9 BRAZOS MINSHEW: But a very insightful study
10 asked a different question. What keeps healthy people
11 well and how can we be like them?

12 What we discovered is the healthier a person
13 was, the lower their level of inflammation. And that
14 when we consume the Nopal cactus superfruit, we can drive
15 down that inflammation and achieve the biomarkers of
16 wellness.

17 CHERYL TIEGS: I've worked hard to stay healthy
18 my whole life. I watch what I eat. I stay active and
19 exercise. I do yoga and meditate. But that's no
20 guarantee inflammation won't strike you. That's why when
21 I discovered Nopalea, it made such a difference for me.
22 I feel that I want to share it with as many as I can.
23 Well, my mom, she's 87, she loves it. I recommend it to
24 friends.

25 Do yourself a favor, do someone you love a

1 favor and give Nopalea a try.

2
3 ON SCREEN: Call NOW for YOUR FREE 32oz.
4 bottle!

5 (plus S&H)

6 TriVita

7 In Canada and U.S. CALL NOW!

8 FREE 32oz. bottle! Pay only \$9.95 S&H

9 MALE ANNOUNCER: Call now and ask how you can
10 try Nopalea absolutely free. Nopalea is a natural anti-
11 inflammatory drink that helps the body put out the fire
12 on inflammation.

13 ON SCREEN: TriVita

14 New customers only, please.

15 In Canada and U.S. CALL NOW!

16 FREE 32oz. bottle! Pay only \$9.95 S&H

17 MALE ANNOUNCER: Every day, millions of people
18 suffer from painful and uncomfortable conditions caused
19 by elevated inflammation levels.

20 ON SCREEN: pain in the back neck hands
21 legs & feet
22 pain caused by fatigue
23 respiratory and breathing difficulties
24 sinus flare ups skin conditions
25 nerve damage

1 TriVita

2 New customers only, please.

3 In Canada and U.S. CALL NOW!

4 FREE 32oz. bottle! Pay only \$9.95 S&H

5 MALE ANNOUNCER: Conditions including pain in
6 the back, neck, hands, legs and feet. Pain that is
7 caused by fatigue, sinus flare-ups, skin conditions,
8 nerve damage and more.

9 ON SCREEN: TriVita

10 New customers only, please.

11 In Canada and U.S. CALL NOW!

12 FREE 32oz. bottle! Pay only \$9.95 S&H

13 MALE ANNOUNCER: Now, there is an all-natural
14 product that can help the body reduce chronic
15 inflammation with no negative side effects.

16 ON SCREEN: Nopalea

17 TriVita

18 New customers only, please.

19 In Canada and U.S. CALL NOW!

20 FREE 32oz. bottle! Pay only \$9.95 S&H

21 MALE ANNOUNCER: Nopalea is made directly from
22 the natural, rich fruit of the Sonoran Desert's Nopal
23 cactus. This amazing cactus survives the extreme hot and
24 dry conditions of the Sonoran Desert, and it can help
25 you, too.

1 ON SCREEN: Try it FREE! (plus shipping and
2 handling)

3 TriVita

4 New customers only, please.

5 In Canada and U.S. CALL NOW!

6 FREE 32oz. bottle! Pay only \$9.95 S&H

7 MALE ANNOUNCER: Call now and ask how you can
8 try Nopalea absolutely free.

9 ON SCREEN: TriVita Member

10 TriVita

11 New customers only, please.

12 In Canada and U.S. CALL NOW!

13 FREE 32oz. bottle! Pay only \$9.95 S&H

14 UNIDENTIFIED MALE: At the end of the first
15 bottle, I noticed that the pain has subsided and I could
16 lift my arm about this high.

17 ON SCREEN: Individual results will vary.

18 UNIDENTIFIED MALE: And at the end of the 30-
19 day loading phase, I could just lift my arm upright.

20 ON SCREEN: TriVita Member

21 TriVita

22 New customers only, please.

23 In Canada and U.S. CALL NOW!

24 FREE 32oz. bottle! Pay only \$9.95 S&H

25 UNIDENTIFIED FEMALE: I can get through the day

1 now, and while I'm healing, I'm --

2 ON SCREEN: Individual results will vary.

3 UNIDENTIFIED FEMALE: -- Nopalea's helping me
4 to lead -- or have a better quality of life.

5 ON SCREEN: TriVita Member

6 TriVita

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9 FREE 32oz. bottle! Pay only \$9.95 S&H

10 UNIDENTIFIED MALE: I cracked open the fourth
11 bottle. Literally, three days into that fourth bottle
12 and I actually woke up out of bed a different person.

13 ON SCREEN: Individual results will vary.

14 UNIDENTIFIED MALE: Nopalea's a product I can't
15 live without. It's something that has become a daily
16 lifestyle for me.

17 ON SCREEN: neck pain back pain

18 muscles aches hangovers joint pain

19 foot pain sinus flare ups fatigue

20 shoulder pain skin conditions

21 INFLAMMATION

22 TriVita

23 New customers only, please.

24 In Canada and U.S. CALL NOW!

25 FREE 32oz. bottle! Pay only \$9.95 S&H

1 MALE ANNOUNCER: Scientists and medical experts
2 now say these pain-related symptoms can all be linked to
3 one common factor, chronic inflammation.

4 ON SCREEN: Time Magazine
5 Visit time.com and put "The Secret Killer" in
6 their search box on the home page to find and read the
7 archived article from 2004. See what they were saying 5
8 years ago about the surprising links between
9 inflammation and diseases. Plus, what you can do to
10 help fight it!

11 TriVita
12 New customers only, please.
13 In Canada and U.S. CALL NOW!
14 FREE 32oz. bottle! Pay only \$9.95 S&H

15 MALE ANNOUNCER: In fact, a leading publication
16 referred to chronic inflammation as the secret killer,
17 revealing inflammation is on the increase, causing pain
18 and discomfort.

19 ON SCREEN: TriVita
20 New customers only, please.
21 In Canada and U.S. CALL NOW!
22 FREE 32oz. bottle! Pay only \$9.95 S&H

23 MALE ANNOUNCER: Nopalea is a natural anti-
24 inflammatory drink that helps the body put out the fire
25 on inflammation. Nopalea is delicious tasting and

1 naturally sweetened with pure agave syrup --

2 ON SCREEN: less than 20 calories per serving

3 MALE ANNOUNCER: -- with less than 20 calories
4 per serving. And because Nopalea is bottled in a state-
5 of-the-art aseptic facility --

6 ON SCREEN: no artificial preservatives

7 no artificial flavors

8 no artificial colors

9 TriVita

10 New customers only, please.

11 In Canada and U.S. CALL NOW!

12 FREE 32oz. bottle! Pay only \$9.95 S&H

13 MALE ANNOUNCER: -- it contains no artificial
14 colors, flavors or preservatives, just fresh, pure Nopal
15 cactus juice in a ready-to-drink liquid concentrate.

16 If needed, your doctor can find Nopalea in the
17 trusted Physicians Desk Reference, listing anti-
18 inflammatory benefits and full label information.

19 ON SCREEN: TriVita

20 New customers only, please.

21 In Canada and U.S. CALL NOW!

22 FREE 32oz. bottle! Pay only \$9.95 S&H

23 MALE ANNOUNCER: If you're suffering from any
24 type of pain or discomfort or maybe you have another type
25 of condition that you think might be caused by

1 inflammation --

2 ON SCREEN: the nopalea WELLNESS CHALLENGE

3 TriVita

4 New customers only, please.

5 In Canada and U.S. CALL NOW!

6 FREE 32oz. bottle! Pay only \$9.95 S&H

7 MALE ANNOUNCER: -- we invite you to take the
8 Nopalea wellness challenge today. People everywhere are
9 taking the Nopalea wellness challenge and experiencing
10 remarkable results.

11 ON SCREEN: YOU CAN TOO!

12 TriVita

13 New customers only, please.

14 In Canada and U.S. CALL NOW!

15 FREE 32oz. bottle! Pay only \$9.95 S&H

16 MALE ANNOUNCER: And, now, you can, too.

17 ON SCREEN: nopalea

18 the nopalea WELLNESS CHALLENGE FREE!

19 TriVita

20 New customers only, please.

21 In Canada and U.S. CALL NOW!

22 FREE 32oz. bottle! Pay only \$9.95 S&H

23 MALE ANNOUNCER: In fact, we're so confident
24 that Nopalea can help relieve your conditions, we want
25 you to take the Nopalea wellness challenge free.

1 ON SCREEN: the nopalea WELLNESS CHALLENGE

2 1 FREE! 32 oz. Bottle (plus S&H)

3 TriVita

4 New customers only, please.

5 In Canada and U.S. CALL NOW!

6 FREE 32oz. bottle! Pay only \$9.95 S&H

7 MALE ANNOUNCER: Call now and ask to take the
8 Nopalea challenge and receive one 32-ounce bottle of
9 Nopalea absolutely free. Plus, we'll send you the Secret
10 Killer special report that explains the dangers of
11 inflammation and how you can get relief from its painful
12 conditions. You'll also receive an audio CD that
13 explains the science behind the Nopal superfruit.

14 ON SCREEN: drink 3 to 6 oz. each day

15 TriVita

16 New customers only, please.

17 In Canada and U.S. CALL NOW!

18 FREE 32oz. bottle! Pay only \$9.95 S&H

19 MALE ANNOUNCER: To take the Nopalea wellness
20 challenge, all you need to do is drink three to six
21 ounces of Nopalea each day until you find relief.

22 ON SCREEN: track your progress

23 TriVita

24 New customers only, please.

25 In Canada and U.S. CALL NOW!

1 FREE 32oz. bottle! Pay only \$9.95 S&H

2 MALE ANNOUNCER: Track your progress on a
3 simple form, cover a small fee for shipping and handling.

4 ON SCREEN: It's that simple, so call NOW!

5 TriVita

6 New customers only, please.

7 In Canada and U.S. CALL NOW!

8 FREE 32oz. bottle! Pay only \$9.95 S&H

9 MALE ANNOUNCER: It's that simple. So, call
10 now and take the challenge.

11 You've heard from people who have experienced
12 incredible results from Nopalea. Don't suffer another
13 day.

14 ON SCREEN: the nopalea WELLNESS CHALLENGE

15 BPA FREE

16 TriVita

17 New customers only, please.

18 In Canada and U.S. CALL NOW!

19 FREE 32oz. bottle! Pay only \$9.95 S&H

20 MALE ANNOUNCER: Take the Nopalea wellness
21 challenge right now by calling the number on your screen.

22 ON SCREEN: Cheryl Tiegs

23 Supermodel/Entrepreneur

24 CHERYL TIEGS: Have you called in to take
25 Nopalea's wellness challenge? Well, if not, consider

1 this, many doctors and scientists agree there's a link
2 between inflammation and serious diseases. But the
3 nutrients in Nopalea can help. Here's how.

4
5 ON SCREEN: Brazos Minshew

6 Chief Science Officer, TriVita

7 BRAZOS MINSHEW: Inflammation is the number one
8 problem we face in North America. Interestingly,
9 everything from allergies and Alzheimer's disease to
10 heart disease and diabetes are related to inflammation.

11 ON SCREEN: These statements have not been
12 verified by the FDA.

13 BRAZOS MINSHEW: We need nutrients every day to
14 help wash away all the toxins that create inflammation.
15 Over 200 articles published and archived at the National
16 Institutes of Health demonstrate one thing, the Nopal
17 cactus superfruit will reduce inflammation.

18 ON SCREEN: Tony K.

19 San Anselmo, CA

20 TONY K.: I was a professional fashion
21 photographer for over 25 years and always carrying a lot
22 of cameras. I ended up having a lot of inflammation and
23 chronic pain in my back.

24 ON SCREEN: TriVita Member

25 TONY K.: And the last five or ten years, every

1 morning I woke up I could feel this pain in my back. I
2 kind of stopped exercising, I put on a lot of weight.

3 ON SCREEN: Individual results will vary.

4 TONY K.: I started drinking Nopalea. I was
5 drinking, I would say, six to eight ounces a day on a
6 regular basis for maybe a month and a half, two months,
7 when all of a sudden I realized that I was waking up
8 without pain. I was able to exercise again. I started
9 losing weight. I got my life back.

10 ON SCREEN: nopalea

11 MALE ANNOUNCER: The real stories you are
12 hearing all have one thing in common --

13 ON SCREEN: relief from chronic inflammation
14 in the body

15 MALE ANNOUNCER: -- relief from chronic
16 inflammation in the body. Today, medical experts and
17 scientists are searching for solutions to help combat
18 chronic inflammation of the body like never before.

19 ON SCREEN: Scott Conard, ND

20 This opinion is intended for educational
21 purposes only. It is not intended to diagnose or treat
22 disease.

23 SCOTT CONARD: All inflammation is not bad. In
24 fact, inflammation is part of healing. But when you go
25 from the inflammation -- acute inflammation and it

1 doesn't go back down to non-inflamed, but goes to
2 chronic, low-grade, ongoing inflammation that gets worse
3 and worse, eventually, you will destroy tissues, you get
4 diabetes, you get heart disease, you get strokes, you get
5 dementia, you get gut disease, you can have confusion,
6 you can have your whole life literally come apart because
7 you've got ongoing chronic inflammation that we didn't
8 address and treat.

9 Now, remember, it's easier to treat it early
10 than wait for it to get very severe.

11 MALE ANNOUNCER: Now, there is a natural
12 alternative that can help the body reduce chronic
13 inflammation without the worries of negative side
14 effects. Nopalea.

15 ON SCREEN: nopalea

16 MALE ANNOUNCER: Made directly from the natural
17 rich fruit of the Sonoran Desert's Nopal cactus. This
18 amazing cactus survives the extreme hot and dry
19 conditions of the Sonoran Desert and its vital nutrients
20 can help you, too.

21 ON SCREEN: Joe M.

22 Monroe, NC

23 JOE M.: Five weeks ago, my wife, Pam,
24 introduced me to Nopalea. And it's amazing.

25 ON SCREEN: Individual results will vary.

1 JOE M.: The inflammation is gone, the pain has
2 ceased, and I have flexibility in my ankle. Pretty --
3 pretty neat.

4 ON SCREEN: TriVita Member

5 JOE M.: I would recommend Nopalea to anyone
6 that has problems with inflammation or pain. I can tell
7 you, I'm just a true believer.

8 ON SCREEN: Mark G.

9 Charlotte, NC

10 MARK G.: I watched my wife's wellness
11 experience with Nopalea and I was amazed. So, I said,
12 you know, one of the most important things as a cyclist
13 is your recovery. And so, I took this product to see if
14 it can help me recover faster, and it did.

15 ON SCREEN: Individual results will vary.

16 MARK G.: I recovered faster. I was able to
17 come back from my workouts quicker, stronger, with more
18 intensity.

19 ON SCREEN: TriVita Member

20 MARK G.: And, now, I've been able to take this
21 product and share it with my cycling team.

22 CHERYL TIEGS: We all have things in our lives
23 we're passionate about. We want to be healthy and have
24 energy. For me, having adventures and conquering new
25 trails and being with family and friends was so

1 important. Nopalea has helped me sustain the active life
2 I've always had. You don't know how great you'll feel
3 until you take the Nopalea wellness challenge. It's
4 risk-free.

5 See for yourself the difference it can make in
6 your health, your energy and the quality of your life.
7 But you won't know how much better you can feel until you
8 take the first step. Here's your chance.

9 ON SCREEN: Call NOW for YOUR FREE 32oz.
10 bottle!

11 (plus S&H)

12 TriVita

13 In Canada and U.S. CALL NOW!

14 FREE 32oz. bottle! Pay only \$9.95 S&H

15 MALE ANNOUNCER: Call now and ask how you can
16 try Nopalea absolutely free. Nopalea is a natural anti-
17 inflammatory drink that helps the body put out the fire
18 on inflammation.

19 ON SCREEN: TriVita

20 New customers only, please.

21 In Canada and U.S. CALL NOW!

22 FREE 32oz. bottle! Pay only \$9.95 S&H

23 MALE ANNOUNCER: Every day, millions of people
24 suffer from painful and uncomfortable conditions caused
25 by elevated inflammation levels.

1 ON SCREEN: pain in the back neck hands

2 legs & feet

3 pain caused by fatigue

4 respiratory and breathing difficulties

5 sinus flare ups skin conditions

6 nerve damage

7 TriVita

8 New customers only, please.

9 In Canada and U.S. CALL NOW!

10 FREE 32oz. bottle! Pay only \$9.95 S&H

11 MALE ANNOUNCER: Conditions including pain in

12 the back, neck, hands, legs and feet. Pain that is

13 caused by fatigue, sinus flare-ups, skin conditions,

14 nerve damage and more.

15 ON SCREEN: TriVita

16 New customers only, please.

17 In Canada and U.S. CALL NOW!

18 FREE 32oz. bottle! Pay only \$9.95 S&H

19 MALE ANNOUNCER: Now, there is an all-natural

20 product that can help the body reduce chronic

21 inflammation with no negative side effects.

22 ON SCREEN: Nopalea

23 TriVita

24 New customers only, please.

25 In Canada and U.S. CALL NOW!

1 FREE 32oz. bottle! Pay only \$9.95 S&H

2 MALE ANNOUNCER: Nopalea is made directly from
3 the natural, rich fruit of the Sonoran Desert's Nopal
4 cactus. This amazing cactus survives the extreme hot and
5 dry conditions of the Sonoran Desert, and it can help
6 you, too.

7 ON SCREEN: Try it FREE! (plus shipping and
8 handling)

9 TriVita

10 New customers only, please.

11 In Canada and U.S. CALL NOW!

12 FREE 32oz. bottle! Pay only \$9.95 S&H

13 MALE ANNOUNCER: Call now and ask how you can
14 try Nopalea absolutely free.

15 ON SCREEN: TriVita Member

16 TriVita

17 New customers only, please.

18 In Canada and U.S. CALL NOW!

19 FREE 32oz. bottle! Pay only \$9.95 S&H

20 UNIDENTIFIED MALE: At the end of the first
21 bottle, I noticed that the pain has subsided and I could
22 lift my arm about this high.

23 ON SCREEN: Individual results will vary.

24 UNIDENTIFIED MALE: And at the end of the 30-
25 day loading phase, I could just lift my arm upright.

1 ON SCREEN: TriVita Member
2 TriVita
3 New customers only, please.
4 In Canada and U.S. CALL NOW!
5 FREE 32oz. bottle! Pay only \$9.95 S&H
6 UNIDENTIFIED FEMALE: I can get through the day
7 now, and while I'm healing, I'm --
8 ON SCREEN: Individual results will vary.
9 UNIDENTIFIED FEMALE: -- Nopalea's helping me
10 to lead -- or have a better quality of life.
11 ON SCREEN: TriVita Member
12 TriVita
13 New customers only, please.
14 In Canada and U.S. CALL NOW!
15 FREE 32oz. bottle! Pay only \$9.95 S&H
16 UNIDENTIFIED MALE: I cracked open the fourth
17 bottle. Literally, three days into that fourth bottle
18 and I actually woke up out of bed a different person.
19 ON SCREEN: Individual results will vary.
20 UNIDENTIFIED MALE: Nopalea's a product I can't
21 live without. It's something that has become a daily
22 lifestyle for me.
23 ON SCREEN: neck pain back pain
24 muscles aches hangovers joint pain
25 foot pain sinus flare ups fatigue

1 shoulder pain skin conditions

2 INFLAMMATION

3 TriVita

4 New customers only, please.

5 In Canada and U.S. CALL NOW!

6 FREE 32oz. bottle! Pay only \$9.95 S&H

7 MALE ANNOUNCER: Scientists and medical experts

8 now say these pain-related symptoms can all be linked to

9 one common factor, chronic inflammation.

10 ON SCREEN: Time Magazine

11 Visit time.com and put "The Secret Killer" in

12 their search box on the home page to find and read the

13 archived article from 2004. See what they were saying 5

14 years ago about the surprising links between

15 inflammation and diseases. Plus, what you can do to

16 help fight it!

17 TriVita

18 New customers only, please.

19 In Canada and U.S. CALL NOW!

20 FREE 32oz. bottle! Pay only \$9.95 S&H

21 MALE ANNOUNCER: In fact, a leading publication

22 referred to chronic inflammation as the secret killer,

23 revealing inflammation is on the increase, causing pain

24 and discomfort.

25 ON SCREEN: TriVita

1 New customers only, please.

2 In Canada and U.S. CALL NOW!

3 FREE 32oz. bottle! Pay only \$9.95 S&H

4 MALE ANNOUNCER: Nopalea is a natural anti-
5 inflammatory drink that helps the body put out the fire
6 on inflammation. Nopalea is delicious tasting and
7 naturally sweetened with pure agave syrup --

8 ON SCREEN: less than 20 calories per serving

9 MALE ANNOUNCER: -- with less than 20 calories
10 per serving. And because Nopalea is bottled in a state-
11 of-the-art aseptic facility --

12 ON SCREEN: no artificial preservatives

13 no artificial flavors

14 no artificial colors

15 TriVita

16 New customers only, please.

17 In Canada and U.S. CALL NOW!

18 FREE 32oz. bottle! Pay only \$9.95 S&H

19 MALE ANNOUNCER: -- it contains no artificial
20 colors, flavors or preservatives, just fresh, pure Nopal
21 cactus juice in a ready-to-drink liquid concentrate.

22 If needed, your doctor can find Nopalea in the
23 trusted Physicians Desk Reference, listing anti-
24 inflammatory benefits and full label information.

25 ON SCREEN: TriVita

1 New customers only, please.

2 In Canada and U.S. CALL NOW!

3 FREE 32oz. bottle! Pay only \$9.95 S&H

4 MALE ANNOUNCER: If you're suffering from any
5 type of pain or discomfort or maybe you have another type
6 of condition that you think might be caused by
7 inflammation --

8 ON SCREEN: the nopalea WELLNESS CHALLENGE

9 TriVita

10 New customers only, please.

11 In Canada and U.S. CALL NOW!

12 FREE 32oz. bottle! Pay only \$9.95 S&H

13 MALE ANNOUNCER: -- we invite you to take the
14 Nopalea wellness challenge today. People everywhere are
15 taking the Nopalea wellness challenge and experiencing
16 remarkable results.

17 ON SCREEN: YOU CAN TOO!

18 TriVita

19 New customers only, please.

20 In Canada and U.S. CALL NOW!

21 FREE 32oz. bottle! Pay only \$9.95 S&H

22 MALE ANNOUNCER: And, now, you can, too.

23 ON SCREEN: nopalea

24 the nopalea WELLNESS CHALLENGE FREE!

25 TriVita

1 New customers only, please.

2 In Canada and U.S. CALL NOW!

3 FREE 32oz. bottle! Pay only \$9.95 S&H

4 MALE ANNOUNCER: In fact, we're so confident
5 that Nopalea can help relieve your conditions, we want
6 you to take the Nopalea wellness challenge free.

7 ON SCREEN: the nopalea WELLNESS CHALLENGE

8 1 FREE! 32 oz. Bottle (plus S&H)

9 TriVita

10 New customers only, please.

11 In Canada and U.S. CALL NOW!

12 FREE 32oz. bottle! Pay only \$9.95 S&H

13 MALE ANNOUNCER: Call now and ask to take the
14 Nopalea challenge and receive one 32-ounce bottle of
15 Nopalea absolutely free. Plus, we'll send you the Secret
16 Killer special report that explains the dangers of
17 inflammation and how you can get relief from its painful
18 conditions. You'll also receive an audio CD that
19 explains the science behind the Nopal super fruit.

20 ON SCREEN: drink 3 to 6 oz. each day

21 TriVita

22 New customers only, please.

23 In Canada and U.S. CALL NOW!

24 FREE 32oz. bottle! Pay only \$9.95 S&H

25 MALE ANNOUNCER: To take the Nopalea wellness

1 challenge, all you need to do is drink three to six
2 ounces of Nopalea each day until you find relief.

3 ON SCREEN: track your progress

4 TriVita

5 New customers only, please.

6 In Canada and U.S. CALL NOW!

7 FREE 32oz. bottle! Pay only \$9.95 S&H

8 MALE ANNOUNCER: Track your progress on a
9 simple form, cover a small fee for shipping and handling.

10 ON SCREEN: It's that simple, so call NOW!

11 TriVita

12 New customers only, please.

13 In Canada and U.S. CALL NOW!

14 FREE 32oz. bottle! Pay only \$9.95 S&H

15 MALE ANNOUNCER: It's that simple. So, call
16 now and take the challenge.

17 You've heard from people who have experienced
18 incredible results from Nopalea. Don't suffer another
19 day.

20 ON SCREEN: the nopalea WELLNESS CHALLENGE

21 BPA FREE

22 TriVita

23 New customers only, please.

24 In Canada and U.S. CALL NOW!

25 FREE 32oz. bottle! Pay only \$9.95 S&H

1 MALE ANNOUNCER: Take the Nopalea wellness
2 challenge right now by calling the number on your screen.

3 ON SCREEN: The preceding was a paid
4 presentation for nopalea

5 the anti-inflammatory wellness drink from
6 TriVita

7 These statements you heard in this program
8 have not been evaluated by the Food and Drug
9 Administration. This product is not intended to treat,
10 diagnose, cure or prevent any disease.

11 MALE ANNOUNCER: The preceding has been a paid
12 presentation for Nopalea, the anti-inflammatory wellness
13 drink from TriVita.

14 ON SCREEN: produced by GDF Media Productions

15 ©2012 TriVita, Inc.

16 distributed by Ellison Media Company

17 (The recording was concluded.)
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24
25

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

MATTER NUMBER: 1223185

CASE TITLE: TRIVITA, INC.

TAPING DATE:

TRANSCRIPTION DATE: SEPTEMBER 4, 2013

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: SEPTEMBER 4, 2013

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.

SARA J. VANCE

"Nopalea helps me
beat my pain
before it beats me.
Now try it free!"

Cheryl Tiegs, World's First Supermodel

As an international supermodel and spokesperson for health and fitness, I'm always on the go. And I refuse to be slowed down by painful stiffness and inflammation.

That's why I start off every day with **Nopalea** — a delicious wellness drink that actually helps fight off the damaging effects of inflammation naturally.

Nopalea is formulated from the superfruit of the Nopal cactus, which is loaded with a powerful class of nutrients known as "bioflavonoids." Scientists have proven that they help your body detox and restore vitality.

Each sip is brimming with proven **health benefits** that help your body:

- **Improve** joint health
- **Neutralize** toxins
- **Reduce** muscle pain and stiffness
- **Relieve** swelling in muscles
- **Protect** health at the cellular level

Now try Nopalea for FREE.

And never stop doing the things you love.

Get **relief** today...

Help **protect** against health conditions tomorrow.

TRY A 32-OZ. BOTTLE OF
Nopalea FREE!

CALL NOW, TOLL-FREE
1-800-209-3757

*Just pay \$9.95 shipping and handling

This product is not intended to diagnose, treat, cure or prevent any diseases. Children, women who are pregnant or nursing, and all individuals allergic to any foods or ingredients should consult their healthcare provider before using this product. You should not stop taking any medications without first consulting with your healthcare provider. To report a serious adverse event or obtain product information, contact 1-800-991-7116.



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TRIVITA008898

Exhibit C

INFLAMMATION RELIEF WITHOUT A PRESCRIPTION

As Seen On
TV

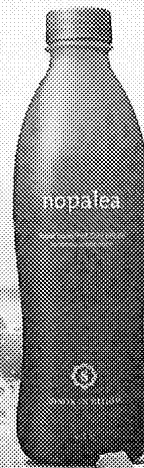
Nopalea™
Try it **FREE***
today!

Nopalea – the wellness drink that helps the body:

- Relieve pain
- Reduce swelling in joints and muscles
- Improve breathing

Get your FREE*
32-ounce
bottle today!
(details inside)

**Just Pay S&H*



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Exhibit D

Discover Nopalea, a natural solution to inflammation



Nopalea (Nō-pah lāy'uh) is a tasty wellness drink sourced from the fruit of the Nopal cactus (*Opuntia Ficus Indica*). Nopal cactus fruit contains a very rare and powerful class of antioxidants called Betalains (bāy ta linz). Betalains have been scientifically proven to help the body detoxify itself and reduce inflammation.

These healing properties of the Nopal cactus have been relied on for centuries by native peoples, and they're now available in Nopalea. Each 32-ounce bottle of Nopalea brims with the health benefits of the Nopal fruit.

Daily use of Nopalea helps your body:

- **Reduce inflammation**
- **Detoxify**
- **Achieve optimal cellular health**

Scientifically
PROVEN!

Nopalea Users Are Saying...

"...I noticed that my range of motion was improving."

"I've had a very stiff neck, due to inflammation, that caused me a lot of pain and affected my range of motion. I began drinking Nopalea and within five days, I noticed that my range of motion was improving."

Paige C., Affiliate Member – Belleair Bluffs, FL

"...the pain in my knees and ankles had disappeared."

"I suffered from pain in my knees and ankles before I began taking Nopalea. After starting the Nopalea Loading Phase [3 to 6 oz per day] my pain was cut in half. By the time I was halfway through the second bottle, the pain in my knees and ankles had disappeared."

Kimberly M., Member – Mechanicsville, PA

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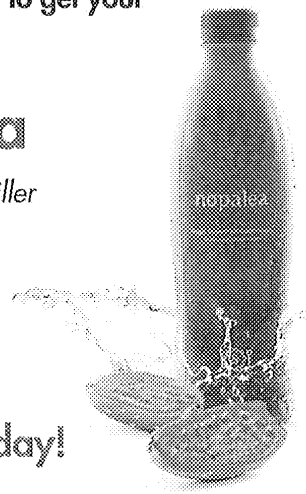
Nopalea Helps the Body Support Health & Vitality

- Soothes muscle, joint and bone discomfort
- Supports heart health
- Calms digestive problems
- Helps relieve all kinds of body aches
- Protects cellular health
- Energizes your life

CALL NOW for details on how to get your

**FREE* 32-ounce
bottle of Nopalea**

Plus, you'll also receive *The Secret Killer*
Health Alert: an informative booklet
about the dangers of inflammation
and how Nopalea can help you.



Call 1-800-XXX-XXXX Today!

*Just Pay S&H

Help Protect Against the Damaging Effects of Chronic Inflammation

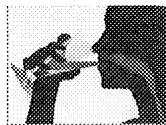
Nopalea is the breakthrough wellness drink that people are talking about!
Full of Betalains, a class of rare and potent antioxidants,
Nopalea works in two ways.

It helps your body to:

- Neutralize toxins
- Reduce inflammation

Nopalea helps give your body the great relief it needs today,
while helping to protect it against tomorrow's health conditions.

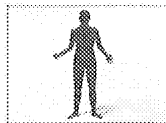
How Nopalea aids the body in healing



1. Nopalea, full of Betalains, is swallowed.



5. The body then can turn an unhealthy cell into a healthy one.



2. The Betalains in Nopalea permeate the body.



6. A macrophage (a special immune system cell) seeks any leftover dead cells.



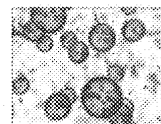
3. A close-up of Betalains, surrounded by cells.



7. The macrophage engulfs the dead cells.



4. The Betalains approach an unhealthy cell and drain out the toxic waste.



8. Betalains continue to surround your cells and protect against daily assaults.

**Get a FREE* 32-ounce bottle of Nopalea
Call 1-800-XXX-XXXX Today!**

*Not for 2011. 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. Children, women who are pregnant or nursing, and all individuals allergic to any foods or ingredients should consult their health care provider before using this product. You should not be taking any medication without first consulting with your health care provider. To report a serious adverse event or obtain product information, contact 1-800-XXX-XXXX.

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TRIVITA008909

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CMYK MAGENTA YELLOW BLACK

9.25"



As Seen On TV

Can this fruit drink save your life?

How a new wellness drink helps fight the 'secret killer'...

The secret killer -- revealed!

Scientists believe that inflammation -- the lifesaver that helps you fight off germs, bacteria and viruses -- is the secret killer. Left alone, it can ravage your arteries, chew up nerve cells in your brain, and lead to all kinds of age-related ailments.

Now, researchers at the University of Arizona have confirmed that the healing properties of the Nopal cactus -- found only in the Sonoran desert in the southwest -- can help fight off harmful inflammation and restore cellular health.

The key is a rare and potent class of antioxidants called "betalains" found inside the Nopal fruit. For centuries, betalains are believed to be perhaps the best natural anti-inflammatory agents on the planet.

The power of Nopalea

For the first time, you can harness the proven health benefits of this powerful antioxidant in a delicious, natural fruit drink. Nopalea stands with you in your daily battle for good health.

Helps restore damaged cells

Nopalea draws off excess fluid in your cells, strengthens the cellular wall and protects it from "popping," or dying prematurely. The unhealthy

cell returns to a normal, healthy state. And you feel great again!

Delighted customers

"I had surgery for collapsed vertebrae which caused severe inflammation. I tried Nopalea and I'm no longer in pain."

"I love the way it tastes. I will never stop drinking Nopalea."

-- Melody C., TriVita Member
Denver, CO

"I have suffered from chronic breathing problems for most of my life. A friend introduced (me) to Nopalea. My breathing problems were significantly reduced. Nopalea has helped me live a fuller life."

-- Robyne T., TriVita Member - Surrey, BC

*Results not typical. Your results may vary.



**FREE
32-oz.
Bottle**



Try Nopalea FREE!

1-800-207-5146

www.nopalea.com/USW81

8.375"

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TRIVITA008877

Exhibit E

NOP_8.375"x9.25"spread_USAN_CA:Nopalea 12/14/10 1:04 PM Page 2

CYAN MAGENTA YELLOW BLACK

Nopalea Supports Good Health & Vitality

- Fights inflammation
- Helps relieve muscle, joint & bone discomfort
- Supports heart health
- Improves breathing
- Soothes digestive problems
- Protects cellular health



From 'complete agony' to a glorious pain-free life!*

Melody C., TriVita Member - Denver, CO

"I had surgery for three collapsed vertebrae which caused severe inflammation. I tried Nopalea and the results were dramatic. I'm no longer in pain, You won't see me walking with a limp."

*"I love the way it tastes. I will never stop drinking Nopalea."**

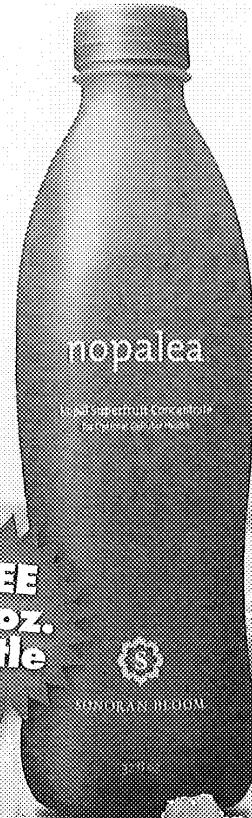


"...my breathing problems were significantly reduced."*

Robynne T., TriVita Member - Surrey, BC

"I have suffered from chronic breathing problems for most of my life. A friend of my husband and I introduced us to Nopalea."

"I quickly noticed that my breathing problems were significantly reduced. Nopalea has helped me to live a fuller life."*



**FREE
32-oz.
Bottle**

Try Nopalea FREE!
1-800-206-0506
www.nopalea.com/USW82

* Result not typical. Your results may vary.

8.375"

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TRIVITA008878

Exhibit E

nopalea

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view cart


login



more movement. less pain.

learn more

Nopalea, a natural anti-inflammatory




discover nopalea


Nopalea (No-pah lay'uh) is a tasty wellness drink sourced from the fruit of the Nopal cactus (Opuntia Ficus Indica).

[see more videos »](#)

take the challenge



learn more



help reduce pain from inflammation

Nopalea's Nopal cactus fruit contains a very rare and powerful class of antioxidants called bioflavonoids.

[read more »](#)

shop nopalea

Start your wellness journey!

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tell the world

share nopalea with others

share

well-being

experience total wellness

how?

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Story

Vision

Contact

products

Nopalea Original

Nopalea Daily Cleanse

well-being

science

Nopalea

Inflammation

Bioflavonoids

Detoxification

TRIVITA

experience wellness

TERMS & CONDITIONS | PRIVACY POLICY | SITEMAP

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TriVita: Experience Wellness

<http://www.trivita.com/Web/US/content/products/product-detail.aspx...>

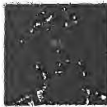
Wellness Stories



"...after taking Nopalea, I feel so much better."
 "I am a certified personal trainer and fitness consultant. But then one day, I injured my back while exercising and I experienced a constant nagging

pain and muscle tightness that I could not seem to get rid of. I knew I needed some help. And, now, after taking Nopalea, I feel so much better."

- Brian B., Affiliate Member - Odenton, MD



"I suffered excruciating pain every day ... now my pain is almost gone!"

"I was diagnosed with a condition where there is inflammation in the cartilage that joins the upper ribs to the sternum. This condition causes sharp pains on my front chest wall which also radiates to my back and abdomen. I was suffering with excruciating pain every day. My doctor recommended ibuprofen, but it did absolutely nothing for the pain. I started thinking that I was going to have to live with this very painful condition for the rest of my life. Then I learned about Nopalea and decided to try it. I took the loading phase and now my pain is almost gone! Nopalea is an awesome product."

- Carrie P., Member - Mount Horeb, WI



"...I realized I was breathing deeply. It felt great!"

"I used to run marathons and walking is one of the things I love to do. Recently I'd developed breathing problems, especially when breathing deeply, which made walking difficult. My doctor found evidence of scarring on my lungs so I began taking Nopalea. One day while walking, I took a deep breath - a really deep breath - and realized I was breathing deeply. It felt great! Nopalea has helped me so much. It is a life-changing product. The taste is great, and it really makes me feel good."

- Barbara B., Affiliate Member - Los Angeles, CA



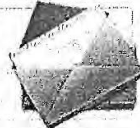
"...the pain has continued to steadily decrease"

"I have been taking Nopalea for about month and a half. After the first week, I noticed that I was having much less pain in my knees after my morning run. At first I didn't know if it was the Nopalea, but I continued to drink about 2 ounces a day, and the pain has continued to steadily decrease. I've also noticed that I am more motivated to exercise regularly. The taste is so good that even my four-year-old daughter asks for her Nopalea by name every day - drinking it is part of our morning routine."

- Mike N., Affiliate Member - Spring Lake, NC

SHARE YOUR WELLNESS STORY

AND GET A 25\$ GIFT CARD



"After taking Nopalea, my constant knee pain was gone."

"Before I started taking Nopalea I had pain and swelling in my knee due to all the running I was doing. My doctor told me to stop running and gave me an anti-inflammatory medication. It didn't work. But after taking Nopalea, my constant knee pain was gone. I decided to try running again. Much to my amazement, I've now been running pain-free, without swelling, for over five months. Plus, even my weekly migraines are gone. I feel better now than I ever have!"

- Tami S., Affiliate Member - Lincoln, NE



"Within five days ... my range of motion was improving."

"I'm in my 40s and had a few health problems, including a very stiff neck that caused a lot of pain and affected my range of motion. So I began drinking Nopalea (It tastes delicious) and within five days of starting the Nopalea Wellness Challenge, I noticed that my range of motion was improving. I noticed that Nopalea also helped me with my seasonal allergy symptoms that created puffiness around my eyes and face. People commented on how healthy my skin looked after just a short time on Nopalea. Best of all, Nopalea helped my body reduce inflammation as shown on my C-Reactive Protein test. Prior, the score was 1.3, but since Nopalea, it is down to just barely over zero - It decreased one full point. Nopalea is helping me out and I think it's worth it to feel good and be healthy."

- Paige C., Affiliate Member - Belleair Bluffs, FL



"Nopalea allowed me to compete in what I do best!"

"I'm a 49-year-old Pro Rodeo Champion from South Dakota and compete nationally in Steer Wrestling and Roping. Working in the rodeo has especially impacted my shoulders, causing me pain. But then I found out about Nopalea from my mother who recommended that I try it because of my aches and pains."

Just several days after starting Nopalea, I took a nasty fall and hurt my knee pretty bad in a competition. I was due to continue the competition over the next few days, but I feared the worst. I thought I would have to quit, because the last time I fell like this, I was out for almost a month.

Much to my surprise, the next day I didn't have the swelling and pain that I've experienced so many times before. I was not only feeling pretty good, I was able to compete the next two days and finish what I was there for! I didn't think Nopalea would be able to help me so fast.

I also noticed that since taking the Nopalea, my sleep pattern is much better. I used to wake at the early hours of the morning and now, I find that I am sleeping better and longer without that interruption."

- J.B. Lord, Affiliate Member - Piedmont, SD

* You should not stop taking any medication without first consulting your healthcare provider.

Products for Wellness

Wellness Center

Become an Affiliate

Learn About Us

See Additional Content Here

AYUDA A ALIVIAR EL DOLOR A CONSECUENCIA DE LA INFLAMACIÓN

Alivio real de manera natural



Nopalea™

¡Pruébela GRATIS* hoy mismo!
Se ha demostrado que los nutrientes de Nopalea ayudan a reducir la inflamación del organismo y a su vez pueden contribuir a:

- ✓ Disminuir el dolor que causa la inflamación
- ✓ Mejorar la salud de las articulaciones
- ✓ Aliviar la inflamación muscular
- ✓ Proteger la salud celular



OBTENGA UNA BOTELLA DE 32 ONZAS GRATIS* Y ¡PARTICIPE EN EL RETO DE BIENESTAR DE NOPALEA HOY MISMO! ▶

RETO DE BIENESTAR

LLAME AHORA AL
1-800-249-2173

*Pague solo \$9.95 por envío y gestión.

¿Sufre usted de inflamación y problemas de salud relacionados?

- Inflamación muscular, articular y corporal - que causa **dolor muscular, articular y corporal**
- Inflamación respiratoria - que causa **alergias y dificultades para respirar**
- Inflamación arterial - que causa **problemas cardíacos**
- Inflamación del tracto digestivo - que causa **distensión abdominal, calambres y sensación de quemazón**
- Inflamación celular extendida - que causa **fatiga general**



Descubra **Nopalea** -
una solución natural contra la inflamación

Nopalea es una deliciosa bebida para el bienestar que se elabora del fruto del nopal (*Opuntia Ficus Indica*). Las propiedades curativas del nopal han sido utilizadas por siglos por los indígenas y ahora están disponibles con Nopalea. En cada botella de Nopalea de 32 onzas abundan los beneficios saludables del fruto del nopal.



¿Cómo funciona **Nopalea**?

Los nutrientes de Nopalea ayudan al organismo a neutralizar las toxinas internas y a reducir la inflamación. El consumo diario de Nopalea ayuda al organismo a:

- Reducir la inflamación
- Destoxificarse
- Alcanzar una salud celular óptima

Testimonios acerca de **Nopalea**

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"...el dolor de mis rodillas y tobillos había desaparecido".

"Sufrí de dolor en las rodillas por casi nueve meses y de dolor en los tobillos por casi seis meses hasta que asumí el Reto de bienestar de Nopalea. El dolor interfería con mi trabajo y mi vida personal. Después de comenzar con la fase de carga de Nopalea [3 a 6 onzas

Historias de éxito



cada día] el dolor se redujo a la mitad. Cuando ya iba por la mitad de la segunda botella, el dolor de mis rodillas y tobillos había desaparecido”.

Kimberly M., Mechanicsville, PA

“...pude mover mis manos mucho mejor”.

“Sufría de rigidez, inflamación y dolor articular crónicos durante muchos años. Luego de tomar Nopalea durante poco tiempo, pude mover mis manos mucho mejor. Estoy tomando Nopalea desde hace más de un año y ha aliviado enormemente el dolor y la rigidez de las articulaciones”.

Sherman J., Jr., Nelson Lagoon, AK

“Camino en el parque casi todos los días sin bastón y llevo una vida activa”.

“Hace un año me torcí las rodillas y luego de meses de rehabilitación seguía teniendo dificultad para caminar, por lo que usé un bastón. Un amigo me recomendó Nopalea y decidí probarlo. Luego de dos semanas noté una mejoría. Ahora, tres meses después, camino en el parque casi todos los días sin bastón y llevo una vida activa. Si dejo de tomar Nopalea, los síntomas regresan. Ahora estoy comprometido con el producto y estoy feliz de compartirlo con las personas con las que hablo”.

Mike M., Middle Village, NY

“...estoy tan emocionada con los resultados”.

“Mientras jugaba con una pelota en la piscina, me lesioné gravemente la rodilla derecha. A penas podía caminar, sentarme, dormir o realizar actividades comunes. Realicé un pedido de Nopalea y noté una clara mejoría luego de 3 semanas de tomar diariamente 6 onzas de Nopalea. Estoy tan emocionada con los resultados”.

Orysa C., Lawrenceville, GA



El fruto del nopal de Nopalea contiene una clase muy rara y potente de antioxidantes llamados bioflavonoides. Se ha comprobado científicamente que estos bioflavonoides ayudan al organismo a detoxificarse y reducir la inflamación. ¡Vea lo que dice la comunidad de investigadores científicos acerca de estos increíbles nutrientes!

Nopalea



Actividad antitoxinas

- * "Cactus (Opuntia ficus-indica) protects against oxidative damage induced by the mycotoxin zearalenone in Balb/C mice." (El cactus (Opuntia ficus-indica) protege contra la oxidación inducida por la micotoxina zearalenona en ratones Balb/C) (Food Chem Toxicol. 2008 May;46(5):1817-24.)
- * "Opuntia ficus indica extract protects against chlorpyrifos-induced damage on mice liver." (El extracto de Opuntia ficus indica protege contra el daño inducido por clorpirifós en el hígado de ratones) (Food Chem Toxicol. 2008 Feb;46(2):797-802.)
- * "Opuntia ficus indica (L.) Mill. fruit juice protects liver from carbon tetrachloride-induced injury." (El jugo del fruto Opuntia ficus indica (L.) Mill. protege el hígado contra las lesiones inducidas por tetracloruro de carbono) (Phytother Res. 2005 Sep;19(9):796-800.)

Antiinflamatorio

- * "An anti-inflammatory principle from cactus." (Una fórmula antiinflamatoria proveniente del cactus) (Fitoterapia. 2001 Mar;72(3):288-90.)
- * "Antioxidant betalains from cactus pear (Opuntia ficus-indica) inhibit endothelial ICAM-1 expression." (Los antioxidantes betalainicos de la tuna (Opuntia ficus-indica) inhiben la expresión endotelial de la ICAM-1) (Gentile C, Tesoriere L, Allegra M, Lihnea MA, D'Alesio P. Ann N Y Acad Sci. 2004 Dec;1028:481-6.)
- * "Effect of Opuntia ficus indica on symptoms of the alcohol hangover." (Efecto del Opuntia ficus indica sobre los síntomas de la resaca después de ingerir alcohol) (Wiese J, McPherson S, Odden MC, Shlipak MG. Arch Intern Med. 2004 Jun 28;164(12):1334-40.)

Fortalecimiento del sistema inmunológico

- * "Betalains a betacyanin pigment purified from fruits of Opuntia ficus-indica induces apoptosis in human chronic myeloid leukemia Cell line-K562." (Las betalainas, un pigmento de la betacianina purificada de los frutos del Opuntia ficus-indica inducen apoptosis en la línea celular K562 procedente de la leucemia mieloide crónica en los humanos) (Phytomedicine. 2007 Nov;14(11):739-46.)
- * "Antioxidant betalains from cactus pear (Opuntia ficus-indica) inhibit endothelial ICAM-1 expression." (Los antioxidantes betalainicos de la tuna [Opuntia ficus-indica] inhiben la expresión endotelial de la ICAM-1) (Ann N Y Acad Sci. 2004 Dec;1028:481-6.)
- * "Modulation of intracellular calcium concentrations and T cell activation by prickly pear polyphenols." (Modulaciones de las concentraciones de calcio intracelular y activación de la célula T por los polifenoles de la tuna) (Mol Cell Biochem. 2004 May;260(1-2):103-10.)

Protección cerebral

- * "Inhibition of nitric oxide synthase expression in activated microglia and peroxynitrite scavenging activity by Opuntia ficus indica var. saboten." (Inhibición de la expresión de la síntasa del óxido nítrico en microglía activada y neurofagia del peroxinitrito por Opuntia ficus indica var. saboten) (Phytother Res. 2006 Sep;20(9):742-7.)
- * "Interventions for protecting against or treating alcohol hangover: systematic review of randomised controlled trials." (Intervenciones para protegerse contra la resaca del alcohol o para tratarla: revisión sistemática de pruebas controladas aleatorias) (BMJ. 2005 Dec 24;331(7531):1515-6.)
- * "Opuntia ficus-indica attenuates neuronal injury in in-vitro and in vivo models of cerebral ischemia." (Opuntia ficus-indica atenúa las lesiones neuronales en modelos de isquemia cerebral in-vitro y en vivo) (J Ethnopharmacol. 2006 Mar 8;104(1-2):257-62.)
- * "Effect of Opuntia ficus indica on symptoms of the alcohol hangover." (Efecto de Opuntia ficus indica en los síntomas de la resaca del alcohol) (Arch Intern Med. 2004 Jun 28;164(12):1334-40.)
- * "Neuroprotective effects of antioxidant flavonoids, quercetin, (+)-dihydroquercetin and quercetin 3-methyl ether, isolated from Opuntia ficus-indica var. saboten." (Efectos neuroprotectivos de los flavonoides antioxidantes, la quercetina, la (+)-dihidroquercetina y la quercetina 3-metiléter, aislados de Opuntia ficus-indica var. saboten) (Brain Res. 2003 Mar 7;965(1-2):130-6.)

Cómo ayuda **Nopalea** al organismo en la curación

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La inflamación descontrolada y los radicales libres (moléculas inestables que son también dañinas para

las células) son generalmente el resultado de la exposición del organismo a las toxinas, el traumatismo directo, las deficiencias de nutrientes y el estrés. Una célula demasiado agotada por la inflamación se puede dañar definitivamente y puede causar su muerte prematura. Las células dañadas y muertas deberán eliminarse del organismo o se convertirán en el foco de infecciones y enfermedades.

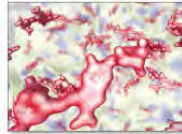
Los bioflavonoides contenidos en Nopalea pueden ayudar a protegerlo contra la toxicidad y a reducir la inflamación que puede conducir a padecimientos graves.



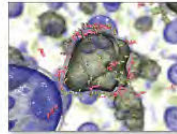
1. Nopalea, repleto de bioflavonoides, se ingiere.



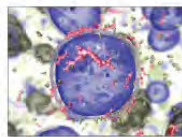
2. Los bioflavonoides contenidos en Nopalea se extienden por todo el organismo.



3. Un primer plano de los bioflavonoides, rodeados de células.



4. Los bioflavonoides se acercan a las células no saludables y drenan el líquido residual tóxico.



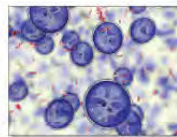
5. El organismo puede convertir una célula no saludable en una sana.



6. Un macrófago (una célula especial del sistema inmunológico) busca cualquier célula muerta que haya quedado.



7. El macrófago envuelve las células muertas.



8. Los bioflavonoides continúan rodeando sus células, protegiéndolas contra los asaltos diarios.

Preguntas frecuentes

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¿Nopalea contiene azúcar, edulcorantes artificiales, saborizantes artificiales o colorantes añadidos?

No. Nopalea está endulzado con néctar de agave, una forma natural de azúcar.

¿Nopalea contiene conservantes?

No.

¿Qué cantidad de Nopalea debo tomar?

Cuando tome Nopalea por primera vez, TriVita sugiere que beba diariamente entre 3 y 6 onzas, durante 30 días. Durante la etapa de mantenimiento, tome entre 1 y 3 onzas diariamente, dependiendo de las necesidades de su organismo de combatir la inflamación.

¿Es seguro tomar Nopalea con medicación?

No existe ninguna contraindicación conocida entre Nopalea y los medicamentos. Sin embargo, Nopalea es un suplemento alimentario. Si está tomando medicamentos o padece un trastorno médico conocido, es mejor que consulte con un profesional de la salud antes de tomar Nopalea.

¿Cómo puedo asegurar de que el producto mantenga su frescura?

Para mantener de mejor manera la frescura, el color y el sabor naturales del producto, refrigere la botella al recibirla; nunca beba directamente de ella y consuma el contenido de cada botella luego de 30 días de abrirla.

¡Participe en el Reto de bienestar de Nopalea hoy mismo con una botella GRATIS!

Cómo funciona el reto:

1. Obtenga una botella de Nopalea de 32 onzas GRATIS* y beba de 3 a 6 onzas de Nopalea frío todos los días hasta que se acabe.

2. Llene el formulario del Reto de Nopalea (incluido en su envío) para hacer un seguimiento de su progreso.
3. Lea la alerta de salud *El asesino secreto* (también incluida en su primer pedido): un folleto informativo breve acerca de los peligros de la inflamación y cómo Nopalea puede ayudar.

¡Así de sencillo!

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**¡Llame ahora
para obtener
una botella GRATIS*!
1-800-249-2173**

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