



5 ENTIRE NUTRACEUTICAL LINES
8 CAMPAIGNS
MEDIA TESTING DONE
2 CAMPAIGNS HAVE BLOCKBUSTER CPC'S
WORLD CLASS PRODUCTION
FULLY SUBSTANTIATED/ REVIEWED
UPSELLS IN PLACE



CHRIS HILLSETH
E N T E R P R I S E S

CHRIS@CHRISHILLSETHENTERPRISES.COM
(818) 495-3038



A Hundred Million Dollar Opportunity

HIGHLIGHTS:

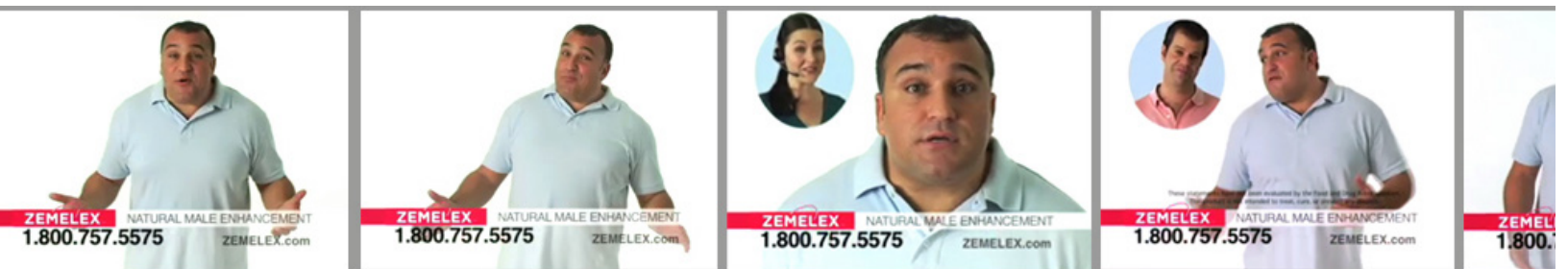
- Cost Per Call SUB \$10 based on \$50,000 in testing
- World Class Short form spots
- Complete talent buyouts
- C.O.G.'s sub \$5
- Formulated by Marilyn Barrett, Ph.D
- Reviewed by legal council for FDA/FTC compliance
- 2 Unique Campaigns
- Upsells in place (topical for women and DVD series)
- Complete talent "buy-outs".

Zemelex Campaigns:

2 short form commercials. One features MEL, an international man of adventure. The spots are fun, sexy and visually stunning. MEL is the man we all want to be... maybe we just need a little more Zemelex. The other spot features TONY - an everyday guy we know from somewhere.



TONY was tested head to head with the MEL campaign and achieved almost an identical cost per call initially.





Azenda is a wholly owned brand of S-adenosyl-methionine (SAM-e), an extensively researched amino acid used throughout Europe for over 30 years as a treatment for depression, osteoporosis and liver disease.

Azenda represents a remarkable marketing opportunity.

- Works quickly, usually within the first 2 weeks
- Consumers experience clear, distinct and often life changing benefits.
- Many users experience a natural weight loss and loss of sugar cravings
- Mood/Depression is a large market and this compound is also marketed for JOINT health.
- Anti-Aging – because of its' powerful detoxification and mood boost, it helps people feel younger, emotionally and physically.

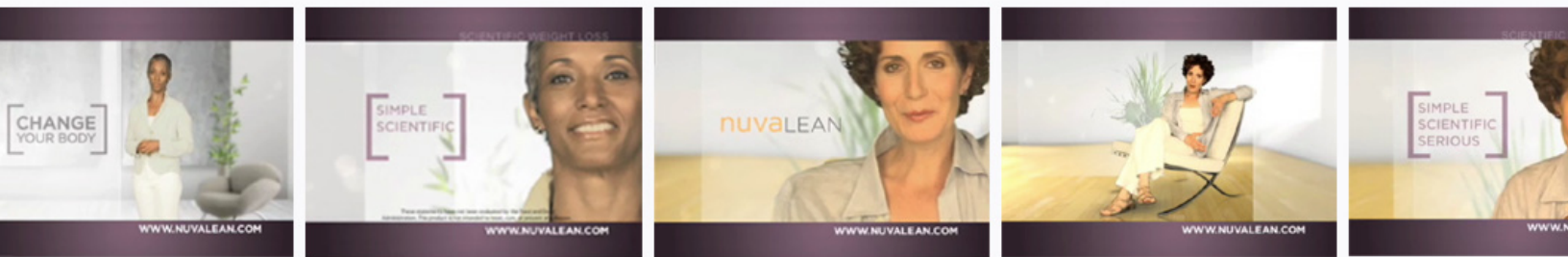
Product C.O.G.s:

Current finished COGS for a 30-day supply (60 blister packed, 200mg tablets) are just over \$12. A proprietary formula has been developed, called 290/10, which costs about \$7 for a 30-day supply with similar benefits. MSRP is 39.95.

Azenda Campaigns:

We have tested both long form and short form shows. The long form show featured Dr. Norm Shealy. The show included all the benefits from mood, anti-aging and even joint health in the same show. Show requires renewing of Dr's. flat quarterly fee agreement.

Back-to-back 30-second commercials (below) garnered a sub \$11 CPC (cost per call). This campaign focused on mood swings related to menopause. Azenda is a huge opportunity for the right team able to leverage the foundation that is in place.



nuvaLEAN

Developed by Zhaoping Li, M.D. Ph.D. Associate Chief of Clinical Nutrition at UCLA, NuvaLEAN is a three-step weight-loss system that addresses both the emotional and physical causes of overeating. NuvaLEAN, made from all natural ingredients, is designed to regulate the emotions that lead to overeating, while increasing satiety and igniting the body's fat burning capacity. When combined with diet and exercise, the NuvaLEAN 3-part System (NuvaLEAN Lift, Satisfy and Burn) can be one of the safest and most effective solutions to weight loss.

Discussion on NuvaLEAN:

Weight Loss is a lucrative, competitive and highly scrutinized category. The initial NuvaLEAN campaign consisted of back-to-back 30-second commercials, which were beautifully executed. We believe that an opportunity exists for a credible weight loss product with reasonable marketing claims presented in a higher-end commercial, contrasting the "sensationalism" of traditional direct response weight loss products. Recent announcements made by large pharmaceutical companies of new obesity drugs indicate new competition from over the counter and prescription weight loss solutions, putting further importance on developing credible and medically substantiated products. The NuvaLEAN commercial introduces a sophisticated and new approach to weight loss. We believe that the maturing category of weight loss is ready for a different approach.

We also tested NuvaLEAN XP, which is a paired down 2-part (Satisfy and Burn only) product offering with more sensational and traditional campaign. This show needs to be tested.





Zalera is a unique personal lubricant formulated as an arousal gel and stimulant designed to increase a woman's sensation, and ultimately her satisfaction during intimacy. Zalera is endorsed by Dr. Ava Cadell, Ph.D., a world-renowned relationship expert, sex therapist, and published author.

In 2005, researchers at the Yale School of Medicine and the Albert Einstein College of Medicine found that female sexual dysfunction (FSD) affected 48.2% of women. At the same time, sexual enhancement and intimacy products are showing explosive growth. To this point, CVS has more than quadrupled the amount of shelf space devoted to the category of personal lubricants from 2003 to 2005 and continues to expand the available sales even today.

Discussion on Zalera:

Zalera completed two weeks of testing on national cable. CPC was reduced to \$44.12 to the inbound group but that number does not factor in the orders taken on the web and generated with the media buys. More than 60% of the total orders were taken through the website and are NOT factored into CPC. Cost per Call would be BELOW \$20 based on web result weighting.

:60 and 120 second versions were created with Dr. Ava Cadell, Ph.D., introducing Beingwell's product into the nascent, yet very promising female sexual enhancement category. We believe that a new generation of empowered and self-confident women will be able to articulate their own needs and Zalera is the perfect product for them.

Zalera also serves as a free bonus for the Zemelex campaign as well as a cross-sell.





This herbally based sleep supplement is a unique proprietary blend of all natural ingredients, including valerian root, lemon balm, passion flower, melatonin, and vitamin B-5, all of which are supported by clinical studies for sleeplessness. Loftis is a non-habit-forming tablet for promoting a healthy sleep cycle.

According to the Institute of Medicine it is estimated that 50 to 70 million Americans have chronic sleep disorders. In addition, IMS Health reports that Americans spent nearly \$2.8 billion on sleeping medications last year. However, due to significant well documented side effects in prescription sleep medications, there are consumers unwilling or unable to take prescription medicine as a sleep aide. We believe an opportunity exists for an effective and well-marketed non-prescription sleep supplement.

Discussion on Loftis:

A 60 second commercial campaign test aired at the same time Zemelex and other campaigns were testing. No product has been manufactured although it has been through all legal reviews, substantiation and is ready to go into production.

Still in early test, this spot will require the most re-editing and revisions to achieve optimal advertising cost per call.

