

Exhibit A

1 OFFICIAL TRANSCRIPT PROCEEDING

2 FEDERAL TRADE COMMISSION

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24 For The Record, Inc.

25 (301) 870-8025 - www.ftrinc.net - (800) 921-5555

FEDERAL TRADE COMMISSION

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Sensa Infomercial

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In the Matter of:)
Sensa Products, LLC.) Matter No. 1223102
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Date Unknown

The following transcript was produced from a
DVD provided to For The Record, Inc. on September 20,
2012.

1 P R O C E E D I N G S

2 - - - - -

3 S E N S A I N F O M E R C I A L

4 O N S C R E E N : S E N S A

5 W E I G H T - L O S S S Y S T E M

6 "THE Weight-Loss Breakthrough of the 21st

7 Century"

8 S V 5 D

9 \$ 9 . 9 5

10 3 0 D A Y T R I A L

11 S E N S A S L I M S F R E E

12 F R E E S H I P P I N G

13 S t e r e o M i x

14 t r t - 2 8 : 3 0

15 O N S C R E E N :

16 T H E F O L L O W I N G P R O G R A M I S A P A I D A D V E R T I S E M E N T

17 F O R T H E S E N S A W E I G H T - L O S S S Y S T E M

18 B R O U G H T T O Y O U B Y S E N S A P R O D U C T S , L L C

19 C o n s u l t y o u r p h y s i c i a n b e f o r e u s i n g S e n s a o r
20 s t a r t i n g a n y w e i g h t - l o s s p l a n i f y o u h a v e a n y m e d i c a l
21 c o n c e r n s w h a t s o e v e r .

22 M A L E N A R R A T O R : T h e f o l l o w i n g i s a p a i d
23 a d v e r t i s e m e n t f o r t h e S e n s a W e i g h t L o s s S y s t e m , b r o u g h t
24 t o y o u b y S e n s a P r o d u c t s , L L C .

25 M I C H E L L E F E R N A N D E Z : E v e r y t h i n g y o u ' v e e v e r

1 heard about dieting is wrong. You don't need to diet to
2 lose weight. There's a better way and you've just found
3 it.

4 MALE NARRATOR: If you've tried to lose weight,
5 there's something you already know. No matter what
6 diets, programs or products you've tried, they've all had
7 one thing in common, they didn't work.

8 ON SCREEN: Before and after photos

9 Amanda lost 50 pounds!

10 Studies show average weight loss 30 lbs. in
11 180 days.

12 MALE NARRATOR: But there's something new that
13 does.

14 ON SCREEN: Before and after photos

15 Dorothy lost 64 pounds!

16 Studies show average weight loss 30 lbs. in
17 180 days.

18 Dorothy used Sensa for 9 months with a
19 sensible diet and exercise program.

20 MALE NARRATOR: Right now, hundreds of
21 thousands of people are already losing --

22 ON SCREEN: Before and after photos

23 David lost 93 pounds!

24 Studies show average weight loss 30 lbs. in
25 180 days.

1 David used Sensa for 8 months with a sensible
2 diet and exercise program.

3 MALE NARRATOR: -- millions of pounds without
4 dieting. They've discovered the most revolutionary
5 weight loss breakthrough of the 21st Century.

6 ON SCREEN: SENSA WEIGHT-LOSS SYSTEM

7 MALE NARRATOR: It's called Sensa, the amazing
8 new --

9 ON SCREEN: CLINICALLY PROVEN!

10 MALE NARRATOR: -- clinically proven sensation
11 that you sprinkle on to take the weight off.

12 ON SCREEN: Lose 10 POUNDS

13 50 POUNDS

14 or more...

15 now you can

16 without dieting!

17 MALE NARRATOR: Whether you need to lose 10
18 pounds, 50 pounds or more, now you can, without dieting.

19 Simply sprinkle Sensa on, eat all the foods you love, and
20 watch the pounds come off. It's that easy.

21 ON SCREEN: Before and after photos

22 Grecia lost 31 pounds!

23 Studies show average weight loss 30 lbs. in
24 180 days.

25 MALE NARRATOR: You'll lose weight faster

1 and --

2 ON SCREEN: Before and after photos

3 Solange lost 46 pounds!

4 Studies show average weight loss 30 lbs. in
5 180 days.

6 MALE NARRATOR: -- easier than you ever dreamed
7 possible.

8 ON SCREEN: Before and after photos

9 Joey lost 120 pounds!

10 Studies show average weight loss 30 lbs. in
11 180 days.

12 Joey used Sensa for 12 months with a sensible
13 diet and exercise program.

14 JOEY: I lost over 120 pounds with Sensa.

15 ON SCREEN: Before and after photos

16 Gaylene lost 51 pounds!

17 Studies show average weight loss 30 lbs. in
18 180 days.

19 Gaylene used Sensa for 12 months with a
20 sensible diet and exercise program.

21 GAYLENE: I've lost 51 pounds using Sensa.

22 ON SCREEN: Before and after photos

23 India lost 50 pounds!

24 Studies show average weight loss 30 lbs. in
25 180 days.

1 INDIA: I have lost 50 pounds total.

2 ON SCREEN: Before and after photos

3 Dolly lost 70 pounds!

4 Studies show average weight loss 30 lbs. in
5 180 days.

6 Dolly used Sensa for 14 months with a sensible
7 diet.

8 DOLLY: I've been using Sensa for a year now
9 and I'm down 70 pounds.

10 ON SCREEN: Before and after photos

11 Deanna lost 45 pounds!

12 Studies show average weight loss 30 lbs. in
13 180 days.

14 DEANNA: I didn't have to change a thing. I
15 just sprinkled it on my food and the weight came off.

16 ON SCREEN: Before and after photos

17 PATTI STANGER

18 Star of Bravo's

19 The Millionaire Matchmaker

20 lost 20 pounds

21 PATTI STANGER: This is the best kept Hollywood
22 secret. I sprinkle it on everything I eat, and it works.

23 ON SCREEN: Research 25 Years

24 MALE NARRATOR: This revelation in weight loss
25 is the result of 25 years of research and development by

1 the world's leading expert on the science of smell and
2 taste, Dr. Alan Hirsch.

3 ON SCREEN: Dr. Alan Hirsch
4 Leading Expert on Science of Smell & Taste

5 MALE NARRATOR: He found that the key to Sensa's
6 effectiveness is a medical phenomenon called sensory
7 specific satiety.

8 ON SCREEN: Sensory Specific Satiety

9 MALE NARRATOR: As you eat, Sensa works with
10 your senses to --

11 ON SCREEN: ACTIVATES HUNGER CONTROL SWITCH

12 These statements have not been evaluated by
13 the FDA. This product is not intended to diagnose,
14 treat, cure or prevent any disease.

15 MALE NARRATOR: -- safely activate your body's
16 natural hunger control switch. So, one bite triggers
17 your body into thinking you've eaten more than you have.

18 Go ahead and eat your favorite foods. You'll
19 begin to lose weight automatically without having to
20 think about it.

21 ON SCREEN: SPRINKLE

22 EAT

23 LOSE

24 MALE NARRATOR: It's as simple as sprinkle, eat
25 and lose weight.

1 ON SCREEN: SENSEA

2 WEIGHT-LOSS SYSTEM

3 Various news sources listed

4 MALE NARRATOR: The Sensa breakthrough is so
5 revolutionary, it's been featured in thousands of news
6 media outlets, such as Time Magazine, the New York Times,
7 and Dateline NBC.

8 ON SCREEN: Doctor Endorsed!

9 MALE NARRATOR: Sensa is recommended by world
10 renowned doctors and nutrition experts.

11 ON SCREEN: Brooke Joanna Benlifer, R.D.

12 Nutrition Expert, Member of SENSEA Advisory
13 Panel

14 BROOKE JOANNA BENLIFER: Sensa is a huge
15 breakthrough in the field of weight loss. I have not
16 come across anything that's quite like Sensa.

17 ON SCREEN: Before and after photos

18 Clinically Proven!

19 Jessica lost 34 pounds!

20 Studies show average weight loss 30 lbs. in
21 180 days.

22 MALE NARRATOR: And no other weight loss
23 product --

24 ON SCREEN: Before and after photos

25 Clinically Proven!

1 Belinda lost 30 pounds!

2 Studies show average weight loss 30 lbs. in
3 180 days.

4 MALE NARRATOR: -- has ever had such
5 extraordinary clinical results.

6 ON SCREEN: Before and after photos
7 Clinically Proven!

8 Ari lost 36 pounds!

9 Studies show average weight loss 30 lbs. in
10 180 days.

11 MALE NARRATOR: And when was the last time --

12 ON SCREEN: Before and after photos
13 Clinically Proven!

14 Mike lost 40 pounds!

15 Studies show average weight loss 30 lbs. in
16 180 days.

17 MALE NARRATOR: -- you heard of a weight loss
18 product so effective it was submitted for a patent?

19 ON SCREEN: SUBMITTED FOR PATENT

20 MALE NARRATOR: It is the --

21 ON SCREEN: THE weight-loss breakthrough of
22 the 21st Century!

23 MALE NARRATOR: -- most amazing weight loss
24 breakthrough of the 21st Century.

25 ON SCREEN: SENSA WEIGHT-LOSS SYSTEM

1 UNIDENTIFIED FEMALE: Sensa rocks.

2 ON SCREEN: NO Counting Calories

3 NO Restrictive Diets

4 NO Pre-Packaged Food

5 NO Jitters

6 NO Side Effects

7 NO Drugs

8 NO Surgery

9 MALE NARRATOR: No counting calories, no
10 restrictive diets, no prepackaged foods, no jitters, no
11 side effects, no scary drugs or surgery. Just sprinkle,
12 eat, and lose weight. It's really that simple, that
13 safe, and it works. It really, really works.

14 ON SCREEN: Guaranteed!

15 MALE NARRATOR: Guaranteed.

16 ON SCREEN: HEART DISEASE

17 DIABETES

18 HIGH BLOOD PRESSURE

19 CHOLESTEROL

20 These statements have not been evaluated by
21 the FDA. This product is not intended to diagnose,
22 treat, cure or prevent any disease.

23 MALE NARRATOR: So, whether you want to lose
24 weight because of heart disease, diabetes, high blood
25 pressure or cholesterol, or to fit in those skinny jeans,

1 Sensa is the easy way to do it.

2 ON SCREEN: CALL IN THE NEXT 29 MINUTES

3 30 Day Trial!

4 Stay Tuned for Details

5 MALE NARRATOR: And when you call in the next
6 29 minutes, you can try Sensa for 30 days for only \$9.95.

7 Now, here to tell you about this amazing new
8 breakthrough in weight loss --

9 ON SCREEN: SENSA WEIGHT-LOSS SYSTEM

10 Michelle lost 40 pounds

11 MALE NARRATOR: -- is a remarkable Sensa
12 success story herself, Michelle Fernandez.

13 ON SCREEN: Michelle Fernandez

14 SENSA Success Story

15 MICHELLE FERNANDEZ: Hi, I'm Michelle
16 Fernandez.

17 ON SCREEN: Before photo

18 Michelle 40 pounds ago

19 Studies show average weight loss 30 lbs in 180
20 days.

21 MICHELLE FERNANDEZ: This was me 40 pounds ago,
22 before I discovered Sensa. I tried everything to take
23 that weight off after I had my twins and nothing worked
24 for me until Sensa. With this amazing product, I have
25 changed my body and changed my life. And I'm here today

1 with just a few of the hundreds of thousands of people
2 who have already lost millions of pounds with Sensa.

3 ON SCREEN: Before and after photos

4 Suzanne lost 36 pounds!

5 Studies show average weight loss 30 lbs. in
6 180 days.

7 MICHELLE FERNANDEZ: Like Suzanne, who lost 36
8 pounds.

9 ON SCREEN: Before and after photos

10 Gaylene lost 51 pounds!

11 Studies show average weight loss 30 lbs. in
12 180 days.

13 Gaylene used Sensa for 12 months with a
14 sensible diet and exercise program.

15 MICHELLE FERNANDEZ: Gaylene, who lost 51
16 pounds.

17 ON SCREEN: Before and after photos

18 David lost 93 pounds!

19 Studies show average weight loss 30 lbs. in
20 180 days.

21 David used Sensa for 8 months with a sensible
22 diet and exercise program.

23 MICHELLE FERNANDEZ: And David, who dropped an
24 incredible 93 pounds.

25 (Applause.)

1 MICHELLE FERNANDEZ: Sensa is an amazing weight
2 loss system that you sprinkle on to take the weight off.
3 You just sprinkle, eat, and lose weight. It's that
4 simple.

5 With Sensa, you lose weight safely.

6 ON SCREEN: NO Surgery

7 NO Counting Calories

8 NO Pre-Packaged Food

9 MICHELLE FERNANDEZ: There's no scary surgery.
10 You never have to count a calorie or buy prepackaged
11 food. You don't have to increase your exercise or change
12 your daily routine.

13 ON SCREEN: NO Stimulants

14 Diuretics

15 NO Drugs

16 MICHELLE FERNANDEZ: There's no stimulants,
17 diuretics, and Sensa is not a pill. All you have to do
18 is sprinkle Sensa on your food before you eat it and
19 Sensa does the rest. It's simple, it's actually fun, and
20 guess what, it works.

21 ON SCREEN: Before and after photos

22 Dina lost 37 pounds!

23 Studies show average weight loss 30 lbs. in
24 180 days.

25 DINA: To finally find something that works for

1 me is incredible. I'm getting chills saying that.

2 ON SCREEN: Before and after photos

3 Belinda lost 30 pounds!

4 Studies show average weight loss 30 lbs. in
5 180 days.

6 BELINDA: Sprinkle, you're done. You don't
7 have to take any pills. You don't have to count
8 calories. I mean, it's easy.

9 ON SCREEN: Before and after photos

10 Grecia lost 31 pounds!

11 Studies show average weight loss 30 lbs. in
12 180 days.

13 GRECIA: Anybody can use it. You just shake it
14 on your food. It's not hard at all.

15 ON SCREEN: Before and after photos

16 India lost 50 pounds!

17 Studies show average weight loss 30 lbs. in
18 180 days.

19 INDIA: If you can't diet, like me, and you
20 like the good stuff, you don't have to change your diet.

21 ON SCREEN: Before and after photos

22 Nick lost 28.5 pounds!

23 Studies show average weight loss 30 lbs. in
24 180 days.

25 NICK: I'm Nick, and I lost 28 and a half

1 pounds with Sensa.

2 ON SCREEN: Before and after photos

3 Miriam lost 45 pounds!

4 Studies show average weight loss 30 lbs. in
5 180 days.

6 MIRIAM: I'm Miriam, and I've lost 45 pounds in
7 seven months.

8 ON SCREEN: Before and after photos

9 Solange lost 46 pounds!

10 Studies show average weight loss 30 lbs. in
11 180 days.

12 SOLANGE: My name is Solange, and I lost 46
13 pounds using Sensa.

14 ON SCREEN: Before and after photos

15 Amanda lost 50 pounds!

16 Studies show average weight loss 30 lbs. in
17 180 days.

18 AMANDA: I lost 50 pounds and went from a size
19 19 to a 9/10.

20 ON SCREEN: Before and after photos

21 David lost 93 pounds!

22 Studies show average weight loss 30 lbs. in
23 180 days.

24 David used Sensa for 8 months with a sensible
25 diet and exercise program.

1 DAVID: I'm David, and I lost 93 pounds using
2 Sensa.

3 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM

4 MICHELLE FERNANDEZ: So, how does Sensa work?
5 Well, at the heart of the Sensa program is a
6 revolutionary technology that's based on 25 years of
7 research and testing.

8 ON SCREEN: Research 25 Years

9 MICHELLE FERNANDEZ: It was discovered by a
10 brilliant research scientist and my hero, Dr. Alan
11 Hirsch.

12 ON SCREEN: Dr. Alan Hirsch

13 World's Leading Expert on Science of Smell &
14 Taste

15 MICHELLE FERNANDEZ: Dr. Hirsch holds five --

16 ON SCREEN: 5 Medical Board Certifications

17 MICHELLE FERNANDEZ: -- medical board
18 certifications and is recognized as the world's leading
19 expert on the science of smell and taste.

20 ON SCREEN: List of various media programs,
21 newspaper and magazines

22 MICHELLE FERNANDEZ: He's appeared on Oprah,
23 Good Morning America, Dateline, Extra, the CBS Early
24 Show, CNN, and in hundreds of magazines and newspapers
25 around the world.

1 During the course of his pioneering research,
2 Dr. Hirsch discovered the ground-breaking secret behind
3 Sensa that has changed the way the world looks at weight
4 loss forever.

5 ON SCREEN: Dr. Alan Hirsch, M.D. - SENSA

6 Creator/5 Board Certifications

7 Director, Smell & Taste Treatment and Research
8 Foundation

9 DR. ALAN HIRSCH: After 25 years of research, I
10 finally figured out why diets don't work. Most diets
11 focus on what you eat. They have it all wrong. Sensa
12 looks at why you overeat and the biological mechanisms
13 that prevent you from overeating. It uses the body's
14 natural physiology to prevent you from overeating.

15 I've found that hunger isn't controlled by your
16 stomach; it's controlled by your brain. We don't overeat
17 just because we're hungry. It's because we love to eat.
18 And diets don't stop you from wanting to eat, they just
19 stop you from eating what you want. And that's a recipe
20 for failure.

21 ON SCREEN: Sensory Specific Satiety

22 DR. ALAN HIRSCH: The key is a medical
23 phenomena called sensory specific satiety. As you eat,
24 Sensa works with your senses to --

25 ON SCREEN: ACTIVATES HUNGER CONTROL SWITCH

1 These statements have not been evaluated by
2 the FDA. This product is not intended to diagnose,
3 treat, cure or prevent any disease.

4 DR. ALAN HIRSCH: -- activate your body's
5 natural hunger control switch and triggers your body into
6 thinking you've eaten more than you have. So, you begin
7 to lose weight without having to think about it.

8 The reason Sensa works when diets don't is
9 because it lets you do what no diet can. It lets you
10 lose weight while still eating the foods you love most
11 without ever feeling hungry or deprived.

12 ON SCREEN: Before and after photos

13 Joey lost 120 pounds!

14 Studies show average weight loss 30 lbs. in
15 180 days.

16 Joey used Sensa for 12 months with a sensible
17 diet and exercise program.

18 www.SensaTrial.com

19 JOEY: I lost over 120 pounds with Sensa.
20 Everything else I've tried did not work for me except for
21 Sensa. I could eat whatever I wanted, whenever I wanted
22 with Sensa, and I was seeing a steady weight loss. Don't
23 change your exercise, don't change what you're eating.
24 You just, you know, add this to your food whenever you
25 eat, and that's it.

1 I was a size 48 in my waist and now I'm a size
2 28. I lost weight with Sensa.

3 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM

4 MICHELLE FERNANDEZ: So, let me show you the
5 entire Sensa program.

6 ON SCREEN: CALL IN THE NEXT 22 (21) MINUTES

7 www.SensaTrial.com

8 MICHELLE FERNANDEZ: Now, be careful, don't
9 blink, because you might miss it.

10 That's the complete program. All you have to
11 do is sprinkle Sensa on everything you eat, enjoy all
12 your favorite foods and you will lose weight.

13 ON SCREEN: Before and after photos

14 Solange lost 46 pounds!

15 Studies show average weight loss 30 lbs. in
16 180 days.

17 www.SensaTrial.com

18 SOLANGE: Sensa works, Sensa's great, I love
19 it. I could eat what I wanted and I could bring it with
20 me. I didn't have to inconvenience anyone. It just -- it
21 was so simple and so easy to adapt to. Month after
22 month, when the weight started coming off, I felt like I
23 was just shedding like a second skin. I love buying cute
24 little girl things and trying on bathing suits. I had
25 not gone near a bathing suit in two and a half years.

1 So, it's -- it's amazing. It's amazing.

2 ON SCREEN: Try Sensa for 30 Days for Only

3 \$9.95

4 LIMITED TIME FREE SHIPPING!

5 MICHELLE FERNANDEZ: Just sprinkle Sensa on and

6 take the weight off. It's really that easy. So, what

7 are you waiting for? Take the first and final step

8 towards safe, effective weight loss.

9 ON SCREEN: You are watching a paid

10 advertisement for the Sensa Weight-Loss System. Brought

11 to you by Sensa Products, LLC.

12 MICHELLE FERNANDEZ: Here's how you can change

13 your body to change your life and get started on your

14 very own Sensa success story.

15 ON SCREEN: Consult your physician before

16 using Sensa or starting any weight-loss plan

17 MALE NARRATOR: If you've tried to lose weight,

18 there's something you already know. No matter what

19 diets, programs or products you've tried, they've all had

20 one thing in common. They didn't work.

21 ON SCREEN: Before and after photos

22 Amanda lost 50 pounds!

23 Studies show average weight loss 30 lbs. in

24 180 days.

25 MALE NARRATOR: But there's something new that

1 does.

2 ON SCREEN: Before and after photos

3 Dorothy lost 64 pounds!

4 Studies show average weight loss 30 lbs. in

5 180 days.

6 Dorothy used Sensa for 9 months with a

7 sensible diet and exercise program.

8 MALE NARRATOR: Right now, hundreds of

9 thousands of people are already losing --

10 ON SCREEN: Before and after photos

11 David lost 93 pounds!

12 Studies show average weight loss 30 lbs. in

13 180 days.

14 David used Sensa for 8 months with a sensible

15 diet and exercise program.

16 MALE NARRATOR: -- millions of pounds without

17 dieting. They've discovered the most revolutionary

18 weight loss breakthrough of the 21st Century.

19 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM

20 MALE NARRATOR: It's called Sensa, the amazing

21 new --

22 ON SCREEN: Clinically Proven!

23 MALE NARRATOR: -- clinically proven sensation

24 that you sprinkle on to take the weight off.

25

1 ON SCREEN: Lose 10 POUNDS
2 50 POUNDS
3 or more...
4 now you can
5 without dieting!

6 MALE NARRATOR: Whether you need to lose 10
7 pounds, 50 pounds or more, now you can without dieting.
8 Simply sprinkle Sensa on, eat all the foods you love, and
9 watch the pounds come off. It's that easy.

10 ON SCREEN: Before and after photos
11 Grecia lost 31 pounds!
12 Studies show average weight loss 30 lbs. in
13 180 days.
14 www.SensaTrial.com

15 MALE NARRATOR: You'll lose weight faster --

16 ON SCREEN: Before and after photos
17 Solange lost 46 pounds!
18 Studies show average weight loss 30 lbs. in
19 180 days.
20 www.SensaTrial.com

21 MALE NARRATOR: -- and easier than you ever
22 dreamed possible.

23 ON SCREEN: Before and after photos
24 Joey lost 120 pounds!
25 Studies show average weight loss 30 lbs. in

1 180 days.

2 Joey used Sensa for 12 months with a sensible
3 diet and exercise program.

4 www.SensaTrial.com

5 JOEY: I lost over 120 pounds with Sensa.

6 ON SCREEN: Before and after photos

7 India lost 50 pounds!

8 Studies show average weight loss 30 lbs. in

9 180 days.

10 www.SensaTrial.com

11 INDIA: I have lost 50 pounds total.

12 ON SCREEN: Before and after photos

13 Dolly lost 70 pounds!

14 Studies show average weight loss 30 lbs. in

15 180 days.

16 Dolly used Sensa for 14 months with a sensible
17 diet.

18 www.SensaTrial.com

19 DOLLY: I've been using Sensa for a year now
20 and I'm down 70 pounds.

21 ON SCREEN: ACTIVATES HUNGER CONTROL SWITCH

22 These statements have not been evaluated by
23 the FDA. This product is not intended to diagnose,
24 treat, cure or prevent any disease.

25 MALE NARRATOR: As you eat, Sensa works with

1 your senses to safely activate your body's natural hunger
2 control switch. So, one bite triggers your body into
3 thinking you've eaten more than you have. Go ahead and
4 eat your favorite foods. You'll begin to lose weight
5 automatically without having to think about it. It's as
6 simple as sprinkle, eat and lose weight.

7 If this sounds too good to be true, just listen
8 to this.

9 ON SCREEN: Over 1400 people!
10 one of the largest clinical weight-loss
11 studies ever conducted!

12 MALE NARRATOR: In one of the largest clinical
13 studies ever conducted for a non-pharmaceutical weight
14 loss product, over 1,400 people were given Sensa --

15 ON SCREEN: Over 1400 people!

16 SENSEA WEIGHT-LOSS SYSTEM

17 No dieting

18 No change in exercise

19 MALE NARRATOR: -- and told not to diet and not
20 to change their exercise routine.

21 ON SCREEN: Over 1400 people!

22 SENSEA WEIGHT-LOSS SYSTEM

23 Sprinkle

24 Eat

25 Lose Weight!

1 MALE NARRATOR: All they did was sprinkle, eat,
2 and lose weight. And lose weight they did.

3 ON SCREEN: Over 1400 people!

4 SENSA WEIGHT-LOSS SYSTEM

5 average weight-loss

6 30.5 pounds

7 Results based on 180 day study period.

8 MALE NARRATOR: In fact, the average was an
9 incredible 30 and a half pounds.

10 ON SCREEN: average weight loss graphic

11 SENSA NON-SENSA USERS

12 30.5 pounds 2 pounds

13 MALE NARRATOR: And in the same study, the
14 group that was not given Sensa lost an average of only
15 two pounds.

16 ON SCREEN: Before and after photos

17 Misty lost 27 pounds!

18 Studies show average weight loss 30 lbs. in
19 180 days.

20 MALE NARRATOR: And since then, hundreds of --

21 ON SCREEN: Before and after photos

22 Jessica lost 34 pounds!

23 Studies show average weight loss 30 lbs. in
24 180 days.

25 MALE NARRATOR: -- thousands of people have --

1 ON SCREEN: Before and after photos
2 Ari lost 36 pounds!
3 Studies show average weight loss 30 lbs. in
4 180 days.
5 MALE NARRATOR: -- already lost millions of --
6 ON SCREEN: Before and after photos
7 Miriam lost 45 pounds!
8 Studies show average weight loss 30 lbs. in
9 180 days.
10 MALE NARRATOR: -- pounds --
11 ON SCREEN: Before and after photos
12 Mike lost 40 pounds!
13 Studies show average weight loss 30 lbs. in
14 180 days.
15 MALE NARRATOR: -- just by using Sensa.
16 ON SCREEN: Research 25 Years
17 MALE NARRATOR: This revelation in weight loss
18 is the result of 25 years of research and development by
19 the world's --
20 ON SCREEN: Dr. Alan Hirsch
21 World's Leading Expert on Science of Smell &
22 Taste
23 MALE NARRATOR: -- leading expert on the
24 science of smell and taste, Dr. Alan Hirsch.
25 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM

1 List of various media outlets

2 MALE NARRATOR: It's so revolutionary, it's
3 been featured in thousands of news media outlets, such as
4 Time Magazine, the New York Times and Dateline NBC.

5 ON SCREEN: Doctor Recommended!

6 MALE NARRATOR: Sensa is recommended by world-
7 renowned doctors and nutrition experts.

8 ON SCREEN: Before and after photos

9 Clinically Proven!

10 Jason lost 20 pounds!

11 Studies show average weight loss 30 lbs. in
12 180 days.

13 MALE NARRATOR: And no other weight loss
14 product has ever had --

15 ON SCREEN: Before and after photos

16 Clinically Proven!

17 Belinda lost 30 pounds!

18 Studies show average weight loss 30 lbs. in
19 180 days.

20 MALE NARRATOR: -- such extraordinary clinical
21 results.

22 ON SCREEN: Before and after photos

23 Clinically Proven!

24 Wendy lost 75 pounds!

25 Studies show average weight loss 30 lbs. in

1 180 days.

2 MALE NARRATOR: And when was the last time you
3 heard --

4 ON SCREEN: Before and after photos

5 Clinically Proven!

6 Deanna lost 45 pounds!

7 Studies show average weight loss 30 lbs. in

8 180 days.

9 MALE NARRATOR: -- of a weight loss product so
10 effective it was submitted for a patent?

11 ON SCREEN: SUBMITTED FOR PATENT

12 MALE NARRATOR: It is the most amazing --

13 ON SCREEN: THE weight-loss breakthrough of
14 the 21st Century!

15 MALE NARRATOR: -- weight loss breakthrough of
16 the 21st Century.

17 ON SCREEN: SENSE WEIGHT-LOSS SYSTEM

18 SOLANGE: Sensa rocks.

19 ON SCREEN: NO Counting Calories

20 NO Restrictive Diets

21 NO Pre-Packaged Food

22 NO Jitters

23 NO Side Effects

24 NO Drugs

25 NO Surgery

1 MALE NARRATOR: No counting calories, no
2 restrictive diets, no prepackaged food, no jitters, no
3 side effects, no scary drugs or surgery. Just sprinkle,
4 eat, and lose weight. It's really that simple, that
5 safe, and it works. It really, really works.

6 ON SCREEN: Guaranteed!

7 MALE NARRATOR: Guaranteed.

8 ON SCREEN: HEART DISEASE

9 DIABETES

10 HIGH BLOOD PRESSURE

11 CHOLESTEROL

12 These statements have not been evaluated by
13 the FDA. This product is not intended to diagnose,
14 treat, cure or prevent any disease.

15 MALE NARRATOR: So, whether you want to lose
16 weight because of heart disease, diabetes, high blood
17 pressure or cholesterol, or to fit in those skinny jeans,
18 Sensa is the easy way to do it.

19 ON SCREEN: Money figures increasing on screen

20 MALE NARRATOR: Think of how many thousands of
21 dollars you've spent on gym memberships, home fitness
22 gadgets, diet plans and prepackaged foods, and none of
23 them worked. Well, take a look at this.

24 ON SCREEN: Introductory Offer!

25 30 Day Trial

1 \$9.95

2 www.SensaTrial.com

3 MALE NARRATOR: Call now, and thanks to this
4 introductory television offer, you can try Sensa at home
5 for 30 days for only \$9.95. It's our exclusive 30-day
6 try-it-before-you-buy-it trial offer.

7 ON SCREEN: NO extra food to buy

8 NO memberships

9 NO weigh-ins

10 Introductory Offer!

11 30 Day Trial

12 \$9.95

13 www.SensaTrial.com

14 MALE NARRATOR: There's no extra food to buy,
15 no memberships, no weigh-ins, just everything you need to
16 lose all the weight you hate.

17 ON SCREEN: SENSА WEIGHT-LOSS SYSTEM

18 30 DAY TRIAL OFFER

19 \$9.95

20 Try It Before You Buy It!

21 LIMITED TIME FREE SHIPPING!

22 CA, NJ, MN residents add sales tax. US Funds.

23 www.SensaTrial.com

24 MALE NARRATOR: If you think Sensa sounds too
25 good to be true, you'll have 30 days to try Sensa at home

1 for yourself. That's right. You're guaranteed to lose
2 the weight you want or simply return it and your credit
3 card won't be charged a penny more.

4 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM

5 SENSEA SLIMS \$40 value FREE

6 30 DAY TRIAL OFFER

7 \$9.95

8 LIMITED TIME FREE SHIPPING!

9 CA, NJ, MN residents add sales tax. US Funds.

10 www.SensaTrial.com

11 MALE NARRATOR: And if that's not enough, when
12 you call in the next few minutes, you can receive a free
13 supply of our brand new Sensa Slims, the revolutionary to
14 go packets great for taking Sensa with you everywhere, a
15 \$40 value, yours free.

16 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM

17 30 DAY TRIAL OFFER

18 \$9.95

19 Try It Before You Buy It!

20 LIMITED TIME FREE SHIPPING!

21 CA, NJ, MN residents add sales tax. US Funds.

22 www.SensaTrial.com

23 MALE NARRATOR: So, what are you possibly
24 waiting for? Get started on that thinner, trimmer,
25 sexier, healthier you. And for a limited time, we'll

1 even ship it free. Call now or for even faster service,
2 visit our website at SensaTrial.com.

3 ON SCREEN: Dayna Devon

4 Former Co-Host of "Extra" and Award-Winning
5 Journalist

6 Celebrity Endorser

7 Actual User

8 DAYNA DEVON: I was working at the television
9 show, Extra, and I heard we were doing a story on this
10 product called Sensa, and that basically you sprinkled
11 this on your food and you lose weight. And I was like,
12 are you kidding me? You're really expecting me to
13 believe that? I was like, I didn't fall off the turnip
14 truck yesterday. So, I was like, there is no way this is
15 going to work, but you know what, hey, I have tried
16 everything else, I'll certainly try this.

17 ON SCREEN: www.SensaTrial.com

18 DAYNA DEVON: So, I started using it, and like
19 that, I dropped eight pounds, like so quickly. I could
20 never even drop two or three pounds, much less eight
21 pounds, and I have changed nothing in my diet. I didn't
22 change my workout program. I didn't change -- I didn't
23 do food journals. I didn't do special foods. I didn't
24 order anything. All I did was sprinkle Sensa on my food.
25 That was it.

1 MICHELLE FERNANDEZ: Sensa has already changed
2 so many people's lives, including mine.

3 ON SCREEN: Before photo
4 Michelle 40 pounds ago
5 Studies show average weight loss 30 lbs in 180
6 days.

7 MICHELLE FERNANDEZ: Now, this was me 40 pounds
8 ago.

9 ON SCREEN: CALL IN THE NEXT 15 (14) MINUTES
10 www.SensaTrial.com

11 MICHELLE FERNANDEZ: I will always be grateful
12 for the help that Sensa gave me and to my family for this
13 gift of a new and healthy life.

14 Before I started Sensa, the first thing that I
15 did was investigate the science behind it. And when I
16 found out just how effective Sensa really is from a
17 scientific standpoint, I knew that I had found my answer.

18 Just take a look at this.

19 ON SCREEN: Over 1400 people!
20 one of the largest clinical weight-loss
21 studies ever conducted!

22 MICHELLE FERNANDEZ: In one of the largest
23 clinical studies ever conducted for a non-pharmaceutical
24 weight loss product, over 1,400 people were given
25 Sensa --

1 ON SCREEN: Over 1400 people!

2 SENSEA WEIGHT-LOSS SYSTEM

3 No dieting

4 No change in exercise

5 MICHELLE FERNANDEZ: -- and told not to diet

6 and not to change their exercise routine.

7 ON SCREEN: Over 1400 people!

8 SENSEA WEIGHT-LOSS SYSTEM

9 average weight-loss

10 30.5 pounds

11 Results based on 180 day study period.

12 MICHELLE FERNANDEZ: In most diet studies,

13 people lose a little weight. But with Sensa, the average

14 was an incredible 30 and a half pounds.

15 ON SCREEN: average weight loss graphic

16 SENSEA NON-SENSEA USERS

17 30.5 pounds 2 pounds

18 MICHELLE FERNANDEZ: Now, compare that to the

19 other group in the study, the group that wasn't given

20 Sensa. They lost an average of only two pounds. So, the

21 people who used Sensa lost 30 pounds, while the people

22 who didn't lost only two. And, remember, 30 was just the

23 average. Right now, Sensa users are losing millions of

24 pounds. So, how much do you want to lose?

25 ON SCREEN: Brooke Joanna Benlifer, R.D.

1 Nutrition Expert, Member of SENSEA Advisory
2 Panel

3 BROOKE JOANNA BENLIFER: Sensa is a huge
4 breakthrough in the field of weight loss. I have not
5 come across anything that's quite like Sensa or at all
6 like Sensa. Sensa actually works on that, you know,
7 satiety system to make you feel full --

8 ON SCREEN: ACTIVATES HUNGER CONTROL SWITCH

9 These statements have not been evaluated by
10 the FDA. This product is not intended to diagnose,
11 treat, cure or prevent any disease.

12 BROOKE JOANNE BENLIFER: -- cause you to think,
13 okay, I've had enough and, you know, push your plate
14 away. And that, in itself, is a breakthrough because I
15 don't think there's any other diet that does that.

16 ON SCREEN: Brooke Joanna Benlifer, R.D.

17 Nutrition Expert, Member of SENSEA Advisory
18 Panel

19 BROOKE JOANNA BENLIFER: Sensa actually works.
20 The sprinkles work. The science behind it is valid and
21 people do end up, for the vast majority of people, losing
22 a lot of weight.

23 ON SCREEN: Dr. Hilton Hudson II, M.D.

24 Chief of Cardiothoracic Surgery, Franciscan
25 Physicians Hospital

1 Member of SENSEA Advisory Panel

2 DR. HILTON HUDSON, II: I've been practicing
3 heart surgery for 15 years. I've seen a lot of death and
4 dying and a lot of sickness. And this is a product that
5 I truly believe in. I believe in Sensa. There's a lot
6 of diet products out there that have not worked.

7 ON SCREEN: Dr. Hilton Hudson II, M.D.

8 Chief of Cardiothoracic Surgery, Franciscan
9 Physicians Hospital

10 Member of SENSEA Advisory Panel

11 DR. HILTON HUDSON, II: If you're overweight,
12 it makes all the sense in the world to try it because it
13 will work and --

14 ON SCREEN: Before and after photos

15 Deanna lost 45 pounds!

16 Studies show average weight loss 30 lbs. in
17 180 days.

18 www.SensaTrial.com

19 DR. HILTON HUDSON, II: -- it's been proven to
20 be extremely effective --

21 ON SCREEN: Before and after photos

22 Jason lost 20 pounds!

23 Studies show average weight loss 30 lbs. in
24 180 days.

25 www.SensaTrial.com

1 DR. HILTON HUDSON, II: -- and I think it's
2 going to make major impacts --

3 ON SCREEN: Before and after photos

4 Belinda lost 30 pounds!

5 Studies show average weight loss 30 lbs. in
6 180 days.

7 www.SensaTrial.com

8 DR. HILTON HUDSON, II: -- with regards to
9 reduction of obesity.

10 ON SCREEN: Before and after photos

11 Michelle Lost 40 pounds!

12 Studies show average weight loss 30 lbs. in
13 180 days.

14 www.SensaTrial.com

15 DR. HILTON HUDSON, II: In any one of my
16 patients in search for an effective way and a safe way of
17 being able to lose weight, Sensa is the product that I
18 would suggest that they use.

19 ON SCREEN: www.SensaTrial.com

20 MICHELLE FERNANDEZ: Sensa allows you to eat
21 all of the foods that you love. You simply, naturally,
22 eat less of them. Sprinkle Sensa on, take the weight
23 off. It's really that simple. You just sprinkle, eat,
24 and lose weight. Sensa makes sense.

25 ON SCREEN: PATTI STANGER

1 Star of Bravo's
2 THE MILLIONAIRE MATCHMAKER
3 lost 20 pounds
4 www.SensaTrial.com

5 PATTI STANGER: I'm Patti Stanger, star of
6 Bravo's Millionaire Matchmaker, and I lost 20 pounds with
7 Sensa. This is the best kept Hollywood secret, Sensa.
8 When I found Sensa, I could eat whatever I want, not
9 think about the calories, and just sprinkle and go.
10 Where has this product been all my life?

11 I sprinkle it on everything I eat and it works.
12 Everyone's noticing, and I feel good. I like to look
13 good. I like for my clients to look good. And you don't
14 have to worry about points and calories and pills.
15 There's no complications in this product. All you got to
16 do is sprinkle it and forget about it.

17 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM

18 MICHELLE FERNANDEZ: Sensa allows you to eat
19 the foods that you love --

20 ON SCREEN: Try Sensa for 30 Days for Only
21 \$9.95

22 LIMITED TIME FREE SHIPPING!

23 MICHELLE FERNANDEZ: -- but helps you to
24 control how much of them you eat. It's really that easy,
25 and it works. It really works.

1 ON SCREEN: You are watching a paid
2 advertisement for the Sensa Weight-Loss System. Brought
3 to you by Sensa Products, LLC.

4 MICHELLE FERNANDEZ: So, what are you waiting
5 for? Here's how to order.

6 ON SCREEN: Consult your physician before
7 using Sensa or starting any weight-loss plan

8 MALE NARRATOR: If you've tried to lose weight,
9 there's something you already know. No matter what
10 diets, programs or products you've tried, they've all had
11 one thing in common. They didn't work.

12 ON SCREEN: Before and after photos
13 Amanda lost 50 pounds!
14 Studies show average weight loss 30 lbs. in
15 180 days.

16 MALE NARRATOR: But there's something new that
17 does.

18 ON SCREEN: Before and after photos
19 Dorothy lost 64 pounds!
20 Studies show average weight loss 30 lbs. in
21 180 days.

22 Dorothy used Sensa for 9 months with a
23 sensible diet and exercise program.

24 MALE NARRATOR: Right now, hundreds of
25 thousands of people are already losing --

1 ON SCREEN: Before and after photos
2 David lost 93 pounds!
3 Studies show average weight loss 30 lbs. in
4 180 days.
5 David used Sensa for 8 months with a sensible
6 diet and exercise program.
7 MALE NARRATOR: -- millions of pounds without
8 dieting. They've discovered the most revolutionary
9 weight loss breakthrough of the 21st Century.
10 ON SCREEN: SENSА WEIGHT-LOSS SYSTEM
11 MALE NARRATOR: It's called Sensa, the amazing
12 new --
13 ON SCREEN: Clinically Proven!
14 MALE NARRATOR: -- clinically proven sensation
15 that you sprinkle on to take the weight off.
16 ON SCREEN: Lose 10 POUNDS
17 50 POUNDS
18 or more...
19 now you can
20 without dieting!
21 MALE NARRATOR: Whether you need to lose 10
22 pounds, 50 pounds or more, now you can without dieting.
23 Simply sprinkle Sensa on, eat all the foods you love, and
24 watch the pounds come off. It's that easy.
25 ON SCREEN: Before and after photos

1 Grecia lost 31 pounds!

2 Studies show average weight loss 30 lbs. in

3 180 days.

4 www.SensaTrial.com

5 MALE NARRATOR: You'll lose weight faster --

6 ON SCREEN: Before and after photos

7 Solange lost 46 pounds!

8 Studies show average weight loss 30 lbs. in

9 180 days.

10 www.SensaTrial.com

11 MALE NARRATOR: -- and easier than you ever

12 dreamed possible.

13 ON SCREEN: Before and after photos

14 Joey lost 120 pounds!

15 Studies show average weight loss 30 lbs. in

16 180 days.

17 Joey used Sensa for 12 months with a sensible

18 diet and exercise program.

19 www.SensaTrial.com

20 JOEY: I lost over 120 pounds with Sensa.

21 ON SCREEN: Before and after photos

22 India lost 50 pounds!

23 Studies show average weight loss 30 lbs. in

24 180 days.

25 www.SensaTrial.com

1 INDIA: I have lost 50 pounds total.

2 ON SCREEN: Before and after photos

3 Dolly lost 70 pounds!

4 Studies show average weight loss 30 lbs. in

5 180 days.

6 Dolly used Sensa for 14 months with a sensible

7 diet.

8 www.SensaTrial.com

9 DOLLY: I've been using Sensa for a year now

10 and I'm down 70 pounds.

11 ON SCREEN: ACTIVATES HUNGER CONTROL SWITCH

12 These statements have not been evaluated by

13 the FDA. This product is not intended to diagnose,

14 treat, cure or prevent any disease.

15 MALE NARRATOR: As you eat, Sensa works with

16 your senses to safely activate your body's natural hunger

17 control switch. So, one bite triggers your body into

18 thinking you've eaten more than you have. Go ahead and

19 eat your favorite foods. You'll begin to lose weight

20 automatically without having to think about it. It's as

21 simple as sprinkle, eat and lose weight.

22 If this sounds too good to be true, just listen

23 to this.

24 ON SCREEN: Over 1400 people!

25 one of the largest clinical weight-loss

1 studies ever conducted!

2 MALE NARRATOR: In one of the largest clinical
3 studies ever conducted for a non-pharmaceutical weight
4 loss product, over 1,400 people were given Sensa --

5 ON SCREEN: Over 1400 people!

6 SENSA WEIGHT-LOSS SYSTEM

7 No dieting

8 No change in exercise

9 MALE NARRATOR: -- and told not to diet and not
10 to change their exercise routine.

11 ON SCREEN: Over 1400 people!

12 SENSA WEIGHT-LOSS SYSTEM

13 Sprinkle

14 Eat

15 Lose Weight!

16 MALE NARRATOR: All they did was sprinkle, eat,
17 and lose weight. And lose weight they did.

18 ON SCREEN: Over 1400 people!

19 SENSA WEIGHT-LOSS SYSTEM

20 average weight-loss

21 30.5 pounds

22 Results based on 180 day study period.

23 MALE NARRATOR: In fact, the average was an
24 incredible 30 and a half pounds.

25 ON SCREEN: average weight loss graphic

1 SENSA NON-SENSA USERS

2 30.5 pounds 2 pounds

3 MALE NARRATOR: And in the same study, the

4 group that was not given Sensa lost an average of only

5 two pounds.

6 ON SCREEN: Before and after photos

7 Misty lost 27 pounds!

8 Studies show average weight loss 30 lbs. in

9 180 days.

10 MALE NARRATOR: And since then, hundreds of --

11 ON SCREEN: Before and after photos

12 Jessica lost 34 pounds!

13 Studies show average weight loss 30 lbs. in

14 180 days.

15 MALE NARRATOR: -- thousands of people have --

16 ON SCREEN: Before and after photos

17 Ari lost 36 pounds!

18 Studies show average weight loss 30 lbs. in

19 180 days.

20 MALE NARRATOR: -- already lost millions of --

21 ON SCREEN: Before and after photos

22 Miriam lost 45 pounds!

23 Studies show average weight loss 30 lbs. in

24 180 days.

25 MALE NARRATOR: -- pounds --

1 ON SCREEN: Before and after photos
2 Mike lost 40 pounds!
3 Studies show average weight loss 30 lbs. in
4 180 days.
5 MALE NARRATOR: -- just by using Sensa.
6 ON SCREEN: Research 25 Years
7 MALE NARRATOR: This revelation in weight loss
8 is the result of 25 years of research and development by
9 the world's --
10 ON SCREEN: Dr. Alan Hirsch
11 World's Leading Expert on Science of Smell &
12 Taste
13 MALE NARRATOR: -- leading expert on the
14 science of smell and taste, Dr. Alan Hirsch.
15 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM
16 List of various media outlets
17 MALE NARRATOR: It's so revolutionary, it's
18 been featured in thousands of news media outlets, such as
19 Time Magazine, the New York Times and Dateline NBC.
20 ON SCREEN: Doctor Recommended!
21 MALE NARRATOR: Sensa is recommended by world-
22 renowned doctors and nutrition experts.
23 ON SCREEN: Before and after photos
24 Clinically Proven!
25 Jason lost 20 pounds!

1 Studies show average weight loss 30 lbs. in
2 180 days.

3 MALE NARRATOR: And no other weight loss
4 product has ever had --

5 ON SCREEN: Before and after photos

6 Clinically Proven!

7 Belinda lost 30 pounds!

8 Studies show average weight loss 30 lbs. in
9 180 days.

10 MALE NARRATOR: -- such extraordinary clinical
11 results.

12 ON SCREEN: Before and after photos

13 Clinically Proven!

14 Amy lost 20 pounds!

15 Studies show average weight loss 30 lbs. in
16 180 days.

17 MALE NARRATOR: And when was the last time you
18 heard --

19 ON SCREEN: Before and after photos

20 Clinically Proven!

21 Deanna lost 45 pounds!

22 Studies show average weight loss 30 lbs. in
23 180 days.

24 MALE NARRATOR: -- of a weight loss product so
25 effective it was submitted for a patent?

1 ON SCREEN: SUBMITTED FOR PATENT

2 MALE NARRATOR: It is the most amazing --

3 ON SCREEN: THE weight-loss breakthrough of
4 the 21st Century!

5 MALE NARRATOR: -- weight loss breakthrough of
6 the 21st Century.

7 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM

8 SOLANGE: Sensea rocks.

9 ON SCREEN: NO Counting Calories

10 NO Restrictive Diets

11 NO Pre-Packaged Food

12 NO Jitters

13 NO Side Effects

14 NO Drugs

15 NO Surgery

16 MALE NARRATOR: No counting calories, no
17 restrictive diets, no prepackaged food, no jitters, no
18 side effects, no scary drugs or surgery. Just sprinkle,
19 eat, and lose weight. It's really that simple, that
20 safe, and it works. It really, really works.

21 ON SCREEN: Guaranteed!

22 MALE NARRATOR: Guaranteed.

23 ON SCREEN: HEART DISEASE

24 DIABETES

25 HIGH BLOOD PRESSURE

1 CHOLESTEROL

2 These statements have not been evaluated by
3 the FDA. This product is not intended to diagnose,
4 treat, cure or prevent any disease.

5 MALE NARRATOR: So, whether you want to lose
6 weight because of heart disease, diabetes, high blood
7 pressure or cholesterol, or to fit in those skinny jeans,
8 Sensa is the easy way to do it.

9 ON SCREEN: Money figures increasing on screen

10 MALE NARRATOR: Think of how many thousands of
11 dollars you've spent on gym memberships, home fitness
12 gadgets, diet plans and prepackaged foods, and none of
13 them worked. Well, take a look at this.

14 ON SCREEN: Introductory Offer!

15 30 Day Trial

16 \$9.95

17 www.SensaTrial.com

18 MALE NARRATOR: Call now, and thanks to this
19 introductory television offer, you can try Sensa at home
20 for 30 days for only \$9.95. It's our exclusive 30-day
21 try-it-before-you-buy-it trial offer.

22 ON SCREEN: NO extra food to buy

23 NO memberships

24 NO weigh-ins

25 Introductory Offer!

1 30 Day Trial

2 \$9.95

3 www.SensaTrial.com

4 MALE NARRATOR: There's no extra food to buy,
5 no memberships, no weigh-ins, just everything you need to
6 lose all the weight you hate.

7 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM

8 30 DAY TRIAL OFFER

9 \$9.95

10 Try It Before You Buy It!

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13 www.SensaTrial.com

14 MALE NARRATOR: If you think Sensa sounds too
15 good to be true, you'll have 30 days to try Sensa at home
16 for yourself. That's right. You're guaranteed to lose
17 the weight you want or simply return it and your credit
18 card won't be charged a penny more.

19 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM

20 SENSEA SLIMS \$40 value FREE

21 30 DAY TRIAL OFFER

22 \$9.95

23 LIMITED TIME FREE SHIPPING!

24 CA, NJ, MN residents add sales tax. US Funds.

25 www.SensaTrial.com

1 MALE NARRATOR: And if that's not enough, when
2 you call in the next few minutes, you can receive a free
3 supply of our brand new Sensa Slims, the revolutionary to
4 go packets great for taking Sensa with you everywhere, a
5 \$40 value, yours free.

6 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM

7 30 DAY TRIAL OFFER

8 \$9.95

9 Try It Before You Buy It!

10 LIMITED TIME FREE SHIPPING!

11 CA, NJ, MN residents add sales tax. US Funds.

12 www.SensaTrial.com

13 MALE NARRATOR: So, what are you possibly
14 waiting for? Get started on that thinner, trimmer,
15 sexier, healthier you. And for a limited time, we'll
16 even ship it free. Call now or for even faster service,
17 visit our website at SensaTrial.com.

18 ON SCREEN: Before and after photos

19 Amanda lost 50 pounds!

20 Studies show average weight loss 30 lbs. in
21 180 days.

22 www.SensaTrial.com

23 AMANDA: I started Sensa and, you know, within
24 six months, I've lost 50 pounds and it's been so exciting
25 for me and my family. I don't feel like I'm starving, I

1 don't feel like I'm cutting anything out of my life. I
2 love carbs. You know, some diets I've tried before where
3 I cut out, you know, bread or, you know, tried to
4 restrict those types of foods, and with Sensa, I didn't
5 have to do that. I could eat what I wanted and still
6 feel, you know, full and happy and lose weight.

7 I don't have to fix a separate meal for myself.
8 I fix one meal for the whole family and then we all sit
9 down and eat it together. I'm just eating smaller
10 portions of it.

11 It's really hard to lose weight. It's been a
12 constant battle for me my whole life. You know, you're
13 looking for something that's going to work and so many of
14 these diets don't, but Sensa really does. It's just --
15 it's an amazing experience. You get to eat what you want
16 and still lose all this weight and it's phenomenal.

17 ON SCREEN: SENSА WEIGHT-LOSS SYSTEM

18 MICHELLE FERNANDEZ: Sensa works because it
19 combines the knowledge of solid clinically proven science
20 with the wisdom that any weight loss program has to fit
21 into your lifestyle. How hard has it been for you to
22 stay on some restrictive diet when you're cooking for
23 your family or eating out at a fabulous restaurant?
24 Impossible, right? Well, not with Sensa.

25 ON SCREEN: CALL IN THE NEXT 6 MINUTES

1 www.SensaTrial.com

2 MICHELLE FERNANDEZ: You just sprinkle Sensa on
3 that incredible meal you just cooked for your family or
4 that amazing steak that the waiter just served you and
5 allow the sprinkles to go to work.

6 No special prepackaged foods. No dangerous
7 drugs or chemicals. No counting calories. All you do is
8 sprinkle Sensa on and take the weight off. What could be
9 easier? You can live your life, love your food, and
10 still lose weight.

11 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM

12 ON SCREEN: Dr. Alan Hirsch, M.D. - SENSEA

13 Creator/5 Board Certifications

14 Director, Smell & Taste Treatment and Research
15 Foundation

16 DR. ALAN HIRSCH: Diets don't work because
17 they're restrictive. They're based on prohibition. And
18 you can't live your life restricting yourself every
19 moment of every day, 24/7.

20 The reason that Sensa works and diets don't
21 work is because Sensa looks at the back end, not
22 preventing you from eating what you want to eat, but
23 making you satisfied with the amount that you do eat.

24 Instead of the guilt and the feelings of
25 failure and the oppression that diets put on you, Sensa's

1 a natural way of losing weight. It's easy to do and it's
2 successful. Sensa works.

3 ON SCREEN: SENSA WEIGHT-LOSS SYSTEM

4 MICHELLE FERNANDEZ: So many people have
5 already found the safe, simple and clinically proven
6 answer to their weight loss woes. And I'm here today
7 with just a few of the hundreds of thousands of people
8 who have already lost millions of pounds with Sensa.

9 ON SCREEN: Before and after photos

10 Suzanne lost 36 pounds!

11 Studies show average weight loss 30 lbs. in
12 180 days.

13 MICHELLE FERNANDEZ: Like Suzanne, who lost 36
14 pounds.

15 ON SCREEN: Before and after photos

16 Gaylene lost 51 pounds!

17 Studies show average weight loss 30 lbs. in
18 180 days.

19 Gaylene used Sensa for 12 months with a
20 sensible diet and exercise program.

21 MICHELLE FERNANDEZ: Gaylene, who lost 51
22 pounds.

23 ON SCREEN: Before and after photos

24 David lost 93 pounds!

25 Studies show average weight loss 30 lbs. in

1 180 days.

2 David used Sensa for 8 months with a sensible
3 diet and exercise program.

4 MICHELLE FERNANDEZ: And David, who dropped an
5 incredible 93 pounds.

6 (Applause.)

7 MICHELLE FERNANDEZ: Incredible. It's so crazy
8 to think that that was you.

9 ON SCREEN: www.SensaTrial.com

10 DAVID: Yes.

11 MICHELLE FERNANDEZ: I mean, you look like a
12 completely different person.

13 DAVID: Yeah, I was skeptical. I've tried
14 everything, I mean, every type of pill, every type of
15 weight loss gimmick. You know, I've tried it all and had
16 no success whatsoever. And, so, now, all I got to do is
17 sprinkle it on food and I get to eat what I want.

18 MICHELLE FERNANDEZ: Yeah.

19 DAVID: You know, it seemed too good to be
20 true. But I did.

21 ON SCREEN: Before and after photos

22 David lost 93 pounds!

23 Studies show average weight loss 30 lbs. in
24 180 days.

25 David used Sensa for 8 months with a sensible

1 diet and exercise program.

2 www.SensaTrial.com

3 DAVID: I sprinkled it on my food every day and
4 the weight started coming off.

5 MICHELLE FERNANDEZ: That's amazing.

6 DAVID: The second week, all of a sudden, I
7 lost six pounds.

8 ON SCREEN: www.SensaTrial.com

9 MICHELLE FERNANDEZ: Wow.

10 DAVID: And then before the end of the first
11 month, I had lost 16 pounds.

12 ON SCREEN: Before and after photos

13 David lost 93 pounds!

14 Studies show average weight loss 30 lbs. in
15 180 days.

16 David used Sensa for 8 months with a sensible
17 diet and exercise program.

18 www.SensaTrial.com

19 DAVID: And, now, I mean, I feel like a new
20 man. I lost 93 pounds using Sensa.

21 (Applause.)

22 ON SCREEN: CALL IN THE NEXT 3 MINUTES

23 www.SensaTrial.com

24 MICHELLE FERNANDEZ: Well, you've seen the
25 clinical studies. You've heard from just a few of the

1 countless people who are already using Sensa to make a
2 change in their lives. You've heard from Dr. Alan
3 Hirsch, the brilliant creator of Sensa. You've heard it
4 from independent doctors and you've heard it from me.
5 Sensa works.

6 ON SCREEN: Before and after photos
7 Michelle lost 40 pounds!
8 Studies show average weight loss 30 lbs. in
9 180 days.

10 MICHELLE FERNANDEZ: Now, the only thing left
11 for you is to try it for yourself.

12 ON SCREEN: CALL IN THE NEXT 2 MINUTES
13 www.SensaTrial.com

14 MICHELLE FERNANDEZ: I truly hope that you do
15 and that you find out how much better life is when you
16 are free from the guilt and the oppression of dieting and
17 you start a new life enjoying food and feeling great.

18 You just sprinkle, eat, and lose weight. And
19 please write to us with your very own Sensa success
20 story.

21 ON SCREEN: You are watching a paid
22 advertisement for the Sensa Weight-Loss System. Brought
23 to you by Sensa Products, LLC.

24 MICHELLE FERNANDEZ: Here's how to order.

25 ON SCREEN: Money figures increasing on screen

1 MALE NARRATOR: Think of how many thousands of
2 dollars you've spent on gym memberships, home fitness
3 gadgets, diet plans and prepackaged foods, and none of
4 them worked. Well, take a look at this.

5 ON SCREEN: Introductory Offer!

6 30 Day Trial

7 \$9.95

8 www.SensaTrial.com

9 MALE NARRATOR: Call now, and thanks to this
10 introductory television offer, you can try Sensa at home
11 for 30 days for only \$9.95. It's our exclusive 30-day
12 try-it-before-you-buy-it trial offer.

13 ON SCREEN: NO extra food to buy

14 NO memberships

15 NO weigh-ins

16 Introductory Offer!

17 30 Day Trial

18 \$9.95

19 www.SensaTrial.com

20 MALE NARRATOR: There's no extra food to buy,
21 no memberships, no weigh-ins, just everything you need to
22 lose all the weight you hate.

23 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM

24 30 DAY TRIAL OFFER

25 \$9.95

1 Try It Before You Buy It!
2 LIMITED TIME FREE SHIPPING!
3 CA, NJ, MN residents add sales tax. US Funds.
4 www.SensaTrial.com

5 MALE NARRATOR: If you think Sensa sounds too
6 good to be true, you'll have 30 days to try Sensa at home
7 for yourself. That's right. You're guaranteed to lose
8 the weight you want or simply return it and your credit
9 card won't be charged a penny more.

10 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM
11 SENSEA SLIMS \$40 value FREE
12 30 DAY TRIAL OFFER
13 \$9.95

14 LIMITED TIME FREE SHIPPING!
15 CA, NJ, MN residents add sales tax. US Funds.
16 www.SensaTrial.com

17 MALE NARRATOR: And if that's not enough, when
18 you call in the next few minutes, you can receive a free
19 supply of our brand new Sensa Slims, the revolutionary to
20 go packets great for taking Sensa with you everywhere, a
21 \$40 value, yours free.

22 ON SCREEN: SENSEA WEIGHT-LOSS SYSTEM
23 30 DAY TRIAL OFFER
24 \$9.95

25 Try It Before You Buy It!

1 LIMITED TIME FREE SHIPPING!
2 CA, NJ, MN residents add sales tax. US Funds.
3 www.SensaTrial.com

4 MALE NARRATOR: So, what are you possibly
5 waiting for? Get started on that thinner, trimmer,
6 sexier, healthier you. And for a limited time, we'll
7 even ship it free. Call now or for even faster service,
8 visit our website at SensaTrial.com.

9 ON SCREEN:

10 THE PRECEDING PROGRAM WAS A PAID ADVERTISEMENT
11 FOR THE SENA WEIGHT-LOSS SYSTEM

12 BROUGHT TO YOU BY SENA PRODUCTS, LLC

13 Consult your physician before using Sensa or
14 starting any weight-loss plan if you have any medical
15 concerns whatsoever.

16 Copyright 2010, Sensa Products, LLC. All
17 Rights Reserved.

18 MALE NARRATOR: The preceding was a paid
19 advertisement for the Sensa Weight Loss System, brought
20 to you by Sensa Products, LLC.

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

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

2

3 MATTER NUMBER: 1223102

4 CASE TITLE: SENSА PRODUCTS, LLC.

5 TAPING DATE: DATE UNKNOWN

6 TRANSCRIPTION DATE: SEPTEMBER 21, 2012

7 REVISION DATE: OCTOBER 31, 2012

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

12

13 DATED: OCTOBER 31, 2012

14

15

16 ELIZABETH M. FARRELL

17

18 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

19

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

23

24

25 SARA J. VANCE

Exhibit B

Dear [firstname],

How Much Would You Pay to Lose 30 Pounds?

Most of us could stand to lose a few pounds, but unless you go with the “stop eating” method of weight-loss, slimming down your waistline could leave your wallet a lot slimmer, too.

Financial publisher Bankrate looked at five popular weight-loss programs and calculated the total cost based on losing the recommended healthy amount of weight per week. The results are sure to surprise you:

- **Jenny Craig:** Prepackaged foods generally cost \$12 to \$18 per day, or **\$84 to \$126 per week**.
- **NutriSystem:** This pre-packaged meal program includes breakfast, lunch, dinner and snacks at a cost of **\$293.72 per month**, including shipping. It does NOT include not fresh vegetables, fruit or dairy, which you must purchase separately. **Estimated cost to lose 30 pounds: \$1,174.88** for packaged food only, not including fresh greens and dairy.
- **The Zone Diet Delivery:** Signing up for the 30-day meal-delivery service will cost **\$39.99 per day plus a shipping charge**, which is \$3 for customers in most cities and \$10 for those in other areas. According to the company, the average Zone dieter loses between eight and 10 pounds per month, so **total cost to your goal weight ranges from \$3,599.10 to \$4,798.80**.

And NONE of these programs come with a guarantee!

Lose More Weight for Less Money “GUARANTEED” With Sensa’s FREE Trial!

Sensa is breaking the mold of high-priced, high-risk weight-loss programs by offering customers the chance to [try Sensa for free](#). We realize that you might be somewhat skeptical, even jaded by a weight-loss industry spread thick with misleading claims, which is why we are offering a [free trial](#). And we back it up with a **30-day weight-loss guarantee**.

If you don’t lose weight, you owe us nothing for the product.

It is a huge financial risk to us, but we have good reason to be confident that you will lose weight because Sensa has been tested and **proven effective in multiple clinical studies**. In fact, no other weight-loss product has such amazing clinical results. In one of the largest clinical weight-loss studies ever conducted, **1,436 people lost an average of 30.5 pounds - nearly 15% of their total body weight** “in just 6 months. And all they did was sprinkle Sensa on their food. No counting calories, no back-breaking exercise, no boxed meals.

So if you’d like to drop a few pounds without dropping a lot of dollars, a [Sensa free trial](#) might be your best bet. [Click here](#) for your guaranteed free trial.

- OR -

Please call **866-211-5905** for more information.
(Mon.-Fri. from 7 a.m.-4p.m. PST.)

Exhibit C

110 Chesire Lane
Suite 200
Minneapolis, MN 55305

tel (952) 449-2500
fx (952) 449-2501
url markarch.com

Script

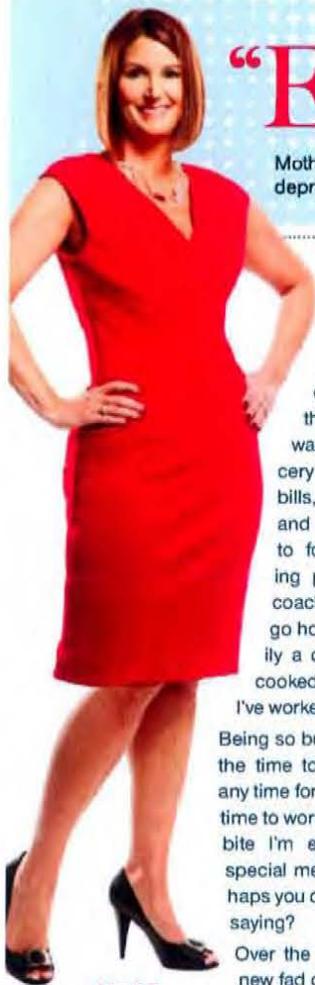


For Men, By Men
:60

Advertiser: Intelligent Beauty
Product: Sensa For Men - Radio
Date: 07-14-2010
Spot: 914-009 For Men, By Men
Version: 1 - Production Approved

1 SFX INTENSE, SOPHISTICATED TRACK UP AND UNDER
2
3 MVO: You already know that going to the gym will get you rock hard
4 abs, ripped arms, and a completely toned body. But what if there was
5 a way you could get all of that without ever stepping foot into a gym
6 again?
7
8 MUSIC ECHOS OUT AND BACK IN WITH THICKER BED WITH VO
9
10 Introducing Sensa for Men. Specifically designed for men, by men, to
11 help you shed thirty pounds or more so you can build that beach body
12 in no time. Get started on your six-pack abs today with a free 30 day
13 trial of Sensa. Call 1-800-XXX-XXXX.
14
15 Sensa does not require any dieting, pills or change in lifestyle. It's a
16 clinically proven way to lose thirty pounds or more. And because it's
17 created for men, by men, results are guaranteed.
18
19 If you want to lose more than THIRTY pounds, call now for your free
20 trial and get those six-pack abs you've always wanted. Sensa has not
21 yet been released in stores, so for YOUR 30-day free trial, you MUST
22 call this number now. 1-800-XXX-XXXX. 1-800-XXX-XXXX. That's 1-
23 800-XXX-XXXX.
24

Exhibit D



“Eat Yourself Skinny!”

Mother of 5 reveals how she **lost 58 pounds in 10 months WITHOUT Dieting . . . and WITHOUT depriving herself of all of her favorite foods - plus it was as easy as shaking 'salt n pepper' on her meals**



Losing weight will never be easier. At times I feel like a 'Super-Mom' of 5 beautiful children, who cleans the house, does the washing, ironing, grocery shopping, pays the bills, referees the kids, and plays taxi driver to football, cheer leading practice as well as coaching . . . and then I go home to cook my family a delicious, hot, home cooked meal (even though I've worked all day)!

Being so busy, I just didn't have the time to diet. I hardly have any time for myself, let alone the time to worry about every single bite I'm eating or preparing special meals for myself. Perhaps you can relate to what I'm saying?

Over the years, every time a new fad diet came out, I tried it in the vain hope one of them might just work for me. I tried everything. Pre-packaged meals, counting points, diet pills, supplements, liquid diets, you name it – I've probably done it. The worst decision I ever made, one I still regret to this day, was to get liposuction. No matter what I tried or how much suffering I endured, my weight stayed on.

Like many women, my struggle with my weight began after I had my children. It was like all of my bad eating habits caught up to me at once. And I was too busy juggling my kids and my work to have the time to make any drastic changes to my lifestyle. After trying almost every weight-loss product on the market with no success whatsoever, I pretty much became resigned to the fact . . . I would just have to settle for being a size 16.

I was looking through some photos one day when I saw a photo of myself on the beach and wondered who the "big girl" was. My life changed

instantly because I realized I had to take action for good and get my body back, not just for myself but also for my kids.

THE SENSEA® BREAKTHROUGH

I began searching everywhere for a solution until my mind went back to a psychiatric convention I had attended for my job, where I had met the neurologist Dr. Alan Hirsch and discovered his scientific studies on the effects taste and smell can have on weight loss. I remembered being impressed by all of the research and scientific evidence he revealed which backed up his studies. On a whim, I looked up Dr. Hirsch on the Internet – and was astounded to discover he had created the SENSEA® Weight-Loss System.

Based on Dr. Hirsch's 25 years of research and testing, SENSEA® works with your sense of smell to trigger the "I feel full" signal in your brain which means you eat less and feel more satisfied . . . ultimately, you lose weight. In one of the largest studies ever conducted on a non-prescription weight-loss system, 1,436 men and women lost an average of 30.5 pounds in just 6 months, without changing their diets or exercise routines.

Considering all of the science behind SENSEA®, I was relieved to see it wasn't another one of those fad diets or quick fixes. I knew I had to try it. After all, the only thing I had to lose was my unwanted weight!

LOOK SEXY, FEEL YOUNGER

My journey with SENSEA® started the day before Thanksgiving, which might sound like I had set myself up for failure. For the first time in my life, I didn't even finish my plate on Thanksgiving; I still had more than half of the food left over . . . I was so stuffed! I went on to lose 7 pounds over the holidays. I was beyond thrilled to lose, rather than gain, but I did question whether my weight loss good fortune would continue.

I didn't need to worry. The pounds continued to melt off of me like a hot knife melts through frozen butter over the coming weeks and months. I was ecstatic! I began to look forward to going shopping for new clothes, so I could show off my new body. And I no longer dreaded wearing a bathing suit at the beach. I felt sexy, confident and people began commenting how much younger I looked! Plus, I finally had enough energy to keep up with my kids.

EAT WHATEVER YOU NORMALLY EAT

It almost seemed too good to be true, hence I didn't have to make any changes to my hectic schedule, unlike all of the diets I had previously tried. I can still eat whatever my family is having, even if it's drive-through or Mexican food. And when my kids celebrate their birthdays, I can still have a piece of cake. All I have to remember to do is sprinkle my SENSEA®, which is easy enough because I always sprinkle salt and pepper on my food anyways.

I have been using SENSEA® for ten months now, and I've lost 58 pounds! To say SENSEA® changed my life is an understatement. It's worked for me and it can work for you. Claim your 30 day FREE trial just like I did where the only thing you have to lose . . . is YOUR unwanted pounds!

– Jennifer, Knoxville, TN

LOSE 30 POUNDS WITHOUT DIETING

If you have 30 pounds or more to lose, it's time to stop dieting and try SENSEA® – the first **clinically proven** sensation that you sprinkle on to take the pounds off. Lose weight while continuing to enjoy the foods you love – simply sprinkle SENSEA® on everything you eat and feel full faster, curb your appetite and reduce cravings. **You'll lose weight without having to think about it.**

For a limited time, you can try SENSEA® yourself FREE for 30 days, Satisfaction Guaranteed**. Call (800)850-3218 today or visit sensaoffer.com/parade HURRY! Over 1 million FREE TRIALS have already been claimed. Limit one per household.

**Product is free to try for 30 days, shipping and handling fees apply. 30-day trial period with satisfaction guaranteed.



*Studies show average weight loss of 30.5 lbs in 6 months. Jennifer used SENSEA® for 10 months with a sensible diet. Jennifer is a SENSEA® contest winner.

Exhibit E

NEED TO LOSE 30 POUNDS?

TRY SENSA® FREE!*

SENSA® is clinically proven to help you lose 30 lbs without dieting or spending all your time working out.** Just sprinkle on your food, eat and lose weight!

GET A GYM BODY WITHOUT GOING TO THE GYM

- ✓ NO COUNTING CALORIES
- ✓ NO STIMULANTS
- ✓ NO PILLS



TRY SENSA® FREE!

Visit SensaOffer.com/OK or (800)750-6971

CLINICALLY PROVEN. 100% SATISFACTION GUARANTEED.



*Product is Free to try for 30 days! Pay only a small shipping and handling fee. **In one of the largest studies ever conducted on a non-prescription weight-loss system, 1436 people lost an average 30.5 pounds in just 6 months without changing their diet or exercise regime.



Exhibit F

EXCLUSIVELY AVAILABLE AT
GNC
LIVE WELL

NEW

Get in Shape with
SENSA[®] FOR MEN



SENSA[®]
WEIGHT-LOSS SYSTEM
FOR MEN

Doesn't change the
taste of your food!

CONFIDENTIAL

SENSA-FTC-000282

Exhibit G

Do You Want to Lose Weight, But Hate Dieting?
Join the SENSE Weight-Loss Revolution!

Michelle lost 40 pounds

TRY SENSE[®] FREE^{*} [CLICK HERE](#)

EVERYBODY IS TALKING ABOUT SENSE
Scroll Over A Logo to See What They're Saying!

SENSE on Extra

TRY SENSE[®] FREE^{*} [CLICK HERE](#)

WHY IS SENSE MAKING NEWS?

According to a survey by the Harris Poll, 58% of Americans have made serious efforts to lose weight... without results. It's clear that the diet industry has failed us.

That's why SENSE is getting so much media attention. Because SENSE is NOT a diet. It's a completely new way to lose weight... a patent-pending technology based on the discovery of scientific research and backed by proven clinical results.

TCP 10 REASONS TO TRY SENSE

1. It's NOT a diet
2. There are no stimulants, fat blockers or side effects
3. You can eat eat all your favorite foods (It's too absurd to deprive your self of the things you love)
4. You don't have to spend money on fancy, pre-packaged meals
5. "The patent-pending technology is based on 26 years of scientific research"
6. It's proven effective in one of the largest clinical weight-loss studies
7. Average weight loss is 30.5 pounds!
8. It's so easy to use: an easy & popular 3-step system that works in 30... and watch the pounds come off
9. You'll have 30 DAYS to try SENSE, and your satisfaction is GUARANTEED
10. You can try it FREE!

WHAT IS SENSE?

SENSE is a patent-pending, clinically tested blend of crystals that you sprinkle on everything you eat.

HOW DOES IT WORK?

SENSE helps you lose weight safely and naturally, without dieting. Here's how:

1. Sprinkle SENSE on your food.
2. SENSE works with your sense of smell to stimulate one part of your brain called the "satiety center"
3. Your satiety center tells your body it's time to stop eating.
4. You take in fewer calories and it's enough to lose weight without any feelings of hunger.

TRY SENSE[®] FREE^{*} [CLICK HERE](#)

ARE YOU READY TO TAKE BACK CONTROL OVER YOUR WEIGHT?

Here is the first... SENSE is the way.

Your Starter Kit contains:

- A full 30-day supply of SENSE
- A comprehensive usage guide
- A "pounds lost" tracking log
- An interactive "how-to" DVD

TRY SENSE[®] FREE^{*} [CLICK HERE](#)

Community

- Fitness
- Health
- Food & Diet
- Diet & Nutrition
- Weight Loss
- Dieting
- Dieting

About SENSE

- How It Works
- How to Use
- The Science Behind SENSE
- FAQ
- Clinical Proof
- About Dr. Hirsch
- The Story
- Nutrition
- More

Company

- Contact Us
- Careers
- Merchandise
- News
- Site Map
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- Terms of Use

TRY SENSE[®] FREE^{*} [CLICK HERE](#)

SENSA[®]
WEIGHT LOSS SYSTEM

Don't have a SENSE account? Sign up now! Enter your password

LOGIN

MY SHOPPING BAG

TV Offer: Try SenSA FREE[®]

HOME

HOW IT WORKS

SCIENCE IS PROVEN

IN TWO WEEKS

SUCCESS STORIES

SHOP

COMMUNITY



Do You Want to Lose Weight, But Hate Dieting?
Join the **SENSA Weight-Loss Revolution!**



Michelle
lost **40** pounds



TRY SENSA[®] FREE[®]

CLICK HERE

EVERYBODY IS TALKING ABOUT SENSA
Scroll Over A Logo to See What They're Saying!



SENSA on Extra



Extra co-host Dayta Devon, who uses SenSA to maintain her on-camera shape, recently interviewed SenSA creator Dr. Alan I. Hiroch.

"You may enjoy hot bods on the red carpet," she reported, "but I have to stand next to those skinnies. Like most women, my weight fluctuates a lot...I volunteered to be Extra's guinea pig for SenSA and I lost 6 lbs."

TRY SENSA[®] FREE[®]

CLICK HERE

WHY IS SENSA MAKING NEWS?



TOP 10 REASONS TO TRY SENSA

1. It's NOT a diet
2. There are no stimulants, fat blockers or side effects
3. You can still eat all your favorite foods (It's too short to deprive your self of the things you love)

SENSA ETC 002552



TRY SENSA® FREE*



WHY IS SENSA MAKING NEWS?



According to a survey by the Harris Poll, 58% of Americans have made serious efforts to lose weight ... without results.

It's clear that the diet industry has failed us.

That's why Sensa is getting so much media attention. Because Sensa is NOT a diet. It's a completely new way to lose weight — a patent-pending technology based on two decades of scientific research and backed by proven clinical results.

TOP 10 REASONS TO TRY SENSA

1. It's NOT a diet
2. There are no stimulants, fat blockers or side effects
3. You can still eat all your favorite foods (Life's too short to deprive yourself of the things you love)
4. You don't have to spend money on bland, pre-packaged meals
5. The patent-pending technology is based on 25 years of scientific research
6. It's proven effective in one of the largest clinical weight-loss studies
7. Average weight loss is 30.5 pounds!
8. It's as easy to use as salt & pepper. Just sprinkle it on ... and watch the pounds come off
9. You'll have 30 DAYS to try Sensa, and your satisfaction is GUARANTEED
10. You can try it FREE*

WHAT IS SENSA?

Sensa is a patent-pending, clinically tested blend of crystals that you sprinkle on everything you eat.



HOW DOES IT WORK?

Sensa helps you lose weight safely and naturally, without dieting. Here's how:



1. Sprinkle SENSA on your food.



2. Sensa works with your sense of smell to stimulate an area of your brain called the "satiety center"



3. Your satiety center tells your body it's time to stop eating



4. You take in fewer calories and lose weight with no intense cravings or feelings of hunger.



[LOG IN](#)
 Don't have a SENSEA account? [Sign up for a new account](#) (Please use password)
[MY SHOPPING BAG](#) **TRY SENSEA FREE***

- [HOME](#)
- [HOW IT WORKS](#)
- [CLINICALLY PROVEN](#)
- [IN THE NEWS](#)
- [SUCCESS STORIES](#)
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Clinically Proven | About Dr. Hirsch

NO OTHER WEIGHT-LOSS PRODUCT HAS SUCH EXTRAORDINARY CLINICAL RESULTS.

Over the course of 25 years, SENSEA creator Dr. Alan Hirsch has conducted ongoing research on the effects of smell and taste on eating habits, ultimately leading him to spearhead one of the largest studies ever conducted on weight loss. Over a 6-month period, 1,436 women and men sprinkled scented, flavorless "tastart" crystals on everything they ate. Participants were instructed not to change their existing diet or exercise program.

The 1,436 people in the treatment group who completed the program **lost an average of 30.5 pounds** — nearly 15% of their total body weight. Those in the control group lost only 2 pounds, on average.

This was followed by a double-blind, placebo-controlled study conducted by an independent laboratory in which participants lost 27.5 pounds and about 14% of their body mass, on average. Participants were instructed not to change their existing diet or exercise program. Those in the control group gained half a pound, on average.

SENSEA was proven effective in one of the largest clinical studies ever performed on a non-prescription weight-loss product.

1,436-Person Clinical Study Results
OVER A 6 MONTH PERIOD



Double-Blind, Placebo-Controlled Lab Study
OVER A 6 MONTH PERIOD



[Click here](#) to view the 1,436-person clinical study.
[Click here](#) to view the Double-Blind 3rd-party study.
 To learn more, go to www.SmellandTaste.org

Community

- Forums
- News
- Meal Plan
- Logs & Journals
- Tools & Calculators
- Blog
- Facebook
- Twitter
- YouTube

About SENSEA

- How It Works
- How to Use
- SENSEA vs. Dieting
- The SENSEA System
- FAQ
- Clinically Proven
- About Dr. Hirsch
- In The News
- Success Stories
- Shop

Company

- Contact Us
- Get Help
- My Account
- Media
- Site Map
- Privacy Policy
- Terms of Use

Sign up on-line
SENSEA Creator "Account" for

[SUBMIT](#)

TRY SENSEA FREE*

[CLICK HERE](#)

●●●●●

*20 lbs free with 30-day shipping and handling fee waived.
 © SENSEA Research, LLC. All Rights Reserved 2013.
 2201 Woodbine Avenue, Suite 1190 • Westborough, MA 01581 • 800.874.8200

VISIT SENSEA ON: [f](#) [t](#) [y](#)



LOGIN

Don't have a SENSAs account? Sign up for one now!

MY SHOPPING BAG

TV Only: Try Sensa FREE*

- HOME
- HOW IT WORKS
- CLINICALLY PROVEN
- IN THE NEWS
- SUCCESS STORIES
- SHOP
- COMMUNITY

PROVEN CLINICAL RESULTS
Over 1436 people lost 30+ pounds without changing their diet or exercise

TRY IT FREE*
CLICK HERE



Watch the video to see how easy it is to lose weight with Sensa



Scroll to view videos

Try It Free*

CLICK HERE

It's Easy

You can eat all your favorite foods and still lose weight. Just sprinkle Sensa onto your meals and snacks to safely and effectively curb your appetite and lose weight without feeling deprived.

It's Effective

Sensa works with your sense of smell to help you feel full faster and eat less. There are no pills, stimulants, drugs or special foods to buy. And Sensa is calorie-free, sugar-free, sodium-free and gluten-free.

It's Clinically Proven

In one of the largest clinical studies ever conducted on a non-prescription weight-loss product, 1,436 men and women lost an average of 30.5 pounds in 6 months without changing their existing diet or exercise program.

Community

- Forums
- News
- Meal Plan
- Logs & Journals
- Tools & Calculators
- Blog
- Facebook
- Twitter
- YouTube

About Sensa

- How It Works
- How to Use
- Sensa vs. Dieting
- The Sensa System
- FAQ
- Clinically Proven
- About Dr. Hirsch
- In The News
- Success Stories
- Shop

Company

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- Terms of Use

Sign up for the Sensa Sensa Newsletter!

SUBMIT

TRY SENSAs FREE*

CLICK HERE

* Results not typical. Studies show Sensa users lose an average of 30.5 pounds in 6 months. (Sensas used twice daily for 12 weeks with Sensa 104.)
 *30-day free trial period. Shipping and handling fees apply.
 © Sensa Products, LLC. All Rights Reserved 2014.
 2301 Woodcreek Avenue, Suite 4100 | Midvale, Utah | CA 80245-4987 | (888)214-2554

VISIT SENSAs ON:

LOSE 3X THE WEIGHT,¹ WITHOUT RESTRICTIVE DIETING.

Compared to published clinical studies of other weight-loss programs, Senisa users lost up to 3X more weight in half the time – without changing their existing diet or exercise program.

Sensa is a revolutionary weight-system that will change your life. It's not a diet, it's not a pill, and it's unlike any other weight-loss program you have ever tried. It's a completely new way to lose weight that allows you to eat what you normally eat, including pasta, burgers, pizza, and even dessert! If you've tried dieting in the past, you know how difficult it is to stay on plans that restrict you or force you to change your lifestyle. With Senisa there are no restrictions, so you can lose weight, live the life you love and get a body you'll love.

“I tried Senisa and suddenly I was feeling full and satisfied with smaller amounts of food. Now I feel great and have gone down two sizes!”



SUZANNE LOST 36 POUNDS!

Sensa is up to 3X more effective than leading weight-loss plans.¹



¹Weight loss comparison is based on published weight-loss programs, including the following: [Weight Watchers Study](#), [Jenny Holm Study](#).

Community

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- Meal Plan
- Logs & Journals
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About Senisa

- How It Works
- How to Use
- Senisa vs. Dieting
- The Senisa System
- FAQ
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Sign up for the **Sensa Skinny newsletter!**

TRY SENISA FREE*



²Results not typical. For best results, use with healthy diet and exercise.

³Shipping fees may apply. Shipping and handling fees apply.

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Exhibit H

DIET TREND ALERT:

OVER 3 MILLION PEOPLE HAVE SAID YES

to SENSEA®, a new diet sensation that can help you lose up to 30 lbs or more in just 6 months*.

You may have heard of SENSEA® in the news before, but you're probably wondering how exactly SENSEA® works?

IT'S REALLY AS SIMPLE AS 1, 2, 3!

1 Shake SENSEA® on all your meals and snacks, it's as easy to use as salt and pepper.

2 Eat the foods you normally love. No need to cut out your favorite foods or make any drastic changes to your current eating habits.

3 Lose weight! With SENSEA® there is no calorie-counting, meal plans or restrictive diets. And SENSEA® contains no stimulants, diuretics, fat blockers or laxatives like so many other diet products.

The SENSEA® Weight-Loss System is the #1 Weight loss SENSAtion in America because it's safe, it's simple, and it works... it really, really works. And the company is so confident that they even let you try the product yourself for FREE† before you commit to buying it.

So what's made SENSEA® such a success? Every 15 seconds, someone makes the choice to try SENSEA®. Like Wendy from Tyler, Texas:

“Like many women, I've tried everything under the sun to lose weight...thanks to SENSEA®, I can finally play with my kids, take the stairs, and I can finally fit into a single digit size!”



WENDY LOST 125 LBS*

*SENSEA® advocates a healthy lifestyle with regular exercise and portion control. Study shows 30.5 lbs average weight loss in 6 months. Compensated for excellent results. Wendy used SENSEA® for 36 months with exercise and sensible diet.

And Wendy is not alone. SENSEA® was tested in one of the largest weight-loss studies of its kind ever conducted. Over 1,400 men and women who sprinkled SENSEA® on their food for 6 months, lost an average of 30.5 lbs. And participants were told not to change anything about their current diet or exercise habits. Since then, hundreds of thousands of real people have lost millions of pounds with SENSEA®.

If you have 30 lbs or more to lose, it's time to stop dieting and try SENSEA®. With this exclusive offer, you can try SENSEA® FREE for 30 days. You may have noticed SENSEA® popping up on shelves of your favorite stores, but you won't find this offer anywhere else! Call today to try it free, with no obligation to buy. But call now, FREE trials are going fast!

EXCLUSIVE OFFER!
Not available in stores.

TRY IT FREE†

CALL **800.889.6772** OR VISIT **SENSAOFFER.COM/PARADE4**

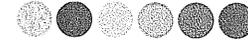
†Product is Free to try for 30 days, just pay S&H.



Exhibit I

"Countless people will benefit from Dr. Hirsch's groundbreaking work in their fight against obesity."

—RODNEY T. MILLER, M.D.



SENSA[®]

WEIGHT-LOSS PROGRAM

SENSA-FTC-004974

The Accidental Discovery
That's Transforming the Way
People Lose Weight

- Eat all your favorite foods
- Clinically proven results
- No restrictive dieting

Fabulous
Recipes
AND
Exercise
Plans

CONFIDENTIAL

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Notice: The information in this book is true and complete to the best of the author's and publisher's knowledge. Always consult your physician before starting any weight-loss and exercise plan. This book is intended only as an informative reference and should not replace, countermand, or conflict with the advice given to readers by their physicians. The Sensa Weight-Loss System may not be effective if you have an impaired or diminished sense of smell or taste. The authors and publisher disclaim all liability in connection with the specific personal use of any and all information provided in this book. Some references to real people, events, establishments, organizations, or locales are intended only to provide a sense of authenticity and are used fictitiously. However, references to success stories are real and permission has been granted by the individuals profiled in Chapter 9. Individual weight loss results may vary. The results shared in the Sensa Success Stories are not typical.

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This book is dedicated to the memory of my father, Milton Hirsch, whose lifetime struggle with obesity and its effects inspired me to devote my life to working in the areas of smell, taste, and ultimately their connection to weight loss.

be effective but have no underlying clinical proof. Sensa does not contain any harmful ingredients and has been clinically proven to be effective as determined by a double-blind placebo study conducted by an independent, third-party laboratory.

Program Goals

The overall goal of the Sensa Weight-Loss Program is threefold:

1. To achieve your personal, ideal weight
2. To achieve a healthier lifestyle
3. To provide you with the tools necessary to maintain your ideal weight

The 3 Levels of the Program

In order to achieve this, the program has been designed in three levels. Level 1 is designed as the primary system. Levels 2 and 3 are designed to help you maximize the results and achieve a healthier lifestyle. The three levels are customizable to your individual lifestyle. You decide when to advance to the next level in the program.

Level 1—The Sensa Tasant System

The use of the Sensa Tasant System was created to kick start your weight loss. This system allows you to eat all of your favorite foods, lose weight, and doesn't require any change in your lifestyle. The clinical studies have shown that just the use of these Tasants alone can result in a healthy weight loss of 1 to 2 pounds per week, which is the recommended weight loss pace as specified by many medical

organizations. This realistic pace will also result in a more sustainable weight loss.

Level 2—The Sensa Satiety System

The Sensa Satiety System will introduce you to enjoyable foods that will keep you full for a longer period of time. You will learn, for example, that even though a banana and an orange are roughly the same amount of calories, the orange will keep you full longer, and therefore, is a better choice. We have also created a list of Sensa Satiety recipes and a menu plan that will help to increase your level of success on the program.

Level 3—The Sensa Fastercise System

The Sensa Fastercise System is a new approach to exercise. With our busy lifestyles, people find it difficult to carve out time to exercise. This section will introduce you to a gradual program of efficient ways to exercise at home without equipment that will maximize your weight loss and lead you to a healthier lifestyle.

Sensa is designed as a six-month program to achieve the goals mentioned. Whether you decide to perform all the levels of the program at once or gradually introduce them to your lifestyle is up to you. The program was designed to keep change and disruption to your life at a minimum and to be customizable for you individually. I equate it to the nicotine patch program that has been effectively used to help people eliminate the habit of smoking. If you speak to smokers or former smokers, the addiction to smoking is one of the most difficult habits to break. Going "cold turkey" is not necessarily the best answer to breaking the habit because it imposes a sudden,

SENSA WEIGHT-LOSS PROGRAM

to an alternative like food. If participants in the study liked the smell, the more they used it and the more weight they lost.

After our presentation at the meeting, we became aware that using odorants doesn't make for a very good physiologic method. Who wants to be seen sniffing vials at dinner parties and in restaurants? We're used to eating rather than sniffing our food. Also, some participants didn't follow our instructions and often stuck the aroma inhalers too far into their nostrils. Believe it or not, the police called occasionally asking for explanations of what these people were sniffing. This convinced us that the odorants may not be the best vehicle for developing a proper, long-term approach to achieving permanent weight loss.

Based on this, we wanted to start experimenting with actual food rather than using something as a potential substitute for eating. We didn't want to develop specific foods from scratch, but rather we wanted to test something that could be added to foods to speed up Sensory Specific Satiety. We concluded that the most efficient method of achieving this would be to develop some type of food additive that you could sprinkle on all foods, which would interact with and intensify the taste of foods and make the body perceive that it had eaten more than it had, reducing calories and thus achieving weight loss.

We first went back and examined the research on Sensory Specific Satiety that determined that salty foods had an effect on inducing satiety on other salty foods and sweet foods had the same effect on other sweet foods. Based on this research, we developed two specific types of food sprinkles—one that would be used on salty foods and another that would be used on sweet foods. We

THE ACCIDENTAL DISCOVERY

called these sprinkles, "Tastants." We began testing various formulations for these Tastants over a period of years. **After testing over 4,000 different Tastant formulations, we finalized six "salty" flavors and six "sweet" flavors that had the maximum impact in inducing Sensory Specific Satiety and weight loss in individual subjects.** Even though the Tastants were to be used on salty and sweet foods, they did not contain any salt or sugar.

We conducted an initial pilot study with 92 subjects over a six month period in 2002. Participants were asked to sprinkle these Tastants on their foods whenever they ate—the savory ones on foods typically seasoned with salt (meats, vegetables, pasta, etc.), and the sweet ones on sweeter foods (cakes, fruits, etc.). Using these Tastants resulted in substantial weight loss. Compared to a control group that used no Tastants, those who used Tastants lost an average of 34 pounds over a six-month period (approximately 2.1% body mass per month)! The greatest results were seen in those participants with the normal ability to smell and taste.

In 2004, I wanted to test this process on a much larger population base. In this next clinical trial, 1,436 people finished the study. A non-treatment control group of 100 individuals were randomly selected to not use the Tastants. Both groups were instructed not to change their eating or exercise routines over the course of the study. Weight and body mass index (BMI) were measured for both groups before and after the study. **The test group using the Tastants experienced an average weight loss of 30.5 pounds, and an average BMI decrease of 5 points, over a period of six months.** The control group who used nothing lost an average

SENSA WEIGHT-LOSS PROGRAM

of only 2 pounds, with an average BMI decrease of 0.3 points over the same period.

Word spread quickly about the study and this unusual method of approaching weight loss. *Dateline NBC* wanted to do an exposé that would disprove the efficacy of this weight-loss method. At a restaurant in Texas, *Dateline NBC* had the cameras rolling while a dozen people who had participated in Dr. Hirsch's study sat down for a meal. These same people kept a video diary of themselves using the Tastants for six months on a consistent basis. The videos were provided to *Dateline NBC*. To their surprise, all of the people lost a substantial amount of weight.

Prior to the *Dateline NBC* story, my mission was purely research and I hadn't considered the idea of making the Tastants available to the public. But soon I realized the impact that this research could have on changing and improving many lives. While the public interest grew and the plans to make the product available were set in place, my research did not feel complete.

Most recently, and most notable is the independent double-blind placebo controlled study. The one aspect that we wanted to specifically test was the act of sprinkling something on the food. An act, such as this, could make someone more cognizant of what they are eating and thus stimulate them to eat less and/or lower calorie foods. In order to eliminate the act of sprinkling as a cause of weight loss, we consulted an independent, third-party laboratory. In this study both groups received Tastants to use, but only the active group was given the Sensa Tastants. The other group was given a placebo form of Tastants without our specifically designed formulation.

THE ACCIDENTAL DISCOVERY

Participants using the active Tastants experienced an average weight loss of 27.5 pounds in six months. Participants in the placebo group actually gained an average of nearly one-half pound in the same time period. The results of this study are significant because they provide further support for the results obtained in my 2004 study where participants experienced an average weight loss of 30.5 pounds in six months. No longer could we consider the possibility that the mere act of sprinkling something on food was making people more cognizant of what or how much they were eating, thus causing people to put their fork down. This last study proved conclusively that the weight loss was caused specifically by the individual formulations of the active Tastants.

I probably would have laughed if someone told me 25 years ago that as a neurologist and psychiatrist, I would also be the creator of a weight-loss program. I share this story of discovery with you so that you too can understand how a doctor who specializes in the treatment of smell and taste would become the doctor who would help you overcome your weight struggles. Having seen the results of the Tastants, I am excited to share them with you. As a doctor who cares for the well-being of his patients, I have developed the Sensa Weight-Loss Program, a 3-Level program that will not only help you lose weight, but also give you the tools to live a healthier lifestyle and begin your healthy relationship with food.

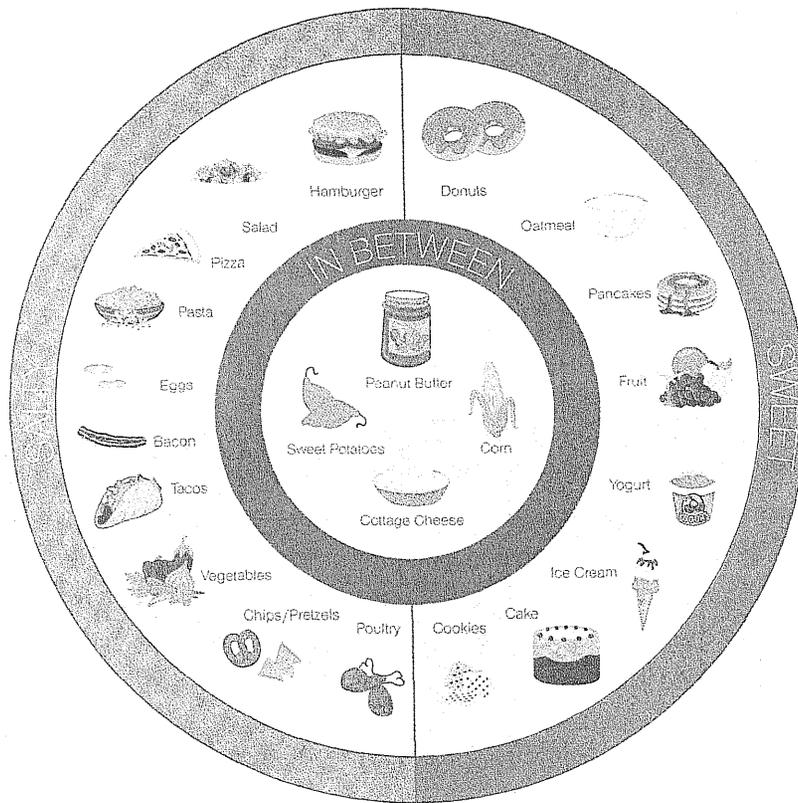


Figure 3: Checklist of Salty vs. Sweet Usage

bodies can adjust to scents, it is important to start the new set of Tastants every 30 days—even if you find you have some left over. It's important to keep your olfactory senses stimulated with the different scents and tastes to achieve maximum results. If your senses get bored, the Tastants won't have the necessary effect.

Each month is comprised of a unique and proprietary blend of “salty” and “sweet” Tastants. While you won't notice much of a change in the taste of your food (if you even notice a change at all), the “salty” and “sweet” were created to help you determine which foods to use the Tastants on. Fruit, baked goods, and ice cream are considered sweet. Eggs, most meats and chips are considered salty. There are some in between foods that get some people confused, such as cottage cheese, corn, and potatoes, but what I always tell my patients is that you can't make a mistake! If you like fruit in your cottage cheese, sweet might be your best choice. If you like your corn on the salty side, use the salty Tastants. If you really aren't sure, I recommend using the sweet Tastants. As long as you sprinkle Tastants on every thing you eat, you are using Sensa correctly.

Refer to Figure 3 for a list of typical foods that you would normally eat to demonstrate what type foods you would use the “salty” Tastants versus the “sweet” Tastants on.

Frequently Asked Questions

Some of the best questions and feedback we have received has been from Sensa users. I want to share some of the most frequently asked questions and answers with you so you too can find success with Sensa.

Where can I purchase the Sensa Tastants?

The Sensa Tastants are available as part of the Sensa Weight-Loss System. Please visit www.trysensa.com to order.

SENSA WEIGHT-LOSS PROGRAM

SENSA SUCCESS STORIES

Dina C.

Lost 37 pounds in eight months

I'm a 29-year-old third grade teacher, so I need to keep my energy up. I tried a diet where you drink two shakes and "one sensible meal a day." That just didn't cut it for me. I was starving.

I saw my friend who was literally shrinking, and asked her what she was doing. When she told me that she was putting sprinkles on her food and they made her eat less, I thought she was joking. But then she showed me Sensa and I decided to try it.

I didn't see results right away, but since Sensa worked for my friend, I kept using it and didn't give up. By the end of the second week, I started to see a little difference. Then, after the fourth week, my weight loss really became evident.

I love my food and don't want to give it up. I have a big family; we are always at each other's houses surrounded by good food. With Sensa, I can still eat all that food, but I just don't eat as much of it.



before



after

Results not typical. Individual results may vary.

Adriana J.

Lost 12 pounds in one month

When my cousin told me about Sensa, I thought, "Okay, I've tried everything under the sun. I'll give this a try too."

The first thing I noticed was how good my food tasted. Sensa didn't change the taste of my food. Then I noticed that I wasn't eating everything on my plate. It took about a month to really kick in.

We women want instant results, when it comes to weight loss. I had to be patient and just kept using it at every meal. I soon noticed that I wasn't eating as much and losing weight. I remember thinking, "It's working—it's actually working!" When I saw the results I was motivated to start working out and walking more. I actually bought a bike and now ride with my son every night.

The weight has come off gradually, which I think is better than trying to get a quick fix. It's healthier and it's easier to keep the weight off than with crash diets, where your metabolism goes crazy and you gain all the weight back.



before



after

Results not typical. Individual results may vary.

*I try to eat healthy, but one thing I always hated about diets was going to work and staring at the birthday cake or donuts everyone else was eating and not being able to eat any. **With Sensa, I don't worry about what I'm eating. I don't have any restrictions. I don't weigh in at meetings. I don't count anything. I can cook what I like, sprinkle on Sensa, and just don't eat as much.***

Jessica L.

Lost 34 pounds in six months

When I moved to Los Angeles, I put on a lot of weight. As a makeup artist, I have lots of friends who are models, and they were always getting me to try new diet pills. I just felt hungry all the time and became discouraged because I wasn't losing any weight.



before

With Sensa, it took about a month to see a real difference. I stuck with it and the pounds just started coming off. I couldn't believe how easy it was.

I have lots of early call times—5 or 6 a.m.—and I'm usually on the set until midnight, so I don't have time to go to the gym. I bring Sensa with me to shoots and it keeps me from over-eating.

My favorite thing about losing weight has been buying new clothes! It's fun to try on nice clothes and have them fit.



after

Results not typical. Individual results may vary.

Resources

Sensa Weight-Loss System (www.trysensa.com)

Visit the Sensa website for more detailed information on how to use and purchase the Sensa Tastants. Once you have purchased Sensa, you can become part of the Sensa community and read what others have to say about their experience with Sensa. There are active message boards, logs and journals to download, and expert advice from the Sensa team to further assist you on your weight-loss journey.

The Smell & Taste Treatment and Research Foundation (www.smellandtaste.org)

Founded by Dr. Alan Hirsch, the Smell & Taste Treatment and Research Foundation specializes in the evaluation, diagnosis and treatment of smell and taste-related disorders. *In addition, the staff's*

Special Reader Offer!

Get 15% off on your first purchase of the Sensa Weight-Loss System Tastants.

Go to www.sensabookoffer.com and follow instructions.



* One offer per person; one-time only. Cannot be applied to previous purchases or combined with any other offer. Offer subject to change without notice.