

Scenario 1 transcript call - Jan 27, 2004 to Cayley

Caller: Hi I wanted to get some information from you.

Truehope: Ok

Caller: My wife is thinking of taking empowerplus. A friend of hers recommended it and we'd like to have another baby and the last time she had a child she had some postpartum depression and was on Prozac for awhile and shee were just wondering if the empowerplus might help with the post partum depression

Truehope: Yeh yeh it would help. We've had several women that have been pregnant and had children with empower.

Caller: I see. Are there any dangers if she uses Prozac. She's had Prozac before and the doctor suggested restarting the Prozac are there any dangers for her using Prozac during the pregnancy?

Truehope: Well as far as information on that goes, your best bet would be I'd look up Rxlist.com OK. It's a website that's got a lot of information on all the medications, their side effects and it would probably have any warnings like that on there.

Caller: Oh I see OK But certainly your saying that empower is really good for...

Truehope: It is exactly because when a woman's pregnant you know the baby's basically taking all the nutrition that they need and she's just getting what's basically the leftover. So, there's no danger there it's really really good. You can definitely take the list of ingredients to the doctor. You know if you were concerned about that let them ? Yeah but its definitely.....

Caller: Ok and will it help her from getting depressed again during the pregnancy?

Truehope: Yes, exactly, exactly, like I said it's you know when when you know somebody's pregnant the baby is using up all you know will do it addresses nutrient deficiencies

Caller: Right. What about taking, the doctor thinks she should be taking Prozac can she take the empower as well?

Truehope: In the beginning she could. What would happen is empower will basically go in and it will do a correction on the chemical imbalance of the brain. So eventually she would need to work down off of the Prozac because the empower is going in, it's making the correction and its taking over from so at some point it would be like she's getting too much Prozac and she would need to do a reduction so, you know, we do that gradually. But at some point it will be like doing a healthy brain and we'll have to do a reduction on it.

Caller: Right. Should we tell the doctor about the empower or

Truehope: That's completely up to you guys. We have something called a doctor's information package if you think it would be helpful. I could e-mail it or you know, whatever that's definitely a choice and you know if you guys want it or if you just want to work with us that's fine too.

Caller: OK, I'll discuss that with my wife and then we'll get back to you

Scenario 2 transcript call -- Jan 26, 2004 to Tami

Truehope: Thank you for calling Truehope.

Caller: Yes I wanted some information. I heard about Empower plus and I was diagnosed not too long ago with bipolar disorder and I was just wondering if Empower could help with that.

Truehope: Absolutely. Actually bipolar is one of our greatest successes whereas we have about an 86% success rate with bipolar participants. And that's where they're able completely come off all medications and simply maintain with just the Empower

Caller: Oh. OK because I'm on lithium now

Truehope: OK.

Caller: and if I start the Empower and I still feel good do I stop my lithium, or...?

Truehope: Ok generally what will happen is that after you start on the Empower it gets into your body and it starts to repair that chemical imbalance a little bit at a time. And each time it repairs a little bit your body's going to go through an adverse drug reaction and you're going to need just a little bit less medication. And that will continue happening until you wean off all your medication

Caller: I see so there's really no risk if I stop taking the lithium.

Truehope: Um, we never recommend that you stop your medication before Empower has a chance to get into your system and before your body's ready. And we always recommend just very slight gradual reduction over a period of anywhere between a month, two months and some people even longer than that. to come off the medication.

Caller: Oh. I see. OK

Truehope: We find that we must really work slowly cause it does take time for the Empower to get into your body start to make those adjustments and then make those little adjustments.

Caller: OK so I can't really use the Empower and the lithium together in the long run

Truehope: In the long run we wouldn't recommend it because your body is gonna tell you it doesn't need it anymore. It's gonna be basically like a healthy brain taking that medication

Caller: How much of the Empower do you take and how much does it cost?

Truehope: OK, generally everybody starts off at taking 18 a day OK. That is what we've found through our research that your body needs to start to make those adjustments. Once you've been able to wean off your medication and you've gone approximately 3 months with no symptoms at that point is when we would start to find a maintenance dose for you, OK? I can't tell you exactly what your maintenance dose will be because that's very individualized. We find that by reducing only 1 or 2 capsules every couple of weeks until we find about the lowest dose possible that keeps you stable.

Caller: I see

Truehope: OK the cost of the Empower, are you in Canada or the United States?

Caller: I'm in Canada

Truehope: OK the cost of the Empower in Canada is \$94.95 plus shipping and handling OK. And one thing to keep in mind is while you're taking that loading dose of 18 capsules a day you're going to need about 2 bottles a month.

Caller: OK, and so it's \$94.95 per bottle.

Truehope: Yes

Caller: OK so I'm 2 bottles a month and then presumably the maintenance dose I would be taking much less, it would be...

Truehope: Generally, maintenance doses I've seen people going down taking 6 a day but generally on the whole you see most people maintaining between 9 and 12 a day.

Caller: OK. OK, is there anything else I should know about Empower

Truehope: Ok absolutely, well one thing I do need you to understand is that this is not just a vitamin and mineral supplement for sale. It is a whole entire wellness program that is offered. We find that if you do not have the support to go along with the Empower then you don't really get the types of success that you are looking for. Different things that we commit to you as part of this program is we counsel you on how to work with the Empower. We can also help you to find natural remedies for things such as anxiety, irritability, withdrawal from coming off medication, even bowel problems and racing thoughts we have natural recommendations that we can make for you.

Caller: Are these other products, or...?

Truehope: They are other products. We make the recommendation and then's totally up to you on whether you want to use that product or not

Caller: I see

Truehope: We also commit to providing you with that product Empowerplus. What the Empowerplus is, is it's vitamins, minerals, and amino acids as well as one herb called ginko biloba. And Empower has been specifically balanced to work with the central nervous system and work with the different types of disorders that stem from it, such as the bipolar.

Caller: Right

Truehope: OK. Sometimes it may seem like we're being a little bit intrusive because at the beginning of the program we do ask you a lot of questions as well as at the beginning of the program we do make weekly support calls to you. And this is how we ensure that things go the way they are supposed to go and as smoothly as possible. It's also an excellent opportunity that if there should be something kind of not working quite right we can catch it quickly and get it dealt with very quickly.

Caller: OK so I would be working with you or somebody else

Truehope: Absolutely, absolutely. There are some things that we will need you to commit to as part of this program. The first one and the most important one being what we call symptom evaluation forms. That's where on a daily basis you monitor your symptoms, you rate them on a scale of 0-3 with 0 being that symptom not bothering you and 3 being that's the worst it could possibly be. And you fill that out on a daily basis and then you send that chart back to us on a weekly basis. This is how we're going to track your progress in the program. It's going to let us see when it may be time to recommend a medication reduction. If you happen to hit any bumps along the road and something's not quite working right we use those charts to find that.

Caller: Right.

Truehope: OK without those symptom evaluation charts we're shooting in the dark when we're trying to support you. We can hear how you're doing but that day to day view gives us even a better look OK.

Caller: Right.

Truehope: We also ask that you commit to having a support system in place. That includes us here at Truehope to help you with things like the Empower but also we ask that you have either a friend or a family member--somebody on the home front that's kinda going to work with you there. This person would be listed on your file as an emergency contact number, as well as we would contact this person also if we had not been able to get ahold of you in a little while.

Caller: I see.

Truehope: We would just leave a message with that person saying would you please get him to give us a call. As well, if necessary that if you do have a psychologist, psychiatrist, therapist support group whatever the case may be to work with the areas that we're not trained to here at Truehope. Like I said we also need you to commit to those weekly support calls. Once things get better for you and you've come off your medication, and you're doing really well for yourself, then we can move you to the biweekly, monthly and bimonthly calls. Keep in mind that if you should start to struggle after we moved you into the bimonthly calls we would move you back to those weekly calls until we were sure that you were OK again.

Caller: Right. OK.

Truehope: We also ask that you commit to being on the program and using the product for a period of 3 to 6 months. We ask for that length of time simply because it is going to take some time for the vitamins and minerals to get into your body and start to make those adjustments. Generally within the first month to three months, you should start noticing small improvements, such as your energy levels increasing and your thinking becoming just a little bit more clear and focused. And then anywhere from that 3 month period right up to a full year period for some people is when you can start expecting to have days without any symptoms at all. I do understand that this is not the fast track but I really do believe that it's the best track.

Caller: Right.

Truehope: We also, just for your information, we also carry a product called inositol powder and what that is it's one specific component of the B complex family and what it does is it gives a gentle calming effect over the body. We found it extremely beneficial in helping with anxiety, irritability, withdrawal from coming off of medication, as well as many people have told me they actually find it a lot of help when they are first starting off on Empower just cause it gives them a little bit of a benefit there when they first start off.

Caller: Right.

Truehope: The inositol powder is \$29.99 American. OK and if you were to use the full 6000 mg a day which is the most that we would recommend that you take, one bottle would last you approximately 37 days.

Caller: OK.

Truehope: So you can you do definitely get a good supply. OK, do you have any questions so far?

Caller: No, I think you've covered it and I'd like to think about it and...

Truehope: No problem. Please feel free to go on to our website and take a look around. It is www.truehope.com and if you find that after looking at that and after you've made your decision that you do want to come on the program right on the

website you can fill out what we call the personal information form which basically gives us all your personal information and then somebody would return your call on that and get you started.

Caller: OK, well thank you very much, I'll go do that and I'll get back to Yeah.

Truehope: Excellent can I just get your name so if you do call back in.

Caller: Yeah it's Mark Fisher... And you're Tami right.

Truehope: That is correct.

Scenario 3 call made on Feb 23, 2004 at 11:15 AM EST

Truehope: Theresa speaking how can I help you?

Caller: I have a son 10 years old and I got some of your pills through a friend

Truehope: OK

Caller: And he has ADHD

Truehope: OK so you got some of the supplements from your friend

Caller: Yes that's right and anyway he's on Ritalin

Truehope: Oh, OK you haven't started him yet have you?

Caller: Yes I have

Truehope: Oh, OK

Caller: And he's been doing pretty good on his medication in school and his marks have improved and stuff and he's better behaved at home and everything's eating and OK but a friend gave me some of these things and um and I gave him like 5 caps of those things or pills or whatever they are

Truehope: If you are going to be on the program we'd better bring him on right.

Caller: Right like he's been you know for the last 24 hours he's got a bad headache after he took these things and he threw up and he's got a bit of a fever so I'm wondering is that a normal reaction

Truehope: It's not from the supplements. Let me tell you something right now. The supplements do take over gradually for the Ritalin. OK? So what we need to do is let's put in his personal information because he's not even registered in the program is he?

Caller: No he's not. I was just mainly after information whether it's a good fit for him and

Truehope: Oh yeah

Caller: Like would these pills be causing the headaches and stuff?

Truehope: It could be that it--let's do a whole profile and see what's going on OK? He could have a flu I'll just find out what he's taking and how long he's been on them and we'll go from there. OK? His first name?

Caller: Bob well Robert

Truehope: You usually use Robert OK and his last name?

Caller: Campbell

Truehope: Yeah we don't usually suggest that people do that because it does take over from medication

Caller: Right

Truehope: You know that's OK right date of birth?

Caller: Oh God I don't know I've got to ask my wife – he's 10 years old now

Truehope: 10 years old he was born in

Caller: June

Truehope: Of 84 or 3

Caller: Around there wherever we are now – June 23. Could you hold on a sec ok there we go

Truehope: What day in June

Caller: 23rd [Sniff] – sorry I've got a cold here too.

Truehope: Could be what he has. OK, Robert your home phone number ?

Caller: 905-523-6584

Truehope: And street address

Caller: We're just in the process of moving but its

Truehope: Ok well we'll just...

Caller: Ok its 1

Truehope: You could always change it. How long is it going to be till you move

Caller: It's going to be about a month and a half

Truehope: Oh, OK well, mailing address then

Caller: 107

Truehope: Is it box 107 did you say

Caller: No 107

Truehope: Oh 107 OK

Caller: Lock St L-O-C-K St South

Truehope: South

Caller: South [sniff] sorry about that

Truehope: And city?

Caller: Hamilton

Truehope: Ontario?

Caller: Mm hm

Truehope: And the postal code there?

Caller: L8P

Truehope: L8P

Caller: 1Z4

Truehope: Ok, and what we do is we offer an entire wellness program OK? What was your first name I'm sorry.

Caller: Mine's, Andrew

Truehope: Andrew what we do is we offer an entire wellness program so we're going to be giving you weekly support calls to see how he's doing and of course you can call anytime you need to with any questions or concerns. Never leave yourself in the dark. Always call in OK? What's the best day to call you Tuesday, Wednesday, Thursday or Friday and what time?

Caller: Is the evening good for you.

Truehope: Yes,

Caller: Yeah, Ok Thursday evenings

Truehope: Thursday evenings

Caller: He's also got a temperature like about 38 just under 39 degrees

Truehope: It sounds to me like he's got a fever and the flu

Caller: He's got like this headache and his neck is sore so I'm just wondering do you have anything you can send to me and I give it to my doctor or anything

Truehope: A package, a doctor's package, oh yeah

Caller: Can you e-mail it to me

Truehope: Oh Yeah

Caller: Ok M as in Mary, Bob

Truehope: Ok one second let me get up there ok go ahead

Caller: M as in Mary, B as in Bob 54 at canada.com

Truehope: OK

Caller: Great so should we still be giving him the pills or should we stop?

Truehope: OK we'll just go through this. You said he was diagnosed with ADHD

Caller: That's right

Truehope: Do you remember when that was approximately?

Caller: That was about a year and a bit ago

Truehope: Ok and you said he is currently on Ritalin?

Caller: That's correct

Truehope: OK. And how many milligrams a day does he currently take?

Caller: He takes 10 in the morning and 10 in the afternoon

Truehope: How long has he been on that for?

Caller: It's about just under a year if memory's right

Truehope: Ok, just to give you a heads up Ritalin does store in the body OK? And it stores quite a bit. So sometimes when they're on a medication like Ritalin it can take anywhere from 6 months to a year to do the correction

Caller: Right

Truehope: And you're his father and I'm going to put you as his support person

Caller: That's correct. His doctor doesn't know he's on this stuff so I'm wondering if I should tell him or just give him the info package when you send it

Truehope: You can give him the info package

Caller: OK

Truehope: It's up to you.

Caller: Should I take him off of it now or....

Truehope: No [emphatically] no, no I'm going to explain to you how that's done OK?

Caller: Ok could you just hold on one sec OK sorry [sniff] Kleenex time OK

Truehope: OK. All right. Do you remember when he started taking the supplements?

Caller: It's been about oh 2 weeks now

Truehope: 2 weeks ok [long pause]

Caller: He's got chills, like, bad chills like

Truehope: He's got the flu.

Caller: He does eh? OK

Truehope: Oh yeah he's got the flu. Ok is he on anything besides the Ritalin, vitamins, minerals, herbs...

Caller: No nothing like that

Truehope: Nothing OK because a lot of those things can interfere with the program. Minerals will throw out the balance and of course vitamins and minerals pardon me herbs that can really throw out the program too Ok? So before you add anything you know always call us first. Is he on any antibiotics?

Caller: No

Truehope: OK You said he's been taking about 5 a day

Caller: Mn Hm

Truehope: Ok so it's probably...oh boy...It hasn't probably started to do the correction yet but he's probably got the flu but this is generally what we tell people. This is part of. This is how the program works, OK, Andrew? On our website are things called symptom evaluation forms OK? And we would need you to track Robert on a daily basis and then what it takes about a minute and once you have a week's worth you e-mail them back to us and you keep doing this for the entire time you are on the program till they stop. OK? This will gradually take over for the Ritalin. What you're looking for is when he starts the supplement we'll bring him up to the correct dosage for him OK? When he starts the supplement he could feel a little bit worse or he could feel a little bit better. That's the nature of Ritalin. It being an amphetamine OK? And it's storing so much in the body. Um, it does do some brain damage. It does have side effects.

Caller: Are there side effects to this stuff?

Truehope: No, no it does the actual correction. The only thing you have to make sure he eats when he takes it because he will feel nauseated and secondly sometimes when the body's doing it'll automatically do an in-house cleanse. Sometimes people may get a bit of diarrhea. Some do. Some don't. OK?

Caller: OK my ah the guy I got em off of he's taking a lot more

Truehope: OK what's his name

Caller: Jim and I don't know his last name because it came through a friend but he said through my friend that he's taking like 15 or 20 or something. Is that right?

Truehope: 18. He's probably on 18 a day

Caller: Ok so should these be jumped up to 18?

Truehope: Yeah but I'm going to explain that

Caller: Oh OK

Truehope: First we'll go through the program and then I'll explain how we do that. All right. We ask you to commit to 6 months to a year on the program

Caller: Right

Truehope: OK to get him there. We bring him up to that full loading dose. Once he's stable and medication free for a couple of months – it could be 8 months down the road, it could be 10 months down the road. It just depends on him. Some respond quicker, some slower. Then we'll just gradually bring him to a maintenance dose that's right for him OK? I'm just going to go through some possible things that can interfere with or limit the program. OK? Is he using any oral antibiotics right now?

Caller: No

Truehope: Didn't I ask you that?

Caller: You did

Truehope: Has he used a lot of them in the past?

Caller: No, like just the usual you know, maybe

Truehope: Yeah it's just a good idea what they do is they destroy all the good bacteria too, the absorbing bacteria, so it's a good idea to take some probiotics or some acidopholus when they're doing that or after. Do you have anything with caffeine – coffee, tea, chocolate, anything

Caller: Well chocolate

Truehope: OK just when he does leave a 2 hour window from having that caffeine to taking the supplement because it can interfere with absorption. OK? No use of any alcohol or tobacco. Do you know if he has any systematic yeast infections or parasitic infections?

Caller: Not that I'm aware of, no.

Truehope: Ok (long pause) flus and other transient illnesses like he's having right now can interfere with the program too because he won't feel as well

Caller: Yeah. so the temperature and the shaking and stuff and the sore neck...

Truehope: He's got the flu! He's got the flu. [Laughs]

Caller: OK a few chuckles over how Richard probably has it as well

Truehope: Immunizations they can interfere for a while because he won't feel as well

Caller: OK

Truehope: Hormone replacement therapy it doesn't apply to him I don't think OK? All medications do store in the body and they will eventually start coming out Ok? But we know what to do for that and that won't happen till you know its taken over for the Ritalin. Any problems with his bowels?

Caller: No he's had diarrhea and stuff usual kids stuff.

Truehope: If that happens give us a call. Like it's a good idea [to have green bananas, cheddar cheese, and rice on hand. – tape blurry]

Caller: OK

Truehope: Does he eat a lot of refined foods like white flour, sugar, soda pop, and junk food?

Caller: Ah yeah he does junk food for sure.

Truehope: Long pause and Ok I bet he probably never uses any laxatives or antacids

Caller: No

Truehope: And how about sleep.

Caller: He's been sort of OK but you know he's having trouble sleeping, you know, say for the last little bit and I'm just wondering if the pills are sort of an energy boost for him because he has been restless at night

Truehope: Actually, it's the Ritalin.

Caller: It is eh, okay.

Truehope: It's the Ritalin. And oh just keep an eye open for that when he's feeling over drugged, tired and lethargic

Caller: And the headaches would you think that's the flu or that would be...

Truehope: It would be. If he's got a fever with it and aches yeah, but please start those symptom evaluation forms today because if you don't catch that the day where he feels over drugged, tired, lethargic, we will.

Caller: OK so you're going to e-mail them to me are you?

Truehope: What's that?

Caller: The forms and everything

Truehope: For?

Caller: For filling out

Truehope: They're right on the website

Caller: Oh they are, oh sorry

Truehope: Go to truehope.com

Caller: Ok sorry

Truehope: That's OK

Caller: So you'll send me the package then.

Truehope: I'm going to explain to you how it works. In the first week to a month, you'll either start feeling a little worse or a little bit better when they're on the supplement. But then all of a sudden one day they're going to have a day when they kinda feel over-drugged, tired and lethargic. What's happening is the body saying, "hey some of the corrections been done and there's too much Ritalin in me." OK so what you do is you contact us and we'll suggest a slight med reduction which is about a quarter. Once that's in place you'll start feeling better again, Andrew, Then you'll feel good again for a week or two weeks or so and then, Boom!, you'll have that day again where you feel over drugged, tired and lethargic. You call us again and we do the same thing and gradually within a month or two it will have taken over for the Ritalin. OK.

Caller: OK

Truehope: Ok it's that simple.

Caller: OK that's super and the costs and everything are on there?

Truehope: OK. The cost of the supplement is about \$189.90 Canadian

Caller: For?

Truehope: For 2 bottles which will last him a month.

Caller: OK

Truehope: Generally always we ship into Canada is 4 bottles at a time. So what I am going to do is activate his file. Now you say he's taking 5 a day.

Caller: Mh hm

Truehope: You'll gradually increase him. Like we usually do by 3. 3 the first day, 6 then to 9, 12 the following day then to 15 then to 18 OK. You never give him more than 6 at once. That's all the body can absorb. It takes another 2 hours for those you can give him some more, OK? But gradually increase him. If he's on 5 maybe gradually get him up to 9 and then the following day get him up to 12. Ok. And so on all the way up

Caller: Ok great

Truehope: By 3 a day. All right

Caller: Well thank you very much.

Truehope: Did you, you must be getting close, have you still got quite a few supplements?

Caller: Yeah, he said he would give me more like through my pal that he would give us more till we got going

Truehope: Ok so that's how he should be doing it. I'll give you when you call in next time we'll give you the toll free number to call to order, OK. If you have any questions or concerns you call in anytime.

Caller: Great then any your name is.....

Truehope: My name is Theresa...anytime you get

Caller: Do I get you direct or

Truehope: You can call me or you can talk to anybody. I hope you have a better understanding...

Goodbyes follow.

Truehope call center transcript – Feb 5, 2004 made at 9:15 EST [Scenario #4]

Truehope Assistant: Thank you for calling Truehope, this is Tamara speaking how can I help you this morning?

Caller: Yes I wanted some information from you. I suffer from depression and a friend of mine had been taking Empower and wasn't using it anymore so I got it from her and I've been taking it for about 3 months now. Taking 18 caps a day. And for the first month I really felt pretty good but it doesn't feel like it is working any more and you know I can't eat and I'm not sleeping that well and I feel really down like crying I uh just, you know...just wonder what's happening with the pills. I just don't know if they are working or not.

Truehope Assistant: And what is your name?

Caller: It's David Russell

Truehope Assistant: Ok, well David when you received that product from your friend did they inform you that we also have a wellness program that is very essential to this product?

Caller: A what program?

Truehope Assistant: What's called a wellness program

Caller: No

Truehope Assistant: Empower is mood altering, and it will interact with each person differently, and we do provide a complete support team behind the product, so that if you are having any problems or concerns you can always give us a call and we can help you through them, but also to make sure you are taking the product correctly. David, are you currently taking any medication right now?

Caller: No, I have in the past but I'm not now.

Truehope Assistant: OK, and when past what are we talking about-- a couple of months ago or...

Caller: Well, over the years I've taken Paxil for awhile and it stopped working after about 6 months, and I've been on Zoloft and Celexa and, you know, it helped for a bit but I haven't really taken anything for quite some time.

Truehope Assistant: OK, and presently how are you taking the 18 a day?

Caller: I take 9 in the morning and 9 at night.

Truehope Assistant: For your body to effectively absorb empower, you need to take no more than 6 capsules at a time and we encourage you to take 6 capsules with breakfast, 6 capsules with lunch, and 6 capsules with supper. Now, if you are taking anymore than 6 capsules at a time, we are unsure how much your body is actually able to efficiently absorb out of the empower.

Caller: Oh. I see.

Truehope Assistant: So what I would suggest if you have been taking 9 two times a day the entire time you've been taking empower, your body is not effectively receiving the right balance of nutrition to effectively completely bring you to a symptom free life style. However, David, we do encourage that it can take from 3 months to a year for someone who suffers from depression to become completely symptom free.

Caller: I see

Truehope Assistant: Have you been struggling with any kind of cold or any major stress in your life at this time?

Caller: I did have a bad cold that lasted a couple of weeks

Truehope Assistant: Now David would you be willing to set up a file for yourself within our database because you are taking empower so we can effectively support you while you take our product?

Caller: Well, I'm not sure if I want to continue on it so I'd like to think about that. I was thinking about maybe seeing a specialist in depression. What do you think about that?

Truehope Assistant: Well, because empower is a natural product it is not something if you are in a very deep dark depression when you start taking the product it's going to take some time for this to bring you out of that depression. Generally, participants who struggle with depression are on some form of anti-depressants already. What I would suggest David is you can generally take an anti-depressant while you take empower, bring yourself to somewhere where you're not so depressed and then effectively work off the anti-depressant when you are ready to do so.

Caller: So you think I should see a psychiatrist or something

Truehope Assistant: If you feel that you are not in a place where you're being completely effective with work, family, relationships, what have you, I definitely would suggest to split up the amount of empower you are taking first to see if you could receive some additional support from the product. There's also the um.....(pause), you said you're having an issue sleeping?

Caller: Yeah.

Truehope Assistant: [After a long pause] When are you taking your last dose of empower?

Caller: I usually take it sort of late evening.

Truehope Assistant: I personally am not able to take the product past 6 o'clock. Generally, the vitamin B in the product can give a surge of energy inhibiting you to having a good solid sleep. So what I would probably suggest you try at first, David would be to spread out the product throughout the day take it with supper and no later than 7 o'clock.

Caller: OK, well why don't I try that and I can call you back and see how it's working, and if it does help then I'll go on the program

Truehope Assistant: [Long pause again] Now you're sure that you don't want like to set up even a general file because we do it is something that we require with this product.

Caller: Right well I'm gonna have to you know I only have one bottle left and if I decide that I'm gonna buy it then I'll call back and get on the program.

Truehope Assistant: Well just to let you know David that I truly feel that you haven't seen the full potential of the Truehope program and just so that you know that there are a lot more that we can help you with and get you through if you are willing to use the support system

End of call after goodbyes.

Truehope call center transcript – Feb 12, 2004 made at 2:45 EST [Scenario #4] Addendum

Caller: Yes I wanted to get some information. I was talking to someone last week and they gave me some advice and I just wanted it's not working too well so I just want to follow up with it

Truehope: Are you a participant?

Caller: Well I'm not registered but I've been using the pills that I got from a friend of mine just to see how they work and you know if they do OK then I will--I'll become a participant

Truehope: OK I need to get your name and have someone from the information department give you a call.

Caller: Is there nobody I can talk to right now?

Truehope: They're pretty well on other calls right at the moment

Caller: OK when's a good time

Truehope: I don't have the ability to say that as they're always calling out

Caller: Well why don't I try back in about a half an hour and then if you know if nobody's available I'll...

Truehope: Let me just see if I can

Caller: OK thanks

Truehope: Just a moment

[Cayley came in at this point but not on tape]

Caller: Hi I was talking to somebody last week I can't remember her name but I was trying empower I got if from a friend of mine who's no longer using it and you know I suffer from depression and it worked quite well for, for awhile and then it really wasn't working very well you know I was sort of ummm you know I really felt down I can't eat and I can't sleep and I kinda feel like crying all the time so I called and whoever I talked to I was taking 18 caps a day and what I was doing was I'd take 9 in the morning and 9 at night and she said I should really be taking sort of like 6 with a meal

Truehope: Yup.

Caller: Umm and Ummm that I shouldn't take it after 7 o'clock at night because it can give me energy and that's probably why I'm not sleeping

Truehope: OK, so we have a file then going for you already?

Caller: Not yet because I haven't really purchased from you officially as I say, I've been using my friends stuff, and if this works then I'll register and continue but like it's not really working. I've tried the sIX 3 times a day and uhhh it's I just feel really really depressed and down and I you know I said to the person last week do you think I should see a psychiatrist and I don't know what she said but umm I really just don't know what to do

Truehope: Well there's a lot of things that could be going on and I really need a file going so I can see past medications how to get.....

Caller: OK cause I did tell her I had been on

Truehope: OK so you have told her like did you give like name, number that sort of a thing?

Caller: Well I've you know taken medications in the past I took Paxil for awhile and it worked for about 6 months but then you know it didn't work and then they tried me on Zoloft and something "Kelexa" or something

Truehope: Celexa?

Caller: Yeah I guess I don't know what it is and then I had some Luvox and Effexor and Prozac and they didn't work and had a lot of side effects so I haven't been on anything in awhile and you know I just feel like ahhh I don't know what's the sense you know what I mean?

Truehope: Yes there could very definitely be some medication storage type issues going on.

Caller: Some what?

Truehope: Medication storage issues so I'm just going to see if we have something with your name on it already. Could you give me your last name?

Caller: Yeah it's Russell ah first name is David. I've never registered so but I did give my name to the person I talked to last time. Like, she said to try six 3 times a day and it's not helping so I just wonder what do you suggest I do.

Truehope: Well I suggest first of all to support you properly I need to get a file going because so do you have a few minutes to do that with me?

Caller: Ahhhh not really I just don't have the energy to do it right now. Ummm I think I can do it on the internet she told me right?

Truehope: Yes you can definitely do it over there.

Caller: Ok so....

Truehope: Can you give me one second David

Caller: Yeh

Pause

Truehope: Ok what I'm gonna do is I'm just gonna send you through to Gerry who is a senior support person and she's gonna give you a hand OK?

Caller: OK thanks

Truehope: You're welcome

[Pause with music]

Truehope: Good afternoon is this David?

Caller: Yeah it is

Truehope: Hi David my name's Gerry and I'm a supervisor here

Caller: OK

Truehope: In order for you to see if this program is going to work for you you need to have support from us

Caller: Right

Truehope: So you need to have a file built for you here

Caller: OK

Truehope: And have weekly contact with us. Chances are because if you do not have the support know one knows how this works like we've studied it. In order to have good success with it most people actually get sicker if they don't have that support.

Caller: Right

Truehope: So can someone here set up a file for you?

Caller: I can do it on the internet so why don't I do it that way that why I can kinda do it on my time because you know I just really don't have the energy right now

Truehope: OK, now what's happening? You've been taking 18 of these for how long?

Caller: I guess for the last few months and for the first month you know it worked pretty well and then it just it just stopped working

Truehope: Now one thing I want to tell you is nutrition never stops working. Ok this isn't like a drug. If you ever show a positive response from it if you find that your symptoms are returning and your not doing as well as you were in the beginning you've got some factors going on that are causing you to feel worse. Now it can be a number of things. Maybe your taking your empower with things you shouldn't and you're not getting the full benefit from it. There could be--you've been on medications in the past?

Caller: Yeah but I haven't been on them for awhile

Truehope: How long?

Caller: I don't know about 6 months or so

Truehope: OK I can tell that you we've had people have protracted withdrawals from these drugs who haven't been on them for 7 years.

Caller: Mhm

Truehope: These drugs store in your body and when you take empower it starts to do a cleanse in the body and it actually pulls these drugs out. So what you're probably experiencing is what's happening. So there's a lot of factors that need to be

and it's really actually unsafe to be taking this when you don't have a file with us and we're not in contact with you. The best, the best results you will see is if you are getting the information that you need from us. So, if you could fill out a personal information form on our website and then what will happen is that someone will contact you as soon as that form is filled out. Put it in the general comments that you have been taking empower and that your having a little bit of trouble right now and that you need someone to contact you OK?

Caller: OK I'll do that. Thanks for talking to me, I appreciate that.

Truehope: Thank you for calling.

Truehope call center transcript – Feb 25, 2004 made at 10:30 EST Scenario 5

Truehope: Katarina speaking

Caller: Yeah, um, I'm calling because my wife was diagnosed oh about a year ago with MS and we know somebody who has been taking empower for depression and I think MS is sort of like a brain disease like depression is and wondered if your product would be helpful with MS

Truehope: Yeah definitely it can. We don't have any studies that it has helped with it but it would definitely help with the depression that comes along with it.

Caller: Ok. Well it's just for the depression with MS or for MS itself?

Truehope: Mm. It would be helpful but not saying that its gonna definitely totally help it (pauses in these comments like I confused her)

Caller: Ok so you don't think she should take it for her MS

Truehope: Um, it would help

Caller: OK like how would it help her with her MS?

Truehope: Well, its all nutrition so her body's going to be getting a lot of nutrition so it's always good to have that much nutrition for that.

Caller: Right

Truehope: But it will definitely help more with the depression side of it.

Caller: With the depression associated with yeah. But she doesn't have that much depression with the MS it's more you know like she's got oh she was diagnosed when she started getting double vision and numbness in her hand, and you know, that sort of thing. But she's also been kind of panicky her whole life

Truehope: Yeah and that it helps with the panic attacks. That's what I have is the panic attacks and the anxiety and it helps with that – calming your body down and relaxing.

Caller: Do you have MS as well or

Truehope: No

Caller: Oh, Ok just the panic attacks. So you think it would help with the panic attacks

Truehope: Mmm Hmmm [indicating agreement]

Caller: Like how should she take the product

Truehope: What we do is we actually set you up on a program and we do weekly calls to make sure everything is going well and give you suggestions and let you know how taking empower

Caller: Right what about interfering with the medications she's on for the MS would it

Truehope: What is she taking?

Caller: Something called Betaseran. I'm not sure what that is but she takes that for the MS

Truehope: We usually when um touch any of her other medications like fer MS

Caller: OK so it wouldn't interfere with any of her MS stuff?

Truehope: No

Caller: Yeah because she also takes something called clonazepam

Truehope: OK that's a big interference. How much does she take?

Caller: She takes it a few times a day I think its about, I dunno, about half a mg 3 times a day

Truehope: Uhu. Yeah with that one she would either have to be off her, off that for 6-8 weeks or switch to Librium and then she would be able to come on in two weeks.

Caller: OK what's the difference between Librium and this stuff

Truehope: The empower?

Caller: No the clonazepam.

Truehope: It just has a longer half life so we're able to work with it. We're able to reduce it without her going through the withdrawal. And it does help with withdrawal from clonazepam

Caller: OK so Librium has a longer half life

Truehope: Mm hm [indicating agreement]

Caller: Oh I see

Truehope: Yeah so we're able to reduce it and increase the empower

Caller: Ok I see so I'll talk to my wife and see, but it really wouldn't help her MS at all.

Truehope: It can—that's all—we don't have any studies on that, so I can't say if it definitely would or anything like that...

Scenario 6 call made on Feb 23, 2004 at 11:00 AM EST

Truehope: Truehope support this is Lisa speaking. How can I help you

Caller: I've just been diagnosed with fibromyalgia and I was on the Truehope website and I'm wondering if I can get some information off of you?

Truehope: Well all the information that we have is on the website – The planning for Success booklet and what else is on there, the symptom evaluation forms for fibromyalgia. Keep in mind that we don't have research on the fibromyalgia. We have it on bipolar, OCD, ADHD. We have seen the benefits with the fibromyalgia – a lot of people have seen them. In fact most have but keep in mind that it does take a little bit longer than most other disorders because with fibromyalgia you are actually re-growing healthy muscle and tissue cells so where most things like bipolar, ADD, and ADHD go usually between 3 and 6 months, with fibromyalgia you're looking at between 6 months to a year.

Caller: OK all right maybe I'll call back later

Truehope: OK if you need any other information or have any other questions definitely let us know

SCENARIO 7 TRANSCRIPT CALL AT 1:00 pm EST FEB 9/04

Tami is the assistant

Caller: Hi I was just wondering, I don't know if I've got the right company but my wife's been acting a little weird fer oh about fer awhile but she's been without sleep for about 3 days and she's doing weird stuff like, she goes through drawers and clothes and stuff and she keeps organizing them and goin' over and over again and starts with big stuff and makes it smaller on the shelf and that and she's talking like 8 gazillion miles a minute, like she's had too much coffee. I guess she's eating not as well as she could. She's lost somewhere around 40 pounds and stuff and I'm just wondering like is it a mental illness or...

Truehope Assistant: Is she on any medication right now?

Caller: Well she did have hepatitis C and she was on some medication AZT and something called lamivudine [lam-i-voe-din] or something like that and then some other thing. She was an IV user at one time and then she had some bad infections and had trouble taking her meds so she stopped taking them and her summary indicator--whatever they said they were dropping. So I'm just wondering do you think it's like a mental illness or something I should be concerned about or

Truehope Assistant: Has she been diagnosed at all?

Caller: No nothing like that but it's just what's going on lately

Truehope Assistant: Well definitely not having any sleep can aggravate somebody's symptoms and even the most well person if they go 3 days without anysleep you're going to start seeing them have symptoms as well

Caller: Right

Truehope Assistant: So definitely that could be a big factor in what's going on. We really do try not to be doctors here and tell you that there is a mental illness or there's not a mental illness, but definitely according to what you're telling me with her symptoms, I do feel that the empower can help with that.

Caller: Right and is that like pills as well?

Truehope Assistant: It comes in capsule form or in powder form

Caller: Right so like is there so many you take or...

Truehope Assistant: OK generally with most people we start them off taking 18 capsules a day. We've found that that's what your body really does need to start to make adjustments and corrections. Once she has gone approximately three months without any symptoms and at that point we start to find a maintenance dose for her so that the amount that she takes from there on in will go down. I really can't tell you exactly what her maintenance dose will be simply because everybody is very individual – everybody absorbs differently, everybody needs a different amount of nutrition so I really can't tell you what she will need.

Caller: Would it affect her hepatitis C at all do you think or would it help?

Truehope Assistant: It definitely has been known to simply to help a little bit with that. More because you see that the immune gets better, the memory improves, the overall feeling of well being definitely improves.

Caller: She had some type of yeast infection or I'm not totally sure...

Truehope Assistant: [interrupts with] "CANDIDA?"

Caller: ...um some thrush thing or something they said. You know her C--hold on I've got it written down somewhere--CD4 rates whatever they are. I don't understand any of this but her counts were dropping and stuff and she won't go see a doctor and that you know and her weight loss. So I'm just jammed up with this.

Truehope Assistant: Is there any other symptoms? Is she do you notice that she is having mood swings or

Caller: Yeah you know she's irritable and like mainly she's talking like a mile a minute, and the weight loss has got me concerned, but mainly it's also this weird behaviour that she's doing like going into the shelf and everywhere in the house everything's been reorganized and even like the knives and forks and stuff she lays them all out big to small and small piles and then big piles of socks and works them all the way down in size and stuff.

Truehope Assistant: And did she just start this or has she been doing this for a little while?

Caller: Just for a bit now...[pause]

Truehope Assistant: Ok well what I think your best course of action is right now that I send you some information, because definitely yeast or Candida or thrush, those types of things can definitely cause a little bit of a problem with the empower, because what you will find is that those types of things such as the yeast will actually feed off the empower. So what I would like to do is just send you some information regarding the yeast, as well as some information for maybe you and your wife to kind of look over but definitely this is something that she needs to commit to as well. I also want to let you know that this is not just a vitamin and mineral supplement for sale. It's a whole entire wellness program that we offer to you. We are really trying to help people find a natural way of maintaining these different types of symptoms. We have people taking the empower simply for general health. And then we've also got people with as severe an illness as schizophrenia that take empower and find many benefits.

Caller: That's a mental illness?

Truehope Assistant: It is.

Caller: Yeah, so is anything that she's doing that sort of weird stuff is that...

Truehope Assistant: It's really hard for me to say, I'm really not a doctor so I can't diagnose her with an illness. Definitely she is exhibiting some symptoms that probably could will definitely benefit from the empower.

Rest of it negotiations on sending the e-mail info that will go to one of Terry's dummy accounts.

Scenario 8 transcript call - February 16, 2004 to Catherine

Truehope: Hello Catharine speaking, how can I help you?

Caller: Yeah, hi, I wanted some information. My wife asked me to call it's about our 7 year old daughter. And, I wasn't sure if you could help or not but she's been diagnosed ADHD and bipolar and she had been on lithium and Zyprexa therapy and it was doing quite well and her sleep and mood improved and she's doing a lot better in school, but we didn't like the idea of her being on medication.

Truehope: Right well, I don't blame you on that and its often a consensus especially with parents. I know my eldest son is ADHD and my daughter is bipolar and, you know, my eldest son did the medication route and my daughter did the medication route for a short period of time but you definitely you just don't know what these things can do to your child down the road and nobody wants to just blindly leap in and say, "Suuuure!", you know?

Caller: Well we have a friend whose got their child on empower and she gave us a bottle and we've been giving our daughter 12 pills a day.

Truehope: What you actually need to do is start a file for your daughter

Caller: OK but we had some problems on it. That's why I'm really calling because her behaviour has gotten worse and she's

Truehope: Is she on medication?

Caller: No, she hasn't been on for about 3 months.

Truehope: About 3 months. OK and how old is your daughter?

Caller: She's 7.

Truehope: So she's too early for puberty

Caller: Yup

Truehope: By far

Caller: I hope!

Truehope: Yes well you know now a days they're getting younger and younger but seven is still way too young on that one. [pause] What's your daughter's first name please?

Caller: It's Hayley

Truehope: Hayley? (and can hear her typing on a keyboard)

Caller: Yup

Truehope: And the last name?

Caller: Cowan

Truehope: C O W A N?

Caller: Yup but I just want does the empower help with bipolar and ADHD?

Truehope: It was initially, to be quite honest with you, what's your first name?

Caller: Mine is John

Truehope: Initially, John, this was developed for bipolar. It's, since then that we have found that it actually addresses the entire gamut of central nervous system disorders. John, our opinion here is the reason people suffer from central nervous system disorders is actually due to deficiencies in the body. When we address those deficiencies, the symptoms abate however she will not need the vast amounts she's going to initially need to make those corrections and changes.

Caller: Yeah, the thing is though that she was doing even without the Zyprexa and the lithium she was doing pretty good. When we started the empower she started to get worse. So we really don't know what to do and wondered

Truehope: Well I understand that. Now as well as addressing the deficiencies, empower is going to do some gentle cleansing and some repair as well and what is probably going on at the moment [we tend to believe, more than likely – tape blurs here]

Caller: So even though the lithium and Zyprexa she did a lot better, you don't think she should go back on that and we should go back to the child psychiatrist?

Truehope: Well, with medications, to be quite honest with you John, all they do is they try to trick the brain and the body to believing that corrections, changes are taking place. Unfortunately, after a short period of time, and we run into this all the time, the body realizes that this is not doing any good so it just...it worked really well. Both my oldest son who was diagnosed ADHD and my daughter who was diagnosed rapid cycle bipolar, the same catch phrase if you will was used for both of them. There's a "chemical imbalance" the definition was. The medication, you know, might have calmed the mood, might have held the mood in place for my daughter for a short period of time but after awhile the her body adjusted to that medication and we had to change medication again. Now, she's doing very well and she's ? rapid cycle bipolar so she can be manic, manic raged, depressed all in several times every day. So and she's doing very well

Caller: How old is she?

Truehope: She's now 22. She's doing very well on the empower. To be quite honest with you. When she was 21 she was doing fantastic on the empower and everything was all better so she quit taking her empower. After a short period of time then things didn't go well for her she did (tape skipped but she was in hospital and mother signed her out and brought her home) brought my daughter home for eight weeks and she's doing well again. Mother mentioned that daughter had been on Trazadone and that it interacted with empower and she had to be weaned off

Caller: How's your son?

Truehope: Well he's 27 years old and he's actually, he's started to make some overtures towards trying the empower for the first time in his life to be honest with you. He took himself off Ritalin when he was 14 years of age and he's been dealing with it. My son, my oldest son is sometimes like a cat. He's laying around and then all of a sudden he'll get up and he'll start doing some physical activity and that's how ge;s and like I said it's very much like a cat. He'll be lying there in front of the idiot box and then all of a sudden he'll jump up and go outside and break up ice. You know something like I've been complaining about him like rake the leaves up in the backyard and then all of a sudden he'll be out there and it'll be gone after I've been talking about it for 2 weeks.

Caller: If you're starting empower, can you just quit?

Truehope: Oh sure it's just a vitamin with vitamins, minerals and amino acids and there's no, you know, she's not going to be dependent upon it. There are no stimulants, no depressants and everything, as well as there's none of the typical allergens such as corn wheat gluten people are all fairly tolerable to that

Caller: OK well I'm going to talk to my wife about that.....

NOTE: tape skipped in a few spots and this is what I am adding from the notes I took during the call:

Empower cleanses the body and that toxins from the lithium and Zyprexa get stored in the cells and can stay there for years until you start taking empower.

Scenario 9 call to Cayley on Thursday Feb 19, 2004

Caller: Hi, I wanted to ask some questions about your medication or supplement. I've been, I was diagnosed with depression and anxiety disorder a while ago and I've been on Paxil for a while and that did help, but I don't like the idea of taking anti-depressants. Now I got some bottles of the supplement from a friend.

Truehope: Of which, sorry?

Caller: Of your medication from a friend

Truehope: Oh, OK

Caller: And I started taking it along with the Paxil and I felt a lot better so I decided to wean off the Paxil. Now I stopped taking the Paxil and just took yours. I wasn't, I started getting depressed and anxious again. I was wondering if, if there's something I'm doing wrong.

Truehope: OK, well definitely part of the program which is extremely important is the whole support aspect of it. OK we would have helped you with (*tape slipped but this section she explained that he may have come off meds too soon and that he needs to start a file with them*) OK, it could have been that you were not ready to reduce

Caller: Can I talk to my doctor first and decide before I start a program with you?

Truehope: You sure can. [Tentatively] That's fine with me, but I just want to let you know that that's why we have the support aspect of it. We need to have a file set up so that we can make sure that you're following the program properly. OK

Caller: So can I think about it and call you back?

Truehope: Yeah you sure can. Do you need me to send you a doctor's package or something like that

Rest is giving e-mail address, etc but nothing has arrived

Scenario 10 Transcript - 7:00 PM EST February 5, 2004

Truehope: Thank you for calling Truehope, this is Tamara speaking how may I help you:

Caller: Your medication I heard about it from a friend

Truehope: The vitamin supplement Empower

Caller: Yeah

Truehope: OK, and how can I be of assistance to you, sir?

Caller: Well, I've been feeling very depressed lately. Um, haven't been sleeping well, been anxious and jumpy and I just heard from somebody that [taking the empower was better than – tape skip] the anti-depressants.

Truehope: Ok and this other person is taking empower or

Caller: Ah, I believe so but I'm not positive.

Truehope: OK so presently are you taking any medication right now?

Caller: No, I'm not

Truehope: You're not taking anything to help you sleep or for blood pressure

Caller: No I'm not on anything

Truehope: And how long have you been struggling with depression sir?

Caller: A few months

Truehope: A few months, OK. Now on a scale of 1 to 10 how would you rate your depression symptoms?

Caller: 7 oh ah 7 I guess

Truehope: 7 [Long pause so **Caller** jumps in]

Caller: I just heard that anti-depressants take a long time to kick in and I thought that maybe your pills would work faster

Truehope: Um, unfortunately I would suggest it is kind of the opposite

Caller: Oh really

Truehope: Empower is simply a vitamin supplement and it does take some time for empower to effectively make the overall correction to the brain and enable your body to effectively create those chemical balances on its own. Now when you take an anti-depressant it's going to artificially alter your brain to do what it can't do on its own. So, eventually what's going to happen is your body will become dependent on that medication to ensure those chemical balances are met.

Caller: Is that what happens with the supplements as well?

Truehope: No, sir, no it's actually the completely the opposite. Instead of focusing on the symptoms that are caused by the chemical imbalance empower corrects the chemical imbalance in the brain, by supporting it through vitamins and minerals. Now if you were ever to come off empower your body would not be receiving that support and your original symptoms would return. So this is unfortunately an incurable illness.

Caller: How long would it take before I started seeing positive results?

Truehope: For everyone it's different and we do suggest that for some of your struggles with depression generally within the first month you should notice some change with empower but we do encourage for depression to commit to a 3 to 6 month trial with the program because It can take you that amount of time to see a significant change with the product. For a completely symptom free lifestyle for someone with severe depression I would suggest for someone like yourself that it can take anywhere from 3 months to a year.

Caller: Right like how many pills would I have to take in a day?

Truehope: We have what's called a loading dose of Empower and we also have a powder form of the supplement available as well. Now the loading dose is something that is very important that you get to. If you are not at the full loading dose that's where empower is doing everything it can to effectively support your symptoms and start to replenish the vitamins and minerals found in the body as well.

Caller: OK well can I think about it and call you back?

Truehope: Oh absolutely [emphatically] sir I'm just giving you as much information so you are comfortable with whatever choice you decide to do. Do you have access to the internet?

Caller: Yes I do

Truehope: If you go to our website which is truehope.com there is a lot of research that backs up empower that gives you testimonials, a complete ingredient list so please feel free to take a look on the internet as well and if this is something that you'd like to do you can fill out a personal information form directly on line and once we receive that form one of the information specialists like myself would give you a call just walk you through our wellness program. I also did touch base with you on that either. We not only provide a vitamin supplement but a complete support team behind the product as well.

Then came the polite goodbyes with I will think about and feel free to call with any more questions