

A close-up photograph of a man's face, showing significant skin damage. There are several dark purple, raised, and inflamed spots on his forehead and around his eyes, suggesting severe skin irritation or toxicity. The background is a dark, solid color.

If you could see your
overworked liver —
Here's how it would look...

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INSIDE: Discover the 20-cent LIVER SAVER that fights off the damaging effects of alcohol, prescription drugs and bad eating habits. Guaranteed to work.

See page 3, inside!

2 What your overworked liver is dying to tell you...

Dear friend,

I want to warn you about a serious, hidden health threat that's likely targeting you and your loved ones. In fact, if you...



Michael Cutler, M.D.

■ Regularly take **over-the-counter medicines**, including aspirin, Tylenol®, or even cough & cold syrup...

■ Are using **prescription drugs** to treat your joint problems... high blood pressure... high cholesterol... pain... digestive problems... prostate... or sleep problems...

■ Are **over 40** years old...

■ Drink 2 or more glasses of **alcohol** (including beer or wine) a week...

■ Eat **fast foods, red meat** or a **high fat diet**...

■ Are exposed to **chemicals and pollutants** at work or use sprays and

aerosol products around your house...

■ Drink **less than 6 to 8 glasses** of clean, purified water daily...

...then consider this special report a warning and possibly even a lifesaver! Why?

Because you could be heading toward a health disaster that's striking millions of Americans **WITHOUT WARNING!**

So please, take a few minutes to read this important bulletin and take the few simple steps outlined in this report. It just may save your life.

Michael Cutler M.D.

P.S. If you find this information helpful, please share it with your loved ones. And if you'd like to sample this remarkable remedy, you can try it completely **RISK-FREE** during this special limited time offer. Plus, you can get up to 6 **FREE** gifts! Details are on page 18.

INSIDE:

■ **Undo the damages of burgers...booze...and prescription drugs!** Give your liver the help it desperately needs! *See page 7!*

■ **“Oh my gosh—look what came out of my body!”** Liver & kidney bile stones—and dangerous toxins **PAINLESSLY** removed **IN LESS THAN 16 HOURS!** Real life stories—and pictures! *Starting on page 6!*



■ **URGENT NEWS:** Tylenol® Terror! New research proves even normal use can be dangerous! *Details on page 4!*

■ **What your rash...psoriasis...or itchy skin is desperately trying to tell you!** Hidden health problems now solved! *See page 10!*

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

3 Give me just 16 hours, and I'll help you experience a genuine health miracle...

In just a few hours, you can experience **undeniable, tangible, visible proof** that this remarkable all-natural at-home remedy has already started working to help remove years of accumulated toxins from your body...

...flushed away heart-clogging cholesterol...

...and eliminated a witches brew of pollutants that trigger joint pain... high blood pressure... low energy levels... and even weight gain!

It's like a 16-hour "spa treatment" that can bless you with 10... 20... 30 or even more years of healthy, vibrant, energetic LIFE!

Almost immediately, you can start to experience...

- A boost of **energy**
- Clean, **clear skin**—and you may even see wrinkles fade
- Healthier **blood pressure**
- Improved **Cholesterol** levels
- More freedom from **joint pain** and **muscle soreness**
- Clearer, sharper **vision**
- Better **memory** recall—and even help say goodbye to "senior moments"

• Relief from **water retention** and **edema**

• And much more!

And the best news is, this amazing therapy won't cost you an arm and a leg—in fact, it's just 20 cents a capsule!

Miserable symptoms are your liver's cry for help!

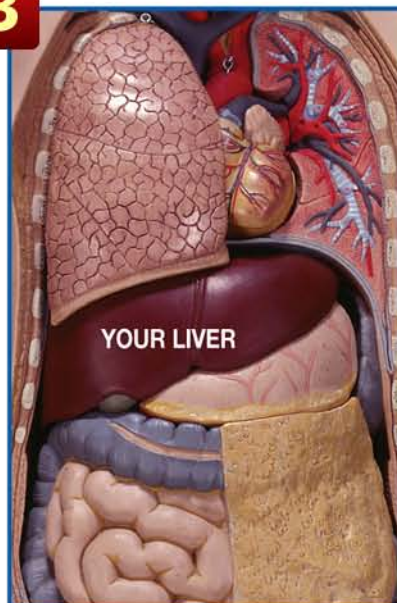
You remember your liver don't you? It's that 4-pound organ that performs more than 500 bodily functions and chemical reactions every single day to keep you alive.

Located on the right side of your abdomen, just beneath your lower ribs, your liver...

■ **Manufactures a full quart of bile daily to break down fat.** Bile is the yellowish-green fluid that's produced in your liver and stored in your gallbladder. Bile also plays an essential role in emulsifying—or breaking down—the fats you eat. Think of bile as a detergent that gets rid of grease from your dishes!

■ **Filters harmful toxins and substances (including alcohol) out of nearly 100 gallons of blood every day** and

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Your liver is located on the right side of your abdomen beneath your ribs. It removes toxins and impurities from your body before they can cause you harm. Some of these toxins include:

- Household chemicals
- Prescription drugs
- Air and water pollution
- Pesticides
- Contaminated foods
- Heavy metals, including aluminum
- Bacterial overgrowth
- Stress hormones

allows nutrients to get to your cells!

■ **Produces more than 13,000 crucial chemicals and hormones** including cholesterol, testosterone and estrogen. Plus your liver **manages over 50,000 enzymes** to maintain a healthy body!

■ **Regulates blood sugar levels** and prevents dangerous spikes and lows!

■ **Stores essential vitamins and minerals—including vitamins A, D, K and B12**—to help keep your bones from crumbling!

■ **Detoxifies all internal and external environmental pollutants.** If your liver didn't continually remove

"If your body was a corporation, your liver—not your brain or heart—would be president"

metabolic trash and toxins from your blood, you would be dead in a matter of hours!

Your liver is so important, medical experts agree: If your body was a corporation, your liver would be the president!

But by the time you're 40, the tubes and ducts leading to and from your liver start to get clogged with environmental toxins, undigested fats, gallstones, scar tissue and metabolic waste.

That's why by age 50, you're probably only getting one-fourth of the bile your body needs to break down the fats from the foods you eat!

When your liver can't make enough bile, it shifts to "Plan B": Instead of dissolving toxins, your liver encapsulates them—puts them into a storage form that your organs harbor for many years.

Some of these toxins become hard mineralized stones. They're stored in your gallbladder and commonly known as "gallbladder stones".

But over time, these accumulated stones can block normal bile flow

"...The cleansing/detoxification process is the missing link in Western nutrition and one of the keys to real healing. I have seen hundreds of patients over the years transform regular or persistent illness into health and greatly improved vitality."

—Elson M. Haas, M.D. founder and medical director of the Preventive Medical Center of Marin and author of several popular health books

from your gallbladder to your liver.

This is why I can say without a doubt...

...if you have gallstones, you've got a red flag warning of serious liver problems!

Your liver is under constant attack!

Every second of every day, your liver

is under siege from...

- **Prescription drugs**—EVERY prescribed medication and over-the-counter drug you take must be filtered by your liver!

- **Alcohol use**—Over 18 million Americans abuse alcohol making it the #1 cause of liver disease in America!

- **Environmental pollution**—from

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cigarette smoke... automobile exhausts... smog... and thousands of dangerous toxins you breathe, touch and ingest!

- **Chemical food additives**—many are known to cause abnormal cell growth—that's why your liver must be on high alert!

- **Water chlorination**—including fluoride, chlorine and heavy metals—all must be neutralized by your liver before they cause you harm!

- **Household chemicals**—aerosol sprays... cosmetics... ammonia... hair dyes... disinfectants—all are loaded with toxins your liver must quickly neutralize and eliminate!

- **Pesticides**—for lawn care... bug repellents... critter control—can easily get absorbed into your body!

- **And over use of animal protein**—if you're a meat eater—you better believe your liver is working overtime!

And if that wasn't bad enough...

According to a report printed in the *Journal of the American Society of Nephrology*, Ten to 20 million Americans suffer

If you take Tylenol® for pain—even occasionally...!

New study reveals normal use of Tylenol® can damage your liver!

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For years, you've known that overdosing on the popular pain reliever, acetaminophen—the active ingredient in Tylenol®—can cause liver damage and death...

...but a new study published in the July 5, 2006 issue of the *Journal of the American Medical Association* now proves *normal* use of Tylenol® can also trigger liver failure!

The clinical study reports the highest *recommended* dose of Tylenol® **sharply increases liver enzymes in healthy adults**. This is the first sign of serious liver damage! And if you drink

alcohol or have a history of kidney problems—you're at even greater risk for serious liver damage!

The truth is—your liver is under attack 24 hours a day! That's why you've got to give it a fighting chance—to keep you as healthy as possible.

With Liver & Kidney Cleanse™, you can help flush out toxic residues from drugs and other harmful pollutants before they cause your liver any harm! With a clean, unclogged liver—you'll have years of healthy living to enjoy!

Try Liver & Kidney Cleanse™ during this limited time introductory offer—and receive up to 6 FREE gifts! Call today 1-800-746-4513!

from **serious kidney problems** which can trigger **high blood pressure, brain problems, blood sugar problems, abnormal cell growth** and other serious health problems!

At least 17 million Americans—mostly women—suffer from **urinary incontinence!**

Another 4 million Americans suffer from **Liver infections**—and most don't even know they're infected!

Over 300,000 folks get hooked up to **dialysis machines!**

500,000 Americans have **diseased gallbladders** removed every year—severely limiting their ability to properly digest proteins!

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And millions of Americans suffer from **other serious liver problems**. Millions more suffer from liver-related illnesses that attack the colon, kidneys, lungs and skin.

Just by living and breathing in our modern, polluted world, your liver gets abused every minute of every day. And the result of this neglect is all sorts of health problems including...

- *Headaches*
- *Chronic fatigue*
- *High blood pressure*
- *Irritable bowels*
- *Joint pain*
- *Elevated cholesterol levels*
- *Chronic indigestion*

- *Neuromuscular illnesses*
- *Blood sugar problems*
- *Poor eyesight*
- *Allergies*
- *Lung congestion*
- *Kidney failure*
- *Sexual dysfunction*
- *And much more!*

Did you ever think a problem with your liver might be causing these common health problems? You're not alone—most doctors are clueless about this hidden source of health problems too.

That's why I want to make sure you're not left in the dark any longer!

Here's what you MUST KNOW if you suffer from...

⊕ **High blood pressure:** Poor liver function can trigger high blood pressure when it breaks down the adrenal hormone called aldosterone. Excessive aldosterone causes your body to retain sodium and lower potassium levels. This electrolyte imbalance can raise your blood pressure.

What's more, your liver controls the level of blood fats. Too much blood fat can make your blood sticky and difficult to travel through your veins. This can also cause your blood pressure to shoot through the roof!

⊕ **Autoimmune disorders such as inflammatory**

Meet Michael Cutler, M.D.

Dr. Cutler is no stranger to pain. As a child, he experienced severe digestive problems. After years of taking prescription drugs, he underwent a radical colon surgery that left him wearing an ileostomy bag.

His health problems—along with the numerous prescription drugs he was taking—put a severe strain on his liver and kidney function. Feeling frustrated with conventional medicine, Dr. Cutler shifted his focus to natural therapies to heal and prevent illnesses.

• In his thriving medical practice, he's been an eyewitness to remarkable healings and reversals of illnesses using natural medicines, alternative therapies and the power of mind and body healing.

• Board certified family physician with over 15 years experience specializing in chronic degenerative diseases, fibromyalgia and chronic fatigue.

• Graduate of Brigham Young University (BYU), Tulane Medical School in

New Orleans and Natividad Medical Center Family Practice Residency in Salinas, CA.



Michael Cutler, M.D.

• Successfully brought professionals of several healthcare disciplines together into one unified clinic to bridge the gap between conventional medical training and effective complementary medicine.

• Through his patients' experiences, as well as his own, Dr. Cutler utilizes many natural medicines to work with conventional treatments and therapies for an integrative solution to health problems.

• Sought-after speaker and lecturer on the importance of maintaining optimum health and eradicating degenerative diseases by maintaining optimum acid-alkaline balance.

• Formulator of nutritional supplements designed to restore natural body balance and optimal health.

• Editor and founder of the newsletter, *Easy Health Options*—an authoritative guide to natural healing treatments.

conditions... muscle and joint pain... and chronic fatigue: When an overworked liver gets bombarded with artificial chemicals from foods, environmental pollutants and toxins from drugs and medications, it's easy for these chemicals to build up in the liver and escape from the protective filters of the liver into your

blood stream.

These chemicals then become absorbed and incorporated into the cells of your muscles, organs, joints and tissues. Now your immune system can no longer recognize these "chemicalized" cells as a natural part of your body and views them as foreign invaders that need to be destroyed.

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“You’ve got to be kidding me!”

“That was my initial reaction to what I saw from the Liver & Kidney Cleanse™ I tried a few weeks ago. I had no idea your product could produce such drastic results.

If my liver could talk, I know it would thank me & your product. Count on me to tell all my friends and relatives about Liver & Kidney Cleanse™. I definitely believe a clean liver is a happy liver!”

— Mickey C., Washington, D.C.



“Wow—I’ve got lots more energy now!”

“I passed a bunch of small stones—mostly the size of sesame seeds and a few the size of orange seeds. I was amazed to see these stones coming out. The next day after my cleanse I had lots more energy and felt very alert. I think you have a great product! Thank you.”

— Lyn S., Rockville, MD



“This is the jump start to healthy living I needed!”

“I am really pleased with my results from the fast-acting flush. I didn’t experience any discomfort and to my surprise, I lost 4 lbs in the process. I felt better immediately and decided to start my goal of eating healthier. After seeing the toxin-filled stones I was carrying in my body, I’ve decided to eliminate fatty foods and limit my consumption of red meat.

I would recommend Liver & Kidney Cleanse™ to anyone who would like to rid their system of all kinds of waste.”

— Vanessa C., Dacula, GA



So, your body produces antibodies to attack its own cells. To overcome and even help improve autoimmune disorders—you’ve got to take the load off your overworked immune system by cleansing your liver!

⚠ **Unstable blood sugar levels:** When your sugar levels are out of whack, you can experience fatigue, lightheadedness and an uncontrollable craving for sugar. No wonder most folks with low blood sugar levels tend to have a weight problem as well as chronic yeast infections!

When blood sugar levels drop, a healthy liver will quickly release stored sugar called glycogen into the blood stream. But when your liver is sluggish, blood sugar levels run a-muck—and that can leave you prone to developing serious blood sugar problems!

⚠ **Gallbladder problems and gallstones:** When you eat fatty foods, your liver emulsifies—or breaks down—the fat with the help of bile, which is stored in the gallbladder. This process raises the cholesterol content of your bile. A sluggish liver will not manufacture enough bile salts to keep the cholesterol from

Your Liver May NEED Cleansing If You Suffer From...

- Acne, eczema or itchy skin
- Allergies
- Memory problems
- Joint pain
- Autoimmune illnesses
- Bad breath
- Bloating
- Chemical sensitivities
- Chronic fatigue syndrome
- Circles under your eyes
- Coated tongue in the mornings
- Depression
- Digestive problems
- Food allergies
- Gall stones
- Gout
- Headaches
- Liver problems
- High blood pressure
- High Cholesterol
- Infectious bowels
- Insomnia
- Joint pain
- Kidney stones
- Mood swings
- Muscle aches
- Neuro-degenerative illnesses
- Pre-menstrual syndrome

hardening. The results?

The cholesterol crystallizes and turns into small “rocks”. These rocks are then dumped into your gallbladder for storage and are now known as gallstones—which can be painful and even lead to serious gallbladder problems!

⚠ **Headaches:** A sluggish liver allows toxins to leak into your brain and trigger headache pain. And unfortunately, painkillers can add further stress on your liver.

Cleaning out the filters of your liver can quickly help put an end to a variety of headaches including migraines, cluster headaches, tension and even hormonal headaches!

⚠ **Hot flashes, heavy sweating and body odor:** If you regularly feel overheated, it may not be hot flashes or the weather that’s causing your problem. Chances are your liver needs a spring cleaning to eliminate toxic build-up that can wreak havoc with your internal thermostat!

When your liver can’t cleanse your blood, all the toxins you ingest and absorb are passed unchecked into your bloodstream where they can poison your lungs... skin... kidneys... reproductive organs... bones... and every cell in your body!

But now there’s a simple way to safely help eliminate deadly toxins

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Undo the damages of Burgers... Booze... and Rx drugs—with the Liver & Kidney Cleanse™ Fast-Acting Flush!

Works in LESS THAN 16 hours!

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Now you can remove toxins... pollutants... and dangerous bile stones that can clog up your liver, kidneys and gallbladder—in less than 16 hours!

Follow the directions below for the Fast Acting Flush—and you can see hundreds of stones flush right out of your body. These stones can range in size from sand—to golf balls! No kidding. This painless flush can help give you a jumpstart to healthy living and may help you undo the damages of an unhealthy lifestyle.

Here's what you'll need:

- 1/2 cup Olive oil
- 1 large fresh Grapefruit
- 4 tablespoons Epsom salt
- 4 capsules of Liver & Kidney Cleanse™
- An herbal sleep aid such as L-ornithine or Valerian root (optional)

Step #1: Eat a normal lunch but avoid any fat or oil. For example, no butter, cheese, meat, or oil-based salad dressing. After 2pm, do not eat or drink anything else. Do not take any vitamins or dietary supplements. You may take medications that are necessary.

Step #2: At 6:00 p.m., mix 1 tablespoon of Epsom salt with 1/2 cup of water. This will have an unpleasant taste. Drink the entire contents quickly. You can have a few sips of water to wash away the taste afterwards.

Step #3: At 8:00 p.m., again, mix 1 tablespoon of Epsom salt with 1/2 cup of water and drink the

entire contents.

Step #4: At 10:00 p.m. squeeze the juice of one large grapefruit to make about 2/3rds cup full. Mix in 1/2 cup olive oil, stir vigorously and drink immediately. This mixture does not taste bad. Some folks actually enjoy the taste. Also take 4 capsules of Liver & Kidney Cleanse™ and the herbal sleep aid. Go immediately to bed.

Step #5: Lie flat on your back for 30 minutes and go to sleep. You may feel the stones traveling through your bile ducts during the night, but don't worry, you should not feel any pain or discomfort.

Step #6: At 6:00 a.m., mix 1 tablespoon of Epsom salt with 1/2 cup of water and drink the entire contents.

Step #7: At 8:00 a.m., take the final dose of 1 tablespoon of Epsom salt with 1/2 cup of water. Wait 2 hours and you can then resume eating.

When you follow these instructions, you should not experience any negative effects or discomfort

You will experience frequent bowel movements during this Fast Acting Flush. Eventually, your bowels will be completely clear and you will simply expel clear liquid. So keep drinking water to stay well hydrated during this process.

After each bowel movement, take a look at the debris that's floating on top of the water. These should be



"You will painlessly eliminate stones and toxins from your body. The soft stones may vary in size from tiny sesame seeds... almonds... and even golf balls!"

green bile stones from your liver and gallbladder. You will see the majority of bile stones during your morning bowel movements.

The stones can range in size from a sand pebble to a golf ball. And you'll probably be amazed to see that you have passed from 100 to 1,000 stones! Along with removing these bile stones, you are also eliminating dangerous toxins from your over-worked organs!

Most of the stones will be greenish in color because of bile pigments. And because their size can measure 1/2 inch or larger—you can see how they can easily clog up your bile ducts and trigger serious health problems!

After you complete this Fast Acting Flush, continue to take Liver & Kidney Cleanse™ every day to help prevent future stone formation and improve the health of your hardworking organs!

"My liver thanks you!"

"I can't believe I had all these stones blocking my liver from doing its job! I just wanted you to see what a few of them looked like. I'm going to be taking Liver & Kidney Cleanse™ regularly from now on. I thank you and my liver thanks you!"

— Carline A., Lawrenceville, GA

Please Note: This Fast Acting Flush releases large amounts of toxins very quickly. Most are flushed down the intestines and out of the body. Some are dumped or absorbed into the bloodstream which your kidneys will have to filter out. If you have any history of kidney problems or kidney disease, please consult your health care professional before starting this fast acting cleanse.

“My acne finally cleared up!”

“I usually make good choices in my diet and lifestyle—but I love to sneak a Big Mac when my wife’s not looking! (I also enjoy my home-brewed beer and wine.)



I’ve struggled with acne and allergies for years so when my doctor told me that allergies and skin problems are an indication of liver toxicity, I decided to give Liver & Kidney Cleanse™ a try.

I’ve been taking Liver & Kidney Cleanse™ for two months now and I’ve already noticed an increase in energy, fewer problems with my environmental allergies—and my acne finally cleared up!”

—Jeremy L., Bruce, MS

“I’m glad I tried it!”

“Your Liver & Kidney Cleanse™ was quick and painless.

I feel better knowing these stones are no longer in my body! After seeing what came out of my liver, I’m determined to eat healthier from now on. Thank you!”

—Wilson T., Newark, DE



“Painless!”

“During my Liver & Kidney flush, I felt lots of rumbling in my stomach, but no pain at all. By morning, I was passing lots of green stones! I’m in my 60’s and this is just the cleaning I needed to give my liver! I also lost 4 pounds! Thank you.”

—Josie A., Long Island, NY

“I feel internally clean and refreshed!”

“It really surprised me to see all those stones come out from my body. I’ve always thought that I was in pretty good shape, but seeing those green globs is enough to make anyone keep taking Liver & Kidney Cleanse™! I feel internally refreshed and clean for the first time in years!”

—Tiara C., Vienna, VA



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from your liver... unclog liver cells... boost liver function... and keep your liver young and strong for decades to come! How?

With an amazing fast acting liver flush that quickly removes bile stones and toxins from your liver and gets you started on the fast-track to better health!

What’s more...

You will SEE and FEEL the results starting in just 16 hours— GUARANTEED!

It’s a doctor-formulated nutrient called Liver & Kidney Cleanse™—and it’s available only from True Health!

With Liver & Kidney Cleanse™, you get a unique scientifically formulated combination of 10 powerful nutrients to help unclog your liver and help eliminate dangerous toxins from alcohol... prescription drugs... household chemicals... processed foods and more! With just 4 capsules a day, you get:

✓ Milk Thistle—The ultimate liver lover!

Your liver helps process some of the 850 million pounds of toxic chemicals released into the environment every year.

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An overload of these toxins can easily wear out your liver—and leave you prone to developing a host of health problems!

Researchers have discovered that silymarin—a powerful bioflavonoid antioxidant found in milk thistle—can help your liver replace dead or damaged cells—and effectively repair itself!

Studies conducted by the Center for Cancer Causation and Prevention at the AMC Cancer Research Center in Denver, Co. also suggest that milk thistle provides protection from carcinogens that affect the prostate, breast and cervical cells!

✓ Soy Lecithin (Phosphatidylcholine) —Helps prevent a “fatty” liver!

This remarkable nutrient helps protect liver cells from hardening. What’s more, Soy Lecithin has been scientifically proven to remove fat accumulation and excess cholesterol that can clog up your liver and make you feel sluggish!

✓ Artichoke Leaf—Your beneficial bile buddy!

Artichoke leaf has been used for centuries to enhance healthy bile secretion. Why is this important? Well, think of bile as the

liquid detergent you use to wash your dirty, greasy dishes. Without that detergent, you can’t break up the grease and dishes stay dirty. Without bile, your liver can’t properly break up cholesterol and other fatty molecules that can wreak havoc on your health!

✓ Turmeric Root—The toxin terminator!

This popular spice has been traditionally used to help remove dangerous toxins from the liver and stimulate the production of bile. According to the book, *Herb Bible*, turmeric can also help reduce liver inflammation!

✓ Burdock—Purges poisons to purify blood!

Noted health expert Varro E. Tyler, Ph.D. in *The Honest Herbal* recommends burdock as a blood purifier. Why? Because this remarkable herb has the uncanny ability to help neutralize most poisons that enter the liver. What’s more, it can soothe irritated kidneys and enhance urine flow!

✓ N-Acetyl-L-Cysteine (NAC)—A Godsend for kidney stones!

NAC helps eliminate painful kidney stones. NAC also helps protect your liver from harmful exposure to

toxic chemicals!

✓ **Alpha Lipoic Acid (ALA)**—Critical if you're taking prescription drugs! ALA helps your liver quickly neutralize the damaging effects of over-the-counter and prescription medicines by elevating levels of the liver-supportive enzyme called glutathione. What's more, ALA can help lower liver enzymes that can lead to serious liver problems!

✓ **Trimethylglycine (TMG)**—Helps Improve liver function! In an Italian study, patients taking TMG experienced improved liver function, reduced fat in the liver and diminished abdominal pain. What's more, several clinical trials show TMG can help repair liver damage caused by alcohol use!

✓ **Dandelion Root**—A natural body balancer! This age-old herb helps filter toxins from your liver and kidneys without overstraining or tiring out these organs. Dandelion is a natural diuretic that can increase urine production by promoting the excretion of salts and water from the kidneys. Plus, it helps keep optimal water balance in your kidneys... encourages healthy electrolyte balance in the blood... and helps keep liver and pancreas enzymes in balance. Dandelion is also a rich source of potassium!

✓ **Olive Leaf**—A natural infection fighter! Scientists have identified a powerful

Improved liver function in just 3 weeks!

"I recently heard from a colleague whose sister had been diagnosed with a serious liver infection. "You could only describe her skin and eye color as 'sunflower yellow!'" she wrote. "Tests showed her liver was functioning at 40 percent.

"She had a vitamin K shot and started taking milk thistle tablets. When she had a second liver function test three weeks later, it showed the liver functioning at 82 percent! The doctor says it was unbelievable. He told her that recovery time from hepatitis is up to nine months!"

— Dr. Duke's Essential Herbs, by James A. Duke, Ph.D.

Liver & Kidney Cleanse™ contains a whopping 300 mg of milk thistle extract to help eliminate toxins and unclog your liver. You get excellent liver and kidney protection with 10 powerful healing nutrients in every serving.

You'll feel the difference with Liver & Kidney Cleanse™—or you pay nothing! See details on page 18!



Olive Leaf Extract

has been used for centuries for its abilities to fight off infections and help detoxify the liver.

This natural wonder contains a substance known as "oleuropein"—which has powerful disease-resistant properties

and antiviral activity. Oleuropein selectively destroys virus-infected cells without causing any toxicity to human cells.

That's why I include this liver-loving nutrient



in every capsule of Liver & Kidney Cleanse™!

Give your liver the extra TLC it needs—and you'll be blessed with healthy living for decades to come. Send for your introductory pack of Liver & Kidney Cleanse™ today! See page 18 for details!

infection-fighting compound in olive leaf called "oleuropein". When enzymes in the body metabolize oleuropein, you get a force field of protection from viruses, bacteria, and fungi. This is especially important for your liver and kidneys since they are constantly under assault from toxins!

If Liver & Kidney Cleanse™ only flushed out toxins from your liver—it would still be worth its weight in gold! But this remarkable combination of detoxifying nutrients does more—much more!

Why are kidney stones 10 times more common now than at the start of the 20th century?

While your liver is processing digested foods... neutralizing and eliminating toxins... and storing nutrients for future use—your kidneys are also hard at work too! They're *regulating all your body's water* to clean your blood and flush acid wastes out of the body.

In fact, your kidneys process about 200 quarts of blood and remove about 2 quarts of waste products and extra water every day. They also monitor acid/alkaline balance of your blood and help control blood pressure.

The kidneys must also remove waste salts, uric acid, and ammonia (that's why your first pee in the morning is darker in color and has more odor.)

In addition to this heavy workload, we're eating more animal fats...

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"This was the easiest and best cleanse I've ever done!"

"WOW! What an amazing liver flush! Take it from someone who's done liver flushes in the past, this was by far the best I've ever done with amazing results!



I never expected to pass as many stones as I did, and some were big! Look at the proof! These were the bigger ones, but I passed many more smaller ones. This Liver & Kidney flush was quick, easy, and painless. The others I've done in the past took up to three days to complete.

After doing the flush, I woke up the next morning fully energized, raring to go. I felt great! I am very happy with my results and have recommended your Liver & Kidney Cleanse™ to my friends.

I thank you and my liver thanks you for developing such a superior product! Happy days are here again!"

— Vivian W., Loganville, GA

"Not guilty!"

"I don't feel nearly as guilty about my burgers and beer when I know I have Liver & Kidney Cleanse™ to help forgive my sins. Thank you Dr. Cutler for making a great nutritional supplement."

— Mark H., Stowe, VT



"My 66-year old liver thanks you!"

"In my 66 years of living, I've never done a cleanse like this. I was amazed to see I had all these stone toxins bogging down my liver function. The next morning, I felt lighter and had more energy. I'm a believer that your Liver & Kidney Cleanse™ works!"

— Michelle A., Hyattsville, MD



6 What your rash... psoriasis... or itchy skin is trying to tell you!

One of the main jobs of your liver is to detoxify hormones and chemicals in the body so your body can eliminate them. But if your liver is not working properly, your body has to resort to a "back-up" organ to get rid of the toxins. What's that organ? It's your skin!

When irritating poisons are excreted out of your skin, they can cause rashes... itchy skin... and even psoriasis! In other words...

...problem skin may be a hidden warning sign of liver problems on the horizon!



The best defense for kidney health is a 3-step offense:

#1. Drink plenty of water! 6 to 8 glasses a day will help your kidneys to properly eliminate wastes and regulate your body's fluid contents.

#2. Eat healthier! Simply reducing refined carbohydrates such as sugars and limiting intake of sodas, coffee and alcohol can significantly boost your health... improve kidney function... and can even help prevent kidney stones!

#3. Take Liver & Kidney Cleanse™! Keep your liver working at its best—clean, clear and clog-free! Also keeps your kidneys functioning at peak performance too. There's just nothing better than Liver & Kidney Cleanse™!

Right now you can sample Liver & Kidney Cleanse™ completely RISK FREE! Plus, you can receive up to 6 FREE gifts—see page 18 for details!

protein... and sugars than ever! That's why Americans are developing kidney stones 10 times more frequently than our grandparents!

The truth is, if you're not taking care of your liver and kidneys right now to eliminate the toxins from prescription drugs... alcohol use... high protein and a fat diet... and environmental pollutants, you could be facing...

9 Diapers... Dialysis... or Disaster!

But the good news is Liver & Kidney Cleanse™ contains a potent blend of bacteria-fighting and healing agents including herbs, antioxidants, super-nutrients and amino acids to help clean, improve and maintain peak liver and kidney performance.

With the fast-acting flush described on page 7, you can quickly remove dangerous toxins, chemicals and bile stones that can prevent you from experiencing optimum health.

And when you use Liver & Kidney Cleanse™ every day—you are helping to keep your liver and kidneys running at peak performance!

By boosting the health

These statements are anecdotal and may not represent typical results. Individual results will vary. These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. If you have renal insufficiency, gallstones or other forms of bile duct disease, consult a health care professional before taking this product.

SUGAR:

Public enemy #1 for your hardworking kidneys!

Did you know that one 12-oz can of soda pop contains 10 teaspoons of sugar? Plus, the soda has a pH of 2.5—which is highly acidic and dangerous to your health.

That means your kidneys have to kick into overdrive to quickly filter and neutralize sugars and acids before they cause you harm. Now, how many cans of sodas have you already had today?



One 12-oz can of soda pop contains 10 teaspoons of sugar

Sugar

of these overworked organs—you can help your body regenerate worn out cells... increase cell life... and enhance cell capacity to neutralize toxins. In other words, you can clobber the leading cause of many illnesses and health disasters!

With a healthy liver and kidneys, you can help:

- Experience better **digestion!**
- Reduce—and even eliminate **allergies!**
- Put an end to **pain** and stiffness especially in the lower back!
- Improve **urinary continence!**
- Say goodbye to **colds and respiratory illness!**
- Soothe **dry, itchy skin and rashes!**
- Fight off accelerated **aging!**
- Efficiently filter out toxins that **clog up cells!**
- Boost your **immune system!**
- Develop **regular bowel movements!**
- Release **abundant energy** to your entire body!
- **And much more!**

I've seen patients heal from "incurable" illnesses and dozens of common health problems when they cleaned out their liver and kidneys.

And unfortunately, I've also seen patients lose their lives because of poor liver function.

Thanks to Liver & Kidney Cleanse™, you now have a powerhouse of all-natural nutrients to help fortify your overworked organs and give them the "T-L-C" they deserve!

That's why I've made special arrangements with True Health™ to help you see for yourself how this remarkable formula can help restore and revive liver and kidney health!

10

Special Introductory Offer!

Save up to \$50.70 on Liver & Kidney Cleanse™ and receive up to 6 valuable gifts—a \$146.70 value, FREE!

Here are 6 excellent reasons why this may be the best time ever to experience the benefits of Liver & Kidney Cleanse™ for yourself...

Reason #1:

During this Special Introductory Offer, you'll save up to \$50.70 on Liver & Kidney Cleanse™!

If you're taking prescription or over-the-counter drugs... eat red meats, dairy and protein foods...

drink alcohol... or are exposed to household and environmental toxins every day—you've got to take immediate action to protect your overworked organs.

And now, you can help eliminate harmful toxins that can trigger serious health problems—and you save 21% off the regular price!

When was the last time a drug company or even a supplement firm offered you a 21% discount just for giving their product a fair try?

7



Just 20 cents per serving!

Reason #2:

You get up to two FREE bottles of Liver & Kidney Cleanse™—that's a savings of \$79.90—during this special introductory offer only!

Now you'll never be without your Liver & Kidney Cleanse™ to safely remove toxins that can clog your overworked organs! Keep a bottle at your office... in your kitchen... or by your nightstand! You'll have a supply

"I take medicines for my chronic pain-and I was really worried about my liver..."

"As a person living with fibromyalgia and taking numerous pain medicines, I'm very concerned about the damage these drugs can cause on my liver. I've tried many different colon cleanses and body detoxification methods in the past, but never felt much different afterwards.

During my Liver & Kidney Cleanse™, I passed dozens of pea-size and lima bean size green stones. I have never seen anything like it! It's a great feeling to know that you can now easily remove harmful toxins from your body. My energy level is also much higher since the Fast-Acting cleanse. Liver & Kidney Cleanse™ has truly made a positive difference in my life."

—Melissa R., Burbank, CA



"Now, it's easy to stay healthy!"

"I just take 4 capsules of Liver & Kidney Cleanse™ a day. That's it! And I've got more energy than ever!"

—Chad T., Charlotte, NC



"The REAL McKoy!"

"I just finished my first bottle! I'm ready to order a 6-month supply now. You convinced me Liver & Kidney Cleanse™ is the real McKoy!"

—Melvin T., Tupelo, MS

"I'm glad I did it!"

"Doing the Fast Acting Liver Flush was like doing my annual house spring cleaning: I don't look forward to it, but boy am I glad I did it!" —Miriam S., New York, NY



on hand to help you maintain optimal health and healing!

Since you get two additional bottles—valued at \$79.90 absolutely free—you can share Liver & Kidney Cleanse™ with your family!

Reason #3.

To help protect your family and detect potential health dangers, you'll also receive a complimentary copy of *How to Spot Hidden Health Problems*. A \$19.95 Value, FREE!

The truth is, serious health problems don't happen overnight. Your body constantly sends out warning signs of a potential health problem. The problem is most people don't know how to detect these signals early enough to do anything about them.

In this special report, you'll discover how to spot your body's S.O.S. signals to treat and even IMPROVE health problems. For example:

- How to tell if **bleeding gums** are an early warning signal of serious heart problems!
- **Brown spots on your lips** may look like innocent freckles—or they may be a red flag for internal bleeding!
- **Weak fingernails** with distinctive ridges on the nail beds? Classic sign of a common—yet

These statements are anecdotal and may not represent typical results. Individual results will vary. These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. If you have renal insufficiency, gallstones or other forms of bile duct disease, consult a health care professional before taking this product.

"Almost all health problems are a direct consequence of reduced or blocked bile production and inefficient bile transport"

—International liver expert and author, Andreas Moritz

11 often misdiagnosed health problem!

- Is the tip of your **tongue red**? Then, you probably toss and turn all night! I'll give you proven sleep aids in your FREE report!

- And much more!

Reason #4:

You receiving the eye-popping new release of the *Cautious Consumer's Medical Survival Guide*. A \$19.95 Value, FREE!

If you're taking powerful prescription drugs—you're probably overworking your liver, but now research proves you're also putting your life on the line!

According to a 1998 article in the *Journal of the American Medical Association*, (JAMA), prescription drugs kill more than 106,000

Americans each and every year. And another two million experience severe reactions—and that's just from *properly prescribed* medications!

This "side effect" makes prescription drugs the fourth leading cause of death in America! What's more, synthetic drugs get deep into the cells of your body and remain for years—creating autoimmune disorders and contributing to many life threatening illnesses!

In this special report you'll discover why 84 million users of a popular arthritis medicine are putting their lives on the line every time they take a pill!

Plus, you'll also uncover the cold, hard facts about leading prescription drugs for cholesterol, high blood pressure, digestive problems, and many more!



YOUR FREE REPORT!



YOUR FREE REPORT!

How will you know if Liver & Kidney Cleanse™ is working for you?



#1: You'll experience a remarkable improvement in your energy levels! That's because a clean, well functioning liver demands less energy from your body. That means there's more energy available for you to do the things you love again!



#2: You'll notice an improvement in your health problems! A well functioning liver removes dangerous cholesterol from your body... helps regulate your blood pressure... helps eliminate toxins that trigger joint and muscle pain... helps keep your brain cells strong and healthy... and much more!



#3: You'll experience healthy, glowing skin! That's because a worn out liver dumps toxins into your skin so they can be excreted with sweat. These toxins can cause rashes and premature aging. With a healthy liver, your skin can return to normal and rashes, eczema, itchy skin, and even wrinkles disappear!

Right now, you can sample Liver & Kidney Cleanse™ completely Risk Free. See details on page 18.



Guaranteed to work or it's FREE!

8

“Only about one in 100,000 people have a truly healthy liver.”

— Dr. Jack Tips, author of *Your Liver... Your Lifeline*

According to experts, there's up to a 99% chance your liver is not performing at maximum capacity! So if you're over 40—you're already in the danger zone.



That's why I recommend Liver & Kidney Cleanse™. It's the easiest way to help eliminate toxic build-up and keep your liver in optimum working order. Send for your introductory pack today.

See page 18 for details!

Reason #5:

PLUS, You also get Freedom From Arthritis Pain! A \$19.95 Value, FREE!

If you've experienced a gout attack, then I'm sure you'll agree that you NEVER want to feel that excruciating pain again!

For just about any arthritis pain, most doctors recommend pumping your body full of powerful anti-inflammatory drugs and dangerous medications that only temporarily mask your pain.

But research now proves popular arthritis remedies can turn you into a cardiac cripple or kill you outright!

There's a better, smarter, more effective way: Eliminate the *source* of joint irritation! In this special report, you'll discover the all natural way to eliminate toxins that cause gout and arthritis flare-ups.

I'll give you my proven program—created especially for arthritis sufferers—and in just 24 hours, you'll jump start the healing process and start to experience

immediate and permanent relief!

Plus, I'll also tell you about proven and effective supplements that can help soothe inflamed joints... help knock out arthritis pain... and help rebuild damaged cartilage too! It's all in your FREE report!

Reason #6:

True Health™ gives you FREE shipping and handling!

Shipping and handling will cost you nothing. That's right, it's FREE!

Most other companies charge you \$6.95 or more per month just to deliver your supplements to you.

But True Health™ will never charge you a single, solitary penny for such nonsense when you order at least three or more bottles at a time. So add another big chunk of savings with our compliments!

Add it up yourself: That's a total of \$50.70 in discounts PLUS \$146.70 in FREE gifts just for giving Liver & Kidney Cleanse™ a fair try—YOU SAVE A TOTAL OF \$197.40! I think that's fair, don't you?

And there's more...

100% No-Risk, Money-Back Guarantee:

You will feel and see the difference Liver & Kidney Cleanse™



YOUR FREE REPORT!

Do You Need Liver & Kidney Cleanse™?

Take this quiz and see...

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9

- Do you take prescription or over-the-counter medicines? YES NO
- Has your gall bladder been surgically removed? YES NO
- Are you on the Atkins or other high protein diets? YES NO
- Are you a coffee or soda drinker? YES NO
- Do you drink fewer than 6 to 8 glasses of clean, unfiltered water daily? YES NO
- Do you regularly eat “junk” foods full of sugar and empty calories? YES NO
- Do you work with chemicals and other pollutants? YES NO
- Are you over 40 years old? YES NO
- Do you drink more than 1 glass of alcohol a week (including wine or beer)? YES NO
- Do you live in or near a major city? YES NO
- Have you had kidney, liver or gallstones? YES NO
- Do you get frequent colds or seem to “catch” any illness going around? YES NO
- Are you frequently constipated or experience frequent indigestion? YES NO
- Have you used recreational drugs (marijuana, cocaine, etc...) in the past 5 years? YES NO
- Does your skin look “lifeless” or pale; or do you frequently have dark circles under your eyes? YES NO
- Do you have high cholesterol or high blood pressure? YES NO
- Do you commute to work in traffic? YES NO
- Do you experience frequent yet unexplainable lower back pain? YES NO

If you answered yes to 5 or more of these questions, you may be experiencing a “sluggish” liver. That means toxins and other pollutants can seep out of your liver and make their way into your blood stream. By unclogging the toxins from a sluggish liver with Liver & Kidney Cleanse™, you can experience a significant boost of energy in a very short time.

If you answered yes to 10 or more questions, you have clear signs of an overworked liver. That means your liver may be performing at greatly reduced capacity. An overworked liver is clogged with toxins and pollutants that can prevent healthy bile flow. This can lead to high cholesterol, high blood pressure and a host of other health problems.

The best way to revive an overworked liver is to remove the pollutants that are clogging it. And there’s no better and easier way to detoxify an overworked liver than with Liver & Kidney Cleanse™!

Try Liver & Kidney Cleanse™ for your overworked liver today—and reap the benefits of healthy living for decades to come!

makes—or it’s FREE!

When a nutritional supplement works as well as Liver & Kidney Cleanse™... and when you have folks thanking you for saving their health, their livers and their lives, it’s easy to offer the strongest guarantee possible.

That’s precisely what True Health™ does. Here it is...

Try Liver & Kidney Cleanse™ Risk Free today! You must both see and feel improved energy levels... experience a significant improvement from your health problems—whether it’s high cholesterol... blood sugar imbalances... unstable blood pressure... digestive distresses... or fatigue, to name a few... and radiate with a glow of healthier looking skin.

Otherwise, just return the unused portion and True Health™ will promptly refund 100% of what you paid.

And, even if you decide to exercise your right to a refund, all the free gifts you’ve received with your first order—**ARE YOURS TO KEEP WITHOUT FURTHER COST OR OBLIGATION.**

That’s right—you get to keep up to \$146.70 worth of valuable gifts you’ve received—**absolutely FREE!**

The truth is—you just can’t live without your liver—and now it’s never been easier to help restore this overworked organ back to health!

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. If you have renal insufficiency, gallstones or other forms of bile duct disease, consult a health care professional before taking this product.

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10



10 Powerful Nutrients to help unclog your Liver and Kidneys— and release more energy to your entire body—IN AN EASY-TO-SWALLOW CAPSULE!

Did you know your body uses up to 80% of your energy to eliminate harmful toxins? It's true! So when you keep your liver and kidneys free and clear of toxic build-up—you can free up much of this energy to do the things you love! With every serving of Liver and Kidney Cleanse™, you get:

<u>Ingredient and Amount</u>	<u>Benefit</u>	<u>If purchased separately</u>
■ Milk Thistle Extract (80% silymarin)—300 mg	Helps replace dead or damaged liver cells with healthy new cells; helps protect cells from toxic poisoning and inflammation; helps relieve kidney and liver congestion	\$39.99
■ Soy Lecithin (Phosphatidylcholine)—300 mg	Helps metabolize fat and remove existing fatty deposits in the liver; helps remove excess cholesterol; helps repair liver damage caused by alcohol	\$8.79
■ Artichoke Leaf Extract —200 mg	Stimulates bile production in the liver; releases bile in the gallbladder; helps eliminate toxic wastes; helps balance cholesterol levels and blood lipids	\$24.00
■ Tumeric Root Extract (95% curcuminoids)—200 mg	Helps inhibit abnormal cell growth; stimulates the flow of bile; boosts metabolism of fats; helps protect against toxins	\$16.49
■ Burdock Root Powder —50 mg	Helps purify blood; helps neutralize poisons; helps clear congestion in the body to ease the workload of the liver; helps prevent cell mutation	\$3.29
■ N-Acetyl-L-Cysteine —200 mg	Helps with kidney stones; breaks down mucus; helps protect your liver from exposure to toxic chemicals	\$16.95
■ Alpha Lipoic Acid —60 mg	Helps regenerate liver cells; helps protect your liver from drug toxins; helps lower elevated liver enzymes that can trigger liver failure	\$2.99
■ Trimethylglycine (TMG) —100 mg	Helps protect against fatty deposits in the liver; helps protect against chemical damage to the liver, especially from alcohol use	\$3.59
■ Dandelion Root Powder —200 mg	Helps maintain water balance without overstraining or tiring out the kidneys; helps filter and clean kidneys; encourages healthy electrolyte balance in the blood; helps keep liver and pancreas enzymes in balance	\$8.99
■ Olive Leaf Extract (15% Oleuropein)—105 mg	Helps fight off infections and detoxify the liver. Contains powerful immune boosting properties and antiviral activity	\$31.99

Total if purchased separately: \$157.07

Price of Liver & Kidney Cleanse™ per bottle: \$31.50

YOU SAVE \$125.57!

In our short time together today, you've discovered how critical your liver is to your health. And you now know this precious organ is under attack 24 hours a day from prescription and over-the-counter drugs... alcohol... high fat diets... household and environ-

mental pollutants.

And you've seen the science that proves you can restore the health of your overworked organs with Liver & Kidney Cleanse™. And you've read stories of folks who experienced an improvement in their health when they revived

their liver and kidney health.

Now, it's time for you to decide.

The simple fact is, no drug can restore the health of your liver. In fact, drugs are one of the main causes of liver failure!

But fortunately, Mother

Nature has the answer—and you get 10 remarkable nutrients to help revive and regenerate healthy liver and kidney cells so you can experience the optimum living you deserve. And you get it all for as little as just 20 cents per capsule.

(continued on page 17)

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“This is the single most important thing I’ve ever done to improve my health!”

— Sandy F., Laurel, MD



Here's
PROOF It
Works!

11

Dear Dr. Cutler,

I just want to thank you for your amazing Liver & Kidney Cleanse™ product! I never realized how overworked my liver and kidneys were until I received your bulletin. I decided to try your fast acting flush—and the results were unbelievable!

I have to admit that I was a little nervous about trying the flush—I usually take baths in Epsom salt—not drink it! And I had a hard time drinking the first dose of Epsom salt and water combination—it really did taste nasty. But that was the worst part of the entire process.

The olive oil and grapefruit mixture—to my surprise—had a pleasant taste. I just swallowed the Liver & Kidney Cleanse™ capsules right along with it.

Within hours of starting the flush, I could feel it working. First, my bowels were completely cleared out. And when I went to bed at 10pm, I could hear some gurgling in my stomach—but I didn't feel any pain or pressure at all!

In the morning, my bowels were completely clear—yep, I was pooping mostly water!

And when I looked into the toilet, I was AMAZED! I had passed hundreds of small speckles of sand and yellowish to greenish colored stones! Some of these stones were the size of almonds—and larger!

For the rest of the day, I kept passing bile stones with every bathroom visit. And it never hurt! (They really shouldn't call them “stones”—they were actually very soft).

By the end of my fast acting flush, my stomach was flat and I experienced a boost of energy and felt great! I even lost 3 pounds—that's the easiest 3 pounds I ever lost—especially in one day!

I am continuing to take Liver & Kidney Cleanse™ everyday! I don't want bile stones blocking up my liver, kidney and gallbladder function—and draining my energy. I don't always “eat right” so this is the easiest way I can think of to take care of my overworked organs!”

Again, thank you!

Sandy F.

P.S. I'm enclosing a photo of some of the stones that came out during my Liver & Kidney Cleanse™ Fast Acting Flush. I tell my older friends, hey if this is coming out of a 40 year old body—imagine what can come out of yours!

These statements are anecdotal and may not represent typical results. Individual results will vary. These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. If you have renal insufficiency, gallstones or other forms of bile duct disease, consult a health care professional before taking this product.

(continued from page 15)

Liver & Kidney Cleanse™ may well be the best investment you can make in your health today!

Please remember—you have absolutely nothing to lose by accepting True Health's generous offer, 100% Risk Free trial offer. You must personally experience significant, dramatic improvements in your health or you simply return the unused portion (even if it's the last capsule in the bottle)

and receive a full refund. All the gifts you received are yours to keep absolutely FREE of charge.

I urge you: Accept this remarkable offer. Call TOLL-FREE 1-800-746-4513 now, and True Health™ will rush your Liver & Kidney Cleanse™ and your FREE gifts to you. Or if you prefer, just turn to page 19 of this report and use the handy order form. Either way, you'll be giving your liver and kidneys the ultimate gift

of health—and they'll reward you for decades of healthy living to come!

Yours for a lifetime of high energy and healthy living!

Michael Cutler M.D.

Michael Cutler, M.D.

P.S. Since the 100% no risk guarantee is good for ANY quantity of Liver & Kidney Cleanse™ you purchase, why not save a heap of cash and get an additional 6 gifts absolutely free! See page 18 for a special savings

opportunity on the 6-month offer.

P.P.S I want to help you to get harmful toxins out of your liver and kidneys quickly so you can start to feel better faster! That's why I'll send you a very special gift when you respond within the next 10 days. It's called "101 Astonishing Health Secrets"! Don't miss out on this health-enhancing report, call today at 1-800-746-4513!

A \$19.95 Value, YOURS FREE!

Lower Your Cholesterol WITHOUT COSTLY DRUGS

This is essential reading if you, a family member or a friend are taking any of the statin drugs Lipitor®, Pravachol®, Mevacor®, Lescol® or Crestor®.

You'll discover:

■ The Great Cholesterol Hoax:

How the drug industry justifies excessive use—and sales—of cholesterol-lowering drugs... and how these drugs came into power...

■ Diet Myths Even Doctors Still Believe:

Why eating eggs actually lowers your cholesterol... why high fiber cereals by themselves won't... PLUS, why diet alone can't lower your cholesterol enough to really matter...

■ **Nature's Alternatives:** Six easy and even pleasant ways—to lower your cholesterol without drugs or drastic dietary restrictions...

■ Straight Answers to Your Most Pressing Cholesterol Questions:

The five most commonly asked questions about lowering cholesterol—answers that will surprise you...

■ And MUCH MORE!

Lower Your Cholesterol Without Costly Drugs is just one of the **TWO FREE GIFTS** you'll receive when you reply within 10 days and you'll get this lifesaving report! See page 19 for more details!



FAST RESPONSE GIFT #1

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TRUE HEALTH™

Purity And Quality Pledge

Every serving of LIVER & KIDNEY CLEANSE™ contains a doctor-formulated combination of 10 powerful nutrients to help unclog your liver and kidneys and help eliminate dangerous toxins from alcohol... prescription drugs... household chemicals... processed foods and more!

Our unique processing removes any impurities and maintains the nutrients in optimum freshness condition. You can feel free to order several bottles of LIVER & KIDNEY CLEANSE™ to save money. The special processing is designed to give you a quality supplement without sacrificing quality, freshness or effectiveness.

LIVER & KIDNEY CLEANSE™
Quality Control Team
True Health™

Claim Your 6 FREE Gifts and Save Up to \$197.40 when you give Liver & Kidney Cleanse™ a try!

The best way to know if Liver & Kidney Cleanse™ will work for you is to try it for yourself! And during this special, limited time offer, you can sample Liver & Kidney Cleanse™ for the lowest price ever.

BEST VALUE:

6 bottles + 2 free bottles (a \$79.90 value) + 3 reports + two fast reply bonuses + free shipping & handling. **You save \$197.40!**

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FAST RESPONSE GIFT #2

Reply within 10 days and receive this extra gift!

101 Astonishing Health Secrets—Safe and effective remedies and healing therapies for over 101 common health problems. They're easy to use and most are found around the house or at your local grocery store. For example...

■ **Fight baldness—with apples?** Japanese research shows this apple-based compound increases the number and thickness of hair shafts—in just six months!

■ **Surprising cure for snoring!** No drugs, no vitamins, no kidding! And it's practically FREE and easy to do!

■ **Soothe painful cuts and scrapes—with ordinary sugar!** Next time your grandchild scrapes her knee, forget the band-aid—just grab the sugar! Applying this age-old remedy directly to a scrape or cut stops the bleeding quickly, kills bacteria and speeds up healing,

often with little or no scarring.

■ **Ultimate prevention for abnormal cell growth in the prostate!** Studies involving thousands of men show that just one daily serving of (remarkable healing food named in your report) slashes your risk of prostate cancer by a whopping 70%!

■ **And many more easy remedies**—from Acne to Zinc supplements!

Experience a Burst of Energy and Start to Clobber Pesky Health Problems—starting in less than 16 hours! **ORDER TODAY**

Liver & Kidney Cleanse™ 100% Money Back IRON-CLAD Guarantee

Liver & Kidney Cleanse™ can help you remove:

- Dangerous toxins from prescription drugs, alcohol and a red meat diet
- Environmental and chemical pollutants
- And even dangerous liver and gallbladder stones that can wreak havoc with your health.

With the 10 powerful nutrients found exclusively in doctor-formulated Liver & Kidney Cleanse™, you can help revive your overworked organs and experience an abundance of energy... clearer skin... better digestion... and sharper thinking!

If you are ever dissatisfied with Liver & Kidney Cleanse™,

you will receive 100% of your money back—even if you are down to your last capsule! All the free gifts you receive are yours to keep as a thank you for giving Liver & Kidney Cleanse™ a try. I think that's fair, don't you?

Michael Cutler M.D.



FAST Service With a Smile!

“Order came on Monday, March 8, was ordered on March 5—wow!”

— Kathleen T., Texas

“Very good and fast—order arrived 3 days after I ordered by phone.”

— Annabelle K., Ohio

Ordering is as easy as...

1) By Phone: Save time and get your introductory starter pack and all your FREE gifts faster! Just dial Toll-FREE 1-800-746-4513. Customer service assistance is available 24 hours a day, 7 days a week! Please have your credit card handy.

2) By Mail: Just fill out the order form on the right and mail it back in the enclosed postage-paid envelope to: True Health, PO Box 3703, Hueytown, AL 35023

3) By Fax: Fill out the order form on the right and fax BOTH sides to 1-800-941-7027. Our fax never sleeps—available, 24 hours a day!

BEST VALUE!

\$386.40 in SAVINGS and DISCOUNTS



Liver & Kidney Cleanse™ GIFT RESERVATION CERTIFICATE

\$197.40 in Savings and Discounts!

100% Risk-FREE • Free Shipping & Handling!

15

Yes, I want to help eliminate toxins from prescription drugs... alcohol... high fat diet... and environmental and household pollutants from my overworked liver and kidneys. And I want to put an end to my health problems and experience a surge of energy throughout the day! Rush me my order of LIVER & KIDNEY CLEANSE™!

I know that I am fully protected by your 100% satisfaction guarantee. If I'm not happy with my results, I can cancel and receive a full refund! All the FREE gifts are mine to keep—no matter what I decide! Please accept my order as follows:

BEST VALUE: *Recommended!* This BEST VALUE deal is valued at \$386.40. I save \$197.40 and pay only \$189!

• 6-month supply of LIVER & KIDNEY CLEANSE™ for only \$189. (I save \$50.70 off the regular price!) Plus, I also receive:

- Two FREE bottles of Liver & Kidney Cleanse™—that's a savings of \$79.90
- Special report #1: *How to Spot Hidden Health Problems*—a \$19.95 value—FREE!
- Special report #2: *Freedom From Arthritis Pain*—a \$19.95 value—FREE!
- Special report #3: *Cautious Consumer's Medical Survival Guide*—a \$19.95 value—FREE!
- Free shipping & handling—valued at \$6.95

This BEST VALUE deal is valued at \$197.40. I save \$50.70 and pay only \$189!

GOOD VALUE:

• 3-month supply of LIVER & KIDNEY CLEANSE™ for only \$99.75 (I save \$20.10 off the regular price!) Plus, I also receive:

- One FREE bottles of Liver & Kidney Cleanse™—that's a savings of \$39.95
- Special report #1: *How to Spot Hidden Health Problems*—a \$19.95 value—FREE!
- Free shipping & handling—valued at \$6.95

This good value deal retails for \$186.70. I save \$86.95 and pay only \$99.75!

TRIAL OFFER:

• 1-month supply of LIVER & KIDNEY CLEANSE™ for only \$39.95 plus \$6.95 shipping and handling.

FAST RESPONSE BONUS: Yes, I am responding within 10 days! Send me my TWO FREE early bird gifts: *101 Astonishing Health Secrets* and *Lower Your Cholesterol Without Costly Drugs!*

Method of Payment:

Enclosed is my check/money order for \$_____ (Make check payable to True Health. Alabama residents please add 4% sales tax.)

Please bill my: VISA MasterCard DISCOVER AMERICAN EXPRESS Cards

Card #: _____ Expires: ____/____/____

Signature: _____

Phone (____) _____ — _____

(In case we have questions regarding your order.)

Call Toll-Free 1-800-746-4513

No need to write your name and address. Just check the label on the back cover, and please correct it if necessary. Thank you.

14

Diapers...Dialysis... or Disaster!

16

The hidden health crisis attacking millions of Americans every day!

What you must know right now if you...

- Take prescription drugs or over-the-counter medicine!
- Drink alcohol (including beer and wine) regularly!
- Are exposed to environmental pollution such as cigarette smoke... automobile exhausts... smog... and thousands of dangerous toxins you breathe, touch and ingest!
- Eat foods that contain chemical additives, dyes and preservatives!
- Drink chlorinated water!
- Use household chemicals including aerosol sprays... cosmetics... ammonia... hair dyes... and disinfectants!

Special Value Certificate
Inside: Up to \$197.40 in
FREE Supplements,
Special reports and
discounts reserved in
your name!

INSIDE: Discover Nature's 20-cent remedy for your overworked liver & kidneys!

CODE



P.O. Box 3703
Hueytown, AL 35023

Your Customer Savings Code:

PRSR STD
 US POSTAGE
PAID
 TRUE
 HEALTH

Monthly Copywriting Genius #53

Copywriting Comments

1. Secret of Audacity: Make an audacious claim or promise, but don't explain it right away. What makes this supporting head audacious is the guarantee.
2. Secret of Fascination Teasers: A way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to read on for further explanation.
3. Secret of Staying Current: Refer to a recent event, make your promotion seem timely. The timely element in this headline is the "give me 16 hours..."
4. Secret of the Big Story: Let your reader in "behind the scenes," or make them feel they are seeing events unfold before their very eyes.
5. Secret of Fascination Teasers: A way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to read on for further explanation.
6. Secret of Inflammation Your Reader's Most Pressing Worry: Speak to your reader's point of maximum anxiety. By naming all of these "common" symptoms, the reader begins to understand that they may be suffering from liver problems.
7. Secret of Show, then Tell: Show the reader by using analogy, stories, examples... then tell him about the product. By actually describing the steps involved, the writer SHOWS the reader how this product works. It's like a demonstration of the product right before the reader's eyes.
8. Secret of the Product USP: This is where you state what makes the product different from all others. Turn the USP into a strong benefit.
9. Secret of Inflammation Your Reader's Most Pressing Worry: Speak to your reader's point of maximum anxiety. By naming all of these "common" symptoms, the reader begins to understand that they may be suffering from liver problems.
10. Secret of Upfront Deal: This is a direct approach (specific details about cost, etc.) that works well if your product is better than others.
11. Secret of Value Proposition: Make an almost unbelievable offer... one that the reader absolutely cannot say "no" to. The deal is so good, it rings of

- value... either because the price of the product is deeply discounted, the premiums given are in-depth and valuable or the guarantee removes any risk.
12. Secret of the Icebreaker: Ask a provocative question that arouses your reader's curiosity. In this example, the writer not only asks a question that gets the reader's attention, but offers an interactive quiz.
 13. Secret of Value Proposition: Make an almost unbelievable offer... one that the reader absolutely cannot say no to. The deal is so good, it rings of value... either because the price of the product is deeply discounted, the premiums given are in-depth and valuable or the guarantee removes any risk.
 14. Secret of Testimonials: Use testimonials to add credibility to your sales letter. Choose testimonials demonstrating the benefits of your product or acting as proof of claims you made in the letter.
 15. Secret of Benefit Statement: On the reply device or order form, remind the reader of the reasons they should be buying this product by highlighting in a paragraph one of the product's benefits.
 16. Secret of Secrets: Let your prospect in on a secret. The writer is giving the reader a hint of a growing health crisis that few people know about and from which the reader may suffer.

Design Comments:

1. What better way to get the reader's attention than to show a very graphic image? Even if you didn't suffer from health problems, this image would capture your attention right away.
2. A large, bold font size is used to emphasize the headline.
3. The drawing of the inside the body is purposely placed on this page, because the artist and writer recognize that not everyone will know where the liver is located. By showing this right away, it keeps the reader from being distracted wondering, "Where is the liver?"
4. Throughout the package, important copy points are put in side bars or boxes and made to graphically stand out with color and size.
5. This entire page is graphically well done. Notice how "what you'll need" is done in a white background so that it stands out from the rest of the copy. Pictures of what you can flush out of your body are also used to reinforce that this product works – here's the proof.

6. Similar to the gory image on the cover, this picture is used to reinforce the copy point that common health problems such as rashes may be caused by an unhealthy liver.
7. The little starburst highlights the cost-saving benefit of the product.
8. Here, the artist gives the reader a break by not continually using images that are gruesome. A cartoon drawing still makes the point, but is easier on the reader.
9. The quiz is made to look as if the reader could cut it out (on the dotted lines) and save it. The design makes the quiz look important and easy to use.
10. This box does a great job of SHOWING the reader the value proposition. Notice how the savings is printed in a handwriting font and stands out from the rest of the copy in the box.
11. The testimonials are brought to life with pictures of the people who wrote them – as well as the toxins they flushed out of their bodies. This shows the reader that the product works. But it also makes the testimonials come to life.
12. The guarantee uses a certificate-style border. This makes it seem more official and credible.
13. On this page, the offer is visually SHOWN to the reader. In one glance, they see exactly what they get, along with the value of each element.
14. The back cover is made to stand out by the use of a large typeface, by reversing the headline out and by bulleted copy that's highlighted. All of this is done because the back cover carries the prospect's name. The artist and writer know the reader will look at this side of the magalog, since it carries the name and address.