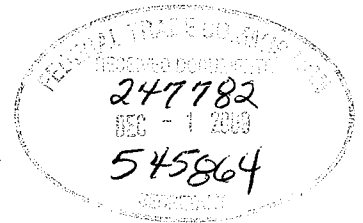


ORIGINAL



UNITED STATES OF AMERICA  
BEFORE THE FEDERAL TRADE COMMISSION

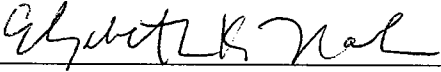
COMMISSIONERS: Jon Leibowitz, Chairman  
Pamela Jones Harbour  
William E. Kovacic  
J. Thomas Rosch

\_\_\_\_\_  
In the Matter of )  
 )  
 )  
DANIEL CHAPTER ONE, )  
a corporation, and )  
 )  
JAMES FEIJO, )  
individually, and as an officer of )  
Daniel Chapter One. )  
\_\_\_\_\_ )

Docket No. 9329  
  
PUBLIC

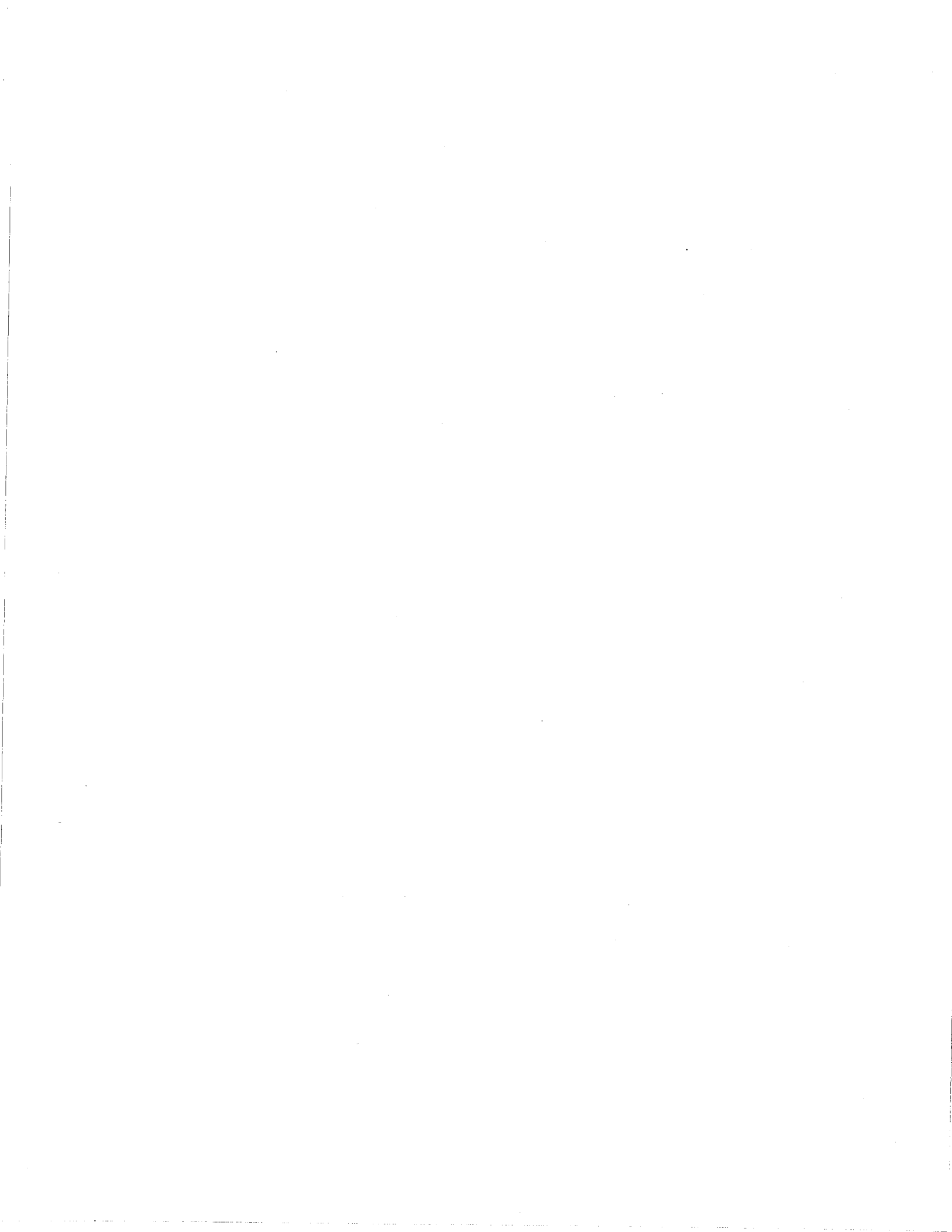
**COMPLAINT COUNSEL'S EXHIBITS FOR THE ORAL ARGUMENT ON  
DECEMBER 3, 2009**

Complaint Counsel submit the enclosed exhibit excerpts for the Commission's reference during the oral argument scheduled for December 3, 2009. The excerpts are from Complaint Counsel's exhibits that were entered into the record during the proceeding before the Administrative Law Judge in April 2009.

Respectfully submitted,  
  
Leonard L. Gordon (212) 607-2801  
David W. Dulabon (212) 607-2814  
William H. Efron (212) 607-2827  
Elizabeth K. Nach (202) 326-2611  
Carole A. Paynter (212) 607-2813  
Theodore Zang, Jr. (212) 607-2816

Complaint Counsel  
  
Federal Trade Commission  
Alexander Hamilton U.S. Custom House  
One Bowling Green, Suite 318  
New York, NY 10004

Dated: December 1, 2009



**how to  
fight  
cancer is  
your  
choice!!!**



*Cancer Newsletter, 2004*

CX 24

FTC-DCO 0406

# 7 Herb Formula battles cancer

*Tracey was given no hope!*

**T**he doctors had pretty much given up on Tracey. She had leukemia and tumors on the brain, behind the heart and on her liver.

The allopathic methods of dealing with the advanced cancer would be more chemotherapy. She had gone the chemo and radiation route just months before and knew her weakened body could not endure another round of chemo.

The doctor tried to pressure Tracey into taking chemo and she refused, angering the doctor. Her rejection of his chemo protocol led to a heated argument in his office and Tracey decided to take control of her own recovery.

A woman that Tracey had befriended while in the hospital accepted the chemo treatment and the unfortunate result was that her friend died.

This is Tracey's story in her own words as told in 1997:

"I had contracted leukemia and had three inoperable tumors. When I decided not to do chemotherapy or radiation, my father sent me Bio\*Mixx and 7 Herb Formula. Each day as I took it and got it into my system more and more, the better I felt. Then I

added Garlic Pur, Siberian Ginseng and BioShark."

"I am now in complete remission. The cancer cell count has dropped, the doctors tell me. I had a tumor just above the brain stem in my brain that has completely disappeared. The tumor on my liver is shrinking and the tumor behind my heart has shrunk over 50%. My weight, which dropped to 103 pounds, is on an uphill. There are other alternatives besides chemo and radiation!"

Tracey's father recently called the radio show. He said Tracey had a problem. Tricia Feijo said her heart skipped a beat when she heard Tracey's father. That concern soon evaporated.

"Yeah, Tracey can't keep her feet on the ground these days," he said, then revealed that the young woman's new doctor had declared her free of cancer.

Below you will find the reports of Tracey's progress and what she did as an alternative to the chemotherapy.



## The Medical Report Cancer Count:

July 8	700
July 15	1100 +
Aug. 11	1040
Aug. 20	950
Sept. 2	790
Sept. 20	642 ~ free of leukemia
June 1998	Free of all cancer

## Tumors

July	Significant tumor	Size of quarter	5x7 cm
Sept.	Smaller lump	Size of dime	2x2 cm
Oct.	Gone	50% smaller	smaller
June 98	Gone	Gone	Gone

## June 98

On Brain Behind Heart	On Liver
Gone	Gone

## Weight and Energy

July 8	103 lbs, no energy, feels bad, starts on natural products
Sept. 2	118 lbs, more energy, rode a bike
Sept. 20	124 lbs, more energy
Sept. 26	Also taking BioShark, "feels terrific"
June 1998	125 lbs and more energy, be free of cancer

www.danielchapterone.com 1-800-501-2511

**danielchapterone**  
founder of biomolecular nutrition

## The Power of Advanced Biomolecular Nutrition

**B**io-molecular nutrition was first established in 1986 by Daniel Chapter One and has expanded and improved since then. In 1991, the results and accomplishments of Daniel Chapter One reached China and Jim Feijo, founder of Daniel Chapter One and World Sports Nutrition, was invited by the Chinese government to conduct studies at the Beijing Research Institute of Sports Science. Jim led Chinese researchers in two studies involving world-class Chinese athletes, judo and weight lifting. After the conclusion of these studies, Dr. Li invited Jim to lecture to the institute's scientists.

At that time, Jim Feijo was invited to conduct studies and lecture at the Sports Research Center in Moscow. The science of Bio-Molecular nutrition is available to you through the research done by Daniel Chapter One and World Sports Nutrition.

## Declared Free of Cancer

**“Y**eah, Tracey can't keep her feet on the ground these days, she has been declared free of cancer.”

~Ed Kulikowski, Florida,

On the success of DANIEL CHAPTER ONE products in helping his daughter.

*Jim Feijo, the founder of Biomolecular Nutrition, and Tricia Feijo, a classical homeopath, have received national and international recognition for their powerful voices in support of all-natural, God-given nutrients. They are hosts of Daniel Chapter One HealthWatch, a national radio talk show.*

*There are natural, safe and sane alternatives to chemo, radiation and surgery. Daniel Chapter One provides God-given natural methods of healing.*

## REMEMBER!

*How to fight cancer is your choice!*

1-800-504-5511

[www.danielchapterone.com](http://www.danielchapterone.com)  
[www.7herbformula.com](http://www.7herbformula.com)  
[www.teamdc1.com](http://www.teamdc1.com)

Daniel Chapter One HealthWatch  
Live M-F 12-2 EST (check for rebroadcasts)  
[www.accentradionetwork.com](http://www.accentradionetwork.com)

DANIEL CHAPTER ONE  
P.O. Box 223, Portsmouth, RI 02871-0223

Visit

[www.accentradionetwork.com](http://www.accentradionetwork.com) to  
see if Jim & Trish are on a radio  
station near you!

**danielchapterone.**  
founder of biomolecular nutrition.

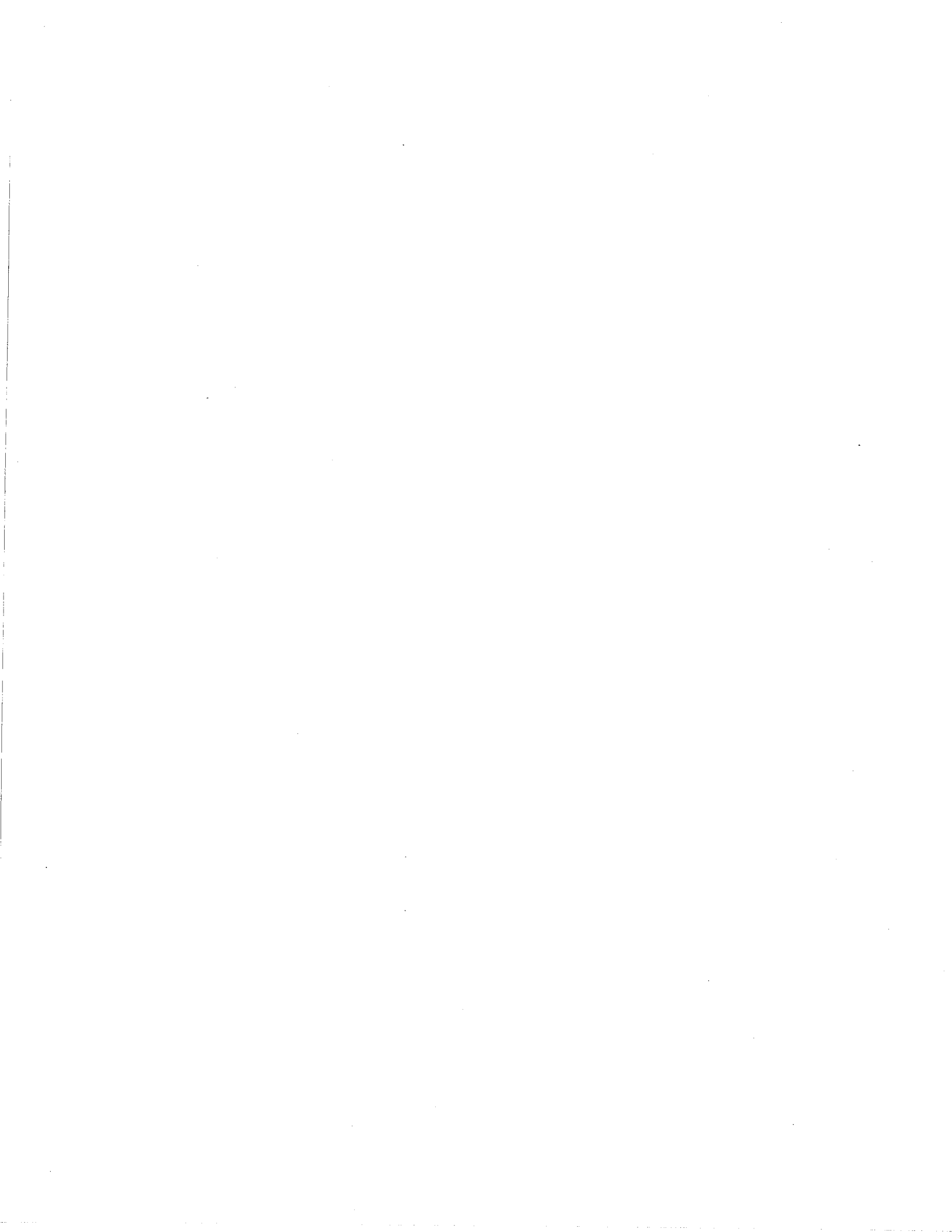
**danielchapterone.**  
**HealthWatch**  
The Most Radical Health Talk Show Ever!

**7HERB  
FORMULA**

\$5.95

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This newsletter is intended to provide information, record, and testimony about God and His Creation. It is not intended to diagnose or treat disease. Caution: some herbs or supplements should not be mixed with certain medications.





ABOUT US PRODUCTS INFO CENTER ON-LINE STORE TALK RADIO LINK

- Herbs
- Immune Boosters
- 7 Herb Formula
- Bio\*Shark
- BioMbx
- GDU
- Biozymes
- Body Care
- Vitamins
- Biomolecular Nutrientss
- Electrolytes
- Ergo & Thermogenics
- Minerals & Amino Acids
- Specialty & Essential Fats
- Aminoglycans
- CoEnzymes
- Homeopathy/Biotropins
- Hormonal & Fiber
- Muscle Mass/Performance

### Immune Boosters



BUY

Read our clients test Bio Shark & Tumors

Cancerous Tur

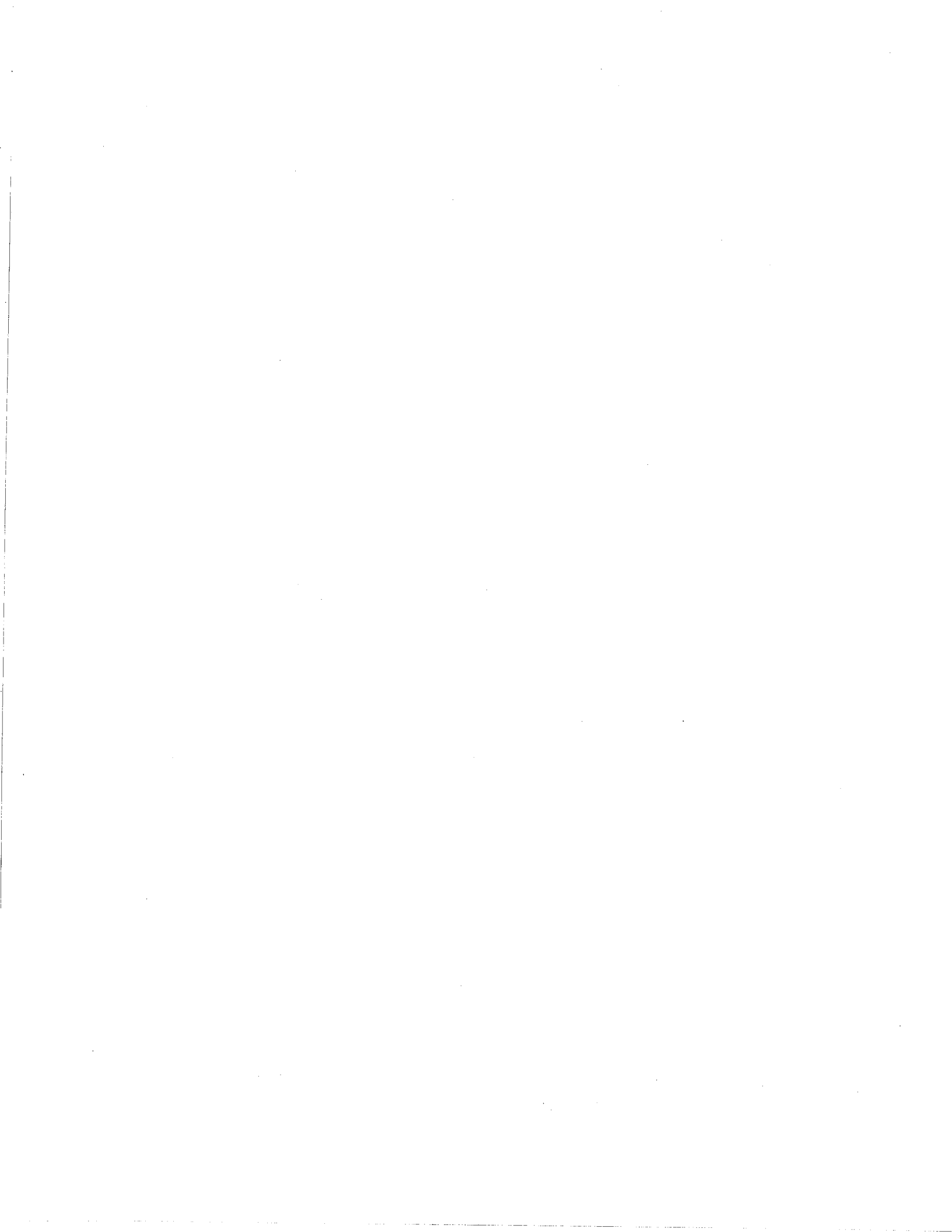
#### Bio\*Shark: Tumors & Cysts

Pure skeletal tissue of sharks which provides a protein that inhibits angiogenesis - the formation of new blood vessels. This can stop tumor growth, and halt the progression of eye diseases such as diabetic retinopathy and macular degeneration. Should not be used by pregnant women, or immediately after heart surgery. Shark cartilage may also reduce the pain, inflammation, and joint stiffness of arthritis, alleviate inflammatory bowel disease, and reverse psoriasis. Shark cartilage is an excellent source of Calcium, Phosphorus, amino acids, and a family of carbohydrates called mucopolysaccharides (sulfated Oligosaccharides and Chondroitin Sulfates A and C).

In summary, Bio\*Shark works to reduce inflammation and swelling, affects the formation of new blood vessels and provides essential nutrients for healing.

Warning: If you are pregnant, nursing a baby, recovering from recent surgery, or have a heart or circulatory condition, consult a health professional before using shark cartilage !

Stop Tumor Growth & Cysts Top





- Herbs
- Immune Boosters
- 7 Herb Formula
- Bio\*Shark
- BioMixx
- GDU
- Biozymes
- Body Care
- Vitamins
- Blomolecular Nutrientss
- Electrolytes
- Ergo & Thermogenics
- Minerals & Amino Acids
- Specialty & Essential Fats
- Aminoglycans
- CoEnzymes
- Homeopathy/Biotropins
- Hormonal & Fiber
- Muscle Mass/Performance

## Immune Boosters



Supplemental Facts

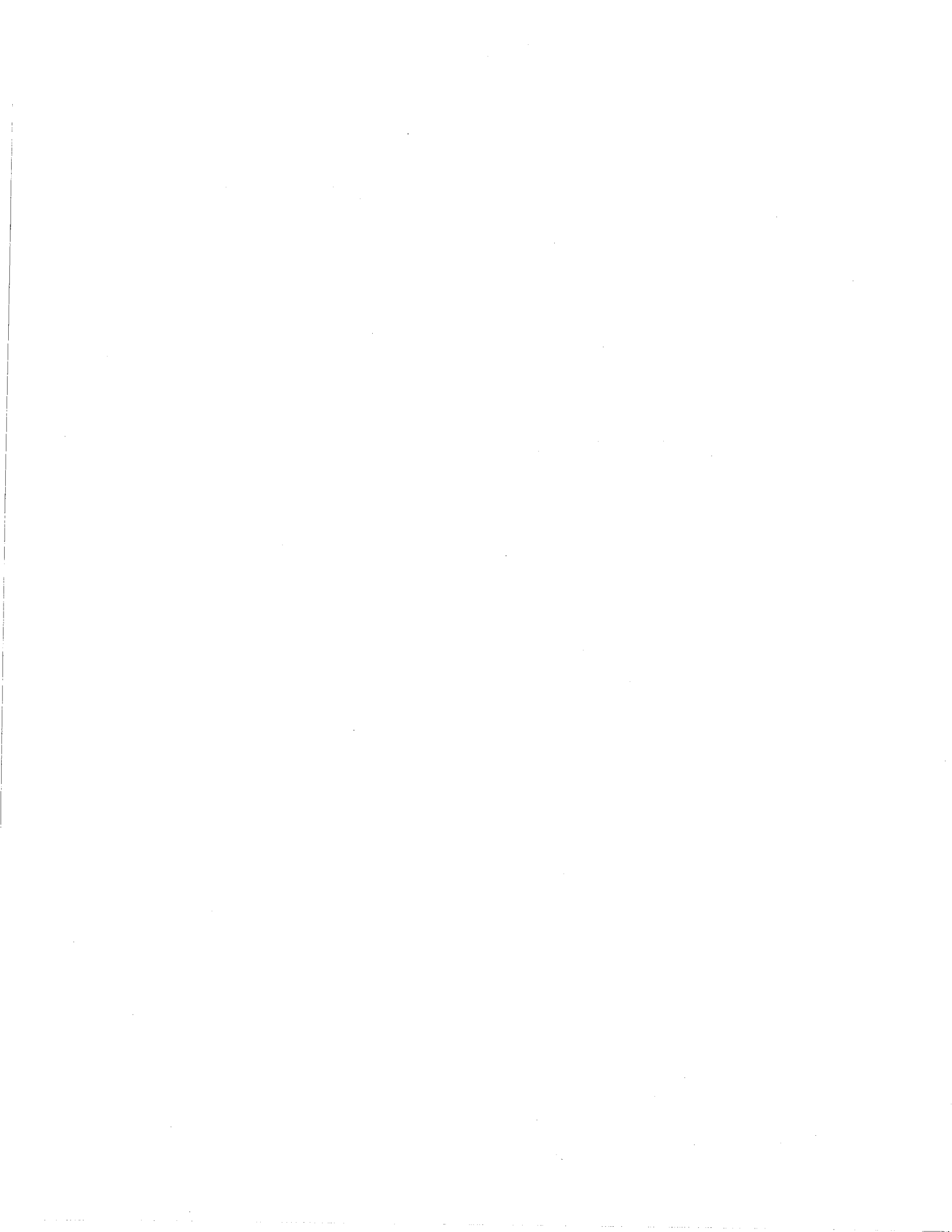
### GDU - Arthritis Pain Anti Inflammatory

Contains natural proteolytic enzymes (from pineapple source bromelain) to help digest protein - even that of unwanted tumors and cysts. This formula also helps to relieve pain and heal inflammation.

GDU caps also contain 300 mg Turmeric that protects the liver against toxins, 100 mg Quercetin, a natural bioflavonoid, which enhances the absorption of bromelain (the key ingredient) and relieves pain, bumps, and bruises, and 100 mg Feverfew, a natural pain killer. GDU caps with bromelain is a well-known herbal for digestive problems, helping users to digest proteins and aiding in pancreatic insufficiency.

GDU is also used for acute postoperative swelling, to heal surgical inflammation and bruises, to heal injuries, as a smooth muscle relaxant, for respiratory congestion and infections, sinusitis, pneumonia, bronchitis, angina, as a natural antibiotic, for painful menstruation, arthritis, thrombophlebitis, varicose veins, and as an adjunct to cancer therapy.

GDU caps possess a wide range of actions including anti-inflammatory and antispasmodic activity that make it suited to a wide range of uses. **Safety:** Even at very high dosages no toxic reactions have been found. Care should be taken when using GDU if on any medication that thins the blood. The nutrients in GDU: Bromelain, Turmeric, Quercetin, Feverfew, Boron





ABOUT US PRODUCTS INFO CENTER ON-LINE STORE TALK RADIO LINK

- FAQ - Health Questions
- Articles / publications
- Testimonials
- Blomolecular Nutrition
- Cancer Newsletter
- Crohn's disease
- Colitis
- Arthritis
- RICH Homeopathy
- Diabetes - your choice
- Ezekiel Oil Rinse
- Genesis 1:29
- Events

Cancer News.

# 7 Herb Formula

- purifies the blood
- promotes cell repair
- fights tumor formation
- fights pathogenic bacteria



to learn more click here  
to buy click here

If you suffer from any type of cancer, Daniel Chapter One suggests taking this products, to fight it:

- 7\*Herb Formula™ 2 ounces in juice or water (minimum intake) 2 times daily
- Bio\*Shark™ ( \*\*\*DO NOT TAKE IF PREGNANT, OR IMMEDIATELY AFTER HEARTSURGERY )  
(for tumors only) 2 - 4 capsules 3 times daily with meals
- BioMixx™ (Boosts immune system) 4 - 5 scoops in soy milk 2 times daily
- GDU Caps™ 3 - 6 capsules 3 times daily; 1/2 hr. BEFORE meals

The above information is taken from **The Most Simple Guide to the most difficult diseases , the doctors' how-to quick reference guide.**  
For more information call Jim and Trish during the Radio Show

Cancer Newsletter  
exe. form

Cancer Newslette

Read about 7 He  
Formula In exe form

Page shortcuts to te  
about cancer

Lump is gone withou  
surgery!

7 Herb Formula battl  
cancer.

7 Herb eliminates pr  
growth

Pre Post™

Ancient cancer reme  
improved upon

Victory over Gulf Wa

Doctors gave up on f

Pre-Cancerous Growl  
& Acid and Heartbur

Bio Shark™

Breast Mass



Listen to our  
testimonials about c

- Fred - Breast ca
- Marie-Dad's thr





Contact Us About Us

→ You ask - we answer ←

- ☞ 7 Herb Formula General Info
- ☞ I want the ORIGINAL ESSIAC formula, not some knock off brand.
- ☞ I already use the Original Essiac.
- ☞ I use Essiac tincture.
- ☞ I use Essiac capsules.
- ☞ I make my own tea from raw herbs.
- ☞ I use Brand X.
- ☞ I think it costs too much.

Frequently Asked Questions:

- ☞ How much of the Tea do I use?
- ☞ How long does one bottle last? Or, how much do I need for a month supply?
- ☞ When should I see results?
- ☞ Does the tea work on any other problem?
- ☞ In some cases it helped with Hepatitis A & B & C

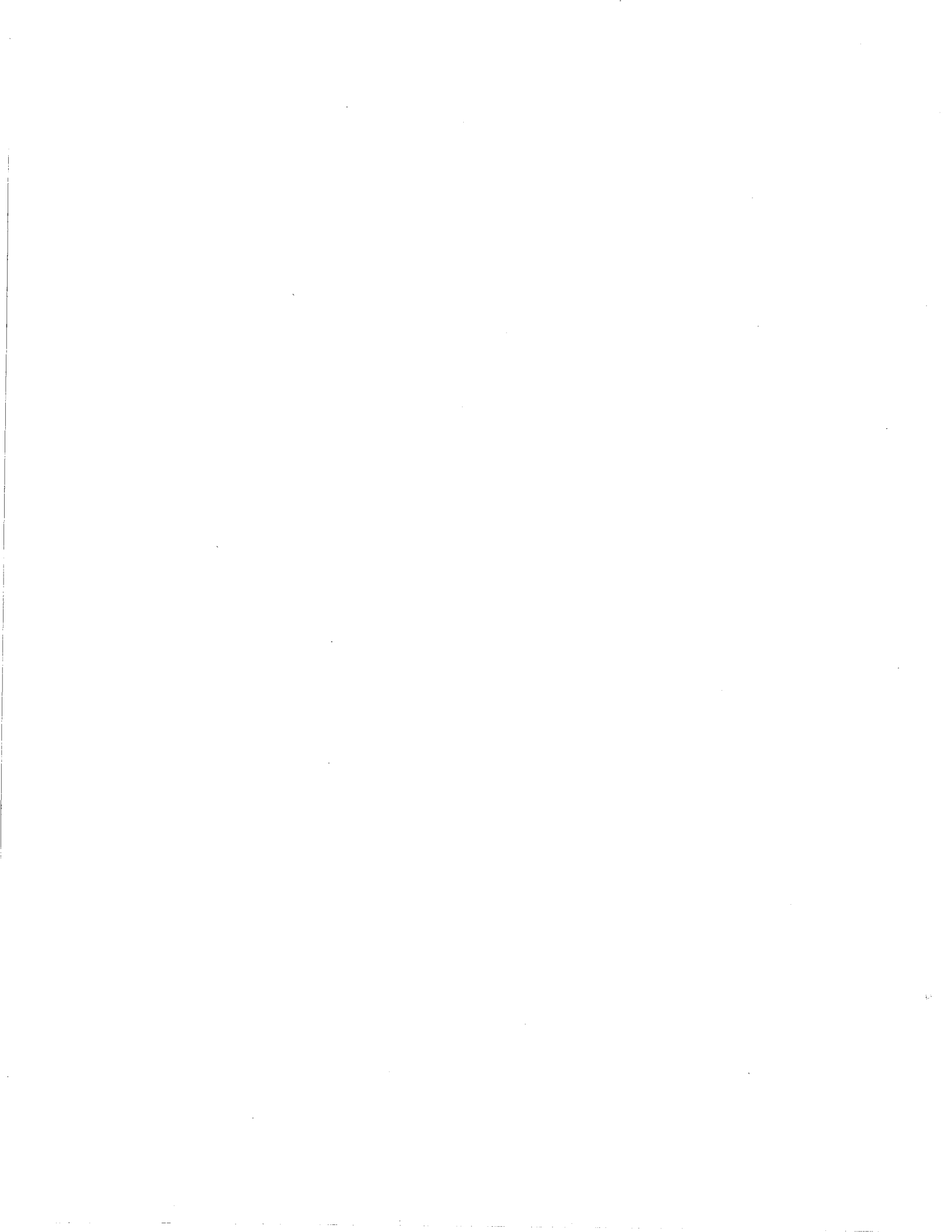
☞ 7 Herb Formula General Information:

- 1) There are several major differences between the 7 Herb Formula and all other brands of Essiac tea on the market:
  - a) 7 Herb Formula uses three times more herbs, when compared to all other brands.
  - b) Daniel Chapter One does not boil all the herbs together but instead treats and prepares each herb separately, increasing the potency and effectiveness dramatically.
  - c) Daniel Chapter One is the only company that has added Cat's Claw and Siberian Ginseng.
  - d) Daniel Chapter One is the only company to use the 7 Herb Formula together with the theories of BioMolecular Nutrition, in accordance to guidelines developed by Jim Feijo over a decade ago.
- 2) Contrary to what other companies are telling everyone, NO essiac type formula will raise the immune system. Daniel Chapter One's 7 Herb Formula has added Cat's Claw to boost the immune system and Siberian Ginseng to prevent and remove metastases.
- 3) The 7 Herb Formula is sold to chiropractors, acupuncturists, herbalists, and homeopaths.



☞ I want the ORIGINAL ESSIAC formula, not some knock off brand.

- There are several things that you might want to consider. First, in 1990 Dr. Maclean, who now oversees the manufacture of Daniel Chapter One's 7 Herb Formula, started with the original 4-herb formula. Dr. Charles Brusch, who worked directly with Nurse Caisse, later advised Dr. Maclean how to better the formula by adding a 5th herb to make it safe, the same way that he and Nurse Caisse did. This 5th herb was Watercress. Any formula without watercress can cause kidney stones or kidney deterioration when taken in large doses or over a long time. Then in 1995 Dr. Maclean, himself, added Cat's Claw to the formula consisting of 5 herbs. By adding Cat's Claw he provided the formula with immune boosting properties. Then, in 1997 after using the formula with added Watercress for several years, Jim Feijo added Siberian Ginseng to prevent and remove metastases, Dr. Maclean called the new "7" herb formula "revolutionary". It is this "7" herb formula that is used today and has seen the widest range of effectiveness. Dr. Maclean stated, "With Jim Feijo's addition to the formula, we now have the most effective and potent formula available in the battle against tumors."



**Patient/Athlete Satisfaction-** Supplying people with natural alternatives, giving them a strong nutritional foundation leads to higher satisfaction. They are happier because they are no longer in need of harmful drugs, while at the same time they get the results they deserve.

**Products That Do What They Claim-** Daniel Chapter One has developed the Highest Quality nutritional supplements on the market today. Each product we have developed contains the highest-grade ingredients to ensure that our products work! We stand behind the quality of each and every product we have developed.

**A Company You Can Depend On-** Daniel Chapter One can depend on Daniel Chapter One for quality control and customer service.

**A Supplier That is Dependable-** Daniel Chapter One is a supplier that is committed to making sure you have what you need. Most orders take 3 days to receive.

**A Partner Who Provides Support-** Daniel Chapter One provides a point of contact that will be able to give you qualified answers and support when you need it.

**Live On-Air Referrals-** Daniel Chapter One is the ONLY nutrition company where the owners personally tell thousands of people to visit your office or store. Jim and Tricia field caller's questions regarding all manners of health concern. Then they not only answer the questions, but they send the caller right to the nearest Daniel Chapter One product carrier... YOU!!! This not only boosts your sales, but it also boosts your client and patient base!

**Proven Marketing-** This is the only company of its kind to guarantee your success by helping you get clients through your front door. Radio, Internet, and referrals are some of the ways Daniel Chapter One can do this.

**Financial Rewards-** With a great markup on all of the products, it is the best way to invest back into your business/practice. An average clinic could gross over 100,000 per year.

**Finally!** A system that's easy to implement, gets you some patient results, spawns referrals, and generates a program both health and profit.



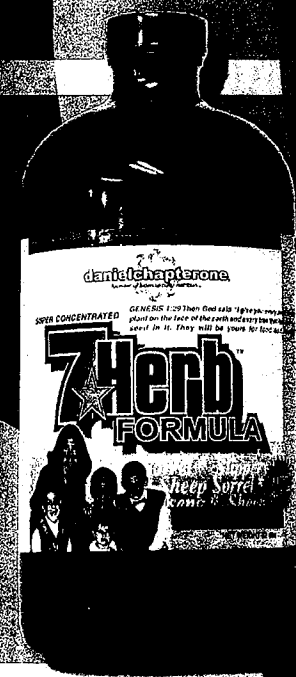
**what people say**  
 "Logan wasn't able to nurse, and if he was awake he'd be screaming. My Mom told us about Daniel Chapter One, and when Logan was just one month old we started giving him 1-2 scoops of AM\*PM, 1/4 tsp. A&B BioTropins, and 1/4 tsp. IG-Factors in 4 ounces of water in a bottle. It was like he was reborn! After that, he was a happy little guy. His stomach doesn't hurt anymore. Now if he's awake, he's happy."  
 Elizabeth Sloan Keberly



**what people say**  
 "I went in for a breast exam by mammography. On 10/8/01 they said they found a mass that they believed was not cancerous, but benign. I began taking GDU six times a day: 2 before breakfast, 2 before lunch, and 2 before dinner, and in a month I went to my doctors for the breast exam, and he found nothing on either breast. I got another bottle of GDU and the Herbal Fat Burners, which I took twice a day. In April I had my 6-month exam and the letter read: 'We are pleased to inform you that the results of your recent breast evaluation are normal.' Praise GOD!"  
 Deloris Winter, Age 52, Lakeland, FL



**what people say**  
 "Everything seems to be going well with my recovery. The AMPM formula is awesome! I think the chocolate flavor is the best. Thanks again for all you have done! Also, The 7 herb that you sent, I gave it to my dad and it worked miracles for him, he has had a lot of tests done over the past couple of years and nothing they have given him has worked like that. Thanks again for your help with all my family's problems. In Him,"  
 JD DREW, Professional Baseball



**1. Full-line Carriers**

- A full-line carrier will be classified by having to carry the entire line of Daniel Chapter One products. Approximately \$10,000.00 worth.
- A full-line carrier will initially be given essential support items such as posters, flyers, handouts, BioGuides, and Protocol handbooks (BioGuides and Protocol handbooks will be purchased at a discount after the initial order).
- A full-line discount will be 40% off of Daniel Chapter One's retail cost.

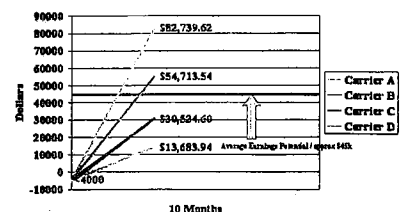
**2. Partial Carriers**

- A partial carrier will be classified as anyone carrying a predetermined amount of the Daniel Chapter One Product line (Amount equal to the products listed in the Protocol handbook. Approximately \$4000.00 worth.)
- A partial carrier will initially be given essential support items such as posters, flyers, and handouts.
- BioGuides and Protocol handbooks may be purchased from Daniel Chapter One at a discounted price.
- A partial carrier discount will be 40% off of Daniel Chapter One's retail cost.

**3. Individual Carriers**

- An individual carrier will be allowed to carry any products they want while following these guidelines:
  - a. 25% discount for 6 units per product and a minimum purchase of \$250.00 plus shipping.
  - b. 30% discount a minimum of 3 products, 6 units per product with purchases of \$500.00 or more plus shipping. (All subsequent orders must always be over \$500.00 to retain 30% discount).

Earnings Potential



**CERTIFICATE OF SERVICE**

**I HEREBY CERTIFY** that on December 1, 2009, I filed and served the enclosed **COMPLAINT COUNSEL'S EXHIBITS FOR THE ORAL ARGUMENT ON DECEMBER 3, 2009** as set forth below:

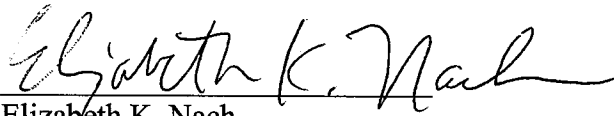
The original and twelve paper copies via hand delivery, and one electronic copy via email to:

Donald S. Clark, Secretary  
Federal Trade Commission  
600 Pennsylvania Ave., N.W., Room H-159  
Washington, DC 20580  
E-mail: [secretary@ftc.gov](mailto:secretary@ftc.gov)

One paper copy via Federal Express, and one electronic copy via email to:

James S. Turner, Esq.  
Swankin & Turner  
1400 16<sup>th</sup> St., N.W., Suite 101  
Washington, D.C. 20036  
[jim@swankin-turner.com](mailto:jim@swankin-turner.com)

I further certify that the electronic copy sent to the Secretary of the Commission is a true and correct copy of the paper original, and that a paper copy with an original signature is being filed with the Secretary of the Commission on the same day by other means.



Elizabeth K. Nach  
Complaint Counsel