

**Chris:**

So Dr. Joe... when somebody says to you what is disruptive technology? What does that mean... how do you explain that?

**Dr. Joe:**

Well... this is truly a disruptive technology because most of these types of products (weight management, carb burners or whatever) you take them and they are in your body 24 hours a day. But your body does not operate the same during the day as it does in the night, so we have formulated this product with 2 parts.. a day time AM and an evening PM.

In the day time it burns carbs and keeps you alert, suppressing your appetite in particular. In the night time it'll burn carbs as well, but it will also promote sleep. You will find that a lot of weight management products are stimulants for instance and you take them and your metabolism runs high and you can't sleep well. Getting a good night's sleep is key to weight management. So we are disruptive by having two distinctly different formulas that maximize your weight management whether it is day or night, without causing you to lose any sleep; in fact, promoting sleep. Alert during the day, and restful during the night, all the while, in the background, burning carbs.

**Chris:**

So good sleep is a key for getting your weight management under control from your standpoint.

**Dr. Joe:**

Yes, it is very important. You'd think that if you had a restless night that you'd be burning more carbs. That's actually not true, because your metabolism is working around the clock and it needs you to sleep because it processes carbs differently during awake time versus sleep time. That's how it is programmed. You can end up being nervous and high energy and not lose weight because your body is trying to process those carbs differently from your body in the daytime than from the nighttime.

**Chris:**

So, this product is not a stimulant?

**Dr. Joe:**

No, it is not a stimulant. We don't believe in stimulants. We increase the metabolism by working with these natural ingredients as nature intended without the stimulant... not like dump a bunch of caffeine into your system and make it run faster. No, we actually work at the part where the carbs are actually burned and increase that specific part of your metabolism without making you nervous and jumpy.

**Chris:**

I know on the disclaimer we had to make reference to that, but from your standpoint this product should work synergistically than with the Optimum Coffee I

would imagine because our coffee has half the caffeine of a normal cup of coffee so even our Optimum Coffee doesn't stimulate like a normal caffeinated drink for sure, but do you think there's a good synergy between these products working together?

**Dr. Joe:**

There is a very good synergy of these products working with the Optimum Coffee product because we looked at the ingredients and how it works, then formulated the product to fill the little gaps in there so that you have a much more robust weight management system.

**Chris:**

So... in other words this product will work on its own as a standalone, but when you combine it with another product inside the company's portfolio you can maximize your weight management as a result of filling the gaps of how each product might work more synergistically together. You would say, hey do it with our product alone but if you want to use it with any of our other products you will have the best 1-2 punch you've seen to fill the gaps in your nutrition cycle to lose weight. Is that kind of a way that you'd describe it?

**Dr. Joe:**

That is right, that is our task, to have a product that is synergistic with the Optimum Coffee product. But there are people, for one reason or another, who do not drink coffee. So now they have an option: if they like coffee they can take it with that, it can be a great one-two punch; if they don't take coffee they can take It on its own and they'll see a great effect also.

**Chris:**

Can you describe then what you would describe as the skeleton key?

**Dr. Joe:**

Yes, we have a formula inside these two day/night formulas that is a basic metabolic key that regulates specific parts of carbohydrates metabolism. It is unique that we developed it exclusively for Valentus products. No one else has this product and is unlike any other products we've created. It is its own unique formula.

**Chris:**

So when we talk about 15 years of research has led to the science of a far deeper understanding of how specific extracts of fruits and vegetables interact with each other to create a far more powerful combination formula...can you explain how the interplay technology will work to help weight management?

**Dr. Joe:**

Managing the sugar and fat in your body, these 3 ingredients... look at it as a door in which carbs enter and exit your cells. One of the ingredients knocks on the door and says "hello". Another of the ingredients opens the door. And the third ingredient escorts the fat and sugar through it. So they work together to have a single effect and it is so much more optimized. Other ingredients that you'll find in other products, they might have a weight loss/weight management aspect to them, but it

is liking trying to push that door open but the door is locked. They might get a little sugar and carbs through there, but very inefficiently. We actually know how to lock and unlock the doorways throughout your body. Our team are not just chemists, we are physiologists and plant scientists. We understand human and mammal metabolism, then we take that along with our plant science know how ... we see what the body needs, and how these plant components help with that.

Humans were meant to live in this world and co-exist with plants for each of our benefit and so we think that the solutions to many of our health issues are found in the plant world. That is, a lack of certain plant compounds in our diet. That is our mission: to bring these natural plant compounds to the market place so people can take advantage of our knowledge, and get their bodies back on track.

**Chris:**

That's amazing. I think that you just gave us a really good direction with this idea of a locked door. You know for the layperson, the average person. You know we try to create in marketing a curiosity and sometimes science can keep you from actually understanding, approaching the topics, so I think let's just try to go over that one more time.

Most weight loss products don't know how to unlock a door, open it, and walk through it. That's what you just said. I love that analogy. So, what this product does... it has been created by a group of scientists that are plant scientists and physiologists, people who understand how things are put together and why they work as well as they do. You've created a synergistic formula that actually covers the three steps completely which is opening the door to weight loss and burning carbs, walking in that door because now it's open, and continuing that journey while you are sleeping which is the last step. You open the door, you've got a locked door, you find a way to open it, you walk through it, and it gets you to your bed and you go to sleep and you continue the journey. So it's a cycle.

**Dr. Joe:**

Yes, that is true and the doors that you use in the day and the doors that your body uses at night are different. That is another key issue.

**Chris:**

When you're sleeping you're not closing the door in your day is what you are saying. So your body is still efficiently doing things, it's rebuilding, it's reclaiming cells... the things that are going on while you are sleeping are just as important as while you are up and awake during the day.

**Dr. Joe:**

Surely so, if not more so. Because, you are not as active but your body is continually metabolizing to operate. A lot of people think that for instance fat, they think that it just sits there until they need it for energy, or they get rid of it for weight loss. But that is not true.

Fat cells are constantly cycling fat and sugar throughout your body. Fat is entering your fat tissue and is leaving all the time. It's in flux constantly so we manage that. We don't just you know scoop out fat from the fat cells, it's a constant flow, we work with this normal system so that we have, we try to get more leaving than entering and the net result is the loss in fat tissue.

**Chris:**

So when you talk about carb burner, that's sugar to me, and starches eventually all turns to sugar, most carbohydrates turn to simple sugar and then those calories, you have to burn them off, where's the fat component of this product? Like when you think about somebody that does maybe have more of a fatty diet, that's not a carbohydrate, so how does this effect fat then, say fat that you have in your diet?

**Dr. Joe:**

Sugars (carbs) are stored as fat. So you take sugars and you burn them, you burn those carbs and those that aren't burned, they are disassembled and put together in just a little bit more of a compact form and that is what fat is, it's triglycerides. So glucose and fat are almost like one form of the other. Fat is the storage type of energy, so you take fat and it's reassembled back into sugar and then it is burnt. Or if it is stored sugar it is taken apart and then reassembled into fat molecules. Fat is a way to store high energy... it's like 2 ½ times more energy in fat than there is in sugar, because it is a compact and compressed form of sugar.

**Chris:**

Okay, well that makes sense, you've laid it all together because we are talking about people saying I need to lose fat and then they look at their diet and it's full of sugar and so the addiction to sugar is part of what we are doing with this product is we're starting to help them burn those carbs which is the excess sugar that they've had in a form of carbohydrates that eventually turns into fat. So this cycle, we're going to paint a picture... I think that the image that we're putting together for our marketing strategy is this door and closing door concept of 24 hours for 7 days a week ... you're walking through a door that was locked, to open it up to walk through it to eventually close it and lock it so that you can get a good night's sleep and this product synergistically using this disruptive technology works 24 hours a day to help you break the skeleton key of what your body needs to make it work. There you go, I just gave you a marketing fun little pitch. To me, I think it works. What do you think of that concept of painting that picture?

**Dr. Joe:**

I think that people will get that.

**Chris:**

They'll get it for sure. Here's a question... what is the term, because you say that it's nutraceutical. So what does the term nutraceutical mean?

**Dr. Joe:**

Well, it is basically a supplement that is focused on your nutrition so it's like not

pharmaceutical not a prescription drug and not either is it a plain supplement, you know like vitamins are a supplement. It is a supplement that has nutritional impact. The term was coined a couple of decades ago... nutraceutical. And I don't know if people will understand that or not, it is a very focused, very effective supplement... instead of just like taking iron or taking any other vitamin like chondroitin for your joints. It's more specifically formulated to be highly functional.

**Chris:**

So, if I'm taking a vitamin C tablet is that a nutraceutical?

**Dr. Joe:**

No

**Chris:**

Ok, so it's a supplement that's very focused and is an effective supplement that is more nutritional in nature rather than just as a vitamin. So.. there is a difference between vitamins and nutraceuticals then, is that what you are saying?

**Dr. Joe:**

Yes, vitamins are,... first of all vitamins are, they are a broad class not like a single compound not like elements like iron or calcium. Vitamin C is a ascorbic acid, is quite a large molecule, it has 2 or 3 functions in the body, supports the immune system and I would say that a nutraceutical is a step above that as far as the functionality end in helping with nutrition,... so you go like nutraceutical on top and then vitamins and then minerals in the order of their powerfulness, their functionality and their target.

**Chris:**

So, our 24/7 Carb Burner is a nutraceutical and not a vitamin.

**Dr. Joe:**

Yes, it's a nutraceutical.. it is not a vitamin.

**Chris:**

Ok, so... are you familiar with our Prevail MAX product by the way?

**Dr. Joe:**

Yes

**Chris:**

SO, the Prevail MAX has trace minerals inside it. Do you think synergistically that these products will work really well with the Prevail MAX product?

**Dr. Joe:**

Yeah, I do, I'd say .. it doesn't double but it increases 160% of the functionality. I mean, I applaud these trace minerals being in there..

**Chris:**

So, when we think about this from a member standpoint, we offer a loyalty program

where we give members an option to buy 3 items in a month while building teams. Do you think the SlimRoast Optimum Coffee, the 24/7 Carb Burner and the MAX will be a great threesome,?

**Dr. Joe:**

For sure! Yes,

**Chris:**

Right on, so if your goal is to get total control of your weight management and your health these products can give you a 24 hours a day 7 days a week system working for you to get your health in check . I just love the synergy that we are talking about here.

**Dr. Joe:**

I like to look at products, develop products that are complete and work on your body's system as it was meant to function, it's one of the reasons I like to say weight management rather than weight loss or fat loss. Weight Management to get your body optimized and you will lose weight if you are overweight. Let's get your metabolism optimized, which it should be. Some of these products, these components that we have in there, we just don't get enough in our diet. It's not like this is a magic bullet, they are essential for your health and in another era before the 90's these actually would have been classified as vitamins, these functional compounds, and I like to look at this as a system. So I like to explain about how your body works in carbohydrate management, why are we over weight, why do we have these issues, so that is why we are focusing on working with your metabolism and having your metabolism in your body balanced and the result in that you will lose weight. So, you should take these even if you are not overweight.

**Chris:**

That is a great Segway to a great question ,... so I've reached my weight should I continue to take the product?

**Dr. Joe:**

You absolutely should because you reached your weight because your body became more balanced, your metabolism became more balanced and you need to stay in balance, this product doesn't just shed fat indiscriminately and it does it in a balanced method, it works with your body it manages several of the points in your metabolism in balance and you need to stay in balance.

Also you can look at it as a vitamin, let's say a bad case.. let's say you had scurvy and you took vitamin C due to the scurvy. You don't stop taking vitamin C once you're healed. You need to stay on that vitamin C to keep you in that good condition. So, this is like that with all of the products that we've come out with here. You need to take them forever, you need them. They should be in your diet. You're just not getting enough and that's why you are taking a supplement: to supplement your diet.

**Chris:**

Ok, so let's go back and hit on this carb burner concept that you just talked about, I think your painting a picture there that is excellent. What does it mean burning carbs?

**Dr. Joe:**

Well, I'll tell you first that I don't like the name Carb Burner because I think it's a misleading picture, but people recognize that term and I get that, they can identify with that. Your body takes excess sugar and it stores it as fat and that sounds like a really simple system. But as I explained earlier it's a cycle. You're cycling that fat to sugar and sugar back to fat into the cells back out of the cells. It's cycling constantly and we want to manage that, and we want to manage those when they become sugar. The sugars that you need we want to push these sugar molecules into your brain where the brain can have free access to them. Your brain only lives on glucose and nothing else. It lives on glucose, it needs glucose, it needs it in the right places at the right time. So by putting those in the brain, the brain is using those for energy and that is part of the burning right there. The sugars are used up and the energy from those sugars goes into driving brain functions. Another thing that we do is we take that sugar when the sugar is available we shove that into muscles, so your muscles use that sugar in the process to maintain your muscles to build new muscle mass if you are working out and also helps with the repair of the muscles and that requires energy so... and there're other systems like your kidneys working and that, your liver, your thyroid gland these all need energy to operate. So we take this sugar and cause that sugar to go towards those directions by opening those certain doors and closing others. We can cause that free flow of sugar and fat in your body to preferentially go to these other places where the energy is used and that's what we mean by "burn". It's not just burn like it makes a lot of heat and it evaporates into the air. We're talking about extracting the energy out of sugar and using that energy to operate your body. And we don't want to, for instance, have your brain in the middle of the night, have your brain running at a hundred miles an hour. So again we get back to the AM/PM formula that we have developed ... stay away from putting sugars into your brain during the night and we have those sugars go to other parts of your body where they are used to repair and manage your tissues.

**Chris:**

That's amazing, how does digestion help with this overall picture ... we often have leaders present to people that our company runs off of 4 platforms... good digestion, good blood flow, good brain and mental clarity, and pain relief and the byproduct of that is a healthy lifestyle that lets people manage weight better.

Would you say this is in line with what you believe?

**Dr. Joe:**

Digestion is the process of the raw food being broken down to the usable components, you have to have good digestion in order to make these molecules available for your body for use and in the right form. So digestion starts from chewing in your mouth and right in your mouth we manage that digestion right off

the bat because we don't want sugars just rapidly flooding into your blood stream so we slow that digestion down, it starts in the mouth and continues to the gut, we slow down the conversion of starches into simple sugars. Starch doesn't cross over your gut into your blood stream, it's broken first into sugars into glucose in particular. Then once that glucose is available in your stomach and in your gut it has to be absorbed into your blood stream. We manage it there too, so at every point we have an opportunity to manage, we do and the effect in this case is to ultimately lose fat, lose excess fat and have that burned up, by burn I mean use the energy in all these different places through the body, so you need to have a nice smooth digestion and then behind that you have to manage where these sugars end up going.

**Chris:**

When you look at our whole lineup to you see wanting to bring more products to Valentus

**Dr. Joe:**

Yes, yeah absolutely. We are focused out of the gate, but I do see us formulating products to be synergistic with the entire lineup.

**Chris:**

I think that's awesome.