



1 OFFICIAL TRANSCRIPT PROCEEDING

2 FEDERAL TRADE COMMISSION

3

4

5

6

7 MATTER NO. 1523024

8

9

10 TITLE XXL IMPRESSIONS, LLC

11

12

13 DATE RECORDED: DATE UNKNOWN

14

15 TRANSCRIBED: APRIL 6, 2015

16 REVISED: FEBRUARY 25, 2016

17

18 PAGES 1 THROUGH 28

19

20

21

22

23

24 RADIO PROGRAM WITH NATALIE DAY AND SAMUEL BRANT

25

COGNIPRIN V3

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

P R O C E E D I N G S

- - - - -

RADIO PROGRAM WITH NATALIE DAY AND SAMUEL BRANT

1 I'm really excited about today's discussion.

2 NATALIE DAY: Well, me, too, you know, and we  
3 have quite a resume here in front of me when it comes to  
4 you and all things brain related. I mean, you're a  
5 recognized author, a teacher, the past director of the  
6 Neurological Treatment Center for Tiena Health. You were  
7 given the prestigious Pioneer in Medicine Award for work  
8 with mind/body medicine at the Howard Center of Baylor  
9 University Hospital. And from what I hear, you've  
10 literally traveled the globe teaching pharmacists and  
11 physicians about plant-based medicine to help with all  
12 sorts of conditions in the body, including our very  
13 important topic today, brain health and memory loss.

14 Give me the scoop. How did you get on this  
15 mission to become such a brain expert?

16 SAMUEL BRANT: Well, you know, we all have  
17 interests that are just ignited from our own experience.  
18 I got involved in this area of research because there's  
19 some personal issues in my own family. And it turns out  
20 that I'm not alone, because this mental decline is an  
21 absolute epidemic. I began to see some very strange  
22 things in my aunt and then in my father. They began to  
23 be a little grumpy and then anxious and then they started  
24 losing sleep. They started searching for words when they  
25 spoke like they knew what they should say, but they





1 our brain erodes or shrinks and the DHA loses this fat to  
2 bond with. When this happens, we start to notice that we  
3 aren't thinking as clearly and we're misplacing things  
4 around the house, forgetting people's names and it causes  
5 us all sorts of difficult issues.

6 But what we're able to do with CogniPrin is  
7 create a patented, unique bond between DHA and  
8 phosphatidylserine that directly nourishes our brain.  
9 The nutrient that does this is named PS Gold, and in  
10 combination with the other ingredients in the formula,  
11 we're able to fight off this brain erosion and increase  
12 our memory by up to 44 percent. Just imagine, being 44  
13 percent sharper than you are today or remembering 44  
14 percent more than you do today or like we saw in the  
15 other ingredients, getting back the memory you had up to  
16 12 years ago.

17 This is really some exciting stuff, Natalie.

18 NATALIE DAY: And, you know, this is the main  
19 reason that this isn't just a multivitamin for your brain  
20 or a memory herb for ginkgo biloba. This is a  
21 nutraceutical, a cutting edge nutraceutical for the brain  
22 with therapeutic properties, right, Sam?

23

24

25

1 are just making you feel self-conscious or anxious or  
2 fearful?

3 SAMUEL BRANT: And that's the tragedy of it  
4 all. Our wife or husband, our children, the people  
5 around us notice it long before we do. We're inside the  
6 bubble. We don't see that.

7 NATALIE DAY: Mm-hmm.

8 SAMUEL BRANT: The people around us are the  
9 ones who see it. If you want to know how much your brain  
10 is shrinking, ask the people who love you to give you an  
11 honest appraisal. Do you see that I'm processing as fast  
12 as I used to? Can I still remember things with accuracy?  
13 Am I telling my stories the way that they actually happen  
14 or is it perhaps this brain fog that's clouding the  
15 issue?

16 NATALIE DAY: Yeah.

17 SAMUEL BRANT: And this is where CogniPrin can  
18 really help us. We can now have measurable and  
19 observable differences. Now, take it for three weeks and  
20 then ask your wife or husband or children or the people  
21 around you, ask them, am I -- does it look to you like my  
22 processing speed is speeding up here? Because that  
23 should be observable as well as something we experience.

24 NATALIE DAY: Today, on the program, the makers  
25 of CogniPrin are willing to send out a free one-month

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

1 power, to speed up our processors and make our brain  
2 absolutely as functional as it possibly can be.

3 NATALIE DAY: You know, and, again, this isn't  
4 just you saying it. I mean, we have reports out of  
5 Stanford University saying that, you know, studies prove  
6 that these nutrients can restore up to 12 years of memory  
7 loss. That's huge. So, you've just delivered some  
8 amazing information to us today.

9 You know, final moments of the show, Sam, what  
10 can you leave our audience with?

11 SAMUEL BRANT: So, the three things that we  
12 need to take away from this, the three things we  
13 absolutely need to remember if our memories are working  
14 at all, is that CogniPrin is guaranteed to reduce that  
15 mental decline, that -- burn off that brain fog and make  
16 you feel smarter. Number two, CogniPrin is backed by  
17 research that proves it works. The support includes more  
18 than 64 worldwide clinical studies and more than 2,800  
19 research papers documenting the effectiveness and safety  
20 of this brain-boosting memory-protecting nutrient.

21 And, number three, CogniPrin is guaranteed to  
22 meet and exceed the highest quality standard for its  
23 ingredients, for the bioavailabilty, for the potency.  
24 It's tested to ensure that you get exactly what we  
25 promise, the highest-quality brain nutrition available

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

2 MATTER NUMBER: 1523024

3 CASE TITLE: XXL IMPRESSIONS, LLC

4 TAPING DATE: DATE UNKNOWN

5 TRANSCRIPTION DATE: APRIL 6, 2015

6 REVISION DATE: FEBRUARY 25, 2016

7

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

12

13 DATED: FEBRUARY 25, 2016

14

15

16 ELIZABETH M. FARRELL

17

18 C E R T I F I C A T I O N O F P R O O F R E A D E R

19

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

23

24

25 SARA J. VANCE