Immunocal® Earns a Place In
The U.S. Physicians' Desk Reference
A Proud New Page in the History of Immunotec

Our credentials set Immunotec Research Ltd. apart. We determine the industry standard with our pharmaceutical-grade product Immunocal. Our product is patent-protected, backed by medical research and eligible for reimbursement coverage. And now it is with pride that we announce Immunocal’s inclusion in the 2000 Edition of the U.S. Physicians’ Desk Reference.

Physicians have relied on the PDR for up-to-date information on prescription drugs for over 50 years. It is considered the standard prescription drug reference and can be found in virtually every physician’s office, hospital and pharmacy in the United States. You may have already seen it—it is the huge volume your doctor consults when prescribing a new medication.

Immunocal’s inclusion is a reflection of our credibility within the medical community. A result of our recognition by Medicare/Medicaid.

The publisher, Medical Economics, also produces smaller, companion volumes featuring herbal medicines and non-prescription drugs. These may contain references to our competitors. Only Immunocal is included amongst the 4000 entries in the PDR.

Please see Reference, page 3

The Doctor Is In
In Conversation with Dr. Mazlen

Dr. Roger Mazlen is a senior attending physician in endocrinology and metabolism at Mount Sinai Hospital in New York City. He is a trained clinical pharmacologist and a member of the American Society for Clinical Pharmacology and Therapeutics. He is the host of a radio program on WEVD in New York dedicated to discussing the latest research in the medical field. In October, Dr. Mazlen will be a participant at Summit 2000—Immunotec’s largest annual gathering.

Q: Dr. Mazlen, can you tell us what areas you are concentrating on with your new studies and what role Immunocal plays in them?

A: I am currently involved in an ongoing study of prostate cancer utilizing and measuring the effects of Immunocal, and am also at the design stage of research for a clinical study of patients suffering from Chronic Fatigue Syndrome. Actually, in the case of Chronic Fatigue Syndrome, I have been involved in research determining the viral agents that cause the disease for the last ten years.

Q: So the research with patients suffering from prostate cancer is in full swing?

A: Yes. The experiment has been ongoing since last summer. We are using Immunocal as an adjunctive treatment with those patients who are receiving treatment but not responding to it, and with patients who are not currently receiving treatment. Prostate cancer may be either malignant or benign, so we are actually testing Immunocal on two groups: those suffering from benign prostate hypertrophy where the biopsy has proven negative, and on those actually suffering from prostate cancer. Patients receive Immunocal accompanied by Immunotec’s Co-Factor Multi-Vitamin Supplement that augments its effects. Treatment is open-ended so long as the patient benefits.

Q: Have you been able to draw any definite conclusions from your study of Immunocal with prostate cancer patients?

A: While it is early yet for any final conclusions, we are extremely encouraged by the preliminary findings and are looking for ways of expanding our study in the hopes of finding more numerical data. We have had preliminary success with prostate cancer patients where test results reflected

Please see Dr. Mazlen, page 4

Setting The Standard
Immunocal vs. the Competition

As an Immunotec entrepreneur, you’re constantly responding to questions about Immunocal. People naturally want to know more about the product, how it works, the science behind Immunocal, etc. Some of the most frequent questions that Immunotec entrepreneurs have to deal with relate to how Immunocal is different from other whey-based products. These questions are usually asked in two instances:

- When competitive products make similar claims
- Whenever Immunocal is higher priced

So, how is Immunocal different from other whey-based products?

One typical response is to present a long list of scientific data and graphs showing comparative biological activity and immune response, etc. One of the problems with this method is that numbers can be easily manipulated to generate a positive outcome. In reality, however, results in the real world are all that matter. As John Molson, Vice-President of Research & Development at Immunotec, says, “The only real way to measure the bioactivity (effectiveness) of Immunocal, and any other product for that matter, is in vivo (human) studies.”

The fact is that the research most competitive whey products use as a basis for their claims was conducted by Gustavo Bounous M.D. and his team in the development of Immunocal. Unlike Immunocal, these other products have not withstood the test of real research. Whether they actually work is anybody’s guess.

Immunotec Research Ltd. is a dedicated network marketing company, committed to the pursuit of financial freedom for our entrepreneurs by providing the highest quality health products backed by medical research and the credibility of the scientific community set.

Medical research and the credibility of the scientific community set

Please see Immunocal, page 3

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Immunocal Impacts AIDS Community
David Miller & Jeannie Gibbs, Activists

David Miller is a full-time scientific consultant for Immunocal.

To speak of David Miller and his wife Jeannie Gibbs as activists is a gracious understatement. The couple have been devoted to helping those suffering from HIV and AIDS on multiple levels for many years. Since they themselves have been struggling with life with HIV they have a unique awareness of the virus’ debilitating effects. As trained clinicians and scientists they have an evolved knowledge of how AIDS painfully destroys an individual’s immune system. They actively fight to help sufferers and are pursuing research to ensure individuals receive the treatments that will prolong and raise their quality of life.

"With many prescriptions unaffordable, the alternative therapies take on added significance."

Miller was first exposed to Immunotec Research Ltd. at the New Life Expo in New York City while he was a volunteer for the New York State FDA Health Board Task Force. Miller was impressed with the simplicity of Immunocal, a whey protein concentrate that raises ghlinotidine levels in order to maintain a healthy immune system. He was even more impressed when he noted the positive effects that his wife experienced with the product. What he saw was extraordinary improvement in less than two months of use, and a new avenue to explore for the vast community of people affected by the insidious disease. A simple product, but with enormous potential. Most people with AIDS suffer from malnutrition due to massive doses of anti-viral drugs - if they don’t eat, their bodies cannot absorb the drugs. By taking vitamin and mineral supplements aggressively, they substantially increase their chances for a longer life.

Miller is working to increase the profile of Immunocal within the pharmaceutical industry by focusing attention on its scientific background. He is organizing an observational study that will be a retrospective analysis of 100 patients on Immunocal.

Attention must be given to the high costs and difficulties in obtaining treatment for AIDS patients. With many prescriptions unaffordable, the alternative therapies take on added significance. Despite the presence of buyer’s clubs like Direct AIDS Alternative Information Resources (DAAIR), who provide vitamins, minerals, and nutraceuticals at only a 10% mark-up, many people are still left with little choice and even less hope.

Jeannie Gibbs is one of the founding members of GAARI - Global African AIDS Relief Initiative (Swahili for “life”) - that provides medicines for impoverished areas of Africa where there is no available treatment. It is now one of the leading HIV donation organizations in the world. Originally conceived at the 12th World AIDS conference, it began by collecting drugs from patients who donated them. Miller and Gibbs have now seen that Immunocal is supplied to GAARI in order to help those less fortunate than themselves who are suffering from HIV and AIDS abroad.

When asked how he continues to pursue his work with such fervor up to 20 hours a day, Miller simply states: "Hate, I hate this virus. I’ve never seen anything worse. We have some options to make things better."

Together David Miller and Jeannie Gibbs pursue their active crusade to improve the lives of those suffering from this disease, and urge individuals and industries alike to join the fight.

The Entrepreneur

"The Entrepreneur" is published by: Immunotec Research Ltd. 292 Adrien Patenaude Vandreuil-Dorion, Quebec Canada J7V 3V5

Editor: Tim Thomas

The Entrepreneur welcomes your contributions, including ideas, business building tips, comments and suggestions. Where appropriate, kindly include a photo.

Please send your ideas to:
The Entrepreneur c/o Immunotec Research Ltd. 292 Adrien Patenaude Vandreuil-Dorion, Quebec Canada J7V 3V5

e-mail to kathryn@immunocal.com

Immunotec By the Numbers

Order Department:
866-462-3397

Entrepreneur Services:
888-917-7779

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888-991-9019 (access # 941925)

Head Office (Main number):
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Free Advertising!
Promotion of Entrepreneur Meetings

Networking - that’s what it’s all about! And to the best of our ability, we want to give you the chance to network with fellow distributors.

Send us the particulars about the Business Opportunity Meetings and Training Session that you are planning... and we’ll do our best to make people aware of them. We have a growing list of tools at our disposal - our website the ImmunoTel system, fax flashes, check inserts and more.

Please be sure to give us sufficient lead time... and don’t forget the details - date, time, place, price of admission, host, speaker. Publication will be subject to space restrictions and availability.

We look forward to helping you promote your events! Send your information to the attention of the Marketing Department - by fax to (450) 424-9993 or by email to: kathryn@immunocal.com.
Immunocal® continued from page 1

Immunocal, apart from most other network marketing companies. In contrast to other companies in the industry, we do not use or endorse the use of testimonials. We choose instead to use scientific research and clinical studies to validate Immunocal. Immunotec invests heavily in independent clinical research - and the resulting credibility pays off for our entrepreneurs. This far-sighted corporate investment strategy is unusual in the industry.

Why has Immunocel chosen the research route? First of all, because the development of Immunocal is a culmination of over 20 years of research by Dr. Gustavo Bouous, M.D. His work is still cited by the competition. Secondly, clinical research and independent trials are the only recognized methods to substantiate health claims. Finally, and most importantly, at Immunotec, we are convinced that our research into Immunocal’s ability to raise cellular glutathione in humans will have far-reaching implications in both health maintenance and disease prevention.

We are a different kind of network marketing company with a truly remarkable product - Immunocal.

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Aloha Hawaii!
Top Recruiter to Win Trip for Two

Kaanapali Alii Resort, Maui, Hawaii.

We now have more details on the Hawaii prize package for the President’s Award winner as this year’s top Immunotec recruiter.

In early January 2000, we will announce the name of the entrepreneur who sponsored the most new Venture entrepreneurs since the President’s Award was instituted in February 1999. The entrepreneur with the highest number of directly-sponsored new Ventures will earn a trip for two to Hawaii, including airfare and accommodations for one week.

The winner will stay at the deluxe Kaanapali Alii Resort, located on the beautiful island of Maui.

As of September 30th, the top twelve year-to-date standings were as follows:

John Atshuler, Iowa 25
Lise Lebel & Sylvain Dion, Quebec 22
Peggy Iwama, British Columbia 22
Sandi Walper, Alberta 20
Jeanette Gagnon, Quebec 19
Judd Anderson, British Columbia 18

Be sure to check our website for the most recent standings or, if you’re on the Immuno-Tel system, you’ll receive an update automatically.

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The winner will stay at the deluxe Kaanapali Alii Resort, located on the beautiful island of Maui.

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Summit 2000 Results
Congratulations to All Qualifiers

Immunotec would like to congratulate and acknowledge all qualifiers for the Summit 2000 event in October at Mont Tremblant, Canada. A total of 95 distributors qualified either for a full event package or a land package.

Full Package

J. Atshuler
A. Anderson
Dr. J. Anderson
J. Anderson
Anonalysis Profiles
S. Azevedo
D. Binne
L. Bouchard
J. Bosnina
B. Carella
H. Chan
W. Cheung
V. Copley
J. Currie
M. Dagonais
E. Dion
J. Dominguez
J. Gagnon
I. Guengrich
A. Hansen
E. Harpain
L. Hawkey
J. Hawley
P. Jawma
C. Kralik
E. Lebel 
S. Dion

Land Package

L. Currie
M. Dagonais
E. Dion
J. Dominguez
J. Gagnon
I. Guengrich
A. Hansen
E. Harpain
L. Hawkey
J. Hawley
P. Jawma
C. Kralik
E. Lebel
S. Dion
M. Lebel
S. Lowy
D. Luboff
J. Marcoux
J. McCallum
H. Meghaidi
M. Melanson
J. Molloy
J. Morice
R. Motyka
B. Mulgrum
S. Petrovicosni
R. Plamondon
C. Rosang
P. Schafer
S. Schafer
I. Spencer
Team Immunotec
Top Gun
J. Tai
M. Tai
S. Tai
J. Viau
S. Walper

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Reference
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No longer will entrepreneurs need to give lengthy explanations to members of the healthcare community. A simple reference to the PDR will put the documentation at their doctor’s fingertips.

The Physicians’ Desk Reference - another tool that proves Immunocal’s uniqueness. Immunotec Research - our emphasis on credibility reaps rewards.

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Congratulations! President’s Award Winners Go to Tremblant

During the months of June, July and August, winners of the President's Award automatically earned all-inclusive packages to Mont Tremblant for the Summit 2000 Meeting on the Mountain - and special recognition at our Fall Event.

June Winner

John T sai

July Winner

Steve Petrosino, Ohio 18
Lung Chen, Texas 18
Melvin Karsten, Michigan 17
Sonja Tsai, Ontario 17
Bob Page, Florida 17
Lucie Bouchard, Quebec 17

We’re in the Red Book too! The Pharmacist’s primary reference, the Red Book, has been in use for more than a century. Used as a source for accurate product information and prices on prescription drugs and over-the-counter products as well as accessories and supplies, the Red Book is published annually. It contains hard-to-find reference information to assist in third-party and government reimbursement, and answers the clinical questions common in the industry. Rated the most useful non-journal book in the pharmacy, and Immunocal is there!

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B. Mulgrum
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June Winner

John T sai

July Winner

John T sai

August Winner

Douglas Binnie
New Immunocal Mixer
Improved Blender Makes Mixing Foolproof

Immunocal cannot be mixed *aggressively* or heated, without losing the product's bioactivity.

Although some consumers mix Immunocal in yogurt or applesauce, etc. without any problem, the majority prefer to mix it in their favorite liquid, usually fruit juice. Until now, Immunotec recommended using the Immunotec shaker or making a paste out of the powder before adding the remaining liquid.

Now the new, improved Immunotec blender takes the hassle out of mixing Immunocal. Simply pour the liquid in the blender, add Immunocal, close the cover, press and hold the mix button for approximately 30 seconds. Presto! The powder is completely dissolved into a smooth, creamy consistency. No lumps! You can even drink right out of the blender.

Clean-up is a breeze. Simply detach the container from the base and wash with soap and water. The base should be thoroughly rinsed with soap and water. The base should be kept in place while the container is being washed. The container can then be washed with hot, soapy water. Once the container is dry, it can be reattached to the base.

Dr. Mazlen continued from page 1

lower levels of Prostatic Specific Antigen (PSA) in the benign cases. One of those cases concerns a cancer patient who had a remarkable experience where the disease was completely widespread last summer and the PSA level was about 200, which is far too high. One year later, after using Immunocal, the PSA level is way down and the patient shows no evidence of disease. It is clear that Immunocal played a substantial role. Needless to say, I am not shy in stating my belief in the beneficial effects of Immunocal.

Q: Earlier you mentioned your research with Chronic Fatigue Syndrome. Are there similarities with your research on Immunocal and prostate cancer, or is it a distinctly separate project?

A: The studies are quite different in both design and detail. I am in the process of organizing a multi-centric trial on Chronic Fatigue Syndrome with Immunocal as a treating agent. The two studies cannot be directly compared since Chronic Fatigue Syndrome is a more difficult disease to diagnose and evaluate. There are many biochemical parameters that need to be monitored during the clinical trial, and more laboratory work is needed to assess a patient’s response to treatment.

Q: What hope can we offer to those awaiting the results of researchers such as yourself?

A: I believe that we will soon be able to offer more than just hope. Prostate cancer is the number one cancer killer among men, and as I stated earlier, preliminary results reflect a prelude to bigger and better things. Chronic Fatigue Syndrome demands more long-term examination due to the nature of the disease. Because of the limited research currently available, there is hope just in the fact that attention is being paid to the problem. I see Immunocal as a potentially valuable treatment modality and I think it is important to note that I prescribe it to patients other than those mentioned in these specific studies.

Q: With all your years dedicated to research and helping people, what legacy would you like to leave?

A: I would like to make an contribution to the clinical aspect of medicine while relieving people’s suffering and consider this to be a rewarding experience. My extensive work with Chronic Fatigue Syndrome and prostate cancer will hopefully supply some important findings which would be very exciting and thrilling for me. I feel that I’m doing something substantial in these areas.

The new and improved Immunocal blender.