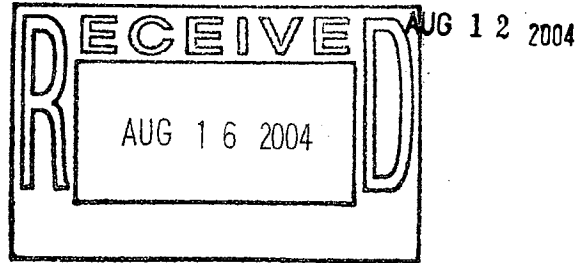




UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

Charles A. Horowitz, Esquire  
Mansfield Tanick & Cohen  
1700 Pillsbury Center South  
220 South Sixth Street  
Minneapolis MN 55402-4511



Re: FOIA-2004-00690  
Ideal Health, Inc. & Ideal Health Network, Inc.

Dear Mr. Horowitz:

This is in response to your 07/22/2004, correspondence requesting access, under the Freedom of Information Act ("FOIA"), to information pertaining to Ideal Health, Inc. & Ideal Health Network, Inc. In accordance with the FOIA and agency policy, we have searched our records, as of 07/28/2004, the date we received your request in our FOIA office.

We have located 57 pages of responsive records. I am granting partial access to, and am enclosing copies of, the accessible records. One page, and portions of other pages, are subject to two of the nine exemptions to the FOIA's mandatory disclosure requirement, as explained below.

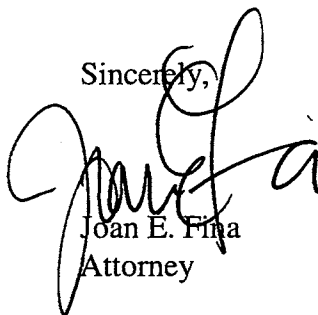
I am withholding one responsive page which is exempt from disclosure under FOIA Exemption 3, 5 U.S.C. § 552(b)(3), because it is are exempt from disclosure by another statute. Specifically, Section 21(f) of the FTC Act provides that information obtained by the Commission in a law enforcement investigation, whether through compulsory process, or voluntarily in lieu of such process, is exempt from disclosure under the FOIA. 15 U.S.C. § 57b-2(f), *See Kathleen McDermott v. FTC*, 1981-1 Trade Cas. (CCH) ¶ 63964 (D.D.C. April 13, 1981).

We have located 56 pages of responsive complaints that consumers have sent to the Federal Trade Commission ("FTC"). You should know that the enclosed complaints have not necessarily been verified by the FTC. Therefore, you should make you own judgement about relying on the information provided. I am denying access to consumers' names and addresses, and any other identifying information found in the complaints. This information is exempt from release under FOIA Exemption 6, 5 U.S.C. § 552(b)(6), because individuals' right to privacy outweighs the general public's interest in seeing personal identifying information. *See The Lakin Law Firm v. Federal Trade Commission*, 352 F.3d 1122 (7th Cir. 2003).

If you are not satisfied with this response to your request, you may appeal by writing to Freedom of Information Act Appeal, Office of the General Counsel, Federal Trade Commission, 600 Pennsylvania Avenue, N.W., Washington D.C. 20580, within 30 days of your receipt of this letter. Please enclose a copy of your original request and a copy of this response.

If you have any questions about the way we handled your request, or about our FOIA regulations or procedures, please contact Kathy Kelliher-Sloan at (202) 326-3253.

Sincerely,

A handwritten signature in black ink, appearing to read "Joan E. Fina". The signature is fluid and cursive, with a large initial "J" and a long, sweeping tail that extends to the right.

Joan E. Fina  
Attorney

Enclosures



08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 4358448 Contact Type: Complaint Source: Consumer TCS? N

Comments: I was an employee of ITV Direct for the past 2 years and in January of 2004, Donald Barrett (president of ITV Direct) formed a partnership with a network marketing company (Ideal Health), at this time ITV Direct forced all employess to pay him \$399.00 and join Ideal health, along with a monthly fee of \$59.99. Two managers refused to sign up and were fired. I was fired four months later because they said I was too involved in Ideal Health. The whole idea was a black mail technique so they would profit. ITV Direct also has many problems with the FDA for false claims on their supplement products. They are the same company that owns Infomercials Coral Calcium with Kevin Trudeau, Alka Slim and Supreme Greens with Alex Guerro.

Created By: BKEENE Created Date: 04/27/04  
Updated By: Updated Date:  
Org Name: PUBLIC USERS - CIS  
Amt Requested: 399.99  
Amt Paid: 399.99 Payment Method: MasterCard Credit Card  
Agency Contact: Internet Complaint Date: 04/26/04  
Initial Contact: In Person Transaction Date: 01/01/04

Initial Response:

Product/Service: OS-Other (Note type in comments)

Statute/Rule:

Law Violation:

**Consumer**

Complaining Company/Org.

(b)(6)

Last name:

First: S ( )

Address:

City:

Danvers

State: MA Zi (b)(6)

Country:

UNITED STATES

Work phone

Fax Number:

(b)(6)

Home Number:

Email:

Age Range:



08/11/2004

KKELLIHERSLOAN

**Company**

Company: Ideal Health Inc and ITV Direct Inc.

Address: 900 Cummings Center

Suite B07U

City: Beverly

State: MA Zip: 01915

Country: UNITED STATES

Email: dbarrett@itvdirect.com,  
bmaihos@itvdirect.com

URL:idealhealth.com and itvdirect.com

Phone: (978) 299-2201 Ext:

**Company Representative**

Rep Name: Barrett, Donald

Title:

**Associated Company**



08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 4759604 Contact Type: Complaint Source: Consumer TCS? Y

Comments: MAIL: Consumer has a complaint against Ideal Health. Consumer writes in a complaint # but a different name appeared. Consumer was set up with a new ref #. Consumer states that they are making money off of marketers by misrepresenting what their marketing system can do. Consumer states that has a MBA degree and was laid off in 2000. Consumer joined this company with the ideal of thinking that she was going to make five figure monthly incomes. Consumer states that they have placed pressure on marketers to purchase all the companies tools in order to succeed. Consumer has purchased direct mail, leadership programs, business starter kits, tv tickets, drive time tapes and all together has invested \$8956.20 in this company. Consumer did not give the payment method. Consumer did not provide a work #.

Created By: JKIGHT Created Date: 07/28/04

Updated By: Updated Date:

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: 8,956.20

Amt Paid: 8,956.20 Payment Method: Not Reported

Agency Contact: Mail Complaint Date: 06/29/04

Initial Contact: Unknown Transaction Date: 06/01/01

Initial Response: Unknown

Product/Service: Bus Opps\Franchises\Distributorships

Statute/Rule: FTC Act Sec 5 (BCP)



08/11/2004

KKELLIHERSLOAN

Law Violation: Deception/Misrepresentation

**Consumer**

Complaining  
Company/Org.:

Last name: (b)(6)

First: (b)(6)

Address:

(b)(6)

City: Charlotte

State: NC

Country: UNITED STATES

Work phone: () Ext:

Fax Number: ()

Home Number: (b)(6)

Email:

Age Range:

**Company**

Company: Ideal Health

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:

Phone: () Ext:

Company Representative

Associated Company



08/11/2004

KKELLIHERSLOAN

Transaction

Ref No.: 4759546 Contact Type:Complaint Source: Consumer TCS? Y

Comments: MAIL: Consumer writes in a complaint against Ideal Health. Consumer provided a ref # but it was not his name so new ref # was created. Consumer states that in order to gain levels of success within this company, she needed to invest in their programs which included tv's, prime time local tv, cd's, direct mail, lead generation via info USA conferences and starter kits. Consumer has had no success and has lost lots of money. Consumer was not given any air time for the TV nor Prime Time TV. Consumer states that she was lead to believe she would attain income comparable to those on TV.

Created By: JKIGHT Created Date: 07/28/04

Updated By: Updated Date:

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: 12,500.00

Amt Paid: 12,500.00 Payment Method: Other Credit Card

Agency Contact: Mail Complaint Date: 06/25/04

Initial Contact: TV/Radio Transaction Date: 04/02/01

Initial Response:Unknown

Product/Service: Bus Opps\Franchises\Distributorships

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org.:

Last name: (b)(6) Address:

First: [redacted]

City: Sandgate

State: VT Zip: (b)(6)

Country: UNITED STATES

Work phone: () Ext:

Fax Number: Home Number: (b)(6) Email: Age Range:



08/11/2004

KKELLIHERSLOAN

**Company**

Company: Ideal Health

Address: 100 Market St

City: Portsmouth

State: NH Zip: 03801

Country: UNITED STATES

Email:

URL:

Phone: (603) 3343600

Ext:

Company Representative

Associated Company





08/11/2004

KKELLIHERSLOAN

Transaction

Ref No.: 4578557 Contact Type: Informant Source: Consumer TCS? Y

Comments: Consumer received an e-mail from a friend about Supreme Greens, and wants to add that she has additional information about the case. Consumer was one of the top sales people with the organization. Consumer adds that to be a "diamond distributor", the company charged them for "shows" to be aired. The distributors were asked to contribute to the shows. Distributors were asked to buy leads from the tv show. Consumer states that Diamond Directord have been drained of their resources, so they can't fight the company. Ideal Health has now sent out a letter informing their Diamond Directors that they are going to change labels and bootleg the product. Update: 8/10/04 Consumer purchase I-mail program for \$1,953.90. Later the company did offer an online version of the same program, however consumer had to pay a montly exchange fee of \$53. Consumer states they were led to believe alot of people made money off video's, tv shows and literature. Letter sent to consumer. A/bks

Created By: RLOPER Created Date: 06/18/04

Updated By: ABANKS Updated Date: 08/10/04

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: .00

Amt Paid: .00 Payment Method: Not Reported

Agency Contact: Phone Complaint Date:

Initial Contact: Unknown Transaction Date:

Initial Response: Unknown Topic: Informant

Product/Service: Health Care: Dietary Supplements\Herbal Remedies  
Bus Opps\Franchises\Distributorships

Statute/Rule: FTC Act Sec 5 (BCP)



08/11/2004

KKELLIHERSLOAN

Law Violation: ~~Unsubstantiated Earnings Claims~~

**Consumer**

Complaining  
Company/Org.:

Last name: (b)(6)  
Address: (b)(6)

First (b)(6)

City: Bryan

State: OH Zip: (b)(6)

Country: UNITED STATES

Work phone (b)(6)

Fax Number:

Home Number:

Email:

Age Range:

**Company**

Company: Ideal Health

Address: 17250 Dallas Parkway  
Suite 200

City: Dallas

State: TX Zip: 75248

Country: UNITED STATES

Email:

URL:

Phone: (972) 4073773 Ext:

Company: Supreme Greens

Address: 33178 Ryan road

City: Sterling Heights

State: MI Zip: 48320

Country: UNITED STATES

Email:

URL:

Phone: () Ext:

**Company Representative**

**Associated Company**



08/11/2004

KKELLIHERSLOAN

## Transaction

Ref No.: 4479213 Contact Type: Complaint Source: Consumer TCS? Y

Comments: I am writing to inform you that Ideal Health has created millions in losses for families accorss the USA by enticing people to join their "Multi media marketing scam.  Ideal Health sells nutrtnion products and tell people they  market them on TV to entice people into their business. Once in the business... they upsell them Direct mail packages (\$1800 for 300 letter), & TV Film Packages sold at up to \$75,000 with a false promise to air the show. They have linked themselves to the Supreme Greens TV Show which was just proclaimed as a Weight loss scam by 20/20 and recently pulled from the air. They use the TV leads from that show as bait to get people to buy more product to qualify for these leads. The leads are then contacted by Ideal Health marketers to upsell them or try to get them to join Ideal Health and buy the big packages. I was one of the top three leaders and resigned six months ago. I walke away from three years of work because of what I saw happening. I am afraid for anyone who joins that company and for the innocent people who call in on the Supreme Greens TV Show. They try to use peoples hopes and dreams to empty their wallets.

Created By: DBRAHLEK Created Date: 05/24/04  
Updated By: Updated Date:  
Org Name: PUBLIC USERS - CIS  
Amt Requested:  
Amt Paid: Payment Method:  
Agency Contact: Internet Complaint Date: 05/21/04  
Initial Contact: Phone Transaction Date:  
Initial Response:  
Product/Service: Multi-Level Mktg\Pyramids\Chain Letters  
Statute/Rule: Telemarketing Sales Rule



08/11/2004

KKELLIHERSLOAN

Law Violation: --TSR: Other Deception or Abuse (note in comments)

**Consumer**

Complaining  
Company/Org.:

Last name: F (b)(6)  
Address: 3 (b)(6)

First: (b)(6)

City: Bryan

State: OH Zip: (b)(6)

Country: UNITED STATES

Work phone: (b)(6)  
Fax Number:  
Home Number:  
Email:  
Age Range:

**Company**

Company: Ideal Health/ Supreme Greens

Address: 100 Market St.

City: Portsmouth

State: NH Zip: 43506

Country: UNITED STATES

Email: scotts@uixonline

URL:www.uixonline.com  
www.idealhealth.com

Phone: (800) 768-7667 Ext:

Company Representative

Associated Company



08/11/2004

KKELLIHERSLOAN

Transaction

Ref No.: 4412466 Contact Type: Complaint Source: Consumer TCS? Y

Comments: I feel the marketing representation is so untrued and false. I made no money after investing tens of thousands of dollars, yet new people are still investing because they do not know about the fraud yet; because there is no accuracy or accountability as to where the money goes.

The company want me to mortgage my home for \$70k so I could get to 'the next level', diamond, by buying all these shares in tv advertising. I did not do that. (Thank goodness, common sense prevailed)

I have seen many trainings where the incomes are represented, and I truly believe, there is no way that those statistics represent the losses of all the investment in the marketing programs.

I know many other people who feel the same way.

There are a few, at the top, making money off the losses of us suckers at the bottom. But hey, \$25k is a huge amount of money to me, and it affects my life dramatically to have lost it. As well as my kids. I feel the government should enforce some sort of critia for multi-level companies to ensure they tell the truth with their statistics. It seems like the stock market, and banking, and other fund investments are regulated and have to be honest, but this is so loose, to just let huge numbers of people lose their money, and their dreams and just go away quietly...

And that does not even address the issue of people looking for health solutions who may have health issues, and are erroneously basing their solution on something that does not have a scientifically proven basis, when they could have been pursueing a scientifically proven solution. Life is short and precious, always, but especially when you are confronted with a disease.

I just think the company needs to be honest about people's earnings and not try to trick them into investing more.....!!

That is what our taxpayer dollars are trying to represent..

Sorry for the message that is not so positive; but that is just me, standing up for the people whe need to use ther rules.

Created By: BKEENE

Created Date: 05/11/04

Updated By:

Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested: 12,500.00

Amt Paid: 25,000.00

Payment Method: MasterCard Credit Card



08/11/2004

KKELLIHERSLOAN

Agency Contact: Internet

Complaint Date: 05/09/04

Initial Contact: In Person

Transaction Date: 06/15/01

Initial Response:

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

**Consumer**

Complaining  
Company/Org.

Last name:

(b)(6)

First

(b)(6)

Address:

(b)(6)

City:

Eden Prairie

State: MN Zip

Country:

UNITED STATES

Work phone

(b)(6)

Fax Number:

Home Number:

Email:

Age Range:

**Company**

Company: Ideal Health

Address:

City:

State: MA Zip:

Country: UNITED STATES

Email:

URL:

Phone: ()

Ext:

Company Representative

Associated Company



08/11/2004

KKELLIHERSLOAN

Transaction

Ref No.: 3993812 Contact Type:Complaint Source: Consumer TCS? Y

Comments: The consumer called a company called Ideal Health. The consumer was suppose to be able to buy into this informercial they had on TV. The consumer invested \$10,000.00 into this company and feels like nothing has happened. The consumer is curious as to why they are no longer advertsing on TV now. The consumer is saying they keep requesting more and more money and they are not delivering anything for the money. The consumer has not received any return from her investment. The consumer was told she could call the BBB and the state AG. The consumer was told she might want to contact an attorney.

Created By: MPHILLIPS Created Date: 02/18/04
Updated By: IBOLEN Updated Date: 03/08/04
Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL
Amt Requested: 10,000.00
Amt Paid: 10,000.00 Payment Method: Bank Account Debit
Agency Contact: Phone Complaint Date: 11/01/02
Initial Contact: Phone Transaction Date: 03/01/02

Initial Response:Phone: 800/888

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

Consumer

Complaining

Company/Org.:

Last name: (b)(6)

First (b)(6)

Address:

City: Hayward

State: CA Zip: (b)(6)

Country: UNITED STATES

Work phone () Ext:

Fax Number: ()

Home Number: (b)(6)

Email:

Age Range:



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KKELLIHERSLOAN

number

**Company**

Company: Ideal Health

Address: 100 Market St

City: Portsmouth

State: NH Zip: 03801

Country: UNITED STATES

Email:

URL:

Phone: ()

Ext:

**Company Representative**

Rep Name: Stanwood, Todd

Title: president and CEO

Associated Company





08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 3423607 Contact Type:Complaint Source: Consumer TCS? y

Comments: The consumer is complaining on Ideal Health. The consumer states that she was working for this company trying to sell their dietary supplement products. The consumer states that she paid the company \$5412.50 for promotional leads, and marketing programs. The consumer states that the company never did the promotional leads, and took the consumers money and ran.

Created By: CSHORT Created Date: 10/07/03

Updated By: IBOLEN Updated Date: 03/08/04

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: 5,412.50

Amt Paid: 5,412.50 Payment Method: Check (Personal)

Agency Contact: Phone Complaint Date: 05/20/01

Initial Contact: Unknown Transaction Date: 05/20/01

Initial Response:Phone: 800/888

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

**Consumer**

Complaining Company/Org.

Last name: (b)(6)  
Address:

First: K (b)(6)

City: Godley

State: TX Zip: (b)(6)

Country: UNITED STATES

Work phone: (b)(6) t:

Fax Number:

Home Number:

Email:

Age Range:



08/11/2004

KKELLIHERSLOAN

number

**Company**

Company: Ideal Health

Address: 100 Market St

City: Portsmouth

State: NH Zip: 03801

Country: UNITED STATES

Email:

URL:

Phone: (800) 7687667

Ext.:

**Company Representative**

Rep Name: Sanwood, Todd

Title: President & CEO

**Associated Company**



08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 2779901 Contact Type: Complaint Source: Consumer TCS? y

Comments: The consumer ordered twosales kits from the company and the Privia test for the business opportunity she invested in. The consumer also ordered a kit for another consumer. The consumer paid for both kits using her checking account. The consumer received the product. The consumer returned the product and wants a full refund. The consumer has not received the refund yet. The consumer contacted the state AG

Created By: WFRIDAY Created Date: 03/05/03

Updated By: IBOLEN Updated Date: 03/08/04

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: 324.82

Amt Paid: 324.82 Payment Method: Other Credit Card

Agency Contact: Phone Complaint Date: 01/24/01

Initial Contact: In Person Transaction Date: 01/24/01

Initial Response: Phone: other

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

**Consumer**

Complaining Company/Org.:

Last name: (b)(6)  
Address:

First: (b)(6)

City: Fishkill  
Country: UNITED STATES

State: NY (b)(6)

Work phone: () Ext:

Fax Number:  
Home Number: (b)(6)

Email:

Age Range:



08/11/2004

KKELLIHERSLOAN

**Company**

Company: Ideal Health

Address: 4201 Kellway Circle

City: Addison

State: TX Zip: 75001

Country: UNITED STATES

Email:

URL:

Phone: ()

Ext:

**Company Representative**

**Associated Company**



08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 2740370 Contact Type: Complaint Source: Consumer TCS? y

Comments: The consumer sent us a letter stating Ideal Health double charged her for a vitamin supplement she ordered. The consumer states that the cost was only \$50.75, and the company charged her Visa CC \$101.75. The consumer also states that she never received the vitamins from the company.

Created By: TLENTON Created Date: 02/20/03

Updated By: TLENTON Updated Date: 02/20/03

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: 50.75

Amt Paid: 101.50 Payment Method: Visa Credit Card

Agency Contact: Mail Complaint Date: 02/20/03

Initial Contact: Unknown Transaction Date: 12/03/02

Initial Response: Unknown

Product/Service: Health Care: Dietary Supplements\Herbal Remedies

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation  
Never Received Merchandise

**Consumer**

Complaining Company/Org.:

Last name: (b)(6)  
Address:

First: (b)(6)

City: Myrtle Creek

State: OR Zip: 9 (b)(6)

Country: UNITED STATES

Work phone: () Ext:

Fax Number: ()

Home Number: ()

Email:

Age Range:



08/11/2004

KKELLIHERSLOAN

**Company**

Company: Ideal Health

Address: 100 Market St

City: Portsmouth

State: NH Zip: 03801

Country: UNITED STATES

Email:

URL:

Phone: ()

Ext:

**Company Representative**

**Associated Company**



08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 2559817 Contact Type: Request for Information Source: Consumer TCS? Y

**Comments:**

I am researching a company UIX which operates a subsidiary company Ideal Health. The subsidiary company is headquartered in Portsmouth, NH. The company sells nutritional supplements and various types of health diagnostic testing using a MLM approach. I am trying to determine if there have been any complaints or cases against the company for fraudulent or misleading claims or advertising. I would appreciate any assistance you could provide.

Created By: JBURGE Created Date: 12/02/02

Updated By: IBOLEN Updated Date: 03/08/04

Org Name: PUBLIC USERS - CIS

Amt Requested:

Amt Paid: Payment Method:

Agency Contact: Internet Complaint Date: 12/01/02

Initial Contact: In Person Transaction Date:

Initial Response:

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule:

Law Violation:

**Consumer**

Complaining Company/Org.:

Last name: (b)(6)

Address: (b)(6)

City: Pittsburgh State: PA Zip: (b)(6)

Country: UNITED STATES

Work phone: () Ext:

Fax Number: ()

Home Number: (b)(6)

Email: (b)(6)

Age Range:



08/11/2004

KKELLIHERSLOAN

**Company**

Company: Ideal Health

Address:

City:

State: NH Zip:

Country: UNITED STATES

Email:

URL:

Phone: ()

Ext:

**Company Representative**

**Associated Company**





08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 2506895 Contact Type: Complaint Source: Consumer TCS? Y

Comments: The consumer had ordered dietary supplements from the company. The consumer determined that the recommended monthly use of the supplements were too much for his system. The consumer determined that a one month supply could last him for three months. The consumer called and canceled the monthly auto shipment of the product. The consumer was sent an order of the supplements without requesting them. The consumer refused the package and called the company to inform them of the mistake. The consumer was informed that he had signed up of a monthly auto shipment and that the charge to his credit card could not be taken off. The consumer was given another phone number to call to dispute the charge on his credit card and was informed that he had ordered the supplements and the charge would stay.

Created By: DHARRIS Created Date: 11/09/02

Updated By: DHARRIS Updated Date: 11/09/02

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested:

Amt Paid: Payment Method:

Agency Contact: Mail Complaint Date: 09/24/02

Initial Contact: Unknown Transaction Date:

Initial Response: Phone: 800/888

Product/Service: Health Care: Dietary Supplements\Herbal Remedies

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Other (Note the Violation in the Comment Field)

**Consumer**

Complaining Company/Org.:

Last name: (b)(6) First: Al

Address: (b)(6)

City: Sylva State: NC Zip: (b)(6)

Country: UNITED STATES

Work phone: () Ext:

Fax Number: ()

Home Number: (b)(6)

Email:

Age Range:



08/11/2004

KKELLIHERSLOAN

number

**Company**

Company: Ideal Health

Address: 17250 Dallas Parkway

Suite 200

City: Dallas

State: TX Zip: 75248

Country: UNITED STATES

Email:

URL:

Phone: (800) 7687667

Ext:

**Company Representative**

**Associated Company**



08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 2434781 Contact Type: Complaint Source: Consumer TCS? Y

Comments: Consumer saw an ad for Ideal Health and when they got her on the phone they just wanted her info. They did not even tell her the product or if she would be selling or buying the product.

Created By: AROACH Created Date: 10/21/02

Updated By: IBOLEN Updated Date: 03/08/04

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: .00

Amt Paid: .00 Payment Method: Not Reported

Agency Contact: Phone Complaint Date:

Initial Contact: TV/Radio Transaction Date: 10/21/02

Initial Response: Phone: 800/888

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule: Telemarketing Sales Rule

Law Violation: TSR: Other Deception or Abuse (note in comments)

**Consumer**

Complaining Company/Org.:

Last name: (b)(6)  
Address: (b)(6)

First (b)(6)

City: New York

State: NY Zip (b)(6)

Country: UNITED STATES

Work phone ( ) Ext:

Fax Number: ( )

Home Number: (b)(6)  
Email: (b)(6)  
Age Range: (b)(6)



08/11/2004

KKELLIHERSLOAN

number

**Company**

Company: Ideal Health

Address:

City:

State: NR Zip:

Country: LOCATION NOT REPORTED

Email:

URL:

Phone: (800) 5766746 Ext:

Company Representative

Associated Company



08/11/2004

KKELLIHERSLOAN

Transaction

Ref No. : 2415432 Contact Type: Request for Source: Consumer TCS? Y  
Information

Comments:

The consumer was contacted by a company that offers customized nutritional supplements. The company came up under a world wide scam listing on Yahoo. The consumer couldn't find this when he checked. The consumer wanted to check on the background of the company to find out if the company was legitimate or not. The consumer was advised that the complaints the Federal Trade Commission takes are kept confidential until such time as action is taken by the Commission against a company. The consumer was referred to the Better Business Bureau and did not care to provide personal details.

Created By: SFORBES Created Date: 10/16/02

Updated By: IBOLEN Updated Date: 03/08/04

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: .00

Amt Paid: .00 Payment Method: Unknown

Agency Contact: Phone Complaint Date:

Initial Contact: Internet Web Site Transaction Date: 09/02/02

Initial Response: Phone: 800/888

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule:

Law Violation:

Consumer

Complaining Company/Org.:

Last name: anonymous First: anonymous

Address:

City: State: NR Zip:

Country: LOCATION NOT REPORTED

Work phone () Ext:

Fax Number: ()

Home Number: ()

Email:

Age Range:



08/11/2004

KKELIHERSLOAN

number

**Company**

Company: Ideal Health

Address: 17250 Dallas Parkway

City: Dallas

State: TX Zip: 75248

Country: UNITED STATES

Email:

URL:

Phone: (972) 7524800

Ext:

**Company Representative**

**Associated Company**



08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 2075472 Contact Type: Complaint Source: Consumer TCS? Y

Comments: This company is not only operating a pyramid scheme (MLM), they are misrepresenting their product. They claim that they can identify all the system problems of their clients with a simple urinalysis, which is completely untrue. Based on a print out of their findings, the customer then becomes a "subscriber" to their "specially formulated" blend of vitamins, minerals, herbs, etc. The subscriber then must take these pills for 9-12 months before being charged again for re-testing. They are also promoting a weight-loss program, and various other scam products, without money-back guarantee. But the most upsetting part of this is that my friend has been sucked into the scheme to the tune of hundreds of dollars thus far...and she is drawing others in with her. I felt compelled to take action when she told me that she has agreed to pay them \$6,000 to produce an infomercial for her in Florida which they have told her she can run on local cable channels. Please help!!

Created By: NSHOUSE Created Date: 06/14/02

Updated By: HBUCKMON Updated Date: 06/17/02

Org Name: PUBLIC USERS - CIS

Amt Requested: 399.00

Amt Paid: .00 Payment Method: Unknown

Agency Contact: Internet Complaint Date: 06/13/02

Initial Contact: In Person Transaction Date: 06/12/02

Initial Response:

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule: FTC Act Sec 5 (BCP)



08/11/2004

KKELLIHERSLOAN

Law Violation: Deception/Misrepresentation

**Consumer**

Complaining  
Company/Org.:

Last name:

(b)(6)

First:

(b)(6)

Address:

City:

Hermosa Beach

State: CA Zip:

(b)(6)

Country:

UNITED STATES

Work phone

( )

Ext:

Fax Number:

( )

Home Number:

(b)(6)

Email:

Age Range:

**Company**

Company: Ideal Health/The Custom Health Company

Address: 17250 Dallas Parkway

City: Dallas

State: TX Zip: 75248-1136

Country: UNITED STATES

Email:

URL:www.idealhealth.com

Phone: (800) 7687667

Ext:

Company Representative

Associated Company





08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 1915113 Contact Type:Complaint Source:Consumer TCS? Y

Comments: Consumers spouse was part of a pyramid company known as Ideal Health. This company charges \$499 to be a member and ask for more money to do advertising for the company. The company asks \$5,000 per member for advertising. Consumer has spent a total of \$10,000 for this advertising that has not bought in any money.

Created By: JBURGE Created Date: 04/15/02

Updated By: JBURGE Updated Date: 04/15/02

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: 10,000.00

Amt Paid: 10,000.00 Payment Method: American Express Credit Card

Agency Contact: Mail Complaint Date: 03/19/02

Initial Contact: Mail Transaction Date:

Initial Response:Mail Topic: Sentinel.mil Complaints

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule:

Law Violation: Deception/Misrepresentation

**Consumer**

Complaining Company/Org.:

Last name: (b)(6)  
Address: (b)(6)

First: (b)(6)  
State: FL Zi (b)(6)

City: Coconut Creek

Country: UNITED STATES

Work phone: () Ext:

Fax Number: ()

Home Number: (b)(6)  
Email:  
Age Range:



08/11/2004

KKELLIHERSLOAN

**Company**

Company: Ideal Health

Address: 50 Salem Street

City: Lynnfield

State: MA Zip: 01940

Country: UNITED STATES

Email:

URL:

Phone: (603) 3343600

Ext:

Company Representative

Associated Company



08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 1882866 Contact Type:Complaint Source: Consumer TCS? y

Comments: This company is running a pyramid scheme. My ex-wife was involved in it and we lost thousands of dollars. The company continues to market over the internet and television

Created By: DKNOWLES Created Date: 04/01/02

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested:

Amt Paid: 10,000.00 Payment Method: Check (Personal)

Agency Contact: Internet Complaint Date: 02/24/02

Initial Contact: In Person Transaction Date: 05/15/99

Initial Response:

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

**Consumer**

Complaining Company/Org.:

Last name: (b)(6)  
Address: (b)(6)

First: (b)(6)

City: Aliso Viejo  
Country: UNITED STATES

State: CA Zip: (b)(6)

Work phone: () Ext:

Fax Number: ()

Home Number: (b)(6)  
Email:  
Age Range:



08/11/2004

KKELLIHERSLOAN

**Company**

Company: Ideal Health International

Address:

City:

State: MA Zip:

Country: UNITED STATES

Email:

URL:www.idealhealth.com

Phone: ()

Ext:

**Company Representative**

Rep Name: Dicaprio, Lou

Title:

**Associated Company**



08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 1824789 Contact Type: Complaint Source: Consumer TCS? Y

Comments: They claim a bussiness opportunity but request the money first for starting kit

Created By: HBUCKMON Created Date: 02/22/02

Updated By: IBOLEN Updated Date: 03/08/04

Org Name: PUBLIC USERS - CIS

Amt Requested: 210.00

Amt Paid: Payment Method:

Agency Contact: Internet Complaint Date: 01/23/02

Initial Contact: TV/Radio Transaction Date:

Initial Response:

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

**Consumer**

Complaining Company/Org.

Last name:

(b)(6)

First:

(b)(6)

Address:

pl

State: OH Zip:

(b)(6)

City: Canfield

Country: UNITED STATES

Work phone:

(b)(6)

Fax Number:

Home Number:

Email:

Age Range:



08/11/2004

KKELLIHERSLOAN

**Company**

Company: Ideal Health Systems, inc

Address: 50 salem street

City: Lynnfield

State: MA Zip: 01940

Country: UNITED STATES

Email:

URL:www.idealhealth.com

Phone: (800) 7687667

Ext:

**Company Representative**

**Associated Company**



08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 1795726 Contact Type: Informant Source: Consumer TCS? Y

Comments: Consumer states that her husband is involved with this company and the company is operating under a pyramid structure.

Created By: JXWILLIAMS Created Date: 02/06/02

Updated By: JXWILLIAMS Updated Date: 02/06/02

Org Name: Northeast Region

Amt Requested:

Amt Paid: Payment Method:

Agency Contact: Phone Complaint Date: 02/06/02

Initial Response:

Product/Service: Health Care: Dietary Supplements\Herbal Remedies

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

**Consumer**

Complaining

Company/Org.:

Last name: (b)(6)  
Address: [Redacted]

First: (b)(6)

City: Coconut Creek

State: FL Zip: (b)(6)

Country: UNITED STATES

Work phone: (b)(6)  
Fax Number: [Redacted]  
Home Number: [Redacted]  
Email: [Redacted]  
Age Range: [Redacted]

**Company**

Company: Ideal Health Systems, Inc.

Address: 50 Salem Street

City: Lynnfield

State: MA Zip: 01940

Country: UNITED STATES

Email:

URL:

Phone: (800) 7687667 Ext:



08/11/2004

KKELLIHERSLOAN

**Company Representative**

**Associated Company**





08/11/2004

KKELLIHERSLOAN

Transaction

Ref No.: 1681547 Contact Type: Complaint Source: Consumer TCS? Y

Comments: CONTACT SENTINEL@FTC.GOV FOR MORE COMMENT INFORMATION, ALSO, TO PREVENT INTERFERENCE WITH PENDING ACTIONS, PRIOR TO ANY INVESTIGATIVE ACTION CONTACT THE IFCC AT (304)363-4312 AND SPEAK TO SSA CINDY ALLARD, SSA STEVE ANDERSON OR SSA MARK SYKES. After returning all goods that had been shipped to me I was then recharged for those goods. A billing inquiry investigation form was submitted to Citibank for the posting date of 5/5/01. Submitted on 5/31/01. My market account number assigned by Ideal Health was 0111111111111111. Contact numbers for Ideal Health are: 781-716-2700 Fax 781-224-4466 This company sells a vitamin supplement that is claimed to be customized to the individual through urinary testing. After discussion with a friend who is a doctor I was informed that the science behind this was very questionable and decided it was most likely a scam. Kimberly Damon (director) was the individual that signed me up and also sent email to me that I could get a full refund for everything that I returned to Ideal Health. I sent everything back except for some vitamins that I used personally and could not be sent back. Kimberly's number is (617) 255 Mobile. I am tired of getting charges for this material and feel that even if they are taken off they may only reappear again. I would like insurance that this matter will be concluded.

Created By: IFCC Created Date: 10/03/01

Updated By: Updated Date:

Org Name: Internet Fraud Complaint Center

Amt Requested:

Amt Paid: 3,056.89 Payment Method: Not Reported

Initial Contact: Phone Transaction Date: 09/06/01

Initial Response:

Product/Service: Bus Opps\Franchises\Distributorships

Statute/Rule:



08/11/2004

KKELLIHERSLOAN

Law Violation:

Consumer

Complaining  
Company/Org.:

Last name: (b)(6)  
Address:

First (b)(6)

(b)(6)

City: ROMEOVILLE  
Country: UNITED STATES

State: IL Zip

Work phone ( ) Ext:

Fax Number: ( )

Home Number (b)(6)  
Email:  
Age Range:  
Company

Company: Ideal Health

Address: 50 Salem Street

City: LYNFIELD

State: MA Zip: 01940

Country: UNITED STATES

Email:

URL:

Phone: (800) 7687667 Ext:

Company Representative

Associated Company



08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 1481053 Contact Type: Complaint Source: Consumer TCS? Y

Comments: The consumer ordered vitamins one month and it did not work for him. The company charged his credit card another month without his permission. The consumer did not order an additional month worth of vitamins and he want a full credit.

Created By: ASELLERS Created Date: 07/13/01

Updated By: ASELLERS Updated Date: 07/13/01

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: 51.11

Amt Paid: 51.11 Payment Method: Other Credit Card

Agency Contact: Mail Complaint Date: 06/20/01

Initial Contact: Unknown Transaction Date:

Initial Response: Unknown

Product/Service: Health Care: Dietary Supplements\Herbal Remedies

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: TSR: Other Deception or Abuse (note in comments)

**Consumer**

Complaining

Company/Or

Last name: (b)(6)

First: (b)(6)

Address:

City: Hillside

State: NJ Zip: (b)(6)

Country: UNITED STATES

Work phone: () Ext:

Fax Number: ()

Home Number: ()

Email:

Age Range:



08/11/2004

KKELLIHERSLOAN

**Company**

Company: Ideal Health

Address: 50 Salem St,

City: Lynnfield

State: MA Zip: 01940-2663

Country: UNITED STATES

Email:

URL:

Phone: ()

Ext:

Company Representative

Associated Company



08/11/2004

KKELLIHERSLOAN

Transaction

Ref No.: 1385003 Contact Type: Complaint Source: Consumer TCS? Y

Comments: Cost of membership is \$99 + \$79 for a urine test kit. Membership kit (\$99) carries a 3-day anti-fraud refund. The test kit carries a 30-day refund. Uses high-pressure conference call sales techniques. Membership kit consists of "My Objectives" blank sheets of paper without video or audio presentation material, and legal documents all of which is not worth \$99.. The kit also contains notification of the 3-day rescision refund, which, because the order is by phone is unsigned, and the 30-day refund policy. The 30--day refund requires vigilance and phone costs to collect. The 3-day refund is virtually uncollectable because the 3 days lapses durimng the shipment period before the "Member" receives notice of the 3-day rescision.

Created By: JBLAND Created Date: 05/07/01
Updated By: Updated Date:
Org Name: PUBLIC USERS - CIS
Amt Requested: 178.95
Amt Paid: 198.87 Payment Method: Other Credit Card
Agency Contact: Internet Complaint Date: 05/04/01
Initial Contact: Phone Transaction Date: 03/26/01

Initial Response:
Product/Service: Work-At-Home Plans
Statute/Rule: FTC Act Sec 5 (BCP)
Law Violation: Deception/Misrepresentation

Consumer

Complaining Company/Org.:

Last name:

(b)(6)

First: (b)(6)

Address:

(b)(6)

City: Fairport

State: NY 2

Country: UNITED STATES

Work phone: () Ext:

Fax Number: ()

Home Number: (b)(6)

Email:

Age Range:

(b)(6)



08/11/2004

KKELLIHERSLOAN

**Company**

Company: Ideal Health

Address: 50 Salem Street

City: Lynnfield

State: MA Zip: 01940

Country: UNITED STATES

Email:

URL: [www.idealhealth.com](http://www.idealhealth.com)

Phone: (781) 716-2700

Ext:

**Company Representative**

Rep Name: Richardson, Mark

Title:

Associated Company



08/11/2004

KKELLIHERSLOAN

Transaction

Ref No.: 1332655 Contact Type:Complaint Source: Consumer TCS? Y

Comments: I joined Ideal Health (a MLM) in 11/99. On 4/2/00 I introduced a friend of mine to the company. She joined the company on my front line.

In 11/00, this person decided she did not want to be on my "front line" and sent a fax to the company requesting to be moved. Without me being contacted, she was moved out from under me. In Jan. 2001, I wrote an e-mail to Scott Stanwood (VP of Comm) and asked him to return this person to my front line. He replied that Dianne Bidy (dir. of operations) would handle this. On 2/20/01 she sent me an email that this person was back on my front line.

On 2/28 I called the company and discovered that the person was once again moved. I called and talked to Dianne. The only thing she could say was that the person was moved at the request of Scott Stanwood. I asked Dianne to speak to Scott and stayed on hold for close to 30 min. She finally came back and said that the chances were very slim that I would be able to talk to him today since it was the last day of the month. About 1 week later, having not heard anything from Scott, I finally emailed him to ask for an explanation. I again waited for a couple of days past when he should have contacted me and emailed him again. This time he told me to contact Dianne to set up a time that he and I could talk. I emailed Dianne and asked her to do this. After 3 days of not hearing back from her, I emailed Scott again and told him that I needed to talk to him. A couple of hours later, Dianne telephoned me at Scott's request. She said that Scott told her to tell me that the reason this person was moved out from under me was that she had submitted a letter to the company saying that I had released her. This seems absurd because I was never even contacted by Ideal Health when this was all going on.

I am very angry and disillusioned by this entire episode. At this point, I don't know what my course of action it. What can I do at this point? Do I have any recourse?

Created By: HBUCKMON Created Date: 03/26/01  
 Updated By: Updated Date:  
 Org Name: PUBLIC USERS - CIS  
 Amt Requested: 250.00  
 Amt Paid: 4,000.00 Payment Method: Visa Credit Card  
 Agency Contact: Internet Complaint Date: 03/22/01  
 Initial Contact: In Person Transaction Date:

Initial Response:

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters



08/11/2004

KKELLIHERSLOAN

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

**Consumer**

Complaining  
Company/Org.:

Last name: (b)(6)  
Address:

First: (b)(6)

City: Fountain Hills

State: AZ Zip: (b)(6)

Country: UNITED STATES

Work phone: (b)(6)  
Fax Number:  
Home Number:  
Email:  
Age Range:  
Company

Company: Ideal Health

Address: 50 Salem St,

City: Lynnfield

State: MA Zip: 01940-2663

Country: UNITED STATES

Email: scotts@idealhealth.com

URL:www.idealhealth.com

Phone: (800) 7687667 Ext:

**Company Representative**

Rep Name: Stanwood, Scott

Title:

Associated Company





08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 1224459 Contact Type: Complaint Source: Consumer TCS? Y

Comments: Consumer says that she was to be a sales representative for this company selling their product. Says that she wrote to this company with some genuie concerns she says that her letters went unanswered. She therefore is requesting that her membership be terminated and wants authorized labels to return the unopened merchandise. She said that she was led to believe that beginning a career with this company was that the product that they sold was affordable to all people and that they stood behind their product. Well it is and they don't. She says alone that the postage that they charge is outrageous. She says that she spent this \$1335 for a business plan with no communication from the top. She also believes that the resultant vitamin package and the urine test are both misrepresented. They give you the test and based on the results they tell you what you need. Usually it is just the basic packet but then they send you literature stating that you should buy these other items.

Created By: PSTREETS Created Date: 01/12/01

Updated By: IBOLEN Updated Date: 02/16/01

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: 1,335.00

Amt Paid: 1,335.00 Payment Method: Unknown

Agency Contact: Mail Complaint Date: 12/30/00

Initial Contact: Unknown Transaction Date:

Initial Response: Unknown

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule: FTC Act Sec 5 (BCP)



08/11/2004

KKELLIHERSLOAN

Law Violation: TSR: Other Deception or Abuse (note in comments)

**Consumer**

Complaining  
Company/Org.:

(b)(6)

Last name:

Fir (b)(6)

Address:

City: Medina

State: WA Zip: (b)(6)

Country: UNITED STATES

Work phone () Ext:

Fax Number: ()

Home Number: ()

Email:

Age Range:

**Company**

Company: Ideal Health International

Address: 50 Salem Street

City: Lynnfield

State: MA Zip: 01940

Country: UNITED STATES

Email:

URL:

Phone: () Ext:

Company Representative

Associated Company



08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 1143777 Contact Type: Complaint Source: Consumer TCS? Y

Comments: Consumer paid \$100 for membership fee for vitamins. The company sent her out the test kit & membership information. The total cost is \$400. The consumer spoke to the rep 2 days after she paid the fee to cancel. The company did not advise her that she has a 3 day cancellation policy.

Created By: TMEKINS Created Date: 11/01/00

Updated By: IBOLEN Updated Date: 02/16/01

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested: 100.00

Amt Paid: 100.00 Payment Method: Bank Account Debit

Agency Contact: Mail Complaint Date: 11/01/00

Initial Contact: Phone Transaction Date: 10/29/00

Initial Response: Phone: other

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule: FTC Act Sec 5 (BCP)

Law Violation: Deception/Misrepresentation

**Consumer**

Complaining Company/Org.:

Last name: (b)(6)  
Address: (b)(6)

First: (b)

City: Centreville

State: VA (b)(6)

Country: UNITED STATES

Work phone: () Ext:

Fax Number: ()  
Home Number: (b)(6)  
Email:  
Age Range:



08/11/2004

KKELLIHERSLOAN

**Company**

Company: Ideal Health

Address: 4201 Kellway Circle

City: Addison

State: TX Zip: 75001

Country: UNITED STATES

Email:

URL:

Phone: (781) 7162700

Ext:

Company Representative

Associated Company



08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 1055157 Contact Type: Complaint Source: Consumer TCS? Y

Comments: Consumer says that this company is representing itself as a legitimate network market under the guise of a vitamin product when in fact it is selling a Direct Mail product for their main investor Walter Frank, they say that their compensation plan is structured around their marketing tool of a direct mail campaign, says that the customer is lead in by a new innovative product called Custom Essentials which is no more than a computerized fancy vitamin mix, the initial price to join is \$99.00 plus lab fee and test kit to total over \$200.00, says they have the heavy hitters pressure customers to attend the Fast Trac meetings where they state that they are making huge amount of money, people are urged and prodded to sell anything that they have in order to come up with the \$1,800 for 300 letters to be mailed out to friends or people that they don't know, they say that this is a pyramid scheme that is sweeping throughout Florida, has enclosed documents that are used in the training

Created By: PSTREETS Created Date: 08/16/00

Updated By: FTUCKER Updated Date: 05/21/01

Org Name: TOLL FREE NUMBER AND CONSUMER SENTINEL

Amt Requested:

Amt Paid: Payment Method:

Agency Contact: Mail Complaint Date: 08/09/00

Initial Contact: Unknown Transaction Date:

Initial Response: Unknown

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule: FTC Act Sec 5 (BCP)



08/11/2004

KKELLIHERSLOAN

Law Violation: TSR: Other Deception or Abuse (note in comments)

**Consumer**

Complaining  
Company/Org.:

Last name: First: Anonymous

Address:

City: State: NR Zip:

Country: LOCATION NOT REPORTED

Work phone () Ext:

Fax Number: ()

Home Number: ()

Email:

Age Range:

**Company**

Company: Ideal Health International

Address: 50 Salem Street

City: Lynnfield State: MA Zip: 01940

Country: UNITED STATES

Email: URL:

Phone: (781) 7162700 Ext:

Company Representative

Associated Company



08/11/2004

KKELLIHERSLOAN

Transaction

Ref No.: 905713 Contact Type:Complaint Source: Consumer TCS? Y

Comments: I was invited to an informational meeting. I was told that in reality no selling was involved. All I had to do was pay an initial investment of \$333.95 (as the minimum, there were plans that cost from \$750.00 to \$1,500.00 that would allow me to make more money) and recruit 3 other people to buy into the plan. At that point I would make a 10% commission on the initial three people. When those three people recruited three more I would make 8% commission and so on down to 1% down the line. I was told that the best way to get training was to attend sessions on the weekends whereby I could get the necessary training. For this I would need to pay an additional monthly training fee. I was not told how much that would be until I decided to sign up. With the initial investment of \$333.95 I would get a supply of vitamins, tapes explaining the benefits of the nutritional program, and forms. This is supposed to be for the purpose of selling it to the general public. But, I got the impression that the way I would make the most money was not in selling the nutritional program, but in gaining new recruits for the company. I was told that I was getting in on the ground floor of a growing company and if I decided to invest the full \$1,500.00 I could be netting about \$10,000.00 per month. All of this sounded too good to be true. It sounded like a pyramid scheme, where most people will end up losing lots of money. I decided not to get involved, but a couple of good friends of mine have decided to invest their money. Some have invested in the \$750.00 plan and another in the \$1,500.00 plan. They truly believe that it is legitimate, but I smell a rat. I would appreciate it if you could investigate and let me know if it's a scam. That way I can alert my friends.

Created By: JMOORE Created Date: 03/23/00

Updated By: Updated Date:

Org Name: PUBLIC USERS - CIS

Amt Requested: 333.95

Amt Paid: .00 Payment Method: Unknown

Agency Contact: Internet Complaint Date: 03/23/00

Initial Contact: In Person Transaction Date: 03/17/00

Initial Response:

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule: FTC Act Sec 5 (BCP)



08/11/2004

KKELLIHERSLOAN

Law Violation: Deception/Misrepresentation

**Consumer**

Complaining

Company/On

Last name: (b)(6)

Address:

(b)(6)

First: (b)(6)

State: V

(b)(6)

City: Bridgewater

Country: UNITED STATES

Work phone

Fax Number:

(b)(6)

Home Number:

Email:

Age Range:

**Company**

Company: Ideal Health Systems, Inc.

Address: 50 Salem Street

City: Lynnfield

State: MA Zip: 01940

Country: UNITED STATES

Email:

URL:

Phone: (800) 7687667

Ext:

**Company Representative**

Rep Name: Gage, Mary Beth

Title:

Associated Company





08/11/2004

KKELLIHERSLOAN

**Transaction**

Ref No.: 829475 Contact Type:Complaint Source: Consumer TCS? y

Comments: Company is a pyramid arrangement selling vitamin and mineral supplements supposedly formulated for each individual based on mail-in urine tests. I paid for testing and one month's supply of supplements for myself and my mother voluntarily. The supplements made both of us sick and we didn't order any more. Subsequently the company sent us two more month's supplies each by U.S. Mail. We did not order these supplements and refused them at the door, sending them back with the postal delivery person without opening them. Ideal Health refuses to credit my credit card for these unauthorized charges. Also sent me several bottles of miscellaneous pills I did not order or want. I requested an RMA number to return them. Ideal Health never sent the number or responded in any way to my inquiries. So I returned all of the pills by certified mail but Ideal Health refused them because there was no RMA number on the box. Their phone is always busy. They do not respond to written inquiries (mail).

Created By: HBUCKMON Created Date: 01/05/00  
Updated By: IBOLEN Updated Date: 02/16/01

Org Name: PUBLIC USERS - CIS

Amt Requested:

Amt Paid: 200.00 Payment Method: Other Credit Card

Agency Contact: Internet Complaint Date: 12/30/99

Initial Contact: In Person Transaction Date:

Initial Response:

Product/Service: Multi-Level Mktg\Pyramids\Chain Letters

Statute/Rule: FTC Act Sec 5 (BCP)



08/11/2004

KKELLIHERSLOAN

Law Violation: Deception/Misrepresentation

**Consumer**

Complaining  
Company/Org.:

Last name: (b)(6)  
Address:

First: (b)(6)  
State: CA 2  
(b)(6)

City: Simi Valley  
Country: UNITED STATES  
Work phone: () Ext:  
Fax Number: ()  
Home Number: (b)(6)  
Email:  
Age Range:  
Company

Company: Ideal Health  
Address: 4201 Kellway Circle

City: Addison State: TX Zip: 75001  
Country: UNITED STATES  
Email: NONE URL:NONE  
Phone: (972) 4073773 Ext:

**Company Representative**

Rep Name: Pfeifer, Diane Title:  
Associated Company