

Dear Friend,

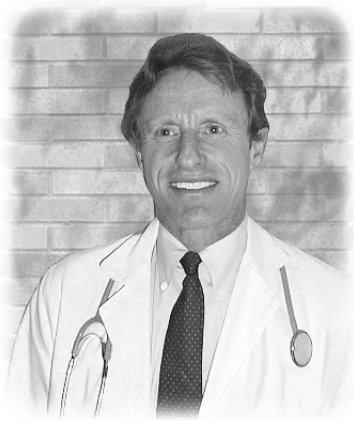
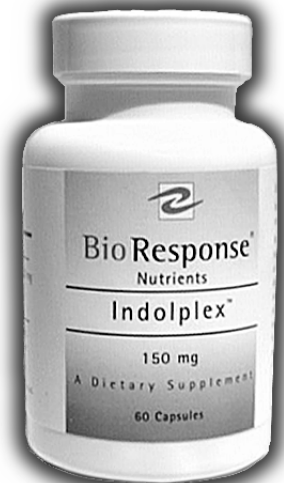
Thank you for wanting to participate in our "Atkins Diet + Indoplex™" research study. We regret not being able to include you at this time. Frankly, we were surprised by the strong response to our ad and could only include a small fraction of the applicants in our study.

We do, however, want to support you in your efforts to lose weight. Should you decide to try Indoplex on your own as part of your Atkins routine, we'll be glad to answer your questions and provide instructions. We're also glad to offer you Indoplex at a substantial discount (see below). We'd very much appreciate any and all reports on your progress. Here's some background information you may find useful:

What is Indoplex?

Indoplex™ is BioResponse's unique, patent-pending formulation that is the only product on the market to deliver the full promise of DIM. Diindolylmethane (DIM) is the beneficial phytonutrient found in broccoli, cauliflower and other cruciferous vegetables. Unfortunately, DIM in its natural state is highly insoluble and is poorly absorbed by our bodies. Indoplex, however, contains DIM that is easily absorbed.

Research has shown that DIM promotes and supports the optimal metabolism of estrogen and other related hormones, in both men and women. This "hormone balancing" action can benefit a wide range of people: dieters, men and women over 50, bodybuilders, and women in the "peri-menopause" years (35-50). For people on a carbohydrate-restricted diet, DIM may promote a more efficient breakdown of fats in the body. This means you can consume more carbohydrates with Indoplex and still burn fat... a nice option to have!



Michael A. Zeligs, M.D.

About BioResponse Nutrients

BioResponse was founded in 1996 by Michael A. Zeligs, M.D., to advance research on the complex metabolism of estrogen. Working with a team of scientists, Dr. Zeligs discovered that 20 years of medical research around the world all pointed to DIM as the most active phytochemical known for the favorable shifting of estrogen metabolism.

Dr. Zeligs' team then focused on making DIM more easily absorbed by the body. The breakthrough came in 1997 with BioResponse's patent-pending Phytosorb™ delivery system. Now, our bodies can absorb significant levels of DIM from Indoplex and retain these levels long enough to promote a number of significant and beneficial changes in estrogen metabolism.

(over, please)



A Special Discount for Research Applicants

Our standard 150 mg bottle of Indolplex contains 60 capsules. If you weigh 140 pounds or less, you'd take one capsule a day, with food. If you're over 140 pounds, take two a day, at the same time, with food.*

Normally, our 60-capsule bottle sells for \$33, but your price with this letter is only \$24 a bottle — that's **27% off!**

To order, send your check (payable to "BioResponse") to the address on this letterhead. Sorry, but no C.O.D.'s or credit card payments at this discount price. A maximum of four bottles per customer, please.

Again, thanks for applying for our research study. If you end up using Indolplex in conjunction with your carbohydrate-restricted diet, we'd be very interested in hearing your comments. Let's stay in touch!

Sincerely,

Michael A. Zeligs, M.D.

President,
BioResponse Nutrients

P.S. - We'll also keep you updated on our research. Our first-round results show that some Atkins dieters have been able to double their carbohydrate intake after one week on Indolplex, while still staying in a ketotic ("fat-burning") state!

* IMPORTANT NOTE: Indolplex is not recommended if you are taking a prescription medication other than Hormone Replacement Therapy (HRT). Also, if you are pregnant, wish to be pregnant, or currently using oral contraceptives (birth control pills), you should refrain from taking Indolplex.