

Immunotec ... Whey to Go!

IMMUNOTEC IS BUILDING AN EMPIRE ON PATENTED RESULTS

By STAFF

Eighteen years ago, a team of Canadian doctors discovered something extraordinary. Bringing it to the marketplace, where people could actually enjoy its benefits, would take years of exhaustive further research - and a man with the business savvy to realize that this was a job for network marketing.

The Canadian team had developed a product made from a whey protein extracted from cheese, which could stimulate the body's natural production of the antioxidant glutathione. Believing that it was a genuine breakthrough in the treatment and prevention of various diseases, they dubbed it Immunocal®.

Because Immunocal® was milk-derived; Canada's strict patent laws prohibited the doctors from making any claims on its effectiveness. Nonetheless, they were able to gain patents on the effect the drug had on the body--not on the formula, but on the result.

They knew they had a breakthrough product on their hands. They also knew they didn't know how to market it.

Enter Chuck Roberts. As the founder of top skiwear manufacturer Descente Canada, Roberts knew a good thing when he saw it. He evaluated the team's research and decided this product had to be made available to the public--in a way that would do its story justice.

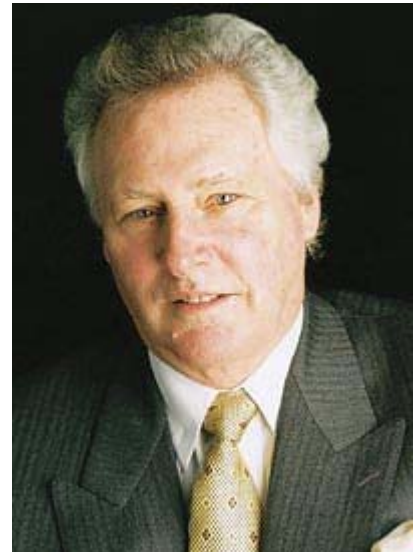
"We got together with the doctors and decided to market it in a multilevel fashion," says Roberts. "I had some experience in this approach to marketing--not a lot, but enough to go forward, with the help of some good people we brought along."

Creating an Environment of Excitement

In addition to creating a marketing structure for the revolutionary product, Roberts and his team also made sure the Canadian government recognized the health benefits of Immunocal®.

"To my knowledge, there is no other food product that has a patent on method of use. The research took a lot of years and cost us a fortune." -- CEO C. Roberts

*Immunotec's
CEO,
Chuck
Roberts
knew a
good thing
when he
saw it.*



"The patents on this product--there are six of them, including one for treatment of cancer and treatment of AIDS--are method patents, just like a drug patent," explains Roberts. "In other words, the patent is not for the formula itself, but for what it does. To my knowledge, there is no other food product that has a patent on method of use. The research took a lot of years and cost us a fortune."

Recognition by the medical community and the product uniqueness supported by the company's patents make Immunocal® a particularly attractive product for network marketers. One of Immunotec's top distributors, Wally Kralik, has been able to replace a \$12,000 monthly income through his work with Immunotec in just over one year.



*Wally
Kralik
says that
Immunotec
came
along like
a breath of
fresh air.*

"When Immunotec came along, it was like a breath of fresh air," says Kralik. "Here's a company that had spent millions of dollars on their product before they even opened their doors," says Kralik. "That gave both them and their product a level of credibility that got me very excited."

Also getting excited about Immunocal® was Dr. Jimmy Gutman. He first heard about the product from a patient at his clinic who told him he had found a product with applications for treating diabetes, atherosclerosis, cancer prevention and prevention of aging.

"I told him it sounded like he was reading off a snake oil label. I tend to be rather skeptical," says Dr. Gutman. "His response to me was a big thump--the sound of about 20 pounds of research landing on my desk. That

20 pounds ruined my next three months: I couldn't stop reading." The research came from top authors of some of the most widely recognized medical journals and representing some of the most respected research centers.

Soon Dr. Gutman found himself spending afternoons in the McGill University library, where he is an Assistant Professor, researching Immunocal® for himself. He was astonished by what he found--and eager to join the Immunotec team.

Got Milk-Derived Therapeutics?

"When you mention glutathione, any physician will think about treating certain overdoses, such as acetaminophen poisoning," Dr. Gutman explains. "But they don't know that glutathione also detoxifies your body from the breakdown products of cigarette smoke, automobile exhaust, heavy metals like mercury and lead, and pesticides. It's quite remarkable."

Important medical information such as this should be public knowledge, insists Dr. Gutman. "Most people have never heard of glutathione; in the next four to five years, glutathione is going to roll off people's tongues the way that 'cholesterol' does now. It's going to be very well recognized."

Immunotec works with Canadian dairies that manufacture cheese in order to cultivate the whey protein that becomes Immunocal®. Chuck Roberts jokes, "My grandfather was one of the founding presidents of Kraft Foods Canada, where I had my first job. You might say that after 35 years, I'm back in the cheese business!" In actuality, Immunotec uses 250,000 cows, taking 500 quarts of milk, to manufacture two pounds of Immunocal®.

"Here's a company that had spent millions of dollars on their product before they even opened their doors. That gave both them and their product a level of credibility that got me very excited."

Immunotec also manufactures other products from milk, such as PNT200™, a peptide that combats stress and sleep disorder, which the team expects eventually to replace Valium, since it has no side effects. Another product is a calcium supplement made from milk. Most calcium supplements are derived from crustaceans and minerals that contain trace elements of lead. Milk-derived calcium is more easily absorbed by the body and leads to denser bone development.

Immunotec is in discussion with the United Nations to send Immunocal® to Africa to help those suffering from AIDS. "By definition, AIDS patients are glutathione-deficient," says Dr. Gutman. "We and others like Stanford University have done clinical studies that have raised glutathione levels in AIDS patients, enabling them to live longer and at a healthier level."

Immunocal® is no cure, but it does lower the virus level, says Gutman, not only for cases of HIV, but for all other viruses as well.

Glutathione, produced by every cell, is the body's naturally-produced antioxidant. "We call it the master antioxidant because all the other antioxidants we ingest depend on glutathione for them to be recycled," Dr. Gutman says. "If you're low on glutathione, Vitamin C won't work properly, selenium won't work properly. If you think of antioxidants functioning together like a series of gears in a clock, the drive shaft is glutathione."

Bright Prospects

Dr. Gutman approves of Chuck Robert's decision to network market Immunocal®. "If this were to go through traditional distribution, such as a pharmaceutical company, the cost would have been prohibitive," he states. "They have such a huge markup to be able to fuel their marketing and advertising efforts, most people would not have been able to afford it."

Roberts is pleased with the results his distributors are having. "We're not in a rush," he insists. "It's been purposely done very carefully. There are no get-rich quick plans here. Meanwhile, we've doubled business every year for the past three years." His goal is to get the product to people and help those working in the organization.

*That 20
pounds of
research
ruined
Dr.
Gutman's
next three
months--
he
couldn't
stop
reading.*



"What we're trying to do is make an annuity for the people who have joined us. Wally Kralik has worked hard for a couple of years, he makes a substantial income, and it's solid as a rock. That solidity comes from customer fidelity; the people who use our product keep coming back. We have people with established groups who have not sponsored one new person in a year--whose income hasn't changed a dime. That's because of the efficacy of the product. It's so strong."

With about 40,000 distributors in the U.S. and Canada, and markets opening in Japan, Taiwan, Indonesia, Hong Kong, and Mexico, the future is looking bright. Roberts assures his distributors will not suffer in this expansion. "With what may happen here, we are very concerned that we won't be able to supply, and we must supply this network first."

"I see nothing but unbelievable growth," says Wally Kralik. "We haven't gone into momentum phase yet. It's exciting to be with a company prior to momentum. I would have been so fortunate to be the first person to introduce Vitamin C to North America," says Kralik. "Here's a product that is probably a thousand times more powerful than Vitamin C. Who knows where this is going to be four or five years from now?"

[For More Information, Please Contact:](#)