Approved, SCAO

Original - Court
1st copy - Defendant

2nd copy - Plaintiff
3rd copy - Return

STATE OF MICHIGAN JUDICIAL DISTRICT 30th JUDICIAL CIRCUIT COUNTY PROBATE	SUMMONS AND COMPLAINT	CASE NO. 08- 1645 -CP

Court address
Veterans Memorial Courthouse, 313 W. Kalamazoo, Lansing, MI 48901-7971

JAMES R. GIDDINGS

Court telephone no.
(517) 483-6500

Plaintiff name(s), address(es), and telephone no(s).	v	Defendant name(s), address(es), and telephone no(s).
MICHAEL A. COX, Attorney General of the State of Michigan, on behalf of the People of the State of Michigan;		Airborne Health, Inc. d/b/a Airborne and Airborne, Inc. formerly d/b/a Knight-McDowell Labs, Airborne Holdings, Inc., Victoria Knight-McDowell, and Thomas John McDowell C/O Joseph G. Lyons (P40675) 312-382-3159 Cozen O'Connor Attorney for Defendants Airborne Health, Inc. et al. 222 South Riverside Plaza, Suite 1500 Chicago, IL 60606-6000
Plaintiff attorney, bar no., address, and telephone no. Suzanne Hassan (P67620) PO Box 30213 Lansing, MI 48909 517-335-0855		

SUMMONS **NOTICE TO THE DEFENDANT**: In the name of the people of the State of Michigan you are notified:

1. You are being sued.
2. **YOU HAVE 21 DAYS** after receiving this summons to **file a written answer with the court** and serve a copy on the other party or **take other lawful action with the court** (28 days if you were served by mail or you were served outside this state). MCR 2.111(C)
3. If you do not answer or take other action within the time allowed, judgment may be entered against you for the relief demanded in the complaint.

Issued DEC 1 6 2008	This summons expires MAR 1 7 2009	Court clerk MIKE BRYANTON

*This summons is invalid unless served on or before its expiration date.

This document must be sealed by the seal of the court.

COMPLAINT ***Instruction: The following is information that is required to be in the caption of every complaint and is to be completed by the plaintiff. Actual allegations and the claim for relief must be stated on additional complaint pages and attached to this form.***

Family Division Cases

☐ There is no other pending or resolved action within the jurisdiction of the family division of circuit court involving the family or family members of the parties.

☐ An action within the jurisdiction of the family division of the circuit court involving the family or family members of the parties has been previously filed in _____ Court.

The action ☐ remains ☐ is no longer pending. The docket number and the judge assigned to the action are:

Docket no.	Judge	Bar no.

General Civil Cases

☑ There is no other pending or resolved civil action arising out of the same transaction or occurrence as alleged in the complaint.

☐ A civil action between these parties or other parties arising out of the transaction or occurrence alleged in the complaint has been previously filed in _____ Court.

The action ☐ remains ☐ is no longer pending. The docket number and the judge assigned to the action are:

Docket no.	Judge	Bar no.

VENUE

Plaintiff(s) residence (include city, township, or village)	Defendant(s) residence (include city, township, or village)
Place where action arose or business conducted	

December 12, 2008
Date

Suzanne Hassan
Signature of attorney/plaintiff

If you require special accommodations to use the court because of a disability or if you require a foreign language interpreter to help you to fully participate in court proceedings, please contact the court immediately to make arrangements.

JAMES R. GIDDINGS

PROOF OF SERVICE

SUMMONS AND COMPLAINT
Case No. 08- 1645CP

TO PROCESS SERVER: You are to serve the summons and complaint not later than 91 days from the date of filing or the date of expiration on the order for second summons. You must make and file your return with the court clerk. If you are unable to complete service you must return this original and all copies to the court clerk.

CERTIFICATE / AFFIDAVIT OF SERVICE / NONSERVICE

☐ **OFFICER CERTIFICATE**
I certify that I am a sheriff, deputy sheriff, bailiff, appointed court officer, or attorney for a party [MCR 2.104(A)(2)], and that: (notarization not required)

OR

☐ **AFFIDAVIT OF PROCESS SERVER**
Being first duly sworn, I state that I am a legally competent adult who is not a party or an officer of a corporate party, and that: (notarization required)

☐ I served personally a copy of the summons and complaint,
☐ I served by registered or certified mail (copy of return receipt attached) a copy of the summons and complaint,

together with _____
List all documents served with the Summons and Complaint

_____

_____ on the defendant(s):

Defendant's name	Complete address(es) of service	Day, date, time

☐ I have personally attempted to serve the summons and complaint, together with any attachments on the following defendant(s) and have been unable to complete service.

Defendant's name	Complete address(es) of service	Day, date, time

Service fee	Miles traveled	Mileage fee	Total fee
$		$	$

_____
Signature

_____
Title

Subscribed and sworn to before me on _____ (Date), _____ County, Michigan.

My commission expires: _____ (Date) Signature: _____ (Deputy court clerk/Notary public)

Notary public, State of Michigan, County of _____

ACKNOWLEDGMENT OF SERVICE

I acknowledge that I have received service of the summons and complaint, together with the Complaint for Injunctive and Other Relief, and Final Judgment by Consent (Attachments) on December , 2008 (Day, date, time)

_____ (Signature) on behalf of Airborne Health, Inc. et al.

STATE OF MICHIGAN
IN THE 30TH JUDICIAL CIRCUIT COURT
INGHAM COUNTY

MICHAEL A. COX, Attorney General of the State of Michigan, *ex rel* STATE OF MICHIGAN,

Plaintiff,

v

AIRBORNE HEALTH, INC., *doing business as* AIRBORNE and AIRBORNE, INC., *formerly doing business as* KNIGHT-MCDOWELL LABS, AIRBORNE HOLDINGS, INC., VICTORIA KNIGHT-MCDOWELL, and and THOMAS JOHN MCDOWELL,

Defendants.
_____/

Hon. **JAMES R. GIDDINGS**

Case No. 08- 1645 -CP

Suzanne Hassan (P67620)
Assistant Attorney General
Consumer Protection Division
Michigan Department of Attorney General
P.O. Box 30213
Lansing, MI 48909
(517) 335-0855

COMPLAINT

---

1. This civil law enforcement proceeding is brought in the name of the State of Michigan, by and through Michael A. Cox, Attorney General, pursuant to the Michigan Consumer Protection Act, MCL 445.901 *et seq.*, (hereinafter "MCPA"), the Attorney General's general statutory authority (MCL 445.905(1)).

2. The Attorney General has reason to believe that the above-named Defendants have violated the MCPA by, among other things, failing to substantiate health claims associated with their line of dietary supplements.

3. This Complaint is being filed concurrently with an Agreed Final Judgment. The Defendants have cooperated in the State's investigation and have waived the requirement of ten days of notice of contemplated legal action as set forth in MCL 445.905(2).

JURISDICTION AND VENUE

4. This action for damages and injunctive relief is brought by the Attorney General in the name of the People of the State of Michigan for their use and benefit and is therefore properly brought in the Ingham County Circuit Court; MCL 600.1631, MCL 600.715, MCL 445.905(1).
5. Pursuant to MCL 445.905(1), the Attorney General is authorized to seek and obtain injunctive and other equitable relief to restrain Defendants' violations of the MCPA.

THE PARTIES

6. Plaintiff is charged with enforcing the Michigan Consumer Protection Act, MCL 445.901 *et seq.*, which prohibits unfair or deceptive acts or practices affecting the conduct of trade or commerce. Pursuant to MCL 445.905(1), the Attorney General may initiate civil law enforcement proceedings to stop violations of the MCPA and to secure such equitable and other relief as may be appropriate in each case. The Attorney General brings this action to secure a permanent injunction, civil penalties, and other equitable relief against the Defendants for engaging in unfair and deceptive acts or practices in connection with the advertising, marketing, and sale of their line of dietary supplements.
7. Defendant Airborne Health, Inc., also doing business as Airborne and Airborne, Inc. and formerly doing business as Knight-McDowell Labs, is a Delaware corporation with its principal place of business at 26811 South Bay Drive, Suite 300, Bonita Springs, FL 34134. Airborne Health also has another office located at 100 Clock Tower, Suite 120, Carmel, CA

93923. Since 2005, Airborne Health has, alone or acting in concert with others, manufactured, marketed, distributed and sold Airborne Products to consumers throughout the United States.

8. Defendant Airborne Holdings, Inc., is a Delaware corporation with its principal place of business at 26811 South Bay Drive, Suite 300, Bonita Springs, FL 34134. Airborne Holdings is the sole owner of Airborne Health. In May 2005, Summit Partners, a venture capital firm based in Boston, acquired Airborne from Victoria Knight-McDowell and Thomas John McDowell, Airborne's original founders. During this acquisition, Airborne Acquisition Company, a California corporation and wholly owned subsidiary of Airborne Holdings, Inc., merged with and into Airborne, Inc. which also did business under the name Knight-McDowell Labs, a California corporation with its principal place of business in Carmel, California. Through the merger, Airborne Holdings became the parent company of Airborne, Inc. In December 2005, Airborne Holdings merged Airborne, Inc. with and into Airborne Health, Inc., which has continued to use the name "Airborne, Inc." as a business name. In the summer of 2008, Individual Defendants Victoria Knight-McDowell and Thomas John McDowell reacquired Airborne Holdings and are currently majority shareholders of the company. Since May 2005, acting alone or in concert with others, Airborne Holdings has marketed, distributed, and sold Airborne Products to consumers throughout Michigan or has caused the Airborne Products to be marketed, distributed, and sold to consumers throughout Michigan.

9. Defendant Victoria Knight-McDowell, sued individually, is purportedly the creator of Airborne Health Formula and is the former co-owner, President, and Secretary of Airborne, Inc. She currently resides in Pacific Grove, CA, and is currently a majority owner and board member of Airborne Holdings along with Mr. McDowell and others. Prior to May 2005,

Defendant Knight-McDowell acting alone or in concert with others directed, formulated, controlled, or participated in the policies, acts, or practices as set forth herein.

10. Defendant Thomas John McDowell, also known as "Rider" McDowell, sued individually, is Defendant Knight-McDowell's husband. Defendant McDowell also currently resides in Pacific Grove, CA, and together with Mrs. Knight-McDowell is a majority owner of Airborne Holdings. Prior to May 2005, Defendant Thomas John McDowell acting alone or in concert with others has directed, formulated, controlled, or participated in the policies, acts, or practices as set forth herein.

GENERAL ALLEGATIONS

Upon information and belief, Plaintiff alleges as follows:

11. The Defendants have made health-related claims in the marketing, packaging, advertising, offering, and selling of their line of dietary supplements that were not substantiated by reliable and competent scientific evidence at the time the claims were made. Specifically, the Defendants have explicitly or implicitly claimed to sell a cold prevention remedy, a sore throat remedy, a germ fighter, and an allergy remedy without adequate substantiation to prove that the products could perform as advertised at the time the claims were made. Plaintiff also alleges that the Defendants failed to adequately warn consumers about potential health risks to select populations, including pregnant women, at the time that Airborne contained 5,000 International Unit of Vitamin A per dose under prior formulations. Currently, the level of Vitamin A in Airborne is 2,000 International Units. Under the current directions for use, consumers are directed not to take beyond three doses a day.

12. Airborne Effervescent Health Formula ("Airborne Original") is a dietary supplement containing seventeen herbs and nutrients. Airborne Original is the Defendants' most successful product and has been the number one selling item in the cough and cold section of major retailers within the last two years. Aside from a modest proprietary blend, Airborne consists of Vitamin A, Vitamin C, Vitamin E, Riboflavin, Magnesium, Selenium, Manganese, Potassium, and Amino Acids. Airborne Original is a citrus-flavored effervescent tablet sold in plastic tubes of ten tablets. The directions for Airborne Original instruct the consumer to let the tablet dissolve in a glass of water before drinking it. Airborne Original is also currently sold in lemon-lime and pink grapefruit flavors.

13. Under the control of Airborne Holdings, Airborne Health has expanded the Airborne brand to include several additional lines of products sold as dietary supplements. Additional Airborne products include Airborne, Jr., a grape flavored effervescent tablet for use by children ages four to ten containing half the dosage of the herbs and nutrients found in Airborne Original, Airborne Nighttime, an apple cider flavored effervescent tablet based on the same formula as Airborne Original, Airborne On-the-Go, a lemon-lime flavored powder that is supposed to be poured directly into a water bottle, Airborne Power Pixies, a cherry flavored powder similar in form to the candy Pixie Stix that is supposed to be poured directly onto the tongue by children between ages four and twelve, Airborne Gummi Lozenges (formerly Airborne Sore Throat Gummi Lozenges), a gelatin-based lozenge that is designed to be dissolved in the mouth, and Airborne Seasonal Relief, a citrus flavored tablet that contains Vitamin C, Vitamin B6, Pantothenic Acid, Sodium and a proprietary blend of herbal extracts that purports to "promote normal histamine levels."

14. Airborne products can be found in the cough/cold aisle of most retail stores including Walgreens, CVS, Kroger, Albertson's, Target, Wal-Mart, Sam's Club, Trader Joe's, and Costco, as well as online at www.airbornehealth.com and through third party Internet retailers.

SPECIFIC FACTUAL ALLEGATIONS

15. Since 1997 and continuing thereafter, the Defendants have individually or in concert with others, manufactured, marketed, advertised, promoted, offered for sale, sold, and distributed Airborne Original to the public.

16. National distribution of Airborne Original began on or around 2000.

17. The Defendants have used both traditional (radio, television, print, Internet) and non-traditional (promotions with Airlines and celebrities) media to induce consumers to buy Airborne Original, and other Airborne Products.

18. The Defendants have generally run their marketing campaigns from October to February with the greatest spending taking place during November through January, the peak of cold, flu, and cough season.

19. The Defendants, alone or in concert with others, have intentionally positioned and marketed Airborne Original and all other Airborne products with the exception of Airborne Seasonal Relief as a preventative cold remedy. Until recently, the Defendants also marketed most of their product line as being able to fight germs in crowded areas such as airplanes, restaurants, offices, hospitals, schools, health clubs, carpools, theaters, and sports arenas.

20. The Defendants specifically referred to Airborne Original as a cold remedy by making the following claims, primarily on their website;

    (a) "Airborne Effervescent Cold Formula;"

(b) "A Miracle Cold Buster;"

(c) "Airborne Cold Remedy;"

(d) "Sick of Catching Colds? Try Airborne;"

(e) "Airborne Natural Cold Remedy;"

(f) "Developed by a school teacher who was sick of catching colds in class and on airplanes!;"

(g) "Developed by a school teacher who was sick of catching colds in class!;"

(h) "I created Airborne because, as a teacher dealing with young children, I was sick of catching colds in the classroom;"

(i) "Take at the first sign of a cold symptom or before entering crowded, potentially germ-infested places!;"

(j) "Take at the first sign of a cold symptom or before entering crowded environments;"

(k) "Airborne has become one of the fastest selling health products in retail history –largely by word of mouth—and the #1 selling natural product in the busy cough/cold aisle of all major drug stores;" and

(l) "Look in the cough-cold aisle of your favorite drug store."

21. The Defendants asked consumers whether they were "Sick of Catching Colds?" on their previous prior packaging and elsewhere.

22. The Defendants have also made health claims through vignettes of cartoon figures sneezing, coughing, or with other cold and cough indicators on their product packaging and on their marketing materials.

23. The Defendants have also made health claims about their products purported germ fighting abilities throughout. The Defendants, until recently, have featured cartoon and other depictions of germs.

24. In 2004, the Defendants launched a series of national television ads with celebrities including Barry Williams, the actor who played Greg Brady on the Brady Bunch. The Defendants posted these advertisements on their website.

25. In one of the ads, Barry Williams' character screams each time someone sneezes, coughs or sniffles audibly. The advertisement's tagline states, "Created by a teacher who was sick of catching colds in class." The product shot near the end of the advertisement states across the top of the packaging in a red banner "Sick of Catching Colds?"

26. As part of the same advertising campaign, the Defendants created several promotional photos for use by the press, which were posted on Airborne's website. In a promotional photo featuring Barry Williams, he is pictured with boxing gloves alongside Victoria Knight-McDowell and two individuals dressed up as cold germs.

27. In another promotional photograph, Defendant Knight-McDowell stands next to actor Mickey Rooney and the same two individuals dressed as cold germs. Mr. Rooney's shirt reads "Airborne Natural Cold Remedy."

28. In late 2005, the Corporate Defendants purchased advertisements on Howard Stern's radio program. Mr. Stern on several occasions made explicit claims about Airborne's purported cold prevention properties. As an example, Mr. Stern stated, "Airborne Health Formula – whenever I start to feel like I have a cold or feel I'm getting run down . . ."

29. In 2006, the Corporate Defendants launched an advertising campaign chiefly for their Airborne Original product that featured a man dressed as a giant germ sneezing on people, coughing on people, and engaging in other unsanitary acts. During this campaign, the Defendants used the tagline "Germs are everywhere? Have you taken your Airborne?"

30. While the written claims in the 2006 advertising campaign were confined largely to Airborne's purported ability to "fight germs," a claim that Plaintiff alleges Airborne also lacked substantiation to make, the visual representations contained in the advertisements still stressed cold and cough symptom indicators.

31. After the first acquisition of the company, the Corporate Defendants expanded their product line. As part of this expansion, the Corporate Defendants launched a series of new products, including "Airborne Sore Throat Gummi Lozenge."

32. As part of the expanded product line, the Corporate Defendants launched a "Seasonal Relief" product that made implicit unsubstantiated "allergy relief" claims. The marketing campaign for the "Seasonal Relief" product ran during the peak of allergy season and featured individuals in the outdoors sneezing.

33. In November 2006, Defendants Airborne Holdings and Airborne Health purchased advertising space with "The Weather Channel" for a segment on nationwide influenza reports. The segment featured the Airborne logo and domain name www.airbornehealth.com on screen with a nationwide map depicting influenza reports from the CDC. The feature also depicted a woman blowing her nose into a tissue. The narrator for the spot states, "Have you taken your Airborne? It's the immune-boosting formula that helps your body fight germs and viruses."

34. In another example, Defendants Airborne Holdings and Airborne Health purchased a banner advertisement on a Yahoo! Health web page concerning the cold and flu season that also listed hyper links to the words "Treatments" and "Medications."

35. At no point did Airborne possess adequate substantiation for their cold prevention, cold treatment, fights germs, sore throat, or allergy relief claims.

36. The Defendants made claims in their advertisements and other marketing materials including their cold prevention, cold treatment, sore throat, and allergy treatment claims purporting to prevent, treat, or cure disease without lawfully obtaining approval to make such claims.

37. Aside from failing to substantiate, the Defendants also failed to clearly and conspicuously disclose material facts concerning their product.

38. Prior formulations of Airborne contained 5,000 International Units of Vitamin A. Currently, the highest dosage of Vitamin A for any Airborne product is 2,000 International Units with directions advising consumers not to exceed three tablets per day.

39. Vitamin A, unlike Vitamin C, is retained longer in the body. Excessive Vitamin A can be toxic to the body at certain levels. While the scientific literature is not completely uniform, with some studies placing the toxicity levels of Vitamin A at 100,000 International Units of Vitamin A, other studies place the toxicity levels of Vitamin A at much lower amounts, particularly for pregnant women and children.

40. Early versions of Airborne's product packaging did not contain any limitations on the maximum number of doses of Airborne per day, which combined with Airborne's marketing strategy encouraging preventative use likely caused consumers to ingest high levels of Vitamin A – especially when one accounts for the Vitamin A consumers receive from other sources. Subsequent versions of Airborne's product packaging advised consumers not to take more than three tablets per day. While every packaging version of Airborne contain a statement along the lines of "[a]s with all dietary supplements, pregnant women should consult a physician before taking," this statement was not clearly and conspicuously disclosed.

VIOLATIONS OF LAW

COUNT 1: MICHIGAN CONSUMER PROTECTION ACT

41. Plaintiff incorporates by reference and realleges each allegation contained in paragraphs 1-40.

42. All of the acts and practices engaged in and employed by the Defendants as alleged herein, are unfair or deceptive acts or practices affecting the conduct of any trade or commerce in Michigan, which are declared unlawful by MCL 445.903.

43. By making health or other claims without competent and reliable scientific evidence to substantiate them, the Defendants have violated MCL 445.903(1)(c) and MCL 445.903(1)(s) with each representation.

44. By making health claims in their advertisements claiming to prevent, treat, or cure disease that were unlawful because Defendants failed to obtain advance approval for such claims, the Defendants have violated MCL 445.903(1)(c) and MCL 445.903(1)(s).

45. By failing to clearly and conspicuously disclose the potential harm posed to consumers who ingested excessive levels of Vitamin A during the time under prior formulations of Airborne that contained 5,000 International Units of Vitamin A, the Defendants have violated MCL 445.903(1)(c) and MCL 445.903(1)(s).

PRAYER FOR RELIEF

WHEREFORE, Plaintiff pursuant to the Michigan Consumer Protection Act, MCL 445.901 *et seq.*, and this Court's equitable powers, prays:

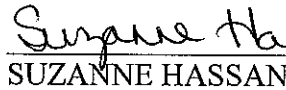
1. That this Court adjudge and decree that the Defendants have engaged in the aforementioned acts or practices which violate the Michigan Consumer Protection Act, MCL 445.901 *et seq.*.

2. That pursuant to MCL 445.905(1), this Court permanently enjoin and restrain the Defendants from engaging in the aforementioned acts or practices which violate the Michigan Consumer Protection Act.
3. That this Court enter judgment against the Defendants and in favor of the Plaintiff for reasonable costs and expenses of the investigation and prosecution of the Defendants' actions, including attorneys' fees and costs, expert and other witness fees, as provided by MCL 445.905(1), and other state law.
4. That this Court adjudge and decree that the Defendants pay a civil fine of not more than twenty-five thousand dollars ($25,000.00) for each and every persistent and knowing violation of the Michigan Consumer Protection Act to the State of Michigan as provided by MCL 445.905(1).
5. That all costs in this case be taxed against the Defendants.
6. That this Court grant Plaintiff such other and further relief as this Court deems just and proper.

Dated: December 12, 2008

Respectfully Submitted,

MICHAEL A. COX
Michigan Attorney General



SUZANNE HASSAN (P67620)
Assistant Attorney General
Consumer Protection Division
Michigan Department of Attorney General
P.O. Box 30213
Lansing, Michigan 48909
(517) 335-0855
Fax: (517) 335-1935

STATE OF MICHIGAN
IN THE 30TH JUDICIAL CIRCUIT COURT
INGHAM COUNTY

MICHAEL A. COX, Attorney General of the State of Michigan, *ex rel.* STATE OF MICHIGAN,	)	
	)	Hon. **JAMES R. GIDDINGS**
Plaintiff,	)	Case No. 08- 1645 -CP
v.	)	
AIRBORNE HEALTH, INC., *doing business as* AIRBORNE and AIRBORNE, INC., *formerly doing business as* KNIGHT-MCDOWELL LABS; AIRBORNE HOLDINGS, INC., VICTORIA KNIGHT MCDOWELL, *individually*, and THOMAS JOHN MCDOWELL, *individually*,	)	
Defendants.	)	

AGREED FINAL JUDGMENT AND
PERMANENT INJUNCTION

1. Plaintiff, the Attorney General of the State of Michigan ("the Attorney General," or "Plaintiff"), having filed its complaint and Defendants Airborne Health, Inc., a Delaware corporation, currently doing business as Airborne, Inc. and "Airborne," and formerly doing business as Knight-McDowell Labs, Airborne Holdings, Inc. (collectively "Airborne" or "Corporate Defendants"), and Victoria Knight-McDowell, individually, and Thomas John McDowell, individually (all collectively "Defendants"), appearing through Joseph G. Lyons, stipulate that this Final Judgment and Permanent Injunction (hereafter "Judgment") may be signed and entered by a judge.

2. The parties having consented to the entry of this Judgment for the purposes of settlement only without this Judgment constituting evidence against or any admission by any party and without trial of any issue of fact or law. This Judgment does not constitute any admission of liability or wrongdoing, either express or implied, by Defendants or any other party. Further, this Judgment shall not be competent evidence in any judicial or other proceeding of any liability or wrongdoing by Defendants.

3. The parties acknowledge that, in addition to this Judgment, Airborne has simultaneously consented to the entry of Judgments with the Attorneys General of Alaska, Arkansas, California, Connecticut, Delaware, the District of Columbia, Florida, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Michigan, Mississippi, Missouri, Montana, Nebraska, Nevada, New Jersey, New Mexico, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, Washington, and Wisconsin.. The Attorney General of Michigan and the other states attorneys general are referred to collectively, hereafter, as the "Settling Attorneys General."

4. The entry of this Judgment has been consented to by Defendants as their own free and voluntary act and with full knowledge and understanding of the nature of the proceedings and the obligations and duties imposed upon them by this Judgment, and they consent to its entry without further notice, and aver that no offer, agreement, or inducements of any nature whatsoever have been made to them by the Plaintiff or their attorneys or any employee of the Attorney General's Office to procure this Judgment. The Defendants expressly waive ten day notice of the Attorney General's intention to file an action pursuant to MCL 445.905(2).

5. In the event the Court shall not enter this Judgment, this proposed Judgment shall be of no force and effect against the Attorney General of the State of Michigan or any of the Defendants.

6. This Judgment shall bind Defendants, their officers, directors, agents, representatives, parents, affiliates, subsidiaries, and employees, and shall be binding on any and all successors and assigns, future purchasers, acquired parties, acquiring parties, successors-in-interest, shareholders, and their officers, agents, representatives, and employees, directly or indirectly or through any corporation or anyone acting directly or indirectly on their behalf.

7. Defendants have, by their signatures and the signatures of their respective counsels hereto, waived any right to appeal, petition for certiorari, move to reargue or rehear or be heard in connection with entry of this Judgment concerning past conduct addressed in this Judgment. Further Defendants have, by their signature and of their respective counsels hereto, waived any right to a jury trial or any derivative rights of a jury trial afforded to them under the Constitutions of the United States or the State of Michigan. Defendants expressly waive and relinquish any defense, requirement, or argument that the permanent injunction below does not contain a finding of facts or conclusion of law.

8. In exchange for the consideration set forth herein, upon execution of this Agreement, the Attorney General agrees to release Defendants, all of their parent entities, subsidiaries and affiliated entities, and the officers, directors, members, agents, servants, employees of each of them, and shareholders (collectively, "Defendant Parties") from all civil claims, causes of action, suits and demands, of any kind or character for violations of the Michigan Consumer Protection Act, MCL 445.901 *et seq.*, arising out or based upon the matters addressed in this Judgment and the State's Complaint.

9. The Court having considered the pleadings and the proposed Judgment executed by the parties and their attorneys and filed herewith, and good cause appearing,

IT IS HEREBY ORDERED, ADJUDGED AND DECREED that Judgment may be entered in this matter as follows:

JURISDICTION AND VENUE

10. Pursuant to MCL 445.905(1), jurisdiction of this Court over the subject matter and over the Defendants for the purpose of entering into and enforcing this Judgment is admitted. Jurisdiction is retained by this Court for the purpose of enabling the Attorney General or the Defendants to apply to this Court for such further orders and directions as may be necessary or appropriate for the construction and modification of the injunctive provisions herein, or execution of this Judgment, including punishment for any violation of this Judgment. If the Attorney General is required to file a petition to enforce any provision of this Judgment against any (or all) Defendants, the particular Defendant(s) involved in such petition agree to pay all court costs and reasonable attorneys' fees associated with any successful petition to enforce any provision of this Judgment against such Defendant(s). Pursuant to MCL 445.905(1), venue as to all matters between the parties relating hereto or arising out of this Judgment is solely in the

circuit court of Ingham County.

11. The Defendants waive any defect associated with service of the Attorney General's Complaint and this Judgment and do not require issuance or service of a Summons.

12. The Corporate Defendants sold and continue to sell some or all of the following products: Airborne – Original, Airborne – Pink Grapefruit, Airborne-Lemon-Lime, Airborne-Nighttime, Airborne, Jr., Airborne On-The-Go, Airborne Seasonal (formerly known as Airborne Seasonal Relief), Airborne Soothing Throat Gummi Lozenges (formerly known as Airborne Sore Throat Gummi Lozenges), and Airborne Power Pixies in Michigan. The Individual Defendants previously sold Airborne – Original.

PARTIES

13. Defendants represent that they are the proper defendants to this Judgment. Defendant Airborne Health, Inc. and Defendant Airborne Holdings, Inc. represent that they are the true legal names of the corporate entities entering into this Judgment. Defendant Airborne, Inc. was incorporated in California on April 22, 1999 and had a principal place of business in Carmel, California until May 2005. Airborne, Inc. ceased to exist in December 2005 when it merged with and into Airborne Health, Inc., which continued to do business under the original name "Airborne, Inc." Defendant Airborne Health, Inc. was incorporated as a Delaware corporation on December 22, 2005, and has a principal place of business in Bonita Springs, Florida and offices in Carmel, California and New Jersey. Defendant Airborne Holdings, Inc. wholly owns Airborne Health, Inc. and is also incorporated in Delaware. Defendant Victoria Knight-McDowell represents that this is her true legal name. Defendant Thomas John McDowell represents that this is his true legal name.

14. Defendants further acknowledge that they understand that the Attorney General expressly relies upon these representations, and that if any of them are false, deceptive,

misleading or inaccurate, the Attorney General has the right to move to vacate or set aside in whole or in part this Judgment with respect to the pertinent Defendant(s), or request that such Defendant(s) be held in contempt, if the Attorney General so elects.

DEFINITIONS

15. Unless otherwise specified, the following definitions shall apply:

A. "Advertise," "Advertisement," or **"Advertising,"** shall mean any oral, written, graphic or pictorial statement or representation, including but not limited to testimonials, endorsements, or other Third Party representations, regardless of the Medium of communication employed, disseminated in or from the State of Michigan by Defendants or by any third party on behalf of Defendants for the purpose of inducing, or that are likely to induce, directly or indirectly, the purchase of a Product; and includes but is not limited to Product Labels, Labeling, Product literature, television commercials, radio sponsorship or commercials, magazine advertisements, and Internet sites.

B. "Attorney General" means the Attorney General of the State of Michigan and the Office of the Attorney General of Michigan.

C. "Competent and Reliable Scientific Evidence" shall mean tests, analyses, research, studies, or other evidence based on the expertise of professionals in the relevant area, that has been conducted and evaluated in an objective manner by persons qualified to do so, using procedures generally accepted in the profession to yield accurate and reliable results.

D. "Corporate Defendants" shall mean Airborne Health, Inc. (d/b/a Airborne, Inc. and Knight-McDowell Labs) and Airborne Holdings, Inc., their officers, directors, agents, representatives, parents, subsidiaries, affiliates, and employees, and includes any and all successors and assigns, future purchasers, acquired parties, acquiring parties,

successors in interest, and their officers, agents, representatives, and employees, and anyone acting directly or indirectly on their behalf. This definition shall not include independent retailers or independent distributors of any Product.

E. "Dietary Supplement" means a food intended to supplement the diet that bears or contains one or more of the following dietary ingredients:

1. a vitamin;
2. a mineral;
3. an herb or other botanical;
4. an amino acid;
5. a dietary substance for use by man to supplement the diet by increasing the total dietary intake; or
6. a concentrate, metabolite, constituent, extract, or combination of any ingredient described in 1-5 above.

F. "FDA" or "Food and Drug Administration" means the Food and Drug Administration of the United States Department of Health and Human Services.

G. "Individual Defendants" means Victoria Knight-McDowell and Thomas John McDowell.

H. "Judgment" shall mean this document entitled MICHAEL A. COX, Attorney General of the State of Michigan, *ex rel.* STATE OF MICHIGAN v. Airborne Health, Inc., doing business as Airborne and Airborne, Inc., formerly doing business as Knight-McDowell Labs, Airborne Holdings, Inc., Victoria Knight-McDowell, individually, and Thomas John McDowell, individually.

I. " Label" means a display of written, printed, or graphic matter upon the immediate container of any article.

J. **"Labeling"** means all labels and other written, printed, or graphic matters (1) upon any article or any of its containers or wrappers, or (2) accompanying such article.

K. **"Market"** or **"Marketing"** means any act or process or technique of promoting, offering, selling or distributing a product or service.

L. **"Medical Food"** means:

1. a specially formulated and processed product (as opposed to a naturally occurring foodstuff used in its natural state) for the partial or exclusive feeding of a patient by means of oral intake or enteral feeding by tube;

2. that is intended for the dietary management of a patient who, because of therapeutic or chronic medical needs, has limited or impaired capacity to ingest, digest, absorb, or metabolize ordinary foodstuffs or certain nutrients, or who has other special medically determined nutrient requirements, the dietary management of which cannot be achieved by the modification of the normal diet alone;

3. that provides nutritional support specifically modified for the management of the unique nutrient needs that result from the specific disease or condition, as determined by medical evaluation;

4. that is intended to be used under medical supervision; and

5. that is intended only for a patient receiving active and ongoing medical supervision wherein the patient requires medical care on a recurring basis for, among other things, instructions on the use of the medical food.

M. **"Medium"** means any method of communicating or Advertising to the public in or from the State of Michigan whether the message is contained in the written or spoken word, audio, video, recorded or presented live and includes but is not limited to television and closed circuit television such as those found on airplanes, radio, the Internet, short films, movies, newspaper advertisements, magazine advertisements, brochures, web sites, electronic mail, coupons, flyers, or electronic mail.

N. **"Product"** means Airborne – Original, Airborne – Pink Grapefruit, Airborne-Lemon-Lime, Airborne - Nighttime, Airborne, Jr., Airborne On-The-Go, Airborne Seasonal Relief, Airborne Sore Throat Gummi Lozenges, Airborne Soothing Throat Gummi Lozenges, Airborne Power Pixies, any products derived from the ingredients and formulation of Airborne Original, or any substantially similar products that are produced, owned, distributed, or manufactured by any of the Defendants intended for human use.

O. **"Settling Attorneys General"** shall mean the Attorneys General Offices of the States of Alaska, Arkansas, California, Connecticut, Delaware, the District of Columbia, Florida, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Michigan, Mississippi, Missouri, Montana, Nebraska, Nevada, New Jersey, New Mexico, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, Washington, and Wisconsin.

P. **"Structure/Function Claim"** means statements that describe the role of a nutrient or dietary ingredient intended to affect the structure or function in humans or that characterize the documented mechanism by which a nutrient or dietary ingredient acts to maintain such structure or function, provided that such statements do not purport to diagnose, treat, cure, or prevent any disease.

PERMANENT INJUNCTION

16. Pursuant to MCL 445.901 *et seq.*,, and subject to any jurisdictional limitations of such statute, Corporate Defendants (as defined above), Individual Defendants (as defined above), and anyone acting indirectly or directly on behalf of the Individual Defendants are hereby permanently enjoined and restrained from:

A. Making any express or implied statement in connection with the Marketing or Advertisement of any Product that is false, or has the capacity, tendency or effect of deceiving or misleading consumers; or omitting any material information such that the express or implied statement deceives or tends to deceive consumers.

B. Making any express or implied claim, in connection with the Marketing or Advertising of its Products, that a Product may be used in the diagnosis, cure, mitigation, treatment or prevention of a disease in humans except as provided in paragraph 17.

C. Making any express or implied Structure/Function Claim in connection with the Marketing or Advertising of its Products unless at the time the claim is made, Competent and Reliable Scientific Evidence exists substantiating such claim, and except as provided in paragraph 17.

D. Making any express or implied claim in connection with the Marketing or Advertising of its Products, concerning the health benefit, performance, efficacy or safety of a Product marketed as a Dietary Supplement unless at the time the claim is made, Competent and Reliable Scientific Evidence exists substantiating such claim, and except as provided in paragraph 17.

E. Making any representation, in connection with the Marketing or Advertising of a Product, about research that has been performed, including but not limited to any representation that a Product has been clinically tested unless at the time the claim is made, Competent and Reliable Scientific Evidence exists substantiating such claim, and except as provided in paragraph 17.

F. Making, in connection with the Marketing or Advertising of a Product, in addition to any and all requirements set forth in this Judgment, any statements or representations

concerning a Product that materially contradict or conflict with any other statements or representations the Defendants make about such Product and render such statements or representations misleading and/or deceptive.

G. For any Product Labeled as a Dietary Supplement requiring or demanding, that a Product be placed in the "cough/cold" aisle or department of any retail facility or otherwise influencing a Product's placement in the "cough/cold" aisle or department of any retail facility through direct affirmative action taken by the Individual or Corporate Defendants.

H. Making any of the following, or substantially similar, statements, or using any of the following Product names, that imply that Airborne can diagnose, mitigate, prevent, treat, or cure colds, coughs, the flu, an upper respiratory infection, or allergies:

1. Airborne Effervescent Cold Formula;
2. Airborne Cold Remedy;
3. A Miracle Cold Buster;
4. Sick of Catching Colds;
5. Airborne Natural Cold Remedy;
6. Developed by a teacher who was sick of catching colds in class and on airplanes!;
7. Developed by a school teacher who was sick of catching colds in class!;
8. I created Airborne because, as a teacher dealing with young children, I was sick of catching colds in the classroom;
9. Take at the first sign of a cold symptom;
10. Airborne, the #1 selling natural product in the busy cough/cold aisle of all major drug stores;
11. Look in the Cough-Cold aisle of your favorite drug store;
12. Achoo! Take Airborne;

13. "Sore Throat" Lozenge;

14. Provides relief for sore throats; or

15. Airborne Seasonal Relief;

except as provided in paragraph 17 of this Judgment.

I. Making any express or implied claims in connection with the Advertising or Marketing of any Product Labeled as a Dietary Supplement, including using or showing actors, other persons, or cartoon depictions of germs, which directly or indirectly represent or otherwise state that a Product fights germs except as provided in paragraph 17 of this Judgment.

J. Using or showing actors, other persons, or cartoon depictions of individuals, characters, or other figures in any Advertising Medium with a cold, the flu, a cough, other upper respiratory infection, or allergy indicators such as sneezes, coughs, running noses, sniffles, germs or other related indicators including but not limited to grasping at one's throat, blowing one's nose or actions associated with coughing for any Product Labeled as a Dietary Supplement, except as provided in paragraph 17 of this Judgment.

K. Directly suggesting, directing or otherwise calling for an Advertisement or sponsorship of any kind for any Product to be placed in close temporal or physical proximity to a television news story, web page, magazine article, newspaper article, or any other story or article contained in any other Medium about colds, coughs, the flu or upper respiratory infections except as provided in paragraph 17.

L. Having directions for use for any Product that, if followed, would result in an individual ingesting 15,000 International Units of Vitamin A or more per day.

M. Soliciting, using or employing in any Advertising of any Product Labeled as a Dietary Supplement any testimonials by consumers, celebrities, radio talk show hosts, television talk show hosts or any other person that directly or indirectly imply that Airborne's

Products can be used to diagnose, mitigate, prevent, treat, or cure a cold, cough, flu, upper respiratory infection, seasonal allergies, or any other disease except as provided in paragraph 17.

17. A. Nothing in this Judgment shall prohibit any person or entity from making any representation, statement, or claim (in Labeling or otherwise), directly or indirectly, for any Product: if the representation, statement or claim is (1) lawful under the Federal Food, Drug, and Cosmetic Act or the Dietary Supplement Health Education Act, (2) lawful under any final regulation promulgated by the Food and Drug Administration, (3) lawful under any new drug application applicable to such Product approved by the Food and Drug Administration, (4) part of the lawful marketing of a homeopathic drug, (5) part of the lawful marketing of a Medical Food under the Orphan Drug Amendments of 1988, or (6) lawful under a FDA monograph for an over-the-counter drug. The failure of the FDA, FTC, or other law enforcement agency to take an enforcement action, or the mere presence of a representation, statement, or claim in the marketplace does not mean a representation, statement, or claim is lawful.

B. Nothing in this Judgment shall prohibit any person or entity from making any lawful representation for any Product that is specifically permitted in Labeling for such Product by regulations promulgated by the Food and Drug Administration pursuant to the Nutrition Labeling and Education Act of 1990.

EXISTING INVENTORY

18.

A. The Defendants represent that they ceased selling and/or distributing Product in packaging identified in **Collective Exhibit A,** which contained statements with explicit references to colds, such as "Take at the first sign of a cold symptom" and/or Product packaging containing cartoon vignettes of individuals sneezing, coughing, or blowing their noses by approximately June 9, 2008. The Defendants understand that the Attorney General expressly relies on this representation and reserves the right to initiate enforcement proceedings and/or move to set aside the Judgment if the representation is false, misleading or deceptive.

B. As of October 31, 2008, Corporate Defendants represent that they ceased selling and/or distributing Product in packaging identified in **Collective Exhibit B** and associated paper cartons and display trays, and have placed stickers over the white object displayed in the cartoon vignette on the Product packaging to **Exhibit C**, which is one of the packages that appears in Collective Exhibit B. The Corporate Defendants may not ship or otherwise deliver any inventory of Airborne Products' packaging identified in Collective Exhibits A or B after October 31, 2008.

COMPLIANCE

19. For a period of five (5) years from the date of entry of this Judgment, pursuant to MCL 445.901 *et seq.*, Corporate Defendants shall, in connection with the Advertising, promotion, offering for sale, or distribution in or from the State of Michigan of any covered Product:

A. Take reasonable steps sufficient to monitor and ensure that Corporate Defendants comply with this Judgment. In conducting periodic monitoring of compliance,

Corporate Defendants shall document and retain sufficient evidence to detail and substantiate their monitoring efforts and produce such documentation as may be requested by the Attorney General within thirty (30) business days of such a request.

B. Conduct periodic reasonable monitoring of representations made by Corporate Defendants concerning any covered Product when the relevant actors are engaged in sales or other customer service functions, including representations made orally or through electronic communications. In conducting periodic monitoring of the representations made by Corporate Defendants concerning any covered Product, Corporate Defendants shall document and retain sufficient evidence to detail and substantiate their monitoring efforts and produce such documentation to the Attorney General within thirty (30) business days of such a request.

C. Conduct periodic reasonable monitoring of representations made about any covered Product on all Internet websites operated or maintained by the Corporate Defendants or anyone doing so on their behalf. In conducting periodic monitoring of representations made about any covered Product on Internet websites operated or maintained by Corporate Defendants or anyone doing so on their behalf, Corporate Defendants shall document and retain sufficient evidence to detail and substantiate their monitoring efforts and produce such documentation and records as may be requested by the Attorney General within thirty (30) business days of such a request.

D. Take appropriate disciplinary action against any employee or agent who knowingly engages in any conduct prohibited by this Judgment, up to and including termination of any such employment or agency relationship, within a reasonable period of time not to exceed thirty (30) business days after the Corporate Defendants know or should know that such person is or has been engaging in such conduct.

E. Within sixty (60) days after entry of this Order, send an exact copy of the notice attached hereto as Exhibit D to each jobber, distributor or retailer to whom Airborne has sold any Airborne Product since June 1, 2005. The notice shall be sent by first class mail, postage prepaid and return receipt requested. It shall be sufficient for compliance with this paragraph for such notice to be sent to the principal place of business of each such entity.

F. Institute a reasonable program of surveillance which is adequate to reveal whether Corporate Defendants or any of their officers, directors, or employees are disseminating in or from the State of Michigan any Advertising or Marketing material that contain any representation that violates the provisions of this Judgment.

As part of their reasonable program of surveillance, Corporate Defendants shall be required to receive, collect, and produce to the Attorney General within thirty (30) days after a request by the Attorney General the following:

1. All Airborne Advertisements and Marketing materials concerning an Airborne Product disseminated in or from the State of Michigan;

2. Airborne sales presentations made in or from the State of Michigan;

3. Other written communications with consumers in or from the State of Michigan concerning an Airborne Product; and

4. All communication referenced in 19.G.

G. Promptly and in a reasonable manner investigate any information the Corporate Defendants receive that any retailer or other third party in Michigan is using or disseminating any Advertisements or Marketing material, or making any oral statement, that violates the provisions of this Judgment; and send Exhibit E to any retailer or other third party whose Advertisements or Marketing materials of an Airborne Product may violate the terms of this Judgment if made by the Defendants. Attached is a copy of Exhibit E.

CIVIL PENALTIES / PAYMENT TO THE ATTORNEY GENERALS

20. As part of their settlement with the Settling Attorneys General, the Defendants are ordered to pay to the Settling Attorneys General a total of $7,000,000.00 dollars (Seven Million Dollars) for attorneys' fees and investigative costs, for consumer education, litigation or local consumer aid funds, or for public protection or consumer protection purposes, or any other purpose allowed by each State's law at the discretion of each State's Attorney General. Of that $7,000,000.00, Defendants shall pay $6,000,000 to the Settling Attorneys General by electronic fund transfer made payable to the Office of the Attorney General of Tennessee on or before execution of this Judgment; Defendants shall pay $500,000 by electronic fund transfer made payable to the Office of the Attorney General of Tennessee by the close of business on February 1, 2009; and, Defendants shall pay the remaining $500,000 by electronic fund transfer made payable to the Office of the Attorney General of Tennessee by the close of business on May 1, 2009. The Tennessee Attorney General shall divide and distribute these funds as designated by and in the sole discretion of the Settling Attorneys General. Said payment shall be used by the Settling Attorneys General as and for attorneys' fees and other costs of investigation and litigation, or to be placed in, or applied to, the consumer protection enforcement fund, including future consumer protection enforcement, consumer education, litigation or local consumer aid fund or revolving fund, used to defray the costs of the inquiry leading hereto, and may be used to fund or assist in funding programs directed at combating over-the-counter or prescription drug abuse, addiction and/or diversion, including, but not limited to, education, outreach, prevention or monitoring programs, or for other uses permitted by state law, at the sole discretion of each Attorney General. Defendants shall be jointly and severally liable for all amounts that are due and owed under this paragraph.

OTHER SETTLEMENT TERMS AND OBLIGATIONS

21. The acceptance of this Judgment by the Attorney General or the non-insistence by the Attorney General on an enforcement action, shall not be deemed approval by the Attorney General of any of the Defendants' Advertising or business practices. Further, neither Defendants nor anyone acting on the Defendants' behalf shall represent, state, or imply or cause to be represented, stated, or implied that the State of Michigan, the Attorney General, or any other government unit of the State of Michigan has approved, sanctioned, or authorized any practice, act, advertisement or conduct of Defendants, including prospective Advertising.

22. This Judgment may only be enforced by the parties hereto.

23. The titles and headers to each section of this Judgment are for convenience purposes only and are not intended by the parties to lend meaning to any actual provision of this Judgment.

24. Nothing in this Judgment constitutes an agreement by the Attorney General of Michigan concerning the characterization of the amounts paid hereunder for purposes of any proceeding under the Internal Revenue Code or any state tax laws.

25. Defendants waive and will not assert any defenses based in whole or in part on the Double Jeopardy or Excessive Fines Clauses of the Constitution or principles set forth in Hudson v. United States, 118 S. Ct. 488 (1997) and Austin v. United States, 509 U.S. 602 (1993).

26. No waiver, modification, or amendment of the terms of this Judgment shall be valid or binding unless made in writing, signed by the party to be charged, approved by this Honorable Court and then only to the extent set forth in such written waiver, modification or amendment.

27. Any failure by any party to this Judgment to insist upon the strict performance by any other party of any of the provisions of this Judgment shall not be deemed a waiver of any of the provisions of this Judgment, and such party, notwithstanding such failure, shall have the right thereafter to insist upon the specific performance of any and all of the provisions of this Judgment and the imposition of any applicable penalties, including but not limited to contempt, civil penalties and/or payment of the attorneys fees of the Attorney General.

28. If any clause, provision or section of this Judgment shall, for any reason, be held illegal, invalid, or unenforceable, such illegality, invalidity or unenforceability shall not affect any other unrelated clause, provision, or section of this Judgment, and this Judgment shall be construed and enforced as if such illegal, invalid, or unenforceable clause, section or other provision had not been contained herein.

29. Nothing in this Judgment shall be construed as relieving Defendants of the obligation to comply with all state and federal laws, regulations or rules, nor shall any of the provisions of this Judgment be deemed to be permission to engage in any acts or practices prohibited by such law, regulation, or rule.

30. Time shall be of the essence with respect to each provision of this Judgment that requires action to be taken by the Defendants within a stated time period or upon a specified date.

31. This Judgment sets forth the entire agreement of the parties, and there are no representations, agreements, or understandings, oral or written, between the parties relating to the subject matter of this Judgment which are not fully expressed herein or attached hereto or set forth in any stipulation filed currently herewith. In any action undertaken by the Parties, no prior

versions of this Judgment, no prior versions of any of its terms, that were not entered by the Court in this Judgment, may be introduced for any purpose whatsoever.

32. Nothing in this Judgment shall be construed to waive any claims of Sovereign Immunity the Attorney General may have in an action or proceedings.

33. Upon reasonable written request, Defendants shall provide books, records, or documents (physical or electronic in native format) or formally under oath provide testimony or other information to the Attorney General relating to compliance with this Judgment. Defendants shall make any requested information available within thirty (30) days of the request at the Office of the Attorney General or at such other location as is mutually agreeable in writing to Defendants and the Attorney General. This Judgment shall in no way limit the Attorney General's right to obtain documents, records, testimony, or other information pursuant to any law, regulation, or rule.

34. Within thirty (30) days of entry of this Judgment, Corporate Defendants shall submit a copy of this Judgment to each of their officers, directors, and sales and marketing employees. Further, for a period of ten (10) years, Airborne shall supply a copy of this Judgment to any Advertising or marketing consulting agency that it employs.

35. Without violating ethical rules governing contacting a represented party, the Attorney General has the right to test shop the Corporate Defendants for the purpose of confirming compliance with this Judgment and state law. The test shoppers are not required to disclose that they are representatives of the Attorney General when making contact with the Corporate Defendants. Further, the Attorney General may record any or all aspects of their solicitations or visit(s) with the Corporate Defendant(s) in audio and/or video form without notice to the Corporate Defendant(s). The Corporate Defendants agree to void any sale and

return any monies paid by a test shopper upon notification that such purchase was the result of a test shop conducted by the Attorney General.

36. Nothing in this Judgment shall be construed to grant, affect, restrict, limit or alter any private right of action that a consumer may have against Defendants.

37. This Judgment shall not be construed or used as a waiver or any limitation of any defense otherwise available to the Defendants.

38. Notices to be given under this Judgment and Injunction are sufficient if given by nationally recognized overnight courier service or certified Mail (return receipt requested), or personal delivery to the named party at the address below:

i. If to Airborne Health or Airborne Holdings:

26811 South Bay Drive, Suite 300, Bonita Springs, FL 34134.
100 Clock Tower, Suite 120, Carmel, CA 93923

ii. If to the Attorney General:

Katharyn Barron
Division Chief
Consumer Protection Division
Michigan Department of Attorney General
P.O. Box 30213
Lansing, MI 48909
(517) 335-0855
Fax: (517) 335-1935

iii. If to Victoria Knight- McDowell:

26811 South Bay Drive, Suite 300, Bonita Springs, FL 34134.
100 Clock Tower, Suite 120, Carmel, CA 93923

iv. If to Thomas John McDowell:

26811 South Bay Drive, Suite 300, Bonita Springs, FL 34134.
100 Clock Tower, Suite 120, Carmel, CA 93923

39. Notice is effective when delivered personally; or three (3) business days after it is sent by certified Mail; or on the business day after it is sent by nationally recognized courier

service for next day delivery. Any party may change its notice address by giving notice in accordance with this paragraph.

The Clerk is ordered to enter this Judgment forthwith.

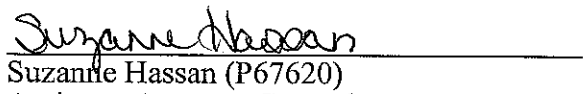
COURT COSTS AND FEES

40. Courts costs associated with the filing of this Judgment shall be paid by the Defendant Airborne, Inc. No discretionary costs shall be taxed against the Attorney General.

Plaintiff

Signed this 12th day of December, 2008.

MICHAEL A. COX
Attorney General

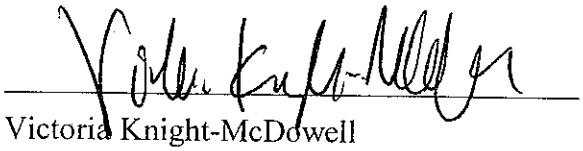


Suzanne Hassan (P67620)
Assistant Attorney General
Michigan Department of Attorney General
Consumer Protection Division
P.O. Box 30213
Lansing, MI 48909
(517) 335-0855
(517) 335-1935 - Fax

FOR DEFENDANTS:

Thomas John McDowell, Chairman
Individually and on behalf of Airborne Health, Inc., and Airborne Holdings, Inc.

Date: 12-10-08



Victoria Knight-McDowell
Individually and as Acting Chief Executive Officer of Airborne Health, Inc.

Date: 12-10-08

Joan Z. Bernstein
Dana B. Rosenfeld
Bryan Cave LLP
700 13th Street, NW
Washington, DC 20005
(202) 508-6000
(202) -6200 (fax)

Attorneys for Defendants

Joseph G. Lyons (P40675)
COZEN O'CONNOR
222 South Riverside Plaza
Suite 1500
Chicago, IL 60606-6000
Tel: 312.382.3159
Fax: 312.382.8910
jlyons@cozen.com

Attorney for Defendants

HEREBY ORDERED, ADJUDGED AND DECREED.

ENTERED THIS THE 16 DAY OF Dec, 2008 at 2:15 pm.

BY THE COURT:

JAMES R. GIDDINGS

JUDGE

COLLECTIVE EXHIBIT A

EFFERVESCENT!!

AIRBORNE® AIRBORNE® AIRBORNE® AIRBORNE

Supplement Facts

Serving Size 1 Tablet

Each Tablet Contains		% Daily Value
Calories	5	
Total Carbohydrates	<1 g	<1%*
Vitamin A (as Retinyl Palmitate)	500 IU	10%
Vitamin C (Ascorbic Acid)	500 mg	835%
Vitamin E (as dl-Tocopheryl Acetate)	15 IU	50%
Magnesium (as Sulfate)	20 mg	5%
Zinc (as Sulfate)	4 mg	27%
Selenium (as Amino Acid Chelate)	8 mcg	11%
Manganese (as Gluconate)	1.5 mg	75%
Sodium	230 mg	10%
Potassium (Bicarbonate)	38 mg	1%
Herbal Extract Proprietary Blend Maltodextrin, Lonicera (flower), Forsythia (fruit), Schizonepeta (aboveground parts), Ginger (dried rhizome), Chinese Vitex (fruit), Isatis (root), Echinacea (aboveground parts)	200 mg	**
Beet Root	30 mg	**
Amino Acids Glutamine (as L-Glutamine), Lysine (as L-Lysine HCl)	25 mg	**

* Percent Daily Values are based on a 2,000 calorie diet. ** Daily Value not established.

OTHER INGREDIENTS: Sorbitol, Citric Acid, Sodium Bicarbonate, Grape Flavors, Polyethylene Glycol, Sucralose, Mineral Oil.

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

No Artificial Colors or Preservatives. For ages 4–10.

Recyclable Carton

Take

AIRBORNE® Jr. For Kids!!

Take AIRBORNE to boost your immune system. A healthy immune system helps your body fight germs. Take before entering crowded places like schools and airplanes.†

AIRBORNE® was developed by a school teacher to boost her immune system, so that it could help her body fight against germs that abound in the classroom. Airborne's unique natural formula contains 17 herbs and nutrients, including ginger for nausea!†

Made in USA
Airborne, Inc.
P.O. Box 2884 Carmel, CA 93921

Next time, 'plop' the AIRBORNE Jr.!

"Thank you for using Airborne! I created Airborne because, as a teacher I needed help supporting my immune system, especially in the classroom."†

Victoria Knight-McDowell, 2nd grade teacher & developer of Airborne Formula.

Airborne is proud of the fact that we import no powdered herbs, to ensure safety, purity and potency, we do our herbal extracting in America using whole plant material.

C-10002-02

Comments: (800) 590-9794
Visit us at www.AirborneHealth.com

AI-AG-0000007

6 ■ 47865 10002 7

DUBAI1 Proof of Purchase ERROR

Clubs, groups and organizations are not eligible. Void if all requirements not fulfilled. Duplication or copy not acceptable.

FOR KIDS
Super Delicious
GRAPE
Flavor

#1
Best Seller
in the
USA!

Airborne® Jr.

Effervescent
DIETARY SUPPLEMENT
(Ages 4 - 10)

Children's Strength Airborne Formula!

Airborne® Jr.

EFFERVESCENT HEALTH FORMULA
A DIETARY SUPPLEMENT

The original immune-boosting tablet that helps your body fight germs!

Airborne Jr.

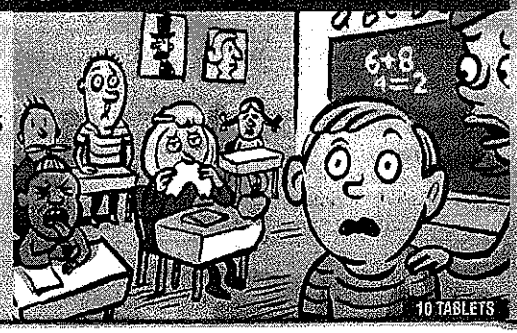
- Seven Herbal Extracts!
- Antioxidants!
- Electrolytes!
- Amino Acids!
- Vitamin C!
- Tastes Great!

EXP 10/08

CREATED BY A SCHOOL TEACHER!

FOR USE IN:

- School
- Playgrounds
- Airplanes
- Home
- Sleep-overs
- Vacations...



10 TABLETS

CONTENTS: 1 TUBE

DIRECTIONS: Simply drop (1) AIRBORNE Jr. Tablet in 4-6 oz. of water, let dissolve (about 1 minute) and drink. Repeat every 3-4 hours as necessary, no more than three times per day. Do not take if pregnant or breastfeeding, unless you have consulted a physician. As with all dietary supplements, people on medication should consult physician before taking. Sealed with a tamper evident cap for your protection. May be used in hot or cold water.

EFFERVESCENT TECHNOLOGY OFFERS 100% IMMEDIATE ABSORPTION!

Airborne® GUMMI LOZENGES (Ages 5-105)

Makers of the famous *Airborne* Formula

Airborne® GUMMI LOZENGES

Soothing Throat Formula

Best if NOT chewed. Place in mouth, let dissolve.

Airborne®
GUMMI LOZENGES

LOT# 459034

EXP 08/2008

They're really GOOD!!!

Airborne
GUMMI LOZENGES

(Ages 5-105)

A DIETARY SUPPLEMENT

16 LOZENGES

Airborne®
GUMMI LOZENGES

DIRECTIONS: Adults and children 5 years of age or older, allow one lozenge to dissolve slowly in mouth. *(For best results do not chew).* May be repeated as needed, or as directed by a doctor. Children under 5 years, please consult your doctor.

WARNINGS: As with all dietary supplements, pregnant women or people on medication, should consult doctor before taking.

Airborne®
GUMMI LOZENGES

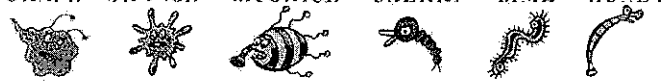
GUMMI LOZENGES

GUMMI LOZENGES

Airborne® GUMMI LOZENGES

Delicious **Airborne®** Gummi Lozenges are made exclusively for **Airborne®** in Switzerland and come in 6 natural flavors that help soothe your throat.

GRAPE ORANGE* LICORICE* CHERRY LIME HONEY



AIRBORNE® Formula was created by a second grade school teacher. Our trademarked Hard Gummi Lozenges offer 100% Guaranteed Satisfaction.

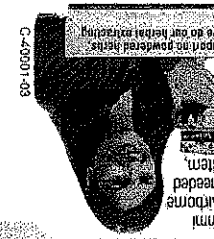
*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

SUPPLEMENT FACTS: Serv size 1 lozenge. Servings, 18. Amount per serving: Calories 4, Total Fat 0g, Total Carb 1g, Sugars 1g, Protein 0g, **Vitamin C** 7.5mg (12.25% DV*), **Vitamin E** 1.25 I.U. (4% DV*), **Thiamin** .175mg (12% DV*), **Riboflavin** .2mg (12% DV*), **Niacin** 2.25mg (11% DV*), **Vitamin B6** .25mg (12% DV*), **Folic Acid** 25ug (6% DV*), **Vitamin B12** .125ug (2% DV*), **Biotin** 18.75ug (6% DV*), **Pantothen** .75mg (7.5% DV*), **Magnesium** (Lactate) 1mg (.25% DV*), **Zinc** (Citrate) 1mg (7% DV*), **Herbal Extracts** (Proprietary blend of Maltodextrin, Lonicera, Forsythia, Schizonepeta, Ginger, Chinese Vitex, Isatis Root, Echinacea) 22mg (DV**). *Daily Value based on a 2000 calorie diet. **Daily Value not established.

OTHER INGREDIENTS: Sugar, Gum Arabic, Corn Syrup, Citric Acid, Licorice, Honey, Natural Fruit Flavors.
DO NOT USE IF INNER POUCH IS OPENED.

Recyclable Carton

No Artificial Colors, Flavors or Preservatives.



"Thank you for using Airborne Gummi Lozenges! I created the original Airborne formula because as a teacher, I needed help supporting my immune system, ...cially in the classroom."

...oria Knight-McDowell, grade teacher & ...per of the famous ...orne Formula.

Airborne is proud of the fact that we import no powdered herbs. To ensure safety, purity and potency, we do our herbal extracting in America using whole plant material.

Made in Switzerland for Airborne, Inc.
P.O. Box 2884 Carmel, CA 93921
Comments: (800) 590-9794
Visit us at www.AirborneHealth.com

AI-AG-0000012

Proof of Purchase

Clubs, groups and organizations are not eligible. Void if all requirements not fulfilled. Duplication or copy not acceptable.

C-40001-03

2

EG-5089-001-02

NEW!
ON-THE-GO
PACKETS

LEMON-LIME

Airborne® ON-THE-GO

DIETARY SUPPLEMENT

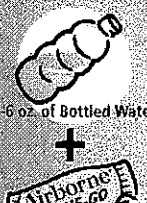
Airborne® EFFERVESCENT Health Formula

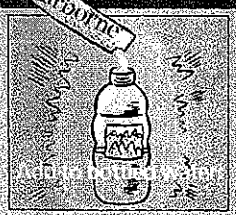
Take anywhere you go — just add to bottled water!

The original immune-boosting powder that helps your body fight germs.†

CREATED BY A SCHOOL TEACHER!

CONTENTS: 8 PACKETS





Convenient single-serve packets

Take anywhere

DIRECTIONS: Empty packet into bottle when 4–6 oz. of water remain. Let dissolve (about 1 minute) and drink. Repeat every 3-4 hours as necessary, no more than 3 times per day. Children 4 or more years of age: One half packet. Do not take if pregnant or breast feeding unless you have consulted a physician. As with all dietary supplements, people on medication should consult physician before taking.

EFFERVESCENT TECHNOLOGY OFFERS 100% IMMEDIATE ABSORPTION!

8 PACKETS

EFFERVESCENT ON-THE-GO

AIRBORNE® AIRBORNE® AIRBORNE® AIRBORNE®

Supplement Facts

Serving Size 1 Packet

Each Packet Contains		% Daily Value
Calories	0	
Total Carbohydrates	<1 g	<1%*
Vitamin A (as Retinyl Palmitate)	5000 IU	100%
Vitamin C (Ascorbic Acid)	1000 mg	1667%
Vitamin E (as dl-Tocopheryl Acetate)	30 IU	100%
Magnesium (as Oxide & Sulfate)	40 mg	10%
Zinc (as Sulfate)	8 mg	53%
Selenium (as Amino Acid Chelate)	15 mcg	21%
Manganese (as Gluconate)	3 mg	150%
Sodium	230 mg	10%
Potassium	75 mg	2%
Herbal Extract Proprietary Blend	350 mg	**
Maltodextrin, Lonicera (flower), Forsythia (fruit), Schizonepeta (aboveground parts), Ginger (dried rhizome), Chinese Vitex (fruit), Isatis (root), Echinacea (aboveground parts)		
Amino Acids	50 mg	**
Glutamine (as L-Glutamine) Lysine (as L-Lysine HCl)		

* Percent Daily Values are based on a 2,000 calorie diet. **Daily Value not established.

Other Ingredients: Citric Acid, Sodium Bicarbonate, Natural Lemon-Lime Flavors, Potassium Bicarbonate, Acesulfame Potassium, Sucralose.

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

No Artificial Colors, Flavors or Preservatives.

Recyclable Carton

Airborne®

ON-THE-GO

Effervescent Health Formula

AIRBORNE® was developed by a school teacher to boost her immune system, so that it could help her body fight against germs that abound in the classroom.†

Airborne On-the-Go gives you this same immune-boosting formula in convenient, single-serve packets. It's perfect for people on the go. Just add to bottled water and take it anywhere you go!†

Airborne's unique natural formula contains 17 herbs and nutrients!

EXP 09/08
C80/08 Lot 1

Made in USA
Airborne, Inc.,
P.O. Box 2884 Carmel, CA 93921

Questions: (800) 530-9124 • Visit us at www.AirborneHealth.com

Thank You for using Airborne! Created with support from AIV Immune System, especially in the classroom!†

Airborne Effervescent Formula

Vitamin Mineral Powder 2nd Grade teacher & developer of Airborne Formula

Airborne is proud to the first first to provide the consumer with a safer, healthier product. We do not believe in testing on animals and support cruelty free policies. We do not claim protection against colds and flu.

Clubs, groups and organizations are not eligible. Void if all requirements not fulfilled. Duplication or copy not acceptable

AI-AC-00000004

C-1000-202

NEW!!
Pink
Grapefruit
Flavor
#1
Best Seller
in the
USA!
See inside for our full line of products
Airborne®
PINK GRAPEFRUIT
DIETARY SUPPLEMENT
Airborne
PINK GRAPEFRUIT
EFFERVESCENT HEALTH FORMULA
A DIETARY SUPPLEMENT
Pink Grapefruit
Send in 6
Proof of Purchase
panels with store
receipts get 1 FREE box!*
Airborne Grapefruit.
The original immune-boosting tablet.*
Buy 6 get
1 FREE
Airborne®
CREATED BY A SCHOOL TEACHER!
CONTENTS: 1 TUBE
PINK GRAPEFRUIT
PINK
GRAPEFRUIT
• Seven Herbal
Extracts!
• Antioxidants!
• Electrolytes!
• Amino Acids!
• 1,000mg of
Vitamin C!
• Tastes Great!
10 TABLETS PER TUBE
06L039
EXP 11/08
FOR USE IN:
▶ Airplanes
▶ Offices
▶ Schools
▶ Restaurants
▶ Health Clubs
▶ Theaters...
NET WT 1.7 OZ (47 G) 10 TABLETS
DIRECTIONS: SIMPLY DROP (1) AIRBORNE TABLET IN A SMALL AMOUNT OF PLAIN WATER, LET DISSOLVE (ABOUT 1 MINUTE) AND DRINK. REPEAT EVERY THREE HOURS AS NECESSARY, UP TO THREE TIMES PER DAY. CHILDREN: ONE HALF TABLET. AS WITH ALL DIETARY SUPPLEMENTS, PREGNANT WOMEN OR PEOPLE ON MEDICATION SHOULD CONSULT PHYSICIAN BEFORE TAKING. SEALED WITH A TAMPER EVIDENT CAP FOR YOUR PROTECTION. MAY BE USED IN HOT OR COLD WATER.
EFFERVESCENT TECHNOLOGY OFFERS 100% IMMEDIATE ABSORPTION!

EFFERVESCENT PINK GRAPEFRUIT!

AIRBORNE® AIRBORNE® AIRBORNE® AIRBORNE®

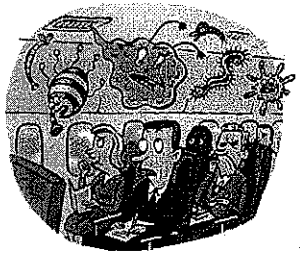
Take

AIRBORNE® *Effervescent* Health Formula

Take AIRBORNE to boost your immune system. A healthy immune system helps your body fight germs. Take before entering crowded environments, like airplanes offices and schools.*

AIRBORNE® was developed by a school teacher to boost her immune system, so that it could help her body fight against germs that abound in the classroom. Airborne's unique natural formula contains 17 herbs and nutrients, including ginger for nausea!*

SUPPLEMENT FACTS: Serv size: 1 tablet. Servings, 10. Amount per serving. Calories 5, Total Fat 0g, Total Carb 1g, Sugars 0g, Protein 0g, **Vitamin A** (100% Palmitate) 5,000 I.U. (100% DV**), **Vitamin C** (Ascorbic Acid) 1,000mg (1,670% DV**), **Vitamin E** (Acetate) 30 I.U. (100% DV**), **Magnesium** (Oxide & Sulfate) 40mg (10% DV**), **Zinc** (Sulfate) 8mg (55% DV**), **Selenium** (Amino Acid Chelate) 15mcg (20% DV**), **Manganese** (Gluconate) 3mg (150% DV**), **Sodium** 230mg (10% DV**), **Potassium** (Bicarbonate) 75mg (2% DV**), **Herbal Extracts** (Proprietary Blend of Maltodextrin, Lonicera, Forsythia, Schizonepeta, Ginger, Chinese Vitex, Isatis Root, Echinacea) 350mg (DV**), **Beet Root** 5mg (DV**), **Amino Acids** (Glutamine as L-Glutamine, Lysine as L-Lysine HCl) 50mg (DV**). *Daily Value based on a 2000 calorie diet. **Daily Value not established.



OTHER INGREDIENTS: Sorbitol, Sodium Bicarbonate, Citric Acid, Potassium Bicarbonate, Natural Flavor, Mineral Oil, Aspartame, Potassium, Sucralose.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

No Artificial Colors, Flavors or Preservatives.

Recyclable Carton ♻

Next time, 'plop' the **AIRBORNE!**

Pink Grapefruit

"Thank you for using Airborne! I created Airborne because, as a teacher I needed help supporting my immune system, especially in the classroom."*

–Victoria Knight-McDowell, 2nd grade teacher & developer of Airborne Formula.

Airborne is proud of the fact that we number no potential harm to ensure safety, purity and potency, we do not market advertising in America using whole plant material.

C-10006-01

Made in USA for Airborne, Inc.
P.O. Box 2884 Carmel, CA 93921
Comments: (800) 590-9794
Visit us at www.airborneHealth.com

AI-AG-000000003

Clubs, groups and organizations are not eligible. Void if all requirements not fulfilled. Duplication or copy not acceptable.

Offer Expires 12/31/99

Duania

Air
Vic

her
well
!
s.

AIRBORNETRUST.COM

Airborne Power Pixies

Airborne is the founder of the Airborne Teachers Trust Fund. A vision of Victoria Knight-McDowell — former second-grade teacher and creator of Airborne — the Airborne Teachers Trust Fund awards monetary grants to fund art and music programs in elementary and middle schools. Often, these programs are in jeopardy of being lost due to budgetary limitations. Airborne proudly supports the Trust financially with the monies generated through the sale of Airborne products.

For additional information and grant application visit airbornetrust.com.

NEW! FOR KIDS (Ages 4-12)

#1 Best Seller in the USA!

Airborne®

Power Pixies

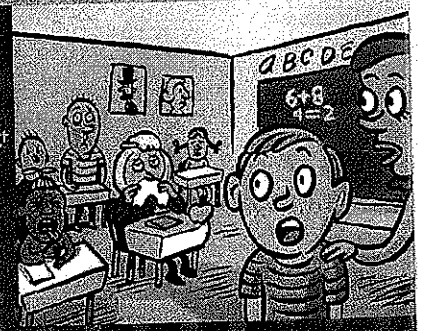
DIETARY SUPPLEMENT

CREATED BY A SCHOOL TEACHER!

Fun, quick-dissolve powder and cherry taste kids love.

Immune-boosting, formula moms love.†

SUPER-TASTING CHERRY FLAVOR



Just pour onto tongue.
No water needed!

8 PACKETS

Exp 01/09
Lot # 01/09A

Comments: (800) 590-9794
Visit us at www.AirborneHealth.com

C-10014-01

8

Airborne Power Pixies

The same immune-boosting benefits as original Airborne now specifically formulated for children

A DIETARY SUPPLEMENT

SUPER-TASTING CHERRY FLAVOR

AIRBORNE® POWER PIXIES™

HEALTH FORMULA FOR KIDS

Airborne®

- Seven Herbal Extracts!
- Antioxidants!
- Electrolytes!
- 500mg of Vitamin C!

FOR USE IN:

School
Playgrounds
Airplanes
Home
Sleep-overs
Vacations...

DIRECTIONS:
For ages 4–12: Open one packet and pour directly onto tongue. No water is needed! Repeat every 3–4 hours as necessary, no more than three times per day. Do not take if pregnant or breastfeeding, unless you have consulted a physician. As with all dietary supplements, people on medication should consult with a physician before taking. KEEP OUT OF REACH OF CHILDREN.

Supplement Facts

Serving Size 1 Packet

Each Packet Contains		% Daily Value
Calories	10	
Total Carbohydrates	3 g	1%*
Vitamin A (as Retinyl Acetate)	1000 IU	20%
Vitamin C (Ascorbic Acid)	500 mg	833%
Vitamin E (as dl-Tocopheryl Acetate)	15 IU	50%
Magnesium (as Sulfate)	20 mg	5%
Zinc (as Sulfate)	4 mg	27%
Selenium (as Amino Acid Chelate)	7.5 mcg	11%
Manganese (as Gluconate)	1.5 mg	75%
Herbal Extract Proprietary Blend Maltodextrin, Lonicera (flower), Forsythia (fruit), Schizonepeta (aboveground parts), Ginger (dried rhizome), Chinese Vitex (fruit), Isatis (root), Echinacea (aboveground parts)	175 mg	**
Amino Acids Blend Glutamine (L-Glutamine), Lysine (L-Lysine HCl)	25 mg	**

*Percent Daily Values are based on a 2,000 calorie diet. **Daily Value not established.

Other Ingredients: Sorbitol, Red Beet Powder Extract (color), Natural and Artificial Cherry Flavor, Sucralose, Acesulfame Potassium

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

No Artificial Colors or Preservatives. Recyclable Carton

Airborne Power Pixies™ Health Formula FOR KIDS!!!

AIRBORNE® was developed by a school teacher to boost her immune system, so that it could help her body fight against germs that abound in the classroom.†

Airborne® Power Pixies™ gives kids the immune-boosting formula of Airborne in a great-tasting, fun-to-take packet.† It's easy for moms because it's fun for kids. Airborne Power Pixies' delicious cherry formula contains 15 herbs and nutrients, specially formulated for kids ages 4 – 12.

"Thank you for using Airborne! I created Airborne because, as a teacher, I needed help supporting my immune system, especially in the classroom."†

–Victoria Knight-McDowell, 2nd grade teacher & developer of Airborne Formula.

HAVE YOU TAKEN YOUR AIRBORNE?

Made in Germany
Airborne, Inc., P.O. Box 2884 Carmel, CA 93921

Airborne is proud of the fact that we import no powdered herbs. To ensure safety, purity and potency, we do our herbal extracting in America using whole plant material.

Clubs, groups and organizations are not eligible. Void if all requirements not fulfilled. Duplication or copy not acceptable.

6

AI-AG-0000006

Airborne® SEASONAL RELIEF

- Natural Herbal Formula!
- Non-Drowsy!

A proprietary blend of herbs and nutrients that promotes normal histamine levels.†

NEW! Seasonal Relief

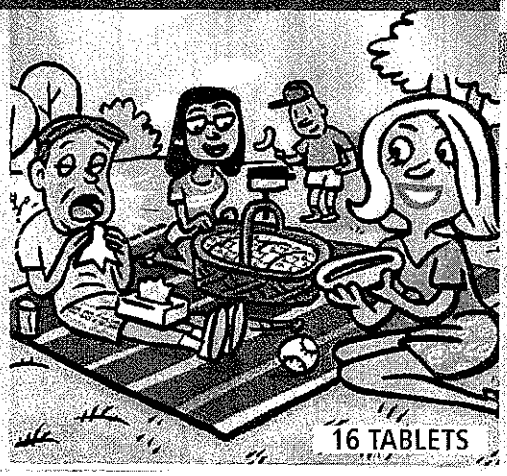
CITRUS BLEND

Airborne SEASONAL RELIEF

DIETARY SUPPLEMENT

CREATED BY A SCHOOL TEACHER!

- Natural Herbal Formula
- Non-Drowsy
- Promotes Normal Histamine Levels†



16 TABLETS

"Thank you for using Airborne! I created Airborne because, as a teacher, I needed help supporting my immune system, especially in the classroom."†

–Victoria Knight-McDowell, 2nd grade teacher & developer of Airborne Formula.

Airborne is proud of the fact that we extract only whole plant material. To ensure safety, purity and potency, this product is manufactured in the U.S.A.

C-10016-01

Airborne SEASONAL RELIEF

DIRECTIONS: Adults and children 12 years and older: Dissolve tablet in 4-6 oz. of water and drink. Take 3 times a day the first week and 2 times a day thereafter. Do not take if pregnant or breastfeeding, unless you have consulted a physician. As with all dietary supplements, people on medication or with known medical conditions should consult a physician before taking.

EFFERVESCENT TECHNOLOGY OFFERS 100% IMMEDIATE ABSORPTION!

WWW.AIRBORNETRUST.COM

Airborne is the founder of the Airborne Teachers Trust Fund. A vision of Victoria Knight-McDowell — former second-grade teacher and creator of Airborne — the Airborne Teachers Trust Fund awards monetary grants to fund art and music programs in elementary and middle schools. Often, these programs are in jeopardy of being lost due to budgetary limitations. Airborne proudly supports the Trust financially with the monies generated through the sale of Airborne products.

For additional information and grant application visit www.airbornetrust.com.

EFFERVESCENT SEASONAL RELIEF Airborne SEASONAL RELIEF

AIRBORNE® AIRBORNE® AIRBORNE® AIRBORNE® AIRBORNE®

Airborne®

SEASONAL RELIEF

EFFERVESCENT HEALTH FORMULA

Supplement Facts

Serving Size 1 Tablet

Each Tablet Contains		% Daily Value
Calories	8	
Total Carbohydrates	<1 g	<1%*
Vitamin C (Ascorbic Acid)	500 mg	833%
Vitamin B6 (Pyridoxine Hydrochloride)	2 mg	100%
Pantothenic Acid (as Calcium d-Pantothenate)	10 mg	100%
Sodium	250 mg	10%
Herbal Extracts Proprietary Blend	420 mg	**
Quercetin (as quercetin dihydrate), Chinese Skullcap (root), Apple (fruit), Eleuthero (root and rhizome), Perilla (leaf), Peppermint (leaf)		

* Percent Daily Values are based on a 2,000 calorie diet. **Daily Value not established.

Other Ingredients: Citric Acid, Sodium Bicarbonate, Sorbitol, Crospovidone, Natural Citrus Flavor, Malic Acid, Sodium Carbonate, L-leucine, Polyethylene Glycol, Silicon Dioxide, Sucralose, Starch.

No Artificial Colors, Flavors or Preservatives.

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Recyclable Carton

Airborne® Seasonal Relief is a non-drowsy formula containing a natural herbal blend that promotes normal histamine levels.†

Airborne's great-tasting Seasonal Relief formula comes in an effervescent tablet that you drop into water and let dissolve before drinking.

Manufactured in U.S.A.
for Airborne, Inc.,
P.O. Box 2884 Carmel, CA 93921

CITRUS BLEND

- Herbal Extracts!
- 500mg of Vitamin C!
- Non-Drowsy!
- Tastes Great!

74352003 EXP 03/09

EFFERVESCENT HEALTH FORMULA
A DIETARY SUPPLEMENT

HAVE YOU TAKEN YOUR AIRBORNE?

Comments: (800) 590-9794
Visit us at www.AirborneHealth.com

AI-AG-000001 3

NOPROMO Proof of Purchase ERROL7

13-5356
1 2 3

Airborne®

SORE THROAT GUMMI LOZENGES (Ages 3-103)

Makers of the famous *Airborne* Formula

Airborne®

SORE THROAT GUMMI LOZENGES

A portion of the famous *Airborne* Formula in a Throat Lozenge!

Buy 6 get 1 FREE

For temporary relief of minor sore throat pain or irritation. Best if NOT chewed. Place in mouth, let dissolve.

Airborne®

SORE THROAT GUMMI LOZENGES

They're really GOOD!!

Airborne®

SORE THROAT GUMMI LOZENGES

NEW!! GUMMI LOZENGES (Ages 3-103)

A DIETARY SUPPLEMENT

NET WT 1.3 OZ (36 G) 18 LOZENGES

Airborne®

SORE THROAT GUMMI LOZENGES

INDICATIONS: For temporary relief of minor sore throat pain or irritation.

DIRECTIONS: Adults and children 3 years of age or older: allow one lozenge to dissolve slowly in mouth. *(for best results do not chew)*. May be repeated every hour as needed or as directed by physician. Children under 3 years, please consult your doctor.

WARNINGS: As with all dietary supplements, pregnant women or people on medication should consult physician before taking. If sore throat symptoms persist for more than two days, or are accompanied by fever, rash, swelling, or nausea, do not use, and consult a physician promptly. Keep this and all drugs out of the reach of children.

AI-AG 0063439

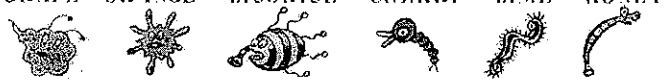
GUMMI LOZENGES

GOT A SORE THROAT???

Airborne® SORE THROAT GUMMI LOZENGES

Delicious **Airborne**® Gummi Lozenges are made exclusively for **Airborne**® in Switzerland and come in 6 natural flavors. Each lozenge contains a portion of the Famous Airborne Formula.

GRAPE · ORANGE · LICORICE · CHERRY · LIME · HONEY



AIRBORNE® **Formula** was developed by a school teacher who was sick of getting sick in class. Our trademarked Hard Gummi Lozenges offer extra long lasting relief for mild sore throat irritation. 100% Guaranteed Satisfaction.

SUPPLEMENT FACTS: Serv size 1 lozenge. Servings. 18. Amount per serving: Calories 4. Total Fat 0g, Total Carb 1g, Sugars 1g, Protein 0g. **Vitamin C** 7.5mg (12.25% DV*), **Vitamin E** 1.25 I.U. (4% DV*), **Thiamin** .175mg (12% DV*), **Riboflavin** .2mg (12% DV*), **Niacin** 2.25mg (11% DV*), **Vitamin B6** .25mg (12% DV*), **Folic Acid** 25ug (6% DV*), **Vitamin B12** .125ug (2% DV*), **Biotin** 18.75ug (6% DV*), **Pantothen** .75mg (7.5% DV*), **Magnesium** (Lactate) 1mg (.25% DV*), **Zinc** (Citrate) 1mg (7% DV*), **Organic Herbal Extracts** (Lonicera, Forsythia, Schizonepeta, Ginger, Chinese Vitex, Isatis Root, Echinacea) 22mg (DV**). *Daily Value based on a 2000 calorie diet. **Daily Value not established.

©KM LABS

OTHER INGREDIENTS: Sugar, Gum Arabic, Corn Syrup, Citric Acid, Licorice, Honey, Natural Fruit Flavors, Natural and Naturally Processed Colors.
DO NOT USE IF INNER POUCH IS OPENED.

No Artificial Colors, Flavors or Preservatives.

Recyclable Carton

Made in Switzerland for Kaufer-Hubbard Labs
P.O. Box 2684 Sumner, OA 98321
Customer: (800) 590-8794
Visit us at www.AirborneHealth.com

4 78657 40001 1

Proof of Purchase

"Thank you for using Airborne Gummi Lozenges! I created the Airborne Formula because, as a teacher dealing with young children, I was sick of catching colds in class."
–Victoria Kaufer-Hubbard, 2nd grade teacher & developer of the famous Airborne Formula.

Airborne is proud of the fact that we import no powdered herbs to ensure safety, purity and potency, we do our herbal extracting in America using whole plant material.

Clubs, groups and organizations are not eligible. Void if an "Airborne" not labeled. Defacement or copy not acceptable.

AIRBORNE® AIRBORNE® AIRBO

#1 Best Seller in the USA! Thank you America

See inside for exciting NEW products

Take Airborne®

Effervescent
DIETARY SUPPLEMENT

Airborne®

EFFERVESCENT HEALTH FORMULA
A DIETARY SUPPLEMENT

Take at the *FIRST* sign of a cold symptom*
or before entering crowded environments

Buy 6 get 1 FREE

Airborne®

CREATED BY A SCHOOL TEACHER!

CONTENTS: 1 TUBE

- Seven Herbal Extracts!
- Antioxidants!
- Electrolytes!
- Amino Acids!
- 1,000mg of Vitamin C!
- Tastes Great!

10 TABLETS PER TUBE

064156
EXP 01/09

FOR USE IN:

- ▶ Airplanes
- ▶ Offices
- ▶ Schools
- ▶ Restaurants
- ▶ Health Clubs
- ▶ Theaters...

NET WT 1.7 OZ (47 G) 10 TABLETS

DIRECTIONS: AT THE FIRST SIGN OF A COLD SYMPTOM, SIMPLY DROP (1) AIRBORNE TABLET IN A SMALL AMOUNT OF PLAIN WATER, LET DISSOLVE (ABOUT 1 MINUTE) AND DRINK. REPEAT EVERY THREE HOURS AS NECESSARY. CHILDREN: ONE HALF TABLET. AS WITH ALL DIETARY SUPPLEMENTS, PREGNANT WOMEN OR PEOPLE ON MEDICATION SHOULD CONSULT PHYSICIAN BEFORE TAKING. SEALED WITH A TAMPER EVIDENT CAP FOR YOUR PROTECTION. MAY BE USED IN HOT OR COLD WATER. *EFFERVESCENT TECHNOLOGY OFFERS 100% IMMEDIATE ABSORPTION!*

TAKE AT THE FIRST SIGN OF COLD SYMPTOM OR IN CROWDED PLACES*

EFFERVESCENT!!

AIRBORNE® AIRBORNE® AIRBORNE® AIRBORNE

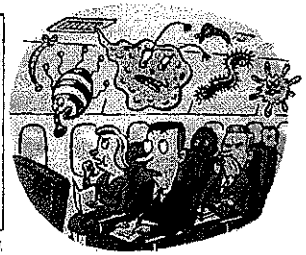
Take

AIRBORNE® *Effervescent* Health Formula

Take at the *FIRST* sign of a cold symptom or before entering crowded environments, like airplanes, offices and schools.*

AIRBORNE® was developed by a school teacher who was sick of getting sick in the classroom.* It can be taken 2 ways: at the first sign of a cold symptom, or before entering crowded environments, like airplanes and offices.* Airborne's unique natural formula contains 17 herbs and nutrients, including ginger for nausea!*

SUPPLEMENT FACTS: Serv size 1 tablet. Servings, 10. Amount per serving: Calories 5, Total Fat 0g, Sodium 230mg (10% DV†), Total Carb 0g, Sugars 0g, Protein 0g. **Vitamin A** (100% Palmitate) 5,000 I.U. (100% DV†), **Vitamin C** (Ascorbic Acid) 1,000mg (1,670% DV†), **Vitamin E** (Acetate) 30 I.U. (100% DV†), **Riboflavin** 2.5mg (170% DV†), **Magnesium** (Oxide & Sulfate) 40mg (10% DV†), **Zinc** (Sulfate) 8mg (55% DV†), **Selenium** (Amino Acid Chelate) 15mcg (20% DV†), **Manganese** (Gluconate) 3mg (150% DV†), **Potassium** (Bicarbonate) 75mg (2% DV†), **Herbal Extracts** (Proprietary blend of Maltodextrin, Lonicera, Forsythia, Schizonepeta, Ginger, Chinese Vitex, Isatis Root, Echinacea) 350mg (DV††), **Amino Acids** (Glutamine as L-Glutamine, Lysine as L-Lysine HCl) 50mg (DV††). †Daily Value based on a 2000 calorie diet. ††Daily Value not established.

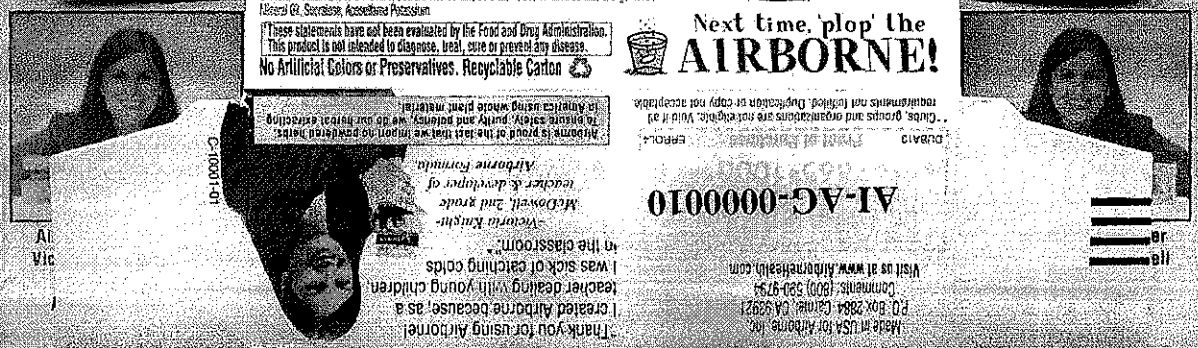


OTHER INGREDIENTS: Citric Acid, Sodium Bicarbonate, Sorbitol, Potassium Bicarbonate, Orange Flavor, Mineral Oil, Sucrose, Acesulfame Potassium

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

No Artificial Colors or Preservatives. Recyclable Carton

Next time, 'plop' the **AIRBORNE!**



Made in USA for Airborne Inc.
P.O. Box 2884 Colmar, CA 93927
Comments: (800) 520-9791
Visit us at www.AirborneHealth.com

AI-AG-00000010

DUBAI1 EBROLI

*Clubs, groups and organizations are not eligible. Void in all jurisdictions not listed. Duplication or copy not acceptable.

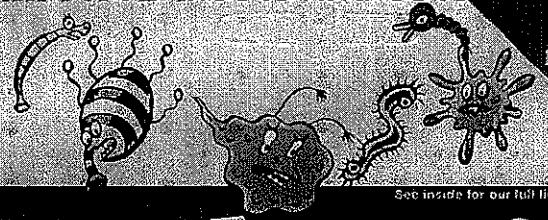
"Thank you for using Airborne! I created Airborne because, as a teacher dealing with young children I was sick of catching colds in the classroom."
-Victoria Knight-McDonald, 2nd grade teacher & developer of Airborne Formula

Airborne is proud of the fact that we import no pesticides into, or pollute society, purity and potency, we do our herbal extracting in Africa using whole plant material.

C-10001-01

AIRBORNE AIRBORNE AIRBO

#1 Best Seller in the USA!



See inside for our full line of products

Airborne®

ZESTY ORANGE
DIETARY SUPPLEMENT

Airborne®

ORIGINAL ZESTY ORANGE

EFFERVESCENT HEALTH FORMULA
A DIETARY SUPPLEMENT

The original immune-boosting tablet.

Buy 6 get 1 FREE

Airborne®

CREATED BY A SCHOOL TEACHER!

CONTENTS: 1 TUBE

ORIGINAL ZESTY ORANGE

- Seven Herbal Extracts!
- Antioxidants!
- Electrolytes!
- Amino Acids!
- 1,000mg of Vitamin C!
- Tastes Great!

10 TABLETS PER TUBE

FOR USE IN:

- ▶ Airplanes
- ▶ Offices
- ▶ Schools
- ▶ Restaurants
- ▶ Health Clubs
- ▶ Theaters...

NET WT 1.7 OZ (47 G) 10 TABLETS

DIRECTIONS: SIMPLY DROP (1) AIRBORNE TABLET IN A SMALL AMOUNT OF PLAIN WATER. LET DISSOLVE (ABOUT 1 MINUTE) AND DRINK. REPEAT EVERY THREE HOURS AS NECESSARY. CHILDREN: ONE HALF TABLET. AS WITH ALL DIETARY SUPPLEMENTS, PREGNANT WOMEN OR PEOPLE ON MEDICATION SHOULD CONSULT PHYSICIAN BEFORE TAKING. SEALED WITH A TAMPER EVIDENT CAP FOR YOUR PROTECTION. MAY BE USED IN HOT OR COLD WATER.

EFFERVESCENT TECHNOLOGY OFFERS 100% IMMEDIATE ABSORPTION!

EFFERVESCENT ORIGINAL

AIRBORNE® AIRBORNE® AIRBORNE® AIRBORNE

Take

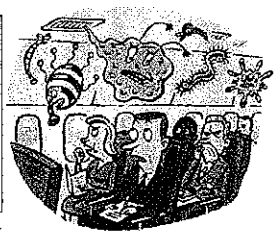
AIRBORNE® *Effervescent* Health Formula

Take AIRBORNE to boost your immune system. A healthy immune system helps your body fight germs. Take before entering crowded environments, like airplanes, offices and schools.*

AIRBORNE® was developed by a school teacher to boost her immune system, so that it could help her body fight against germs that abound in the classroom. Airborne's unique natural formula contains 17 herbs and nutrients, including ginger for nausea!*

SUPPLEMENT FACTS: Serv size 1 tablet. Servings. 10 Amount per serving: Calories 5, Total Fat 0g, Sodium 290mg (10% DV**), Total Carb 0g, Sugars 0g, Protein 0g, **Vitamin A** (100% Palmitate) 5,000 I.U. (100% DV**), **Vitamin C** (Ascorbic Acid) 1,000mg (1,670% DV**), **Vitamin E** (Acetate) 30 I.U. (100% DV**), **Riboflavin** 2.8mg (170% DV**), **Magnesium** (Oxide & Sulfate) 40mg (10% DV**), **Zinc** (Sulfate) 8mg (55% DV**), **Selenium** (Amino Acid Chelate) 15mcg (20% DV**), **Manganese** (Gluconate) 3mg (150% DV**), **Potassium** (Bicarbonate) 75mg (2% DV**), **Herbal Extracts** (Proprietary blend of Maltodextrin, Lonicera, Forsythia, Schizonepeta, Ginger, Chinese Vitex, Isatis Root, Echinacea) 350mg (DV**), **Amino Acids** (Glutamine as L-Glutamine, Lysine as L-Lysine HCl) 50mg (DV**). *Daily Value based on a 2000 calorie diet. **Daily Value not established.

OTHER INGREDIENTS: Citric Acid, Sodium Bicarbonate, Sorbitol, Potassium Bicarbonate, Orange Flavor, Mineral Oil, Sucralose, Acesulfame Potassium.



*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

No Artificial Colors or Preservatives. Recyclable Carton

Next time, 'plop' the AIRBORNE!

Made in USA for Airborne Inc
PO Box 2861 Palmer, CA 93927
Customer Care (800) 590-9254
Visit us at www.AirborneHealth.com

AI-AG-000001

"Thank you for using Airborne! I created Airborne because as a teacher I needed help supporting my immune system especially in the classroom."
— Victoria Harper
McDonald's 2nd grade teacher & developer of Airborne Formula

Airborne is proud of the fact that we support pasteurized milk to ensure safety/quality and believe it is our moral responsibility to America using whole plant materials.

QUANTITY

SPECIAL

"Claims, prices and organizations are not eligible. Your in an requirements set further. Duplication or copy not acceptable.

ORIGINAL ZESTY ORANGE

Airborne®

EFFERVESCENT HEALTH FORMULA
A DIETARY SUPPLEMENT

The original immune-boosting tablet.*

Airborne®

ORIGINAL ZESTY ORANGE

- Seven Herbal Extracts!
- Antioxidants!
- Electrolytes!
- Amino Acids!
- 1,000mg of Vitamin C!
- Tastes Great!

Airborne®

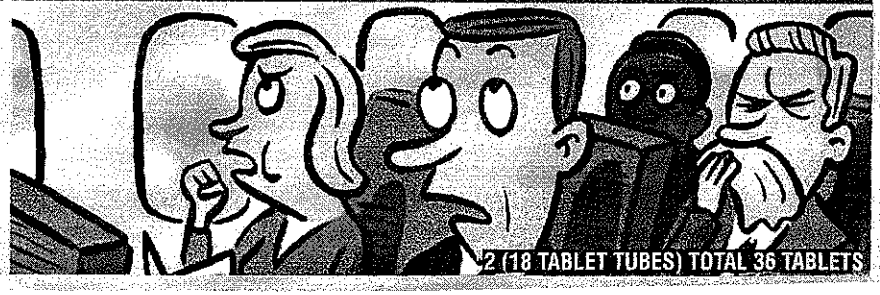
#1 Best Seller in the USA!

ZESTY ORANGE
DIETARY SUPPLEMENT

CREATED BY A SCHOOL TEACHER!

FOR USE IN:

- ► Airplanes
- ► Offices
- ► Schools
- ► Restaurants
- ► Health Clubs
- ► Theaters...



2 (18 TABLET TUBES) TOTAL 36 TABLETS

CONTENTS: 2 TUBES

DIRECTIONS: SIMPLY DROP (1) AIRBORNE TABLET IN A SMALL AMOUNT OF PLAIN WATER, LET DISSOLVE (ABOUT 1 MINUTE) AND DRINK. REPEAT EVERY THREE HOURS AS NECESSARY. CHILDREN: ONE HALF TABLET. AS WITH ALL DIETARY SUPPLEMENTS, PREGNANT WOMEN OR PEOPLE ON MEDICATION SHOULD CONSULT PHYSICIAN BEFORE TAKING. SEALED WITH A TAMPER EVIDENT CAP FOR YOUR PROTECTION. MAY BE USED IN HOT OR COLD WATER.

EFFERVESCENT TECHNOLOGY OFFERS 100% IMMEDIATE ABSORPTION!

Take
AIRBORNE® *Effervescent* Health Formula

Take AIRBORNE to boost your immune system. A healthy immune system helps your body fight germs. Take before entering crowded environments, like airplanes, offices and schools.*

Original AIRBORNE® was developed by a school teacher to boost her immune system, so that it could help her body fight against germs that abound in the classroom. Airborne's unique natural formula contains 17 herbs and nutrients, including ginger for nausea!*

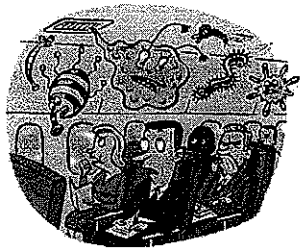
SUPPLEMENT FACTS: Serv size 1 tablet. Servings. 36. Amount per serving: Calories 5, Total Fat 0g, Sodium 230mg (10% DV*), Total Carb 0g, Sugars 0g, Protein 0g. **Vitamin A** (100% Palmitate) 5,000 I.U. (100% DV*), **Vitamin C** (Ascorbic Acid) 1,000mg (1,670% DV*), **Vitamin E** (Acetate) 30 I.U. (100% DV*), **Riboflavin** 2.8mg (170% DV*), **Magnesium** (Oxide & Sulfate) 40mg (10% DV*), **Zinc** (Sulfate) 8mg (55% DV*), **Selenium** (Amino Acid Chelate) 15mcg (20% DV*), **Manganese** (Gluconate) 3mg (150% DV*), **Potassium** (Bicarbonate) 75mg (2% DV*), **Herbal Extracts** (Proprietary blend of Maltodextrin, Lonicera, Forsythia, Schizonepeta, Ginger, Chinese Vitex, Isatis Root, Echinacea) 350mg (DV**), **Amino Acids** (Glutamine as L-Glutamine, Lysine as L-Lysine HCl) 50mg (DV**). *Daily Value based on a 2000 calorie diet. **Daily Value not established.

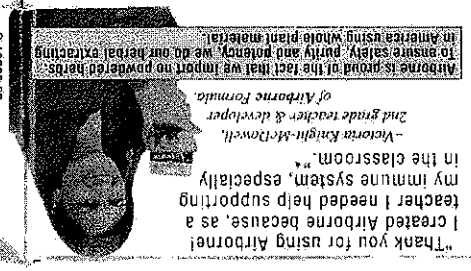
OTHER INGREDIENTS: Citric Acid, Sodium Bicarbonate, Sorbitol, Potassium Bicarbonate, Orange Flavor, Mineral Oil, Sucralose, Acesulfame Potassium.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

No Artificial Colors or Preservatives. Recyclable Carton

Next time, 'plop' the
AIRBORNE!





"Thank you for using Airborne! I created Airborne because, as a teacher I needed help supporting my immune system, especially in the classroom."*

–Victoria Knight-McDowell, 2nd grade teacher & developer of Airborne Formula.

Airborne is proud of the fact that we import no powdered herbs to ensure safety, purity and potency. We do our herbal extracting in America using whole plant material.

C-10035-02

Made in U.S.A.
P.O. Box 2894 Carmel, CA 93921
Comments: (800) 590-9794
Visit us at www.AirborneHealth.com

AI-AG-000001

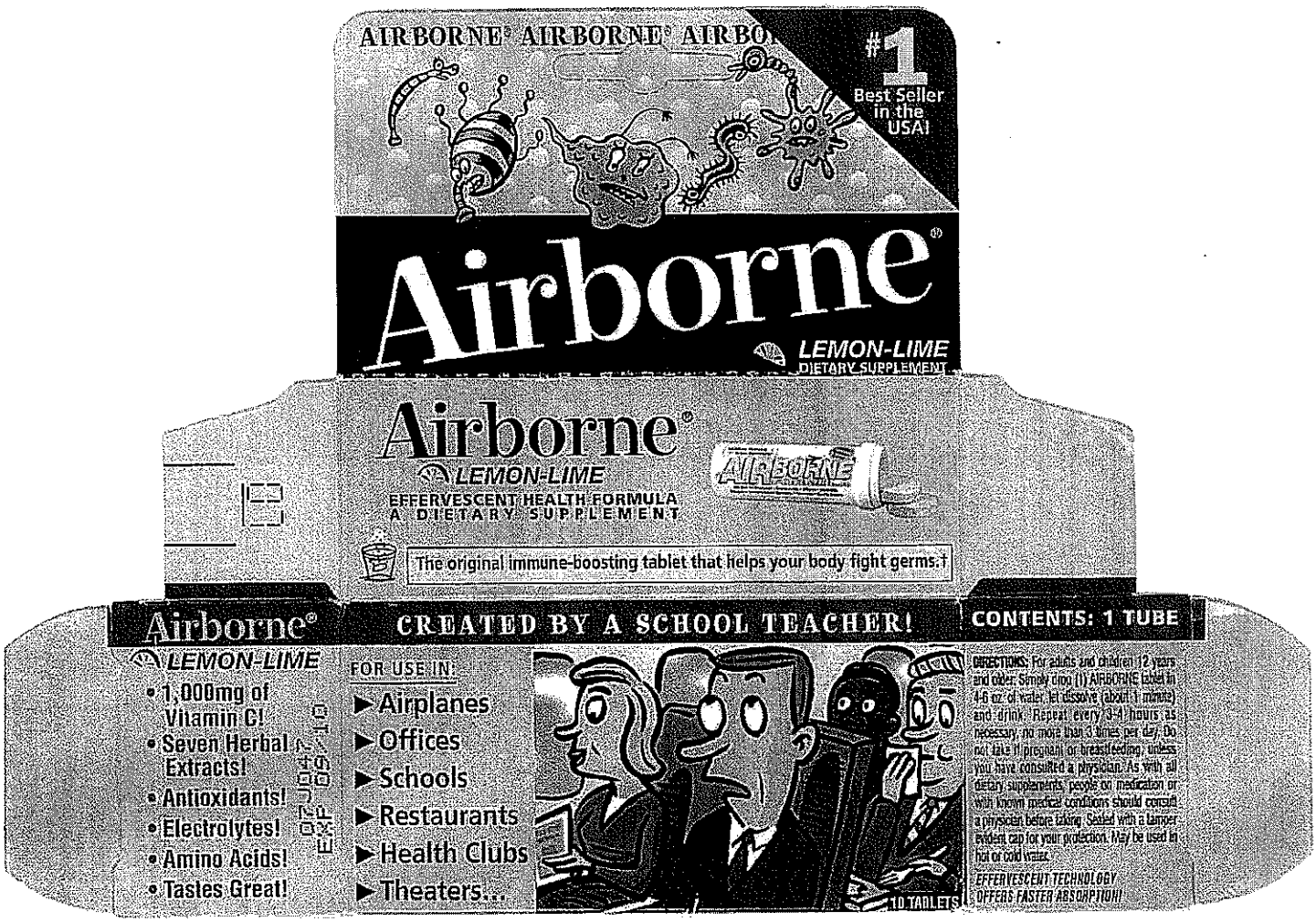
DUBAI3 EBR04

Please do not destroy

6 "—4 7 8 6 5 "1 U U U 5 "— 8

*Clubs, groups and organizations are not eligible. Void if all requirements not fulfilled. Duplication or copy not acceptable.

COLLECTIVE EXHIBIT B


AIRBORNE® AIRBORNE® AIRBO
#1
Best Seller in the USA!
Airborne®
LEMON-LIME
DIETARY SUPPLEMENT
Airborne®
LEMON-LIME
EFFERVESCENT HEALTH FORMULA
A DIETARY SUPPLEMENT
AIRBORNE
The original immune-boosting tablet that helps your body fight germs.†
Airborne®
CREATED BY A SCHOOL TEACHER!
CONTENTS: 1 TUBE
LEMON-LIME
• 1,000mg of Vitamin C!
• Seven Herbal Extracts!
• Antioxidants!
• Electrolytes!
• Amino Acids!
• Tastes Great!
FOR USE IN:
▶ Airplanes
▶ Offices
▶ Schools
▶ Restaurants
▶ Health Clubs
▶ Theaters...
10 TABLETS
DIRECTIONS: For adults and children 12 years and older: Simply drop (1) AIRBORNE tablet in 4-6 oz. of water, let dissolve (about 1 minute) and drink. Repeat every 3-4 hours as necessary, no more than 3 times per day. Do not take if pregnant or breastfeeding, unless you have consulted a physician. As with all dietary supplements, people on medication or with known medical conditions should consult a physician before taking. Sealed with a tamper-evident cap for your protection. May be used in hot or cold water.
EFFERVESCENT TECHNOLOGY OFFERS FASTER ABSORPTION!

EFFERVESCENT NIGHT TIME

AIRBORNE AIRBORNE AIRBORNE AIRBORNE

Supplement Facts

Serving Size 1 Tablet

Amount Per Tablet		% Daily Value
Calories	5	
Total Carbohydrates	<1 g	<1%*
Vitamin A (as Retinyl Palmitate)	2000 IU	40%
Vitamin C (Ascorbic Acid)	1000 mg	1667%
Vitamin E (as dl-Tocopheryl Acetate)	30 IU	100%
Magnesium (as Oxide & Sulfate)	40 mg	10%
Zinc (as Sulfate)	8 mg	53%
Selenium (as Chelate)	15 mcg	21%
Manganese (as Gluconate)	3 mg	150%
Sodium	230 mg	10%
Potassium	75 mg	2%
Herbal Extract Proprietary Blend Maltodextrin, Lonicera (flower), Forsythia (fruit), Schizonepeta (aboveground parts), Ginger (dried rhizome), Chinese Vitex (fruit), Isatis (root), Echinacea (aboveground parts)	350 mg	**
Nighttime Herbal Blend Chamomile (flower), Lemon Balm (aboveground parts), Passionflower (aboveground parts), Valerian (root)	60 mg	**

* Percent Daily Values are based on a 2,000 calorie diet. ** Daily Value not established.

Other Ingredients: Sorbitol, Citric Acid, Sodium Bicarbonate, Natural and Artificial Flavors, Potassium Bicarbonate, Caramel Color, Mineral Oil, Acesulfame Potassium, Sucralose.

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

No Artificial Colors or Preservatives. Recyclable Carton

Airborne® NIGHTTIME

Effervescent

Health Formula

AIRBORNE® was developed by a school teacher to boost her immune system, so that it could help her body fight against germs that abound in the classroom.†

Airborne Nighttime contains immune-boosting ingredients *plus* natural herbs to help soothe and relax for a better night's sleep.†

Airborne Nighttime's unique formula contains 19 herbs and nutrients!

Next time, 'plop' the AIRBORNE!

Manufactured in USA for Airborne, Inc. from domestic and imported ingredients P.O. Box 2884 Carmel, CA 93921

"Thank you for using Airborne! I created Airborne because, as a teacher, I needed help supporting my immune system, especially in the classroom."†

–Victoria Knight-McDowell, 2nd grade teacher & developer of Airborne Formula.

To ensure safety, purity and potency, Airborne is proud of the fact that we extract only whole plant material. This product is manufactured in the U.S.A. from domestic and imported ingredients.

C-10008-02

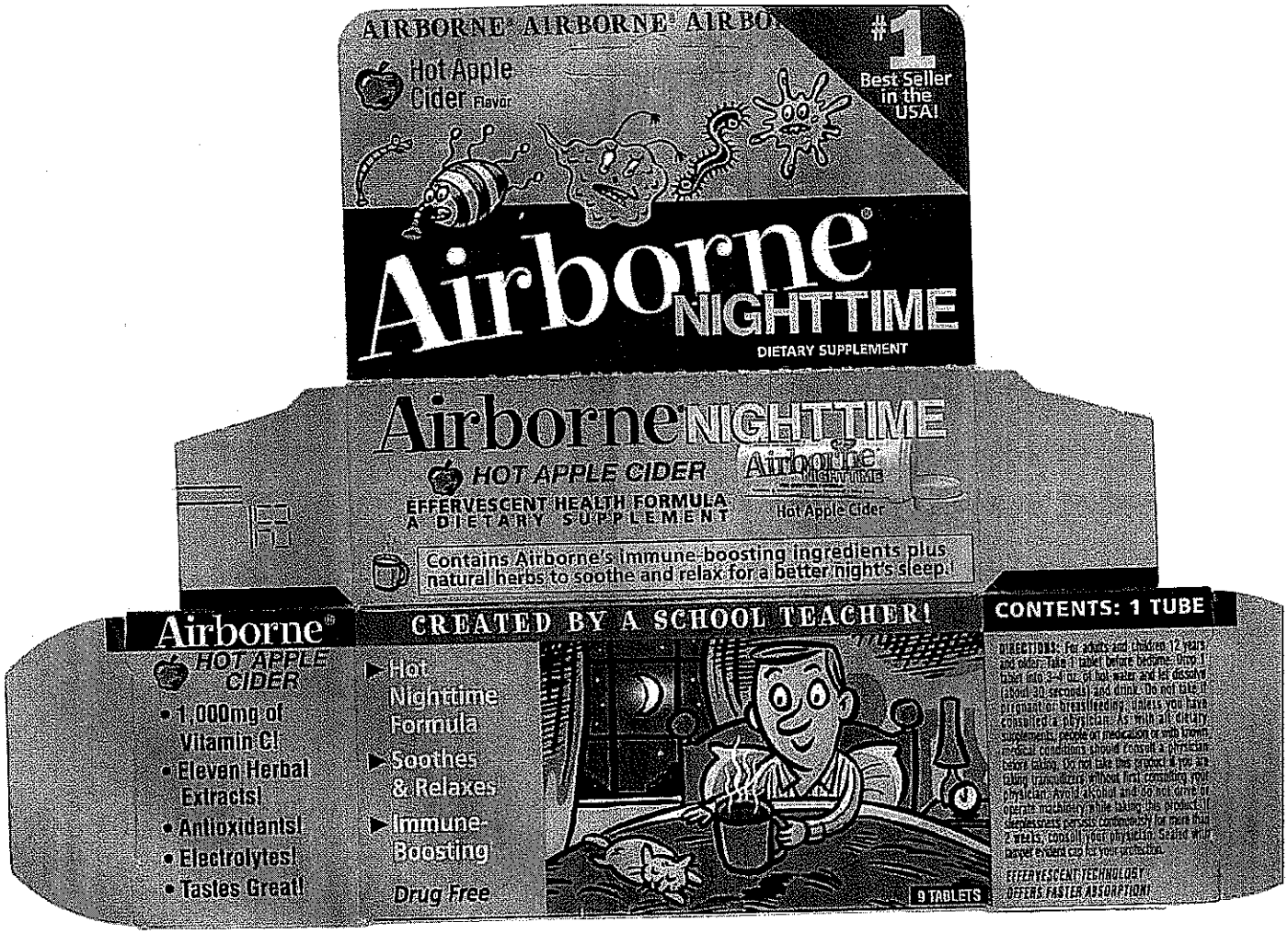
HAVE YOU TAKEN YOUR AIRBORNE?

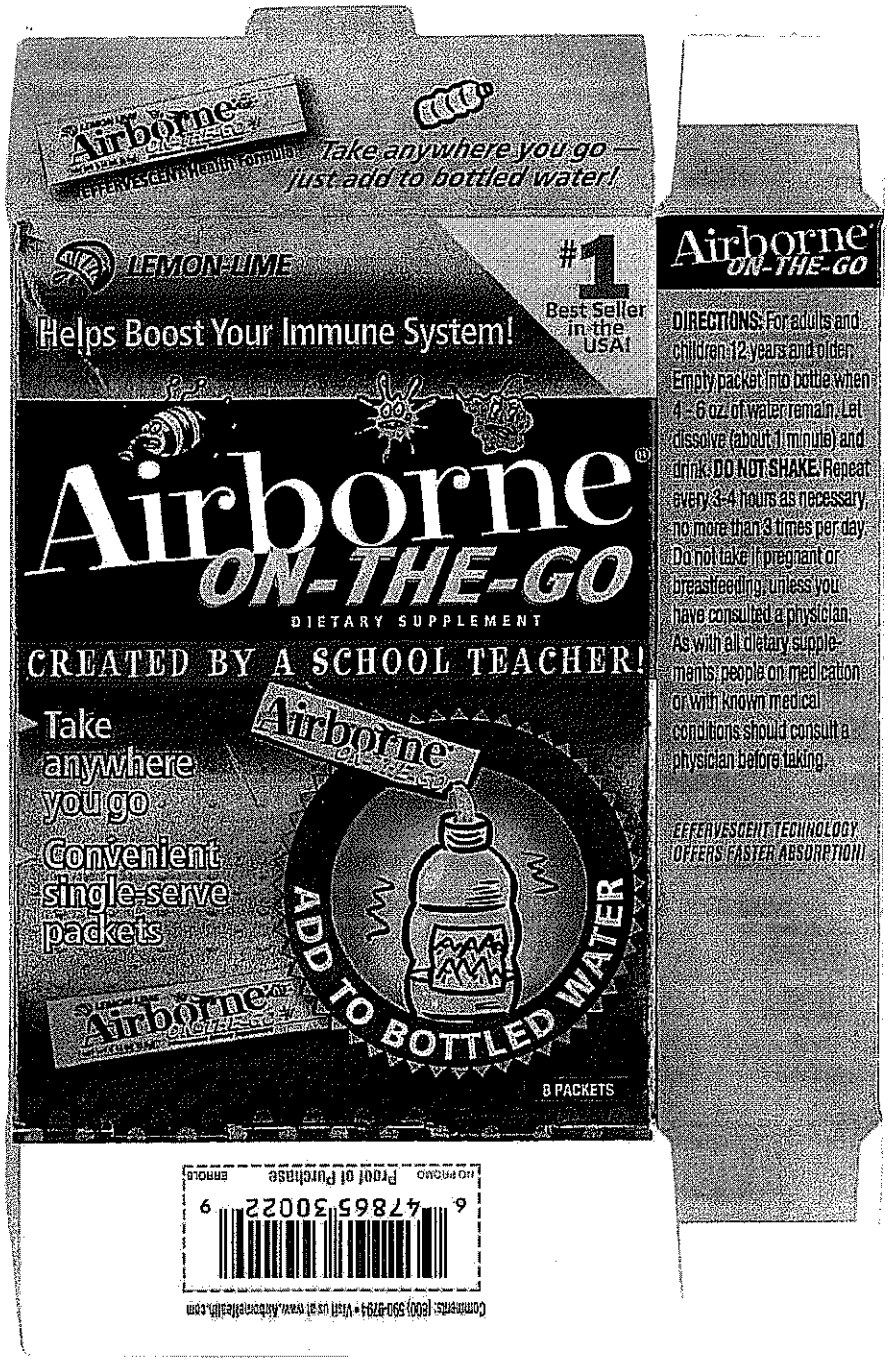
Comments: (800) 590-9794

Visit us at www.AirborneHealth.com

NOPROMO Proof of Purchase ERROLD

6 47865 30025 0


AIRBORNE® AIRBORNE® AIRBO
Hot Apple Cider Flavor
#1 Best Seller in the USA!
Airborne® NIGHTTIME
DIETARY SUPPLEMENT
Airborne NIGHTTIME
HOT APPLE CIDER
EFFERVESCENT HEALTH FORMULA
A DIETARY SUPPLEMENT
Hot Apple Cider
Contains Airborne's immune-boosting ingredients plus natural herbs to soothe and relax for a better night's sleep.
Airborne®
HOT APPLE CIDER
• 1,000mg of Vitamin C!
• Eleven Herbal Extracts!
• Antioxidants!
• Electrolytes!
• Tastes Great!
CREATED BY A SCHOOL TEACHER!
▶ Hot Nighttime Formula
▶ Soothes & Relaxes
▶ Immune-Boosting
Drug Free
9 TABLETS
CONTENTS: 1 TUBE
DIRECTIONS: For adults and children 12 years and older. Take 1 tablet before bedtime. Drop 1 tablet into 3-4 oz. of hot water and let dissolve (about 30 seconds) and drink. Do not take if pregnant or breastfeeding, unless you have consulted a physician. As with all dietary supplements, people on medication or with known medical conditions should consult a physician before taking. Do not take this product if you are taking tranquilizers without first consulting your physician. Avoid alcohol and do not drive or operate machinery while taking this product. If sleeplessness persists continuously for more than 2 weeks, consult your physician. Sealed with tamper evident cap for your protection.
EFFERVESCENT TECHNOLOGY OFFERS FASTER ABSORPTION!


Airborne ON-THE-GO
EFFERVESCENT Health Formula
Take anywhere you go — just add to bottled water!
LEMON-LIME
Helps Boost Your Immune System!
#1 Best Seller in the USA!
Airborne ON-THE-GO
DIETARY SUPPLEMENT
CREATED BY A SCHOOL TEACHER!
Take anywhere you go
Convenient single-serve packets
ADD TO BOTTLED WATER
8 PACKETS
Airborne ON-THE-GO
DIRECTIONS: For adults and children 12 years and older. Empty packet into bottle when 4 - 6 oz. of water remain. Let dissolve (about 1 minute) and drink. DO NOT SHAKE. Repeat every 3-4 hours as necessary, no more than 3 times per day. Do not take if pregnant or breastfeeding, unless you have consulted a physician. As with all dietary supplements, people on medication or with known medical conditions should consult a physician before taking.
EFFERVESCENT TECHNOLOGY OFFERS FASTER ABSORPTION!
Proof of Purchase
6 47865 30022 9

EFFERVESCENT ON-THE-GO

AIRBORNE® AIRBORNE® AIRBORNE®

Supplement Facts

Serving Size 1 Packet

Each Packet Contains		% Daily Value
Calories	0	
Total Carbohydrates	<1 g	<1%*
Vitamin A (as Retinyl Palmitate)	2000 IU	40%
Vitamin C (Ascorbic Acid)	1000 mg	1667%
Vitamin E (as dl-Tocopheryl Acetate)	30 IU	100%
Magnesium (as Oxide & Sulfate)	40 mg	10%
Zinc (as Sulfate)	8 mg	53%
Selenium (as Amino Acid Chelate)	15 mcg	21%
Manganese (as Gluconate)	3 mg	150%
Sodium	230 mg	10%
Potassium	75 mg	2%
Herbal Extract Proprietary Blend	350 mg	**
Maltodextrin, Lonicera (flower), Forsythia (fruit), Schizonepeta (aboveground parts), Ginger (dried rhizome), Chinese Vitex (fruit), Isatis (root), Echinacea (aboveground parts)		
Amino Acids Blend	50 mg	**
Glutamine (as L-Glutamine) Lysine (as L-Lysine HCl)		

* Percent Daily Values are based on a 2,000 calorie diet. **Daily Value not established.

Other Ingredients: Citric Acid, Sodium Bicarbonate, Natural Lemon-Lime Flavors, Potassium Bicarbonate, Acesulfame Potassium, Sucralose.

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

No Artificial Colors, Flavors or Preservatives

Recyclable Carton

HAVE YOU TAKEN YOUR AIRBORNE?

Manufactured in Germany for Airborne, Inc., P.O. Box 2884 Carmel, CA 93921

Airborne ON-THE-GO

Effervescent Health Formula

AIRBORNE® was developed by a school teacher to boost her immune system, so that it could help her body fight against germs that abound in the classroom.†

Airborne On-the-Go gives you this same immune-boosting formula in convenient, single-serve packets. It's perfect for people on the go. Just add to bottled water and take it anywhere you go!†

Airborne's unique formula contains 17 herbs and nutrients!

"Thank you for using Airborne! I created Airborne because, as a teacher, I needed help supporting my immune system, especially in the classroom."†

–Victoria Knight-McDowell, 2nd grade teacher & developer of Airborne Formula.

To assure safety, purity and potency, Airborne is proud of the fact that we extract only whole plant material. All Airborne products are manufactured using the highest quality standards.

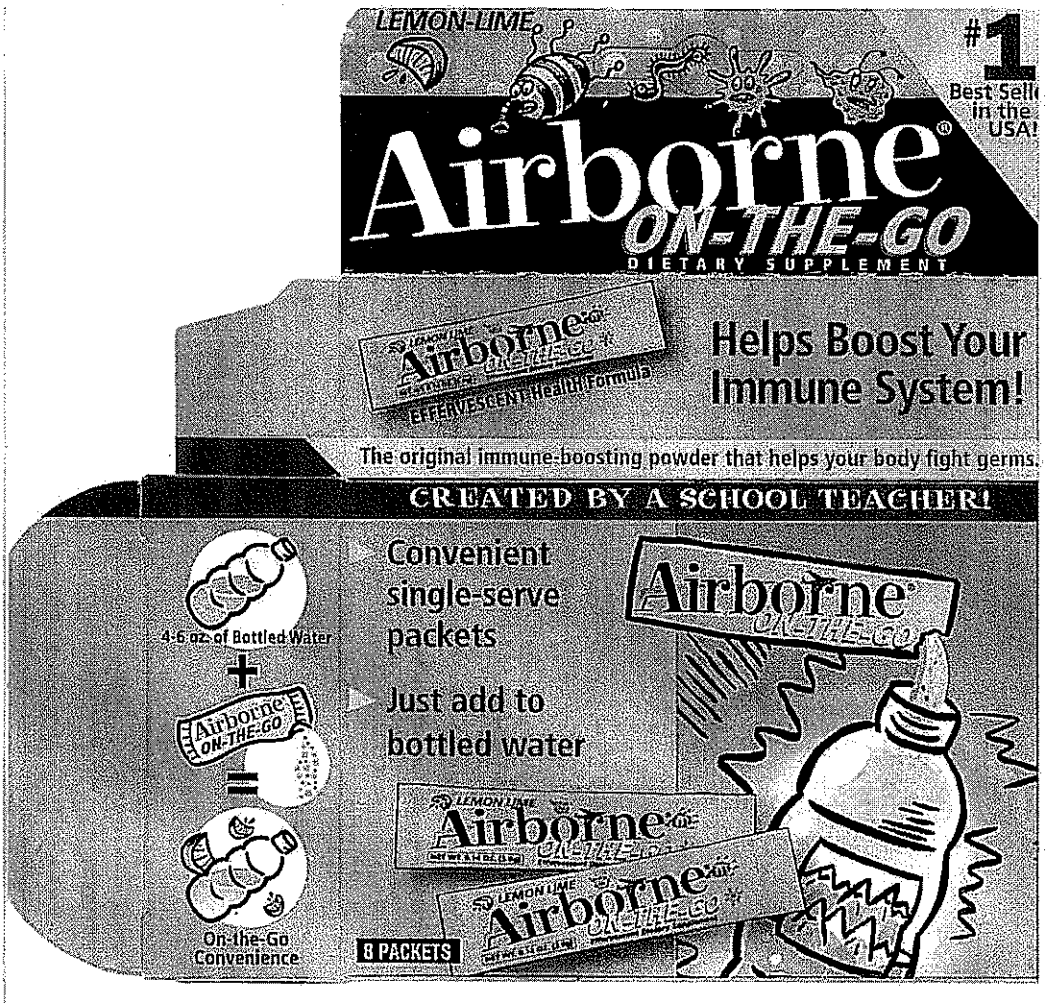
C-10009-03

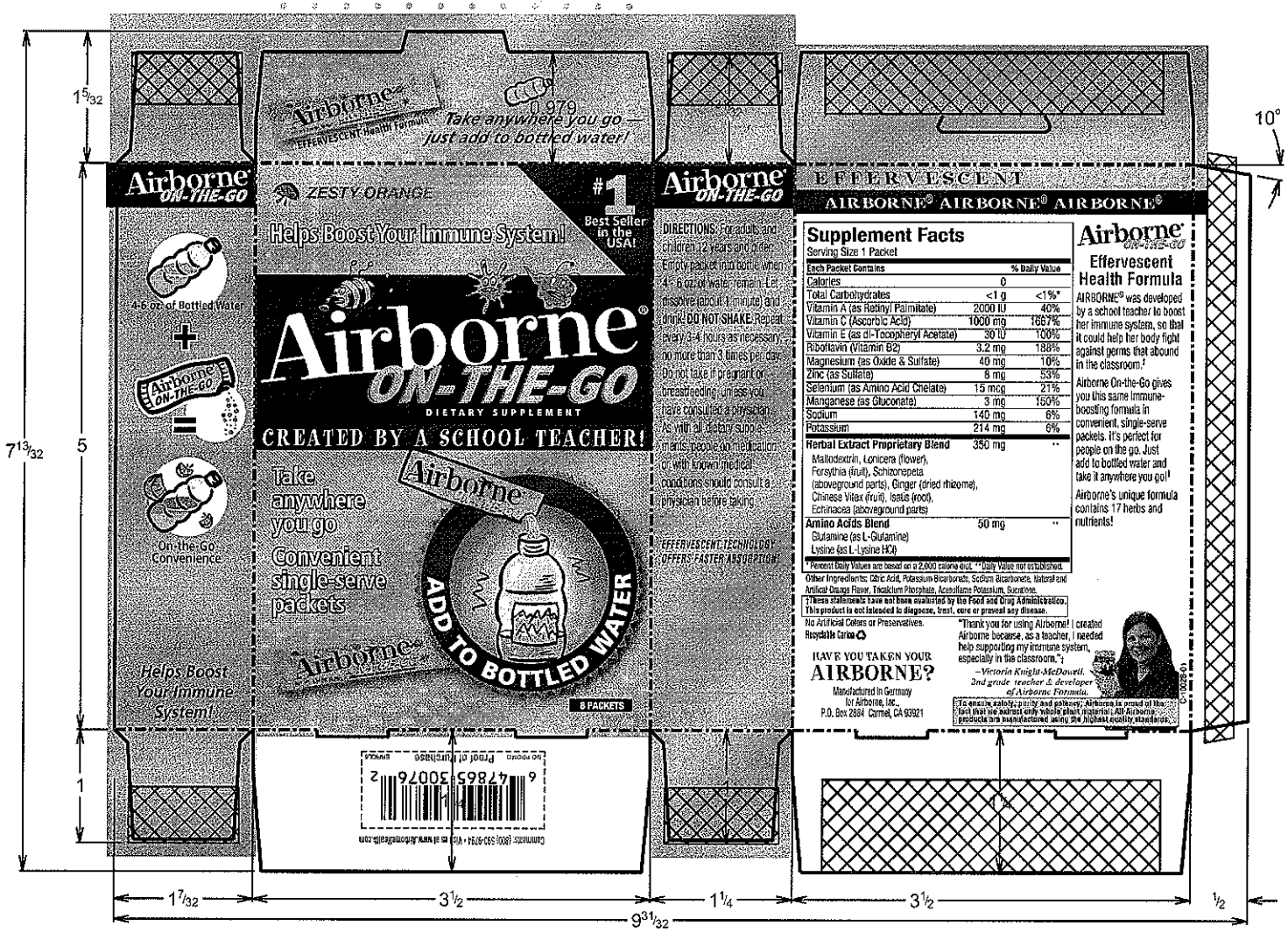
Airborne ON-THE-GO

4-6 oz. of Bottled Water

On-the-Go Convenience

Helps Boost Your Immune System!


LEMON-LIME
#1
Best Selle
in the
USA!
Airborne®
ON-THE-GO
DIETARY SUPPLEMENT
Airborne
EFFERVESCENT Health Formula
Helps Boost Your Immune System!
The original immune-boosting powder that helps your body fight germs.
CREATED BY A SCHOOL TEACHER!
4-6 oz. of Bottled Water
+
Airborne ON-THE-GO
=
On-the-Go Convenience
Convenient single-serve packets
Just add to bottled water
Airborne
8 PACKETS



Mack Professional
Airborne 8 Count
D5147F
SBS.015
Nov 8, 2007

FOUR-COLOR PROCESS | PROCESS BUILDS / TINTS | SPOT COLORS

OTG design B3
8count = version 7 - Original
D5147F - die line

EFFERVESCENT ON-THE-GO

AIRBORNE® AIRBORNE® AIRBORNE® AIRBORNE®

Supplement Facts

Serving Size 1 Packet

Each Packet Contains		% Daily Value
Calories	0	
Total Carbohydrates	<1 g	<1%*
Vitamin A (as Retinyl Palmitate)	2000 IU	40%
Vitamin C (Ascorbic Acid)	1000 mg	1667%
Vitamin E (as dl-Tocopheryl Acetate)	30 IU	100%
Magnesium (as Oxide & Sulfate)	40 mg	10%
Zinc (as Sulfate)	8 mg	53%
Selenium (as Amino Acid Chelate)	15 mcg	21%
Manganese (as Gluconate)	3 mg	150%
Sodium	230 mg	10%
Potassium	75 mg	2%
Herbal Extract Proprietary Blend Maltodextrin, Lonicera (flower), Forsythia (fruit), Schizonepeta (aboveground parts), Ginger (dried rhizome), Chinese Vitex (fruit), Isatis (root), Echinacea (aboveground parts)	350 mg	**
Amino Acids Blend Glutamine (as L-Glutamine) Lysine (as L-Lysine HCl)	50 mg	**

* Percent Daily Values are based on a 2,000 calorie diet. **Daily Value not established.

Other Ingredients: Citric Acid, Sodium Bicarbonate, Natural Lemon-Lime Flavors, Potassium Bicarbonate, Acesulfame Potassium, Sucralose.

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

No Artificial Colors, Flavors or Preservatives. Recyclable Carton

Airborne® ON-THE-GO

Effervescent Health Formula

AIRBORNE® was developed by a school teacher to boost her immune system, so that it could help her body fight against germs that abound in the classroom.†

Airborne On-the-Go gives you this same immune-boosting formula in convenient, single-serve packets. It's perfect for people on the go. Just add to bottled water and take it anywhere you go!†

Airborne's unique formula contains 17 herbs and nutrients!

Manufactured in Germany for Airborne, Inc., P.O. Box 2884 Carmel, CA 93921

EXP 11/09
LOT 11/09A

"Thank you for using Airborne! I created Airborne because, as a teacher, I needed help supporting my immune system, especially in the classroom."†

—Victoria Knight-McDowell, 2nd grade teacher & developer of Airborne Formula.

To ensure safety, purity and potency, Airborne is proud of the fact that we extract only whole plant material.

C-10019-04

Comments: (800) 690-9794 • Visit us at www.AirborneHealth.com

6 47865 30022 9

NORPOLIS Proof of Purchase ERROLE

Airborne SEASONAL

DIRECTIONS: Adults and children 12 years and older: Dissolve tablet in 4-6 oz. of water and drink. Take 3 times a day the first week and 2 times a day thereafter. Do not take if pregnant or breastfeeding, unless you have consulted a physician. As with all dietary supplements, people on medication or with known medical conditions should consult a physician before taking.

EFFERVESCENT TECHNOLOGY OFFERS FASTER ABSORPTION!

WWW.AIRBORNETRUST.COM

Airborne is the founder of the Airborne Teachers Trust Fund. A vision of Victoria Knight-McDowell — former second-grade teacher and creator of Airborne — the Airborne Teachers Trust Fund awards monetary grants to fund art and music programs in elementary and middle schools. Often, these programs are in jeopardy of being lost due to budgetary limitations. Airborne proudly supports the Trust financially with the monies generated through the sale of Airborne products.

For additional information and grant application visit www.airbornetrust.com.

511540 W6#2
1/08 3

EFFERVESCENT AIRBORNE® SEASONAL

AIRBORNE® AIRBORNE® AIRBORNE® AIRBORNE® AIRBORNE®

Airborne® SEASONAL

EFFERVESCENT HEALTH FORMULA

Supplement Facts

Serving Size 1 Tablet

Amount Per Tablet		% Daily Value
Calories	8	
Total Carbohydrates	<1 g	<1%*
Vitamin C (Ascorbic Acid)	500 mg	833%
Vitamin B6 (Pyridoxine Hydrochloride)	2 mg	100%
Pantothenic Acid (as Calcium d-Pantothenate)	10 mg	100%
Sodium	250 mg	10%
Herbal Extracts Proprietary Blend Quercetin, Chinese Skullcap (root), Apple (fruit), Eleuthero (root and rhizome), Perilla (leaf), Peppermint (leaf)	420 mg	**

* Percent Daily Values are based on a 2,000 calorie diet. **Daily Value not established.

Other Ingredients: Citric Acid, Sodium Bicarbonate, Sorbitol, Crospovidone, Natural Citrus Flavor, Malic Acid, Sodium Carbonate, L-leucine, Polyethylene Glycol, Silicon Dioxide, Sucralose, Starch.
No Artificial Colors, Flavors or Preservatives.

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Recyclable Carton

Airborne® Seasonal is a non-drowsy formula containing a nutritional blend that promotes normal histamine levels.†

Airborne Seasonal's great-tasting formula comes in an effervescent tablet that you drop into water and let dissolve before drinking.

Manufactured in USA for Airborne, Inc., from domestic and imported ingredients.
P.O. Box 2884 Carmel, CA 93921

HAVE YOU TAKEN YOUR AIRBORNE?

Comments: (800) 590-9794
Visit us at www.AirborneHealth.com

6 47865 10031 7
NOPROMO Proof of Purchase ERROL7

Airborne® SEASONAL

- Contains Vitamins & Nutrients
- Non-Drowsy!

A proprietary formula that promotes normal histamine levels.†

BONUS PACK!

Airborne® SEASONAL

CITRUS BLEND

- 500mg of Vitamin C!
- Herbal Extracts!
- Non-Drowsy!
- Tastes Great!

EFFERVESCENT HEALTH FORMULA
A DIETARY SUPPLEMENT

BONUS PACK!

Airborne® SEASONAL

CITRUS BLEND

DIETARY SUPPLEMENT

NON-DROWSY FORMULA

- Promotes Normal Histamine Levels†
- Contains Vitamins & Nutrients
- Natural Herbal Formula

18 TABLETS

"I created the original Airborne formula because, as a teacher, I needed help supporting my immune system, especially in the classroom."†

–Victoria Knight-McDowell, 2nd grade teacher & developer of Airborne Formula.

To ensure safety, purity and potency, Airborne is proud of the fact that we extract only whole plant material. This product is manufactured in the U.S.A. from domestic and imported ingredients.

O-10027-02

13-1284-0

123 123

Supplement Facts

Serving Size 1 Tablet

Amount Per Tablet		% Daily Value*
Calories	5	
Total Carbohydrates	<1 g	<1%*
Vitamin A (as Retinyl Palmitate)	2000 IU	40%
Vitamin C (Ascorbic Acid)	1000 mg	1667%
Vitamin E (as dl-Tocopheryl Acetate)	30 IU	100%
Magnesium (as Oxide & Sulfate)	40 mg	10%
Zinc (as Sulfate)	8 mg	53%
Selenium (as Chelate)	15 mcg	21%
Manganese (as Gluconate)	3 mg	150%
Sodium	230 mg	10%
Potassium	75 mg	2%
Herbal Extract Proprietary Blend	350 mg	**
Maltodextrin, Lonicera (flower), Forsythia (fruit), Schizonepeta (aboveground parts), Ginger (dried rhizome), Chinese Vitex (fruit), Isatis (root), Echinacea (aboveground parts)		
Amino Acids Blend	50 mg	**
Glutamine (as L-Glutamine), Lysine (as L-Lysine HCl)		

*Percent Daily Values are based on a 2,000 calorie diet. **Daily Value not established.

Other Ingredients: Sorbitol, Sodium Bicarbonate, Citric Acid, Potassium Bicarbonate, Natural Lemon-Lime Flavor, Polyethylene Glycol, Mineral Oil, Sucralose.
No Artificial Colors, Flavors or Preservatives.

AIRBORNE® was developed by a school teacher to boost her immune system, so that it could help her body fight against germs that abound in the classroom. Airborne's unique formula contains 17 herbs and nutrients, including ginger for nausea!†

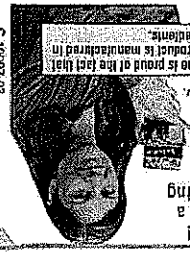
AIRBORNE®

Effervescent Health Formula

Take AIRBORNE to boost your immune system. A healthy immune system helps your body fight germs. Take before entering crowded environments, like airplanes, offices and schools.†

Manufactured in USA
for Airborne, Inc. from domestic
and imported ingredients
P.O. Box 2884 Carmel, CA 93921

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



"Thank you for using Airborne! I created Airborne because, as a teacher, I needed help supporting my immune system, especially in the classroom."†

—Victoria Knight-McDowell,
2nd grade teacher & developer
of Airborne Formula.

To assure safety, purity and potency, Airborne is proud of the fact that we extract only whole plant material. This product is manufactured in the U.S.A. from domestic and imported ingredients.

C-163607-03

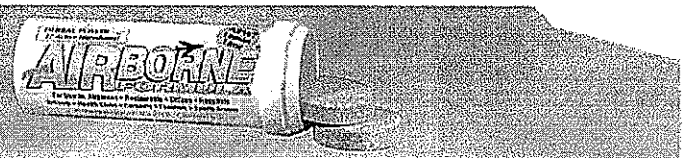
HAVE YOU TAKEN YOUR
AIRBORNE?
Comments: (800) 590-9794
Visit us at www.AirborneHealth.com

Recyclable Carton

LEMON-LIME

Airborne®

EFFERVESCENT HEALTH FORMULA
A DIETARY SUPPLEMENT



The original immune-boosting tablet that helps your body fight germs.†

Airborne®

LEMON-LIME

- 1,000mg of Vitamin C!
- Seven Herbal Extracts!
- Antioxidants!
- Electrolytes!
- Amino Acids!
- Tastes Great!

Airborne®

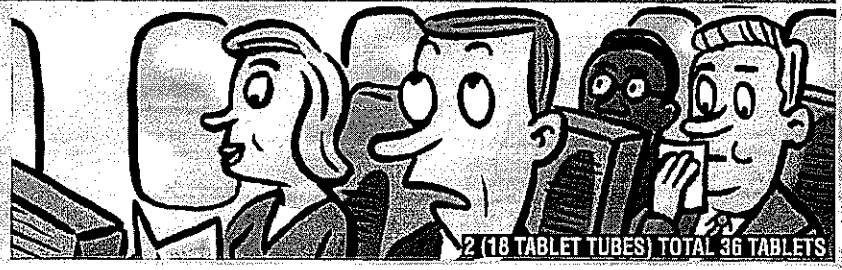
LEMON-LIME
DIETARY SUPPLEMENT

#1 Best Seller in the USA!

CREATED BY A SCHOOL TEACHER!

FOR USE IN:

- ▶ Airplanes
- ▶ Offices
- ▶ Schools
- ▶ Restaurants
- ▶ Health Clubs
- ▶ Theaters...



2 (18 TABLET TUBES) TOTAL 36 TABLETS

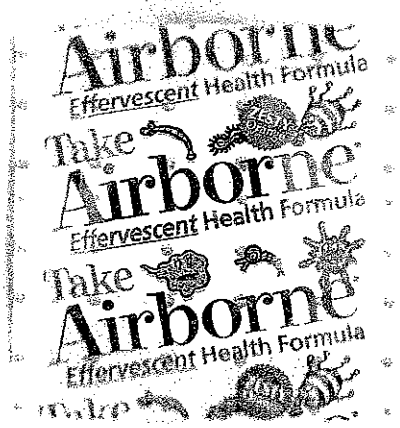
CONTENTS: 2 TUBES

DIRECTIONS: For adults and children 12 years and older: Simply drop (1) AIRBORNE tablet in 4-6 oz. of water, let dissolve (about 1 minute) and drink. Repeat every 3-4 hours as necessary, no more than 3 times per day. Do not take if pregnant or breastfeeding, unless you have consulted a physician. As with all dietary supplements, people on medication or with known medical conditions should consult a physician before taking. Sealed with a tamper evident cap for your protection. May be used in hot or cold water.

EFFERVESCENT TECHNOLOGY OFFERS FASTER ABSORPTION!

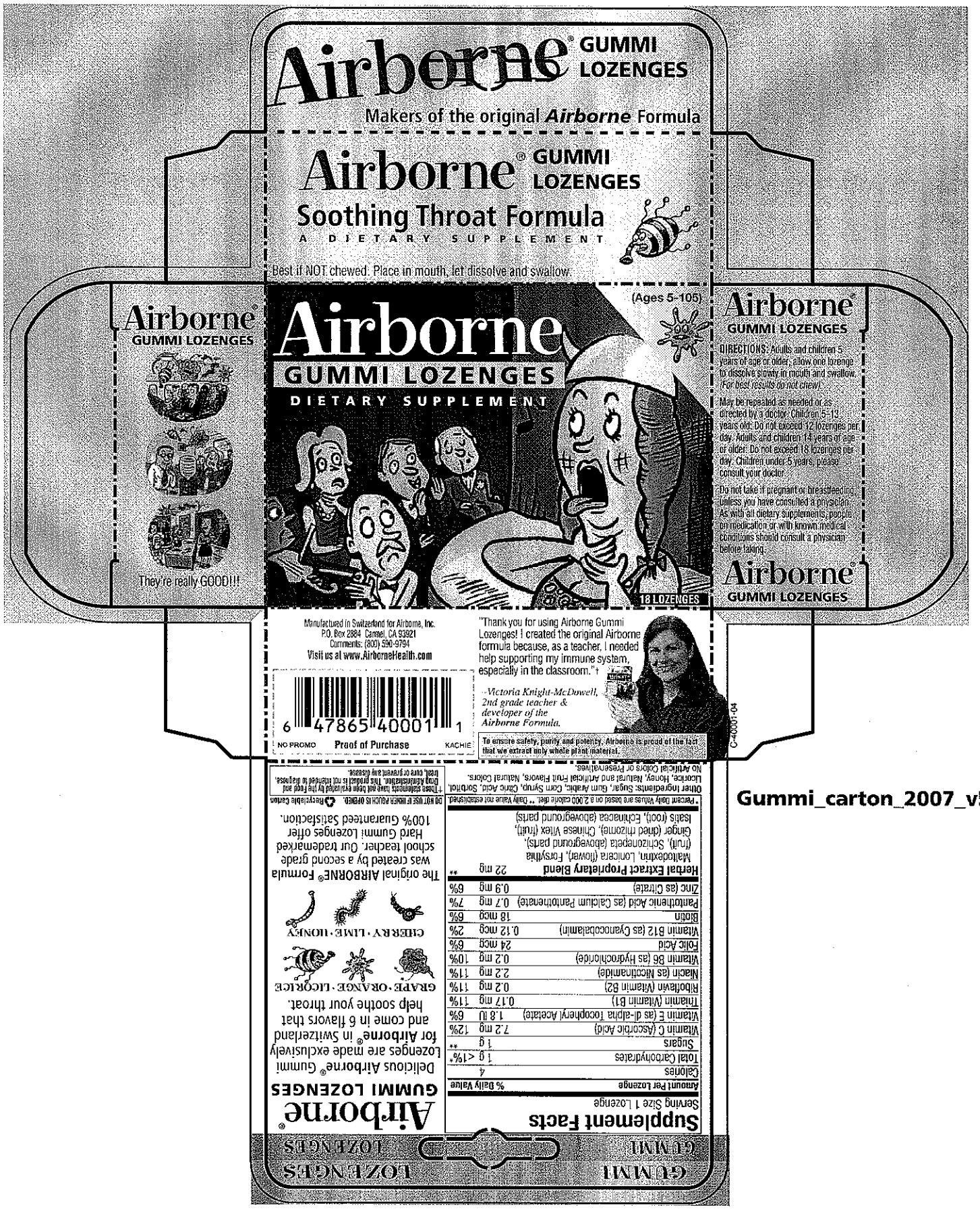
Airborne
Power Pixies

Airborne
ON-THE-GO
47865 30065


Airborne
Effervescent Health Formula
Take
Airborne
Effervescent Health Formula
Take
Airborne
Effervescent Health Formula

AIRBORNE GUMMI LOZENGES — *2007*

new die line - tuck ends



Gummi_carton_2007_v5

EFFERVESCENT!!

AIRBORNE® AIRBORNE® AIRBORNE® AIRBORNE

Supplement Facts

Serving Size 1 Tablet

Each Tablet Contains		% Daily Value
Calories	5	
Total Carbohydrates	<1 g	<1%*
Vitamin A (as Retinyl Palmitate)	500 IU	10%
Vitamin C (Ascorbic Acid)	500 mg	835%
Vitamin E (as dl-Tocopheryl Acetate)	15 IU	50%
Magnesium (as Sulfate)	20 mg	5%
Zinc (as Sulfate)	4 mg	27%
Selenium (as Chelate)	8 mcg	11%
Manganese (as Gluconate)	1.5 mg	75%
Sodium	230 mg	10%
Potassium (Bicarbonate)	38 mg	1%
Herbal Extract Proprietary Blend Maltodextrin, Lonicera (flower), Forsythia (fruit), Schizonepeta (aboveground parts), Ginger (dried rhizome), Chinese Vitex (fruit), Isatis (root), Echinacea (aboveground parts)	200 mg	**
Beet Root	30 mg	**
Amino Acids Blend Glutamine (as L-Glutamine), Lysine (as L-Lysine HCl)	25 mg	**

* Percent Daily Values are based on a 2,000 calorie diet. ** Daily Value not established.

OTHER INGREDIENTS: Sorbitol, Citric Acid, Sodium Bicarbonate, Grape Flavors, Polyethylene Glycol, Sucralose, Mineral Oil.

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

No Artificial Colors or Preservatives.

Recyclable Carton ♻

AIRBORNE® Jr. For Kids!!

Take AIRBORNE to boost your immune system. A healthy immune system helps your body fight germs. Take before entering crowded places like schools and airplanes.†

AIRBORNE® was developed by a school teacher to boost her immune system, so that it could help her body fight against germs that abound in the classroom. Airborne's unique formula contains 17 herbs and nutrients, including ginger for nausea!†

Manufactured in USA for Airborne, Inc.
from domestic and imported ingredients
P.O. Box 2884 Carmel, CA 93921

Next time, 'plop' the AIRBORNE® Jr.!

"Thank you for using Airborne! I created Airborne because, as a teacher, I needed help supporting my immune system, especially in the classroom."†

–Victoria Knight-McDowell, 2nd grade teacher & developer of Airborne Formula.

To ensure safety, purity and potency, Airborne is proud of the fact that we extract only whole plant material. This product is manufactured in the U.S.A. from domestic and imported ingredients.

C-10002-03

Questions: (800) 590-9794
Visit us at www.AirborneHealth.com

FOR KIDS
Super Delicious
GRAPE
Flavor

#1
Best Seller in the USA!

Airborne® Jr.

Effervescent
DIETARY SUPPLEMENT

(Ages 4 - 12)

Children's Strength Airborne Formula!

Airborne® Jr.

EFFERVESCENT HEALTH FORMULA
A DIETARY SUPPLEMENT

The original immune-boosting tablet that helps your body fight germs.†

Airborne® Jr.

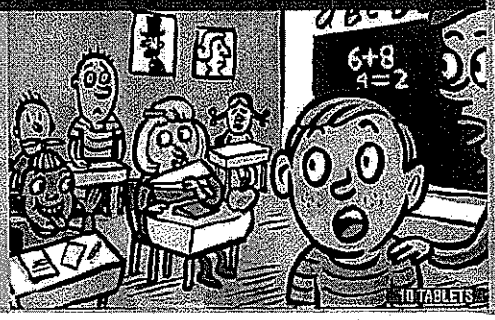
- Vitamin C!
- Seven Herbal Extracts!
- Antioxidants!
- Electrolytes!
- Amino Acids!
- Tastes Great!

EXP 11-10

CREATED BY A SCHOOL TEACHER!

FOR USE IN:

- School
- Playgrounds
- Airplanes
- Home
- Sleep-overs
- Vacations...



10 TABLETS

CONTENTS: 1 TUBE

DIRECTIONS: For ages 4-12: Simply drop (1) AIRBORNE Jr. tablet in 4-6 oz. of water, let dissolve (about 1 minute) and drink. Repeat every 3-4 hours as necessary, no more than three times per day. Do not take if pregnant or breastfeeding, unless you have consulted a physician. As with all dietary supplements, people on medication or with known medical conditions should consult a physician before taking. Sealed with a tamper evident cap for your protection. May be used in hot or cold water.

EFFERVESCENT TECHNOLOGY OFFERS FASTER ABSORPTION!

EFFERVESCENT LEMON-LIME!!

AIRBORNE® AIRBORNE® AIRBORNE® AIRBORNE®

Supplement Facts

Serving Size 1 Tablet

Amount Per Tablet		% Daily Value
Calories	5	
Total Carbohydrates	<1 g	<1%*
Vitamin A (as Retinyl Palmitate)	2000 IU	40%
Vitamin C (Ascorbic Acid)	1000 mg	1667%
Vitamin E (as dl-Tocopheryl Acetate)	30 IU	100%
Magnesium (as Oxide & Sulfate)	40 mg	10%
Zinc (as Sulfate)	8 mg	53%
Selenium (as Chelate)	15 mcg	21%
Manganese (as Gluconate)	3 mg	150%
Sodium	230 mg	10%
Potassium	75 mg	2%
Herbal Extract Proprietary Blend Maltodextrin, Lonicera (flower), Forsythia (fruit), Schizonepeta (aboveground parts), Ginger (dried rhizome), Chinese Vitex (fruit), Isatis (root), Echinacea (aboveground parts)	350 mg	**
Amino Acids Blend Glutamine (as L-Glutamine) Lysine (as L-Lysine HCl)	50 mg	**

* Percent Daily Values are based on a 2,000 calorie diet. ** Daily Value not established.

Other Ingredients: Sorbitol, Sodium Bicarbonate, Citric Acid, Potassium Bicarbonate, Natural Lemon-Lime Flavor, Polyethylene Glycol, Mineral Oil, Sucralose.

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

No Artificial Colors, Flavors or Preservatives. Recyclable Carton

AIRBORNE®

Effervescent

Health Formula

Take AIRBORNE to boost your immune system. A healthy immune system helps your body fight germs. Take before entering crowded environments, like airplanes offices and schools.†

AIRBORNE® was developed by a school teacher to boost her immune system, so that it could help her body fight against germs that abound in the classroom. Airborne's unique formula contains 17 herbs and nutrients, including ginger for nausea!†

Next time, 'plop' the AIRBORNE!

Manufactured in USA for Airborne, Inc. from domestic and imported ingredients P.O. Box 2884 Carmel, CA 93921

"Thank you for using Airborne! I created Airborne because, as a teacher, I needed help supporting my immune system, especially in the classroom."†

—Victoria Knight-McDowell, 2nd grade teacher & developer of Airborne Formula.

To ensure safety, purity and potency, Airborne is proud of the fact that we extract only whole plant material. This product is manufactured in the U.S.A. from domestic and imported ingredients.

C-10004-013

HAVE YOU TAKEN YOUR AIRBORNE?

Comments: (800) 590-9794

Visit us at www.AirborneHealth.com

6 47865 10004 1

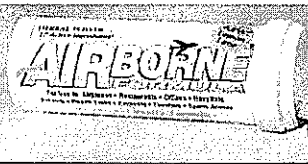
NOPROMO Proof of Purchase ERROLO

EXHIBIT C

LEMON-LIME

Airborne®

EFFERVESCENT HEALTH FORMULA
A DIETARY SUPPLEMENT



The original immune-boosting tablet that helps your body fight germs.†

Airborne®

LEMON-LIME

- 1,000mg of Vitamin C!
- Seven Herbal Extracts!
- Antioxidants!
- Electrolytes!
- Amino Acids!
- Tastes Great!

Airborne®

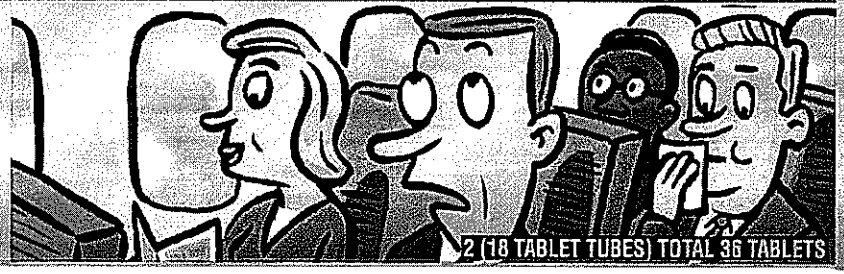
LEMON-LIME
DIETARY SUPPLEMENT

#1 Best Seller in the USA!

CREATED BY A SCHOOL TEACHER!

FOR USE IN:

- ► Airplanes
- ► Offices
- ► Schools
- ► Restaurants
- ► Health Clubs
- ► Theaters...



2 (18 TABLET TUBES) TOTAL 36 TABLETS

CONTENTS: 2 TUBES

DIRECTIONS: For adults and children 12 years and older: Simply drop (1) AIRBORNE tablet in 4-6 oz. of water, let dissolve (about 1 minute) and drink. Repeat every 3-4 hours as necessary, no more than 3 times per day. Do not take if pregnant or breastfeeding, unless you have consulted a physician. As with all dietary supplements, people on medication or with known medical conditions should consult a physician before taking. Sealed with a tamper evident cap for your protection. May be used in hot or cold water.

EFFERVESCENT TECHNOLOGY OFFERS FASTER ABSORPTION!

Supplement Facts

Serving Size 1 Tablet

Amount Per Tablet		% Daily Value
Calories	5	
Total Carbohydrates	<1 g	<1%*
Vitamin A (as Retinyl Palmitate)	2000 IU	40%
Vitamin C (Ascorbic Acid)	1000 mg	1667%
Vitamin E (as dl-Tocopheryl Acetate)	30 IU	100%
Magnesium (as Oxide & Sulfate)	40 mg	10%
Zinc (as Sulfate)	8 mg	53%
Selenium (as Chelate)	15 mcg	21%
Manganese (as Gluconate)	3 mg	150%
Sodium	230 mg	10%
Potassium	75 mg	2%
Herbal Extract Proprietary Blend	350 mg	**
Maltodextrin, Lonicera (flower), Forsythia (fruit), Schizonepeta (aboveground parts), Ginger (dried rhizome), Chinese Vitex (fruit), Isatis (root), Echinacea (aboveground parts)		
Amino Acids Blend	50 mg	**
Glutamine (as L-Glutamine), Lysine (as L-Lysine HCl)		

*Percent Daily Values are based on a 2,000 calorie diet. **Daily Value not established.

Other Ingredients: Sorbitol, Sodium Bicarbonate, Citric Acid, Potassium Bicarbonate, Natural Lemon-Lime Flavor, Polyethylene Glycol, Mineral Oil, Sucralose. No Artificial Colors, Flavors or Preservatives.

AIRBORNE®

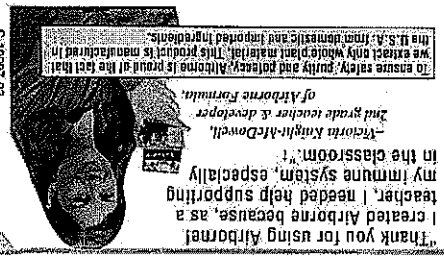
Effervescent Health Formula

Take AIRBORNE to boost your immune system. A healthy immune system helps your body fight germs. Take before entering crowded environments, like airplanes, offices and schools.†

AIRBORNE® was developed by a school teacher to boost her immune system, so that it could help her body fight against germs that abound in the classroom. Airborne's unique formula contains 17 herbs and nutrients, including ginger for nausea!†

Manufactured in USA for Airborne, Inc. from domestic and imported ingredients P.O. Box 2884 Carmel, CA 93921

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



"Thank you for using Airborne! I created Airborne because, as a teacher, I needed help supporting my immune system, especially in the classroom."†

—Victoria Knight-McDowell, 2nd grade teacher & developer of Airborne Formula.

To ensure safety, purity and potency, Airborne is proud of the fact that we extract only whole plant material. This product is manufactured in the U.S.A. from domestic and imported ingredients.

C-10002-03

HAVE YOU TAKEN YOUR AIRBORNE?

Comments: (800) 590-9794
Visit us at www.AirborneHealth.com

Recyclable Carton

EXHIBIT D

GOVERNMENT-ORDERED DISCLOSURE
[on Airborne Health, Inc., letterhead]

[Insert Date]

[Addressee]

Dear Airborne Health, Inc., Distributor, Reseller, or Retailer:

Airborne Health, Inc., recently reached a settlement with the Attorneys General of twenty-seven states and the District of Columbia (the "State AGs") resolving an investigation into what the State AGs believed to be unsubstantiated and/or deceptive claims for Airborne Effervescent Health Formula and other Airborne branded products. The State AGs also contended that Airborne made unlawful claims for a dietary supplement. According to the State AGs, Airborne lacked scientific evidence to support alleged claims that, among things, our products prevent colds, protect against germs, reduce the severity or duration of colds, or protect against colds, sickness or infection in crowded places. Although we dispute the views of the State AGs and deny any wrongdoing, we have agreed to resolve the State AGs' investigation.

To comply with the agreement reached with the State AGs, Airborne has agreed, and hereby instructs you to immediately refrain from and/or stop using advertising or promotional materials that claim that Airborne Effervescent Health Formula (all flavors), Airborne, Jr., Airborne On-the-Go, Airborne Power Pixies, Airborne Nighttime, Airborne Seasonal, Airborne Gummi lozenges, or other similar Airborne products:

- reduce the risk of or prevent colds, sickness, or infection;
- protect against or helps fight germs;
- reduce the severity or duration of colds;
- protect against colds, sickness, or infection in crowded places like airplanes, offices, or schools; or
- prevent, treat, cure, or mitigate diseases (or allergies).

Such claims may only be made if they are true, adequately substantiated and otherwise permitted by law.

A copy of the settlement with the State AGs is attached. If you have any questions, please call [insert name and telephone numbers of the responsible Airborne Health, Inc. Attorney or Officer].

Sincerely,

Airborne Health, Inc.

EXHIBIT E

GOVERNMENT-ORDERED DISCLOSURE
[on Airborne Health, Inc., letterhead]

[Insert Date]

[Addressee]

Dear Airborne Health, Inc., Distributor, Reseller, or Retailer:

Airborne Health, Inc., recently reached a settlement with the Attorneys General of twenty-seven states and the District of Columbia (the "State AGs") resolving an investigation into what the State AGs believed to be unsubstantiated and/or deceptive claims for Airborne Effervescent Health Formula and other Airborne branded products. The State AGs also contended that Airborne made unlawful claims for a dietary supplement. According to the State AGs, Airborne lacked scientific evidence to support alleged claims that, among things, our products prevent colds, protect against germs, reduce the severity or duration of colds, or protect against colds, sickness or infection in crowded places. Although we dispute the views of the State AGs and deny any wrongdoing, we have agreed to resolve the State AGs' investigation.

It has been brought to our attention that advertisements you have distributed may violate the terms of our Settlement if made by Airborne. To comply with the agreement reached with the State AGs, Airborne has agreed, and hereby instructs you to immediately refrain and/or stop using advertising or promotional materials that may violate the terms of the Settlement including claims that Airborne Effervescent Health Formula (all flavors), Airborne, Jr., Airborne On-the-Go, Airborne Power Pixies, Airborne Nighttime, Airborne Seasonal, Airborne Gummi lozenges, or other similar Airborne products:

- reduce the risk of or prevent colds, sickness, or infection;
- protect against or help fight germs;
- reduce the severity or duration of colds;
- protect against colds, sickness, or infection in crowded places like airplanes, offices, or schools; or
- prevent, treat, cure, or mitigate diseases (or allergies).

Such claims may only be made if they are true, adequately substantiated and otherwise permitted by law.

A copy of the settlement with the State AGs is attached. If you have any questions, please call [insert name and telephone numbers of the responsible Airborne Health, Inc. Attorney or Officer].

Sincerely,

Airborne Health, Inc.