

PPP-0021 – transcript  
**“This is personal”**  
9/24/09

Hello, I'm Jay Newman. I'm the president of the company and co-inventor of the product and the owner of the patent.

And I'm here to ask you to consider investing in our company. And I can say this is both an offer to you to make you some money and let you experience some very gratifying results in what we are going to do for healing people and working together as a team, looking after each other as silent investor and entrepreneur whose job it is to look after the investor, and watching real growth and – my goodness – healing people as a result of the investment.

It's an offer to you, because I believe it's a phenomenal investment opportunity, and you're having somebody looking after your interests who is very serious about the responsibilities and understanding what it means to be looking after somebody's hard earned money... and being responsible to do justice to the fact that they're helping me to achieve my dreams, my goals, personally and in terms of my vision of making a huge difference in healing people on a worldwide scale, and going a very long way to legitimizing natural medicine.

I'm offering to you and I am asking for you to help me at the same time. I believe the only way to go about something like this is in a win-win scenario. It's very personal to me.

Some people look at investments as just numbers – lawyers, accountants, it's just business, don't get emotional.

Those are not the investors that I'll be working with. Maybe later – and yes we have a few, I'm sure... as we get larger, institutional investors – but this is personal. This is very personal. We're healing people! This is important. It matters.

The way that I got into this field says a lot about how personal it is for me. When I was young, I did a lot of intense research and learned that we know how to heal almost all disease through simple natural means. This was twenty years ago. And I was in high tech at the time because I had spent ten years trying to get wealthy to use my money to teach this knowledge to help spread it. It was out there, but it was very obscure.

Simple things that are known now: fasting, a plant-based diet, water, fresh air, sunshine, supplements, cleansing the body, avoiding the toxins of processed foods and pharmaceutical poisons... and understanding that the conflict of interest of the pharmaceutical industry was the main reason that this information was being kept down. In fact, people that were very dedicated trying to get this information out there were at risk of going to jail for informing the public of things that can really heal them.

Well, I was obsessed. And for ten years I was in high-tech, struggling to get wealthy. And I ended up with the same attorney and accountant as Steven Jobs of Apple, the same venture capitalist that took him out of the garage and built Apple looking at funding me, and Ross Perot looking at funding me. And Jobs and I were buddies briefly. And they convinced me to forget about high tech because, as all this was converging on me, they said, “Jay, all you ever talk about is using your wealth, that you're working to achieve, in order to educate the public about natural healing.” And they convinced me to follow my passion and find a way to make a difference.

Well, ten years later, we introduced this product. Still struggling, but we got it done, and we got done in style. We took the silver ion technology and we took the old colloidal silver technology and, man we overhauled it. I mean, we took it from caveman dark ages to way ahead of its time, and achieved very powerful patent protection because of that.

Now we're in the process of implementing a game plan to take this to out on a large scale. And I've been holding out for this to do it the right way, with the right kind of investors.

Some of our growth so far has been because we have raised money from our customers who just crossed paths with us – we're talking, and they end up investing. I like having my customers as my investors, because we see eye-to-eye, we have the same shared values and view of the world, to some extent at least, understanding the virtues of natural healing—. We have very shared values and priorities, and generally a shared common fabric of real integrity and real humanitarian interests.

My priorities, my commitment in life here – believe me when I tell you I'm consumed by this business – are a combination of looking after myself, looking after the public and looking after my investors. It's just a solemn, utter responsibility. Imagine somebody trusts you with their hard-earned money – hoping you'll make them a profit and not lose the money, and helping you achieve your visions personally and on a world scale in the process. It's a responsibility. It's a really important thing. It's personal. It's not just about lawyers and numbers and business.

And it's wind in my sails. I like working to do justice to the confidence and support of my investors.

So... I can't do it any other way.

I recently— Just to give you a combination of an illustration of what I'm made of and what I'm proposing to you to join me in here, and the implications of the business potential... About two months ago – now as I record this it's about getting into the fourth week of September 2009... About two months ago, I had a gentleman in my office – spent five hours here – vice president of the Gold Coast Venture Capital Association. This is the group of venture capitalists in South Florida – Fort Lauderdale, Boca, West Palm Beach – and he says, “Jay, you're sitting on a potential goldmine. I could easily see this company sold for half-a-billion to a billion dollars within the next 5 years.”

I said, “Good. Can you raise me money?”

He said, “I can see about introducing investors.”

I said, “Good. I have three criteria for who I have as my investors. Number one, they care that we're healing people as much or more than they care that we're making money. It's not just get in, get out, how quick can I turn it over, pull it out, made a profit, if the company succeeds or not doesn't matter – yes, it's about money but, man, we have a responsibility, an opportunity here, to make more of a difference in healing people of disease and suffering with a natural medicine product than anything that's ever existed.” I will not be able to work for people that don't care about that and it's just about the numbers. So, I said to him, “Number one, they have to care that we're healing people at least as much as they care that we're making money.

“Number two, they have to have a genuine appreciation and respect for alternative medicine, natural remedies, what have you, and understand that in some cases it can genuinely be considerably more progressive than the pharmaceutical poisons that are the mainstream norm.

“And number three, they have to be genuinely, just naturally inclined or disposed to approach the entrepreneur-investor relationship anticipating a relationship that's based on mutual trust, mutual support – we actually like each other and we trust each other, and we look after each other.”

I'm going to assume as your listening to this you're going, “Yeah. Good! And?”

You want to take a guess at what he said to me?

He said, “I don't know any investors like that.” He said, “I've never even heard of investors like that.”

I said, “That's why I don't go to venture capital club meetings as a place to raise my money.”

I have been around the block. I have done more presentations to roomfuls of top VCs and angels in Silicon Valley... won an award for most compelling presentation. Some people say I'm brilliant, some say I'm crazy, but I have a very, very firm conviction: I will only get into relationships with investors where I share a great relationship with my investors.

And I said to him, "I have a lot of small investors... uh, 'A lot' – a few dozen – that have already invested... just small people, you know, couple getting into the six-figure range, most smaller... And we... virtually all... we share phenomenal relationships. Some of my best friendships have grown from that. But we trust each other, we look after each other; it's genuine mutual support."

I said, "No one's going to tell me I can't find people with bigger checkbooks. That's where I'm going."

He says, "Well, you're limited to like one percent of the investment people that way."

I said, "Yes, I know, and that's the gamble I'll take. Because, to me, at the end of the day, that's the only way that I can keep putting my blood, sweat and tears into it. And at the same time," I said, "from a cold, calculating business point of view, to me it's the most essential ingredient to insuring success of the business."

"Well," he said, "I agree, and I wish you luck. How are you going to find them? Where are you going to find them?"

And I said, "I know how to find them. I figured out how to find them."

Well, I want to tell you that we're out to make a huge difference on a worldwide scale in legitimizing natural medicine, in getting this product extremely well-established. It's been said by somebody who's very prominent in the field that we stand to do more for the greening of the pharmaceutical industry than anybody's ever done.

The way we're going to do this is by a combination of implementing our strategic plan – which involves major clinical studies, having them out in the media... the nature of the product and the patent, and the phenomenal tidal wave of growth of the ionic silver industry and how we have the unique bulls-eye of the technology for doing the delivery into the human body, and patents... You start to look into what our science is about you're going to be blown away at how advanced we are.

I mean, just a little casual email I sent to a few people yesterday, just to give them a quick update, I just took a look at what's going on...

Oh, here's a couple recent news items. Number one, yet another of the hundred recent industrial mainstream or medically related products using ionic silver came out a few months ago with spinal implants, where they're putting ionic silver as a component in these spinal implants to prevent infection from developing in the body.

And then there's another story that I came across, within the past thirty days... Queen's University over in the United Kingdom or Ireland is working now with ionic liquids because they're discovering that when they can control how these things are comprised... they're using it and getting phenomenal results for curing things like MRSA and other severe infections – drug resistant strains. And they didn't mention what kind of ions they're using, they simply pointed out that when you can have an ion and deliberately marry it to a counter-ion, in a way to get the results you want, you open up this whole new world of potential.

Well, that's very nice, but it's just an overwhelming phenomenon in the past few years that silver ions is a unique breakout technology that is just taking over industrial and medically related applications for killing germs...

And we have the patent on how to combine the silver ion with the ideal delivery mechanism for in the human body, which is combining it with citrate, which is the ideal strength of bond to keep it stable and get it in the system and then dissociate to release it.

This is key for silver ions. Unlike anything else in the world, it uniquely requires stabilization and then release.

And then using potassium as the counter-ion to make this now a water-soluble silver citrate, and to give it the ideal strength of bond or equilibrium constant in the water medium and in the blood to impart...

It was designed to achieve that in the first place. You read claim number one of our patent that's what it says.

The performance, if you look into what we have... We've sold a hundred thousand bottles of what we have, always with an unconditional money-back guarantee. It's not cheap. It's not expensive – it's much more economical than any of the quote-unquote competition of colloidal silver, which really isn't even competition.

And man, soon we're going to start putting out videos that are going to just blow away all of those products, because they're all using the identical hundred-year-old caveman technology that is just... It does the same thing – release silver ions in the body – but an infinitesimal amount of theirs gets released into the body... Virtually all of ours does.

Ours is just infinitely more... It's like unleashing the floodgates of performance using a tiny amount. You have to use humungous amounts of theirs to get anything close to the performance of miniscule amounts of ours. And ours is infinitely more consistent. It's pharmaceutical grade. I don't know if... Should I use that word? Well we're going to be greening the pharmaceutical industry and making it into a nicer place, so yeah I'll use that word.

Here we are now with this technology that's light-years ahead of the colloidal silver, and our plan is to bring this to millions of people, with...

Oh where was I? I'm sorry. This is the benefit of having me do this without a... I used to use a teleprompter. I've evolved. I believe that talking from the heart is the only way to do this. Which is the next point I'm going to get to: the power of video.

Anyway, we've sold a hundred thousand bottles – always with an unconditional-money back guarantee – over ten years of R&D and gradually developing, and getting patents, and working on the much bigger-picture game plan for a— what I call pulling a coup on a worldwide scale. Not needing FDA drug approval! Because it's on the market. It doesn't need any approval to sell it. We know it's safe. It's patented. It's a natural mineral that happens to require this specific molecular structure to unleash the performance. We have that patented. Incredibly solid! In the U.S. In Mexico. Patent-pending in Europe, and Japan... Other places. And we have new patents being filed around the world very soon.

We just can't advertise the disease benefits. That's FDA drug law. But we can justify the money into studies that will be unequivocal, major, world-class clinical studies for a relative pittance, a fraction, of the money it takes or the time it takes to go through FDA drug approval, because all we need to do is show the reduction of infectious conditions. Which by definition are infinitely easier to prove than virtually anything else in the health field because they're acute, they're short-term, they're visibly obvious.

We have gone through exactly how to do this in the most efficient, reliable, wide-reaching way and that's the study we've designed... and more studies we're designing.

Now, we've sold a hundred thousand bottles of this over ten years, always with an unconditional money-back guarantee. I'm telling you, I'm aware of four customers ever that have returned this product because they were unhappy with the performance.

We have overwhelming evidence from doctors using it, from the marketplace, from the PhD chemistry professors, that there's just nothing comes close.

And our plan is to take this out on a worldwide scale.

And I have figured out how to get the right people funding the large roll-out and really empower us, to where nothing can stop us. Not the interests of the pharmaceutical industries, not conflict of interest – you know – the big “they.” Who, by the way, are just going to ask us, “How many zeros do you want for that patent” at the end of the day, and we'll have a little soul-searching to do to make sure they keep it on the market – which they probably will.

We're gonna go to the philanthropic community, the family foundations, the billionaires, the wealthy people, who are actively out with shingles out saying we're looking for places to contribute our money, to do medical research, green technology. These are the main things today. This is exactly what we're about.

At that point, I'm happy to share stock. I'm happy to share a piece of the company. And you got to admit, going to those kind of people... We're going to be so much more likely to resonate by being like-minded – like us – rather than “It's just about the numbers.”

And this is what we're about to do, and we're going to do this partly by utilizing video.

Video is a new tool that we've spent a long time learning how to do. You're gonna see a couple videos already on what we're presenting here. This is a casual video of course. This is probably as important of a format for video— It's a little lengthy. Well, that's fine. If you're interested in what we're doing here, this is obviously very compelling, very engaging.

We're going to start increasing our presentations in video format for these billionaires. In fact, this right here is one of those first, versions of exactly that.

We're also going to be able to start explaining why the competition's technology is ridiculous. When they make claims about tiny particles, and have pictures that they really just created on their computer that don't even remotely match what the biggest analytical labs and universities come up with when they actually buy bottles off the shelf and take images... the product ends up looking like mud.

They make claims like, “Ions are bad” and they don't have any ions and... or they have elemental silver...or it's nano... or it's oxygen... when—

It's all the same. It's all colloidal silver, which is metal silver that's mostly just inert with no activity in the body at all, with some silver oxide mixed in which is a very strong covalent bond, which is really bad because it doesn't release ions in the body.

This may not be of interest to you, or you may not be following this, but we're going to start laying this out with graphics in a very simple way and having numerous PhD chemists confirm exactly what we're going to be explaining. And those videos are gonna just level the playing field, because so many people are completely confused and mislead, and these competitive colloidal silver companies get away with it because nobody understands the chemistry. So the ones that are most dominant in the field just are the ones who decided to come up with whatever story sounded nice, to separate them from the hundred other colloidal silver companies.

Video is going to help us enormously in marketing and enormously in fund-raising, along with improving what we're putting together on our websites. Now, just imagine this. The videos you're going to be seeing here today... the Argentech website... the “Big-Picture Benefits” six-minute video...

We start contacting the assistants, the screeners, the front line of defense, the receptionists, secretaries for these large family foundations, these billionaires... and we go to them and say, "Just check this out. Look at this six-minute video." We give them two minutes of what we have, and then we say, "The boss is going to want to see this."

It can't not go through. And then this video will go through.

At which point... If you're a small potential investor who's one of my customers watching this, please contact me to help us go do this. This is what we are going to do... and then roll this out... and really roll out marketing.

If this video is still being utilized by the time we're going to these billionaires, which should be any time, please consider this is part of the presentation.

Now, we're starting to see rapid growth in our opportunities as I record this – late September – for investment funding coming in, and for distribution. This is a very interesting time for us. This is a very interesting dynamic where we're moving at breakneck speed right now. We're trying to keep up. We're still tiny... I am so overworked – it probably shows – so be it. We're still being adamant about saying "no" to any investors who are not our kind of people, because it matters, obviously, to me.

What I'm doing now is, I feel that we're right at this juncture, this very short period of time ahead of us in the weeks ahead frankly – days ahead, weeks ahead – whereby we could use every bit of additional fuel, of investment push from our investors, from our customers, or elsewhere that we're like-minded. And at the same time, I feel like that push will help us enormously capitalize on the opportunities that are increasingly coming to us, with people looking to invest substantial money and help us move along in our game plan...

And at the same time, I feel like this might be my last chance to give my customers an opportunity to participate in our growth. And, I just feel that would be very nice. I like having my customers as our investors. It becomes the most mutual-support relationship in the world. That's been my experience, for all of the years I've been in building this foundation.

So, the opportunity is here for us to really help each other right now. And I get to share our benefits... you can help me do this...

You're investing in the technology, but I want to make clear you're also investing in me, Jay. I'm the one who's here committed to the plan, and I'm the one who's here committed to you... just the same way that you would be if somebody invested their money in you.

It's personal.

We're on a runaway train right now, especially with swine flu becoming so much of a phenomenon.

I personally never thought, and still don't think, it's going to be a big threat to public health. I think that it's... I think it's being capitalized on in an obscene way by a lot of large financial and political interests, for other reasons than just to protect the public, but that's' just my personal view.

I'm guessing that you're not having a hard time agreeing with that general view, which is exactly why the commonalities that I share with our potential— with our customers, who I go to at this moment in time for potential investor.

The timing is excellent right now for investing in us. The terms are superb, and you have the opportunity to make a huge difference.

It's a long-term private investment – it's not like you're going to just turn over and get cash out in three months – but you probably will be able to see rather dramatic growth in our efforts in a very short amount of time, multiplying many times over as a result of the contributions that you might make at this time.

So, if you're interested in pursuing this, please contact me right away.

Thank you.