



WEEKLY MUSCLE BUILDING EXPERT *Interview Series*



Mike Westerdal Interviews [Rick Gray of AS Research](#)

MW: We've got a full audience today, hear that applause going. This is Mike Westerdal from CriticalBench.com and I'm happy to have Rick Gray on the phone. Rick has the website AnabolicSecrets.com and he's the owner of the supplement company called AS Research. I don't have Rick on the line today to sell you guys something, I'm actually trying to find out some scams and some of the behind-the-scenes info about the supplement industry. We all know that a lot of us waste a lot of money and get conned and we just want to dig into some of the details of this 24 billion dollar industry, the supplement industry. So, we've got Rick on the phone and Rick, welcome.

RG: Thanks, Mike. I appreciate you inviting me.

MW: Sure thing. Starting things off, let's talk about the FDA. Everyone knows it's the Food and Drug Administration. What is their role in the supplement industry?

RG: Well, the FDA...I'm glad you brought this up. This is something a lot of people are mistaken about. The FDA, like you said, is the Food and Drug Administration. They basically are the agency that deals with...you're going to find this hard to believe, but food and drugs, hence the name. But, basically, it's a national standard. They enforce the national standard that all the food manufacturers and drug manufacturers must follow.

So, you want to get into something... This is a question I get a lot. If you want me to get into this now. People are always asking, well, is this supplement and that supplement FDA approved? Do you want me to address that?

MW: Yeah, that's what I'm kind of wondering. Does the FDA regulate supplements?

RG: Well, since supplements are not really a conventional food, the FDA regulates them differently. I'll say this for the disclaimer, I'm not an attorney, but I've studied this stuff, obviously, and I've spoken with attorneys about it. Let me read something from the FDA website.

It says, "The FDA regulates dietary supplements under a different set of regulations than those covering conventional foods and drug products." Which, the drug products that the FDA regulates, and that includes prescription and over-the-counter drugs. That was my commentary. Back to the FDA website. "Under the Dietary Supplement, Health and Education Act of 1994, the dietary supplement manufacturer is responsible for ensuring that a dietary supplement is safe before it is marketed." I'll reread that in case you missed it. "The dietary supplement manufacturer is responsible for ensuring that a dietary supplement is safe before it is marketed."

MW: That's interesting right there.

RG: Yeah. We're going to talk about that. "The FDA is responsible for taking action against any unsafe dietary supplement product after it reaches the market." After it reaches the market. "Generally, manufacturers do not need to register their products with the FDA, nor get FDA approval before producing or selling dietary supplements. Manufacturers must make sure that product label information is truthful and not misleading. FDA's post-marketing responsibilities include monitoring safety, E.G. voluntary dietary supplement adverse event reporting, and product information such as labeling, claims, package inserts and accompanying literature. The Federal Trade Commission regulates dietary supplement advertising."

So, basically, what that's saying is, the manufacturer of the supplements is responsible for making sure they're safe, making sure they contain what they're claiming on the label, and the FDA is not going to get involved unless they start getting complaints, people have having adverse reactions to supplements. That's my summary.

MW: Yeah, I mean, based on responsibility, meaning that it's their own responsibility to make sure they're doing it correctly. No one is regulating them. So, they let the supplements out on the market and the it's not until there's a problem or until the FDA wants to look into it that they even come into the picture at all, which I don't know if a lot of people knew that. I mean, you think FDA, food and drug, wouldn't a supplement be one fo those two? It seems to fall into this gray area right in the middle where it's not an over-the-counter drug, but it's also not a food. There seems to be like a little loophole right there.

RG: Exactly. That's exactly what it is.

MW: So, basically, it's up to the FDA to stop them if something's wrong. But, they don't test them before they're ready, to clarify.

RG: Yeah, exactly. Unlike drugs, which need to go through extensive FDA testing and approval, that's not the case. I don't know if you've seen this, Mike, but you ever seen the video clip on YouTube from the movie "Bigger, Stronger, Faster" where that guy started his own supplement company one day?

MW: Yeah, I mean, I actually saw the movie. It was a really great movie, but I specifically remember that scene. It's crazy. Why don't you tell everybody about it in case someone missed it?

RG: Well, first of all, I think everybody should rent that movie. That's an awesome movie. But, if you just want to see the part about how that guy set up like in one day, he set up his own supplement company, the clip is up on YouTube. I think if you just Google or go to YouTube and punch in "Bigger, Stronger, Faster", you can pull up that clip.

But, basically, this guy hired a bunch of illegal aliens, shows him driving up in his truck and picking these guys up while they're standing on the street corner waiting for work. He takes them back to his house, they fill up a bunch of capsules with rice flour, like a real trace amount of the actual supplement they're claiming to make and sell, and... I don't know if you remember this scene, one of the guys... They're sitting at the kitchen table with capsules in their hands, putting these ingredients in the capsules and the one guy sneezes and the producer of the video's like, "Hey, don't sneeze on the supplements." Do you remember that?

MW: Yeah, don't sneeze on the supplements. Oh, well, no one will know.

RG: Yeah. And you know, so basically that's what he did.

MW: It's kind of disturbing, too, at the same time.

RG: Extremely disturbing. First of all, there's a tiny, tiny bit of actual, real product in the supplement. Most of it is rice flour. And here they are in unsanitary conditions, and had a real nice looking label. If you remember that? They put the capsules that they stuffed with crap in the bottle, had a real nice looking label, shrink-wrapped it with a hair drier and that was extremely interesting and disturbing, like you said.

MW: Yeah, I mean, talking about the labels, no one's even regulating the labels. It's not like that's a separate thing. The labels aren't regulated, so I mean, does the supplement company have to tell the truth about what they put in the product? Or, is there anything they...what do a lot of supplement companies do to kind of hide the ingredients?

RG: Well, actually, they don't even have to lie about it. Like this guy, with a tiny trace amount of product ingredient, I don't remember what product it was specifically, but like 99% of that was rice flour with a 1%...let's say it's 1% of...let's just for example say vitamin C. Well, he doesn't even have to lie about it. He just puts on the label vitamin C proprietary blend, which proprietary means that you're not actually sharing the ratio of ingredients because you don't want some other company to knock-off your product or to make a similar product.

MW: But at the same time, the consumer doesn't know how much of anything is in it.

RG: No, you have no idea.

MW: Proprietary blend is ridiculous to put on a label. I wouldn't buy anything that has that.

RG: Again, in that instance, from the "Bigger, Stronger, Faster" movie, 1% actual real product ingredient and 99% rice flour, which is just a filler. So, they put proprietary blend on the label and that's how they get around the label claims.

AS Research had never done that. Our label claims we have all the products tested by an independent laboratory. We've got what they call certificate of analysis for each product. It shows that we actually meet or exceed label claims. That's just a...excuse the French, but like we were talking about, that's just a bullshit way of selling a completely bogus product and hiding that fact on the label.

MW: I mean, eventually, if it's something harmful, they're going to get caught. But, I mean, if it's some harmless ingredient and no one's getting sick or hurt from it, the FDA probably wouldn't even investigate.

RG: No, they'd never...exactly. That's exactly right.

MW: That's scary. I mean, those lab results and those certificated, I mean, that's something I've never really thought about when buying things. You kind of just go by the advertising and word of mouth. So, that's a huge tip, I think, for everybody out there.

While we're on topic with the "Bigger, Stronger, Faster" movie, there was another video clip along the same lines. It came to the next step after they had the supplement bottled up and everything. They went on and air brushed the pictures. They did like some crazy stuff with the before and after pics. Did you see that video clip, too?

RG: Yeah, it was sickening. You know, and me being in the supplement business, I've been... I've been in this business since...directly as an owner since '94. And then in other ways, like as a consultant since... I'm sorry, I've had this business since 2004 and I've been involved in this business as a consultant in other ways since '95 or '96. I can't remember. But, you know, me being in the supplement business, I was actually completely floored and sickened by this.

It showed how they do these before and after photos. The photographers admitted they do this all the time. They take these before and after photos in the exact same day. They use the same person and they have this guy or girl, whatever it is, pale, no sun tan, hairy, basically sticking their stomachs out. they tell them to think really terrible thoughts, which affects your whole body physically. It makes you look completely different and affects the look on your face. It just takes a horrible picture.

Then, they shave them, oil them up, they do a bunch of editing and Photo Shop, just make them look nice and tan and cut and trim and bigger, muscular. It's all done in Photo Shop.

MW: Like air brushing in some abs and stuff?

RG: Absolutely. It's all a complete farce and scam. And you have these tremendous transformation before and after photos. It's just sickening.

For me, it sucks to compete against these companies that use these kind of deceitful tactics to sell supplements. You know, these companies are big, huge multimillion dollar companies, and just raking in the bucks by deceiving people with these fake before and after photos. I decided years ago I'd rather make less money

and help people achieve their health and fitness goals honestly than to engage in these kind of practices. Like I said, they're making tens or hundreds of millions of dollars, but there's no way I could look myself in the mirror every day if I resorted to doing that kind of crap.

MW: Did you see that other... I got an article on CriticalBench by Pete Cisco where he was talking about the fake before and after pictures. I don't know how to say it, it's acai berry, some new popular berry supplement or something like that.

RG: You know, that's funny. I don't know how to pronounce it either. All I know is that it is like the hottest thing in the weight loss market. There's a ton of sites. Go to Google, just go to Google's main page there's like a million ads.

MW: I mean, is it a good supplement? While I've got a supplement owner on the line?

RG: I'll be honest with you, I haven't... I don't know and I haven't looked into it because I'm not the least bit interested in that, because here's something I know about the weight loss industry, and I know a lot of guys that are in the weight loss industry, and this is what I call the product du jour. In the weight loss industry, there's one thing that's hot for a while. This month it may be one thing, the next month it's another.

MW: Yeah, well like a year ago there was something that was so popular. I can't even think of it off hand right now.

RG: I'm trying to remember it. It was the...the main ingredient came from the African bush in the Bushman tribe and... I can't remember. It was something that those guys apparently ate that would kill their hunger pangs for days and weeks so they could go for weeks on a hunt. I forget. I can't remember the name, but it was the hottest thing, man, and it was the same thing back then. There were sites all over the internet selling that product. Now, it's this acai berry and yeah, I've seen that article on your site and I've seen the before and after photos.

MW: Yeah, I mean, in that article they even put up fake blogs where they put fake comments by people, just making it look like social proof, like everybody was having great results with it. And then, they go to these stock photography sites and just buy pictures and then Photo Shop those. They're not even real testimonials. They're stock photos that anybody can buy and then they use those as testimonials on the websites. And then you'll see them on several different sites and stuff. It's just crazy.

If you want, you can check that out on CriticalBench, just use the Google search or go to Pete Cisco's author page and you can find the article. But, kind of getting off topic here talking about fake advertising and everything, too. But, that's definitely a huge thing to look out for when you're buying supplements.

I remember in college, actually, one of the first times I realized that, man, they can really say anything they want in the advertising. I think it was...who is the guy's name, a huge bodybuilder at the time. He's retired now. This was ten years ago. I was in college and I remember reading an interview, Mike Matarazzo, is he a bodybuilder? Does that sound familiar?

RG: Yeah. I remember him.

MW: I was reading in an interview with him... Well, first I saw an ad. It was a full page advertisement with him on it saying that he takes vitamin C, which you don't see advertised as much anymore, but it was a huge ad, him saying he takes vitamin C. Then, later in that same magazine, somebody interviewed him and I read the interview and they asked him what supplements he takes. Someone even asked him if he takes vitamin C and he said no, absolutely not, it doesn't work. I'm like, how can you say you don't take it and then three pages ago there's full page ad of him taking it. Not to call him out, but I doubt he's on the phone. I just was like, wow. That's crazy.

Well, we've talked a lot about labels and some of the before and after photos, what are some other...moving onto the labels, what are some other terms or verbiage, things that you see on the bottles that...maybe explain some of the terminology means or maybe some things to look out for when you are looking at these labels.

RG: Well, we already talked about the proprietary blend thing. I mean, what if a product has ten ingredients. They list ten ingredients...it says proprietary blend, and it just has a tiny, tiny amount of each. If you're buying a creatine product, don't you want to know how much creatine you're getting? You really should. So, that should be on the label.

I see a lot of ads claiming a supplement is clinically proven. It's usually up near the top, clinically proven product X, or whatever. If it's really clinically proven, shouldn't they tell you what clinic and when it was done and what the actual clinical trial was? How can it be clinically proven when they don't give you access to the actual research? When that stuff is clinically tested, it's a carefully controlled thing and then it's reported on afterwards and that information is public knowledge that you can refer people to.

So, AS Research, my company...I forgot to mention that, I apologize. My website is AnabolicSecrets.com, but my company name is AS Research. So, we always list a research on our reports so you can look up the facts yourself. So, stamping clinically proven on an ad is another one that is another good misleading thing.

MW: Yeah, for sure.

RG: Stamping patented up there, the brand new patented, yada-yada, really doesn't mean anything. All that means is that the US Patent and Trademark office has granted the company exclusive rights to sell that product under that name with that formula. But, it doesn't mean that that office, the patent office or trademark office approves anything or has tested it or anything like that.

MW: Yeah, I mean, they don't know if it works, they just said no one else can use this formula. It doesn't mean that the formula is any good, right?

RG: That's right. It doesn't mean anything. It just means that they've given...

MW: It sounds pretty good though.

RG: Yeah, it does sound good to stamp clinically proven and patented up there, it does... It's kind of impressive. It sounds impressive.

What are some others? Well, doctor recommended is a great one. I always see these up at the top of the ads. They're never buried in the copy. They're always prominently featured, doctor recommended. Well, okay, by what doctor? Is it a PhD in history at the local university? Is it the owner's dentist or his chiropractor or whatever? What doctor specifically and where's the contact information or the number to call of this doctor and check on this?

MW: Yeah, like, could you call the doctor up and ask him what he thinks of the supplement? I doubt it. You've even seen it the other way around sometimes, without even saying doctor recommended, they imply it. Like, if you see the commercials that the guy has a white lab coat on and like a stethoscope around his neck and they don't even say he's a doctor, but just the fact that he's wearing that outfit is kind of making it seem like it's a doctor recommending it even though it's just a paid actor.

RG: That's right. Yeah, exactly. They imply that it's doctor... Or, you know when we were talking about the before and after photos, and them using stock photos, well, you can go grab a stock photo or a doctor in a white lab coat with a stethoscope, distinguished looking doctor guy and stick that up on the website and imply doctor

recommended that way or the companies that are real dishonest, put doctor recommended under that photo.

MW: I guess it's just being able to check references on everything people say, because nobody's regulating what anybody says.

RG: That's right.

MW: So, you've got to do the research yourself.

RG: That's right.

MW: Any other terms?

RG: Let me see. How about all natural. That's one that's thrown out a bit, definitely used a lot in the health market, but I've seen it in the bodybuilding supplement market, too. Yeah, that can be true, but it still doesn't mean anything. Just because something is natural doesn't mean it's safe. Tobacco is natural, my God, heroin is natural, monkey shit is natural, but if I put all that in my product, that doesn't necessarily mean it's safe either.

MW: Right. But, you really do have to remember that these claims aren't regulated. So, if you read something on the label or an ad, it's best to check up on it somehow. It seems like it really just comes down to a lot of trust at this point, or buying a product, trying it out and seeing what results you get, just hoping that's not a placebo effect. But, it seems like it has a lot to do with what companies you trust as far as the labs and stuff.

So, why should people trust your company?

RG: Well, you're exactly right, a lot of this does come down to trust. And I'm not...don't get me wrong, I'm not implying that all the supplement manufacturers are pulling a fast one like this. There's a lot of reputable ones. I can tell you from experience there's some that are not reputable.

But, you know, I guess your question, why should people trust AS Research, I should go back to...and I'll make this brief. I should go back to my story when I first started bodybuilding as a kid. I was a hard gainer and I was just so anxious to gain muscle and I was having such a hard time. I started reading the muscle magazines, which everybody does, and I started reading the ads and believing the ads and figuring, ah, there's the key I'm missing. It's not my training and diet or the fact that I'm not sleeping like I should be, it's I'm missing this supplement.

So, that started the whole thing, buying supplement after supplement. I've bought so many completely bogus, crap supplements. Going back to...oh, man, there's

been so many con jobs, I can't remember them all. I remember Smilax was supposed to be the hottest thing. This is dating me. This would be back in the early '80s. There was a product called Musco MXT or something. I mean, just product after product that were just complete bogus things that never worked. Just getting ripped off so many times myself.

And then, along the way, finding some really excellent supplements that did work, too. I was a user of Rio Blair's protein back what that was still being produced. That hasn't been produced for a long time now. So, finally deciding basically, I started this company in a tiny one bedroom apartment when I was living in Miami, and I figured, okay, well, here's the deal. I'm going to max out my credit card and take a cash advance and get this thing going. Worst case scenario, if I just fail and fall flat on my face, I'm going to have a nice inventory of supplement that I'll just use for my personal use that will last me for a really, really long time.

So, kind of, you know, expecting the best, but preparing for the worst, I thought if I'm not successful in selling these products, I'm going to be using them myself. So, I developed the exact kind of products that I wanted. I've been bodybuilding and weight training for a long time, and I'm a pretty hardcore guy. I've been studying supplements since I was a kid, and actually reading medical journals to find out about this stuff. So, I knew exactly what would work and what wouldn't. So, I made the best possible supplements I could, make the kind of supplements I wanted, because I thought, well, it's very possible I might not be able to sell these and I'll be taking them myself. So, I better make the kind of stuff that works and I'll want to take.

That's why you can trust the AS Research products. I've been ripped off before, too. I know what works and I know what doesn't work. On top of that, like I said, I have a certificate of analysis from an independent laboratory verifying all my label claims, too.

MW: Well, I think we've all been in that boat, too, just buying things that don't work or seeing false advertisements. Like you said, not all supplement companies are evil. There are some good, stand-up companies out there. So, we don't want to make it sound like we're just bashing everybody here. We're just trying to let everybody get the facts and be aware of kind of how the industry works and things to watch out for.

RG: That's right, and I...

MW: Go ahead, sorry.

RG: Yeah, I'm sorry to interrupt. I don't want to make this sound like a commercial for my company, but if you go on my website, you'll see that I offer guarantee on every product, and it's actually an extremely generous guarantee. I offer 100% money-back

guarantee and I usually give you an extensive time to try it, in most cases, up to two months.

MW: You don't get that at GNC, I mean, if you buy something, just bring it back if you don't like it.

RG: Never. I mean, check any bodybuilding website, check some of the biggest supplement sellers online. Most of them don't offer a guarantee period, and if they do, it's some bullshit seven day guarantee and you have to send the product back and they charge you a restocking fee. I don't do that because I know different people respond to different things. And in spite of the fact, I only use ingredients that I know are proven to work and I use the highest quality in my products to meet or exceed label claims.

There may be people that don't respond to a certain thing. So, I give them an extreme amount of time to see if they respond. They can send the empty bottles back and my guarantee is, I'll refund 100% of the money. Now, shipping, which is a tiny little amount, usually 10 bucks or less, isn't refunded. But, I have people outright rip me off. I do. But, they're a very small percentage. I offer that guarantee because I want to make sure that people are happy with the supplements.

MW: That's cool. So, moving along, who do you think gets fooled the most often or is the most gullible when it comes to a lot of the supplement hype?

RG: Well, it's usually the real young, naïve guys that simply need a little more life experience, like I was when I wasn't gaining muscle as a teenager and I started reading the magazines.

MW: I was in that boat, too.

RG: Yeah, I think most of us have gone through this. They read the magazines, they start believing the wild claims in the ads. I think that kind of also applies to not just young guys, but maybe...I should phrase it as guys young in bodybuilding. A guy may be in his 40's, but he's never weight trained before and so now, all of a sudden, he's just entered the niche; he's entered that market. He's all of a sudden weight training and now he's a prospect for those kind of products. So, he has no experience with those products.

So, I think those two groups of guys are the ones that mostly get fooled by a lot of this stuff. And I guess the other group would be the guys looking for the secret entrance to Mount Olympus. They're expecting a miracle.

MW: Or, a combination of the two.

RG: Yeah.

MW: I remember looking and seeing pictures of Arnold before I even started working out and wondering, oh, wow. Maybe in ten years I can look like that. Well, it doesn't take long to figure out that's a genetic gift and a lot of other great things. It's just not going to happen for people. But, you don't know that when you're first starting out. You think there's just some secret out there that can get you those same results. But, there's really not a lot of secrets.

RG: No.

MW: You mentioned before, independent laboratory. Do some companies actually test their supplements themselves and come out with the report? I think that word independent is pretty important there, that means they're sending it out to someone else, right?

RG: Yeah, a non-biased... Well, you have to have a laboratory to make your products. So, to me, it doesn't make sense to have a certificate of analysis from the lab that made your products. Because, if those guys are falsifying label claims or not putting the ingredients they're supposed to put in, you say, "Hey, by the way, could I get a certificate of analysis?" They'll say, "Yeah, yeah, be glad to," and they go pound one out on the computer and print it out. "There you go. There's your certificate." So, that's why I think it's great to have an independent lab, one that has not made your products, do the actual...

MW: So, the supplements, they all come from labs? I think I heard before a lot of supplements come from the same factories? I mean, where do the supplements actually get made?

RG: Yeah, they're made in laboratories and there's... I mean, there's a lot of laboratories you can use. Some definitely are a lot more reputable than others. But, yeah, there's some big labs in Utah that they're making products for all kinds of companies. You may buy a product from company A that's in competition with company B, but both of those companies are getting their products made at that exact same lab in Utah.

MW: I heard Utah was huge with supplements. That was part of the reason the FDA doesn't...I don't want to get into all the politics, but in that movie, too, they talked about half the supplements are made in Utah or something like that.

RG: Yep, that's right. There's a whole bunch of really big labs in Utah that make a lot of supplement products.

MW: So, what about the fly-by-night companies? I mean, like with the internet now, we know...not just in supplements, but people...not so much anymore, but I

remember several years ago I would be kind of nervous to buy things online because you don't know if the website's going to be there in a week when you come back. Are there still supplement companies that kind of pop-up, sell their stuff, take your money and then take off? Have you ever seen that happen? That's happened a couple of times.

RG: Oh, yeah. Yeah. I personally know people who've done this. I mean, not people I'm associated with.

MW: Not friends of yours, right?

RG: No, not friends of mine, not anybody I would even want to be associated with. One guy actually tried to associate...tried to make friends and make contacts with me and I put a halt to that real quick. But, yeah, I've seen...I see it a lot. It's easy to put a website up. You could hire some high school kid and pay him probably \$20 and he'd be happy to do a website for you and put it up. Yeah, you can throw that up overnight, start selling your supplements, like the guy in the "Bigger, Stronger, Faster" movie.

Or, worse yet, I've seen this, too. A guy throws a site up, puts the supplements up there, it looks great. Start taking orders, get people's money...there's all kinds of payment methods now that you can do that with, Paypal and a lot of other online payment methods. You know, take people's money, never ship their products and when people start complaining, he just shuts down, shuts the site down. He's gone, your money's gone, he's gone, can't contact him, you've got no recourse.

MW: That's got to be the worst scam of all. That's way worse than buying something that doesn't work, buying something and you don't even get it. That's like the lowest of the low, right there.

RG: I agree. I mean, I wouldn't trust a supplement site that...that just springs up all of a sudden or hasn't been around for a while. It has no way to contact them or their only method of contact on the website is an email address. We've got our all contact info up on the site. When you call As Research, we've got a call center that is answered by live people, 24 hours a day, a lot of times during the day you'll talk to Brianna, with her sweet little Southern accent. And we've got a help desk which is an online help desk, any email sent for customer service correspondence is logged into a system, time stamped, stamped with a specific number, it's all logged-in, same with the phone calls, to make sure people know we're a legitimate company. We've been here, we'll be here, we're not going to ignore a customer service call or email.

MW: That's great. So, what about like Better Business Bureau or just...they should be a company. I mean, anyone who's selling this, you should be able to look them up and see that they're actually some form of business entity, like a

corporation or an LLC or something. I mean, if someone's worried about a website not being around for long, you should be able to find out, like you said, AS Research. Shouldn't people be able to lookup the company name and see that it actually is a company?

RG: Yeah, you should and one thing you mention about like Better Business Bureau or your state Attorney General's Office, if you look on those websites to check out a company, you're not going to find information about them on those kind of sites unless they've had complaints. Like, if people make complaints to the Better Business Bureau or the state Attorney General's Office, then that information might be up on the website.

But, yeah, it does...the internet is great for research and stuff like that, but it does make it kind of hard to check this stuff out and that's why some of these companies can throw up a website and get away with it, those kind of scams, all too easily, in my opinion.

MW: Yeah, interesting. So, let's talk a little bit about steroids. I mean, supplements aren't being regulated. How does it work with steroids? I mean, we all know they're illegal, but people still try to order those online and do things. Do you have anything you can tell us about that?

RG: Right, yeah, I get this question a lot, so I'm glad you asked it. Steroids are illegal. They're a scheduled drug. What that means is the possession of steroids, just the mere possession of them is a felony. They're in the same class of drugs as narcotics, like cocaine or heroin or anything. Whether that's right or wrong, I don't know. They weren't that way several years ago. That was changed several years ago and they were made a scheduled drug and a felony to possess them. So, that's up to your own judgment whether you think that's right or wrong. It's not that way in some other countries.

Don't think you can just buy steroids in the US or online. I get this question a lot. "I'm thinking about using steroids. I'm going to buy this product on this website." But, you know, that pisses me off because what a lot of these supplement companies do is they use steroid names as the product names to mislead people. For the naïve guy who thinks you can actually buy steroids, it's not illegal to buy them, you can buy them online or from a company like that through the mail or via phone...

MW: Like legal steroids. You hear that term a lot.

RG: Yeah, exactly. That's even a website, LegalSteroids and it...it sells supplements. I believe...if it's the one I'm thinking about, they sell supplements that are named to sound like steroids, which, by the way, a brief little aside here. My website, AnabolicSecrets was named because anabolic is a physiological process. Anabolic is

the process your body is in when you're growing muscle. A lot of people see the URL and they think that's somehow associated with steroids. Well, anabolic steroids are a class of drugs, but anabolic is physiological term to describe the biology that goes on in your body when you're gaining muscle, when you're in an anabolic condition.

MW: Yeah, it's just associated with the word steroids, but the word anabolic simply means to grow.

RG: That's right. So, we're talking about these... Or, you'll see a lot of guys advertising on Google or advertising online and they'll change one letter in the name of a steroid. Like they'll call their product Winni-V and they talk about they're selling legal steroids. They'll call it Dianabol, which is a steroid, but they'll change the spelling and call it like Danabol or something like that.

MW: Right. Yeah, definitely seen that before.

RG: You know, I forgot to mention that when we were talking about supplement scams. That one has to be the biggest scam in the book. Tricking people into thinking they're ordering steroids legally online. First of all, the products are not steroids. If they were, you'd be committing a felony that you could go to jail for for a really long time.

MW: So, it's not both, it's one or the other. If you're getting real steroids, you're committing a felony and you're probably buying them from overseas and secondly, if you bought it here, it's not a steroid. So, either way, it's not a legal steroid.

RG: That's right.

MW: More of a general supplement question, but how effective do you think supplements are? I know it depends from product to product, but is there...what can you say about people that think there's just a magic pill, they can just take something and they're going to automatically get stronger, everything is just going to work great for them, or pack on 20 pounds of muscle from some pills? What's the deal with all these outrageous claims?

RG: I'm glad you asked that, because occasionally I see emails from people asking about, "Can I just take these pills and get really big and muscular?" There's no magic pill. You know, I wish there were. But, it doesn't exist. It's a whole lot easier to sell a product if you can just say, "You know, you just take this pill and you'll magically transform and get muscles and get ripped. Buy it now." It's way easier to sell supplement products like that than to tell people that you actually have to work your butt off in the gym and start eating right and adhering to all the things you need to do.

The reality of it is, the first thing you need to have right is you have to have your training and diet right. Now, I'll bet honest with you, I talk with a lot of people, the majority, 80% or more...maybe even more than that. Maybe 90% or more are not training correctly or eating correctly in order to achieve their goals, whatever that is. If they want to get big and muscular and strong or they want to get ripped and lose body fat, almost all of them are just completely wrong in their training and diet.

So, that's the first thing you really got to get right. And, Mike, you offer a bunch of information on your site, man, just a ton of free articles. You've got some good products that teach people how to do that, how to train to achieve whatever goal it is you want to achieve and how you should be eating. So, that has to be number one. You have to get that right.

Supplements, if you have that wrong, supplements are probably not going to do anything but give you expensive urine.

MW: I didn't expect you to say that.

RG: Yeah, I mean, you know, here I am a supplement company owner, and I'm telling you if you don't train and eat right, you'll be pissing away your money that you spend on supplements.

MW: It's true though.

RG: It is true. So, you've got to have the training and diet correctly. And once you have that right, supplements definitely can make a big difference. But, let's talk about this. Remember, you're taking a supplement. Look at the word. Supplement. Look what it is. It's not the cause of your gains, it's not instead of your training or diet, it's a supplement to your training and diet.

So, if you're not doing those things right, you're not training and eating right, a supplement is not going to do jack-squat. You've got to eat right, you've got to work out hard and workout correctly according to the goals you're trying to achieve. And then, supplements can give you that extra boost. And I've seen it hundreds of times. Once you get the training and diet right, then the supplements can give you that boost and help you.

MW: Yeah, that's a tough pill to swallow, no pun intended. But, like you said, you've got to get 90% of everything right, then supplements are just that last piece that's going to just make it a little bit easier to get to your final goals. So, that's a pretty stand-up thing to...as a supplement owner, to let people know the truth about that. Some of these outrageous claims are just something you can't pay attention to, especially without any proof.

But, I do have you on the phone right now, there's no where you can really go. You can't hang up on me right now. We've got people listening. So, I'm wondering, is there anything you can do to hook the callers up? Can you give us all a special on one of your best-selling packages or supplements?

RG: Well, normally I wouldn't do this. I know that I sell the highest quality supplements. My prices are extremely reasonable, definitely compared to some of the scammy legal steroid sites, my prices are great. So, I'm not a discounting kind of guy. But, you and I go back a way, so I did agree to do something for your people who are listening to this teleseminar. I do want to ask a favor that your subscribers don't send this website out to other people. This is just for your guys, because frankly I can't afford to sell this to the general public. This webpage is not available to the general public. But, if you go to my website at

<http://www.anabolicsecrets.com/world-class-supplements/mass-stack-special/>

you'll see a special offer. Like I said, this isn't available to the public. But, this is for what I call my Maff Stack Special.

What it includes is you'll get four big, 2.2 pounds jugs of IsoFuel Protein. We have chocolate and vanilla and you can have one of each or both the same, that's up to you.. You also get four bottles of FSDS, it stands for Full Spectrum Digestive Support, and that supports the complete digestion and assimilation of the protein, all the extra protein that you'll be drinking with the protein powder and in your meals and other nutrients. It helps with the digestion of that to help support muscle growth.

A lot of guys eat a lot of food, but their body doesn't secrete enough enzymes to digest it. So, even though they're eating a lot of food, they're not getting all the gains they could.

MW: It helps you digest the protein servings.

RG: Exactly. You also get four bottle of Nitrobol. Nitrobol is an amino acid complex...actually, an interesting story, but originally developed to help nourish starving children in 3rd world countries, help nourish them back to health as quickly as possible and get their lean body weight up as quickly as possible. So, the Nitrobol is great for post-workout recovery. It gets the most important amino acids needed for muscle growth and repair right to the muscle cells post-workout as quickly as possible.

MW: It keeps your nitrogen balanced high, right?

RG: Exactly. It keeps you in a positive nitrogen balance. You did an excellent article on that a while back. I don't know if it's up on your site, but about how to keep a positive nitrogen balance and how that's important for muscle growth.

MW: Yeah, actually, I take those usually in the middle of my workouts. I pound about ten of those pills half way through the workout. I feel that works really good.

RG: Ah, good for you. Yeah, that's the technique I recommend, too, if you can take them during the workout, too.

You'll also get four bottles of Betabolic. Betabolic is a non hormonal anabolic compound that has been shown in actual real clinical trials to give you a 68% increase in muscular performance and endurance in just a few short weeks, anywhere from like four to six to eight weeks. The actual clinical trials are posted on my website about that. It was done with doctors, real doctors and real Olympic athletes.

So, you get those four products, but I'm throwing in three really important bonuses. So, the four products we talked about, you get the four big jugs of Ultimate Protein Complex, the four bottles of the FSDS, Full Spectrum Digestive Support, the four bottles of Nitrobol, the post-workout formula and the four bottles of Betabolic. You also get...your first free bonus you get four bottles of a product that has never been released to the public before. It's called GDA Elite. It's a glucose dispersal agent. It's an insulin mimicker. It mimics the effects of insulin so it will drive the glucose back in your muscle cells after your workout, as quickly as possible to get that glucose and glycogen back in there as quickly as possible.

That product, like I said, has never been released before to the public. It's brand new. Within the next month or two it will be available, but right now, your listeners, your subscribers will be the first ones to ever get that.

MW: Awesome.

RG: Yeah. Your second free bonus is four bottles of Jacked-Up. Jacked-Up is probably one of our most popular products. I get thousands of re-orders for it. People wouldn't re-order if it didn't work, that's for sure. It's a formula of concentrated synergistic testosterone stimulating factors. So, it helps boost your body's natural level of testosterone. Synergistic means all of the ingredients work together to provide better results than they would on their own.

MW: So, you're saying it's not a pro hormone?

RG: Nope, it's not a pro hormone. It has no hormone products at all. It's a combination of herbal products, lots of testing done on it in Malaysia. Yeah, a pretty exciting product. Some guys, because of the testosterone boost, some guys are even using it as like a sexual enhancement thing, taking 4-5 caps about an hour before sexual activity. So, that will tell you what kind of effects you'll feel from that.

The third bonus is a special report that's called the Physique Transformation Nutrition Guide. You're going to get detailed nutrition plans for all kinds of different goals. If you want to gain weight, if you want to gain just lean muscle, if you want to gain muscle while losing body fat, or if you just want to get as ripped as possible and lose as much body fat as possible while maintaining your muscle mass, you'll get details...

MW: So, the supplements will compliment whatever diet you're on to help you achieve those goals?

RG: Exactly.

MW: It's a muscle building stack, but then you can follow which ever diet based on what goal you have?

RG: That's exactly right. And remember what we talked about before, that people have to get their training and nutrition right, this guide is going to make sure you have your nutrition program right for whatever goal it is you want to achieve.

MW: That's a really cool bonus. You don't get that from a lot of places when you buy a supplement. You don't get nutrition information and workouts and stuff with it.

RG: I just know how important that stuff is. So, I want to make sure that my customers get that.

Basically, if you add all the prices of this stuff up, you can look at the prices of each of these products on my website so you can verify that I'm not inflating this, but the cost would be \$1,034.55. Yeah, a lot of money. And I will make this stack probably available to the public in another couple of months, but...and I'm not going to discount the price that much. But, for your guys, I've done a special price for you. They can get all that stuff for \$677. So, they're going to save \$357.55 off the regular price of all this stuff.

MW: Wow! Hey, I appreciate you doing that, Rick. That's awesome of you.

RG: My pleasure.

MW: How long will this stack last?

RG: You know what, I'm looking at my information...

MW: Sounds like about four months, because a bottle of Jacked-Up goes a month, a bottle of protein each month.

RG: Yeah, I believe it's...you know what, I believe it's anywhere from three to four months. I'm sorry I don't have that info in front of me, but yeah, depending upon your frequency of workouts and how frequent you're taking the protein, about three to four months.

I realize \$677 is a lot of money to spend on supplements, but your option is, you can buy steroids, which if you get caught, that's going to cost you probably \$25,000 or more in legal fees and a year or so of your life in jail. Or, \$677 for this stack. Let's say worst case scenario, it lasts...let's say worst case scenario it only lasts three months. Basically, that comes down to you're spending about \$7 a day on your supplements, which most guys blow more than that at a fast food joint on a bunch of crappy fast food that won't do anything for helping you gain muscle.

MW: Replace one crappy meal with some supplements that are going to do you some good.

RG: Yeah, exactly. That's what I would do. Like I said, I've done this for everything I've ever sold, and I've never ever refused a refund. But, if you're not happy with the Maff Stack Special for any reason, just send back the unused portions for a full refund. And here's the deal with that. If you're not happy, you send the bottles back, or the empty bottles back, for that matter, for a full refund. I will let you keep all three bonuses as my gift, and that is you'll get to keep the four bottles of GDA Elite and the Physique Transformation Guide, you'll get to keep those two free bonuses as my gift, just for trying the stack.

I dare...I dare you to find any bodybuilding supplement company anywhere, even the biggest ones around, offering that generous of a risk-free guarantee, period. I guarantee you to try to find it, because you won't.

MW: I believe you. You're starting to get fired up about this, Rick.

RG: Yeah, I am. I just...you know what, I've been ripped off so many times myself, before I was in this business, that I bent over backwards to make sure that everybody's happy. And if they're not, they get their money back

I've had a few unethical people take advantage of me. But, you know what? I'm willing to put up with that to make sure that the good people are as happy as they can be with my stuff.

MW: Cool. What's the URL one more time?

RG: The URL one more time is

<http://www.anabolicsecrets.com/world-class-supplements/mass-stack-special/>

MW: All right, got it. All right, Rick, again, thanks for that generous offer and thanks again for you time. We've been on the phone for an hour now and I really appreciate you talking to us about this and hopefully opening everybody's eyes a little bit to a little bit about the supplement industry and some of the scams and the cons and advertising ploys people can watch out for. And hopefully we can talk again and kind of dig even deeper into this subject. I know you love talking about it and I've got a lot of requests from the subscribers and listeners that they want to talk about this. Again, I really appreciate you taking the time today. So, thanks again, Rick.

RG: My pleasure. I appreciate it, Mike. You brought up some really good information that I've never had a chance really to share before. So, I appreciate you taking the time to do this. And one last thing, just kudos to you, man, for your website at CriticalBench.com. I go there all the time to read everything you've got on there. I've read everything that's on your site, by the way.

MW: That's a lot of stuff.

RG: Yeah, you provide a lot of top-notch information free, and your courses are top-notch. So, kudos to you, man. You are providing the information that bodybuilders and power lifters most need. So, good job.

MW: Thanks, man. I appreciate it. I'm glad that some people appreciate the hard work that goes in. So, I appreciate you saying that. But, take care, man, I'll talk to you really soon.

RG: Okay, Mike, thanks a lot. Talk to you soon.

MW: All right.

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