

I Was in the Pool!

**By Reg P. Wydeven
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One classic 'Seinfeld' episode involved the gang vacationing in Maine. After an afternoon of swimming, George went back to his bedroom to change. When Jerry's girlfriend accidentally walked in on him, she caught a glimpse of his "shortcomings."

Panicked, George chases after her shrieking that what she saw wasn't accurate – because the pool water was so cold, he was suffering from "shrinkage." Hilarity ensued.

Shrinkage is many men's worst fear. But instead of having to spend all day in a sauna to avoid it, another miracle of modern science has resulted in an herbal supplement for male sexual enhancement.

But, when I was little, my mom warned me that if something sounded too good to be true, it probably was.

And so it is with Enzyte. Last month, Steve Warshak, founder of Berkeley Premium Nutraceuticals, was sentenced to 25 years in prison and ordered to pay \$93,000 in fines after being convicted of 93 counts of conspiracy, fraud and money laundering. In addition, U.S. District Judge S. Arthur Spiegel ordered Berkeley, along with other defendants, to forfeit more than \$500 million to their customers.

The convictions resulted after federal prosecutors showed that Warshak and his company bilked customers out of \$100 million through a series of deceptive ads, manipulated credit card transactions and refusals to accept returns or cancel orders.

The ads centered around Berkeley's main product, Enzyte, which promises male sexual enhancement, and feature "Smiling Bob," a happy man with an exaggerated smile, but the product falls short of its claims. According to Spiegel, "Steven Warshak preyed on perceived sexual inadequacies of customers." He elaborated that one aspect of the fraud relied on the reluctance of customers to come forward, which would mean admitting they ordered the sexual enhancement pills because they suffer from shrinkage.

Berkeley, which also distributes various products alleged to boost energy, manage weight, reduce memory loss and aid sleep, will be allowed to remain in business. Finally, Warshak's mother, Harriet Warshak, obviously didn't give him good advice like my mom gave me. She was sentenced to two years in prison after being convicted of conspiracy and other charges associated with Berkeley's fraudulent activities.