



THE BOTTOMLINE NEWSLETTER

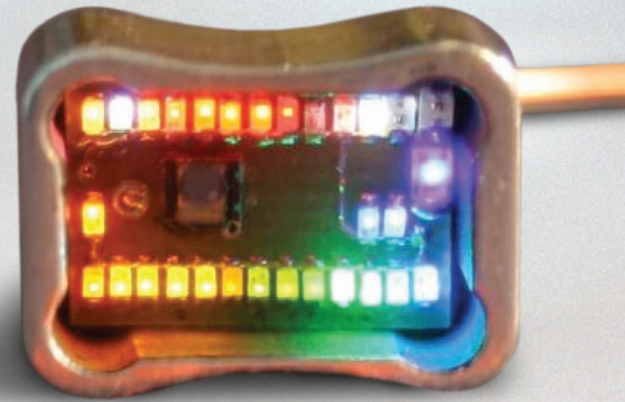
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TECH STOCK BREAKTHROUGH

This little-known company's
sensor technology is so powerful...

it sees color
no human
can see!



and it could have a dramatic impact on
several multi-billion-dollar global industries



THEIR FLAGSHIP TECHNOLOGY – embedded in devices as small as a tube of lipstick — is poised to help **eliminate the threats of counterfeiting...** and revolutionize the security industry by “seeing” things no human can see!

INSIDE: The remarkable story of Visualant, Inc. [OTCBB: VSUL] – the forward-thinking technology company that could help you potentially *double... triple... or even quadruple your money... or more!*

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About John Person... John is a 31-year veteran of the Futures and Options Trading industry. In 1998, he began publishing *The Bottom-Line Financial and Futures Newsletter*, a weekly commodity publication that incorporates fundamental developments as well as technical analysis. John's thorough understanding of the futures industry makes him qualified to offer his clients a balanced perspective of the trading industry. In addition, the personal contacts he has developed around the world and in the financial industry have been instrumental in helping him gain an edge on information pertaining to the markets.

Dear Investor,

It's the invisible fingerprint that could make you a fortune.

You see... while you may not have heard of this "fingerprint" until now — it could help a handful of early investors collect once-in-a-lifetime profits.

And there's still time for you to join them.

Simply put — Visualant Inc.'s (OTCBB: VSUL) patent-pending technology allows it to see **color that is otherwise invisible to humans.**

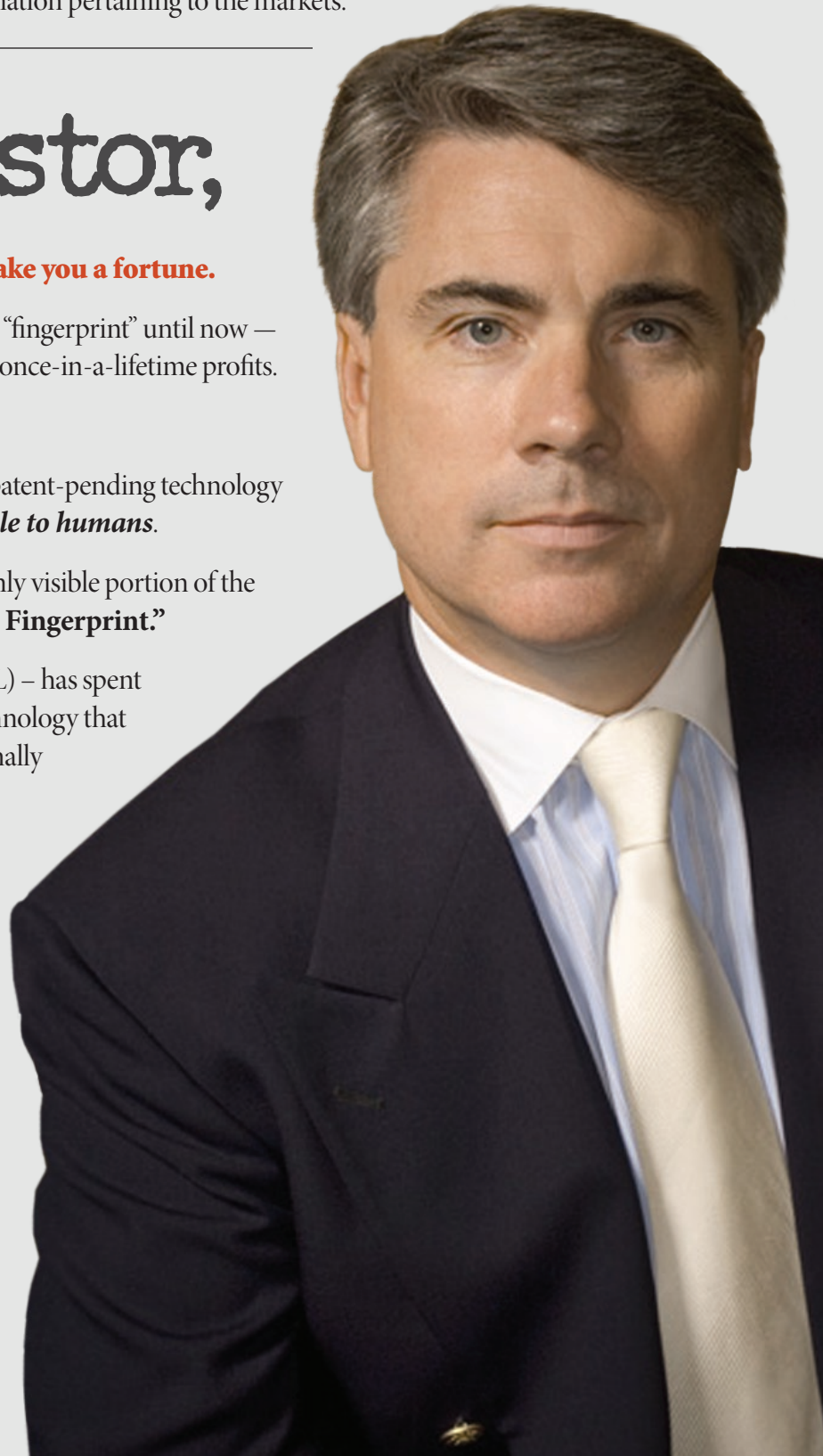
This color — both within and outside the humanly visible portion of the light spectrum — is **"Nature's Inherent Color Fingerprint."**

One company — Visualant, Inc. (OTCBB: VSUL) — has spent the past six years refining a patent-pending technology that exploits this "color fingerprint" in two exceptionally lucrative markets.

Better yet... this is a solid company — with **\$10 million in annual revenue right now and plans to grow to \$50 million in 18 months** — and that's on top of the third-party sales projected for this breakthrough technology!

I'll explain just how this technology works — *and how it's more than 233 times "stronger" than the human eye* — in just a moment.

But first, I must tell you...



What makes Visualant Inc.'s sensor technology so powerful

Visualant, Inc.'s proprietary technology analyzes the unseen photonic components of color of any object... at an unprecedented low cost.

In other words — *it can recognize the true identity or "color fingerprint" of any object quickly and easily... a fingerprint that is not at all visible by the naked eye.*

Just think of the potential applications for a technology like this:

- **Visualant's technology** could help *put currency and document counterfeiters out of business* for good. After all... how can you duplicate colors you can't see?
- **Visualant's technology** could drastically *reduce the risk of counterfeit* prescription pharmaceuticals... counterfeit computer parts... or even "knock-off" brand name products like jeans, handbags or sunglasses.
- **Visualant's technology** can also be used as a *powerful diagnostic tool*, allowing doctors to more quickly spot and diagnose a disease... or to help judge the environmental quality of any substance.
- **Visualant's technology** can be used to read an "invisible" bar code which possesses information incapable of being read without the Visualant reader.

As you can see, the possibilities in Visualant's primary areas of focus — security and authentication — are virtually unlimited.

But here's the thing...

Visualant, Inc. (OTCBB: VSUL) is not some start-up company operating out of a garage. Not even close:

This is a six-year-old company that has spent years perfecting their revolutionary technology.

But on top of that — thanks to their acquisition of TransTech Systems, Inc. — they're already generating \$10 million in annualized revenue... with plans to grow that — by acquisitions — to \$50 million in the next 18 months.

I'll tell you more about their plans for acquisition in just a moment.

But right now, I urge you to read on, conduct your homework, do your due diligence then, go online or call your broker and buy Visualant, Inc (OTCBB: VSUL) today. [www.visualant.net]

Don't miss out on an opportunity to potentially double, triple, or even quadruple your investment or more!

And as for right now, let's cut right to the chase and discuss...

The enormous potential financial impact for Visualant, Inc.

Let's look at just a few quick numbers...

- In 2010, the U.S. Department of Homeland Security's total budget request was **\$55.1 billion.**

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THE WALL STREET JOURNAL.

"The proliferation of fake drugs is one of the greatest dangers... It threatens lives, discourages patients from using life-saving innovations and deters much-needed pharmaceutical investment."

— WSJ, September 2, 2010

Now that figure only represents the US government. The private sector, according to the Homeland Security Research Corporation, represents a **\$69 billion market in 2010.**

OK... that's just for the security market. And really, I'm just scratching the surface to give you a quick illustration. But let's talk about authentication... where the potential is also mind-boggling.

The potential market size for authentication of branded products – including pharmaceuticals, semi-conductors and designer apparel – is **\$11.4 billion.** And the combined market for verification of items such as passports, drivers' licenses, currency and checks is an additional **\$7.7 billion.**

In short... the impact that a company like Visualant could have in a relatively short period of time is off the charts.

Just imagine... even a modest 1% market share for Visualant, Inc. in the security industry alone would mean \$1.24 billion in annual revenues. And with explosive potential like that, this is a company that could very soon be trading on a major exchange!

Now that figure represents just the potential from Visualant's breakthrough sensor technology. And again... that's really just a small piece of one of the pies that Visualant, Inc. is pursuing.

You see, this is a company already generating \$10 million in annualized revenue... and current plans call for acquisitions to grow the company to \$50 million in revenue within 18 months – and that's before any revenue from the new sensor technology is considered!

That's why it's so important that you take a few moments

to look into this for yourself and consider adding shares of Visualant, Inc. (OTCBB: VSUL) to your portfolio.

Right now, it's trading at bargain prices... but as it's already generating \$10 million in annual revenue... the potential exists for share prices to double, triple or more!

I'll show you why in a minute!

Visualant, Inc. (OTCBB: VSUL) has built – and refined – this potent technology in the laboratory with the help of world-class scientists.

And now they're bringing it to market – with an experienced sales force and established accounts already in place – which means the time is NOW for you to stake your claim before it's too late!

Perfecting the technology

Visualant, Inc. has perfected this technology to the point where it can be imbedded in a small, hand-held device that's roughly the size of a tube of lipstick... or custom-made to be integrated in any number of different forms.

Now... this isn't some sort of James Bond-type spy tool that simply makes for a great story. No – this is a powerful device – in demand – that has the potential to help eliminate fraud and revolutionize the security industry.

And in the process... it has the potential to help make you rich. But the only way that can happen is if you take a moment to do your homework on this company... and then buy shares of Visualant, Inc. (OTCBB: VSUL).

Now... as I said – the company is an absolute steal while it's under Wall Street's radar – with \$10 million in existing annual revenue, the potential for this company is truly phenomenal, take a look at its competitors!

Take a look at a company like Brady Corporation (BRC.) This company – one of the leaders in the identification market – went public back in 1984 and traded for years under \$3 per share.

But then, as often happens with companies that bring revolutionary technology to market, the share price began to climb. That \$3 stock was trading

"Spectroscopy is less well-known, but has been a game-changer in the industry since becoming available as a portable, handheld instrument.

www.mbtmag.com/Content.aspx?id=983

for \$5 a few years later... then it hit \$15... \$20... eventually climbing above the \$40 level. Today, Brady Corp. has a market cap of over \$1.4 billion.

But that's just one example.

Digimarc – the provider of digital watermarking technology – is another great company with a story that resembles the Visualant, Inc. story.

Launched in 1995, Digimarc released its first product one year later...and then very quickly rose to prominence.

Today, shares of Digimarc trade for over \$20 — and the company has a market cap of more than \$153 million.

Now let me be clear — there are no guarantees that Visualant, Inc. will follow the same precise path as Digimarc or Brady Corp.

But I can tell you that — like those two companies — Visualant Inc. (OTCBB: VSUL) has a revolutionary technology that it plans to market. And unlike some startup company, Visualant, Inc. is already generating \$10 million per year in revenue!

VISUALANT INC.'S REVOLUTIONARY TECHNOLOGY:

The powerful solution that can potentially change the security and authentication business... forever!

Let me be clear about one thing: Visualant Inc. is not attempting to replace existing technologies for security and authentication.

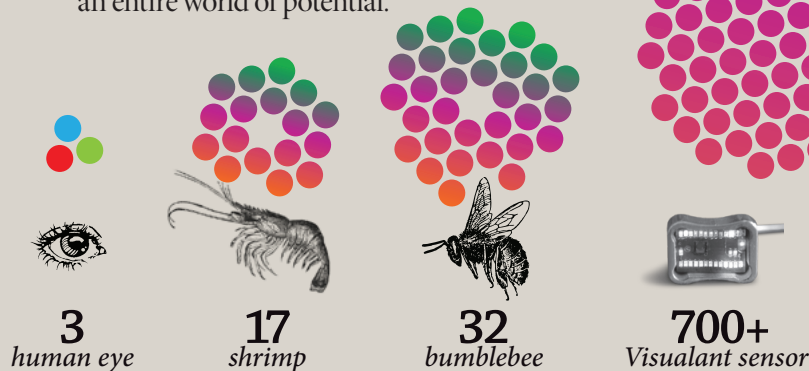
I'm not suggesting they'll do anything of the sort. Instead, Visualant, Inc's technology is designed to augment an

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233 times stronger than the human eye!

This simple – yet incredible – scanning technology that Visualant has been refining can be summed up very easily...

- Human eyes have 3 color receptors: red, blue and green.
- Shrimp have 17 color receptors... allowing it to detect potential threats.
- A bumblebee has 32 color receptors...enabling it to see exactly where the nectar is "hiding" in a plant.
- Visualant, Inc.'s technology uses more than 700 color receptors. This makes the detection of an object's unique "digital signature" possible...and as a result, it opens up an entire world of potential.



Number of color receptors

existing system... to provide what is known as “redundancy” in the security industry.

Because of this approach to the market, Visualant, Inc. (OTCBB: VSUL) should enjoy a faster, easier route to carving out significant market share.

Think of it this way...

If someone tried to sell you a security device that would help protect your home – but installing it would require you to replace all of your windows and doors – your first thought would likely be about the **hassle** involved rather than the security benefit, wouldn't it?

But... if someone instead offered you a low-cost security device — as small as a tube of lipstick — that would simply **add to the security** of your existing doors and windows... you'd be more inclined to consider it, wouldn't you?

That's exactly the approach being taken by Visualant, Inc. (OTCBB: VSUL). And their approach to growing the company is just as smart. Let me explain...

Where revenues could go from \$10 million to \$50 million in 18 months...

with the potential for millions more thanks to their revolutionary sensor technology

I'll tell you something else impressive about this company... **they get it.**

This most likely comes from their sound management. But I'm talking about the fact that the company understands the very basic – yet sometimes overlooked – idea that even the world's greatest technology is worthless if you can't market it.

Visualant's management recognized that they had the technology, but they needed to bring it to customers quickly. So they made a key acquisition this past June, purchasing a company by the name of TransTech Systems, Inc.

TransTech Systems brings to the Visualant equation a profitable company with \$10 million in annual revenue.

The company specializes in biometric, software and identification solutions... but that's only part of the story.

The real key to the acquisition was TransTech's dealer base of more than 500 dealers, resellers and integrators.

This will allow Visualant, Inc. to roll out its own products — using their proprietary technology — through TransTech's dealer base much more quickly than would have otherwise been possible.

As for what's next... Management is on record as saying they are actively looking for “best of breed” companies – with impressive technologies – that are connected to the consumer. What could be a more sound approach?

The company's goals call for a rapid buildup of critical mass through acquisition – and annual revenue targets of \$35 to \$50 million within 18 months

And again... this is \$50 million in annual revenue – just from acquisitions – from a company sitting on a revolutionary new technology. ***And right now, it's actually trading at bargain prices and with a market cap less than \$38 million!***

Compare that to the aforementioned competitors that boast of market caps in the hundreds of millions and in some cases market caps in the billions. So you can see I am so excited about the future potential of Visualant, Inc.

That's why the time to take action on Visualant, Inc. (OTCBB: VSUL) is right now. I urge you to do your due diligence...and then begin adding shares of this company as quickly as possible.

Why now is the time to buy

Listen... this opportunity may not be around forever.

After all, we're talking about a company in Visualant, Inc. with a technology so powerful that it could quickly have a dramatic impact in a number of different markets – security, authentication and medical diagnosis.

Once word begins to spread about this remarkable story... the share price may not stay under Wall Street's radar for very long.

And remember – Visualant, Inc. (OTCBB: VSUL) is not some Johnny-Come-Lately.

The company was established back in 2004 and they've spent years perfecting their revolutionary technology.

And now that they're ready to bring it to market... they've acquired a company – TransTech Systems, Inc. – that will help them bring that technology to consumers quickly.

The TransTech Systems acquisition helped Visualant, Inc. grow quickly to \$10 million in annual revenue – and current plans call for more strategic acquisitions projected to grow the company to \$50 million within 18 months.

Investors can have the opportunity to double, triple – or more their initial investment! That's why it's so important that you take action right now!

Take a few moments to find out more for yourself...and then quickly take action. Make sure you are among the early investors who have the chance to reap the rewards when shares of Visualant, Inc. (OTCBB: VSUL) become discovered by the masses!

Introducing... The Bottom-Line Financial and Futures Newsletter

I suppose I should take a step back and answer a very important question you might have... ***Who am I and why should you pay any attention to what I have to say?***

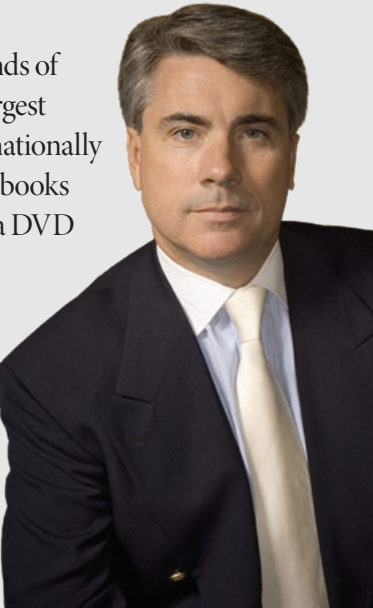
My name is John Person. I'm an author of several best selling international trading books and I'm a 31-year veteran trader.

I got my start out on the Floor of the Chicago Mercantile Exchange back in 1979. I've worked my way through the industry as an independent Trader, Broker, and owner of a brokerage firm.

During my time, I've taught thousands of traders including members of the largest exchanges... and I've written three nationally and internationally popular trading books as well as three trading courses and a DVD seminar series.

I'm proud to be a “go-to guy” for some of the nation's most respected business journalists. I'm regularly quoted by *CBS Market Watch*, *Reuters*, and *Dow Jones Newswires*, and I appear regularly on CNBC

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The brightest – and most experienced – professionals in the industry



The strength of Visualant's management team is its combined experience — and not just business experience. Visualant's leadership is filled with professionals with years of experience building international businesses, deploying breakthrough technology, and bringing revolutionary new products to market.

CEO, PRES. AND CHAIRMAN

Ronald Erickson

A seasoned executive with over 30 years of experience in the high tech, telecom, and digital media industries, Mr. Erickson is the founder of Visualant. In addition to his Visualant responsibilities, he also serves as Chairman of ivi, Inc. a streaming media company and eCharge Corp, an Internet-based transaction processing company. He is the former co-founder of Blue Frog Media, GlobalTel Resources, and chairman of Egghead Software, the software reseller where he was an original investor.

CHIEF FINANCIAL OFFICER

Mark Scott

Mark has served as CFO, Secretary and Treasurer since May 2010. His significant financial experience in public microcap companies and continues to serve as CFO of IA Global, Inc., a position he has held since October 2003. Previously, he held executive financial positions with Digital Lightwave, Network Access Solutions, and Teltronics, Inc., Protel, Inc., Crystals International, Inc., Ranks Hovis McDougall, LLP and Brittanica Sportswear, and worked at Arthur Andersen.

BOARD OF DIRECTORS

Yoshitami Arai

Mr. Arai brings strategic experience, a broad global business network, and sophisticated business acumen to Visualant's Board of Directors. He has performed in many professional and civic capacities throughout Japan and abroad, and has served as Director and Senior Executive of international organizations including 7-Eleven, Tokyu Hotels, Systems International, Catalina Marketing and Sony.

BOARD OF DIRECTORS

Paul Bonderson

Paul has over 30 years of technical experience in the computer industry, spanning both hardware and software engineering, engineering management and product development. Paul also held engineering management positions at Intel Corporation and Sun Microsystems, Inc. He is also on the Advisory Committee of the School of Engineering at Cal Poly San Luis Obispo, California.

BOARD OF DIRECTORS

Jim Gingo

Jim Gingo was president of TransTech, a distributor of control and authentication systems for the security and law enforcement markets. Jim is a highly regarded industry veteran and one of the early members of the Document Security Alliance, an organization co-founded by the United States Secret Service and concerned industry officials after the events of 9/11.

as well. I don't say any of this to brag – but instead offer my credentials as a way of saying that I know a great buying opportunity when I see one.

I'm not talking about making 25%... 30%... or even 45% on your money. *I focus my attention on uncovering those once or twice-in-a-lifetime opportunities, and Visualant, Inc (OTCBB: VSUL) in my opinion represents a unique opportunity to get in on the ground floor.*

Here's the trick: You can't be scared... and you have to act when you see the opportunity. Also, you must always use your own risk capital. That way you will sleep at night and not worry.

I encourage those investors with risk capital to take a long

hard look at Visualant, and **urge you to act quickly while it's still undiscovered — as this stock may make a very sudden — and dramatic — upward move at any time.**

Good investing,



John Person

EDITOR, BOTTOM-LINE FINANCIAL AND FUTURES NEWSLETTER

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www.NationalFutures.com/member_subscription.htm

PS: Remember, Visualant, Inc's technology is more flexible – and less expensive – than other alternatives in the security and authorization markets. It's truly a revolutionary technology, and as a result, share prices could soar! I recommend you do your due diligence and then take action and buy shares of Visualant, Inc. (OTCBB: VSUL) immediately!

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However, forward-looking statements are subject to risks, uncertainties and other factors which could cause actual results to differ materially from future results expressed, projected or implied by such forward-looking statements. Such risks include, but are not limited to, whether its current patent applications will be granted, the size and growth of the market for Visualant, Inc.'s products, its ability to develop and distribute its products, its ability to enter attract customers, licensors and suppliers, the ability of the company to fund its capital requirements, competition, regulatory developments, the effects of short-selling and other market pressures, and other factors.