

Names: _____

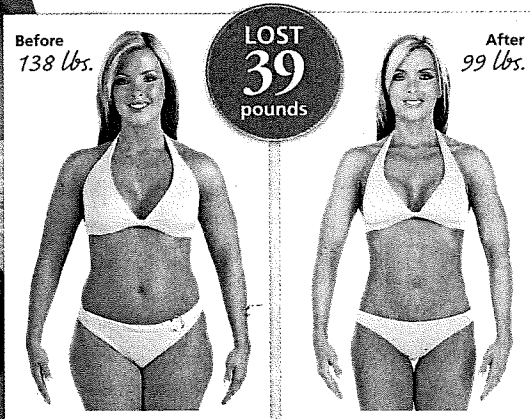
Fitness Advertisement Analysis

1. What product or service is being sold?
2. Who do you think they are trying to sell the product to? (Males? Females? Young? Older?)
3. What graphics have they used to catch the consumers interest?
4. What claims to they make in the advertisement?
5. What dubious claims do they make? What does the 'fine print' say?
6. What is the total cost of this product?
7. What questions come to mind when you see this advertisement?
8. What knowledge to you need in order to make an informed decision about this product?
9. Would you buy this product? Why or why not?

America's #1 SELLING
Weight-Loss Supplement*

"I Lost 39 lbs. Fast with Hydroxycut!"

Many people run to lose weight, while others want to lose weight to be better runners. Whatever your motivation, you simply don't want those extra pounds weighing you down. That's why millions of people have used Hydroxycut®. Doctor-formulated* Hydroxycut contains key ingredients to help you lose up to 4.5 times the weight than diet and exercise alone.* It will also help boost your metabolism and give you more energy. Get it today and you could be the next weight-loss success story everyone's talking about!



Gillian combined Hydroxycut® caplets with diet and exercise for 13 weeks. Results will vary.

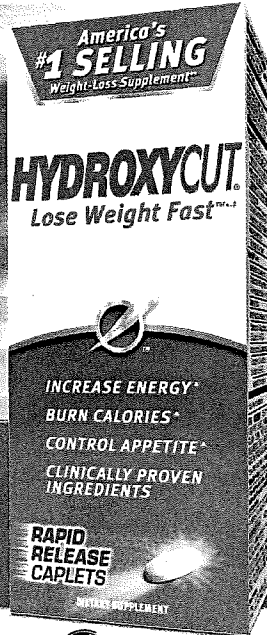
"I was always unhappy with my body. I decided to lose weight so that I could have the energy and confidence to live the best life I could. With Hydroxycut caplets, I lost an amazing 39 pounds and 7 inches off my waist. And when I take Hydroxycut in the morning I'm ready to jump-start my day with a run, with my son in the stroller. Now, I'm in the best shape of my life and it happened so fast!"

Gillian Risebury
Collinsville, Ill.



Dr. Nick Evans, M.D.

"Based on the scientific studies of the key ingredients in Hydroxycut caplets and my personal experience using the product, I would recommend Hydroxycut to healthy adults wishing to lose weight."



Super+Centers
Walgreens
The Pharmacy of America Trust®

GNC Live Well!
SHOP NATIONWIDE OR AT GNC.COM
CVS/pharmacy

RITE AID
PHARMACY

Albertsons
Volamin
Vitamins
Supplements

Kmart

meijer
Longs Drugs

*In two 8-week studies in which all groups followed a diet and exercise plan, subjects using the primary ingredients in Hydroxycut (*Garcinia cambogia*, chromium polynicotinate and *Gymnema sylvestre*) lost, on average, significantly more weight than subjects who were using a placebo (14.99 vs. 3.06 lbs. and 12.54 vs. 3.53 lbs.). *Based on IRI F/D/MX sales data. *Formulated by Marvin Heuer, MD, FAAP, Chief Scientific Officer, Iovate. Individuals have been remunerated. Carefully read the entire label before use. Regular exercise and proper nutrition are essential for achieving your weight-loss goals. The Hydroxycut® trademark is owned by its respective trademark owner and is used with permission. Hydroxycut is patent-pending. © 2008.