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The Truth Behind Weight Loss
Ads | Federal Trade
Commission *Top 10 Misleading
Food Label Claims |
Nutrition Labels BUSTED!!!*

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5 Books That Helped Me On My
Weight Loss Journey

**the
world's worst weight loss
ads use me as the \"before\"**

Introducing Youfoodz 70/30 |
Weight Loss Refreshed ~~Health~~
~~Doctor REVEALS The Secret To~~
~~WEIGHT LOSS~~ \u0026

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~~PREVENTING CANCER | Jason
Fung \u0026amp; Lewis Howes HOW
TO STOP YOUR FACEBOOK ADS
GETTING DISAPPROVED~~ *Weight
Loss Commercial LOSE it!
Weight Loss / Funny
Advertisement / IIT Ropar Ad
as Art Do This Everyday To*

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*Lose Weight / 2 Weeks Shred
Challenge Lose Weight In 10
Seconds? | Teleshopping Ads
The Most HORRIFYING Weight
Loss Techniques FTC cracks
down on weight-loss scams
Spotting Weight Loss Scams
David Diamond on Deception*

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*in Cholesterol Research:
Separating Truth From
Profitable Fiction Why
Weight Loss Is All In Your
Head | Drew Manning on
Health Theory Bright Line
Living: Weight Loss \u0026
Food Addiction with Tony*

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Wade and Susan Peirce

Thompson, PhD Campbell's

BLISTERING Response to

Fuhrman Top 5 Books to Read
in 2020 for Weight Loss |

For Beginners to those

Struggling to Lose Weight

Starting A Medical Weight

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Deception In Weight Loss
Advertising

Deception in Weight Loss
Product Advertising: Impact
on Consumers Print
magazines. . Despite ever
growing popularity of newer

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medium such as the Internet
and SNS, print magazines
still... Picture
superiority. . The
prevalence and preference of
using pictures over verbal
messages are well explored
...

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Deception in Weight Loss
Product Advertising: Impact
on ...

Deceptive weight loss
advertising is in many ways
amount to robbery. The sale

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of ineffective product which do not live up to the claims made in their advertisements cause millions of people to part with hard earned money in the hopes that they will be able to obtain the healthier, beautiful body

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which the so desire to have.

Deception in Weight Loss
Advertisements - Step by
Step

Deception in Weight-Loss
Advertising Workshop:

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Seizing Opportunities and
Building Partnerships to
Stop Weight-Loss Fraud.
December 2003. Document:
Text of the Report [PDF
576K] (546.75 KB) Related
Releases. December 9, 2003.
FTC Releases Guidance to

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Media on False Weight-Loss
Claims;

Deception in Weight-Loss
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Seizing ...
leadership role in

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addressing deceptive weight loss advertising. The FTC staff has proposed a plan to reduce deceptive weight loss advertising that includes several segments of the community working together to promote positive, reliable

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messages about weight loss
through advertising. A major
part of the FTC staff

Deception in Weight-Loss
Advertising Workshop:
Seizing ...

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Our estimates indicate that exposure to deceptive advertising is associated with a lower probability that women, and a higher probability that men, consume OTC weight loss products. We find evidence

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of spillovers; exposure to deceptive print ads is associated with a higher probability of dieting and exercising for both men and women.

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The Effect of Deceptive
Advertising on Consumption
of the ...

a priori whether advertising
in general, and deceptive
advertising in particular,
increase consumption of OTC
weight loss products

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(cooperative effects), or simply increase market share for the advertised brand without increasing overall consumption (competitive or predatory effects).

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The Impact of Deceptive
Advertising on Consumption:
the ...

Dishonest advertisers will
say just about anything to
get you to buy their weight
loss products. Here are some
of the (false) promises from

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weight loss ads: Lose weight without dieting or exercising. (You won't.) You don't have to watch what you eat to lose weight. (You do.) If you use this product, you'll lose weight permanently. (Wrong.)

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The Truth Behind Weight Loss
Ads | FTC Consumer
Information

It's especially important to
heed reasonable warnings
that an ad claim or business

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practice is deceptive. Given the potential breadth of liability under federal and state consumer protection laws, the ostrich approach is unwise. Ads promising fast, easy weight loss are invitations to investigate.

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Ad agency to pay \$2 million
for role in deceptive weight
...

Marketing Architects, Inc.,
was accused by the FTC of
creating and using deceptive

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radio ads for weight loss products for its client, Direct Alternatives.

Marketing Architects agreed to pay \$2 million to the FTC and the Attorney General's Office for the State of Maine. The FTC alleged that

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their federal lawsuit filed
against Marketing Architects
highlights just one of many
deceptive weight loss
supplement claims made by
the company and their
client.

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Marketing Architects, Inc
Accused Creating Deceptive

...

Two companies that market
skin care and weight-loss
products must stop making
false or unsubstantiated

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deceptive claims about their products, under settlements resolving charges in two separate cases brought by the Federal Trade Commission.

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Marketers Settle FTC Charges
That They Used Deceptive Ads

...

While they demonstrate some
ability to critically
analyze the more obvious
forms of deceptive weight-
loss advertising, many girls

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do not recognize how
advertising evokes emotional
responses or how visual and
narrative techniques are
used to increase
identification in weight-
loss advertising.

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How adolescent girls
interpret weight-loss
advertising ...

Deceptive advertising of OTC
weight loss products could
have several negative
consequences, the magnitudes

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of which depend on the effect of deceptive advertising on consumption. If deceptive advertising is cooperative (increases the probability of use) then the negative consequences may be substantial; those induced

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by the deceptive ads to

CAE Deceptive Advertising

March 29 2011 - IZA

Despite the prevalence of
unsubstantiated claims in
online advertising of weight

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loss products (OAWP), consumers tend to believe they are less susceptible to advertising claims than others. Based on a sample of American women (N = 684), drawn from Mechanical Turk, the current study examined

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the third-person effect of OAWP. After confirming the robustness of the third-person perception hypothesis, a structural equation model examined the third-person effect (TPE) of OAWP on restrictive and ...

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Consumer perceptions of
online advertising of weight
loss ...

Following up on that report,
in an effort to identify
alternative approaches to

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curbing weight-loss fraud,
the FTC held a public
workshop on deception in
weight-loss product
advertising on November 19,
2002. The goal of the
workshop was to explore new
approaches to stop false

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weight-loss advertising.

FTC Releases Guidance to
Media on False Weight-Loss
Claims ...

The official website of the
Federal Trade Commission,

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protecting America's
consumers for over 100
years.

Workshop on Deception in
Weight Loss Advertising |
Federal ...

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Deceptive Fad Weight-Loss
Advertising Crackdown -Fad
Weight-Loss Products Sensa
and Three Other Marketers
Settle FTC Charges.

Sensa.com claims simply
shake, eat, and lose weight
- Not so much says ...

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Deceptive Fad Weight-Loss
Advertising Crackdown
More than 10 years ago,
Obesity Research Institute
was reaping more than \$40
million in sales by hawking

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Workshop Seizing
products that it said would cause rapid weight loss without the need to reduce calories or increase physical activity. That marketing landed the company and its owners, Henny den Uijl and Bryan Corlett, in

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federal court in California
when the FTC said there was
no competent or reliable
scientific evidence to back
up those advertising claims.

Lipozene Fat Burning Claims

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Violate . . . — Truth In
Advertising

1 For The Record, Inc.

Waldorf, Maryland

(301)870-8025 1 FEDERAL

TRADE COMMISSION 2 3 4

DECEPTION IN WEIGHT LOSS

ADVERTISING: A WORKSHOP 5 6

Get Free Deception In Weight Loss Advertising

7 8 9 10 Tuesday . . .

1 FEDERAL TRADE COMMISSION 6

7 8 9 11 9:00 a.m.

The use of deceptive, false,
or misleading claims in
weight loss advertising is

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rampant and potentially dangerous. Many supplements, in particular, are of unproven value or have been linked to serious health risks. A majority of adults in the United States are overweight or obese.

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