

Look at the 7 Ads Given to You That Were Taken from Different Health Related Magazines

Determine which one is

1. Scientific Studies
2. Bandwagon
3. Testimonial
4. Comparison to Other Products
5. Emotional Appeal
6. Price Appeal
7. Sex Appeal



Health Fraud

You have probably seen ads for miracle cures – a supplement to cure cancer, a diet to cure diabetes. But remember - if it sounds too good to be true, then it probably is. Health fraud involves selling drugs, devices, foods or cosmetics that have not been proven effective. At best, these scams don't work. At worst, they're dangerous. They also waste money, and they might keep you from getting the treatment you really need.

Health scams often target older people. Most victims in the United States are older than 65. To protect yourself

- Question claims of "miracle cures" or "breakthroughs"
- Know that newspapers, magazines, and radio and TV stations do not have to make sure that the ads they run are true
- Find out about products before you buy them
- Don't let salespeople force you into making snap decisions
- Check with your doctor before taking products

Health Fraud cont.



Fraud - An illegal act that involves telling lies to obtain money or property.



Quackery - The selling of useless medical treatments or products.



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This Fluoroscope was popular at shoe stores from the 1920s to the 1970s. It X-rayed feet to allow customers see the bones in their feet to judge the proper fit of shoes. However, the machine was dangerous and was outlawed by the Food and Drug Administration in 1970.

Tips that may indicate health fraud:

1. Someone claims that a product or treatment is the only possible cure for a health problem.
2. The promised results seem too good to be true.
3. A product or treatment is said to cure many ailments.
4. A product is said to contain 'special' or 'secret' ingredients.



Your rights as a consumer....

1. Right to information
2. Right to Consumer protection - The Federal Trade Commission, The Food and Drug Administration, Consumer Product Safety Commission
3. The Right to Complain
 - Identify the problem
 - Decide on your goal
 - Collect documents
 - Identify the person in charge