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(Ms. Bernice Rolfson)

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RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 62 pages. Original publisher: Washington, D. C. : The Commission, 2002 OCLC Number: (OCoLC)50797063 Subject: Deceptive advertising -- United States. Excerpt: . . . 15 nonprescription weight-loss products during this time period. The amount of total sales for unproven or worthless products is not known, but it is substantial. Infomercials, direct mail advertising, and free-standing inserts can generate tens of millions of dollars in sales within a short period of time for a single product, and, as this report demonstrates, there are hundreds, perhaps even thousands, of weight-loss products on the market. These forms of saturation advertising do not require high response rates to be highly profitable. As an example of the prevalence of hard-sell marketing for non-prescription weight-loss products, spending on infomercials (usually 30-minute to an hour programs pitching products for direct sale via 16 telephone call-ins) for weight-loss and nutrition products exceeded 107 million in 1999. The alarming increase in overweight and obesity combined with marketers easy access to mass media outlets makes the business of weight loss a booming enterprise. II. Collection Methodology and Coding This report looks at weight-loss advertising disseminated through broadcast and cable television, infomercials, radio, magazines, newspapers (including free-standing inserts in Sunday newspapers), supermarket tabloids, direct mail, commercial e-mail (spam), and Internet websites. We collected a total of 300 advertisements from a variety of sources. Except as noted with regard 17 to Internet sites, we did not attempt to select a scientifically random sample. At the same time, no effort was made to collect just bad ads. In general, these advertisements appeared between February and May 2001. Television and radio advertisements: Members of the Partnership for Healthy Weight 18 Management (the Partnership) monitored...

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