



Wellness Buddy Wednesday Tip



Get Ripped NOT Ripped Off

Quackery is big business! Quackery is the promotion of a medical remedy that doesn't work or hasn't been proven to work; also known as health fraud.

Newspaper, magazine and television advertisements bombard us with seemingly quick and easy methods to achieve better health. You are familiar with the phrase "For only ... dollars." Americans spend tens of billions of dollars each year on products that do nothing for us—and may even harm us in our efforts to find simple solutions to wellness.

The end result is always the same: disappointment, wasted dollars, jeopardized health.

To protect your health and wealth consider some of the gimmicks used in advertisements for these products.

Does the product or process claim to be:

- A special or secret remedy?
- Good for almost everything?
- Available from only one source with payment in advance?

Does the seller:

- Claim to be persecuted by doctors and the government who do not

accept this great product?

- Use case histories and testimonials from grateful users?
- Promise to save you money?
- Promise to save you time?
- Promise to help you safeguard your health?
- Promise to help you avoid embarrassment, frustration, and disappointment?

Four common targets for exploitation include:

- Arthritis sufferers
- Those who would like the benefits of fitness without exercising
- Quick weight-loss products
- Cancer cures

Prior to a purchase if your answer to any of these questions is “yes,” the odds are you are about to be hustled. So beware of ads that promise: “Exercise the easy way! Lose weight the easy way! Build muscles the easy way!”

Become a knowledgeable and wise consumer. Develop a questioning attitude toward health and fitness products to avoid quacks and “rip-offs.”



Avoid hustlers and quacks by becoming an informed consumer.

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Providing guidance and support to make the "healthy choice the easy choice!"