

Promo Probe Answer Key

Q1. Product:

- SlimMax Herbal Weight-Loss Pills.

Q2. Claims made:

- Promises weight loss without dieting or exercise.
- Claims fat melts away during sleep.
- Reports of customers losing up to 20 pounds in two weeks.
- States the product is “easy, safe, and guaranteed.”

Q3. Missing information:

- No scientific studies or medical proof.
- No details about ingredients in the “secret herbal blend.”
- No explanation of possible side effects or risks.
- No evidence that customer testimonials are real.

Q4. Why not trustworthy:

- Uses exaggerated language like “miracle solution” and “guaranteed.”
- Makes promises that sound too good to be true.
- Relies on vague customer stories instead of scientific evidence.

Q5. Questions a careful consumer should ask:

- Has this product been tested and approved by health experts?
- What exactly is in the pills?
- Are there side effects?
- Can independent studies confirm these results?
- Is the guarantee real or just marketing?

Teacher Notes:

- Emphasize the importance of **critical thinking** when reading ads, especially ones that promise unrealistic results.
- Point out persuasive strategies like exaggeration, vague terms (“secret blend”), and urgency (“supplies are limited”).
- Extension: Have students bring in a real ad and write one higher-order question about why it might not be trustworthy.