



Total Fitness Training, Inc.

2803 Fruitville Rd, #125 • Sarasota, FL 34237

(941) 366-8500 • www.TotalFitnessTrainingInc.com

On Wellness Quackery

Dennis K. Flood, M.S.

Masters Degree in Exercise Physiology

Wellness Quackery is the practice of exploiting a consumer's gullible nature, using misleading or false information to sell a product that really doesn't work or do what it is said to do. Some products may even be harmful or have an adverse reaction with another food, supplement or medication you are currently taking.

I would like to be very honest with you. There are a lot of "get fit quick" and "quick weight loss" programs out there. The trick word to get your attention is "obesity." We all know what that is. Some companies and some individuals, including some doctors (who may not really be true physicians) imply that the only way to avoid or treat obesity is with expensive medications or surgical procedures.

Instead, a healthy dose of self-awareness (sometimes with a little help) and lots of knowledge and learning is what is needed. The "drugs or surgery" solution is so widespread in the media that people, especially those who are patients, begin to feel powerless over their own health. Please do not ever allow anyone to tell you that you are not in control of your health and that surgery or drugs are the solution.

Remember this! You are the one in control of your own health and fitness. The following are a few tips that you can use to identify sales pitches that may not be 100 % honest. Be on your guard. If any of these tips fit the sales pitch, be cautious with your time, your money and your health. Quackery is a very tricky business, especially these days. Do any of the following sound familiar?

1. A product that promises quick results. "Take this pill and you will get skinny and be able to walk farther and run faster."
2. The product sounds too good to be true.
3. A promise of improved performance.
4. It contains a "secret ingredient!"
5. Testimonials. People state how good it is... "It's a miracle!" If the product really and truly works miracles, every physician in the country would have it and use it.
6. The sales pitch states, "The simple truth is that this product works."
7. Old or poorly done research. A good study to test a product is repeated several times over the years and is performed by research scientists and physicians using thousands of subjects (humans or animals) over long periods of time. Poor research results come from studies of 5 or 6 weeks with only 10 to 15 subjects.



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8. “Buy now or else! If you don’t buy this product now you will lose your chance forever.” If it’s a good product, it will be around for years.
9. Beware if the product is promoted by a new company or one that is unknown.
10. Beware if the promoter says that he or his company is being harassed by the Food and Drug Administration or being questioned by physicians and the medical community. “This product is so good doctors do not want to see it on the market because it would keep people healthy and not need to go to their doctor.”
11. Ask yourself this question: Who benefits the most, the seller of the product or you?
12. Beware of products that are not labeled, are poorly labeled, don’t list ingredients or don’t have instructions.

If you are unsure of a company, a product or an individual sales person, you can contact the ***National Council Against Health Fraud*** on the internet (www.ncahf.org) or check with your doctor or other health care professional. “Get other opinions.”