

Fitness Products and Consumer Reviews

Every time the television is turned on, people are bombarded with information about consumer products. Some of the most attractive products are fitness products that claim quick and easy results. These fitness products can be fitness equipment, supplements or even diets.

Part I Directions:

While watching television (or flipping through magazines), notice the infomercials that advertise special fitness equipment. Study 2 infomercials and record the information below.

Name of Product		
Description of Product		
How does this product work to improve fitness?		
Which specific population is this product marketed for?		
How much does this product cost?		

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Part II Directions:

Answer the questions below.

Name of Product		
Do you think this product is effective in improving the fitness/health of consumers? Explain.		
Would you purchase this product for yourself? Explain.		

Part III Directions: (Optional)

Look online to find consumer reviews or testimonials about this product? How do individuals rate this product? Do consumers say that this product is effective?

Summarize Consumer Reviews Below