

7 Gut-Check Health Claims



Don't be taken in by sneaky claims from weight-loss products that will grab your money and give no results. Check out the 7 "gut check" health claims compiled and debunked by The Federal Trade Commission (FTC).

These claims are false, but appealing. The more familiar you are with them, the less likely you are to be tricked!

Claim #1: Causes weight loss of two pounds or more a week for a month or more without dieting or exercise.

Many consumers believe that rapid weight loss is the norm, and are unhappy with losing the 1-2 pounds per week that experts believe is both safe and sustainable. Don't be fooled by this claim!

Claim #2: Causes substantial weight loss no matter what or how much the consumer eats.

Changing food choices and eating habits, especially eating smaller portions, is one of the keys to lasting weight loss. Unfortunately, it's also a behavior change that many people find extremely difficult.

Claim #3: Causes permanent weight loss even after the consumer stops using the product.

Maintaining weight loss requires continuing the same behavior changes in food choices and physical activity that produced the initial weight loss.

Claim #4: Blocks the absorption of fat or calories to enable consumers to lose substantial weight.

Even legitimate medications that block fat absorption need to be used within an overall lower-calorie, healthful diet.

Claim #5: Safely enables consumers to lose more than three pounds per week for more than four weeks.

Losing weight rapidly over a longer period of time can lead to gallstones and possibly other health complications. Weight loss should be closely managed by a physician.

Claim #6: Causes substantial weight loss for all users.

Individual rates of weight loss are all different, and there is no one established method that leads to weight loss for every person.

Claim #7: Causes substantial weight loss by wearing a product on the body or rubbing it into the skin.

There is no research that shows any product worn on the skin or applied externally leads to weight loss. Do not buy a product that claims otherwise — look for science to back up alternatives.

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