



## THE SAVVY CONSUMER COLUMN

**The Savvy Consumer**  
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**FOR IMMEDIATE RELEASE**  
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### **Beware of pitches for New Year's Resolutions shortcuts**

**Nashville, TN** – Lose weight! Stop smoking! Be physically fit! If these are among your resolutions for 2011, read on!

The Tennessee Division of Consumer Affairs warns consumers to beware of ads that promise either rapid weight loss without dietary changes or exercise, or so-called miracle cures. Consumers, especially those with existing health problems, should always check with a healthcare professional to ensure products have been validated and wouldn't jeopardize their health.

Scam artists aren't above making fraudulent health claims to unsuspecting consumers. They know that advancements in technology and new products hitting the market at a rapid pace make recognizing the real deal difficult for consumers. They generally promise miracle drugs or treatments for people who have serious health problems such as arthritis, Alzheimer's, and diabetes or for those who want to lose weight or stop smoking.

Consumers should be wary of variations on the following sales pitches:

- Lose up to 10 pounds in two weeks without changing your diet or exercising!
- This ancient remedy isn't sold in stores!
- This product contains a secret ingredient you won't find anywhere else!
- Hurry, before supplies run out!
- We'll hold your check for 30 days and return it to you, if you're not 100% satisfied!

For more information on fraudulent health claims and help finding reliable sources of information on health topics, please visit [www.ftc.gov/bcp/edu/microsites/whocares](http://www.ftc.gov/bcp/edu/microsites/whocares).

To file a complaint against a business, please contact the Tennessee Division of Consumer Affairs at [www.tn.gov/consumer/](http://www.tn.gov/consumer/) or 1-800-342-8385. Consumer Affairs is a division of the Department of Commerce and Insurance, which works to protect consumers while ensuring fair competition for industries and professionals who do business in Tennessee.

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