

## Fitness Consumerism Lecture Notesheet

Name: \_\_\_\_\_

Period: \_\_\_\_\_

### **1. Define Health and Fitness Quackery:**

Advertising that uses false claims to get people to buy useless or harmful products

### **2. Name those that you can ask general questions about fitness and health:**

- Physical Educator
- School Nurse
- Health Teacher
- Physician/Nurse (medical questions)

### **3. List the tactics that companies use to sell their products:**

- Claims of immediate dramatic results
- “Magic” results with no effort
- Use of Before and After photos
- Using sexiness to sell product
- Use of Partial Truths
- High Cost + Pharmaceutical Look = Result
- Use of Tactical Photography
- Emotional Appeal to Men & Women
- Claims of Spot Reduction
- Making the product sound illegal

### **4. Define soft drink:**

A drink that contains no alcohol, usually referred to as sugary, and often carbonated.

### **5. Soft drink consumption concerns:**

- single greatest source of caffeine in adolescent diets
- lower calcium levels and higher phosphate (i.e.. Phosphoric acid) levels in the blood.
- Acids and sugars in soft drinks can dissolve tooth enamel.
- aspartame and saccharin (alternative sweeteners) can be damaging to your health as well.

- 6. Explain the negatives of consuming energy drinks:**
  - Energy drinks' stimulating properties can boost the heart rate and blood pressure
  - the diuretic quality of the caffeine can leave the user severely dehydrated
  - Products use unregulated stimulants such as Guarana and Taurine in order to intensify the affect of caffeine
  
- 7. Define Ergogenic Aid:** any substance, food, chemical, or training method that helps the body work harder and perform better.
  
- 8. Explain the FDA's responsibility when it comes to supplement regulation:**
  - By law, the manufacturer is responsible for ensuring that its dietary supplement products are safe before they are marketed.
  - there are no provisions in the law for FDA to "approve" dietary supplements for safety or effectiveness before they reach the consumer
  
- 9. List ergogenic aids seen in schools:**
  - Creatine
  - Caffeine
  - Steroids
  - Androstendione
  - Growth Hormones
  - Protein Supplement
  - Amino Acid Complexes
  
- 10. Explain proper weight loss and muscle gain Recommendations:**
  - Well balanced diet w/ proper caloric intake to meet physical demands.
  - Regular cardiovascular exercise (full body, 3-5x/week, 30-60 min, 60%-85% of MHR)
  - Gradual weight loss of no more than 1-2 lbs per week.
  - Gradual muscle gain using proper strength training principles and techniques