

# Deception and fine print essay



**ASSIGN  
BUSTER**

In an ad for moisturizing lotion, the following claim is made: "...it's the #1 dermatologist recommended brand.

" What is misleading about the claim? Often companies use many different tactics to get their product sold. They make a person believe that their product is best. They know how to manipulate a person into spending money on their product only.

In our minds you think that it's true because the company says a doctor recommended it, but the company didn't tell you that this was a survey taken from two doctors. They have a tendency to leave out the important details. This claim is very misleading because all of the facts aren't listed. How can they claim to be the number one dermatologist recommended way? I can guarantee you that there is fine print at the bottom of the commercial ad. It probably states the claim is based on US data. This can be misleading to other countries who may interpret this as being data pertinent to all countries nationwide. I feel that this is an over claim, and I would like to see all data resulted in the claim. I think it's wrong to over exaggerate any ad.

It's misleading and deceptive. In conclusion, I feel that if a company can't tell you who came up with this assumption; then overall they are not being completely truthful. Always remember to read between the lines, and always read the fine print.