

# EVIDENCE EXHIBITS

Paper Trail · Some exhibits below are fabricated for this exercise. At least one is real.

## EXHIBIT A

SOCIAL POST

@purelycleansed · posted 7:03 AM · shared 22,100 times

"Day 3 of the 14-day cleanse and I already feel SO much lighter. This is not just a fad — there's an actual nutrition journal review backing up how this flushes toxins and resets your liver. Screenshots in my bio #detox #cleanse"

## EXHIBIT B

PRODUCT WEBPAGE

purelycleanse.example/the-research

PURELY CLEANSE Shop The Research Reviews

### Reset Your Liver in 14 Days. Backed by Nutrition Science.

✓ SUPPORTED BY PUBLISHED RESEARCH

nutritionscienceinstitute.example/detox-findings

"The cleanse dietitians are talking about" — Daily Wellness Wire

## EXHIBIT C

BLOG ARTICLE

dailywellnesswire.example · posted 11 days before the viral post

Headline: "Does Detoxing Actually Work? A Nutrition Journal Weighs In." Excerpt: "A review published in a peer-reviewed nutrition and dietetics journal examined the evidence behind commercial detox diets. PurelyCleanse points to this review as validation for its 14-day program, citing its thorough look at liver-detoxification claims." A link under "read the review" leads to Exhibit D.

## EXHIBIT D

PRESS RELEASE

purelycleanse.example/press · issued 6 weeks before the blog article

FOR IMMEDIATE RELEASE — PurelyCleanse announces that its detox program aligns with "the most comprehensive nutrition journal review of detox diets to date." The release states that the review examined commercial detox diets and liver detoxification claims, and characterizes this as scientific backing for PurelyCleanse's approach. The release does not quote the review's conclusions directly, and does not mention that PurelyCleanse's own product was not tested in any study.

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## EXHIBIT E

CITATION

Referenced in Exhibits C and D as “a nutrition journal review of detox diets”

### **Klein AV, Kiat H.**

*Detox diets for toxin elimination and weight management: a critical review of the evidence.*

Journal of Human Nutrition and Dietetics. 2015;28(6):675–686.

DOI: 10.1111/jhn.12286 PMID: 25522674

A record with this title, journal, and DOI can be looked up directly. Read what the review actually concludes about commercial detox diets and liver “resets,” and compare that to how Exhibits C and D describe it.