

EVIDENCE EXHIBITS

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

EXHIBIT A

SOCIAL POST

@calmnightco_official · posted 9:47 PM · shared 8,900 times

"Ok why did no one tell me these gummies are backed by an actual randomized clinical trial?? Cuts your time to fall asleep IN HALF. I fall asleep before I even finish the show now. Link in bio #sleepgummies #ad"

EXHIBIT B

PRODUCT WEBPAGE

calmnightco.example/the-science

CALMNIIGHT CO. Shop The Science Reviews

Fall Asleep Twice as Fast. Clinically Proven.

✓ PROVEN IN A RANDOMIZED CLINICAL TRIAL

[sleepresearchcenter.example/rct-summary](#)

"The gummy sleep experts trust" — Morning Wellness Blog

EXHIBIT C

BLOG ARTICLE

morningwellnessblog.example · posted 9 days before the viral post

Headline: "The Melatonin Gummy That Actually Has a Clinical Trial Behind It." Excerpt: "Unlike most supplements, CalmNight's formula is grounded in published research — a randomized, double-blind, placebo-controlled trial found the dosing approach cut time to fall asleep dramatically. The full results were published in a pediatrics journal earlier this year." The article links "full results" to Exhibit D.

EXHIBIT D

PRESS RELEASE

calmnightco.example/press · issued 3 weeks before the blog article

FOR IMMEDIATE RELEASE — CalmNight Co. today cited independent clinical research supporting its melatonin gummy formula. "We use an escalating-dose approach that has been shown in a peer-reviewed, randomized controlled trial to significantly reduce sleep onset time," said the company's Head of Product. The release does not name the trial's study population, and does not state that CalmNight's own product was used in the cited research.

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EXHIBIT E

CITATION

Referenced in Exhibits C and D as “a randomized clinical trial” / “published in a pediatrics journal”

K GP, Mundada S, Zambani J, Joshi T, Khaire P, Pawar S, Shelke M.

Oral Melatonin Supplementation for Sleep Disturbances in Children with Cerebral Palsy: A Randomized Double-Blind Controlled Trial.

Indian Journal of Pediatrics. 2025;93(3):259–264.

DOI: 10.1007/s12098-025-05873-4 PMID: 41369870

A record with this title, journal, and DOI can be looked up directly. Check who the study participants actually were, what dose was used, and how it was administered — then compare that to how Exhibits C and D describe it.