

EVIDENCE EXHIBITS

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

EXHIBIT A SOCIAL POST

@skinsenseai · posted 2:15 PM · shared 7,600 times

"This scanner read my skin in 10 seconds and it's backed by an ACTUAL peer-reviewed study — 86% accuracy!! No more guessing what products to buy, the AI just tells you. Obsessed. Link in bio"

EXHIBIT B PRODUCT WEBPAGE

skinsenseai.example/the-technology

SKINSENSE AI Shop The Technology Reviews

86% Accurate Skin Analysis. Validated by Science.

✓ PEER-REVIEWED ACCURACY: 86%

digitalhealthjournalreview.example/skinsense-validation

"The AI skincare tool dermatologists are watching" — Glow Report

EXHIBIT C BLOG ARTICLE

glowreport.example · posted 7 days before the viral post

Headline: "Can AI Really Read Your Skin? The Study Behind SkinSense." Excerpt: "SkinSense points to a peer-reviewed study that found its underlying AI system achieved 86% accuracy — a number the brand says proves the scanner works. The study was published in a medical journal earlier this year." A link under "the study" leads to Exhibit D.

EXHIBIT D PRESS RELEASE

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

FOR IMMEDIATE RELEASE — SkinSense AI cites a peer-reviewed validation study reporting 86% diagnostic accuracy for its underlying AI system. "The numbers speak for themselves," said the company's founder. The release does not specify what the AI was diagnosing, does not mention that the study evaluated a different clinical product, and does not state that SkinSense's consumer scanner was itself tested.

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EXHIBIT E

CITATION

Referenced in Exhibits C and D as “a peer-reviewed study ... published in a medical journal”

Mijares J, Bisch EJ, DeGuzman E, Garg K, Pontes D, Jairath NK, Ramachandran V, Jeha G, Nemcevic A, Que SKT.

Validation of a Dermatology-Focused Multimodal Image-and-Data Assistant in Diagnosis and Management of Common Dermatologic Conditions.

Medicina. 2026;62(4):715.

DOI: 10.3390/medicina62040715 PMID: 42075587

A record with this title, journal, and DOI can be looked up directly. Check what the AI system in the study was actually diagnosing, and whether SkinSense’s product appears anywhere in it — then compare that to how Exhibits C and D describe it.