

EVIDENCE EXHIBITS

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

EXHIBIT A

SOCIAL POST

@blulockeyewear · posted 8:52 PM · shared 4,100 times

"Y'all these blue light glasses are backed by a COCHRANE REVIEW — that's literally the gold standard of medical evidence. Confirmed to help sleep and eye strain. If you stare at screens all day you need these"

EXHIBIT B

PRODUCT WEBPAGE

blulockeyewear.example/the-evidence

BLULOCK Shop The Evidence Reviews

Backed by the Gold Standard of Medical Evidence.

✓ CONFIRMED BY A COCHRANE REVIEW

visionresearchdigest.example/bluelight-cochrane

"The glasses screen-heavy workers swear by" — Office Health Weekly

EXHIBIT C

BLOG ARTICLE

officehealthweekly.example · posted 12 days before the viral post

Headline: "Do Blue Light Glasses Work? Cochrane Weighs In." Excerpt: "BluLock points to a Cochrane systematic review — widely considered the gold standard of medical evidence — covering blue-light filtering lenses. The brand says this settles the question of whether the glasses help with sleep and eye strain." A link under "the Cochrane review" leads to Exhibit D.

EXHIBIT D

PRESS RELEASE

blulockeyewear.example/press · issued 8 weeks before the blog article

FOR IMMEDIATE RELEASE — BluLock Eyewear cites a Cochrane systematic review of blue-light filtering lenses as confirmation of its product's benefits. "When the gold standard of evidence backs you up, that says everything," said the company's marketing director. The release does not state what the review actually concluded about sleep, eye strain, or visual performance, and does not mention the certainty level the reviewers assigned to their findings.

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EXHIBIT E

CITATION

Referenced in Exhibits C and D as “a Cochrane systematic review”

Singh S, Keller PR, Busija L, McMillan P, Makrai E, Lawrenson JG, Hull CC, Downie LE.

Blue-light filtering spectacle lenses for visual performance, sleep, and macular health in adults.

Cochrane Database of Systematic Reviews. 2023;8(8):CD013244.

DOI: 10.1002/14651858.CD013244.pub2 PMID: 37593770

A record with this title, journal, and DOI can be looked up directly. Check what the review actually found about eye strain, sleep, and visual performance, and how confident the reviewers were in those findings — then compare that to how Exhibits C and D describe it.