

EVIDENCE EXHIBITS

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

EXHIBIT A

SOCIAL POST

@quantumedgeband · posted 6:40 AM · shared 3,800 times

"Been wearing the QuantumEdge band for my morning runs and there's literally a published sports science study behind the tech. Endurance is UP. This isn't placebo, it's physics. Link in bio"

EXHIBIT B

PRODUCT WEBPAGE

quantumedgeband.example/the-study

QUANTUMEDGE Shop The Study Reviews

Quantum Technology. Proven Performance.

✓ VALIDATED IN A SPORTS SCIENCE JOURNAL

athleticperformancelab.example/quantumedge-results

"The wearable serious runners are trying" — Endurance Edge

EXHIBIT C

BLOG ARTICLE

enduranceedge.example · posted 5 days before the viral post

Headline: "Is QuantumEdge's Band Backed by Real Science?" Excerpt: "QuantumEdge points to a study published in a sports science journal that tested a similar wearable technology on athletic performance measures. The brand presents this as validation of its own product's performance-boosting claims." A link under "the study" leads to Exhibit D.

EXHIBIT D

PRESS RELEASE

quantumedgeband.example/press · issued 4 weeks before the blog article

FOR IMMEDIATE RELEASE — QuantumEdge cites a peer-reviewed sports science study on wearable performance technology. "This is the kind of rigorous testing our category needs," said the company's founder. The release does not state what the study's results actually were, and does not mention that the tested wristband was described as a "programmed" device compared against an identical unprogrammed one and a no-band control.

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EXHIBIT E

CITATION

Referenced in Exhibits C and D as “a sports science journal” study on “wearable performance technology”

Sells PD, Cavicchio H, Everhart B, Grass B, Lambert J, Robinson K.

Effect of a negative ion holographic bracelet on maximal aerobic performance.

Journal of Strength and Conditioning Research. 2014;28(10):2895–2899.

DOI: 10.1519/JSC.0000000000000483 PMID: 24714542

A record with this title, journal, and DOI can be looked up directly. Check whether the study found a performance benefit or not — then compare that to how Exhibits C and D describe it.