

EVIDENCE EXHIBITS

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

EXHIBIT A

SOCIAL POST

@luminacreamco · posted 3:36 PM · shared 6,200 times

"Okay this cream is **CLINICALLY PROVEN** in a randomized trial to outperform prescription retinoid — like, an actual study! No more paying for a dermatologist visit. Linking it below."

EXHIBIT B

PRODUCT WEBPAGE

luminacreamco.example/clinical-results

LUMINA Shop Clinical Results Reviews

Outperforms Prescription Retinoid. Clinically Proven.

✓ PROVEN IN A RANDOMIZED CLINICAL TRIAL

dermatologyresearchreview.example/lumina-trial-results

"The cream replacing dermatologist visits" — Skin Science Weekly

EXHIBIT C

BLOG ARTICLE

skinscienceweekly.example · posted 8 days before the viral post

Headline: "Can a Cream Really Beat Prescription Retinoid? A Study Says Yes." Excerpt: "Lumina points to a randomized, split-face trial comparing a double-conjugate retinoid cream to prescription tretinoin, describing it as proof that Lumina's formula outperforms prescription treatment." A link under "the study" leads to Exhibit D.

EXHIBIT D

PRESS RELEASE

luminacreamco.example/press · issued 5 weeks before the blog article

FOR IMMEDIATE RELEASE — Lumina cites a randomized, split-face clinical trial comparing a retinoid cream formula to prescription tretinoin. "The results speak for themselves," said the brand's founder. The release does not name the specific cream tested in the study, does not mention it was single-blind, and does not state that the tested product was manufactured by a different company.

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EXHIBIT E

CITATION

Referenced in Exhibits C and D as “a randomized, split-face trial”

McDaniel DH, Mazur C, Wortzman MS, Nelson DB.

Efficacy and tolerability of a double-conjugated retinoid cream vs 1.0% retinol cream or 0.025% tretinoin cream in subjects with mild to severe photoaging.

Journal of Cosmetic Dermatology. 2017;16(4):542–548.

DOI: 10.1111/jocd.12381 PMID: 28762645

A record with this title, journal, and DOI can be looked up directly. Check which specific product was actually tested, how many people were in the study, and whether it was single-blind or double-blind — then compare that to how Exhibits C and D describe it.