

EVIDENCE EXHIBITS

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

EXHIBIT A

SOCIAL POST

@brightsmilestrips · posted 11:47 AM · shared 9,600 times

"Dentists HATE this trick. A real peer-reviewed study proves whitening strips work JUST AS WELL as an in-office treatment for a fraction of the cost. Why pay hundreds when you don't have to?"

EXHIBIT B

PRODUCT WEBPAGE

brightsmilestrips.example/the-proof

BRIGHTSMILE Shop The Proof Reviews

Just as Good as the Dentist. Proven.

✓ CONFIRMED BY A PEER-REVIEWED META-ANALYSIS

dentalresearchdigest.example/whitening-comparison

"The study dentists don't want you to see" — Smile Report

EXHIBIT C

BLOG ARTICLE

smilereport.example · posted 6 days before the viral post

Headline: "Are Whitening Strips Really as Good as a Dentist?" Excerpt: "BrightSmile points to a systematic review and meta-analysis comparing whitening strips to dentist-supervised bleaching, calling it proof that strips are just as effective." A link under "the meta-analysis" leads to Exhibit D.

EXHIBIT D

PRESS RELEASE

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

FOR IMMEDIATE RELEASE — BrightSmile cites a peer-reviewed systematic review and meta-analysis comparing whitening strips to dentist-supervised bleaching. "The research confirms strips are just as effective," said the company's founder. The release does not mention which treatment the review actually found produced a greater color change, and does not describe the review's findings on tooth sensitivity.

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EXHIBIT E

CITATION

Referenced in Exhibits C and D as “a systematic review and meta-analysis”

da Rosa GRV, Maran BM, Schmitt VL, Loguercio AD, Reis A, Naufel FS.

Effectiveness of Whitening Strips Use Compared With Supervised Dental Bleaching: A Systematic Review and Meta-analysis.

Operative Dentistry. 2020;45(6):E289–E307.

DOI: 10.2341/19-160-L PMID: 33215202

A record with this title, journal, and DOI can be looked up directly. Check which treatment actually produced a greater color change, and what the review found about tooth sensitivity — then compare that to how Exhibits C and D describe it.