

EVIDENCE EXHIBITS

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

EXHIBIT A

SOCIAL POST

@purequinoalife · posted 12:14 PM · shared 6,000 times

"A NEW STUDY proves quinoa fights cancer — this is why I take my quinoa superfood blend every single day. Peer-reviewed, not just influencer talk. Link in bio to grab yours"

EXHIBIT B

PRODUCT WEBPAGE

purequinoalife.example/the-science

PURE QUINOA LIFE Shop The Science Reviews

The Superfood Backed by Cancer Research.

✓ CONFIRMED BY PEER-REVIEWED RESEARCH

nutritiononcologyreview.example/quinoa-findings

"The superfood researchers are studying" — Whole Life Journal

EXHIBIT C

BLOG ARTICLE

wholelifejournal.example · posted 6 days before the viral post

Headline: "Can Quinoa Really Fight Cancer? Here's the Study." Excerpt: "Pure Quinoa Life points to a peer-reviewed study finding that a compound extracted from quinoa suppresses cancer cells, describing it as proof that their quinoa supplement fights cancer." A link under "the study" leads to Exhibit D.

EXHIBIT D

PRESS RELEASE

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

FOR IMMEDIATE RELEASE — Pure Quinoa Life cites a peer-reviewed study on quinoa's anti-cancer properties. "The science is clear — quinoa fights cancer," said the brand's founder. The release does not mention that the study tested a specific extracted compound from quinoa bran, not whole quinoa, and does not state that the research was conducted in mice and cell cultures rather than in people.

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EXHIBIT E

CITATION

Referenced in Exhibits C and D as “a peer-reviewed study finding that a compound extracted from quinoa suppresses cancer cells”

Zhou M, Guo H, Du J, Xiao T, Wu H, Li Z.

Triterpenoids from quinoa bran exert anti-colorectal cancer effects via oxidative stress-mediated apoptosis and immune reactivation.

Food & Function. 2026;17(10):4591–4606.

DOI: 10.1039/d6fo00325g PMID: 42093524

A record with this title, journal, and DOI can be looked up directly. Check whether the study tested whole quinoa or an extracted compound, and whether it was conducted in people, animals, or cells — then compare that to how Exhibits C and D describe it.