

Name \_\_\_\_\_

Date \_\_\_\_\_

## I'VE GOT A SECRET! (CH-20)

**DIRECTIONS:** Shown below is a "quack" advertisement for a fictitious product. Circle all the things in this ad that would make it quackery. Refer to the SIGNS OF QUACKERY (CH-19) list if you need help.

### The AMAZING, STUPENDOUS "MY SECRET" Miracle Potion



**CURES:**  
ARTHRITIS  
GOUT  
DANDRUFF  
BALDNESS  
ECZEMA  
PSORIASIS  
CIRRHOIS  
CONSTIPATION  
DRY SKIN  
HEART DISEASE  
PHLEBITIS  
RHEUMATISM  
PNEUMONIA

Mr. John M. of Santa Clara says, "I love  
"MY SECRET,". It's a miracle in a bottle..."

**"My Secret"** is a new product that has performed miracles for all my clients. The American Medical Association is currently fighting to keep my product off the market, but I am so convinced you'll love the results, that I am practically giving away my potion for only

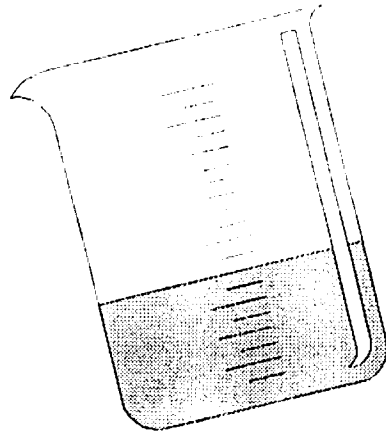
**\$39.95 per bottle.**

Name \_\_\_\_\_ Date \_\_\_\_\_

## SIGNS OF QUACKERY (CH-19)

How do you tell if a product is a legitimate deal or quackery? Listed below are some questions to ask yourself when purchasing a questionable item. If you can answer "YES" to any of the questions, quackery is likely to be involved.

1. Is the product offered as a "secret" remedy?
2. Is the product "not available elsewhere"?
3. Is the sponsor claiming to be fighting the medical profession that does not accept his or her "wonderful" discovery?
4. Is the product sold door-to-door by so-called "health advisors"?
5. Are the products called "miracle" drugs, devices, diets, anti-aging creams, etc.?
6. Do the promoters tell you of the wonderful miracles their products or services have done for others?
7. Are the products or services good for a wide variety of real or imagined illnesses and ailments?
8. Does the promised result seem too good to be true?



**Dr. Demento's  
Miracle Bunion  
Cure  
ONLY  
\$19.95**

Name \_\_\_\_\_ Date \_\_\_\_\_

## LET'S MAKE A DEAL (CH-22)

**DIRECTIONS:** Refer to the QUACK DEVICES handout (CH-21) and choose a category. In the space provided, design a quack device. Draw the device and explain in detail what the device will do. Be sure to include the price.

**NEW**

Developed by the Center for Applied Research in Education  
along with the Center for Quality Standards in Education

Name \_\_\_\_\_ Date \_\_\_\_\_

## MEDICAL QUACKERY (CH-23)

**DIRECTIONS:** Unscramble the words to form a list of terms dealing with common forms of medical quackery.

- |                     |   |
|---------------------|---|
| 1. ACCENR           | abnormal growth of cells                              |
| 2. LPCEAOB          | substance that has no medical value                   |
| 3. SITIRHTRA        | condition that causes aching and pain in the joints   |
| 4. GGANI            | growing old   |
| 5. EIWHGT           | heaviness   |
| 6. DIAS             | acquired immune deficiency syndrome                   |
| 7. LDABSSNE         | hair loss   |
| 8. LESRWKNI         | caused by aging or ultraviolet rays                   |
| 9. DOOF DAFS        | schemes that feature food, diets, or diet supplements |
| 10. STUB VDEELPORES | breast enhancers                                      |



**“I bet this stuff will grow hair...”**