Quack Attack

Institution Affiliated

Date

**What is the nutrition-related product you have chosen?**

The nutrition-related product that I have chosen is Activia. This is a brand of yogurt which is owned by Groupe Danone as it is known in French speaking countries. In America the company is called Dannon Company. This company in is currently in more than seventy countries as of now. Activia yogurt has different flavors and comes in different varieties. Some of these include regular and fiber-fortified yogurt. All these types of yogurt contain probiotic bacteria.

**What is the promise they are making?**

The promise made by Dannon Company with regard to Activia yogurt is that it this product is not only so sweet but it has other benefits. One of such benefits is that the probiotic bacteria in it help in making of a health gastrointestinal tract immune system, (Malago, Koninkx, and Marinšek-Logar, 2011). This product also comes with other different benefits like it is a good source of calcium and protein as well as other nutrients. The other nutrients that accompany the yogurt depend on which type one purchases but calcium and protein are found in all the types.

The company also promises that the product will be of so much help to the people who have an irritable bowel syndrome. The bacteria found in the product, as per the promises made by the company, could also help prevent diarrhea that is caused by bacteria.

**What methods do they use to support their claims of success (celebrity endorsement, ‘university studies’, anecdotal evidence, etc…)?**

One of the methods they use to support their claim that the product offers success is by research studies. There are a lot that has been written with regard to the properties found in the Activia yogurt. The bacteria claimed to exist in the product, for example, has been proven to live up to the claims by some researchers.

The company also uses anecdotal evidence. As it is, the notion that yogurt helps in making people to keep young came into existence in the 1970’s when Soviet Georgians were shown to look young because of the use of yogurt. This kind of evidence was given by the people themselves about their age and what helped them to look young even though they were old. This is a method that has been used to even advertise the activia yogurt like it was the case in 1976 when the company used a person aged 125 years.

**Do you think people would believe the claims made by this company/ person? why or why not?**

I believe that many people would believe the claims made by the company and many of them have actually believed it to the point of having the product in their houses for regular use. The reason why many people have believed it is because of insecurity that the people have. Women, especially, live under constant pressure to look perfect. This makes them to desire every product that can help them in making this a reality. The company has used these kinds of insecurities to their advantage by promising them this. Their advertisements are very convincing and this is why many people have believed the claim.

**What might you say to someone to convince them that the product and/or service is a sham?**

There are different things that can be said to show that this product cannot really live up to the claims it makes. One of the things is that the claim about the product being able to help with Irritable Bowel Syndrome and also to help prevent constipation should make the product a drug because it is helping with curing the disease. Being a drug the product would need to be FDA approved but this is not the case.

References

Malago, J. J., Koninkx, J. F. J. G., & Marinšek-Logar, R. (2011). *Probiotic bacteria and enteric infections: Cytoprotection by probiotic bacteria*. Dordrecht: Springer.

<http://www.livestrong.com/article/455009-why-is-activia-yogurt-good-for-you/>

<http://www.activia.ca/>