

## Advertising Stress Relief

Ads on television, billboards, radio, the Internet, and in magazines and newspapers often tell us that use of specific products can help us relieve the stresses of everyday life. Some of these claims can be unrealistic. For example, ads for coffee sometimes imply that drinking coffee helps the consumer relax. However, coffee contains caffeine, which can intensify feelings of stress. To protect your health, it is important to determine the validity of advertising claims regarding stress relief.

Type of product	Claims made	Are claims valid? Why/why not?	Real outcome of use of product	Alternatives that will manage stress
				1.
				2.
				3.

### ACTIVITY

Find an ad that claims that the use of its product alleviates stress or anxiety. Using the chart above as a guide, analyze the ad. Ask these questions: What is the product? How does the ad claim the product will alleviate stress? Are the claims valid? Why or why not? What is a possible outcome of using the product? If use of the product will not help manage stress, list three alternatives that will.

Write an essay on your findings. Discuss all the features contained in the ad, including the claims made, whether or not the claims are valid,

and the real consequences of using the product.

### EXPRESS YOUR VIEWS

Many ads that claim to relieve stress are playing on the popular notions of what is relaxing. Some ads might tell you that shopping is relaxing, that eating a certain kind of food is soothing, or that washing your hair with a certain shampoo is calming. However, are these claims valid? Hold a class discussion on whether or not the claims made in such ads are valid.