RUNNING ON EMPTY · READER RESOURCE

Spot the Sales Pitch

Obesity is one of the largest healthcare markets in the world. Some products and services offer real value. Others profit by selling the promise. These checks help you tell the difference.

The Asthma Test

Swap "obesity" for **asthma** and "GLP-1 medication" for **asthma inhaler**. Then ask: does it suddenly sound ridiculous?

"Quick online access to GLP-1 medications"
→ **Quick online access to asthma inhalers?**

"Boosts the effects of GLP-1 medications"
→ **Boosts the effects of asthma inhalers?**

"$149/month membership for access to your medication"
→ **A membership fee to get an inhaler?**

If the answer is yes, you're probably looking at diet culture, not healthcare.

Red flags to watch for

The single cause

"It's your cortisol." "It's insulin." "It's inflammation."

Obesity is complex. One cause or one solution is usually an incomplete answer.

The transformation

"Become the new you." "Finally fix yourself."

Healthcare improves health. It doesn't convince you that you need to be fixed.

The secret knowledge

"Doctors don't want you to know this."

Medicine moves forward by sharing evidence, not by selling secrets.

Paying for permission

"Join today for access."

A monthly fee for access, with the medication bought separately, means paying twice.

Fear for sale

"Your medication is eating your muscle."

Be cautious when someone names a fear, then sells you the fix.

Unregulated "peptides"

"Big Pharma can't profit from this."

If you can't confirm what's in the vial, no one can weigh its benefits against its risks.

The question isn't whether a product has value. It's whether it addresses the biology of obesity, or simply promises to solve it.

For education only. Not a substitute for individualized medical advice.