

APPENDICES

Table 1 : The findings of the analysis

| No | Product | Taglines | Doublespeak Expression | Type(s) of Doublespeak |
|----|-------------------------------------|--|----------------------------|------------------------|
| 1 | Pasta sauce prego (Sauce) | Deliciously thick and rich | Thick and Rich | Weasel Word |
| 2 | Marigold (Milk) | Very Fresh. Very Good | Fresh and Good | Weasel word |
| 3 | Heinz Baked Beans (Beans) | Deliciously full of rich nutrients | Deliciously, full and rich | Weasel Word |
| 4 | Cornetto (Ice Cream) | No Boring Bits | Boring | Weasel Word |
| 5 | New Zealand natural (Ice Cream) | 100% great tasting ice cream | great | Weasel Word |
| 6 | Egg-Land's Best (Egg) | Better taste. Better nutrition. Better Eggs | Better | The rule of parity |
| 7 | Kellog's Special K (Crunchy Flakes) | High in protein and taste | High | Weasel Word |
| 8 | Extra (Chewing Gum) | Lasts Longer Than That | that | Weasel Word |
| 9 | Jelly Belly (Candy) | So Smoothie | So Smoothie | Weasel Word |
| 10 | Bacon (Bacon) | To make the very best bacon, we take the slow road | The very best | The rule of parity |

| | | | | |
|----|-------------------------------------|---|---------------------|--|
| 11 | Minute Maid (Fruit Juice) | The Only Orange Juice Proven to Help Reduce Cholesterol | Only and Help | The rule of parity and Weasel Word |
| 12 | Kellogg's Special K2O (Juice) | Losing up in 2 weeks just got easier | Up to and easier | "Up to" claim and Unfinished Word |
| 13 | Celsius (Dietary Drink) | Burns up to 100 calories and more | Up to and more | "Up to" claim and Unfinished word |
| 14 | V8 (Vegetable Juice) | Rooted in Goodness | Goodness | Weasel word |
| 15 | SKYY Infusion (Vodka) | Go Natural | Natural | Weasel word |

Data 1



Very Fresh. Very Good.

Made from 100% New Zealand fresh milk, MARIGOLD Full Cream UHT Milk is nature's all-in-one health drink. Rich, smooth and creamy, it's packed with essential nutrients such as calcium, proteins, vitamins and minerals. All of which adds up to something very fresh, very good.

MARIGOLD®

For health. For life.



Data 3

Heinz
Baked Beans
Deliciously full of rich nutrients

Goodness of Beans — Heinz Baked Beans are a complete meal, packed full of important nutrients, vitamins and minerals – but still *low in fat*! High in protein, fibre and complex carbohydrates they provide the ideal nutrients for a healthy active lifestyle.

Rich in Iron
Rich in Folate
High in Protein
Complex Carbohydrates
High in Fibre
Low in fat

Distributed by
DKSH
Market Intelligence
Harpers Trading (S) Pte Ltd

HEINZ Baked Beans
HEINZ All Purpose Baked Beans
HEINZ Baked Beans

NATURE'S SUPER FOOD



Data 5

0% added
sugar.



100% great
tasting
ice cream.

Now you can absolutely
indulge your passion for
delicious ice cream with
absolutely no added sugar!

Go to www.zilch.net.au
for an absolutely free
sample of Zilch!

From your local
New Zealand Natural
ice cream parlour.

Zilch!
ABSOLUTELY NO ADDED SUGAR

Only available by
the scoop at



New Zealand
Natural

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Better taste. Better nutrition. Better Eggs.

Doesn't your family deserve Egg-land's Best?

Eggland's Best Eggs have all the delicious, farm-fresh taste your family loves. In fact, Eggland's Best Eggs were recently judged "America's Best Tasting Egg" by the Professional Chefs of the American Culinary Institute. Yet, EB's give your family superior nutrition, too. Compared with ordinary eggs, they provide:

- 10 times more vitamin E
- 3 times more omega 3 (100mg)
- 25% less saturated fat
- 16% less cholesterol; 180 mg (60% DV) vs. 215 mg (71% DV)

What makes EB's a better egg? For one thing, they're 100% natural, coming from hens that are fed an all-natural, all-vegetarian diet containing no animal fat, no animal by-products, and no recycled or processed food.

In fact, EB's are so unique, they're *patented*. Look for the "EB" stamp on every EB egg— your assurance of the finest nutrition, quality, and taste.

www.eggland.com

FARM FRESH
EGG-LAND'S BEST

Now! Great taste plus...
Can be part of
a nutritious diet.

The better egg.

GOLD

Data 7



Research shows that
Extra[®] gum helps reduce
SNACK CRAVINGS.



**LASTS LONGER
THAN THAT[™]**

Do your own research.



**BUY ONE
GET ONE
FREE**

EXTRA[®] 15-Stick Pack

MANUFACTURER'S COUPON EXPIRES 04/01/09

Maximum Value \$1.29
RETAILER: Please write in retail price paid.
CONSUMER: Limit one coupon per purchase. Valid for item(s) indicated. Any other use constitutes fraud. No other coupon or offer may be used in conjunction with this coupon. Void if reproduced, copied, transferred or expired and where prohibited, taxed or restricted. Consumer pays any sales tax. Valid only in the USA. RETAILER: Wm. Wrigley Jr. Company will reimburse the face value of this coupon plus 8¢ handling if submitted in compliance with our coupon redemption policy. Cash value 1/20¢. Proof of sale may be required. Mail coupons to and obtain coupon policy from: Wm. Wrigley Jr. Company, Post Office Box 880479, El Paso, TX 88588-0479. ©2008 Wm. Wrigley Jr. Company. Extra, Fruit Sensations, Polar Ice and Lasts Longer Than That are trademarks of the Wm. Wrigley Jr. Company.

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Data 9



So Smoothie

If you like real fruit smoothies, then you're going to love our Jelly Belly® Smoothie Blend jelly beans. All five smoothie-inspired flavors taste like they came right out of the blender because we insist on using real ingredients whenever possible - like oranges, bananas, pears, blueberries and passion fruit. So the next time you crave a smoothie, try our Smoothie Blend and discover for yourself what we mean by "The Original Gourmet Jelly Bean." *Get Real. Get Jelly Belly.*

TAKE OUR FACTORY TOUR! 800-522-3267. JELLYBELLY.COM

LOOK FOR OUR NAME
ON EVERY BEAN



Find Mr. Jelly Belly® as he travels the world gathering all the real ingredients used in Jelly Belly jelly beans and you could win \$10,000! Visit www.WheresMrJellyBelly.com to begin your adventure.



Data 10



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Oscar Mayer

**To make the very best bacon,
we take the slow road.**

Oscar Mayer bacon is carefully selected, hand-trimmed and naturally hardwood smoked for hours. Because there are no shortcuts to that one-of-a-kind Oscar Mayer flavor America says is the best.

For the love of bacon.



THE ONLY ORANGE JUICE PROVEN TO HELP REDUCE CHOLESTEROL*



**Look for Minute Maid Heart Wise
with added cholesterol reducers.**

Now you have an easy and delicious way to help lower your cholesterol.
With Minute Maid Premium Heart Wise. It's the only orange juice with added
cholesterol reducers proven to help lower cholesterol.* For your one and only heart.

*Two 8-fluid-ounce servings consumed per day with meals and continued use as part of a healthy diet.

LDL "bad" cholesterol was reduced in a study of people with normal to borderline-high total cholesterol who consumed 2 servings of Minute Maid Premium Heart Wise per day with meals for 8 weeks.

Foods containing at least 0.4 grams per serving of plant sterols, consumed twice a day with meals (for a daily total intake of at least 0.8 grams), as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. An 8 fl. oz. serving of Minute Maid Premium Heart Wise contains 1.0 gram of plant sterols.



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Data 13



Burn Baby Burn™

Burns up to **100 Calories** and more.†*





Visit us at Celsius.com

\$1 Off
Any Celsius Product
12 oz Individual or 4 Pack

MANUFACTURER'S COUPON EXP. DATE 3/31/10

Consumer: Limit one coupon per specified item(s) purchased. Consumer pays tax and/or deposit charge. This coupon is good only on product sizes and varieties indicated and at participating retailers. Coupon void if altered, copied, sold, purchased, transferred, exchanged or where prohibited or restricted by law. Any other use constitutes fraud. Retailer: Celsius, Inc. will reimburse you for the face value plus \$0.08 handling. Consumer must pay sales tax. Good only in the USA. Coupon void if altered, copied, sold, purchased, exchanged or where prohibited or restricted by law. Send Coupon To: Celsius, Coupon Redemption, 140 NE 4th Avenue, Suite C, Delray Beach, FL 33483. Failure to produce or request invoice proving purchase of stock covering coupons may void all coupons submitted. Cash value 1/100 cents.

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Women's Health



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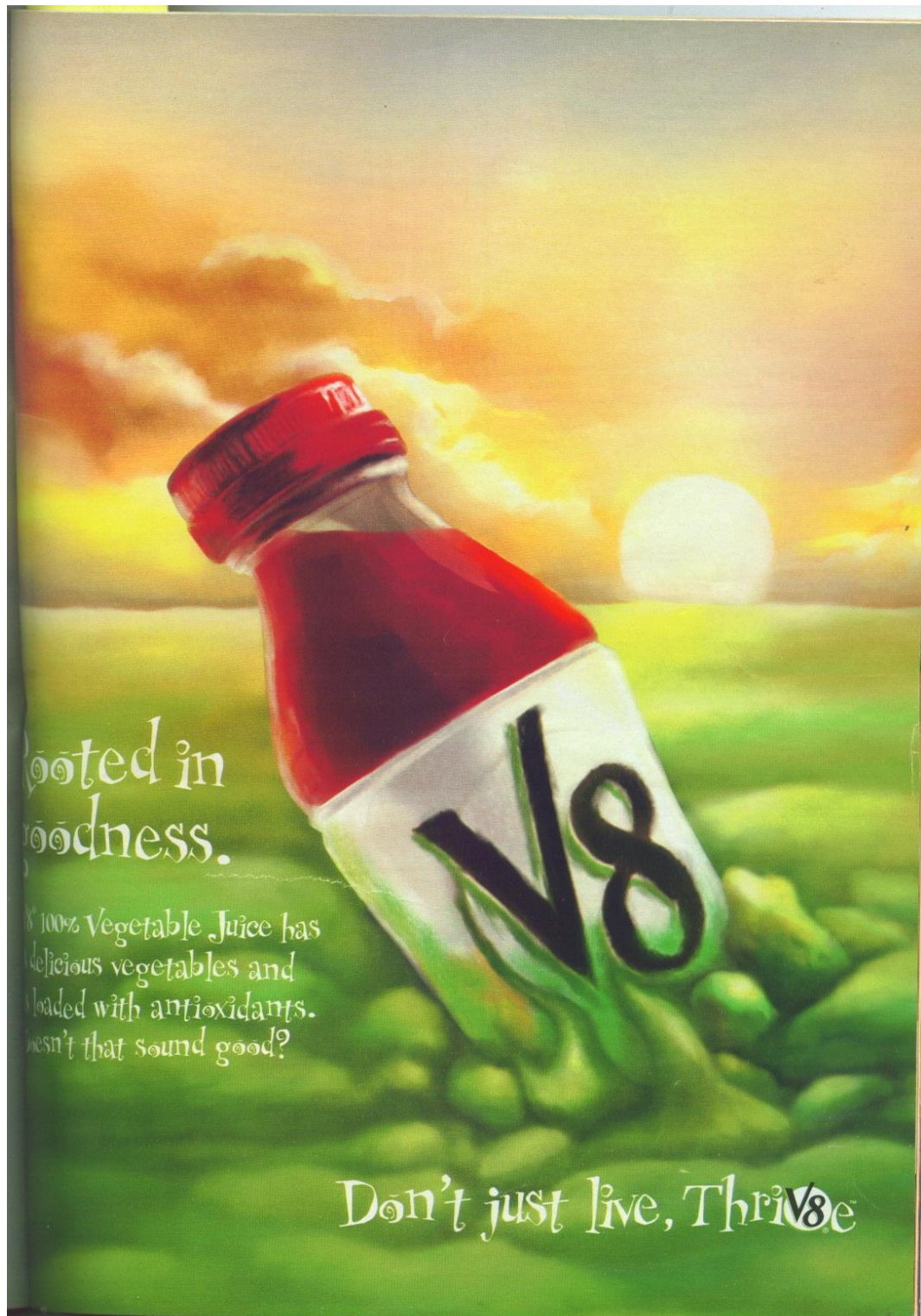
(8100)8 33331 0310



Redeemable at retail only. Not to be combined with other offers.
Celsius® is a registered trademark of Celsius, Inc.

In a study of 60 healthy, college-aged men and women, 100 calories represents the average calories burned over three hours for those participants consuming one 12 oz Celsius. Celsius alone does not produce weight loss in the absence of a healthy diet and moderate exercise.

* These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.



ooted in
oodness.

100% Vegetable Juice has
delicious vegetables and
loaded with antioxidants.
Doesn't that sound good?

Don't just live, Thriv8e

