

## APPENDICES

### Data 1

Expression	Kind of Doublespeak
New	Weasel Word
Explosive	Puffing
Rocket	Puffing
8x	Puffing
Bigger	Unfinished Word
Smoother	Unfinished Word

### Data 2

Expression	Kind of Doublespeak
New	Weasel Word
Colossal	Puffing
Enriched	Weasel Word
Claw	Weasel Word
Thick	Weasel Word
Extend	Puffing
	Weasel Word

Fierce	Weasel Word
Up to 7x	Up to Claim

**Data 3**

Expression	Kind of Doublespeak
Bigger	Unfinished Word
Flirtier	Unfinished Word
Bold	Weasel Word
De-clump	Weasel Word

**Data 4**

Expression	Kind of Doublespeak
The first	Weasel Word
24 hr	Weasel Word
Magnum	Weasel Word
Instant	Weasel Word
Warm	Weasel Word

**Data 5**

Expression	Kind of Doublespeak
Dramatic	Weasel Word
Up to 45° angle	Up to Claim
Up to 12 hrs	Up to Claim
New	Weasel Word

**Data 6**

Expression	Kind of Doublespeak
Blackest	Parity Claim
Colossal	Weasel Word
The #1	Weasel Word
Blacker	Unfinished Word
More volume	Unfinished Word
Up to 7x	Up to Claim
New	Weasel Word

**Data 7**

Expression	Kind of Doublespeak
Longer	Unfinished Word
Thicker	Unfinished Word
Super	Weasel Word
Separated	Weasel Word
New	Weasel Word

**Data 8**

Expression	Kind of Doublespeak
Sexier	Unfinished Word
Refined	Weasel Word
Redefined	Weasel Word
New	Weasel Word