**APPENDICES**

Table 1: The findings of the analysis

<table>
<thead>
<tr>
<th>No</th>
<th>Product</th>
<th>Taglines</th>
<th>Doublespeak Expression</th>
<th>Type(s) of Doublespeak</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pasta sauce prego (Sauce)</td>
<td>Deliciously thick and rich</td>
<td>Thick and Rich</td>
<td>Weasel Word</td>
</tr>
<tr>
<td>2</td>
<td>Marigold (Milk)</td>
<td>Very Fresh. Very Good</td>
<td>Fresh and Good</td>
<td>Weasel word</td>
</tr>
<tr>
<td>3</td>
<td>Heinz Baked Beans (Beans)</td>
<td>Deliciously full of rich nutrients</td>
<td>Deliciously, full and rich</td>
<td>Weasel Word</td>
</tr>
<tr>
<td>4</td>
<td>Cornetto (Ice Cream)</td>
<td>No Boring Bits</td>
<td>Boring</td>
<td>Weasel Word</td>
</tr>
<tr>
<td>5</td>
<td>New Zealand natural (Ice Cream)</td>
<td>100% great tasting ice cream</td>
<td>great</td>
<td>Weasel Word</td>
</tr>
<tr>
<td>7</td>
<td>Kellog’s Special K (Crunchy Flakes)</td>
<td>High in protein and taste</td>
<td>High</td>
<td>Weasel Word</td>
</tr>
<tr>
<td>8</td>
<td>Extra (Chewing Gum)</td>
<td>Lasts Longer Than That</td>
<td>that</td>
<td>Weasel Word</td>
</tr>
<tr>
<td>9</td>
<td>Jelly Belly (Candy)</td>
<td>So Smoothie</td>
<td>So Smoothie</td>
<td>Weasel Word</td>
</tr>
<tr>
<td>10</td>
<td>Bacon (Bacon)</td>
<td>To make the very best bacon, we take the slow road</td>
<td>The very best</td>
<td>The rule of parity</td>
</tr>
<tr>
<td></td>
<td>Brand (Product Type)</td>
<td>Claim</td>
<td>Marketing Word</td>
<td>Parity Requirement</td>
</tr>
<tr>
<td>---</td>
<td>-------------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>----------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>11</td>
<td>Minute Maid (Fruit Juice)</td>
<td>The Only Orange Juice Proven to Help Reduce Cholesterol</td>
<td>Only and Help</td>
<td>The rule of parity and Weasel Word</td>
</tr>
<tr>
<td>12</td>
<td>Kellogg’s Special K2O (Juice)</td>
<td>Losing up in 2 weeks just got easier</td>
<td>Up to and easier</td>
<td>“Up to” claim and Unfinished Word</td>
</tr>
<tr>
<td>13</td>
<td>Celsius (Dietary Drink)</td>
<td>Burns up to 100 calories and more</td>
<td>Up to and more</td>
<td>“Up to” claim and Unfinished word</td>
</tr>
<tr>
<td>14</td>
<td>V8 (Vegetable Juice)</td>
<td>Rooted in Goodness</td>
<td>Goodness</td>
<td>Weasel word</td>
</tr>
<tr>
<td>15</td>
<td>SKYY Infusion (Vodka)</td>
<td>Go Natural</td>
<td>Natural</td>
<td>Weasel word</td>
</tr>
</tbody>
</table>
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.

For health. For life.
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.
Data 4
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 0% added sugar

Only available by the scoop at

New Zealand Natural
Better taste.
Better nutrition.
Better Eggs.

Doesn't your family deserve Eggland'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, EBs 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
- 10% less cholesterol; 140 mg (60% DV) vs. 215 mg (71% DV)

What makes EBs 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, EBs are so unique, they're patented. Look for the "EB" stamp on every EB egg—your assurance of the finest nutrition, quality, and taste.

The better egg.
Data 7
Research shows that Extra® gum helps reduce snack cravings.

Do your own research.

BUY ONE GET ONE FREE
EXTRA® 15-Stick Pack
Data 9
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. Amanda says it's 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 (or a total daily 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.


44
Losing up to 6 lbs in 2 weeks

Just Got Easier!

Kellogg’s

Special K

With delicious new choices
Data 13