



THESIS

**A DYNAMIC GENRE ANALYSIS OF MUSCLE-BUILDING
SUPPLEMENT PRODUCTS ADVERTISED IN ENGLISH
LANGUAGE HEALTH AND FITNESS MAGAZINES
DISTRIBUTED IN THAILAND IN THE EARLY
1990's AND 2000's**

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THESIS

**A DYNAMIC GENRE ANALYSIS OF MUSCLE-BUILDING SUPPLEMENT
PRODUCTS ADVERTISED IN ENGLISH LANGUAGE HEALTH
AND FITNESS MAGAZINES DISTRIBUTED IN THAILAND
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ELINIE PALOMAS

**A Thesis Submitted in Partial Fulfillment of
the Requirements for the Degree of
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2007**

Elinie Palomas 2007: A Dynamic Genre Analysis of Muscle-building Supplement Products Advertised in English Language Health and Fitness Magazines Distributed in Thailand in the Early 1990's and 2000's. Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Languages. Thesis Advisor: Assistant Professor Wipada Ingkanart, Ph.D. 157 pages.

This research is a genre-based analysis of muscle building product advertisement in health and fitness magazine distributed in Thailand. The study mainly aims to explore the organization and linguistic features of muscle building product advertisement. The first part concerns the analysis of the move structure of the advertisement. In the second part of the analysis, three linguistic features namely personal pronoun, modal auxiliary verb and verb tense were studied. Furthermore, the overall characteristics and the percentage of space devoted to pictures in the advertising were investigated.

Thirty-six advertisements were analyzed using the framework of move analysis developed by Swales (1990) and Bhatia (1993). The communicative purpose of each move, and that of the muscle building product advertising as a whole were determined. Dynamic genre were referred to Foulger (2004) and Yoshika and Herman (1999) to verify the differences between two periods in this study. In addition, a computerized concordance program was used to identify and analyze prominent linguistic features of move 3 'Describing Product'.

The result reveal that the muscle building product advertisement contain four prototypical moves; 1.) 'Identify Product', 2.) 'Attracting Readers', 3.) 'Describing Products' and 4.) 'Noting Suggestions'. The personal pronoun 'it' and 'you' appears most in the early 1990's and 2000's respectively as well as the modal verb 'can'. Surprisingly, the verb tense found in advertising both period are present, past and perfect in the proportion in 8:1:1.

The output from the analysis could be used as model for writers of muscle building product advertising. Besides, the findings can be guidelines for teachers of the genre in the English for advertising courses. This would contribute strategies for advertising of the muscle building product advertisement particularly in Thailand and other countries where English is not the first language, thus serving as a way to improve marketing communication in muscle building product as a health supplement product.

Student's signature

Thesis Advisor's signature

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TABLE OF CONTENTS

	Page
LIST OF TABLES	(iv)
LIST OF FIGURES	(v)
CHAPTER I INTRODUCTION	1
Rationale of the Study	1
Objectives of the Study	3
Benefits of the Study	4
Scope of the Study	5
Definitions of Terms	6
CHAPTER II LITERATURE REVIEW	7
Genre Analysis	7
Dynamic Genre Analysis	14
Advertising Language and Related Studies	19
CHAPTER III METHODOLOGY	22
Data Collection Procedure	22
Data Analysis	23
Reliability Assurance	24
CHAPTER IV RESULTS	25
General Observation of the Muscle-Building Supplement	
Product Advertisements	25
Move Structure of the Muscle-Building Supplement Product	
Advertisements	26
Prototypical Text Structures of the Muscle-Building Supplement	
Product Advertisements	39
Investigation of Dynamic Genre	52

TABLE OF CONTENTS (CONTINUED)

	Page
CHAPTER V CONCLUSION AND RECOMMENDATIONS	59
Dynamic Genre Conclusion	59
Pedagogical Implications	67
Conclusion and Recommendation for Further Research	67
REFERENCES	70
APPENDICES	76
Appendix A Health Supplement Advertising of Muscle-Building Products Printed in Health and Fitness Magazines Distributed in Thailand in the Early 1990's	77
Appendix B Health Supplement Advertising of Muscle-Building Products Printed in Health and Fitness Magazines Distributed in Thailand in the Early 1990's with Move-Step Marked	96
Appendix C Summary Occurrence of Moves and Steps in Muscle-Building Products Printed in Health and Fitness Magazines Distributed in Thailand in the Early 1990's	115
Appendix D Health Supplement Advertising of Muscle- Building Products Printed in Health and Fitness Magazines Distributed in Thailand in the Early 2000's	117
Appendix E Health Supplement Advertising of Muscle- Building Products Printed in Health and Fitness Magazines Distributed in Thailand in the Early 2000's with Move-Step Marked	136

TABLE OF CONTENTS (CONTINUED)

	Page
Appendix F Summary Occurrence of Moves and Steps in Muscle-Building Products Printed in Health and Fitness Magazines Distributed in Thailand in the Early 2000's	155
BIOGRAPHICAL DATA	157

LIST OF TABLES

Table	Page
1 Frequency of Occurrence Moves in Muscle-Building Supplement Product Advertisement in the Early 1990's	27
2 Frequency of Occurrence Moves in Muscle-Building Supplement Product Advertisement in the Early 2000's	28
 Appendix Table	
C1 Summary Occurrence of Moves and Steps in Muscle-building Supplement Product Advertisement in the Early 1990's	116
F1 Summary Occurrence of Moves and Steps in Muscle-building Supplement Product Advertisement in the Early 2000's	156

LIST OF FIGURES

Figure		Page
1	The Cycle of Genre	15
2	Process Cycle of Genre Use Over Time	18
3	Distribution of Personal Pronoun found in Move 3 in the Early 1990's	40
4	Distribution of Personal Pronoun found in Move 3 in the Early 2000's	44
5	Distribution of Modal Verbs found in Move 3 in the Early 1990's	48
6	Distribution of Modal Verbs found in Move 3 in the Early 2000's	50
7	Distribution of Verbs Tense found in Move 3 in the Early 1990's	51
8	Distribution of Verbs Tense found in Move 3 in the Early 2000's	52
9	Picture Space used in Percentage Terms in the Early 1990's and Early 2000's	54
10	Distribution of Move Structure Occurrences in Four Moves in the Early 1990's and Early 2000's	55

LIST OF FIGURES (CONTINUED)

Figure		Page
11	Distribution of Personal Pronoun Occurrences in Move 3 in the Early 1990's and Early 2000's	56
12	Distribution of Modal Verbs Occurrences in Move 3 in the Early 1990's and Early 2000's	57
13	Distribution of Verb Tense in Move 3 in the Early 1990's and Early 2000's	58
 Appendix Figure		
A1	Advertisement no. 1	78
A2	Advertisement no. 2	79
A3	Advertisement no. 3	80
A4	Advertisement no. 4	81
A5	Advertisement no. 5	82
A6	Advertisement no. 6	83
A7	Advertisement no. 7	84
A8	Advertisement no. 8	85
A9	Advertisement no. 9	86

LIST OF FIGURES (CONTINUED)

Appendix Figure	Page
A10 Advertisement no. 10	87
A11 Advertisement no. 11	88
A12 Advertisement no. 12	89
A13 Advertisement no. 13	90
A14 Advertisement no. 14	91
A15 Advertisement no. 15	92
A16 Advertisement no. 16	93
A17 Advertisement no. 17	94
A18 Advertisement no. 18	95
B1 Advertisement no. 1	97
B2 Advertisement no. 2	98
B3 Advertisement no. 3	99
B4 Advertisement no. 4	100
B5 Advertisement no. 5	101

LIST OF FIGURES (CONTINUED)

Appendix Figure	Page
B6 Advertisement no. 6	102
B7 Advertisement no. 7	103
B8 Advertisement no. 8	104
B9 Advertisement no. 9	105
B10 Advertisement no. 10	106
B11 Advertisement no. 11	107
B12 Advertisement no. 12	108
B13 Advertisement no. 13	109
B14 Advertisement no. 14	110
B15 Advertisement no. 15	111
B16 Advertisement no. 16	112
B17 Advertisement no. 17	113
B18 Advertisement no. 18	114
D1 Advertisement no. 1	118

LIST OF FIGURES (CONTINUED)

Appendix Figure	Page
D2 Advertisement no. 2	119
D3 Advertisement no. 3	120
D4 Advertisement no. 4	121
D5 Advertisement no. 5	122
D6 Advertisement no. 6	123
D7 Advertisement no. 7	124
D8 Advertisement no. 8	125
D9 Advertisement no. 9	126
D10 Advertisement no. 10	127
D11 Advertisement no. 11	128
D12 Advertisement no. 12	129
D13 Advertisement no. 13	130
D14 Advertisement no. 14	131
D15 Advertisement no. 15	132

LIST OF FIGURES (CONTINUED)

Appendix Figure	Page
D16 Advertisement no. 16	133
D17 Advertisement no. 17	134
D18 Advertisement no. 18	135
E1 Advertisement no. 1	137
E2 Advertisement no. 2	138
E3 Advertisement no. 3	139
E4 Advertisement no. 4	140
E5 Advertisement no. 5	141
E6 Advertisement no. 6	142
E7 Advertisement no. 7	143
E8 Advertisement no. 8	144
E9 Advertisement no. 9	145
E10 Advertisement no. 10	146
E11 Advertisement no. 11	147

LIST OF FIGURES (CONTINUED)

Appendix Figure	Page
E12 Advertisement no. 12	148
E13 Advertisement no. 13	149
E14 Advertisement no. 14	150
E15 Advertisement no. 15	151
E16 Advertisement no. 16	152
E17 Advertisement no. 17	153
E18 Advertisement no. 18	154

CHAPTER I

INTRODUCTION

Rationale of the Study

The language of Print media magazines is the focus of the study. The reason is that magazines are valuable media for reaching many objectives (Wells *et al.*, 2000). This media successfully attract their specific group of readers with unique content. Moreover, advertising is one of the activities of marketing communication. Some firms view advertising as the most important promotional tool and allocate large sums of money to it. According to Wells *et al.* (2000), advertising in magazines are valuable medium for reaching many demographic groups. By their nature, magazines must fill a niche with unique editorial content to satisfy specific groups of readers. As a result, they are extremely diverse in terms of their characteristics, readers, and reader's interaction. Moreover, the benefits of magazine advertising include the ability to reach specialized audiences, audiences receptivity, a long life span, visual quality, and the distribution of sales promotions. Thus, Wilmshurst (1994) declares that advertising comes in so many forms and carries out so many different tasks that the common factors may not be obvious. They are however very simple. What distinguishes advertising from other forms of promotional activity is that it: presents a totally controllable message, delivers messages to large members of people at low cost per 'contact' and it is a fast method of communicating with many people at the same time. Generally, in the dynamic world of advertising, there is continuous pressure to create adverts that are increasingly in the image of audience motives and desires. The actual product has come to matter less as audience's participation increases, so there is a need to include audience experience within the adverts. Dominick (2002) believes there is generally a balance between the processes of cognition, attitude formation and behavioral change, though this balance may be variable. Ultimately, the underlying philosophy behind advertising is commercial. The genre itself implies the practices of buying and selling in an economic market, while

advertising discourses enable audiences to negotiate the roles of consumer, employee and citizen. Genres are not static and though they share similar characteristics, change overtime. For example, an advertisement from 1900 is significantly different to 2000. According to As Guru English in BBC Education (Online), there will be obvious differences in layout, language, content, and the relationship with the audience.

Muscle-building supplement products are under the spotlight, as can be seen via broadcasting and print media. People are increasingly likely to consume this kind of product in addition to food from natural sources in recent years. Actually, muscle-building products aim to be sold to hardworking and athletic targets. Therefore, these products are mostly advertised in magazines about health and fitness. The muscle-building supplement products advertise to persuade their target group through health and fitness magazines by emphasizing their benefits. It is accepted that advertising is the tool of communication that conveys important messages about business to target customers as stated in Wells *et al.* (2000).

To serve communicative purposes, the language used in advertising plays a particular role. Meanwhile, English has become essential because it is increasingly important to conduct international business. This concerns knowledge including what the text is used for and how the text is organized.

As mentioned above, advertising in the field of English for Specific Purposes (ESP) is included in genre analysis. Genre is discussed within the context of discourse communities and is conceptualized as a type of communicative event which is regulated by members' shared communicative purposes in a discourse community (Swales, 1990). The principle aim of a genre mainly concerns its purposes of use, organizational structure and linguistic patterns, thus providing writers and learners of the genre with a viable applied linguistic procedure to describe authentic linguistic data, and this procedure requires a realistic cognitive designer to provide input relevant to the tactical aspect of genre-specific writing cited from Bhatia (1991).

The great benefits of genre analysis and studies on genre analysis, which involve either the use of the genre approach in teaching writing (e.g. Marshall, 1991; Badger and White, 2000; Flowerdew, 2000) or the analysis of text structure (e.g. Brett, 1994; Holmes, 1997; Vongvanit, 2001) are all centered on academic genres. Since little attention so far has been given to the texts used in the muscle-building supplement product advertisement field, the present research is a dynamic genre analysis of muscle-building supplement products advertisement in health and fitness magazines in the early 1990's and 2000's. Consequently, this study is intended to identify characteristics for writing muscle-building supplement product advertisements; the analysis involves only those written in English by native speakers which are distributed in Thailand, and will show changes in approach over time.

Furthermore, according to Yakhontova (1997), the genre is static and dynamic at the same time. Genre is a model, or a scheme, because through its normality and regularly it acts as an example for generating new utterances of the same kind, but any newly born utterance predictability modifies the model, generating some new features but still preserving old essential ones. Consequently genre is predictable; it is and a process, a norm and concurrently, an everlasting and creative renewal.

Therefore, the dynamic features of genre acquired from a corpus of data from the muscle-building supplement advertising from the early 1990's and 2000's are compared to determine whether there are any dynamic changes in move-step structure and the use of personal pronouns, modal verbs and verb tense within the same move which have occurred over the course of ten years.

Objectives of the Study

The objective of the study is to conduct a dynamic genre analysis of muscle-building supplement product advertisements, which are written in English by native speakers and distributed in Thailand by comparing the early 1990's and 2000's. The main concern is to analyze the way both periods of advertising were written after having observed special differences. Consequently, this present research aims to:

1. Investigate

1.1 General characteristics of the muscle-building supplement product advertisements.

1.2 Sequence and position of moves in the muscle-building supplement product advertisements.

1.3 Prototypical text structures of the muscle-building supplement product advertisements.

2. Components of the advertisement and differences between the two periods.

Benefits of the Study

The findings mainly concern a descriptive study of general characteristics, organizational structure and linguistic features of the investigated health supplement product advertisements.

1. These findings at two different times could serve as a model for writers of this information, especially in health supplement product advertisement firms of non-native speakers of English.

2. Also it serves to understand the development of changes from the last period and the latest written advertising and how the communicators of this kind of message view what is appropriate in order to communicate something through language. (Wallace, 1981:201)

3. The model obtained from the study can also be used as guidelines for teaching how to write this type of advertisement text (e.g. muscle-building supplement product advertisements staff who are non-native of English speakers and require further knowledge on how to write muscle-building supplement product advertisements) as Thompson (1994) suggests, the implication of the research is pedagogic.

4. From these guidelines, advertising students should also gain ideas of how to write muscle-building supplement product advertisements and thus be more prepared for their future careers in the advertising firms particularly in Thailand and other countries where English is not the first language.

5. Dynamic genre analysis also has the benefit of giving people a source for new ideas in order to design new communication methods, redesign existing communication methods or resolve problems relating to communicative actions.

6. It may also be possible to anticipate possible changes in a genre by examining any evolutionary histories of similar genres. It might be able to adapt the genre to the change by mimicking or modifying variations of a similar genre that occurred during its evolution.

Scope of the Study

1. The study is limited to ‘muscle-building’ health supplement product advertisements in English health and fitness magazines in the early 1990’s and 2000’s that were distributed in Thailand.

2. The sources of ‘muscle-building’ supplement product advertisements that are collected in this study are Muscle & Fitness Magazine.

3. Only ‘muscle-building’ supplement product advertisements that are written in English by native speaker are considered in this study.

4. The advertisements of ‘weight-loss’ health supplement product advertising was excluded.

5. Since the study is concerned with dynamic genre and linguistics features, personal pronouns, modal verbs and verb tense, it may exclude many other interesting points of investigation and discussion.

Definitions of Terms

1. 'Dynamic genre' "Genres that change over time in response to their users' sociocognitive needs." Berkenkotter and Huckin (1995: 4 cited in Breure, 2001: 2)

2. 'Muscle-building' products to promote the human muscle strength and elastic through concentrated training.

3. 'Moves' refer to segments of a text. Each move aims to accomplish a particular intention while contributing to the overall communicative purpose of the genre.

4. 'Step' refers to rhetorical options that provide writers choices to realize the communicative intentions of a move.

5. 'Genre' "comprises a class of communication events, the members of which share a set of communicative purposes." (Swales, 1990: 58)

6. 'Modals' are traditionally called 'defective' in that there are only one form of each. They have no inflexion, imperative and non-finite parts, including will, would, shall, should, can, could, may, might, must and ought to. (Thomson and Martinet, 1990)

7. 'Prototypical' refers to the degree of resemblance that typically represents the prominent properties of a particular genre.

8. 'Verb tense' refers to the facets of verb phrases that are past tense and present tense as well as the perfect aspect using the primary auxiliary 'have'. (Ballard, 2001)

9. 'Personal Pronoun' refers to the substitution to subject or object of the sentence in order to avoid unnecessary repetition which are I, you, we, they, he, she and it. (Ballard, 2001)

CHAPTER II

LITERATURE REVIEW

Genre Analysis

The concept of genre has been a central issue in language teaching and learning especially in the field of English for Specific Purposes (ESP). The notions of genre tend to emphasize the importance of social situations in which the genre occurs and of the communicative purposes of the genre. From these definitions, it can be seen that the concept of genre does not only focus on the study of language but also attempts to relate language of particular text to the content or situation in which it occurs. Thus, apart from the language used in a genre, genre analysis needs to take into account the features of situations including the reader, the writer, their relationship, and communicative purposes of the text.

In ESP, a well-known theorist of genre analysis is Swales (1990) who particularly stresses the role of communication or purpose in genre analysis. Swales states that “a genre comprises a class of communicative events, the member of which share some set of communicative purposes” (Swales, 1990: 58). He points out that the communicative purposes provide the rationale of the genre, which determines the choices of content and style and the structure of the genre. In the book ‘Genre Analysis’, Swales offers a view concerning the role of communicative purposes on the consideration of genre:

Communicative purpose has been nominated as the privileged property of a genre. Other properties, such as form, structure and audience expectations operate to identify the extent to which an exemplar is prototypical of a particular genre. (Swales, 1990: 52)

According to Swales, a communicative purpose is the major factor to identify text genre, while other factors can be used to determine the text's prototypicality. Any major change in the communicative purpose is likely to provide a different genre whereas minor changes can assist in distinguishing sub-genres. As Dudley-Evans (1986) remarks:

Communicative purpose is, in fact, the defining feature, where a genre such as the academic article is distinguished from other genres and by which the consideration of genre is distinguished from the consideration of register. The use of genre in ESP or applied linguistics is thus distinct from its use in literary criticism, where a particular genre, for example a tragedy, a comedy or a novel, is distinguished by its form. (Dudley-Evans, 1986 cited in Couthard, 1996: 217)

Swales (1990) has emphasized that communicative purpose is the main factor that identities and that is recognized by the members of the discourse community. The definition of Swales is supported by that proposed by Dudley-Evans (1994). He discusses it further as follows:

...within the conventions of the genre studied it was the writer's communication purpose that governs choice at the grammatical and lexical levels. Communicative purpose is, in fact, the defining feature by which a genre such as the academic articles is distinguished from the consideration of register. ...a genre is a mean of achieving a communicative goal that has evolved in response to particular rhetorical needs. The emphasis is thus on the means by which a text realizes its communicative purpose rather than on establishing a system for the classification of genres...

Drawing on the definition of genre by Swales (1990); Bhatia (1993) describes genre as having the following characteristics:

1. It represents a recognizable communicative event characterized by a set of communicative purpose.

2. It is identified and mutually understood by members of the professional or academic community in which it regularly occurs.

3. It is usually a highly structured and conventionalized communicative event.

4. It is bound by constraints (e.g. structure, linguistic features) that are readily noticed when broken.

According to Bhatia (1993), each genre is an instance of successful achievement of a specific communicative purpose and members use conventionalized knowledge of linguistic and discourse properties to produce that genre. In other words, genre can be defined as types of communicative action realized and enacted by members of a community to realize particular communicative purposes.

Bhatia (2002) points out that analyzing genre means “investigating instances of conventionalized or institutionalized textual artifacts in the context of specific institutional and disciplinary practices, procedures and cultures” in order to understand how the genres in a specific discourse community are constructed and interpreted, and how the members use them to achieve their community goals, as well as how and why they write these genres in the way they do.

In 1990, Swales expressed the notion of move analysis in analyzing genre. He stressed the move analysis as a way to investigate and to represent the overall text structure. The text can be, in other words, viewed as comprising a series of moves or segments of a text. Another point of view that Swales suggested is the notion of steps. He defined steps as “elements that make a paper coherent to a genre experienced reader.” Furthermore, he pointed out that steps provide writers rhetorical options as an approach to realize the communicative intention of each move. Most of Swales’ work in this area has been developed with respect to introductions in research articles.

Drawing on the genre analysis proposed by Swales (1990); Bhatia (1993) applies the theory to be more effective in analyzing text discourse by emphasizing socio-cultural aspects. In 1990, he defines four contributors to the view of language use (Bhatia, 1999 cited Bhatia, 2002):

Purposes: Institutionalized community goals and communicative purposes

Products: Textual artifacts or genre

Practices: Discursive practices, procedures and process

Players: Discourse community membership

He is making an attempt to explain that in analyzing, genre analysts should not pay attention to the construction of text, but to integrate these four aspects “to get as complete and comprehensive account and understanding of the genre as is possible (Bhatia, 2002).” Notwithstanding, the products are regarded as the most important contributors in analysis genre because genres continually develop (Berhenkotter and Huckin, 1999 cited Bhatia, 2002), conflict of their disciplines (Bhatia, 1998), and consequently novel patterns are created. Additionally, forms of textual artifacts are exploited, mixed, and embedded (Fairclough, 1993 cited Bhatia, 2002) to convey private intentions of authors while member of discourse communities have varying perspectives on and interpretation of them (Canlin and Plum, 1999 cited Bhatia, 2002).

Genre analysis has always been a multi-disciplinary activity attracting attention from linguists and discourse analysis as follows:

One of the main objectives of genre analysis, therefore, is to understand and to account for the realities of the world of texts. The real world is not only complex but dynamic too; complex in the sense that it incorporates texts of various kinds, serving often overlapping and at the same time, conflicting communicative purposes.

A genre-based approach to text analysis requires an investigation of moves. Moves analysis is a way to investigate the overall structure of a text. According to Swales, a text can be viewed as comprising a series of moves or segments of text. Swales also stresses the notion of ‘steps’ by pointing out that writers have ‘rhetorical options’ from which they can choose to realize the communicative intentions of a move. This way of looking at a text has proved valuable in the academic field. As Hyland (2002) suggests, this kind of analysis has yielded useful information about the ways texts are constructed and the rhetorical contexts in which they are used, as well as providing valuable input for genre-based teaching.

The following is an example of an identification of Moves and Steps. One of Swales’ seminal works, which contributes to the teaching of writing at the tertiary level, is the analysis of organizational structure of the introduction to academic research articles. His study reveals the following moves and steps:

Move 1 Establishing a Territory

Step 1 Claiming centrality

and / or

Step 2 Making topic generalization (s)

and / or

Step 3 Reviewing items of previous research

Move 2 Establish a niche

Step 1a Counter-claiming

or

Step 1b Indicating a gap

Step 1c Questioning-raising

Step 1d Continuing a tradition

Move 3 Occupying the niche

Step 1b Announcing present research

Step 2 Announcing principal findings

Step 3 Indicating RA structure

Another view regarding the move approach to genre analysis is Bhatia (1993). Bhatia's definition and concept of genre follows Swales (1990). Concerning the analysis of move structure, Bhatia points that each move of a genre serves a communicative intention that helps fulfill the overall communicative purposes of the genre. However, regarding this kind of analysis, Bhatia tends to emphasize the psycholinguistics aspect of genre description. He thinks that Swales "underplays psychological factors, thus undermining the importance of tactical aspects of genre constructions, which play a significant role in the concept of genre as a dynamic social process, as against a static one" (Bhatia, 1993: 16). Bhatia suggests that these psychological aspects involve individual rhetorical strategies used by the writer to achieve the purposes of the genre. He divides strategies or what Swales call 'steps' into discriminative and non-discriminative strategies. According to Bhatia, non-discriminative strategies do not change communicative purposes of the genre, whereas discriminative strategies tend to vary the nature of the genre significantly.

In 'Analyzing Genre' Bhatia (1993) explored a couple of samples of promotional genre: sales promotional letters and job applications. It was suggested that the two texts are instances of the same genre since they share the same communicative purposes (i.e. primarily to be persuasive and to elicit specific responses from the readers) as reflected in the move structure. Bhatia finally points out that other types of texts including various kinds of advertisements, company brochures and tourist brochures or leaflets, which can be regarded as promotional genre, are also worth investigating.

Regarding the structure description of a sales promotional letter, Bhatia (1993) assigns the following moves:

Move 1 Establishing credentials

Move 2 Introducing the offer

- : Offering the product or service
- : Essential detailing of the offer
- : Indicating value of the offer

Move 3 Offering incentives**Move 4 Enclosing documents****Move 5 Soliciting response****Move 6 Using pressure tactics****Move 7 Ending politely**

Bhatia (1993) viewed the main communicative purpose to persuade customers to buy products or services. In the medium sale promotion letter, the moves and sequence are the instruments that writers use to achieve their communicative goals. He has mentioned business letter, advertisement and brochures or leaflets are members of promotional genres since they seemed to share the same communicative purpose such as to persuade.

Following Bhatia's pioneering work on the sales promotion letters and the job application letters (Bhatia, 1993), other scholars applied genre analysis to other types of move in different genres.

In conclusion, this section has primarily presented definitions of genre and concepts of genre analysis in the field of English for Specific Purposes. The best-known definition of genre seems to be that of Swales (1990). He emphasizes the notion of communicative purposes which is a way to distinguish genres. He also stresses the notion of move and step as a way to observe the overall organizational structure of a text. Specific genres are recalled by members of a specific discourse. In genre analysis, Bhatia (1993) notes the socio-cultural aspects in analyzing text. He initiated using genre analysis in other kinds of text than academic genres.

Dynamic Genre Analysis

According to Bhatia (2002: 5) genre theory encourages simple reproductions of discourse forms and indicates a simplified view of the world. The main goals of genre theory are as follow:

1. To present and account for the seemingly chaotic realities of the world.
2. To understand and account for the private intentions of the author, in addition to socially recognized communicative purposes.
3. To understand how language used in and shaped by socio-critical environment.
4. To offer effective solutions to applied linguistics problems.

As mention above, genre is an evolving phenomenon and a recurring type or category of text. It is better to think of language that represents the specific requirements of the interested and participating group as an evolution. It does not evolve logically or in any preconceived way, it changed to suit the needs of expression. Genre theorists generally agree that genre is dynamic (Duff, 1999, pp. xiii cited in Foulger, 2004) and that genres evolve over time (Duff, 1999, pp. xii cited in Foulger, 2004). According to Foulger (2004) every medium of communication, which depends on the success of its ability to accumulate multiple genres, is a dynamic genre system as shown in the cycle of genre (Foulger, 2004).

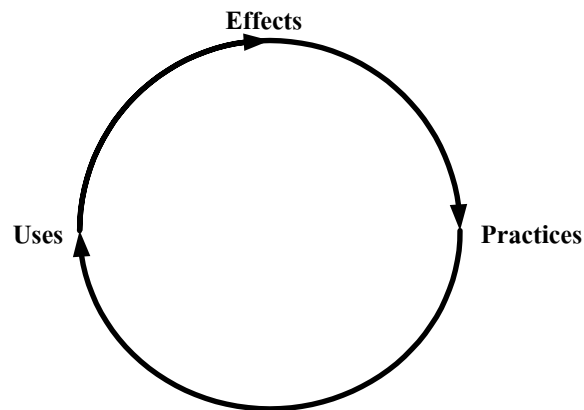


Figure 1 The Cycle of Genre

The sphere of uses encompasses to which a medium is applied. Members of a discourse make use of the medium, which has been invented in the intersection of those uses, to meet various goals. A success and continuing existence of a medium depends on the number of uses it can magnetize with each distinctive use having a unique relationship with the medium and a potentially set of effects on the members of discourse and the world in general.

The sphere of effect encompasses the actual impacts of the uses of a medium has on those that are directly and indirectly involved with it. Some effects are considered desirable to members, some are not. An effect that is hardly considered at one point in time may be extremely important at another. This matter is that the effects are recognized and evaluated by members of discourse such that they engender pressure for change in the sphere of practice.

The sphere of practice encompasses the pattern of behavior that participants within a medium adhere to when using a medium. Participants optimize specific uses of the medium to maximized desired effects and at the same time minimized undesirable effects. All practices are, through their effect, relationship messages. They are the message structure that encapsulates message content, the relationships that tie messages together in particular ways, and the constraints on participant behavior that

express the relationship of the medium to its members. While practices may be the visible message of the medium, they do not act in isolation. Practices close the loops that allow genre to continue to evolve within established discourse.

Moreover, the genre concept has a number of facets, which from different theories in linguistic, literary, rhetorical and social disciplines are all engaged in studying this phenomenon. Describing genre from a sociocognitive perspective Berkenkotter and Huckin (1995: 4 cited in Breure, 2001: 2) formulated a framework that summarizes the prevalent aspects of the modern genre concept:

1. Dynamism. Genres are dynamic rhetorical forms that are developed from actors' responses to recurrent situations and those serve to stabilize experiences and give coherence and meaning. Genres change over time in response to their users' sociocognitive needs.

2. Situatedness. Our knowledge of genres is derived from and embedded in our participation in the communicative activities of daily and professional life. As such, genre knowledge is a form of "situated cognition" that continues to develop as we participate in the activities of the ambient culture.

3. Form and content. Genre knowledge embraces both form and content, including a sense of what content is appropriate to a particular purpose in a particular situation at a particular point of time.

4. Duality of structure. As we draw on genre rules to engage in professional activities, we *constitute* social structures (in professional, institutional, and organizational contexts) and simultaneously *reproduce* these structures.

5. Community ownership. Genre conversations signal a discourse community's norms, epistemology, ideology, and social ontology.

The elements of this framework can be traced back in the theory of genre, as it has developed during the 20th century. The overview of this development below covers the dominant ideas and theories that have given rise to the genre concept as summarized by Berkenkotter and Huckin.

Genre evolves over time, according to Yoshika and Herman (1999), and is used in a process cycle that consists of enacting a genre observing genre use. Members of a discourse community included in a communication observe the use of genre which simultaneously influences them, and throughout this process they recognized a recurrent situation and changes in a situation based on which they make adjustment in the way they communicate, in both written and spoken. In enacting a genre process, the members of a discourse community identify genre rules from their genre experiences and select a proper genre. They usually reproduce a genre but sometimes elaborate, replace or undercut it either in advertently or deliberately in order to change of situation. A sender of communication, who in this study is the copy writer of the advertisement, usually chooses a similar recurrent situation and identifies the genre or genre variant, and finally enacts it in a community. Genre use over time process cycle is a dynamic state of production, reproduction and change represented in genre. A genre can evolve from another genre because participants can elaborate or replace a genre during the enactment of a genre process. As shown in process cycle of genre use over time.

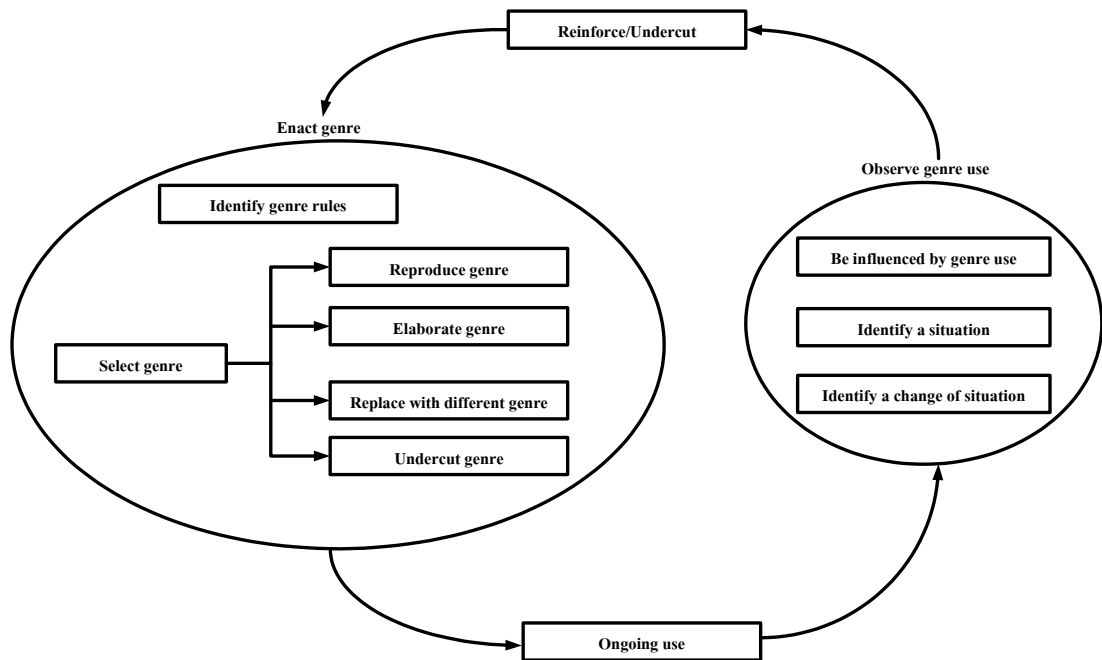


Figure 2 Process Cycle of Genre Use Over Time

Genre as communicative text indicates what kinds of activities are regarded as important within a society. This means that genre change over time because they reflect the way social situation change. At the same time by reflecting social change, they can actually reinforce such change. As cited in Beard (2004), it is possible to see language change connecting to genre in the three basic ways.

1. There can be change within a genre e.g. the way a sports fixture is reported after the event, the way a recipe is written.

2. There can be new sub-genre, which belongs to a genre in one sense, but which takes it off in a different direction in another, e.g. a preview of sports fixture, a celebrity cooking book.

3. Sometimes the process of generic change goes beyond adapting existing genres, however. New discourse communities may develop with particular interests that are not representing within existing genres. In such cases radically new genres are

likely to develop. In addition new genres may develop because new technology allows new forms of communication, e.g. fans discussing the match in a chat room, recipes on the internet.

The meanings that are created within text depend upon contextual factors at the point of production and reception and interface between these factors after over time. Meanwhile, print texts are increasingly reflecting internet language being less linear in what they expect from a reader, and more bite-sized in the way they present.

Advertising Language and Related Studies

For ESP, it appears that the analysis of linguistic features at the level of lexicon and structure is widely applied and has been manifested firstly in scientific and technological English studies (Robinson, 1980). However, few studies on advertising language have been carried out.

A detailed study has been done by Leech (1966) in English Advertising in Great Britain. It describes what British advertising language is like. Unfortunately, it is mainly limited to television advertisement of various fields, e.g. food, cosmetics, tobacco, hygienic products etc. Though the work was later criticized as ‘too descriptive’ since it lacked precise quantitative data (White, 1975), his grammatical framework is useful to the present study. Hence, Leech’s study concentrated on advertising on television, but this study was interested in the advertising’s language in printed media.

Leech (1966) states that a number of other general difference between the advertising situation and other loaded language situations are:

1. Advertising is of necessity honest in declaring its purpose. The mention of the brand-name is usually sufficient to identify an advertisement for what it is.

2. The advertiser has to buy the way to the public's attention; budgeting economy of results in sales return is important.

3. Whereas other forms of persuasion can expect to meet with interested response varying from person's attitude to advertising is bored tolerance.

4. Advertising uses a predominantly concrete language, matching its concrete purpose.

5. The advertising itself is often made to moral and ethical principles; advertising largely confines itself to basic human drives such as gain, emulation, protectiveness, and the physical appetites.

The most straightforward kind of advertising is one which describes what special role the product fulfils, or what special advantage it offers. To be success, a typical advertisement must accomplish four things in sequence:

1. It must draw attention to itself.
2. It must sustain the interest it has attracted.
3. It must be remembered, or recognized as familiar.
4. It must be in the right kind of action.

Leo (1985) studied the changing communicative structures of advertisements from 1850 to 1930. The communicative structure of advertisements was examined over an eighty-year period to discover and analyze the changes that occurred. Leo had found out that there had been many changes in the communicative structure of advertisements since the mid-nineteenth century. While the early advertisements had an informational and descriptive function, the modern advertisements try to create images geared toward persuading the customer that the product will fulfill some human desire.

Geis (1982) also studied and described how language is used especially in America television advertisements and also how they are understood by consumers. Geis emphasized the most prominent linguistic devices which are used interestingly and problematically in television advertising. However, this study focused on the dynamic genre and the linguistic features of advertisements in printed media.

CHAPTER III

METHODOLOGY

The methodology used in this study comprises three parts. This study is divided into three main sections; 1.) Data Collection Procedure, 2.) Data Analysis Procedure, and 3.) Reliability Assurance.

Data Collection Procedure

Data of this study are from the health supplement advertising of muscle-building products printed in health and fitness magazines, Muscle & Fitness Magazine, distributed in Thailand. The samples in the corpus are drawn by simple random sampling; they include only those in English fitness magazines in the early 1990's and 2000's. Each data will be marked in numbers in order to be drawn randomly. Then the sample will be collected in 30 percent of all data as Bryman and Cramer (1998) declared. Then 60 muscle-building advertisements in each period were collected from the early 1990's and 2000's. The calculation for the representatives in this corpus at 30 percent equals 18 samples for each period. Thus, there will be 18 representatives for each period that must be drawn from 60 advertisements. Finally, the total number of samples in both periods is 36 samples and they were photocopied to analyze move and step sequences. From these, all the muscle-building advertisements in each sample were collected as a potential corpus for analysis and any repetitions of the advertisements were discarded.

Data Analysis

The data analysis consists of three main processes by comparison of examples from the early 1990's and 2000's: general characteristics, sequence and position of moves in the advertising and prototypical text structures of the muscle-building supplement advertisements.

To begin with, an investigation will be conducted into the general characteristics by comparing the components and display of the muscle-building supplement advertisements between those printed in the early 1990's and 2000's.

Secondly, the sequence and position of moves, where the methodology will be used is largely based on the approach of move analysis established by Swales (1990) and Bhatia (1993). Initially, the overall move structures of the advertising were determined. Afterwards, the prototypical moves and steps were identified. Obligatory and optional moves and strategies or steps used to realize the moves were also identified at this stage for both periods. Then, the percentage of occurrences of the moves in each advertisement and the sequence of the moves were determined separately for each period. The analysis of move structure was presented in the form of the percentage of occurrences of each move in the corpus. The results were collated and converted into percentages and presented in the form of qualitative tables. This study was a descriptive research. The statistical formula used was more on frequency count, to find out how many times each move appeared in each sample.

$$\text{Occurrence Percentage} = (x / n) 100$$

x = frequency of move occurrence

n = total sample = 18

The third part will be concerned with the analysis of prototypical text structures in the corpus. The Concordance program will be utilized to analyze the appearance of each text structure, which is applied in both periods to observe the

differences. Accordingly, corpus and concordance have been regularly described as one of the most promising ideas in computer-assisted language learning (Stevens, 1991a; Flowerdew, 1993; Hanson-Smith, 1993; Stevens, 1995; Somogyi, 1996). This program is available on the Internet Concordance Program Free Download (Online). Available: www.rcjw.freeseve.co.uk/concordance_software_download.htm (Concordance Program, n.d.)

Reliability Assurance

The research method was designed to establish the reliability of the study both in the data sampling and in the process of data analysis. In order to ascertain the validity of the representative samples of genre of muscle-building supplement product advertisement use in this study, the sampling design and research instruments for data collection were used. The 30 percent of data was drawn randomly from each year's population. This is to avoid bias in sampling the representatives.

In the analyzing data process, the reliability of move structure and linguistic features in the corpus was established by the following procedure. Five photocopied muscle-building supplement product advertisement were randomly selected. They are sample advertisements with marked move-step and the criteria for identification of moves were presented to two experts on genre analysis. They were asked for opinions on the appropriateness of the move analysis of muscle-building supplement product advertisement and definitions of the moves. Finally, the analysis was refined based on the feedback from the analysis of linguistic features after the researcher manually marked prominent linguistic features. The concordance computer program was used to ascertain the number and percentage of occurrence of those features.

CHAPTER IV

RESULTS

This chapter contains four sections of research findings. The first section presents a general observation of the muscle-building supplement product advertisements from the early 1990's and 2000's. The second section shows the analysis move structure occurrence. The third section demonstrates the prototypical text structures followed by the final section which indicates the changes between these two periods and the factors influencing the dynamics of the genre.

General Observation of the Muscle-building Supplement Product Advertisements

The collected data represent muscle-building supplement product advertisements used for advertising in the Muscle Building Magazine purpose, available only in printed format from the early 1990's and 2000's. In this section, the general observations from two sets of muscle-building supplement product advertisements will be represented separately.

1. General Observation of the Muscle-building Supplement Product Advertisement from the Early 1990's

The collected advertising represents the broad characteristics of muscle-building supplement product advertisement that are used for persuading potential customers to try the supplement product. The organization of muscle-building supplement product advertisements identifies the product, attracts readers, describes the product and finally notes suggestions. The length of advertising was about 300 words per advertisement. For non-verbal material 'picturing', it was also interesting to note that advertising pictures can attract the reader's attention to the product. It takes place as the background of the advertising. The more interesting pictures such as firm and strong figured presenters provided in muscle-building supplement product advertising means the more that advertising will attract the readers' attention.

2. General Observation of the Muscle-building Supplement Product Advertisement from the Early 2000's

The general observations of organization in this period were the same as the early 1990's period in that they identified the product, attracted readers, described the product and noted suggestions. Moreover, there is another alternative to obtain advertisements via the Internet. The length of advertising was about 200 words per advertisement. 'Picturing' as non-verbal material was also found in early 2000's advertising. These pictures act as the background of the advertising and this non-verbal material can attract the reader's attention to the product.

However, muscle-building supplement product advertisements in the corpus tend broadly to share the same communication purpose which is to persuade readers to try the products.

Move Structure of the Muscle-building Supplement Product Advertisements

This section discusses the move structure of the muscle-building supplement product advertisement. The following are the moves and steps found in muscle-building supplement product advertisements in the corpus. Then the percentages of occurrence of moves in each advertisement are determined. Finally, the move and step percentage occurrence in each period will be presented separately.

1. Moves found in the Muscle-building Supplement Product Advertisement

Move 1 'Identifying the Product'

Step a 'Stating product brand name'
and/or

Step b 'Inviting reader to try'

Move 2 ‘Attracting Readers’

Step a ‘Highlighting outstanding qualification’

and/or

Step b ‘Claiming outstanding citations’

Move 3 ‘Describing the Product’

Step a ‘Scientific references’

and/or

Step b ‘Ingredients’

and/or

Step c ‘Performance’

Move 4 ‘Noting Suggestions’

Step a ‘Giving contact information’

and/or

Step b ‘Warning’

Table 1 shows that four moves are prototypical since they are found in the majority of advertisements in the early 1990’s. Thus, all four moves occurred in 100 percent of the corpus.

Table 1 Frequency of Occurrence Moves in Muscle-building supplement Product Advertisement in the Early 1990’s

Name of Moves	Advertising no.	No. of Occurrence	Percent (%)	Corpus
Move 1 ‘Identifying Product’	1,2,3,4,5,6,7,8,9,10,11, 12,13,14,15,16, 17,18	18	100	18

Table 1 (Continued)

Name of Moves	Advertising no.	No. of Occurrence	Percent (%)	Corpus
Move 2 'Attracting Readers'	1,2,3,4,5,6,7,8,9,10,11, 12,13,14,15,16, 17,18	18	100	18
Move 3 'Describing Product'	1,2,3,4,5,6,7,8,9,10,11, 12,13,14,15,16, 17,18	18	100	18
Move 4 'Noting Suggestions'	1,2,3,4,5,6,7,8,9,10,11, 12,13,14,15,16, 17,18	18	100	18

Table 2 shows that only move 1, 3 and 4 are prototypical since 100% are found in the corpus in the early 2000's. On the other hand, move 2 'Attracting Readers' appears in 11 advertisements or 61% of the corpus.

Table 2 Frequency of Occurrence Moves in Muscle-building Supplement Product Advertisement in the Early 2000's

Name of Moves	Advertising no.	No. of Occurrence	Percent (%)	Corpus
Move 1 'Identifying Product'	1,2,3,4,5,6,7,8,9,10,11, 12, 13,14,15, 16,17,18	18	100	18
Move 2 'Attracting Readers'	1,2,4,5,9,10,11,13,14,1 7, 18	11	61	18
Move 3 'Describing Product'	1,2,3,4,5,6,7,8,9,10,11, 12, 13,14,15, 16,17,18	18	100	18
Move 4 'Noting Suggestions'	1,2,3,4,5,6,7,8,9,10,11, 12, 13,14,15, 16,17,18	18	100	18

In the following section, these were moves and steps in each period which will be discussed in detail separately. Examples of each move and step will also be provided.

1.1 Move 1 ‘Identifying the Product’

‘Identifying the Product’ aims to inform the readers of the name of the product. This move could be realized in two steps. In general, it is realized by merely stating the name of the product. However, it is also possible to find a move for that particular product. This move consists of two steps.

Step a ‘Stating the Product Brand Name’

and/or

Step b ‘Inviting the Reader to Try’

The following examples are excerpt from advertising in the corpus.

A. Step a ‘Stating the Product Brand Name’

Early 1990’s

Advertising no. 1 THE BUILDING BOX

Advertising no. 3 90-PLUS PROTEIN

Advertising no. 8 CYBERGENICS PHASE 1

Early 2000's

Advertising no. 2 CREATINE FUEL

Advertising no. 17 VITROGO-CGL

B. Step b 'Inviting Reader to Try'

Early 1990's

Advertising no. 1 The Most Powerful Tool Ever Created For Total Muscle Development Is Now Available To You.

Advertising no. 2 Introducing Joe Weider's BREAKTHROUGH the new isotonic thirst-quencher that cools you down, fuels you up, and tastes great.

Advertising no. 3 PURE POWER! Get it with low-fat, sugar-free

Early 2000's

Advertising no. 4 AWARD WINNING TASTE !!!

Advertising no. 6 SOME OF THE BEST-BUILT THINGS ARE STILL MADE IN AMERICA.

Advertising no. 8 WORL WIDE Bio-Engineered Beveragely. No Added Sugar. No Aspartame. No Food Colors.

1.2 Move 2 ‘Attracting Readers’

The move ‘Attracting Readers’ which usually appears after move1 mainly aims to get readers attention and motivation to use that particular product. The following steps are used in this move:

Step A ‘Highlighting Outstanding Qualifications’

and/or

Step B ‘ Claiming Outstanding Citations’

A. Step a ‘Highlighting Outstanding Qualifications’

Step A ‘Highlighting Outstanding Qualifications’ is generally realized by presenting the main qualification or the prominent point of a particular product as indicated below:

Early 1990’s

Advertising no. 1 Inside The Box, you’ll find seven formulas, each created to give you specific, unparallel gains in body development, strength and endurance. Each blended to maximum strength and specially selected for its ergogenic performance. Placed together for the first time in The Building Box, they form a formidable body building program.

Advertising no. 2 BREAKTHROUGH provides fluids to keep your body cool, minerals to help replace those lost in sweat, and more energy fuel than the leading sports drinks. And its carbohydrate blend gives you sustained energy, without a rapid rise and fall in your blood sugar level.

Advertising no. 11 Now you can take out with you.

Early 2000's

Advertising no. 11 The only 100% pure nitrovarin Slow-release night time protein complex. You drink it at night, right before you go to bed. Why? Because it helps you grow muscle mass overnight while you sleep!!!

Advertising no. 13 SETTLE FOR LESS. AND ENJOY IT. LESS CALORIES. LESS CARBOHYDRATES. LESS FAT AND LESS SUGAR.

B. Step b 'Claiming Outstanding Citations'

Step B 'Claiming Outstanding Citations' is generally realized by presenting the optional points of the product and represents the product quality such as in the examples below.

Early 1990's

Advertising no. 4 To gain muscle fast you need over 4000 calories a day. Of course that might make you fat. Now you need to lose that fat on less 2000 calories a day. Then you lose some of your hard-earned muscle. Two steps forward, one step back. This compromise has been the dilemma of most every serious athlete. Until now.

Advertising no. 6 Weider Victory powders capitalize on the latest scientific discoveries to bring you the hottest powders we've ever made.

Advertising no. 8 Six months ago when we introduced Cybergenics Phase I we could have never even imagined the response we'd get. Literally thousands of letters, before & after photos and telephone calls poured in; all telling the same story-phenomenal success. Health food stores and gyms sold out of stock during the first week. And bodybuilders in Japan, Europe and Canada have paid as much as \$400.00 per kit, because of the tremendous demand. Never in the history of modern bodybuilding has a new product been met with such unprecedented enthusiasm and praise.

Early 2000's

Advertising no. 4 Introducing the new peanut Butter & Jelly Sandwich lean Body Bar From Labrada. PB& J Sandwiches aren't kid's stuff anymore!

Advertising no. 18 Whey Guru's New 'KONG' Is every BodyBuilders Instant Gain.

1.3 Move 3 'Describing Product'

The move describes the details that the reader wants to know. The details are important for the consumer to be aware about the product and this might be the section where consumers make comparisons with other products. This move represents the majority of the advertising to present their product to the reader. The following steps are exemplified below:

A. Step a 'Scientific References'

Early 1990's

Advertising no. 4 In a landmark University study, athletes eating 3600 calories a day of regular food plus 600 calories of Metabolol lost 12% of their total body fat in only six weeks. They lost fat on 4200 calories a day! By contrast, another group ate 3600 calories of the same food and trained the same. After six weeks and 600 fewer calories a day, this group gained 5% more body fat.

Advertising no. 8 The secret behind this incredible scientific breakthrough is an unprecedented research effort, studying the precise mechanisms involved in muscle-growth and the metabolism of body fat. Phase I, being the culmination of this research represents the pinnacle of state-of-the-art in systematic training and nutrition systems.

Early 2000's

Advertising no. 7 Designer whey works harder to maximize your results. Since 1993 researchers behind designer whey have conducted more than 2,500 individual tests budgeting more than \$ 2.77 million to provide you with the critical proof that what designer whey does on the inside, you'll soon see on the outside. #1 in getting results

Designer whey has produced more winning results than any other protein supplement in history. Clinically proven to help increase lean muscle mass (-4lbs. average) when used in conjunction with just 4 weeks of systematic workouts, it also provides bodybuilding's first triple anabolic protein advantage.

Increased anabolic glutamine levels 15.84%

Decreased catabolic cortisol levels 26.09%

Increased anabolic IGF-1 levels 101.32%

Because it works!

Advertising no. 12 As shown by the graph above, in a study published in the Journal of applied physiology (volume 87, issue 4: pp 1381-1385, 1999), regular daily supplementation with whey protein concentrate (20 grams per day for 3 months) produced a huge increase in anaerobic power (i.e., peak power and work capacity) as measured by a 30 seconds all out sprint on a cycle.

B. Step b 'Ingredients'

Early 1990's

Advertising no. 3 MADE WITH WHOLESOME milk and eggs

That's why I switched to Joe Weider's new sugar-free 90 plus begins with a healthy base of highest quality and egg protein. No soy is used, so you know 90 plus is the purest, most complete protein powder. Fortified free form amino acids Then comes a booster of free form and branch chain amino acid (protein final from before utilization) for easier assimilation.

Strengthen by vitamins and minerals

Joe added the essential nutrient you need to pump harder so you can pak on muscle: calcium for strong bones and dynamic muscle contractions, potassium to help stimulate nerve impulses, vitamin A for healthy glands, and vitamin C to help strengthen connective tissues, just to name a few. And the digestive enzymes and dietary fiber in 90 plus help these vitamins and minerals do their-through the last rep of your workout and beyond!

Special low-fat, no-sugar formula

Of course, the big bonus with 90 plus is that it contains no sugar or added salt, and nothing artificial. This means 90 plus won't contribute anything to your diet that'll get in the way of the rock-hard to build.

Advertising no. 9 We've packed it with amino acids, vitamins, important minerals and natural carbohydrates. The specific type of nutritional support important to successful weight training. But best of all, Dynamic Muscle Builder tastes great. Delicious vanilla and new chocolate flavors.

Early 2000's

Advertising no. 3 There are a lot of average proteins on the market, but if you're looking for one of the best protein blends available look no further. Optimum Nutrition's 100% Whey protein is a synergistic blend of high biological

value (BV) proteins including low temperature processed/ ultra filtered Whey Protein Concentrate, Whey Protein Isolates, Hydrolyzed Whey peptides and Glutamine Peptides. Because 10% Whey protein is low temperature processed, the valuable protein micro fractions are left intact and un-denatured. 100% Whey protein is great for low-fat and / or low-carbohydrates diet plans. Each serving provides 22 grams of protein, with only 2.5 grams of carbohydrates and 1.5 grams of fat. That's not all. 100% Whey is available in three delicious flavors (chocolate, vanilla & strawberry), in original and all natural formulations.

Advertising no. 6 Like more and more Americans today, you can start getting leaner and healthier with the help of the pure protein bar. That's because just one pure protein bar supplies you with a healthy 32-34 bar of quality protein and only 9-15 of carbs. That's the best protein-to-carbohydrate ratio of any bar of its kind in the world. It also gives you 50% of your recommended daily value of vitamins and minerals. The pure protein bar is low in fat, low carbohydrate, low in sugar and low glycemic-which means no insulin spikes, sugar crashes or at storage. And you can choose from 5 fabulously delicious flavors: peanut butter, chocolate deluxe, chewy chocolate chip, white chocolate mousse and new blueberry cheesecake! All of which explains why the pure protein bar is the #1 Best tasting best-selling, high-protein , sport nutrition bar in America.

C. Step c 'Performance'

Early 1990's

Advertising no. 12 CAN HELP RESTORE YOUR DIETS NUTRITIONAL POWER: The pure minerals in Megabolic act as sparkplugs for your body's metabolism and recuperative powers. They are the same nutrients that have nourished and strengthen humankind for countless centuries with the raw nutritional power of the earth in each tablet, Meagbolic can revitalize your training diet, putting back the essential minerals and trace elements that processing and mass production farming techniques have taken out of your foods.

YOUR SUCCESS DEPENDS ON THESE NUTRIENTS:

Every biochemical reaction in your body, every metabolic process, every muscle contraction, every ounce of energy depends on an adequate supply of minerals, trace elements, and vitamins. Megabolic has them!

Don't wait for fatigue, injury, or loss of muscle size and strength to signal that you've developed a deficiency. Be smart and do what the superstars do to mineralize their bodies-get Megabolic today.

Advertising no. 14 Get a Grip on Success.

To help you start your actual training, there's a set of Heavy Duty hand Grips. They're great for helping you increase strength in your important when training with weights.

Early 2000's

Advertising no. 11 Nitrovarin PLS the specially prepared, slow-release (patent-pending) protein complex specifically designed to overcome Nocturnal Post-absorptive muscle catabolism.

Advertising no. 15 New improved Meso-Tech is powered by 45 grams of turbocharged nitro-tech protein. It contains 27 vitamins and minerals enough carbs to fuel even your toughest workouts! A study on the protein source found in toughest workouts! A study on the protein source found in Meso-Tech showed that subjects using it with a diet and training program gained over 3 times more lean mass than a placebo group! If you're ready to get the gains you've always wanted, it's time to add new, improved Meso-Tech to your program.

1.4 Move 4 ‘Noting Suggestions’

Move4 ‘Noting Suggestions’ gives the reader information about the necessary usage instructions but it gives the strongest suggested or recommended information in the muscle building supplement product by the firms. This move also contains imperatives in great number when compared with other moves. However, there are two sections: giving contact information and warning. The examples are provided below:

A. Step a ‘Giving Contact Information’

Early 1990’s

Advertising no. 4 Champion Nutrition
2615 Stanwell Drive, Concord, CA 94520
1-800-225-4831

Advertising no. 5 For more information and a free catalog call toll free
1-800-247-6263.

P.O. BOX 184
Marlboro, NJ 07746
1-908-972-2220

Early 2000’s

Advertising no. 2 www.twinlab.com

Advertising no. 6 www.sportnutrition.com

B. Step b ‘Warning’

Early 1990’s

Advertising no. 6 As with all supplements, use of this product will not promote faster or greater muscular gains. This product is, however, a nutritious low-fat food supplement which, like other foods, provides nutritional support for weight training athletes.

Advertising no. 7 As with all supplements, use of this product will not promote faster or greater muscular gains. This product is, however, a nutritious low-fat food supplement which, like other foods, provides nutritional support for weight training athletes.

Early 2000’s

Advertising no. 1 These statements have not been evaluated by the Food and Drug Administration. This product is not diagnose, treat, cure or prevent an disease.

Advertising no. 9 These statements have not been evaluated by the Food and Drug Administration. This product is not diagnose, treat, cure or prevent an disease.

Prototypical Text Structures of the Muscle-building Supplement Product Advertisements

This part of analysis has been conducted to support the results from the analysis of move structures and language patterns in move3 ‘Describing Product’ since this move is the major part containing information on the muscle building supplement advertising. To begin with analyzing its linguistic features and separating them into two periods of time change in the corpus of move3. The analyzing

particularly focuses on three main aspects: personal pronouns, modal verbs and imperatives. The analysis performed by a computerized program yields the following results:

Personal Pronouns in Move3

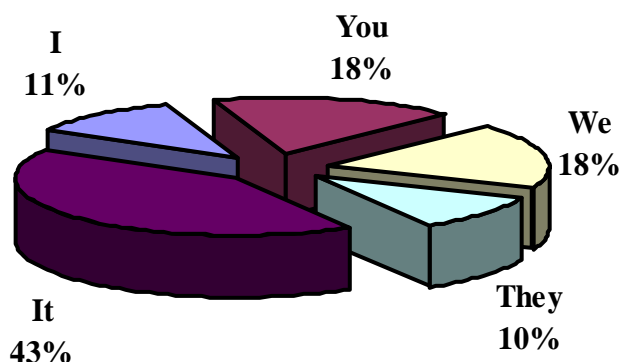


Figure 3 Distribution of Personal Pronouns found in Move3 in the Early 1990's

The number of the personal pronoun 'it' appears most at 43% comparing with other personal pronouns. The percentage appearance of pronouns is 18% for pronoun 'you' and 'we' following by the pronoun 'I' 11% and the least frequently used in move3 is 10% for the pronoun 'they'.

A. Language Pattern for the Personal Pronouns in the Early 1990's

The following results were retrieved from the concordance program that analyzed the 18 samples.

Personal Pronoun 'It'

the program so complete that *it* requires no additional supplement
 supplements, so natural that *it* is totally safe and health, ye
 health, yet so powerful that *it* can assist your body in attain
 complete, so results-getting, *it* could only have been developed

n College of Sports Medicine. It's all natural, too, with no fat. The big bonus with 90 plus is that it contains no sugar or added salt. It is in your bodybuilding routine. It has good nutrition for hard workers. It's been 50 years ago and we've been refining it ever since. That's what keeps it going. Length increases-that's what's it's all about. For living leg strength and performance. Muscle Stuff-it's the stuff that champions use and Krebs cycle metabolites. It will help replenish your protein stores. Large number of milligrams. If it doesn't have what you need, move on to intermediate athletes. It contains 5 Ultra-sophisticated ingredients in a training and nutrition regimen. It is incredibly easy to use and it's the only thing you need. BUILDING CYCLE We've packed it with amino acids, vitamins, minerals, and it's been 50 years ago and we've been refining it ever since. That's what keeps it going.ilder High protein Shake Mix. It's specially formulated to provide all the help you need. Go for it! Dynamic Weight Gainer Pac Weider's comprehensive "Pack It On" plan. 64 oz. Chocolate (J Natural Amino Acid Vita-pak ... it's your money, take the challenge, take the challenge... build it better and save! In the field of potency herb, then combines it with vitamins, minerals, herbs, and it actually works harder because it isn't working alone. In eight weeks extra from our Enhanced Herb's it's because you demand extra from it. And whether they glamorize it by calling it fruit syrup or honey, they glamorize it by calling it fruit syrup or high fructose syrup. It's to pay a buck-and-a-half for it, or eat it when we need stable energy. A buck-and-a-half for it, or eat it when we need stable energy for our workout. It's those who will pick you up now, but it may drop you harder later. Convenience. How does that feel? It doesn't feel good to us. That's the culture. They heat the syrup so it gets thin, then they blend in the other ingredients and let it cool and sets up. Cytobar is difficult to make sure you'll like it and your muscles will like it. It's not just you and your muscles will like it too. Cytobar has lots of other products and we'll tell you about it, one-on-one. We're the guys at

Personal Pronoun 'You'

price. You can pay more ... but you can't buy a better value or Enhanced Herb's it's because you demand extra from yourself. The no acid pool isn't full yet? You guess it, your body pulls amino acid to turn the protein foods you already eat into high yielding syrup! Read their label. If you're like most of us you'll be surprised. If you're like most of us you'll be surprised that they would do it's when. Dextrose will pick you up now, but it may drop you hard on you up now, but it may drop you harder later. Why then are there dates, flours and starches, you know, just like the food you eat you know, just like the food you eat! So the next time you're out eat! So the next time you're looking for energy bars, give us a hard worked real hard to make sure you'll like it and your muscles will be numbered below and we'll tell you about it, one-on-one. We're there

Personal Pronoun 'We'

EFAT? That's part of what we call The Science of Metabolic Optimization over 5 years ago and we've been refining it ever since we give you the most potent powders we've ever made, in flavors you'll find, compare us to the rest. We dare you. Formulation. The question that recovery is all about? We give you our best, so that you can complete the METABOLIC MUSCLE BUILDING CYCLE We've packed it with amino acids, not fat. That's part of what we call The Science of Metabolic Optimization over 5 years ago and we've been refining it ever since intensive training. That's why we've included Dynamic Muscle Building with Bilberry and Valerian. If we seem to demand a little extra dextrose syrup is over half dextrose!) we still wouldn't want to pay a buck and a half for it, or eat it when we need stable energy for training. Why are there so many bars? As far as we can tell, the primary reason is that our energy bars, give us a try. We've worked real hard to make sure

l at the 800 number below and well tell you about it, one-on-o
ell you about it, one-on-one. Were the guys at Champion.

Personal Pronoun ‘I’

ME milk and eggs that’s why I switched to Joe Weider's new s
of the rock-hard to build. I’ve been at this sport too long
en at this sport too long and I know how too much-to settle fo
just train, train smart like I do. Include a glassful of 90-p
etabolism of body fat. Phase I, being the culmination of this
l Body Building System, Phase I is designed for beginner to in
ails all aspects of the Phase I training and nutrition regimen
with Victory AMINOGESt! “I eat more than 400 grams of pro

Personal Pronoun ‘They’

dy fat in only six weeks. They lost fat on 4200 calories a da
ents, and other cofactors. They’re specially created to meet y
technology. The nutrients. They’re all here. DYNAMIC MUSCLE
sm and recuperative powers. They are the same nutrients that ha
t of Heavy Duty hand Grips. They’re great for helping you incre
us you’ll be surprised that they would do this to an exercise b
n exercise bar. And whether they glamorize it by calling it fru
sary to form the structure. They heat the syrup so it gets thin
syrup so it gets thin, then they blend in all the other ingredi

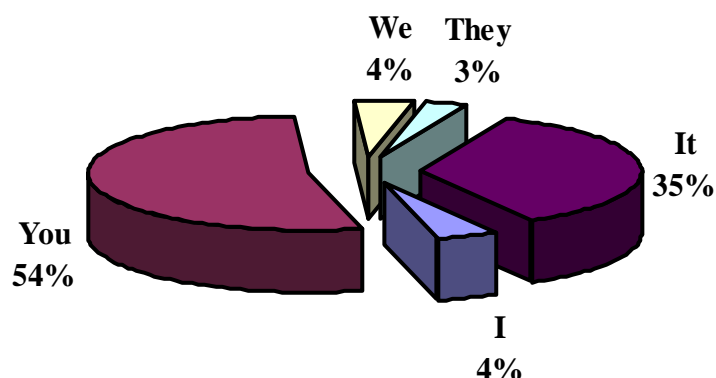


Figure 4 Distribution of Personal Pronouns found in Move 3 in the Early 2000's

The personal pronoun 'you' appears most at 54% of other personal pronouns following by the pronoun 'it' at 35% and 4% for both the pronoun 'I' and 'we' then the least frequency appearance is 3% for the pronoun 'they'.

B. Language Pattern for the Personal Pronouns in the Early 2000's

The following results were retrieved from the concordance program that analyzed the 18 samples.

Personal Pronoun 'You'

post-exercise recovery. You see. Creatine Fuel isn't like muscular performance. So if you're looking for a creatine that teins on the market, but if you're looking for one of the best d all natural formulations. You demand a lot for your hard ear ide the nutritional support you need to get into great shape a est of all, it's ready when you are. No fuss, no mess, no wait protein bar can go anywhere you go. It's that simple! And h ement var on the planet. If you don't happen to be on of the m e pure protein bar supplies you with a healthy 32-34 bar of qu in the world. It also gives you 50% of your recommended daily

crashes or at storage. And you can choose from 5 fabulously d
n \$ 2.77 million to provide you with the critical proof that w
er whey does on the inside, you'll soon see on the outside.
gy-cranking dynamite. So if you wouldn't settle for last year's
or last year's workout, now you don't have to settle for last
is a proprietary compound (you will not see this formula in a
studies seen here. Whether you are just weeks from an upcomin
s from an upcoming event or you simply want to shed unwanted p
single weight loss formula you have used. Losing body fat has
or easier! These things you can't ignore, but with APM 60
n't ignore, but with APM 60 you can definitely improve on them
ing your genetic potential. You can rely on APM 60 to deliver.
rotein powder that prepares you to defy nature. Increase lean
Defy nature and be the ebst you can be. Why 60 grams of pro
itive nitrogen balance. And you know the importance of a nitro
support. Each serving gives you 46 grams of high-quality prote
otein is crucial to support you muscle and maintain a positive
a. But we didn't short you on the protein! Every MET-RX r
fically developed to assist you in gaining lean body mass whil
e the nutritional insurance you need to help you get big and l
insurance you need to help you get big and lean. Its precise
ss than a placebo group! If you're ready to get the gains you'
u're ready to get the gains you've always wanted, it's time to
Weight Gainer doesn't give you the following, Switch Immediat
Switch Immediately! Give you 55 grams of protein per servin
ritional profile that fills you up without weighing you down!
lls you up without weighing you down! Kong bars deliver 30g

Personal Pronoun 'It'

n nutritional sports science. It redefines muscle protein synth like other creatine products. It's made by Twinlab and is the m in a recent university study it was determined that after just peptides What we put into it! There are a lot of average s and convenient alternative. It's the first high protein, low r in the world. Best of all, it's ready when you are. No fuss, n bar can go anywhere you go. It's that simple! And here's t ure protein bar has going for it, it's no wonder that it's the protein bar has going for it, it's no wonder that it's the #1 s g for it, it's no wonder that it's the #1 selling high protein, of the millions who've tried it and love it, no problem-there' ions who've tried it and love it, no problem-there's always roo bar of its kind in the world. It also gives you 50% of your rec weeks of systematic workouts, it also provides bodybuilding's f F-1 levels 101.32% Because it works! We call them competi ve formula of nitro glycerol. It take no prisoners extreme powe athers ruffed. And no wonder. It's 22 oz. of bulk-building, mus ECA stack I proud to announce it has secured the rights to dist ncluded for extra energy. And it's available in 3 deliciously s sted for potency and quality, it's personally guaranteed by Lee bocharged nitro-tech protein. It contains 27 vitamins and miner ch showed that subjects using it with a diet and training progr e gains you've always wanted, it's time to addnew, improved mes xture of oatmeal and combines it with three assorted flavor cre

Personal Pronoun ‘I’

of Twinlab Creatine Fuel. I’ll be the best thing to happen
s. Because 10% Whey protein I low temperature processed, the
and the patented ECA stack I proud to announce it has secur

Personal Pronoun ‘We’

Glutamine peptides What we put into it! There are a lo
32% Because it works! We call them competitors. The tr
berry and Vanilla. But we didn't short you on the protei

Personal Pronoun ‘They’

n Body Bar tastes great but they also provide the nutritional s
ere's the really good part- they taste great! Creamy chocolate

Modal Verbs in Move 3

Modal verbs in this study were found that they were used to show the promise and opportunity as Leech (1966) states that ‘will’ appears in the form of conditional sentences in which the imperatives perform a function of conditional clauses. In addition, he insists that the modal verb ‘can’ is usually employed in informing the consumers about the possibilities or the benefits the product offers.

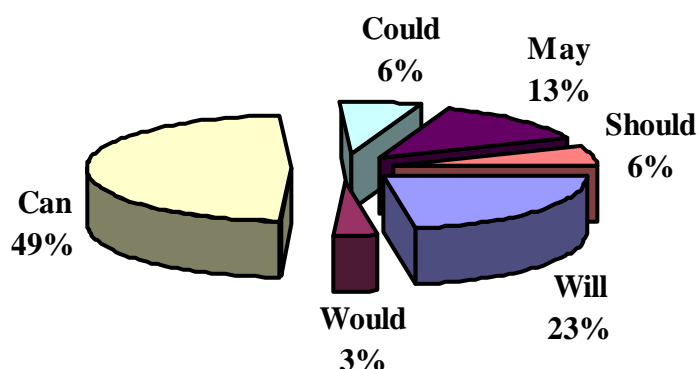


Figure 5 Distribution of Modal Verbs found in Move 3 in the Early 1990's

The majority of modal verbs found in move 3 is the modal verb 'can' which represents 49% of other modal verbs. The next most frequently used modal verb 'will' at 23%. Then 'may' takes 13% and 6% for 'could' and 'should' and finally 'would' at 3%.

A. Language Pattern for the Modal Verbs in the Early 1990's

The following results were retrieved from the concordance program that analyzed the 18 samples.

Modal Verbs 'Can'

th, yet so powerful that it can assist your body in attaining
 need to pump harder so you can pak on muscle: calcium for str
 ined 5% more body fat. How can you get fatter on less calorie
 dedicated training routine can reach peak peformance. Rapid
 e you our best, so that you can give yours! Two tough new for
 r's Signature Chewables. CAN HELP RESTORE YOUR DIETS NUTRIT
 h in each tablet, Meagbolic can revitalize your training diet,
 gained 5% more boy fat. How can you get fatter on less calorie
 aining with weights. You can have the body you want. With t

at a no nonsense price. You can pay more ... but you can't buy a
 You can pay more ... but you can't buy a better value or quality
 amino acid supplement. You can, with Victory AMINOGESt!
 and want every amino acid I can get out of it. You bet I'm usi
 n so many bars? As far a we can tell, the primary reason is pr

Modal Verbs 'Will'

rebs cycle metabolites. It will help replenish your protein an
 mines how well a supplement will help satisfy your body's needs
 ning! That means your body will adsorb, breakdown and utilize
 so important that the body will even breakdown muscle tissue t
 redibly easy to use and you will see visible to use in just wee
 ever, that's when. Dextrose will pick you up now, but it may dr
 ll like it and your muscles will like it too. Cytobar has lots

Modal Verbs 'May'

d not get Metabolol! Which may explain what over 300,000 seri
 =more fat? Metabolol! Which may explain what over 300,000 seri
 sold. First, your body may not be very efficient in break
 ill pick you up now, but it may drop you harder later. Why

Modal Verbs 'Could'

te, so results-getting, it could only have been developed by DA

Modal Verbs 'Should'

us about about training, you should be training with Metabolol.

Modal Verbs ‘Would’

u'll be surprised that they would do this to an exercise bar.

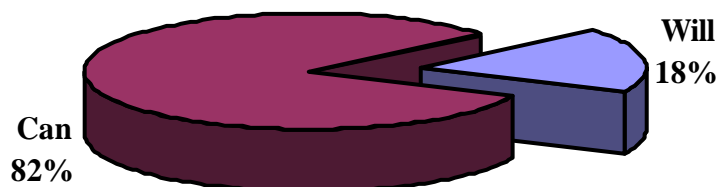


Figure 6 Distribution of Modal Verbs found in Move 3 in the Early 2000's

There are only two modal verbs found in move3 in the early 2000's which are 'can' and 'will'. The modal verb 'can' occurs 82% and 'will' takes 18% of the modal verb appearances in move3.

B. Language Pattern for the Modal Verbs in the Early 2000's

The following results were retrieved from the concordance program that analyzed the 18 samples.

Modal Verbs ‘Can’

m bag, the pure protein bar can go anywhere you go. It's that
hes or at storage. And you can choose from 5 fabulously delic
he truth is, no other drink can stand up against the new and i
ed, natural diet powerhouse can help both the beginner and adv
easier! These things you can't ignore, but with APM 60 you
ignore, but with APM 60 you can definitely improve on them. Mu
your genetic potential. You can rely on APM 60 to deliver.
nature and be the ebst you can be. Why 60 grams of protein
her company's shakes or bar can make this claim. And because

Modal Verbs ‘Will’

a proprietary compound (you will not see this formula in any of
 steady release of energy and will not increase serum cholesterol

Linguistic Features in Move 3

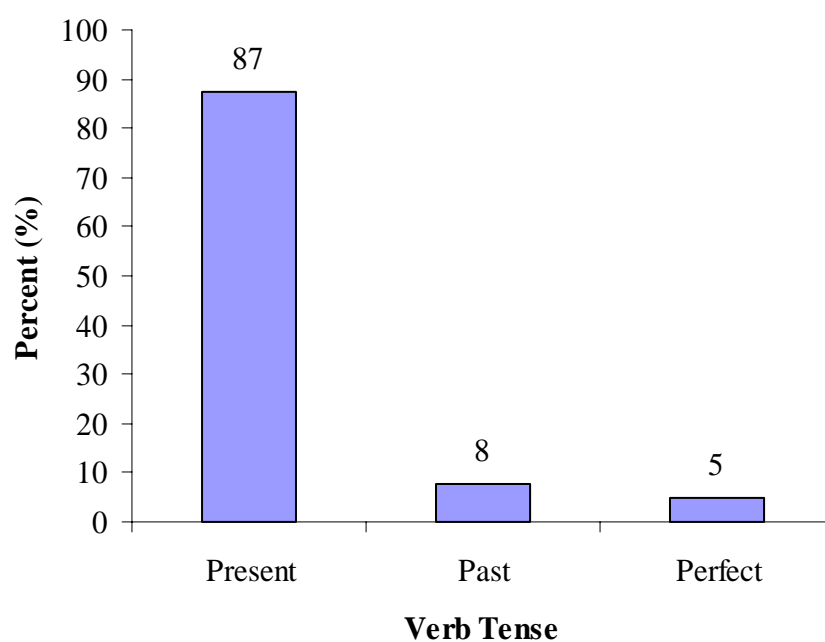


Figure 7 Distribution of Verb Tense found in Move 3 in the Early 1990's

From figure 7, the present tense found in move3 is predominantly used at 87 % followed by the past tense and perfect tense at 8 % and 5 %, respectively.

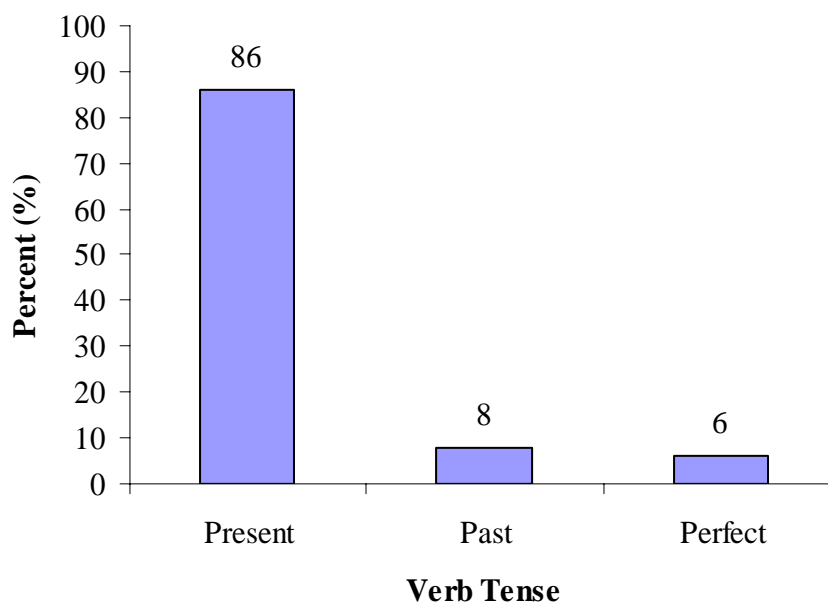


Figure 8 Distribution of Verb Tense found in Move 3 in the Early 2000's

Figure 8 shows that the present tense was used most in move 3 in the early 2000's at 86 % following by the past tense at 8 % and perfect tense at 6 %.

Investigation of Dynamic Genre

As mentioned in Bhatia (2002) genre is an evolving phenomenon and a recurring type or category of text. This section is investigates the dynamic changes that have happened over the course of ten years, comparing muscle-building supplement product advertising from the early 1990's to the early 2000's to identify what has changed and what has remained the same. This section comprises three parts.

Dynamic Changes in General Characteristics

Organization

The collected advertising represents the broad characteristics of muscle-building supplement product advertising that are used to persuade the readers to try the supplement product. Both periods contains four sections; stating the name of product, attracting readers, describing product and noting suggestions. It is worthwhile to note that in the early 2000's, the section of attracting readers, move2, has declined to 61% of the corpus. Moreover the section of noting suggestions in the early 2000's found new alternative contacts via the Internet.

Article Length

The average article length of muscle-building supplement product advertising from the early 1990's is around 100 words longer than the early 2000's.

Non-verbal Material

This part comprises a comparison between samples in muscle-building supplement product advertising in the early 1990's and the early 2000's to investigate picture space percentage used.

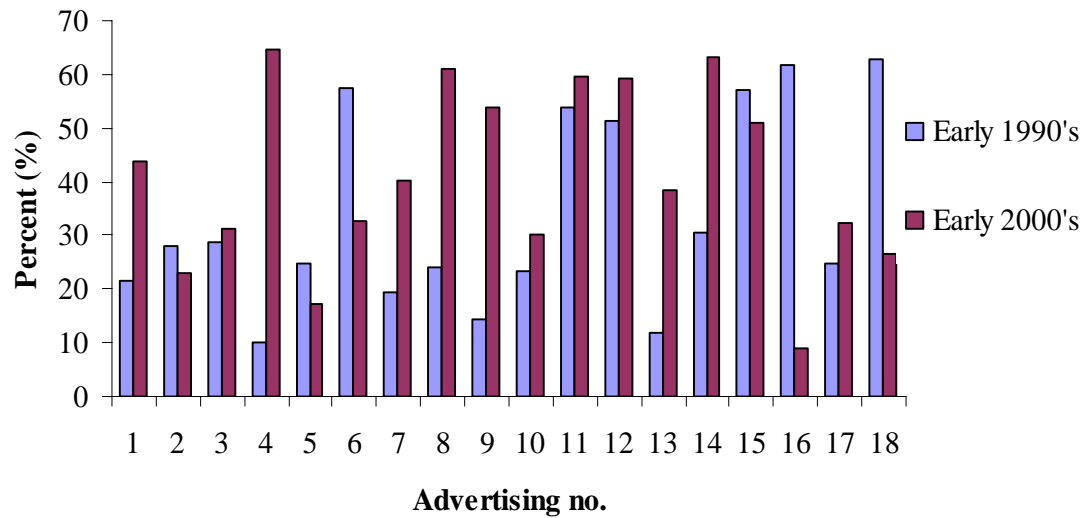


Figure 9 Picture Space used in Percentage terms in the Early 1990's and Early 2000's

Figure 9 shows the distribution of background pictures in the early 1990's and early 2000's. The average percentage of picture appeared in the early 2000's is 41% which is 10% larger area than the previous ten years which were at 31%.

Consequently, a conclusion that could be drawn from the data above is that the organization in muscle-building supplement product advertising has slightly changed within these ten years, which might be explained by changes in trends of advertising to fit the target group of the product and the new challenging style of advertising of copy writers. Goddard (1998) illustrates that images work alongside the verbal text to create a complete impression, and we should pay close attention to the background pictures. Copywriters, however, give a particular type of image they want to represent or it would be more accurate to say that image is a re-presentation of product. As can be seen in appendix A and D which show that people are pictured and become representative of particular social groups. They are seen to represent gender, sexuality, age, ethnicity, social class, occupation and region. The people, however, are not only pictures that represent the product but they are the text interacts with the readers (Goddard, 1998).

Dynamic Changes in Move Structure Occurrences

This part comprises a comparison between move occurrences in muscle-building supplement product advertising in the early 1990's and the early 2000's to investigate dynamic changes which happened in the course of ten years. Each move was put together to compare the percentage occurrence.

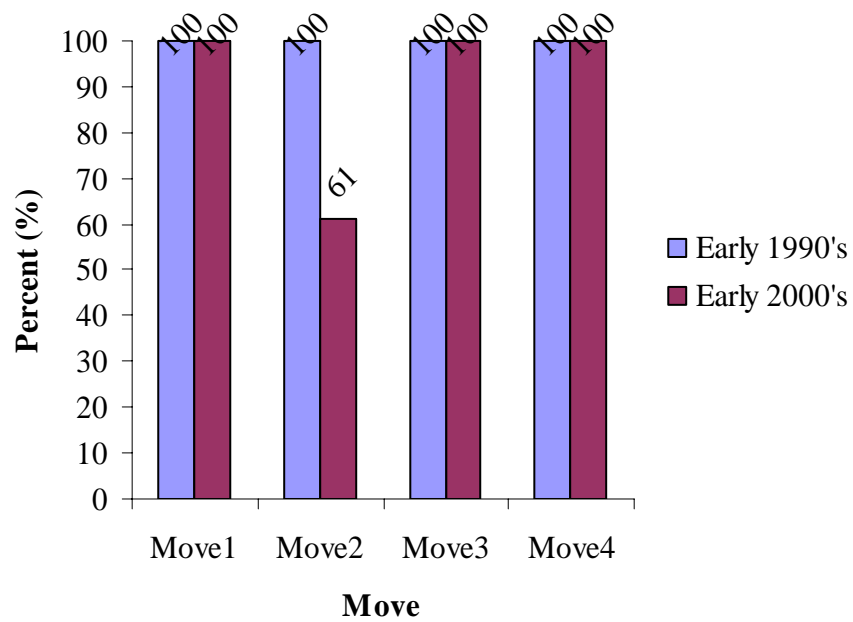


Figure 10 Distribution of Move Structure Occurrences in Four Moves in the Early 1990's and Early 2000's

Figure 10 shows the distribution of move structure occurrence in each period. It can be seen that move 2 in early 2000's has declined by around 40% compared with move 2 in early 1990's. Nevertheless, other moves which were move 1, move 3, and move 4 remains 100% occurrence in both periods.

Dynamic Changes in Prototypical Text Structure

This part comprises comparisons between the data from the early 1990's and the early 2000's to investigate the dynamic changes which happened in this decade, and each move was put together to compare the occurrence of personal pronouns and modal verbs which were found in move 3.

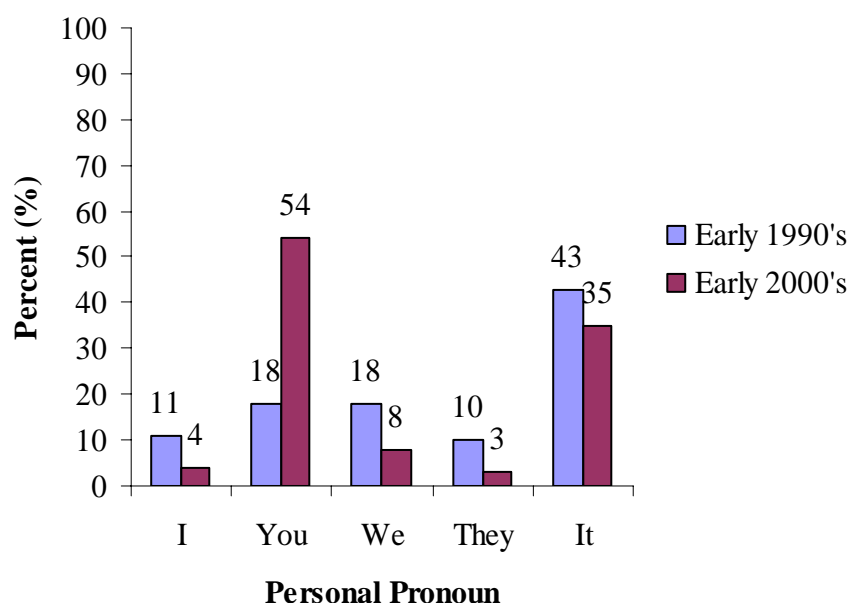


Figure 11 Distribution of Personal Pronouns Occurrences in Move 3 in the Early 1990's and Early 2000's

Figure 11 shows that there are five personal pronouns found in move 3 of the muscle-building supplement product advertising in both periods. The figure stated that pronoun 'I' has declined by around 7% from the early 1990's to the early 2000's. The pronoun 'you' has dramatically increased to 54% in the early 2000's, followed by the pronoun 'we', 'they' and 'it' moderately decreased by 10%, 7%, and 8%, respectively.

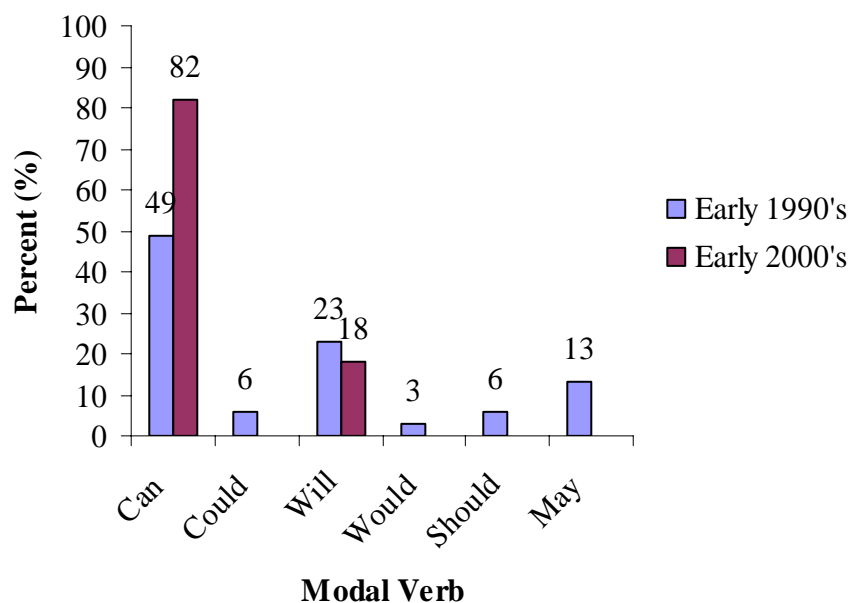


Figure 12 Distribution of Modal Verbs Occurrences in Move 3 in the Early 1990's and Early 2000's

Figure 12 shows that modal verbs found in move 3 in the early 1990's are can, could, will, would, should and may. On the other hand, in the early 2000's, there were only two modal verbs that occurred in move 3 which are can and will. Modal verb 'will' slightly decline 5% and note that modal verb 'can' gradually increased by around 42% from the last period to the early 2000's.

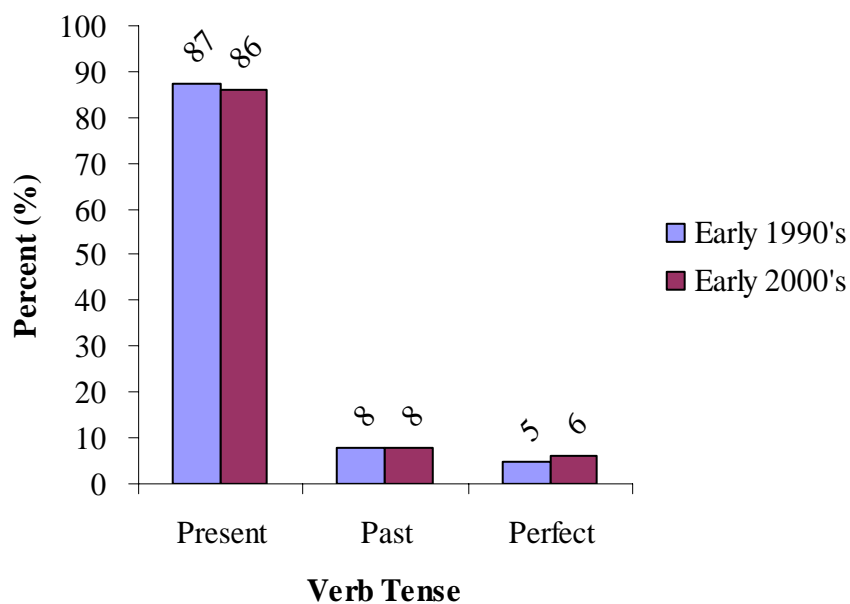


Figure 13 Distribution of Verb Tense in Move 3 in the Early 1990's and Early 2000's

Figure 13 shows that the present tense appeared the majority of move 3 then followed by the past tense and finally with the perfect tense while these two periods have the same trend of tense occurrences which indicates the proportion of present: past: perfect at 8:1:1.

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

Dynamic Genre Conclusion

This chapter contains three sections of research conclusions. The first section presents general observations, the second shows an analysis of move structure in the corpus and the third shows previous studies which share certain similarities in terms of linguistic features of muscle-building supplement product advertising.

To begin with, from the general characteristics in muscle-building supplement product advertising; it can be found that the length of advertising in the early 2000's has declined. The reduction of the word number in advertising in the corpus might have a connection with new technology, particularly the Internet, which has made advertising more convenient for the reader to approach, while the advertising in the early 1990's had more words per advertisement since there were no approachable alternatives via the Internet for the reader. Therefore, the writers have to show details and utilize a persuasive written style to attract the reader to their product identity, which was the factor that makes advertising in the early 1990's longer than advertising in the early 2000's. The reasons are: the advertising copywriter pays close attention to the rhythm of the words as well as the conversational body copy pattern. Thus, the length of the body copy and the amount of detail depend on both the product and the needs of the audience. The length and amount of detail should reflect the assessment of the consumers' needs (Keding and Bivins, 1992). In accordance with Suwannetr (1998), the study was found that the advertising should be clear, concise, and conversational. Some specific characteristics of conversational language that are used in advertising writing include the use of short sentences, even sentence fragments. Conversational language is spoken in thoughts and 'thought' expressions are usually simple sentence constructions and short. People enjoy reading clear, simple and easy-to-understand writing. And the simplest, clearest style is to write the way you talk (Bly, 1991). This might be related to changes in use of words from

British English and American English in the early 2000's word's that were written in less formal American English style which has increased. These dynamic changes could have originated from new technology; a computer program such as Microsoft Word offers help in spelling of words and sentences. In addition, it is necessary to note that the process of Americanization has been accelerating in past decade (John, 2003; Ramblings, 2003; Whitton, 2001). Furthermore, the average number of tables and figures used in the early 2000's has increased, and this could very well be evidence to claim that technology provides relative effortlessness in creating tables and figures used in advertising, and consequently reduces the need for detailed, written explanations.

Secondly, the section summarizes a few issues from the analysis of move structure in the corpus. It presents important issues drawn from the findings of the present research. The following are the moves and steps found in muscle-building supplement product advertising in the corpus in the early 1990's and 2000's.

Move 1 'Identifying the Product'

Step a 'Stating product brand name'

and/or

Step b 'Inviting reader to try'

Move 2 'Attracting Readers'

Step a 'Highlighting outstanding qualification'

and/or

Step b 'Claiming outstanding citations'

Move 3 ‘Describing the Product’

Step a ‘Scientific references’

and/or

Step b ‘Ingredients’

and/or

Step c ‘Performance’

Move 4 ‘Noting Suggestions’

Step a ‘Giving contact information’

and/or

Step b ‘Warning’

Move 1 to move 4 above are prototypical moves of the genre. These four prototypical moves assist in the realization of the overall communicative purpose of the muscle-building supplement product advertising in the corpus which is not to give information about muscle-building supplement products to consumers but also to persuade the reader to trust their product. However, the move 2 in the early 2000’s was not found 100% as the early 1990’s. It might be the reason of summarizing the words into move 3 to be more concise for the reader to read. Given the persuasive communication purpose of the text as a whole, it is not surprising to find examples of persuasive writing style in each move.

A persuasive communication purpose is quite evident in the moves found below the product name of the muscle-building supplement product advertising. Move 2 ‘Attracting Readers’ appear before the ‘Describing Section’. It is attempting to attract the readers’ attention and motivate them to read more details inside the advertising and to make a decision to try the products described in the advertising. As the results show, it does not aim to provide details of the product or how the product works, but to motivate readers to try by claiming a short message about the product.

In both examples below, the words ‘why’ and ‘because’ play an important role in persuading a reader to try the product.

Early 1990’s

Advertising no. 10 It is the biggest and the most powerful mega-weight gainer ever developed. Here’s why.

Advertising no. 14 Because now there’s the Joe Weider dynamic Muscle Builder Kit.

Early 2000’s

Advertising no. 2 Why does Lee Wood all put such fear into quarterback? Because he puts Creatine Fuel into his body.

Advertising no. 11 You drink it at night, right before you go to bed. Why? Because it helps you grow muscle mass overnight while you sleep!!!

It’s also worth noting that move 1 and move 2 could be viewed as overlapping since writers chose to present move1 ‘State the Product Name’ in the form of an invitation or suggestion aiming to motivate readers to try such as ‘Introducing Joe Weider’s BREAKTHROUGH the new isotonic thirst-quencher that cools you down, fuels you up, and tastes great.’ Advertising no. 2 in the early 1990’s and the early 2000’s Advertising no. 11 ‘The only 100% Pure NitroVarin Slow Release Night Time Protein Complex’.

Apart from the two beginning moves in the advertising, move 3 ‘Describing the Product’ is a crucial move, which gives details about of the product. If move 2 is viewed as performing the function that is comparable to that of the headline of an advertisement; it might be possible to view move 3 as similar to the body copy. Move 2 and move 3 attempt to persuade readers to try the product as well. Therefore, it is

not surprising to find that the two moves share certain steps the attempt to motivate readers. For example, move 2 step B ‘Claiming Outstanding Citations’ is quite similar to move 3 in step a ‘Scientific References’ and step c ‘Performance’ in that they all aim to persuade readers to try the product by claiming that the muscle-building supplement product is superior to other products in certain aspects.

As the name of the move suggests, move 4 ‘Noting Suggestions’ mainly aims to give readers information. However, this move could also be written in a persuasive style, for example, in move 4, instead of merely giving contact information such as a telephone number, a writer may choose to present the information by giving a suggestion to contact as in ‘For immediate xxx call ...’. Giving contact information with the readers as in advertising no. 13 in the early 2000’s ‘visit us at www.met-rx.com’. A more evident example of the persuasive style in this move is in advertising no. 8 in the early 1990’s ‘Please rush me a Phase I Kit at \$ 79.95’. In this example, instead of giving only the information to contact, the writer chooses to use personal pronoun to persuade the reader to make further contact and the modal verbs is used to show the value to readers would obtain when they try the product.

In conclusion, although the main communicative functions of each move are different, each move could be written a persuasive style. For example, move 4 aims to give contact information but writers can choose to realize them by using a persuasive writing style. Moreover, in the early 2000’s a new alternative has been offered to make a convenient connection via the Internet for the reader. As a consequence, it is not only move 2 ‘Attracting Readers’ or move 3 ‘Describing Product’ that contributes to the overall persuasive purpose but the overall persuasive communication purpose of muscle-building supplement product advertising tends to be realized through each move in both periods. Finally, utilizing the results above in finding dynamic changes that have occurred comparing muscle-building supplement product advertising from the early 1990’s and 2000’s, the dynamic changes are more classified and shown in terms of the percentage of occurrences of personal pronouns, modal verbs and verb tense in move 3.

Thirdly, the present research and previous studies share certain similarities in linguistic features. The first feature is the use of personal pronouns. As shown in figure 1, sentences containing 'it' are found in 43% of all sentences in move 3 of the muscle-building supplement product advertising in the corpus. Following by the occurrences or pronoun was found that 'we' and 'you' at 8% then 'I' and 'they' at 11% and 10%, respectively in the early 1990's. On the other hand in the early 2000's the pronoun 'you' was found 54% next by 'it' at 35% then 'I' and 'we' for 4% lastly with 'they' at 3%.

As the result in the previous chapter implicates that the highlight of sentences in move 3 tends to contain personal pronouns. For example the pronoun 'it' is used instead of the product name while 'we' is generally used to refer to the product firm and pronoun 'you' is used to address the reader. Iborrs and Garrido (2001 cited Gronzalez, 2000) points out that the use of 'you' is a direct way to address the reader, attempting to attract the readers' interest. Similarly, Henry and Roseberry (1996) suggest that 'you' is used in addressing the reader to create a friendly personal tone. This is consistent with the use of personal pronouns particularly 'you' in advertising. Nevertheless, pronoun 'you' was increase in usage in the early 2000's which asserts in advertising language of Leech (1966) and he points out those personal pronouns are generally used to produce a sense of solidarity and that 'you' is usually used to create a one-to-one relationship with potential customers. Furthermore, advertising language is generally characterized by the use of a personal style of writing. As Leech (1966) suggests, the use of the first person and second person reference is one of the characteristics of a personal style. He particularly points out that the pronoun 'we' is used to refer to the advertiser in certain types of advertisements, and that the use of 'you' and 'your' is the direct way to address the reader. Sugarman (1998) also notes that the use of such words as 'I', 'you' and 'we' which are generally used in a one-to-one conversation would allow the writer to talk to the readers directly. With reference to Fuertes-Olivera *et al.*, (2000), they point out that personal pronoun 'I' and 'we' are used to identify the product and the personal pronoun 'he', 'she', 'it' and 'they' imply shared knowledge between the addresser and the addressee and are used to suggest a personal bond.

Apart from personal pronouns, Gould (2005) states those modal verbs are usually connected with ideas of doubt, certainty, possibility and probability, obligation and permission. They are not used to talk about things that definitely exist, or events that definitely happened. The modal verbs 'can' and 'will' also appear frequently in promotional genres. They were used to describe product benefit's and seems to be comparative to the use of modals in the muscle-building supplement product advertising where modals are often used with the pronoun 'you' to indicate value or benefits the reader would obtain if they try the product such as advertising no. 6 in the early 2000's 'And you can choose from 5 fabulously delicious flavors; peanut butter, chocolate deluxe, chewy chocolate chip, white chocolate mousse and new blueberry cheese cake. Leech notes that modal verbs are usually used to show promise or benefits that the product offers. From the present results shown that in the early 1990's used modal verb 'can' at 49% and 'will' for 23% which these tables the majority of modal verb usage, which in the early 2000's modal verb appears only 'can' and 'will' at 82% and 18%, respectively. As shown in figure 5 and 6, the trend of modal verb usage was occupied by 'can' and 'will'. In addition, Leech (1966) notes that the modal verb 'will' and 'can' are used to show promise and opportunity. The epistemic modal 'can' is usually informs the consumer of the possibilities or benefits that the product offers. When the modal verb 'can' is used with the subject 'you' which generally refers to the consumer, the purpose is to inform the consumer that the product gives the power or ability to do something.

Lastly, the verb tense in both periods have slightly changed at only 1% that is present and past tense was decreased in the early 2000's but the perfect tense increased. The overall comparisons in the distribution of verb tense in both periods have the same proportion of present: past: perfect at 8:1:1. According to Ballard (2001), the present tense is indicates either a time reference or is stating a general truth. Hence, the proportion of present tense was significantly high; it may be related to the functional of the present tense itself in stating the general truths which were product benefits and qualifications.

Consequently, the above discussion concerns the similarities among sub-genres of promotional genres in three main linguistics features; personal pronouns, modal verbs and verb tense. Due to the small corpus of this study, no generalization concerning the findings could be made. However, it might be possible that all the text discussed above of promotional genres even though the changes occurred through decades which was influenced by new technology and the written style identified by Bhatia (1993: 75) that they share certain characteristics and ‘use somewhat overlapping linguistics resources in much the same way’.

Besides, the average distribution of background pictures in the early 2000’s and early 1990’s of picture appeared in the corpus is 41% and 31% respectively. Thus, a conclusion that could be drawn from the data above is that the organization in muscle-building supplement product advertising has slightly changed within these ten years, which might be explained by changes in trends of advertising to fit the target group of the product and the new challenging style of advertising of copy writers. Nowadays, besides, several programs such as 3D Maya, 3D Max, Rhino, Flash, Firework, Illustrator, and Photoshop use lesser time and offer more convenient in attaching, uploading or downloading various types of pictures into the advertising page. New technologies have enabled advertising in magazines to distinguish themselves from one another and the database was stored using a computer program in order to produce special sections for subscribers. ‘Desktop Publishing Technology’ was combined with satellite transmission, which allows magazines to close pages just hours before press time so that advertisers can drop up-to-the-minute information in their advertising. Sophisticated database management has also improved the advertising effectiveness (Wells *et al.*, 2000). Consequently, (Goddard, 1998)

In summary, genre is changing all the time as a result of the technological developments. As the rapid advances contribute to the web, they produce a fruitful new genre. Raddon (1996) claims that during the next ten years, most social changes will pivot partly on what telecommunication make possible for dynamic genre.

Pedagogical Implications

Like most of the previous research on genre analysis, the present study intended to be of great value to the writers of the genre and teaching and learning of guidelines of how to write muscle-building supplement product advertising. In addition, the findings would particularly provide benefits to the design of syllabi, teaching materials and teaching strategies for English in advertising courses. Although the corpus in this study is limited to brief on muscle-building supplement product advertising, the result of the study would be the foundation for the writers and the teachers and learners of genre as to how the genre is produced.

Furthermore, as this research is a dynamic genre analysis of muscle-building supplement product advertising, the use of pictures in the advertising might help by attracting the audience to read about and try the product. In other words, the pictures are used as a background in the early 2000's and shows the superiority of the product more than the pictures used in the early 1990's.

This part of analysis would at least give writers and learners of the genre basic ideas as to where to position each move in the muscle-building supplement product advertising and how to allocate space in the advertising to each move.

Conclusion and Recommendation for Further Research

The corpus of the study was made up by 36 representative samples from the muscle-building supplement product advertising field. With the limited size and field of the corpus, a generalization was not exactly made with the whole muscle-building supplement product advertising field. Therefore, it would be excellent to undertake a genre analysis with a larger amount of authentic data in order to ascertain the accuracy of genre-specific language descriptions. This study can serve as a guideline for further research. The recommendations for study are as follows:

1. Enlarging the corpus

As the corpus used in this study is rather limited, a larger number of representative samples would be accommodating, in which it may be able to support the result of this present study and then, more accurate generalizations for the study could be made.

2. Making comparison with other magazine sources

This study examined only the muscle-building supplement product advertising that were published in Muscle & Fitness magazine. Thus, it would be interesting to study other comparable types of English advertising such as Muscular and Flex magazine in masculine as well as Oxygen, Fitness: Mind, Body&Spirit, Shape, Muscle & Fitness Hers and Glutes for feminine magazines. In this way, a comparison of results from the study can be made.

3. Examine other linguistic features

As the present study focused only on genre analysis with regard to the three main features; personal pronouns, modal verbs and verb tenses, further research on other linguistic features or on the same features with deeper analysis, would be useful. Other interesting linguistic feature for scientific language could be the study of nouns that might be newly invented to accommodate of clauses such as passive transformation, and nominalization, also the culture and technology influence that might have an impact on the language would be interesting study. Nevertheless, that kind of analysis is protracted, especially in collecting and processing data, so a higher extent of endeavor and tolerance is necessitated.

4. Extending the type of advertising

As the present study analyzed muscle-building supplement product advertising, in order to generalize about the whole muscle-building supplement product advertising field, other types of advertising, and also comparing advertising that are written by non-native English speakers to native English speakers might prove to be beneficial in making comparisons to generalize the findings.

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APPENDICES

Appendix A

Health Supplement Advertising of Muscle Building Products Printed in Health and
Fitness Magazines Distributed in Thailand in the Early 1990's

The Most Powerful Tool Ever Created For Total Muscle Development Is Now Available To You

THE BUILDING BOX™



Inside The Box, you'll find seven formulas, each created to give you specific, unparalleled gains in body development, strength and endurance. Each blended to maximum strength and specially selected for its ergogenic performance. Placed together for the first time in **The Building Box™**, they form a formidable body building program. You see, **The Building Box™** creates a synergy within your body that brings all components of your workout program together, to work toward one goal—to help you attain the level of performance that turns athletes into legends. We

know of no other program so complete that it requires no additional supplements, so natural that it is totally safe and healthy, yet so powerful that it can assist your body in attaining previously unattainable levels of strength, definition and performance. This program is so complete, so results-getting, it could only have been developed by **DASH**, the leading team in sports nutrition. Yet, at just \$129.95 for a 60-day supply, it's priced well below other less effective products on the market.

Open **The Building Box™**. Find the body of a champion waiting inside.

THE BUILDING BOX™ A 60-day supply just \$129.95
(Please include \$3 shipping & handling. Alabama residents add 4% sales tax).

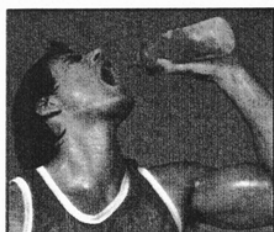
Name _____
Address _____
City _____ State _____ Zip _____
Payment Enclosed _____ Charge my _____ VISA _____ MasterCard _____
Credit card orders call toll free 1 800 367-9599 In Alabama 1 800 345-1868

DASH
P.O. Box 888, Tuscaloosa, AL 35401

Appendix Figure A1 Advertisement no. 1

HIGH ENERGY BREAKTHROUGH!

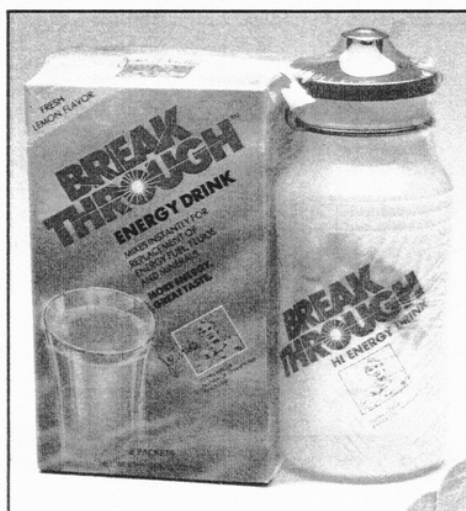
Introducing Joe Weider's BREAKTHROUGH™, the new isotonic thirst-quencher that cools you down, fuels you up, and tastes great.



BREAKTHROUGH provides fluids to keep your body cool, minerals to help replace those lost in sweat, and more energy fuel than the leading sports drinks. And its carbohydrate blend gives you sustained energy, without a rapid rise and fall in your blood sugar level.

BREAKTHROUGH is brought to you by Joe Weider, Trainer of Champions Since 1936™, so you know it's great.

In fact, BREAKTHROUGH's formula



exceeds the requirements set by the American College of Sports Medicine. It's all natural, too, with no fats or cholesterol.

BREAKTHROUGH has what you want—quick, long-lasting energy, real thirst-quenching power, and super-delicious taste! Let BREAKTHROUGH help you perform at your peak.

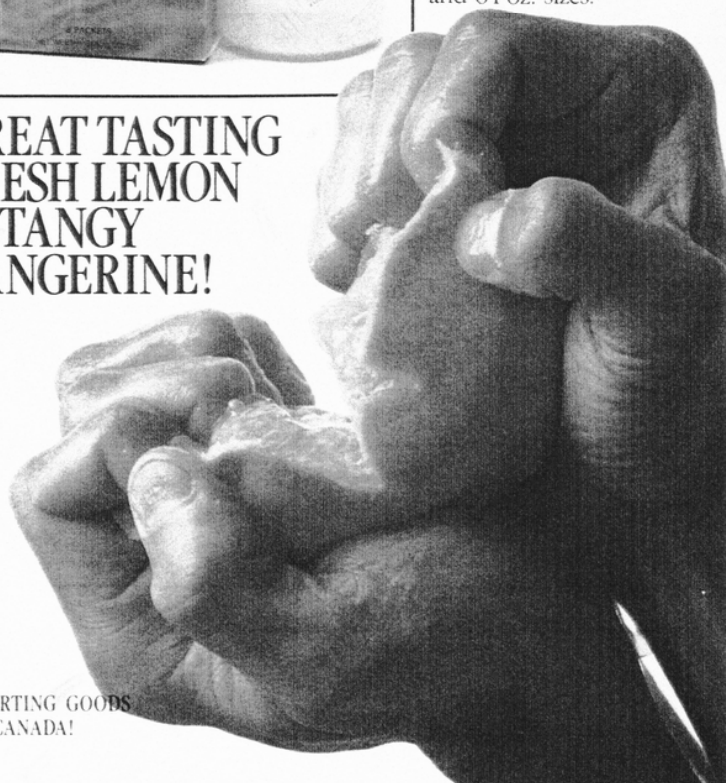
SPORT BOTTLE INCLUDED!

Also available in ready-to-drink liquid—16 oz., 32 oz., and 64 oz. sizes.

**GREAT TASTING
FRESH LEMON
& TANGY
TANGERINE!**

WEIDER
America's
Total
Fitness
Company™

AVAILABLE AT HEALTH FOOD & SPORTING GOODS
STORES THROUGHOUT THE U.S. & CANADA!



Appendix Figure A2 Advertisement no. 2

PURE POWER!

GET IT WITH LOW-FAT, SUGAR-FREE 90-PLUS™ PROTEIN

"I've learned a lot about nutrition in the twenty years I've been training, competing, and winning. What's the first rule? That only a pure, balanced protein, with all the essential amino acids, has the power your hard-working body needs!"

MADE WITH WHOLESOME MILK AND EGGS

That's why I switched to Joe Weider's new Sugar-Free 90-PLUS™ formula the minute it was available. The 90-PLUS begins with a healthy base of highest quality milk and egg protein. *No soy is used*, so you know 90-PLUS is the purest, most complete protein powder.

FORTIFIED WITH FREE-FORM AMINO ACIDS

Then comes a booster of free-form and branched-chain amino acids (protein's final form before utilization) for easier assimilation.

STRENGTHENED BY VITAMINS AND MINERALS

Joe added the essential nutrients you need to pump harder so you can pack on muscle: *calcium* for strong bones and dynamic muscle contractions, *potassium* to help stimulate nerve impulses, *vitamin A* for healthy glands, and *vitamin C* to help strengthen connective tissues, just to name a few. And the *digestive enzymes* and dietary *fiber* in 90-PLUS help these vitamins and minerals do their jobs—through the last rep of your workout and beyond!

SPECIAL LOW-FAT, NO-SUGAR FORMULA

Of course, the big bonus with 90-PLUS is that it contains no sugar or added salt, and nothing artificial. This means 90-PLUS won't contribute anything to your diet that'll get in the way of the rock-hard definition you're working hard to build.

I've been at this sport too long—and I know too much—to settle for sugary proteins or sugar-free powders that lack 90-PLUS' extra features. So don't just train, train *smart* like I do. Include a glassful of 90-PLUS in your daily bodybuilding routine. It has good nutrition for hard workouts and faster recuperation afterwards."

Frank Zane
Three-time Mr. Olympia

weider®

MFPP

2677 El Presidio, Carson, CA 90810

YES! I want pure power for my body!

☐ 40 oz. 90-PLUS (JWGB) \$24.98
☐ 16 oz. 90-PLUS (JWG4) \$10.98

(Plus \$2.50/40 oz. or \$1.50/16 oz. per can for shipping & handling. Calif. residents add sales tax.)

Name _____

Address _____

City _____ State _____ Zip _____

☐ Payment enclosed ☐ Charge my ☐ MasterCard ☐ American Exp. ☐ Diners Club ☐ Carte Blanche

No. _____

Exp. _____ Signature _____

Credit card orders, call TOLL-FREE 1-800-423-5713 (In California, call 1-800-382-3399)

In Canada: WEIDER INSTITUTE, 2875 Bates Rd., Montreal PQ, H3S 1B7

AVAILABLE AT YOUR LOCAL HEALTH FOOD STORE!

Now with free recipe
guide for delicious
exciting shakes!

GAIN MUSCLE! *At the Same Time!* LOSE FAT.

To gain muscle fast you need over 4000 calories a day. Of course that might make you fat. Now you need to lose that fat on less than 2000 calories a day. Then you lose some of your hard-earned muscle. Two steps forward, one step back. This compromise has been the dilemma of almost every serious athlete. Until now.



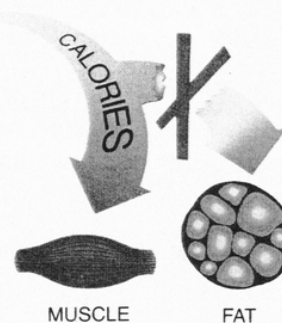
In a landmark University study, athletes eating 3600 calories a day of regular food plus 600 calories of Metabolol lost 12% of their total body fat in only six weeks. **They lost fat on 4200 calories a day!**

By contrast, another group ate 3600 calories of the same food and trained the same. After six weeks and 600 fewer calories a day, this group gained 5% more body fat. How can you get fatter on less calories? Simple. This group did not get

CALORIES
+
MORE
CALORIES
=
LESS FAT
?

LESS CALORIES
=
MORE FAT
?

Metabolol! Which may explain what over 300,000 serious athletes have already discovered: **Training with Metabolol helps target calories toward muscle-growth and recuperation instead of fat.**



That's part of what we call **The Science of Metabolic Optimization: Making Your Metabolism Work Better.** This concept was originated at Champion Nutrition over 5 years ago and we've been refining it ever since. That's what keeps Metabolol the number one Metabolic Optimizer in America. Nothing is more powerful at adding muscle without fat. If you're serious about training, you should be training with Metabolol.



METABOLOL.
Still the first. Still the best.

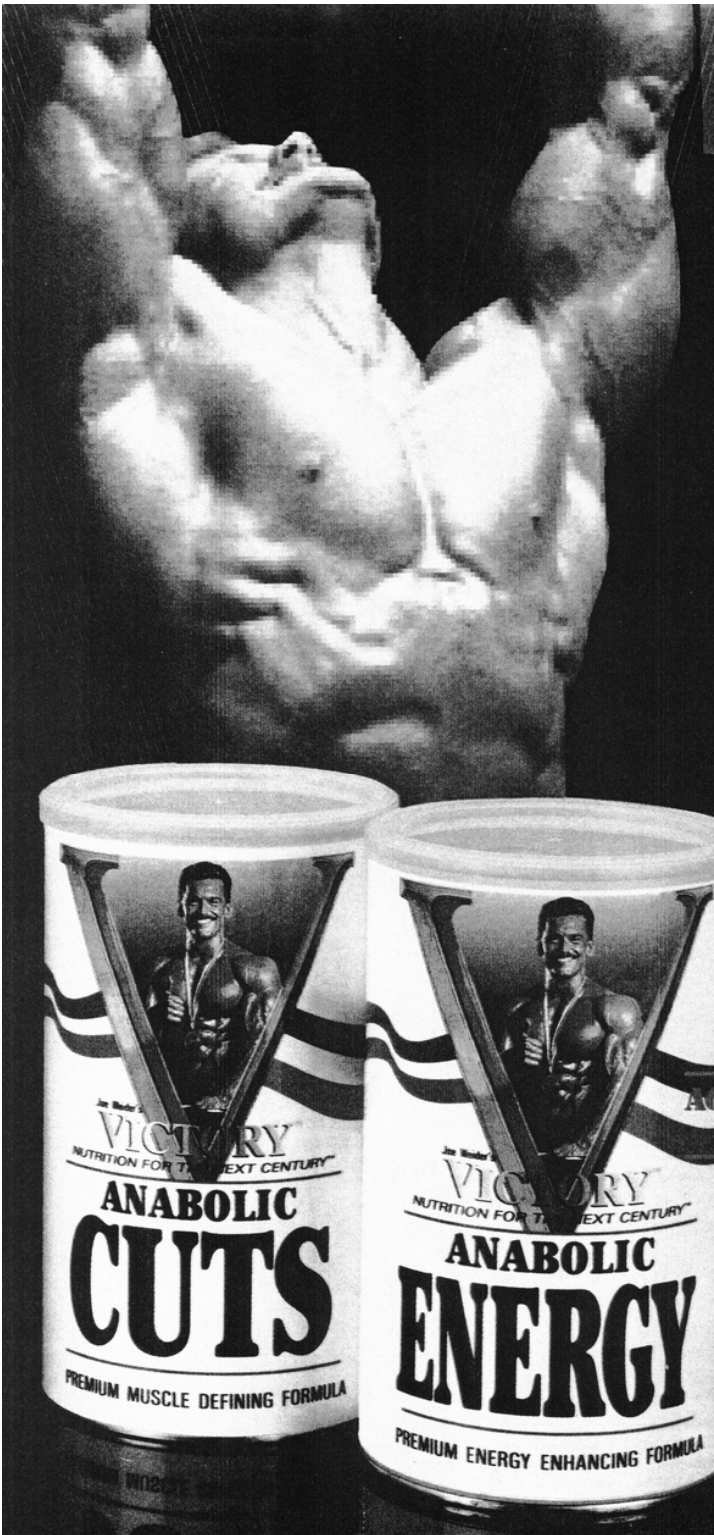
Available at General Nutrition
Centers and other Fine Stores
GNC
GENERAL NUTRITION CENTERS

Champion Nutrition

2615 Stanwell Drive, Concord, CA 94520 • 1-800-225-4831

© 1991 Champion Nutrition

Appendix Figure A4 Advertisement no. 4



VICTORY POWDERS!

Weider Victory powders capitalize on the latest scientific discoveries to bring you the hottest powders we've ever made. **VICTORY MASS** is a high-quality protein that combines *boron*, *chromium*, *gamma oryzanol*, complex carbohydrates and many more elements to support mass-building workouts. **VICTORY POWER** has protein, *branched-chain amino acids*, the important substances *carnosine* and *inosine*, and additional nutrients for heavy workouts. **VICTORY CUTS** is packed full of protein and *branched-chain amino acids*, plus fiber to control hunger. You also get *medium-chain triglycerides*, *Krebs cycle metabolites*, and low glycemic index carbs to supply energy fuel and help stabilize blood sugar levels. **VICTORY ENERGY** offers the boost you need for a long, hard workout — with *glucose polymers*, *electrolytes*, and *Krebs cycle metabolites*. It will help replenish your protein and carbohydrate stores for your next battle with the iron. Each high-quality formula is fortified with essential vitamins, minerals, trace elements, and other cofactors. They're specifically created to meet your body's needs when you're getting big, strong, or ripped to the bone.

The new Victory Powders. No gimmicks or tricks. Just state-of-the-art performance nutrition to give you the most potent powders we've ever made, in flavors you'll love. Go ahead, compare us to the rest. We dare you.

As with all supplements, use of this product will not promote faster or greater muscular gains. This product is, however, a nutritious low-fat food supplement which, like other foods, provides nutritional support for weight training athletes.

ACCEPT NO SUBSTITUTES. THERE ARE NONE!

To order write:

WEIDER® Weider Health & Fitness
615 W. Johnson Ave., #3
Cheshire, CT 06410

<input type="checkbox"/> CUTS 16 oz. vanilla (VCVS)	<input type="checkbox"/> chocolate (VCCS)	\$12.98
<input type="checkbox"/> MASS 16 oz. vanilla (VMVS)	<input type="checkbox"/> chocolate (VMCS)	\$12.98
<input type="checkbox"/> POWER 16 oz. vanilla (VPVS)	<input type="checkbox"/> chocolate (VPCS)	\$14.98
<input type="checkbox"/> ENERGY 16 oz. natural orange flavor (VLEN)		\$ 9.99

Please include \$2.00 shipping and handling for each can. CA residents add 6.5% sales tax.

☐ Payment enclosed ☐ charge my VISA ☐ MC ☐ AMEX ☐ DINER'S

no. _____ exp. _____

Signature _____

Or you may call toll free (800) 423-5713 (in CT 1-203-250-1901). In Canada, contact Weider Institute, 2875 Bates Road, Montreal, PQ H3S 1B7

MF64

Appendix Figure A6 Advertisement no. 6

You already know what researchers in the field of sports nutrition are emphatically stressing: there is a rapid breakdown of amino acids when you train intensely. While amino acids supplements can offer an alternative, they are not created equal. Why? Formulation. The particular blend of essential, branched chain and gluconeogenic amino acids determines how well a supplement will help satisfy your body's needs while training for victory. Don't be fooled by a large number of milligrams. If it doesn't have what you need, more isn't better!

TAKE YOUR NEXT STEPS TO VICTORY

Your body's amino acid demands fluctuate according to the activity of biochemical pathways. What stimulates these pathways? Training! That means your body will absorb, breakdown and utilize specific amino acids according to its demands. The branched chain amino acids Leucine, Isoleucine and Valine are metabolized at a tremendous rate during and directly after training. These amino acids are so important that the body will even breakdown muscle tissue to get them. The amount and ratio of essential and branched chain amino acids is critical! That's why these two important formulas have been developed!



MASS AMINOS 5000

A balanced blend of free form essential and branched chain amino acids to give your diet an extra measure of amino acids to help cope with the demands of training and anabolic biochemical events. Whether taken throughout the day or before a workout to help avoid negative nitrogen balance.

MASS AMINOS 5000 gives you a formula aimed at maximum utilization.

ALL AMINO ACID SUPPLEMENTS ARE NOT CREATED EQUAL

As with all supplements, use of this product will not promote faster or greater muscular gains. This product is, however, a nutritious low-fat food supplement which, like other foods, provides nutritional support for weight training athletes.

RESTORE AMINOS 10/30

A 10,000 mg., 30% branched chain, encapsulated formula. Packed with the amino acids most utilized during periods of intense training. Help your body replenish its supply of branched chain and other essential amino acids after training with this concentrated new formula! Isn't that what recovery is all about?

We give you our best, so that you can give yours! Two tough new formulas designed to work with your body... **FOR VICTORY!**



GNC
GENERAL NUTRITION CENTERS

**NUTRITION
WORLD**

**VITAMIN
QUOTA**


**Nature Food
Centres**

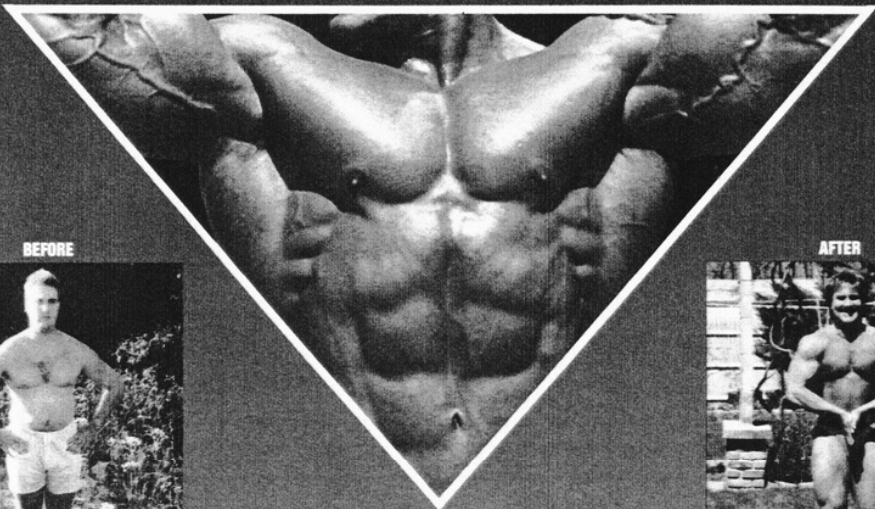
Available at the above and other high quality health food stores.

Appendix Figure A7 Advertisement no. 7


CYBERGENICS[®] PHASE I[™]

BEFORE





AFTER



ANABOLIC MUSCLE BUILDING CYCLE

Each Cybergene Phase I Kit contains a Manual, an Anthropometric Chart, Step by Step Instructions by Franco Santoriello on cassette and five synergistic formulas.

Available at
QNC
NATURAL NUTRITION
CENTERS

Six months ago when we introduced Cybergene Phase I we could have never even imagined the response we'd get. Literally thousands of letters, before & after photos and telephone calls poured in; all telling the same story—phenomenal success. Health food stores and gyms sold out of stock during the first week. And bodybuilders in Japan, Europe and Canada have paid as much as \$400.00 per kit, because of the tremendous demand. Never in the history of modern bodybuilding has a new product been met with such unprecedented enthusiasm and praise.

The secret behind this incredible scientific breakthrough is an unprecedented research effort, studying the precise mechanisms involved in muscle-growth and the metabolism of body fat. Phase I, being the culmination of this research represents the pinnacle of state-of-the-art in systematic training and nutrition systems.

Using the same research proven principles as the internationally heralded Cybergene Total Body Building System, Phase I is designed for beginner to intermediate athletes. It contains 5 Ultra-sophisticated concentrated state-of-the-art formulas, along with the famous Phase I Systems Manual, which details all aspects of the Phase I training and nutrition regimen. It is incredibly easy to use and you will see visible results in just weeks.

12/91-MUFT-PHI
For Immediate Service Call 1-800-635-8970
In Canada Call 1-908-477-4880
***Ask Us About Overnight Delivery!**

☐ Please rush me a Phase I Kit at \$79.95.
L&S Research Corporation
35 Beaverson Blvd., Bldg. 8, Suite A
Bricktown, New Jersey 08723

Name _____
Address _____
City _____ State _____ Zip _____
☐ Check ☐ MO Enclosed ☐ Visa ☐ MC
Card No. _____ Exp. Date _____
Signature _____

GUARANTEED TO WORK OR YOUR MONEY BACK! A full money back guarantee is available if you are not satisfied. In order to qualify, the unused portion must be returned within 30 days of receipt and must be mailed, postage paid, in its original packaging, including a written explanation why the Product is being returned. Proof of purchase, through this publication, must accompany the request. This offer is made only to persons purchasing the Product through this specific direct mail advertisement (Muscle and Fitness beginning September 1991) and does not include the same or similar offers appearing in this or another edition or other publications, or purchases made through retail establishments. The Company reserves the right to discontinue the request, if, in its sole discretion, the requirements of this offer have not been met.

L&S Research Corp. US—Building 8, Suite A, 35 Beaverson Blvd., Brick, New Jersey 08723 (908) 477-4880 • UK—16 Bolton Street, Mayfair, London, England W1Y 7PA, 071 493-7085

Appendix Figure A8 Advertisement no. 8

A LOT WENT INTO DYNAMIC MUSCLE BUILDER BEFORE THE INGREDIENTS.

Sports nutrition experts and scientists are always researching the role of nutrition in an athlete's performance. Among their findings is the importance of proper nutrition for strength athletes. Protein, especially low fat, high quality protein, is an essential element of proper nutrition.

Dynamic Muscle Builder™ was created especially for you, to support your super-intense workouts. It's packed with just that type of protein. But we didn't stop there.

We've packed it with amino acids, vitamins, important minerals and natural carbohydrates. The specific type of nutritional support important to successful weight training. But best of all, Dynamic Muscle Builder™ tastes great. Delicious vanilla and new chocolate flavors.

The technology. The nutrients. They're all here.

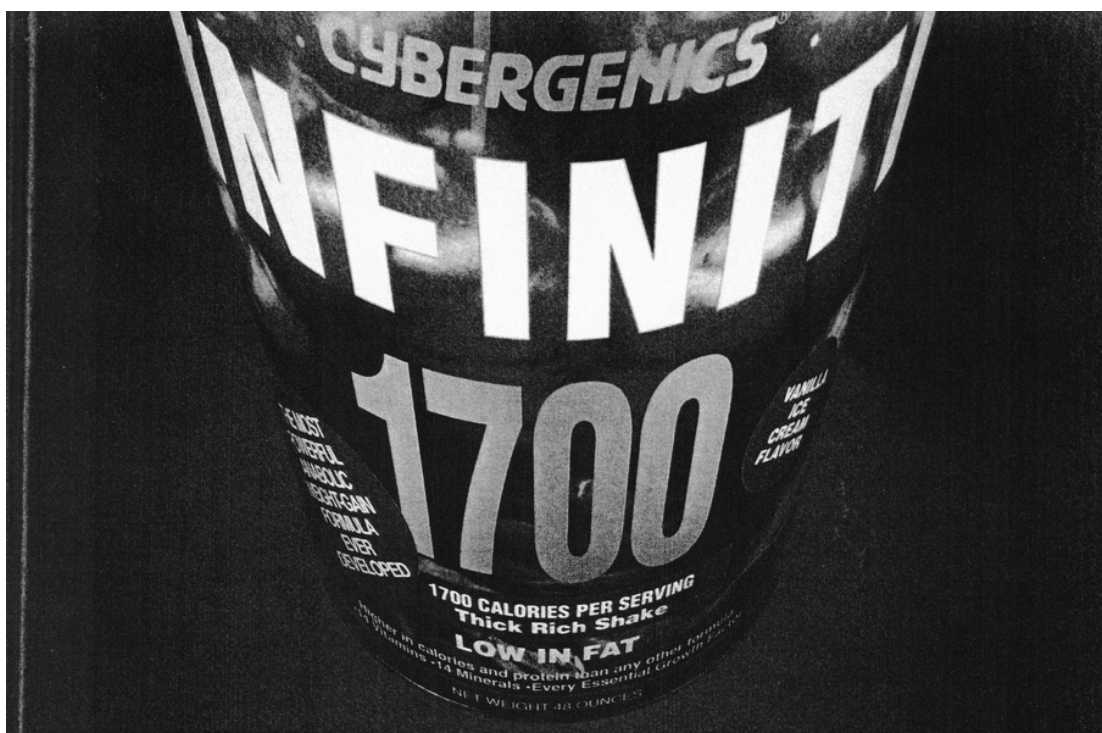
DYNAMIC MUSCLE BUILDER.™
NOTHING BEATS SCIENCE.

Available at
Weider *Key Retailers*
GNC
GENERAL NUTRITION CENTERS and other fine health food and sporting goods stores throughout the U.S.A. and Canada.

As with all supplements, use of this product will not promote faster or greater muscular gains. This product is, however, a nutritious low-fat food supplement which, like other foods, provides nutritional support for weight training athletes.

To order by phone call TOLL FREE 1-800-423-5713 in CT 203-250-1901. In Canada contact Weider Institute, 2875 Bates Road, Montreal, PQ H3S1B7

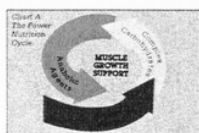
Appendix Figure A9 Advertisement no. 9



CYBERGENICS® INTRODUCES THE MOST POWERFUL WEIGHT-GAIN FORMULA EVER DEVELOPED!!!

INFINITI™ attacks growth from every conceivable angle and uses every growth element available. It is the biggest, best and most powerful mega-weight gainer ever developed. Here's why:

- INFINITI's™ 1700 calorie serving is the highest calorie content per serving of any weight gain formula in the world.
- INFINITI™ has the highest protein per serving.



Developed by the Cybergenics Research Team, the Power Nutrition Cycle demonstrates how the body absorbs and utilizes INFINITI for muscle growth support.

- INFINITI™ has more vitamins and minerals.
- INFINITI™ is the only MEGA-WEIGHT GAINER to contain all of the essential growth factors and catalysts as recommended by the National Research Council.
- INFINITI's™ VANILLA ICE CREAM/DOUBLE CHOCOLATE FLAVORS are the best tasting, richest flavors on the market.
- INFINITI™ is extremely low in fat.
- INFINITI™ contains potent superfood factors, and Cybergenics exclusive EGB™ (Explosive Growth Blend) which contains important growth nutrients.
- INFINITI™ is highest in energy producing complex carbohydrates.

- INFINITI™ contains chromium picolinate which supplies a bioavailable source of chromium needed for the metabolism of amino acids and carbohydrates. No other weight gainer in the world can offer as much power as CYBERGENICS® INFINITI™. Use it and get huge—real fast.

FOR IMMEDIATE SERVICE CALL 1-800-635-8970.

IN CANADA CALL: 1-908-477-4880

Available At:

NATURAL
NUTRITION
STORES

GNC
NATURE FOOD CENTERS

Great Earth
6/92-MUFT-INF

AND FINER HEALTH FOOD STORES EVERYWHERE

CYBERGENICS®
PERFORMANCE NUTRITION SYSTEMS

© 1991 L&S RESEARCH CORP. U.S. - 35 Beaverson Blvd., Bldg. 8, Suite A, Brick NJ 08723, (908) 477-4880, U.K. - 16 Bolton St., London, England W1Y 7PA 071 493-7085

Appendix Figure A10 Advertisement no. 10

Now you can take it with you.

Shakes are a great way to supplement your training diet. Loaded with nutrients, refreshing and delicious. But sometimes, you just can't mix one up when you need one. That's where Joe Weider's Signature Line Chewables come in. They're packed with nutrition and taste great, like your favorite shake, but twice as convenient.

These power-packed wafers are meant to travel. Pack them in your gym bag for an energizing boost. Carry them in your car. Keep them at your desk. With Weider chewables, you'll always have the extra nutrition your training demands right at your finger tips.

There are chewable formulas of your favorite Weider products — Dynamic Muscle Builder, Dynamic Weight Gainer, Big, Dynamic Body Shaper and Carbo Energizer, as well as Branched Chain Amino Acids, Amino Assets, Energy and Restore chewables.

Fuel your specific nutritional demands, any place, with Joe Weider's Signature Line Chewables.

Available at
GNC GENERAL NUTRITION CENTERS
NUTRITION WORLD **Mature Food Centres**
gymees
and other fine health food and sporting goods stores throughout the US and Canada or call toll-free 1-800-423-5713 (In CT 203-250-1901).

CARBO ENERGIZER CHEWABLES
Delicious take-along tablets for that burst of extra energy.
ORANGE FLAVOR
CONTAINS 225 TABLETS, NET WT. 10.6 OZ.

DYNAMIC MUSCLE BUILDER CHEWABLES
Delicious take-along tablets for a high quality protein source!
FRENCH VANILLA MALT
CONTAINS 225 TABLETS, NET WT. 10.6 OZ.

AMINO ASSETS CHEWABLES
Delicious take-along tablets for amino acid source!
NATURAL VANILLA FLAVOR
CONTAINS 225 TABLETS, NET WT. 10.6 OZ.

As with all supplements, use of this product will not promote faster or greater muscular gains. This product is, however, a nutritious low-fat food supplement which, like other foods, provides nutritional support for weight training athletes.

Appendix Figure A11 Advertisement no. 11



**WITH 68
ESSENTIAL MINERALS,
TRACE ELEMENTS,
AND VITAMINS!**

Available at **GNC** **NUTRITION WORLD** **Nature Food Centres** **VITAMIN QUOTA**
and other health food and sporting good stores
throughout the U.S. and Canada.

THE POWER OF THE EARTH



WITH NEW MEGABOLIC™ MULTI-POWER PAKS, IT'S YOURS FOR THE TAKING:

If you could find the world's richest soil, untouched for ages, and dig your hands deep into it, you'd bring up a bounty of the purest minerals and trace elements the earth has to offer. Alone, however, you can't accomplish this and most supplement makers don't want to invest the effort. Joe Weider found natural ingredients from parts of the world where uncontaminated minerals still exist because he cares enough to bring you only the best—Megabolic.

CAN HELP RESTORE YOUR DIET'S NUTRITIONAL POWER:

The pure minerals in Megabolic act as sparkplugs for your body's metabolism and recuperative powers. They are the same nutrients that have nourished and strengthened humankind for countless centuries. With the raw nutritional power of the earth in each tablet, Megabolic can revitalize your training diet, putting back the essential minerals and trace elements that processing and mass production farming techniques have taken out of your foods.

YOUR SUCCESS DEPENDS ON THESE NUTRIENTS:

Every biochemical reaction in your body, every metabolic process, every muscle contraction, every ounce of energy *depends* on an adequate supply of minerals, trace elements, and vitamins. Megabolic has them!

Don't wait for fatigue, injury, or loss of muscle size and strength to signal that you've developed a deficiency. Be smart and do what the superstars do to mineralize their bodies—get Megabolic today.

weider® 615 W. Johnson Ave. #3, Cheshire, CT 06410

☐ YES! I want to put bodybuilding vitamins and minerals back into my diet with MEGABOLIC!

Qty. _____ Megabolic Multi-Power Paks (MBMP) \$19.98
(Please include \$1.50 postage & handling. California residents add sales tax.)

Name _____

Address _____

City _____ State _____ Zip _____

Payment enclosed ☐ Charge my VISA ☐ MasterCard ☐

American Exp. ☐ Carte Blanche ☐ Diners Club ☐

No. _____

Exp. _____ Signature _____

CREDIT CARD ORDERS, CALL TOLL-FREE 1-800-423-5713

In Connecticut, call 1-203-250-1901

In Canada: Weider Institute, 2875 Bales Rd., Montreal PQ. H3S 1B7 MF53

Megabolic is available as the product "SUPABOLIC" in Europe.

FREE: "MEGABOOK" NUTRITION & WORKOUT GUIDE!

Appendix Figure A12 Advertisement no. 12

WEIDER®
America's
Total
Fitness
Company™

ANABOLIC™

"I ran out of ANABOLIC mega-paks once. It was late and all the stores were closed. My folks thought I was crazy for getting upset about missing my daily pak, but I guess a precise supplementation program is something only a bodybuilder can really appreciate.

"But I feel lousy when I miss a workout, or miss taking ANABOLIC. I know my shot at the Mr. Olympia title depends on a lot of hard training, along with free-form and branched-chain amino acids, vitamins, minerals and biocatalysts. And not just anybody's paks will do. They've got to be Joe Weider's. He has over 45 years of experience in feeding the champions. I'll never switch to one of the other amino acid mega-paks.

"Maybe it is crazy, but I believe that dedication to wholesome but potent nutritional products and workout techniques is what it takes to be the best."

Rich Gaspari

MEGA-PAKS

THE WEIDER PLAN FOR USE OF YOUR ANABOLIC MEGA-PAKS

JOE WEIDER'S
FOOD OF THE CHAMPIONS
ALL NATURAL
FREE-FORM & BRANCHED CHAIN AMINO ACIDS!
ANABOLIC
MEGA PAKS
A Natural Formula Of Amino Acids And Biocatalysts
You Can Live And Excel With
30 DAY SUPPLY

WANT TO BE THE BEST? THEN MAKE YOUR MOVE TODAY!
AVAILABLE IN A 30-DAY SUPPLY \$24.95 (ANMP) PLUS TAX AND SHIPPING.
CALL TOLL-FREE 1-800-423-5713 (IN CALIFORNIA, CALL 1-800-382-3399)
IN CANADA CONTACT: 2875 BATES RD. MONTREAL P.Q. H3S1B7

AVAILABLE AT YOUR LOCAL HEALTH FOOD OR SPORTING GOODS STORE.

Appendix Figure A13 Advertisement no. 13

THINK OF IT AS YOUR PERSONAL COACH IN A BOX.

Wouldn't it be great if you could afford to hire an expert to help you make your body better, harder, stronger? Well, in a way you can. Because now there's the Joe Weider Dynamic Muscle Builder Kit. It has everything you need to start on a complete training program.

The Weider Bodybuilding System

More than just another exercise book, these programs give you a comprehensive, step-by-step plan to help you attain your training goals. These are the same basic principles that athletes in baseball, football, track and other sports have used for years to achieve success.

In addition to the 112 page illustrated book, you get six giant exercise charts and three anatomy charts, showing you how muscles work and which exercises best work which set of muscles.

Solid Nutrition is Part of the Plan.

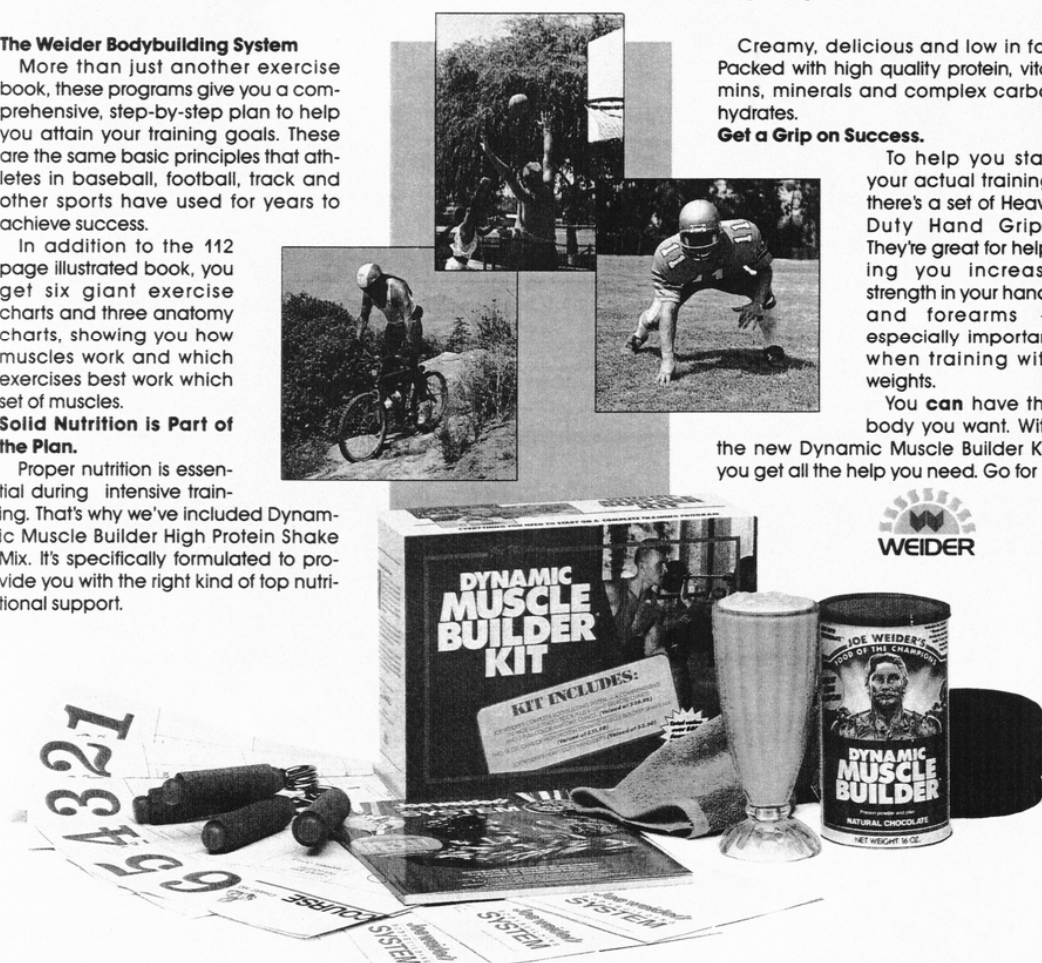
Proper nutrition is essential during intensive training. That's why we've included Dynamic Muscle Builder High Protein Shake Mix. It's specifically formulated to provide you with the right kind of top nutritional support.

Creamy, delicious and low in fat. Packed with high quality protein, vitamins, minerals and complex carbohydrates.

Get a Grip on Success.

To help you start your actual training, there's a set of Heavy Duty Hand Grips. They're great for helping you increase strength in your hands and forearms — especially important when training with weights.

You **can** have the body you want. With the new Dynamic Muscle Builder Kit, you get all the help you need. Go for it!



To order by phone call TOLL FREE 1-800-423-5713 in CT 203-250-1901. In Canada contact Weider Institute, 2875 Bates Road, Montreal, PQ H3S1B7

As with all supplements, use of this product will not promote faster or greater muscular gains. This product is, however, a nutritious low-fat food supplement which, like other foods, provides nutritional support for weight training athletes.

Appendix Figure A14 Advertisement no. 14

THINK HEAVY

Get it Easy

Sugar Free Big

This super weight gain formula provides you with the ultra nutrition you want to help you in your quest to get BIG! Without sucrose to fill you full of empty, energy-draining calories. Low in fat and sodium too. Includes the Joe Weider Big Diet and Exercise Plan.

56 oz. Chocolate (BGC2) or Vanilla (BVG2) \$24.99
Include \$2.50 per cannister for shipping and handling

Dynamic Weight Gainer

Packed with the protein, carbohydrates, vitamins, minerals and calories you want to help you pack on the weight without the fat or sodium. Comes with Joe Weider's comprehensive "Pack It On" plan.

64 oz. Chocolate (JWCL), Vanilla (JWVL) or new Peanut Butter (JWPL) \$24.99
Include \$2.50 per cannister for shipping and handling

Crash Weight Gaining Formula

Weider's original formula is great for young athletes and athletes just starting a weight-gaining program. Naturally sweetened with fructose and packed with protein and energizing carbohydrates. Economically priced and tastes good too.

64 oz. Chocolate (FOC) or vanilla (FOV) \$12.99
Include \$2.50 per cannister for shipping and handling

To order, clip this coupon or call our toll-free number. To order other Weider products, refer to the Quick Pick order form on pgs. 227 and 228.

CODE	DESCRIPTION	QTY.	PRICE EA.	POSTAGE	TOTAL	Name
						Address
						City
						State Zip
						Phone #
						Payment enclosed <input type="checkbox"/>
						Charge my VISA <input type="checkbox"/> MC <input type="checkbox"/> Amer. Exp. <input type="checkbox"/>
						No. Exp.
						Signature

In Canada contact Weider Institute.
2875 Bates Road, Montreal, PQ H3S1B7

*Rates vary from different shipping locations. Please call for your rate.
For additional product information, or credit card orders.
Call TOLL FREE 1-800-423-5713 in CT. Call 203-250-1901
or Fax your order: 203-250-9740

615 W. Johnson, #3, Cheshire, CT 06410

MF68

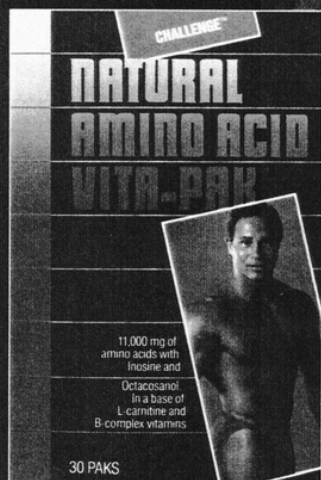
Appendix Figure A15 Advertisement no. 15

Take the challenge to build a better body!

To build it...to mold it...to make your body rock hard and chiseled takes training, plus the help of a premium nutritional fuel. General Nutrition's Challenge Natural Amino Acid Vita-Pak delivers that fuel. With 11,000 mgs of naturally occurring aminos in a handy pack, you get all the building blocks to help you create your ultimate body. Challenge Natural Amino Acid Vita-Pak, fortified with Inosine and Octacosanol is the quality vita pak at a no nonsense price. You can pay more ...but you can't buy a better value or quality. Challenge Natural Amino Acid Vita-Pak...it's your money, take the challenge... build it better and save!

\$27.99 30 Paks

Save **\$13.99**...
buy two for only **\$41.99!**



#352511

GNC
GENERAL NUTRITION CENTERS

Call 1-800-477-4462 for the location near you.

Appendix Figure A16 Advertisement no. 16

We make our Enhanced Herbs™ work *harder* because you do.

All that extra performance you demand from yourself may be great for the psyche. But consider the toll it can take on your body.

Don't worry. We've created a system of herbal formulas designed for people like you. We call them Schiff Enhanced Herbs™, and they're unlike any other herbal products you may have tried.

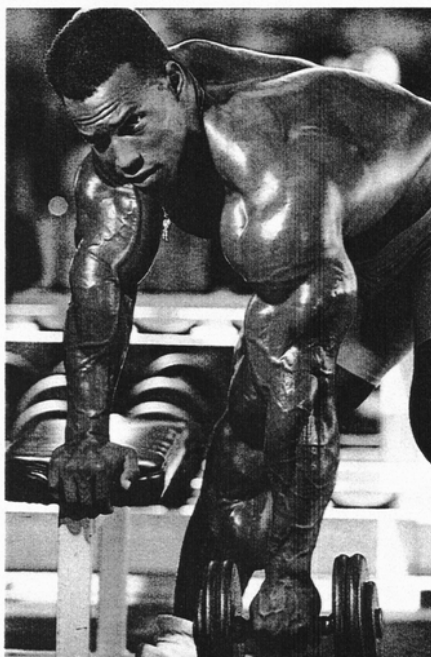
In the first place,



Schiff's Enhanced Herbs are a giant

step forward in herbal technology.

Each formula starts with the finest standardized potency herb, then combines it with vitamins, minerals, herbal concentrates



and other natural ingredients.

The result is a synergistic effect that actually enhances the activity of the master herb. That means each Enhanced Herb actually works harder because it isn't working alone.

In eight varieties, blister-packed for extra freshness and potency: Siberian Ginseng, Echinacea, Ginkgo Biloba, Milk Thistle, Pygeum, Goldenseal, Bilberry and Valerian.

If we seem to demand a little extra from our Enhanced Herbs, it's because you demand extra from yourself. That's why nothing works like Schiff. Look for Schiff Enhanced Herbs wherever

finer health products are sold.

For more information call toll-free 1-800-526-6251.

Or write, Schiff Products, Inc.



1911 South 3850 West,
Salt Lake City, UT 84104.



Nothing works like Schiff.™

Appendix Figure A17 Advertisement no. 17



HOW SWEET IT ISN'T.

Ugly, isn't it. Sure it is. We did it to drive home one important difference between Cytobars and many other leading energy bars. Now don't get us wrong. Cytobars are still sweet and tasty, but they are made in an innovative way without using sugar syrups.

The fact is, many of the common energy bars use simple sugar syrups as their first or second ingredient. In many cases, close to 50% of their bar is syrup! Read their label. If you're like most of us you'll be surprised that they would do this to an exercise bar. And whether they glamorize it by calling it fruit syrup or high fructose syrup (typical high fructose corn syrup is over half dextrose!) we still wouldn't want to pay a buck-and-a-half for it, or eat it when we need stable energy for training or events.

Since when is sugar, like dextrose, optimal nutrition? Since never, that's when. Dextrose will pick you up now, but it may drop you hard later.



Carbohydrates: 42 grams
Protein: 12 grams
Conventional Fat: 0.5 grams
Fat as MCT's: 1.5 grams*

* Energy that cannot become Bodyfat

Why then are these syrups the first ingredient in so many bars? As far as we can tell, the primary reason is processing convenience, pure and simple. That's right. Your exercise nutrition is determined by processing convenience. How does that feel? It doesn't feel good to us.

That's why Cytobar™ is made in an innovative new way that does not require syrup for processing. In a common energy bar syrup is necessary to form the structure. They heat the syrup so it gets thin, then they blend in all the other ingredients and let it cool and it sets up. Cytobar is different. Our bar is made by cooking complex carbohydrates, flours and starches, you know, just like the food you eat!

So the next time you're looking for energy bars, give us a try. We've worked real hard to make sure you'll like it and your muscles will like it too. Cytobar has lots of other unique features. Give us a call at the 800 number below and we'll tell you about it, one-on-one. We're the guys at Champion.

CHAMPION NUTRITION
Cytobar™

GNC
GENERAL NUTRITION CENTERS NATURE FOOD CENTRES

1-800-225-4831
2615 Stanwell Dr., Concord, CA 94520



From the makers of Cytomax. Available in Fresh Apple, Tropical Fruit and Citrus Citrus.

© 1993, Champion Nutrition

Appendix Figure A18 Advertisement no. 18

Appendix B

Health Supplement Advertising of Muscle Building Products Printed in Health and
Fitness Magazines Distributed in Thailand in the Early 2000's with
Move-Step Marked

Move 1

Step b

Step a

THE BUILDING BOX™

Move 2
Step a

Move 3
Step c

Inside the Box you'll find seven formulas, each created to give you specific unparalleled gains in body development, strength and endurance. Each blended to maximum strength and specially selected for its ergogenic performance. Placed together for the first time in **The Building Box™**, they form a formidable body building program.

hat brings all components of your workout program together, to work toward one goal—to help you attain the level of performance that turns athletes into legends. We

know of no other program so complete that it requires no additional supplements, so natural that it is totally safe and healthy, yet so powerful that it can assist your body in attaining previously unattainable levels of strength, definition and

performance. This program is so complete, so results-getting, it could only have been developed by **DASH**, the leading team in sports nutrition. Yet, at just \$129.95 for a 60-day supply, it's priced well below other less effective products on the market.

Open **The Building Box™**. Find the body of a champion waiting inside.

THE BUILDING BOX™ A 60-day supply just \$129.95
(Please include \$3 shipping & handling. Alabama residents add 4% sales tax.)

Name _____
Address _____
City _____ State _____ Zip _____
Payment Enclosed _____ Charge my _____ VISA _____ MasterCard _____
Credit card orders call toll free 1 800 367-9599 In Alabama 1 800 345-1868

Move 4
Step a

Appendix Figure B1 Advertisement no. 1

Step a

HIGH ENERGY BREAKTHROUGH!

Step b

Introducing Joe Weider's BREAKTHROUGH™ the new isotonic thirst-quencher that cools you down, fuels you up, and

Move 1

exceeds the requirements set by the college of all natural or chemical. BREAKTHROUGH™ what you want—quick, long-lasting energy, real thirst-quenching power, and super-delicious taste! Let BREAKTHROUGH help you perform at your peak.

SPORT BOTTLE INCLUDED
Also available in ready-to-drink liquid—16 oz., 32 oz., and 64 oz. sizes.

Move 2
Step a

BREAKTHROUGH™ provides fluids to keep your body cool, minerals to help replace those lost in sweat, and more energy fuel than the leading sports drinks. And its carbohydrate blend gives you sustained energy, without a rapid rise and fall in your blood sugar level.

GREAT TASTING FRESH LEMON & TANGY TANGERINE!

Move 3
Step c

Brought to you by Joe Weider, Trainer of Champions Since 1956,™ so you know it's great. In fact, BREAKTHROUGH's formula

Move 4
Step a

WEIDER
America's Total Fitness Company™

AVAILABLE AT HEALTH FOOD & SPORTING GOODS STORES THROUGHOUT THE U.S. & CANADA

Appendix Figure B2 Advertisement no. 2

PURE POWER!

GET IT WITH LOW-FAT, SUGAR-FREE 90-PLUS™ PROTEIN

I've learned a lot about nutrition in the twenty years I've been training, competing, and winning. What's the first rule? That only a pure, balanced protein, with all the essential amino acids, has the power your hard-working body needs.

MADE WITH WHOLESOME MILK AND EGGS

That's why I switched to Joe Weider's new Sugar-Free 90-PLUS™ formula the minute it was available. The 90-PLUS begins with a healthy base of highest quality milk and egg protein. *No soy is used*, so you know 90-PLUS is the purest, most complete protein powder.

FORTIFIED WITH FREE-FORM AMINO ACIDS

Then comes a booster of free-form and branched-chain amino acids (protein's final form before easier assimilation).

STRENGTHENED BY VITAMINS AND MINERALS

Joe added the essential nutrients you need so you can pack on muscle: *calcium* for strong bones and dynamic muscle contractions, *potassium* to help stimulate nerve impulses, *vitamin A* for healthy glands, and *vitamin C* to help strengthen connective tissues, just to name a few. And the *digestive enzymes* and dietary *fiber* in 90-PLUS help these vitamins and minerals do their jobs—through the last rep of your workout and beyond!

SPECIAL LOW-FAT, NO-SUGAR FORMULA

With 90-PLUS, you get it, and nothing else. It won't contribute to weight gain in the way of extra calories. It's just the way of working hard—*and I know too much*—to settle for sugary proteins or sugar-free powders that lack 90-PLUS' extra features. So don't just train, train *smart* like I do. Include a glassful of 90-PLUS in your daily bodybuilding routine. It has good nutrition for hard workouts and faster recuperation afterwards.

Frank Zane
Three-time Mr. Olympia

weider®
2677 El Presidio, Carson, CA 90810

YES! I want pure power for my body!

☐ 40 oz. 90-PLUS (JWGB)\$24.00
☐ 16 oz. 90-PLUS (JWG4)\$10.98
(Plus \$2.50/40 oz. or \$1.50/16 oz. per can for shipping & handling. Calif. residents add sales tax.)

Name _____

City _____ State _____ Zip _____

☐ Payment enclosed ☐ Charge my ☐ MasterCard ☐ American Exp. ☐ Diners Club ☐ Carte Blanche

No. _____

Exp. _____ Signature _____

Credit card orders, call TOLL-FREE 1-800-423-5713 (In California, call 1-800-382-3399)
In Canada: WEIDER INSTITUTE, 2875 Bates Rd., Montreal PQ, H3S 1B7

AVAILABLE AT YOUR LOCAL HEALTH FOOD STORE

Now with free recipe guide for delicious exciting shakes!

Move 1

Step b

Move 2
Step b

Step a

Step c

Move 3

Step b

Move 4
Step a

Appendix Figure B3 Advertisement no. 3

**GAIN MUSCLE
LOSE FAT.**
At the Same Time!

**Move 2
Step b**

To gain muscle fast you need over 4000 calories a day. Of course that might make you fat. Now you need to lose that fat on less than 2000 calories a day. Then you lose some of your hard-earned muscle. Two steps forward, one step back. This compromise has been the dilemma of almost every serious athlete until now.

Step a

In a landmark University study, athletes eating 3600 calories of regular food plus 600 calories of Metabolol lost 12% of their total body fat in only six weeks. **They lost fat on 4200 calories a day!**

By contrast, another group ate 3600 calories of the same food and trained the same. After six weeks and 600 fewer calories a day, this group gained 5% more body fat. How can you get fatter on less calories? Simple. This group did not get

Step c

That's part of what we call **The Science of Metabolic Optimization: Making Your Metabolism Work Better.** This concept was originated at Champion Nutrition over 5 years ago and we've been refining it ever since. That's what keeps Metabolol the number one Metabolic Optimizer in America. Nothing is more powerful at building muscle without fat. If you're serious about training, you should be training with Metabolol.

Move 3

**Move 4
Step a**

**LESS CALORIES
= MORE FAT?**

Metabolol! Which may explain what over 300,000 serious athletes have already discovered: **Training with Metabolol helps target calories toward muscle-growth and recuperation instead of fat.**

**Move 1
Step a**

METABOLOL
Still the first...

Champion Nutrition
2615 Stanwell Drive, Concord, CA 94520 • 1-800-225-4831

Available at Champion Nutrition Centers and other Fine Stores
GNC
© 1997 CHAMPION NUTRITION, INC.

Appendix Figure B4 Advertisement no. 4

MUSCLE STUFF

Feel the Power

When a world champion bodybuilder like Albert Beckles gets excited about a new product, you can bet it's the best available.

But Muscle Stuff™, from Vitalife Sport Products, even took this legendary winner by surprise!

The most powerful bodybuilding supplement ever available to the public, Muscle Stuff™ packs everything you need to support bold, rippling muscles into one easy application.

Performance, endurance, strength, energy, and minerals in amounts no other product comes close to.

And the balanced Muscle Stuff™ formula gives you this with no increase in fat.

Pure 100% natural raw materials, like all Vitalife Sport Products. World champions like Albert Beckles know there are no shortcuts to quality. To be your best, you've got to give your body the best training, best nutrition, and the best nutritional supplement.

Muscle Stuff™ is causing a new revolution in bodybuilding. Your dedicated training routine can reach peak performance. Rapid muscle growth and powerful strength increases—that's what it's all about.

For living legends like Albert Beckles with a long list of world titles to his credit or for men and women anywhere who want long lasting performance. Muscle Stuff™—it's the stuff that champions use. For more information and a free catalog call toll free **1-800-247-6263**.

Albert Beckles
Two Time Mr. Universe
Two Time Mr. World
Member of Bodybuilding Hall of Fame

GNC
GENERAL NUTRITION CENTERS
Available at select GNC and other fine health food stores.

FOR A FREE CATALOG CALL 1-800-247-6263

Please send me Muscle Stuff right away!

Available in two sizes:

☐ 1 lb. \$24.95 (plus \$4.00 postage and handling)

☐ 3 lb. \$45.95 + 2 oz. FREE (plus \$4.00 postage and handling)

Available in three delicious flavors:

☐ Chocolate ☐ Vanilla ☐ Banana

☐ Check ☐ Money Order \$ _____ Total

☐ MasterCard ☐ Visa

Card Number _____

Expiration Date _____

ORDER TOLL FREE 1-800-247-6263

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

In Europe contact: Vitalife, P.O. Box 184
6100 AD Echt, Holland Tel: 04754-83467

Vitalife
SPORT PRODUCTS
P.O. Box 184
Marlboro, NJ 07746
1-908-972-2220

DEALER INQUIRIES WELCOME

Appendix Figure B5 Advertisement no. 5

Move 1
Step a

Move 2
Step b

Move 3
Step c

Move 4

Step a

Step b

VICTORY POWDERS!

Weider Victory powders capitalize on the latest scientific breakthroughs to create the best powders we've ever made. VICTORY MASS is a high-quality protein that combines boron, chromium, gamma oryzanol, complex carbohydrates and many more elements to support mass-building workouts. VICTORY POWER has protein, branched-chain amino acids, the important substances carnosine and inosine, and additional nutrients for workouts. VICTORY CUTS is a protein and branched-chain amino acids, plus fiber to control hunger. You also get medium-chain triglycerides, Krebs cycle metabolites, and low glycemic index carbs to supply energy fuel and help stabilize blood sugar levels. VICTORY ENERGY offers the boost you need for a long, hard workout — with glucose polymers, electrolytes, and Krebs cycle metabolites. It will help replenish your protein and carbohydrate stores for your next battle with the iron. Each high-quality formula is fortified with essential vitamins, minerals, trace elements, and other cofactors. They're specifically created to meet your needs for strength, or ripped to the bone.

...the new Victory Powders. No tricks. Just state-of-the-art science nutrition to give you the most potent powders we've ever made. In flavors you'll love. Go ahead, compare us to the rest. We dare you.

...with all supplements, use of this product will not promote faster or greater muscular gains. This product is, however, a nutritious low-fat food supplement which, like other foods, provides nutritional support for weight training athletes.

ACCEPT NO SUBSTITUTES. THERE ARE NONE!

To order contact: Weider Health & Fitness
Johnson Ave., #3
CT 06410

(VCS) <input type="checkbox"/> chocolate (VCCS)	\$12.96
(VCS) <input type="checkbox"/> chocolate (VMCS)	\$12.96
ENERGY 16 oz. vanilla (VPHS) <input type="checkbox"/> chocolate (VPCS)	\$14.96
ENERGY 16 oz. natural orange flavor (VLEN)	\$ 9.99

Please include \$2.00 shipping and handling for each can.
(A residents add 6.5% sales tax.)

Payment enclosed ☐ charge my VISA ☐ MC ☐ AMEX ☐ DINER'S

Signature _____ exp. _____

(Or you may call toll free (800) 423-5713 (in CT 203-250-1901). In Canada, contact Weider Institute, 2875 Bates Road, Montreal, PQ H3S 1B7

Appendix Figure B6 Advertisement no. 6

You already know what researchers in the field of sports nutrition are emphatically stressing: there is a rapid breakdown of amino acids when you train intensely. While amino acids supplements can offer an alternative, they are not created equal. Why?

...essential, branched chain and glucogenic amino acids determines how well a supplement will help satisfy your body's needs while training for victory. Don't be fooled by a large number of milligrams. If it doesn't have what you need, more is not better.

our body's amino acid demands fluctuate according to the activity of biochemical pathways. What stimulates these pathways? Training! That means your body will absorb, breakdown and utilize specific amino acids according to its demands. The branched chain amino acids Leucine, isoleucine and Valine are metabolized at a tremendous rate during and directly after training. These amino acids are important that the body...

TAKE YOUR NEXT STEPS TO VICTORY

MASS AMINOS 5000
A balanced blend of free form essential and branched chain amino acids to give your diet an extra measure of assurance of being complete. 50 capsules.

RESTORE AMINOS 10/30
A 10,000 mg., 30% branched chain, encapsulated formula. Packed with the amino acids most utilized during periods of intense training. Help your body replenish its supply of branched chain and other essential amino acids after training with this concentrated new formula! Isn't that what recovery is all about? We give you our best, so give us yours. Two capsules.

ALL AMINO ACID SUPPLEMENTS ARE NOT CREATED EQUAL

As with all supplements, use of this product will not produce faster or greater muscular gains. This product is, however, a nutritious low-fat food supplement which, like carbohydrates, provides nutritional support for weight training athletes.

WEIDER
GENERAL NUTRITION EDITORS

GNC
Available at the above and other fine food stores.

NUTRITION WORLD
d stores

Move 1

Move 2
Step a

Move 3
Step c

Move 4

Step a

Step b

Step c

Step a

Step b

Step c

Appendix Figure B7 Advertisement no. 7

CYBERGENICS[®]
PHASE I[™]

Move 1
Step a

BEFORE

AFTER

Move 2
Step b

Six months ago when we introduced Cybergenics Phase I we could have never even imagined the response we'd get. Literally thousands of letters, before & after photos and telephone calls poured in; all telling the same story—phenomenal success. Health food stores and gyms sold out of stock during the first week. And bodybuilders in Japan, Europe and Canada have paid as much as \$400.00 per kit, because of the tremendous demand. Never in the history of modern bodybuilding has a new product been met with such unprecedented enthusiasm and praise.

ANABOLIC MUSCLE BUILDING CYCLE

Each Cybergenics Phase I Kit contains a Manual, Chart, Stopwatch, Syringe, and five synergistic supplements.

Move 4

Step a

Step c

Please rush me a Phase I Kit at \$79.95.

L&S Research Corporation
 100 Stevenson Blvd., Suite A
 Paramus, New Jersey 07652

City _____ State _____ Zip _____

☐ Check ☐ MO Enclosed ☐ Visa ☐ MC

Card No. _____ Exp. Date _____

Signature _____

Move 3

Step a

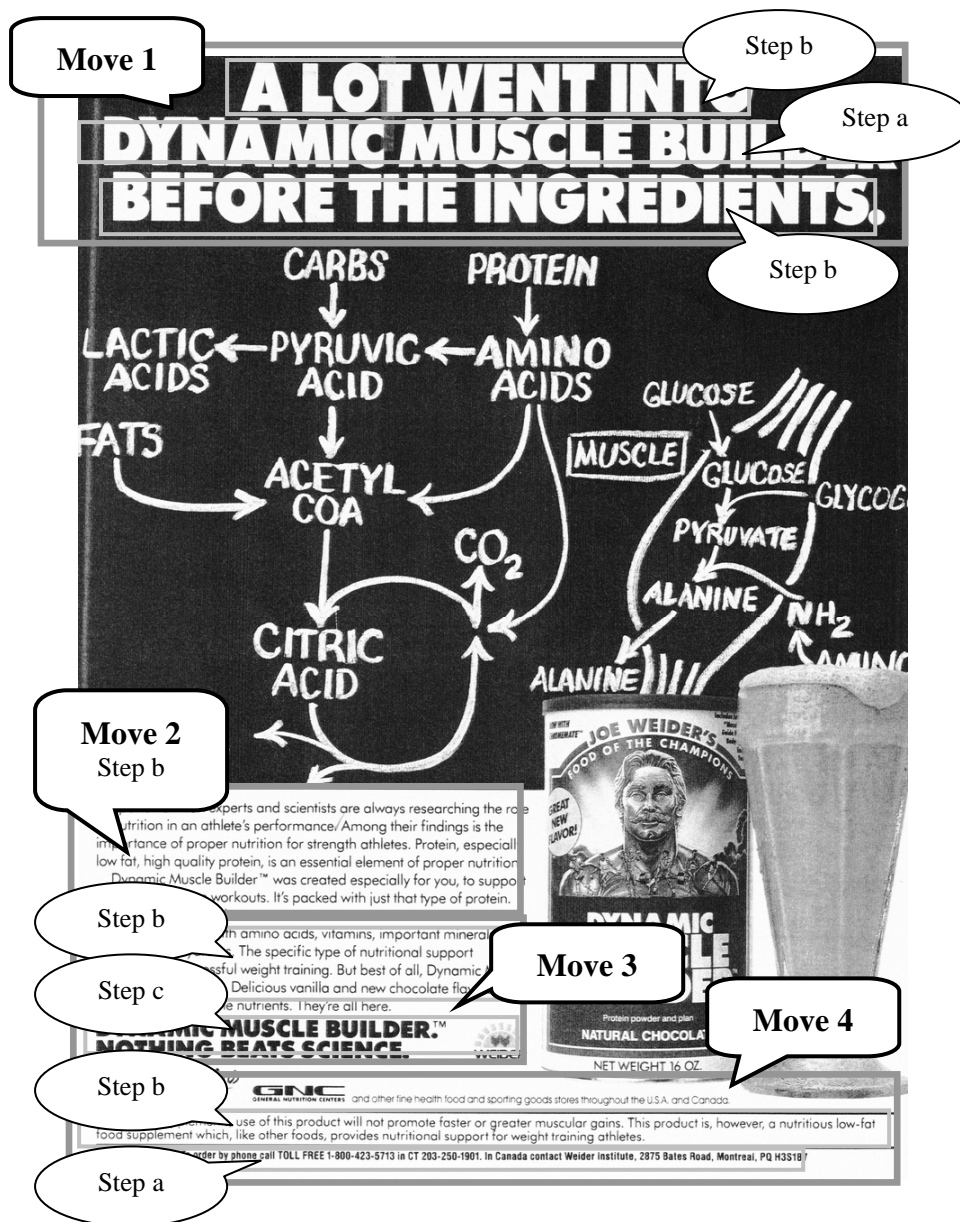
Step b

credible scientific breakthrough is an unprecedented research effort, studying the

L&S Research Corporation, Suite A, 35

London, England W11 7PA, 071 493 7095

Appendix Figure B8 Advertisement no. 8



Appendix Figure B9 Advertisement no. 9

Move 1
Step a

Move 2
Step a

CYBERGENICS® INTRODUCES THE MOST POWERFUL WEIGHT-GAIN FORMULA EVER DEVELOPED!!!

conceivable angle and uses every growth element available. It is the biggest, best and most powerful mega-weight gainer ever developed. Here's why:

- INFINITI's™ 1700 calorie serving is the highest calorie content per serving of any weight gain formula in the world.
- INFINITI™ has the highest protein per serving.

Developed by the Cybergenerics Research Institute, the Power Nutrition Cycle demonstrates the body also and utilizes infini: for maximum growth support.

minerals.

- INFINITI™ is the only MEGA-WEIGHT GAINER to contain all of the essential catalysts as National Res.
- INFINITI's™ DOUBLE CH are the best on the market.
- INFINITI™ is extremely low in fat.
- INFINITI™ contains potent superfood factors, and Cybergenerics exclusive EGB™ (Explosive Growth Blend) which contains important growth

picolinate which supplies a bioavailable source of chromium needed for the metabolism of amino acids and carbohydrates. Other weight gainer in the and can offer as much power as CYBERGENICS® INFINITI™. Use it get huge—real fast.

IMMEDIATE SERVICE CALL
1-800-635-8970.
IN CANADA CALL: 1-908-477-4880
Available At:

NATURAL NUTRITION SYSTEMS
ONE OF THE CENTRE
Great Earth
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AND FINER HEALTH FOOD STORES EVERYWHERE
CYBERGENICS
PERFORMANCE NUTRITION SYSTEMS

1991 L&S RESEARCH CORP. U.S. - 35 Beaverson B
74880, U.K. - 16 Bolton St., London, England W1Y 7PA 071 4937063

Move 3
Step b

Move 4
Step a

Appendix Figure B10 Advertisement no. 10

Now you can take it with you.

Move 2
Step a

Move 3
Step c

WEIDER

Shakes are a great way to supplement your training diet. Loaded with nutrients, refreshing and delicious. But sometimes, you just can't mix one up when you need one. That's where Joe Weider's Signature Line Chewables come in. They're packed with nutrition and taste great, like your favorite shake, but twice as convenient.

These power-packed wafers are meant to travel. Pack them in your gym bag for an energizing boost. Carry them in your car. Keep them at your desk. With Weider chewables, you'll always have the extra nutrition your training demands right at your finger tips.

There are chewable formulas of your favorite Weider products — Dynamic Muscle Builder, Dynamic Weight Gainer, Big, Dynamic Body Shaper and Carbo Energizer, as well as Branched Chain Amino Acids, Amino Assets, Energy and Restore chewables.

Fuel your specific nutritional demands, any place, with Joe Weider's Signature Line Chewables.

Move 1
Step a

Step a

Move 4

Step b

Available at:
GNC
GENERAL NUTRITION CENTERS
Nature Food Centre
gymee
and other fine health food and sporting goods stores throughout the US and Canada or call toll-free 1-800-423-5713 ext. 202-250-1000

CARBO ENERGIZER CHEWABLES
Delicious, taste-tempting tablets for that burst of extra energy
ORANGE FLAVOR
CONTAINS 225 TABLETS, NET WT. 550 G

DYNAMIC MUSCLE BUILDER CHEWABLES
Delicious, taste-tempting tablets for that burst of extra energy
FRENCH VANILLA MALT
CONTAINS 225 TABLETS, NET WT. 550 G

AMINO ASSETS CHEWABLES
Delicious, taste-tempting tablets for that burst of extra energy
FRENCH VANILLA MALT
CONTAINS 225 TABLETS, NET WT. 550 G

As with all supplements, use of this product will not promote faster or greater muscular gains. This product is, however, a nutritious low-fat food supplement which, like other foods, provides nutritional support for weight training athletes.

Appendix Figure B11 Advertisement no. 11

Move 2
Step a

Move 1
Step a

Move 3
Step c

Move 4
Step a

THE POWER OF THE EARTH

WITH NEW MEGABOLIC™ MULTI-POWER PAKS, IT'S YOURS FOR THE TAKING:

If you could find the world's richest soil, untouched for ages, and dig your hands deep into it, you'd bring up a bounty of the purest minerals and trace elements the earth has to offer. Alone, however, you can't accomplish this and most supplement makers don't want to invest the effort. Joe Weider found natural ingredients from parts of the world where uncontaminated minerals still exist because he cares enough to bring you only the best... Megabolic.

CAN HELP RESTORE YOUR DIET'S NUTRITIONAL POWER:

Essential minerals in Megabolic act as sparkplugs for your body's recuperative powers. They are the same nutrients that strengthened humankind for countless centuries. With the power of the earth in each tablet, Megabolic can revitalize your diet, putting back the essential minerals and trace elements that mass production farming techniques have taken out.

SUCCESS DEPENDS ON THESE ELEMENTS:

Every biochemical reaction in your body, every metabolic process, every muscle contraction, every ounce of energy depends on an adequate supply of minerals, trace elements, and vitamins. Megabolic has them! Don't wait for fatigue, injury, or loss of muscle size and strength to signal that you've developed a deficiency. Be smart and do what the

weider 615 W. Johnson Ave. #3, Cheshire, CT 06410
☐ YES! I want to put bodybuilding vitamins and minerals back into my diet with Megabolic Multi-Power Paks (MBMP) \$19.98
 (Shipping & handling, California residents add sales tax.)

State _____ Zip _____
☐ Charge my VISA ☐ MasterCard ☐
☐ Carte Blanche ☐ Diners Club ☐

Signature _____
 CREDIT CARD HOLDERS CALL TOLL FREE 1-800-423-5713
 In Connecticut call 1-203-250-1901
 In Canada, Mexico, Europe, 2015 Stein Rd. Morrisville, NC 27560 MF53
 Megabolic is available as the product: SUPABOLIC

FREE: "MEGABOOK" NUTRITION & WORKOUT GUIDE

Available at **GNC** **NUTRITION WORLD** **Nature Food Centres** **Vitamin Quota**
 and other health food and sporting good stores throughout the U.S. and Canada.

Appendix Figure B12 Advertisement no. 12

WEIDER
America's
Total
Fitness
Company™

Move 1
Step a

ANABOLIC™ **MEGA-PAK**

Move 2
Step b

"I ran out of ANABOLIC mega paks once. It was late and the stores were closed. Most folks thought I was crazy, not getting upset about missing my daily pak, but I guess precise supplementation program is something only a bodybuilder can really appreciate."

Move 3
Step c

but I'm nervous when I miss a workout, or miss taking ANABOLIC. I know my shot at the Mr. Olympia title depends on a lot of things: training, along with free-form and branched-chain amino acids, vitamins, minerals and biocatalysts. And not just anybody's paks will do. They've got to be Joe Weider's. He has over 45 years of experience in feeding the champions. I'll never switch to one of the other amino acid mega-paks.

Move 4
Step a

"Maybe it is crazy, but I believe that dedication to wholesome but potent nutritional products and workout techniques is what it takes to be the best."

Rich Garza

WANT TO BE THE BEST? THEN MAKE YOUR MOVE TODAY
AVAILABLE IN A 30-DAY SUPPLY \$24.95 (ANMP) PLUS TAX AND SHIPPING
CALL TOLL-FREE 1-800-423-5713 (IN CALIFORNIA, CALL 1-800-382-3399)
IN CANADA CONTACT 2875 BATES RD. MONTREAL P.Q. H3S1B1

AVAILABLE AT YOUR LOCAL HEALTH FOOD OR SPORTING GOODS STORE

Appendix Figure B13 Advertisement no. 13

THINK OF IT AS YOUR PERSONAL COACH IN A BOX.

Wouldn't it be great if you could afford to hire an expert to help you make your body better, harder, stronger? Well, in a way you can. Because now there's the Joe Weider Dynamic Muscle Builder Kit. It has everything you need to start on a complete training program.

The Weider Bodybuilding System
More than just another exercise book, these programs give you a comprehensive, step-by-step plan to help you attain your training goals. These are the same basic principles that athletes in baseball, football, track and other sports have used for years to achieve success.

In addition to the 112 page illustrated book, you get six giant exercise charts and three anatomy charts, showing you how muscles work and which exercises best work which set of muscles.

Solid Nutrition is Part of the Plan.
Proper nutrition is essential during intensive training. That's why we've included Dynamic Muscle Builder High Protein Shake Mix. It's specifically formulated to provide you with the right kind of top nutritional support.

Creamy, delicious and low in fat. Packed with high quality protein, vitamins, minerals and complex carbohydrates. **Get a Grip**

Move 2
Step a

Move 3
Step c

You can increase strength in your hands and forearms — especially important when training with weights. You **can** have the body you want. With the new Dynamic Muscle Builder Kit, you get all the help you need. Go for it!

Move 1
Step a

Move 4

Step a

Step b

To order by phone call TOLL FREE 1-800-423-5713 in CT 203-250-1901. In Canada contact Weider Institute, 2875 Bates Road, Montreal, PQ H3S1B7

As with all supplements, use of this product will not replace a balanced diet. For gains, this product is, however, a nutritious low-fat food supplement which, like other foods, provides nutrients.

Appendix Figure B14 Advertisement no. 14

THINK HEAVY
It's Easy

Move 2
Step a

Move 3

Step c

Step b

Move 1
Step a

Move 4
Step a

JOE WEIDER'S
FOOD OF THE CHAMPIONS
SUGAR-FREE BIG
Weight gain powder
CHOCOLATE MALT FLAVOR
NET WEIGHT 56 OZ. (3.5 LBS.)

JOE WEIDER'S
FOOD OF THE CHAMPIONS
DYNAMIC WEIGHT GAINER
Delicious weight gaining powder to help you pack it on.
FRENCH VANILLA
NET WEIGHT 64 OZ. (4 LBS.)

JOE WEIDER'S
FOOD OF THE CHAMPIONS
WEIGHT GAIN
FORMULA NO. 7
NOW WITH PROTECTOL
VANILLA
Net Wt. 64 Oz. (4 lbs.)

To order, clip this coupon or call our toll-free number. To order other Weider products, refer to the Quick Reference Guide.

CODE	DESCRIPTION	QTY.	PRICE EA.	POSTAGE	TOTAL	Name
						Address
						City
						Phone #
						Charge my VISA <input type="checkbox"/>
						No.
						Signature

In Canada contact Weider Institute,
2875 Bates Road, Montreal, PQ H3S1B7

*Rates vary from different shipping locations. Please call for your rate.
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or Fax your order: 203-250-9740

SUBTOTAL
NJ sales tax 6.1%
CA sales tax 8.25%
CT sales tax 8.1%
UT sales tax 5.75%
TOTAL

Thank you for your order

615 W. Johnson #3, Cheshire, CT 06410 MF68

Appendix Figure B15 Advertisement no. 15

Take the challenge to build a better body!

To build it...to mold it...to make your body rock hard and chiseled takes training, plus the help of a premium nutritional fuel. General Nutrition's Challenge Natural Amino Acid Vita-Pak delivers that fuel. With 11,000 mgs of naturally occurring aminos in a handy pack, you get all the building blocks to help you create your ultimate body. Challenge Natural Amino Acid Vita-Pak, fortified with Inosine and Octacosanol is the quality vita pak at a no nonsense price. You can pay more ...but you can't buy a better value or quality. Challenge Natural Amino Acid Vita-Pak...it's your money, take the challenge... build it better and save!

\$27.99 30 Paks
Save **\$13.99**...
buy two for only **\$41.99!**

NATURAL AMINO ACID VITA-PAK

11,000 mg of amino acids with Inosine and Octacosanol. In a base of L-carnitine and B complex vitamins.

30 PAKS

#352511

GENERAL NUTRITION CENTERS
Call 1-800-477-4462 for the location near you.

Move 2
Step a

Move 3
Step b

Move 1
Step a

Move 4
Step a

Appendix Figure B16 Advertisement no. 16

We make our Enhanced Herbs work *harder* because you do.

All that extra performance you demand from yourself may be great for the psyche. But consider the toll it can take on your body.

Don't worry. We've created a system of herbal formulas designed for people like you. We call them Schiff Enhanced Herbs™ and they're unlike any other herbal products you may have tried.

In the first place,

Schiff's Enhanced Herbs are a giant step forward in herbal technology. Each formula starts with the finest standardized potency herb, then combines it with vitamins, minerals, herbal concentrates

blister-packed for extra freshness and potency: Siberian Ginseng, Echinacea, Ginkgo Biloba, Milk Thistle, Pygeum, Goldenseal, Bilberry and Valerian.

If we seem to demand a little extra from our Enhanced Herbs, it's because you demand extra from yourself. That's why nothing works like Schiff. Look for Schiff Enhanced Herbs wherever finer health products are sold.

For more information call toll-free 1-800-526-6851.

Or write: Schiff Products, Inc., 911 South 3850 West, Salt Lake City, UT 84104.

Nothing works like Schiff.™

Move 2 Step a

Move 3 Step c

Move 4 Step a

Move 1 Step a

Appendix Figure B17 Advertisement no. 17

Move 1
Step a

HOW SWEET IT ISN'T.

Move 2
Step a

Why then are these syrups the first ingredient in so many bars? As far as we can tell, the primary reason is processing convenience, pure and simple. That's right. Your exercise nutrition is determined by processing convenience. How does that feel? It doesn't feel good to us.

That's why CytoBar™ is made in an innovative new way that does not require processing. In a common energy bar, it's necessary to form the structure. The syrup so it gets thin, then you have to cook all the other ingredients and let it cool and it sets up. CytoBar is different. Our bar is made by cooking complex carbohydrates, flours and starches, you know, just like the food you eat!

So the next time you're looking for energy bars, give us a try. We've worked real hard to make sure you'll like it and your muscles will like it too. CytoBar has lots of other unique features. Give us a call at the 800 number below and we'll tell you about it, one-on-one. We're the guys at Champion.

Step b

Step c

Move 3

Move 4
Step a

GNC GENERAL NUTRITION CENTERS NATURE FOOD CENTRES

1-800-225-4831
2615 Stanwell Dr., Concord, CA 94520

Appendix Figure B18 Advertisement no. 18

Appendix C

Summary Occurrence of Moves and Steps in Muscle-building Supplement Product
Advertisement in the Early 1990's

Appendix Table C1 Summary Occurrence of Moves and Steps in Muscle-building Supplement Product Advertisement in the Early 1990's

Advertising No.	Move 1		Move 2		Move 3			Move 4	
	Step a	Step b	Step a	Step b	Step a	Step b	Step c	Step a	Step b
1	✓	✓	✓				✓	✓	
2	✓	✓	✓				✓	✓	
3	✓	✓		✓		✓	✓	✓	
4	✓			✓	✓		✓	✓	
5	✓	✓	✓			✓	✓	✓	✓
6	✓			✓			✓	✓	✓
7	✓	✓	✓				✓	✓	✓
8	✓			✓	✓		✓	✓	✓
9	✓	✓		✓		✓	✓	✓	✓
10	✓		✓			✓		✓	
11	✓		✓				✓	✓	✓
12	✓		✓				✓	✓	
13	✓			✓			✓	✓	
14	✓		✓				✓	✓	✓
15	✓		✓				✓	✓	
16	✓		✓					✓	
17	✓		✓				✓	✓	
18	✓		✓				✓	✓	

Appendix D

Health Supplement Advertising of Muscle Building Products Printed in Health and
Fitness Magazines Distributed in Thailand in the Early 2000's

Rr

RECOVERY

Hyperdrive, Not Hype.



Metaform®
NUTRITION AT THE SPEED OF SCIENCE™

Ingredients	Hyperdrive 360™ METAFORM®	Creatine Fuel Plus TWINLAB®	Creatine Fuel Cocktail TWINLAB®	Phosphagen HP EAS®	Myoplex Plus Mass EAS®
Hydrolyzed Protein	YES	NO	NO	NO	NO
High Glycemic Carbs	YES	NO	YES	YES	YES
Creatine Monohydrate	5 grams	7 grams	7 grams	5 grams	NO
Bioavailable Glutamine Peptide	10 grams	NO	NO	NO	Undeclared

ATHLETIC FUNDAMENTALS

Available at gyms and fine health-food stores nationwide including: **GNC Live Well!**

Bounce back from your workout with HyperDrive 360™. 1.800.439.8048. www.realmuscle.com/metaform

For more information visit www.weider.ca or in Canada call 1-800-667-4615.

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

By breaking things down into the athletic fundamentals, Metaform® puts better performance within easy reach.

METAFORM'S HYPERDRIVE 360™ has one job: to pull you back from the brink of exhaustion, and make you hungry for another workout. "No way" becomes "no problem." Name your sport. Cycling. Football. Or even the toughest sport—BODYBUILDING. Put yourself through the most brutal workout. Take Hyperdrive 360™. The next day, you'll be hitting on all cylinders. You'll be coiled steel, ready to snap back for another workout. Because anything else is unacceptable. A blend of 100% hydrolyzed protein, pure creatine monohydrate, glutamine peptides and high glycemic carbohydrates, Hyperdrive 360™ is the recovery formula others bow to.* The formula represents the latest advancements in nutritional sports science. It redefines muscle protein synthesis and post-exercise recovery.*



At participating

GNC Live Well!

April 30 - July 1, 1999

20% OFF

20% OFF

Appendix Figure D1 Advertisement no. 1

"CREATINE FUEL® IS THE WORST THING TO HAPPEN TO QUARTERBACKS IN YEARS."

Lee Woodall All-Pro Linebacker

Why does Lee Woodall put such fear into Quarterbacks? Because he puts Creatine Fuel into his body. You see, Creatine Fuel isn't like other creatine products. It's made by Twinlab and is the most scientifically advanced way to increase body mass and enhance muscular performance.* In fact, in a recent university study it was determined that after just one week, Creatine Fuel users had a significant increase in peak power output, mean body mass and muscular performance.¹ So if you're looking for a creatine that goes the extra yard, look for the complete line of Twinlab Creatine Fuel. It'll be the best thing to happen to your body in years. Available at **INC LiveWell**, **WHOLE FOODS** and other fine health food stores.

www.twinlab.com

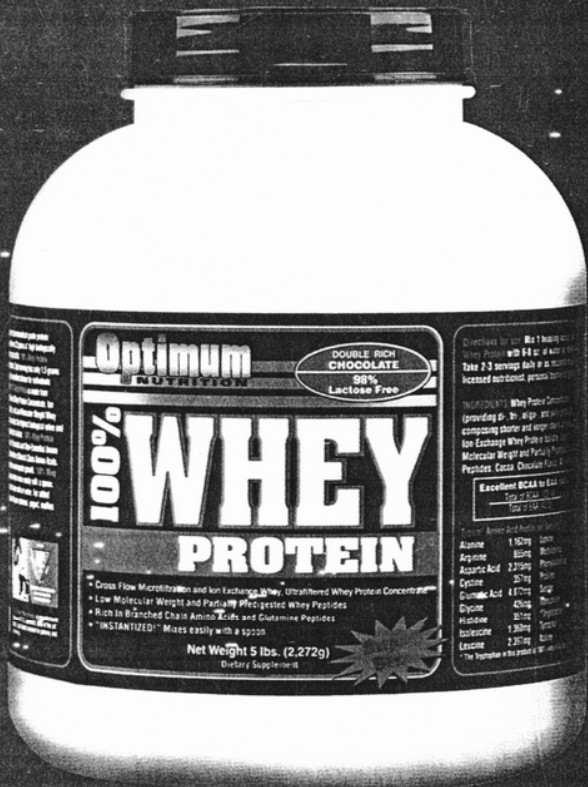
NEW LOW PRICE. SAME BIG RESULTS.
ON SELECTED PRODUCTS.

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.
¹Perkins, Vanita. Pennsylvania State University. The Center for Sports Medicine. Journal of the American Dietetic Association, June 1992, page 255.

Appendix Figure D2 Advertisement no. 2

You Get Out Of It ...

- ➔ Whey Protein Isolates from both Ion Exchange and Cross Flow Microfiltration
- ➔ Low Temperature Processed/ Ultrafiltered Whey Protein Concentrate
- ➔ Valuable Whey Protein Microfractions
β-Lactoglobulin α Lactalbumen, Glycomacropeptides, BSA, Lactoferrin, Immunoglobulins.
- ➔ High Levels of Branched Chain Amino Acids (BCAA's)
- ➔ Hydrolyzed Whey Peptides
- ➔ Glutamine Peptides



What We Put Into It!

There are a lot of average proteins on the market, but if you're looking for one of the best protein blends available... Look no further. Optimum Nutrition's 100% Whey Protein is a synergistic blend of high biological value (BV) proteins including low temperature processed/ ultrafiltered Whey Protein Concentrate, Whey Protein Isolates, Hydrolyzed Whey Peptides and Glutamine Peptides. Because 100% Whey Protein is low temperature processed, the valuable protein microfractions are left intact and un-denatured.

100% Whey Protein is great for low-fat and/or low-carbohydrate diet plans. Each serving provides 22 grams of protein, with only 2.5 grams of carbohydrates and 1.5 grams of fat. That's not all. 100% Whey is available in three delicious flavors (chocolate, vanilla & strawberry), in original and all natural formulations. You demand a lot for your hard earned money, and Optimum Nutrition delivers. At \$21.99 for 2 lbs. and \$39.99 for a 5 lbs. super size, 100% Whey Protein is one of the best values on the market.

GNC
GENERAL NUTRITION CENTERS
LIVE WELL

Optimum
NUTRITION

For Information Call (800) 705-5226
International Inquires Call (954) 755-9822
optimumnutr.com

Appendix Figure D3 Advertisement no. 3

AWARD-WINNING TASTE!

LEAN BODY

HI-PROTEIN MEAL REPLACEMENT BAR

PB & J SANDWICH (Yogurt Coated) FLAVOR

1999 GOLD TASTE AWARD

LABRADA

1999 BEST OF SHOW TASTE AWARD

AMERICAN TASTING INSTITUTE

Introducing the New

Peanut Butter & Jelly Sandwich

Lean Body® Bar from Labrada...

PB & J Sandwiches aren't kid's stuff anymore!

We've taken America's favorite snack and turned it into a low carb, hi-protein meal replacement bar that's every bit as delicious! Professional gourmet chefs think so too!

Introducing the new PB&J Sandwich Lean Body® Bar from Labrada—the latest award-winning flavor to join the ranks of Lean Body® bars that have attained the honor of achieving the American Tasting Institute's 1999 Gold Medal "Best of Show" Taste Award.

The PB&J Lean Body Bar is in good company; other category

winners honored include Häagen-Dazs ice cream, Milky Way Lite candy bars, Sara Lee cakes, and Celestial Seasonings tea.

Not only do PB&J Lean Body® Bars taste great, but they also provide the nutritional support you need to get into great shape and stay in great shape.

Low carbs, 30 grams of protein, convenience, and delicious taste make the new PB&J Lean Body® Bar the perfect meal for people on the go!

Enjoy an Award-Winning PB&J Lean Body® Bar today!

www.leanbody.com

Call Toll Free: 1-877-LABRADA DEPT. 3205.

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LABRADA
BODYBUILDING NUTRITION

Appendix Figure D4 Advertisement no. 4

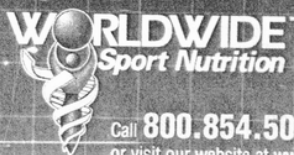
How To Construct The Perfect High Protein, Low Carb Meal Replacement

For lunch tomorrow, you could eat 8 ounces of boiled chicken, a cup of cooked pasta, a lettuce salad, a slice of bread, an orange and a cup of milk — or — you could eat just one **Pure Protein® Bar**. Today's hectic lifestyle leaves little time for meal preparation. As a result people are giving up good nutrition and turning to the drive-thru at their favorite fast food restaurants. The **Pure Protein® Bar** from **Worldwide Sport Nutrition, Inc.** is the nutritious and convenient alternative. It's the first high protein, low carbohydrate, low glycemic meal replacement bar in the world. Best of all, it's ready when you are. No fuss, no mess, no waiting in line required. From your backpack to your briefcase, your pocketbook to your gym bag, the **Pure Protein® Bar** can go anywhere you go. It's that simple!

And here's the really good part — they taste great! Creamy chocolate sugar-free coating on the outside and deliciously satisfying flavors on the inside — like **Peanut Butter**, **White Chocolate Mousse**, **Strawberry Shortcake**, **Chocolate Deluxe**, **Chewy Chocolate Chip** and **Blueberry Cheesecake!**

With everything the **Pure Protein® Bar** has going for it, it's no wonder that it's the #1 selling high protein, low carb meal replacement bar on the planet. If you don't happen to be one of the millions who've tried it and love it, no problem — there's always room for one more.

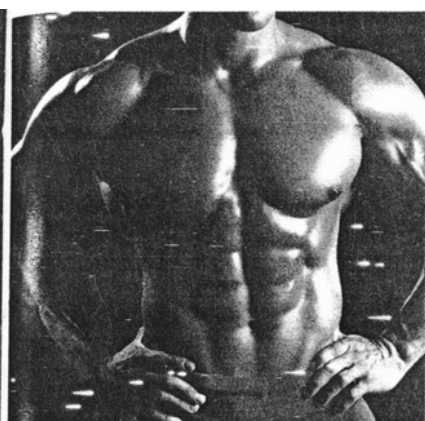
AMERICA'S PROTEIN BAR™



Call **800.854.5019** for more information
or visit our website at www.sportnutrition.com



Appendix Figure D5 Advertisement no. 5



SOME OF THE BEST-BUILT THINGS ARE STILL MADE IN AMERICA.



Like more and more Americans today, you can start getting leaner and healthier with the help of the **Pure Protein® Bar**.

That's because just one **Pure Protein Bar** supplies you with a healthy 32-34 grams of quality protein and only 9-15 grams of carbs. That's the best protein-to-carbohydrate ratio of any bar of its kind in the world. It also gives you 50% of your recommended daily value of vitamins and minerals. The **Pure Protein Bar** is low in fat, low carbohydrate, low in sugar and low glycemic—which means no insulin spikes, sugar crashes or fat storage. And you can choose from 5 fabulously delicious flavors: Peanut Butter, Chocolate Deluxe, Chewy Chocolate Chip, White Chocolate Mousse and new Blueberry Cheesecake! All of which explains why the **Pure Protein Bar** is the #1 best-tasting, best-selling, high-protein, sport nutrition bar in America.

AMERICA'S PROTEIN BAR™
Anytime. Anywhere. Ready when you are.™
800.854.5019 • www.sportnutrition.com



Available at fine gyms and healthfood stores nationwide.

GNC LiveWell



The Vitamin Shoppe

Appendix Figure D6 Advertisement no. 6

The #1 Selling Protein in Bodybuilding History...

Whoever came up with the words “#2 tries harder” has never been #1

Designer Whey™ works harder to maximize your results. Since 1993 researchers behind Designer Whey have conducted more than 2,500 individual tests – budgeting more than \$2.77 million to provide you with the clinical proof that what Designer Whey does on the inside, you'll soon see on the outside.

Available at:

 And other progressive health food stores and gyms.


#1 in Innovation

#1 in Taste... Gold Medal Winning

#1 in Protein R&D

#1 Protein Source


#1 in Getting Results



#1 in getting results

Designer Whey has produced more winning results than any other protein supplement in history. Clinically proven to help increase lean muscle mass (+4.4 lbs. average) and slash body fat (-4 lbs. average) when used in conjunction with just 4 weeks of systematic workouts, it also provides bodybuilding's first triple anabolic protein advantage^{1,2}:

Increased anabolic glutamine levels	↑15.84%
Decreased catabolic cortisol levels	↓26.09%
Increased anabolic IGF-1 levels (Insulin-like growth factors)	↑101.32%



because it works.

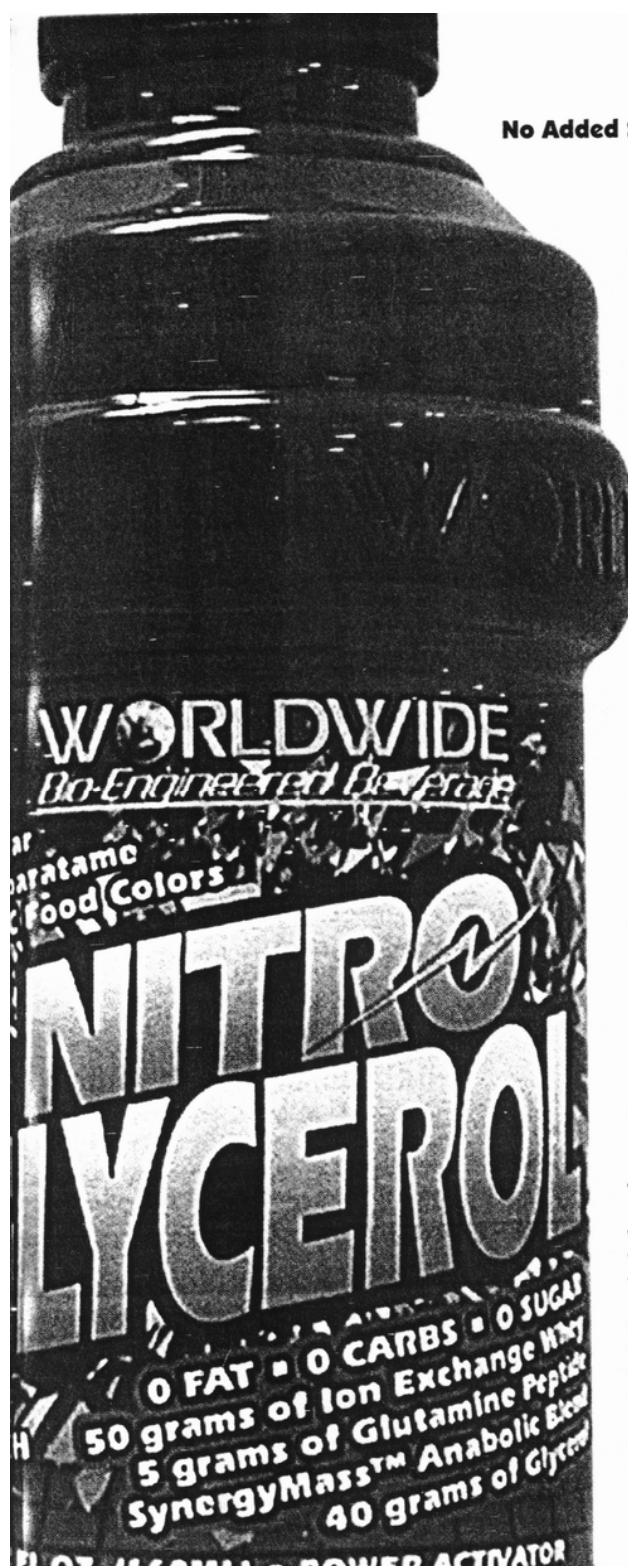
visit us at www.designerwhey.com

Background is actual microscopic image of Designer Whey Protein molecules.

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Refs: 1) Designer Protein University Stacking Study, June 1996. 2) Designer Protein Stacking Study, 2000.

Appendix Figure D7 Advertisement no. 7



WORLDWIDE
Bio-Engineered Beverages™

No Added Sugar. No Aspartame. No Food Colors.

**We Admit That There
Is A Small Part Of The
Bodybuilding Community
That Nitro Glycerol™
Won't Help:**

**We Call Them
Competitors.**

The truth is, no other drink can stand up against the new and innovative formula of **Nitro Glycerol™**. This take-no-prisoners extreme power activator has really got the competition's feathers ruffled. And no wonder. It's 22 oz. of bulk-building, muscle-hydrating, energy-cranking dynamite.

So if you wouldn't settle for last year's workout, now you don't have to settle for last year's formula either.

Available in Fruit Punch, Grape and Orange Cream.

Anything Else Is Ancient History.™
Call Worldwide Sport Nutrition Today at
1-800-854-5019.

- 50 Grams of Ion-Exchange Whey Protein
- 40 Grams of Glycerol
- 5 Grams of Glutamine Peptide
- 1000 mg of SynergyMass™ Anabolic Blend
- 16 mg of Ephedra
- 0 Fat
- 0 Carbs
- 0 Sugar



Available at fine gyms and healthfood stores nationwide.

GNC LiveWell



The Vitamin Shoppe

Appendix Figure D8 Advertisement no. 8

"I Had to Get in Shape Fast..."

DRAMATIC RESULTS GUARANTEED IN JUST WEEKS WITH SPIROSTIM® OR YOUR MONEY BACK



"Our first trip away together and I needed to get in shape fast. Thanks to Spirostim, I got in the best shape of my entire life and then some! As a 30 something mother of two, I never thought I could look this good. P.S., Thanks for the great abs!" — Melissa Foltz

Thousands of men and women across the country have already experienced the unprecedented fat-burning effects of the clinically advanced rapid weight loss phenomenon, Spirostim® Dx. This highly sophisticated, natural diet powerhouse can help both the beginner and advanced athlete achieve the highest degree of fat loss in the absolute shortest amount of time possible. Spirostim® is a proprietary compound (you will not see this formula in any other product)! Spirostim® combines the science of two technologically advanced thermogenic compounds for maximum fat reduction with the most potent anti-catabolic formulation available for the maximum preservation of muscle tissue during weight loss. Complete with an array of easy to follow guidelines for proper diet and exercise, each box of Spirostim® provides every individual with the exact fast-acting compounds used to continually produce the kind of incredible case studies seen here. Whether you are just weeks away from an upcoming event or you simply want to shed unwanted pounds and inches fast, Spirostim® works everytime — Guaranteed!...or your money back. Don't miss out on the best shape of your life, try Spirostim® today!

UNPRECEDENTED CONSUMER RESPONSE

Try the Greatest 1-2 Punch in the History of Natural Fat Loss!

After experiencing guaranteed dramatic results with Spirostim Dx®, switch to **maximum strength Tetracal™ 1.25gm (tetracytamine™)**. This new and highly active fat reducing compound is guaranteed to help promote and maintain the highest degree of fat loss possible with far less effort than normally associated with other diet products. As a result of the empirical data and sheer magnitude of consumer response, BetaStatin Nutritional Research guarantees Tetracal's effectiveness as twice that of any other single weight loss formula you have used. Losing body fat has never been faster or easier!

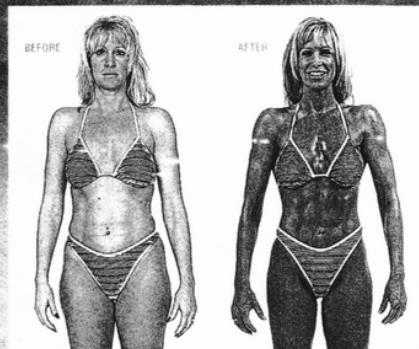


Available at fine gyms and healthfood stores nationwide.

GNC Live Well Vitamin Shoppe MAX MUSCLE VITAMIN WORLD

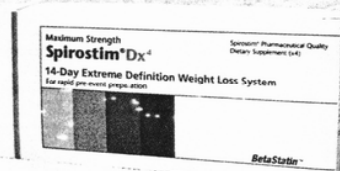
To order direct, call toll free 1-800-660-9570

BetaStatin
Nutritional Research
www.betastatin.com

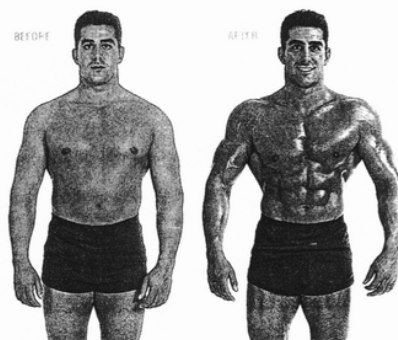


Melissa experienced extraordinary results. Individual results may vary.

Actual Spirostim® Case Study of Melissa Foltz showing dramatic body composition changes after using just 1 Spirostim® kit in conjunction with a program of diet and exercise. Melissa lost an impressive 22.5 lbs. and documented a "revealing" 5-inch reduction in her waistline.



This short-term extreme weight loss breakthrough is the only complete and comprehensive product of its kind on the market today. And Spirostim is 100% guaranteed. If you want to experience first hand how top physique athletes and fitness models pull it all together fast, Spirostim is the answer!



Joe experienced extraordinary results. Individual results may vary.

Actual Spirostim® Case Study of Joe Catalano shows dramatic body composition changes after using 1 Spirostim® kit in conjunction with a program of diet and exercise. Test subject lost an incredible 18 lbs., overall while simultaneously adding 3.5 lbs. of lean body mass.

"The biggest challenge of being a fitness model is having to look your absolute best on very short notice. Spirostim got me shredded fast and now Tetracal continues to take my bodyfat lower than its ever been before. Thank you for your truly effective products."

— Joe Catalano

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Appendix Figure D9 Advertisement no. 9

APM 60 has been scientifically shown to help build lean muscle mass while reducing body fat.

Here's two things that nature dealt you: your heredity as it relates to muscular size and development, and your body's natural disposition for fat and lean mass.

These things you can't ignore, but with APM 60 you can definitely improve on them. Muscle growth relies on protein. Performance relies on nutritional support. That's what APM 60 and the new Anabolic Drive Series is all about: protein, nutritional support, and improving your genetic potential. You can rely on APM 60 to deliver.

The advanced multi-substrate protein matrix in APM 60, Metamyosyn Pro 6.0™, is scientifically formulated to ensure a more complete amino acid profile than straight whey or milk and egg proteins alone. APM 60 is engineered for greater bio-availability, higher nitrogen retention and increased protein absorption and utilization.

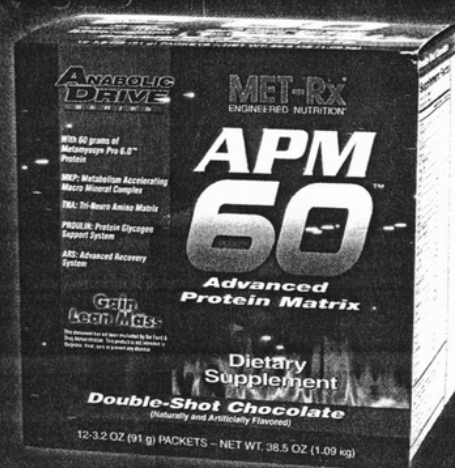
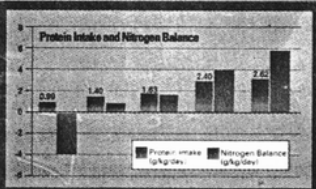
APM 60 is the only protein powder with our unique support components formulated with essential amino acids, macro-minerals and micro-nutrients designed to accentuate thermogenesis, promote recovery and build lean muscle mass.

- **MKP (Metabolism Accelerating Macro Mineral Complex)** stimulates oxygen utilization in deep muscle tissue to increase your body's natural fat-burning process.
- **TNA (Tri-Neuro Amino Matrix)** works like a neuro-transmitter bridge to stimulate your natural production of epinephrine and norepinephrine for added fat-burning power.
- **ARS (Advanced Recovery System)** helps buffer you from lactic acid buildup and supports muscle recovery.
- **Proulin (Protein Glycogen Support System)** helps balance blood glucose levels to maximize protein synthesis and minimize fat storage.

APM 60 is the only protein powder that prepares you to defy nature. Increase lean mass and reduce body fat without stimulants. One product – One goal – Build muscle and burn fat. Defy nature and be the best you can be.

Why 60 grams of Protein?

A compilation of several studies has shown that increasing protein intake also promotes a positive nitrogen balance. And you know the importance of a nitrogen balance? More Muscle. More Lean Mass.



ANABOLIC DRIVE

MET-Rx
ENGINEERED NUTRITION

Available at fine gyms and healthfood stores nationwide.

GNC Live Well

B

Vitamin Shoppe

hi-health

For more information on the latest scientific advancements in sport nutrition call 1-800-55-METRX or visit us at www.met-rx.com

Appendix Figure D10 Advertisement no. 10

New!

Help Grow Muscle While You Sleep!

The Only 100% Pure NitroVarin™

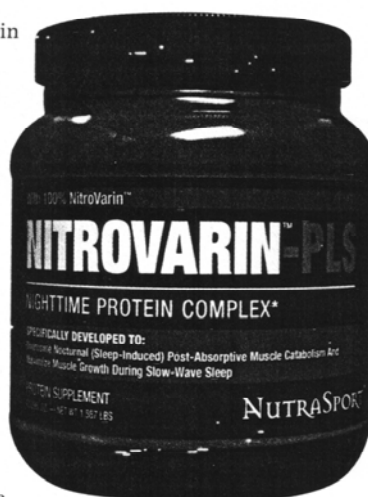
Slow-Release Night Time Protein Complex.

You drink it at night, right before you go to bed. Why?

Because it helps you grow muscle mass overnight while you sleep!!!

As you know, slow-release protein complexes you drink at night, before you go to bed, have become the hottest-selling new category of bodybuilding product since the introduction of creatine.

NutraSport™, the exclusive United States distributor of Cutting Gel™ and The Patented ECA Stack™, is proud to announce it has secured the rights to distribute the only 100% pure NitroVarin™ Slow-Release Night Time Protein Complex – under the trade name NitroVarin™-PLS.



NitroVarin™-PLS, the specially prepared, "slow-release" (patent-pending) protein complex specifically designed to overcome Nocturnal Post-absorptive Muscle Catabolism.



\$75 USD
Approx. 30-day supply
(when used as directed)

Don't be left behind!

Order Now:

1-800-510-1938 ext. NV512

Visit Online at www.NutraSportOnline.com
or Stop by Your Local **GNC Live-Well** Retailer to Reserve
Your Supply of NitroVarin™-PLS Today.

Appendix Figure D11 Advertisement no. 11

Obviously, We're Into Science In a Very Big Whey.

Increased Anaerobic Power From Whey Protein Supplementation

Metric	Control (%)	Whey Protein Concentrate (%)
Peak Power (W)	~2	~12
30 sec Work (KJ)	~2	~12

As shown by the graph above, in a study published in the *Journal of Applied Physiology* (volume 87, issue 4: pp 1381-1385, 1999), regular daily supplementation with whey protein concentrate (20 grams per day for 3 months) produced a huge increase in anaerobic power (i.e., peak power and work capacity) as measured by a 30-second all-out sprint on a cycle.

Protein Plus Extreme Whey Powder by MET-Rx® is proven superior to whey alone for enhancing protein metabolism and immune support. Each serving gives you 46 grams of high-quality protein, plus 6 grams of added anti-catabolic L-Glutamine and over 3 grams of Branched Chain Amino Acids.

As an athlete, getting adequate amounts of protein is crucial to support your muscles and maintain a positive nitrogen balance.

Get one of the world's greatest sources of protein, developed by MET-Rx, the people who know protein best. Try some Protein Plus Extreme Whey Powder today. Available in Chocolate, Strawberry and Vanilla.

Protein Plus[®] nutrition series

MET-Rx[®]
ENGINEERED NUTRITION

Protein Plus[®] EXTREME Whey

46 g of Protein per serving

- Enhances Protein Metabolism
- Includes Branched-Chain Amino Acids
- 3 g Free Form L-Glutamine Per Serving for Muscle and Immune Support

Supplement

Chocolate

Naturally & Artificially Flavored

NET WT. 32 OZ (2 lbs) (907 g)

MET-Rx[®]
ENGINEERED NUTRITION

GNC, Wal-Mart, Target, Health Food Stores, TRADER JOE'S®

available at fine gyms and health food stores nationwide.

For more information on the latest scientific advancements in sport nutrition call 1-800-55-METRX or visit us at www.met-rx.com

Appendix Figure D12 Advertisement no. 12

THE NEW 25G PROTEIN SHAKE FROM MET-Rx®

SETTLE FOR LESS. AND ENJOY IT.
LESS CALORIES. LESS CARBOHYDRATES. LESS FAT AND LESS SUGAR.

But we didn't short you on the protein! Every MET-Rx® ready-to-drink protein shake contains 25 grams of the exclusive METAMYOSYN® V4 protein, scientifically developed to assist you in gaining lean body mass while supporting your efforts to shed unwanted body fat. Our MET-Rx 25 gram protein shake also contains 26 essential vitamins and minerals, including your recommended daily allowance of Vitamins A, C and E. There's also B vitamins included for extra energy. And it's available in 3 deliciously smooth flavors: Chocolate, Vanilla and Strawberry.

There's no better time to start gaining lean muscle and losing fat with this great-tasting, convenient, protein shake that really proves how less is more: the new 25 gram ready-to-drink protein shake from MET-Rx—the people who invented protein meal replacement.

MET-Rx®
ENGINEERED NUTRITION®

For The Best Shape Of Your Life!®

GNC LiveWell

B

Vitamin
Shopper's

hi-health

TRADER JOE'S®

Available at fine gym and healthfood stores nationwide.

For more information on the latest scientific advancements in sport nutrition
call 1-800-55-MET-Rx or visit us at www.met-rx.com.



Appendix Figure D13 Advertisement no. 13

You've moved 42,309 pounds in one hour.

How are you going to recover?



TRAIN HARD • EAT RIGHT • USE LEAN BODY®

Grueling workouts demand superior nutrition. Get yours by supplementing two daily meals with delicious Lean Body® shakes and bars. Lean Body® shakes and bars take the guesswork out of eating right. So you can focus on your workout without worrying about your diet.

Use university-tested Lean Body® to provide the nutritional insurance you need to help you get big and lean. Its precise blend of protein and nutrients support the anabolic conditions necessary for muscle recovery and growth.

Lean Body® shakes and bars are the most delicious in America. Only Lean Body® is the winner of the American Tasting Institute's Gold Medal Taste Award for four years in a row! No other company's shakes or bars can make this claim.

And because every shipment of Lean Body® is lab tested for potency and quality, it's personally guaranteed by Lee Labrada, the most trusted name in sports nutrition.

So take it from bodybuilding legend, Lee Labrada:

"Train hard, eat right, and use Lean Body.®"

LABRADA
NUTRITION
"The Most Trusted Name in Sports Nutrition!"

www.leanbody.com

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Visit www.leanbody.com to subscribe to my FREE weekly workout newsletter!

Available in these fine gyms and healthfood stores:













Appendix Figure D14 Advertisement no. 14

THE ULTIMATE FUEL FOR MUSCLE!

NEW IMPROVED!

New improved MESO-TECH is powered by 45 grams of turbocharged NITRO-TECH[®] protein. It contains 27 vitamins and minerals and just enough carbs to fuel even your toughest workouts! A study on the protein source found in MESO-TECH showed that subjects using it with a diet and training program gained over 3 times more lean mass than a placebo group! If you're ready to get the gains you've always wanted, it's time to add new, improved MESO-TECH to your program.

MESO-TECH

NITRO-TECH

45g PROTEIN

27 VITAMINS & MINERALS

HELPS SUPPORT MUSCLE GROWTH & RECOVERY

AMAZING TASTE!

NOW 20% OFF!

Delicious Chocolate Creme

Dietary Supplement

GNC

MuscleTech.com

* In one 6-week study that included diet and weight training, subjects using NITRO-TECH[®] (the protein source found in MESO-TECH[®]) gained an average of 8.8 pounds of lean mass, while subjects using a placebo gained an average of 2.0 pounds of lean mass. * Diet, weight training and proper nutrition are essential for achieving your musclebuilding goals. © 2004 Iovate. All rights reserved. The MESO-TECH[®], NITRO-TECH[®] and MuscleTech.com[®] trademarks are owned by their respective trademark owners and are used with permission.

Appendix Figure D15 Advertisement no. 15

New Supplement News

Muscle Juice™ 2544

Quite simply the most calorie-packed and best tasting Weight Gainer on the market today.

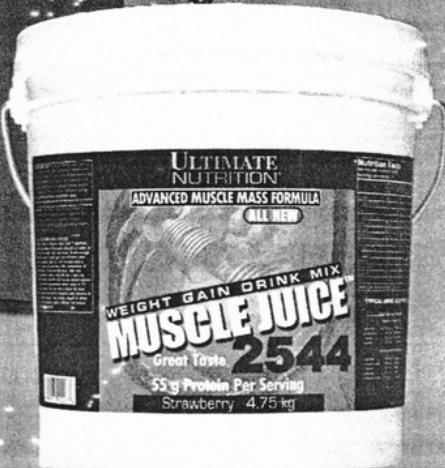
With Muscle Juice™ 2544 you will:

- GROW Muscle with 55 grams of Ultimate Nutrition's special protein blend (Whey Protein Isolate, Whey Protein Concentrate, Calcium Caseinate, Egg White Albumen). This provides a 6 hour protein release so your muscles are constantly fed and nourished.
- GROW Muscle with 162 grams of Ultimate Nutrition's premium quality carbohydrate complex to fuel your body to obtain maximum possible growth.
- GROW Muscle with 17g of high performance fat containing MCT oil (Medium Chain Triglycerides) which support performance by increasing energy and cannot be stored as fat. MCT allows for a slow and steady release of energy and will not increase serum cholesterol levels.

Available in 4.75kg (10.45lbs) Chocolate, Vanilla, Strawberry

If your current Weight Gainer doesn't give you the following, Switch Immediately!

- ☒ Give you 55 grams of Protein per serving?
- ☒ List Whey Protein Concentrates and Whey Protein Isolates as the first ingredients?
- ☒ Contain at least 4 different types of quality Proteins including Whey, Egg, and Caseinate?
- ☒ Deliver over 13,000mg (13g) of BCAA's per serving?
- ☒ Provide over 10.9 grams of Glutamine precursors per serving?
- ☒ Provide over 1.4 grams of Arginine?
- ☒ Taste Amazing?



ULTIMATE NUTRITION

www.ultimatenutrition.com

GNC Whole Foods Sun Harvest Wild Oats

Better Health

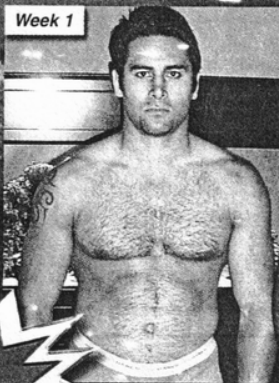
Retailers please call 860-409-7100 ext. 106

Appendix Figure D16 Advertisement no. 16

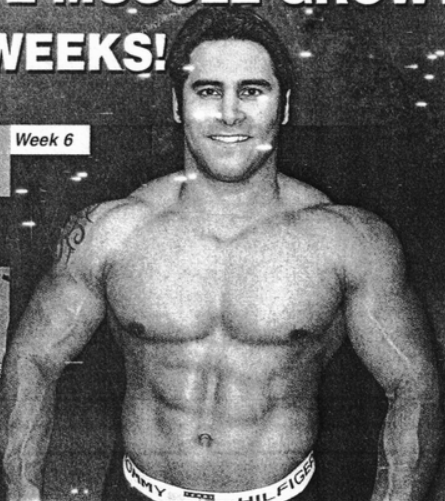
VITARGO-CGL Sugar Free!

**TIME FOR MASSIVE MUSCLE GROWTH:
GAIN 16 LBS. IN 6 WEEKS!**

Week 1

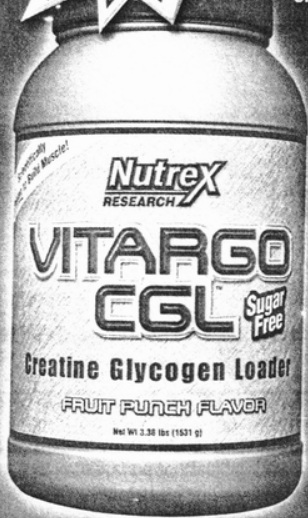


Week 6



Bill Amicarelle gained 16 lbs. of lean muscle in 6 weeks using Vitargo-CGL. The unmatched creatine and glycogen loading power of Vitargo-CGL results in dramatically increased muscle fullness.

Sugar Free!



- **GAIN UP TO 16 LBS OF SOLID MUSCLE** in 6 weeks with Vitargo-CGL's unmatched creatine and glycogen loading power.
- **Causes enormous muscle fullness and massive pumps** within 7 days!
- **Quickly leads to huge strength gains, 20-40 lbs.** in many key exercises.
- **Makes all other creatine formulas obsolete**
- **This is the one creatine product pro bodybuilders really use**

Nutrex
RESEARCH

www.Nutrex.com
1-888-3NUTREX

GNC Live Well.

Exclusively available at GNC
and other fine specialty stores.

Appendix Figure D17 Advertisement no. 17

OATMEAL ON STEROIDS?




Whey Guru's New "KONG" Is Every Bodybuilders Instant Gain

Protein bars have changed forever and New KONG is the reason why.

"Think of KONG as oatmeal on steroids" says David Jenkins, three-time Olympian and creator of Designer Whey™ - America's #1 selling protein since 1993.

"Everyone knows oatmeal is an American kitchen classic packed with benefits-scientifically proven to reduce your risk of heart disease, while lowering your cholesterol levels."



David Jenkins
Designer Whey's
Whey Guru


"KONG delivers oatmeal feel with protein appeal"

New KONG takes the great taste and texture of oatmeal and combines it with three assorted flavor creations - peanut butter chocolate chip, peanut butter banana and chocolate almond fudge. Providing a nutritional profile that fills you up without weighing you down!

KONG bars deliver 30g of protein, powered by Designer Whey. Just 7g of net sugar carbs with all the muscle fueling complex carbs of a cup of oatmeal - including at least 5g of fiber!

Don't delay- Get KONG at your favorite gym or retailer or check online at www.kongbar.com.

Get big. Get strong. Get KONG!



DESIGNER WHEY
#1 in Protein Since 1993

Available at: **GNC** **Vitamin Shoppe** **VITAMIN WORLD** and other progressive retailers.

Appendix Figure D18 Advertisement no. 18

Appendix E

Health Supplement Advertising of Muscle Building Products Printed in Health
and Fitness Magazines Distributed in Thailand in the Early 2000's with
Move-Step Marked

Rr

RECOVER

Hyperdrive, Not Hype.

By breaking things down into the athletic fundamentals, Metaform® puts better performance within easy reach.

Move 2 Step a

Move 3

Step a

Metaform®
NUTRITION AT THE SPEED OF SCIENCE™

Ingredients	Hyperdrive 360 METAFORM®	Creatine Fuel Plus TWINLAB®	Creatine Fuel Cocktail TWINLAB®	Phosphagen HP EAS®	Myoplex Plus Mass EAS®
Hydrolyzed Protein	YES	NO	NO	NO	NO
High Glycemic Carbs	YES	NO	YES	YES	YES
Creatine Monohydrate	5 grams	7 grams	7 grams	5 grams	NO
Bioavailable Glutamine Peptide	10 grams	NO	NO	NO	Undeclared

ATHLETIC FUNDAMENTALS

Move 1 Step a

Move 4

Step a

Step b

Step c

At participating **GNC** Live Well.

April 30 - July 1, 1999

Bounce back from your workout with HyperDrive 360™. 1.800.439.8048. www.realmuscle.com/metaform

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

Appendix Figure E1 Advertisement no. 1

The advertisement is for "CREATINE FUEL" and features a testimonial from Lee Woodall, an All-Pro Linebacker. The ad includes several images of the product in different forms: Creatine Fuel Puffs, Creatine Fuel Powder, and Creatine Fuel Drink. The main headline reads: "CREATINE FUEL IS THE WORST THING TO HAPPEN TO QUARTERBACKS IN YEARS." Below this, it says "Lee Woodall All-Pro Linebacker". The ad also includes a paragraph of text about the benefits of Creatine Fuel, a website URL (twinlab.com), and a promotion: "NEW LOW PRICE. SAME BIG RESULTS. ON SELECTED PRODUCTS." At the bottom, there is a small disclaimer: "© 2007 Twin Laboratories, Inc. All rights reserved. Twin Laboratories is a registered trademark of Twin Laboratories, Inc. All other trademarks are the property of their respective owners. Twin Laboratories is not affiliated with, and does not endorse, any professional sports league or any professional athlete. All other trademarks are the property of their respective owners. Twin Laboratories is not affiliated with, and does not endorse, any professional sports league or any professional athlete. All other trademarks are the property of their respective owners." The advertisement is annotated with several speech bubbles and boxes:

- Move 1**: A speech bubble pointing to the headline.
- Step a**: A speech bubble pointing to the headline.
- Step b**: A speech bubble pointing to the headline.
- Move 2**: A speech bubble pointing to the headline.
- Step b**: A speech bubble pointing to the headline.
- Step a**: A speech bubble pointing to the headline.
- Move 3**: A speech bubble pointing to the headline.
- Step c**: A speech bubble pointing to the headline.
- Step b**: A speech bubble pointing to the headline.
- Move 4**: A speech bubble pointing to the headline.

Appendix Figure E2 Advertisement no. 2

You Get Out Of It.

Move 1

Step b

Step a

100% WHEY PROTEIN

- ➔ Whey Protein Isolates from both Ion Exchange and Cross Flow Microfiltration
- ➔ Low Temperature Processed/ Ultrafiltered Whey Protein Concentrate
- ➔ Valuable Whey Protein Microfractions
β-Lactoglobulin α Lactalbumen, Glycomacropetides, BSA, Lactoferrin, Immunoglobulins.
- ➔ High Levels of Branched Chain Amino Acids (BCAA's)
- ➔ Hydrolyzed Whey Peptides
- ➔ Glutamine Peptides

What We Put Into It!

There are a lot of average proteins on the market, but if you're looking for one of the best protein blends available... Look no further. Optimum Nutrition's 100% Whey Protein is a true (BV) processed/ ultrafiltered, Whey Protein Concentrate. It's low in lactose and contains no artificial sweeteners or flavors. It's the only whey protein that's been ultrafiltered and contains no lactose. It's the only whey protein that's been ultrafiltered and contains no lactose. It's the only whey protein that's been ultrafiltered and contains no lactose.

Move 4 Step a

Move 3 Step b

100% Whey Protein is great for low-carbohydrate diet plans. It contains 22 grams of protein, with carbohydrates and 1.5 grams of fat. 100% Whey is available in the most delicious flavors (chocolate, vanilla & strawberry) in original and all natural formulations. You'll demand a lot for your hard earned money, and Optimum Nutrition delivers. At \$21.99 for 2 lbs. and \$39.99 for a 5 lbs. super size, 100% Whey Protein is one of the best values on the market.

GNC
GENERAL NUTRITION CENTERS

Optimum NUTRITION

For Information Call (800) 705-5226
International Inquires Call (954) 755-9822

Appendix Figure E3 Advertisement no. 3

AWARD WINNING TASTE! Step b

LABRADA Step a

LEAN BODY Move 1

Introducing the New Peanut Butter & Jelly Sandwich Lean Body® Bar from Labrada... Move 2 Step b

Move 3 Step c

Move 4 Step a

Enjoy an Award-Winning PB&J Lean Body® Bar today!

www.leanbody.com

Call Toll Free: 1-877-LABRADA DEPT. 3205.

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Appendix Figure E4 Advertisement no. 4

How To Construct The Perfect High Protein, Low Carb Meal Replacement

Move 1
Step b

Move 2
Step b

tomorrow, you could eat 8 ounces of chicken, a cup of cooked pasta, a lettuce sandwich, a slice of bread, an orange and a cup of milk. Or you could eat just one *Pure Protein Bar*. Your busy lifestyle leaves little time for meal preparation. As a result, people are giving up good nutrition and turning to the drive-thru at their favorite fast food restaurants. The *Pure Protein Bar* from Worldwide Sport Nutrition, Inc. is the nutritious and convenient alternative. It's the first high protein, low carbohydrate, low glycemic meal replacement bar in the world. Best of all, it's ready when you are. No fuss, no mess, no waiting in line required. From your backpack to your briefcase, your pocketbook to your gym bag, the *Pure Protein Bar* can go anywhere you go. It's that simple!

And here's the really good part — they taste great! Creamy chocolate sugar-free coating on the outside and deliciously satisfying flavors on the inside — like *Peanut Butter*, *White Chocolate Mousse*, *Strawberry Shortcake*, *Chocolate Deluxe*, *Chewy Chocolate Chip* and *Blueberry Cheesecake*!

With everything the *Pure Protein Bar* has going for it, it's no wonder that it's the #1 calling high protein, low carb bar on the planet. If you don't happen to have one, who've you got room for one more.

Move 3
Step c

AMERICA'S PROTEIN BAR™

WORLDWIDE Sport Nutrition

Call 800.854.5019 for more information or visit our website at www.sportnutrition.com

Move 4
Step a

Appendix Figure E5 Advertisement no. 5

SOME OF THE BEST-BUILT THINGS ARE STILL MADE IN AMERICA.

Move 1
Step b

Like more and more Americans today, you can start getting leaner and healthier with the help of the **Pure Protein® Bar**.

That's because just one **Pure Protein Bar** supplies you with a healthy 32-34 grams of quality protein and only 9-15 grams of carbs. That's the best protein-to-carbohydrate ratio of any bar of its kind in the world. It also gives you 50% of your recommended daily value of vitamins and minerals. The **Pure Protein Bar** is low fat, low carbohydrate, low in sugar and low in calories, which means no insulin spikes, sugar crashes and no need for storage. And you can choose from 5 fabulous delicious flavors: Peanut Butter, Chocolate Delight, Chewy Chocolate Chip, White Chocolate Mousse and new Blueberry Cheesecake! All of which explains why the **Pure Protein Bar** is the #1 best-tasting, best-selling, high-protein, sport nutrition bar in America.

Move 3
Step b

Move 4
Step a

AMERICA'S PROTEIN BAR™
Anytime. Anywhere. Ready when you are.™

800.854.5019 • www.sportnutrition.com

Available at fine gyms and healthfood stores nationwide.

GNC | i-v | Well | The Vitamin | Energy |

Appendix Figure E6 Advertisement no. 6

The #1 Selling Protein in Bodybuilding History

Move 1
Step b

#1 in Innovation

#1 in Taste... Gold Medal Winning

#1 in Protein R&D

#1 Protein Source

Whoever came up with the words “#2 tries harder” has never been #1

Designer Whey™ works harder to maximize your results. Since 1993 researchers behind Designer Whey have conducted more than 2,500 individual tests – budgeting more than \$2.77 million to provide you with the clinical proof that what Designer Whey does on the inside, you'll soon see on the outside.

#1 in getting results

Designer Whey has produced more winning results than any other protein supplement in history. Clinically proven to help increase lean muscle mass (+4.4 lbs. average) and slash body fat (-4 lbs. average) when used in conjunction with just 4 weeks of systematic workouts, it also provides bodybuilding's first triple anabolic protein advantage^{1,2}:

Increased anabolic glutamine levels	↑ 15.84%
Decreased catabolic cortisol levels	↓ 26.09%
Increased anabolic IGF-1 levels (Insulin-like growth factors)	↑ 101.32%

Move 3
Step a

Move 4
Step a

because it works.

Available at:
GNC
Vitamin Shoppe
VITAMIN WORLD
MULTI-SPORT
TRADER JACOB'S
And other progressive health food stores and gyms.

© Most Proteins International 2007

designerwhey.com

image of Designer Whey Protein molecules.

1. Journal of Sports Sciences, 1999; 17(1): 1-10. 2. Journal of Sports Sciences, 1999; 17(1): 1-10.

Appendix Figure E7 Advertisement no. 7

WORLDWIDE
Bio-Engineered Beverages™

No Added Sugar. No Aspartame. No Food Colors.

We Admit That There Is A Small Part Of The Bodybuilding Community That Nitro Glycerol™ Won't Help:

Move 1
Step b

Move 3
Step b

Move 4
Step a

We Call Them Competitors.

The truth is, no other drink can stand up against the new and innovative formula of **Nitro Glycerol™**. This take-no-prisoners extreme power activator has really got the competition's feathers ruffled. And no wonder. It's 22 oz. of bulk-building, muscle-hydrating, energy-cranking dynamite. So if you wouldn't settle for last year's workout, now you don't have to settle for last year's formula either.

Available in Fruit Punch, Grape and Orange Cream.

Anything Else Is Ancient History.
Call Worldwide Sport Nutrition Today at 1-800-854-5019.

Whey Protein

- 40 Grams of Glycerol
- 5 Grams of Glutamine Peptide
- 1000 mg of SynergyMass™ Anabolic Blend
- 16 mg of Ephedra
- 0 Fat
- 0 Carbs
- 0 Sugar

50 grams of Ion Exchange Water
5 grams of Glutamine Peptide
SynergyMass™ Anabolic Blend
40 grams of Glycerol

0 FAT • 0 CARBS • 0 SUGAR

22 OZ / 634 ML • POWER ACTIVATOR

Available at GNC, Vitamin Shoppe, and health food stores nationwide.

GNC Live Well. Vitamin Shoppe.

Appendix Figure E8 Advertisement no. 8

"I Had to Get in Shape" **Move 1 Step b**

DRAMATIC RESULTS GUARANTEED IN JUST WEEKS WITH SPIROSTIM® OR YOUR MONEY BACK

Move 2 Step b

Move 3 Step a

Our first trip away together and I needed to get in shape fast. Thanks to Spirostim, I got in the best shape of my entire life and then some! As a 30 something mother of two, I never thought I could look this good. P.S. Thanks for the great ad!! — Melissa Foltz

Thousands of men and women across the country have already experienced the unprecedented fat-burning effects of the clinically advanced rapid weight loss phenomenon, Spirostim® Dx. This highly sophisticated, natural diet powerhouse can help both the beginner and advanced athlete achieve the highest degree of fat loss in the absolute shortest amount of time possible.

Spirostim® is a proprietary compound (you will not see this formula in any other product)! Spirostim® combines the science of two technologically advanced thermogenic compounds for maximum fat reduction with the most potent anti-catabolic formulation available for the maximum preservation of muscle tissue during weight loss. Complete with an array of easy to follow guidelines for proper diet and exercise, each box of Spirostim® provides every individual with the exact fast-acting compounds used to continually produce the kind of incredible case studies seen here. Whether you are just weeks away from an upcoming event or you simply want to shed unwanted pounds and inches fast, Spirostim® works everytime — *Guaranteed!*... or your money back. Don't miss out on the best shape of your life, try Spirostim® today!

UNPRECEDENTED CONSUMER RESPONSE

Try the Greatest 1-2 Punch in the History of Natural Fat Loss!

After experiencing guaranteed dramatic results with Spirostim Dx, switch to **maximum strength Tetracal™ 1.25gm (tetracytamine™)**. This new and highly active fat reducing compound is guaranteed to help promote and maintain the highest degree of fat loss possible with far less effort than normally associated with other diet products. As a result of the empirical data and sheer magnitude of consumer response, BetaStatin Research guarantees that no other single product can help you lose body fat faster.

Step a **Step b**

Move 4

Actual Spirostim® Case Study of Melissa Foltz showing dramatic body composition changes after using just 1 Spirostim® kit in conjunction with a program of diet and exercise. Melissa lost an impressive 22.5 lbs. and documented a "revealing" 5-inch reduction in her waistline.

Joe experienced extraordinary results. Individual results may vary.

Actual Spirostim® Case Study of Joe showing dramatic body composition changes after using just 1 Spirostim® kit in conjunction with a program of diet and exercise. Joe lost an impressive 22.5 lbs. and documented a "revealing" 5-inch reduction in his waistline.

Available at fine gyms and health stores nationwide.

GNC Vitamin Shoppe

BetaStatin Nutritional Research

1-800-666-0570

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Appendix Figure E9 Advertisement no. 9

Move 1

Step a

Step b

Move 2
Step a

Here's two things that nature dealt you: your heredity as it relates to muscular size and development disposition for fat and lean mass.

Performance relies on nutritional support. That's what APM 60 and the new Anabolic Drive Series is all about: protein, nutritional support, and improving your genetic potential. You can rely on APM 60 to deliver.

The advanced multi-substrate protein matrix in APM 60, Metamysyn Pro 6.0™, is scientifically formulated to ensure a more complete amino acid profile than straight whey or milk and egg proteins alone. APM 60 is engineered for greater bio-availability, higher nitrogen retention and increased protein absorption and utilization.

APM 60 is the only protein powder with our unique support components formulated with essential amino acids, macro-minerals and micro-nutrients designed to accentuate thermogenesis, promote recovery and build lean muscle mass.

- **MKP (Metabolism Accelerating Macro Mineral Complex)** stimulates oxygen utilization in natural fat-burning process.
- **TNA (Tri-Neuro Amino Matrix)** works like a neuro-transmitter bridge to stimulate your norepinephrine for added fat-burning power.
- **ABS (Advanced Recovery System)** helps buffer you from lactic acid buildup and supports muscle recovery.
- **Protein (Protein Glycogen Support System)** helps balance blood glucose levels to maximize protein synthesis and minimize fat storage.

APM 60 is the only protein powder that prepares you to defy nature. Increase lean mass and reduce body fat without stimulants. One product – One goal – Build muscle and burn fat. Defy nature and be the best you can be.

Move 3
Step a

Why 60 grams of Protein?

A compilation of several studies has shown that increasing protein intake also promotes a positive nitrogen balance. And you know the importance of a nitrogen balance? More Muscle. More Lean Mass.

Protein Intake (g/day)	Nitrogen Balance (g/day)
20	-0.5
40	-0.2
60	0.1
80	0.4
100	0.7

Move 4
Step a

APM 60
Advanced Protein Matrix
Dietary Supplement
Double-Shot Chocolate

10-12 OZ (91g) PACKETS - NET WT. 38.5 OZ (1.09 kg)

Available at fine gyms and healthfood stores nationwide.

GNC | iVest | Vitamin | hi-health

For more information on the latest scientific advancements in sport nutrition call 1-800-55-METRX or visit us at www.met-rx.com

Appendix Figure E10 Advertisement no. 10

New!

Help Grow Muscle While You Sleep!

Move 1
Step b

Move 2
Step a

*The Only 100% Pure NitroVarin™
Slow-Release Night Time Protein Complex.
You drink it at night, right before you go to bed. Why?
Because it helps you grow muscle mass overnight while you sleep!!!*

As you know, slow-release protein
At night,
ve
g
ilding
product since introduction
of creatine.

Move 3
Step c

NutraSport™, the exclusive
United States distributor of
Cutting Gel™ and The Patented
ECA Stack™, is proud to announce
it has secured the rights to distribute
the only 100% pure NitroVarin™
Slow-Release Night Time Protein
Complex – under the trade name
NitroVarin™-PLS.



NitroVarin™-PLS, the specially
prepared, "slow-release"
(patent-pending) protein complex
specifically designed to overcome
Nocturnal Post-absorptive
Muscle Catabolism.

*Guaranteed
to work for you
or your money
back!*

\$75 US
Approx. 30
(when used as directed)

Move 4
Step a

**Don't be left
Order Now:**
1-800-510-1938 ext. NV512
Visit Online at www.NutraSportOnline.com
or Stop by Your Local **GNC** Retailer to Reserve
Your Supply of NitroVarin™-PLS Today.

Appendix Figure E11 Advertisement no. 11

Obviously, We're Into Science In a Very Big Way

Increased Anaerobic Power From Whey Protein Supplement.

Move 3

Step a

Move 1
Step a

Protein Plus
nutrition series

Protein Plus
EXTREME
Whey

46g of Protein per serving

• Enhances Protein Metabolism
• Includes Branched-Chain Amino Acids
• 5g Free Form L-Glutamine Per Serving for Muscle and Immune Support

Step c

Step b

Move 4
Step a

As shown by the graph above, in a study published in the *Journal of Applied Physiology* (volume 87, issue 4, pp 1381-1385, 1999), regular daily supplementation with whey protein concentrate (20 grams per day for 8 months) produced a huge increase in anaerobic power (i.e., peak power and work capacity) as measured by a 30-second all-out sprint on a cycle.

Protein Plus Extreme Whey Powder by MET-Rx is proven superior to whey alone for enhancing protein metabolism and immune support. Each serving gives you 46 grams of high-quality protein, plus 6 grams of added anti-catabolic L-Glutamine and over 3 grams of Branched Chain Amino Acids.

As an athlete, getting adequate amounts of protein is crucial to support your muscles and maintain a positive nitrogen balance.

Get one of the world's greatest sources of protein, developed by MET-Rx, the people who know protein best. Try some Protein Plus Extreme Whey Powder today. Available in Chocolate, Strawberry and Vanilla.

Available at fine gyms and healthfood stores nationwide.

For more information on the latest scientific advancements in sport nutrition call 1-800-55-METRX or visit us at www.met-rx.com

NET 32 OZ (2 lbs) (907 g)

Appendix Figure E12 Advertisement no. 12

THE NEW 25g PROTEIN SHAKE FROM MET-Rx

Step b

Move 1

Step a

Move 2
Step a

SETTLE FOR LESS. AND ENJOY IT.
LESS CALORIES. LESS CARBOHYDRATES. LESS FAT AND LESS SUGAR.

But we didn't short you on the protein! Every MET-Rx® ready-to-drink protein shake contains 25 grams of the exclusive METAMYOSYN® V4 protein, scientifically developed to assist you in gaining lean body mass while supporting your efforts to shed unwanted body fat. Our MET-Rx 25 gram protein shake also contains 26 essential vitamins and minerals, including your recommended daily allowance of Vitamins A, C and E. There's also B vitamins included for extra energy. And it's available in 3 deliciously smooth flavors: Chocolate, Vanilla and Strawberry.

There's no better time to start gaining lean muscle and losing fat with this great-tasting, convenient, protein shake that really proves how less is more: the new 25 gram ready-to-drink protein shake from MET-Rx—the people who invented protein meal replacement.

MET-Rx
ENGINEERED NUTRITION®

For The Best Shape Of Your Life!

GNC LiveWell | Vitamin Shoppe | hi-health | October 2005

Move 3
Step b

Move 4
Step a

For more information on the latest scientific advancements in sport nutrition call 1-800-55-METRx or visit us at www.met-rx.com.

Appendix Figure E13 Advertisement no. 13

You've moved 42,309 pounds in one hour.

How are you going to recover?

Move 1
Step b

Move 2
Step b

TRAIN HARD • EAT RIGHT • USE LEAN BODY®

Grueling workouts demand superior nutrition. Get yours by supplementing two daily meals with delicious Lean Body® shakes and bars. Lean Body® shakes and bars take the guesswork out of eating right. So you can focus on your workout without worrying about your diet.

Use university-tested Lean Body® to provide the nutritional insurance you need to help you get big and lean. Its precise blend of protein and nutrients support the anabolic conditions necessary for muscle recovery and growth.

Lean Body® shakes and bars are the most delicious in America. Only Lean Body® is the winner of the American Tasting Institute Gold Medal Taste Award for four years in a row! No other company's shakes or bars can make this claim.

Lean Body® is lab tested for potency and quality, it's personally guaranteed by Lee Labrada in sports nutrition.

So take it from bodybuilding legend, Lee Labrada: **Train hard, eat right, and use Lean Body.**

www.leanbody.com

Visit www.leanbody.com to subscribe to my FREE weekly workout newsletter!

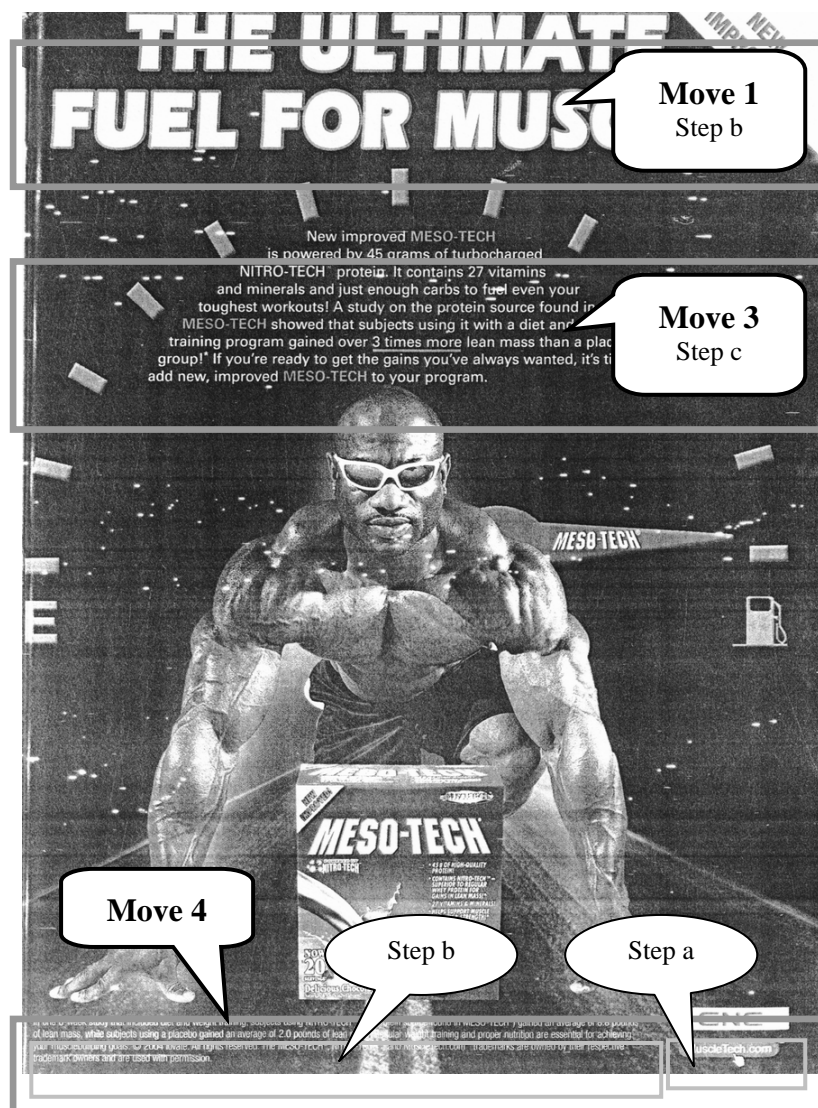
Available in these fine gyms and healthfood stores:

Move 3
Step c

Move 4
Step a

New & Improved! Lower Carbs!

Appendix Figure E14 Advertisement no. 14



Appendix Figure E15 Advertisement no. 15

New Supplement News

Muscle Juice™ 2544
Simply the most calorie-packed and best tasting Weight Gainer on the market today.

Step b **Step a**

Move 1

Move 3
Step c

Move 4
Step a

With Muscle Juice™ 2544 you will:

- GROW Muscle with 55 grams of Ultimate Nutrition's special protein blend (Whey Protein Isolate, Whey Protein Concentrate, Calcium Caseinate, Egg White Albumen). This provides a 6 hour protein release so your muscles are constantly fed and nourished.
- GROW Muscle with 162 grams of Ultimate premium quality carbohydrate complex to body to obtain maximum possible growth.
- GROW Muscle with 17g of high performance fat containing MCT oil (Medium Chain Triglycerides) which support performance by increasing energy and cannot be stored as fat. MCT allows for a slow and steady release of energy and will not increase serum cholesterol levels.

Available in 4.75kg (10.45lbs) Chocolate, Vanilla, Strawberry

If your current Weight Gainer doesn't give you the following, Switch Immediately!

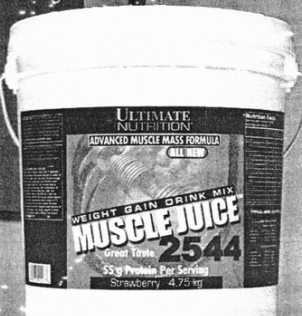
- ☒ Give you 55 grams of Protein per serving?
- ☒ List Whey Protein Concentrates and Whey Protein Isolates as the first ingredients?
- ☒ Contain at least 4 different types of Proteins including Whey, Egg, Casein?
- ☒ Deliver over 13,000mg (13g) of Carbohydrates per serving?
- ☒ Provide over 10.9 grams of Glutamine precursors per serving?
- ☒ Provide over 1.4 grams of Arginine?
- ☒ Taste Amazing?

ULTIMATE NUTRITION
www.ultimatenutrition.com

GNC WOODS Sun Harvest WILD OATS

Better Nutrition

Retailers please call 860-409-7100 ext. 106



Appendix Figure E16 Advertisement no. 16

VITARGO-CGL Free!

TIME FOR MASSIVE MUSCLE GROWTH!

GAIN 16 LBS. IN 6 WEEKS!

Step a

Step b

Week 1 Week 6

Move 1

Move 2
Step b

Sugar Free!

Bill Amicarelle gained 16 lbs. of lean muscle in 6 weeks using Vitargo-CGL. The unmatched creatine and glycogen loading power of Vitargo-CGL results in dramatically increased muscle fullness.

Move 3
Step c

Move 4
Step a

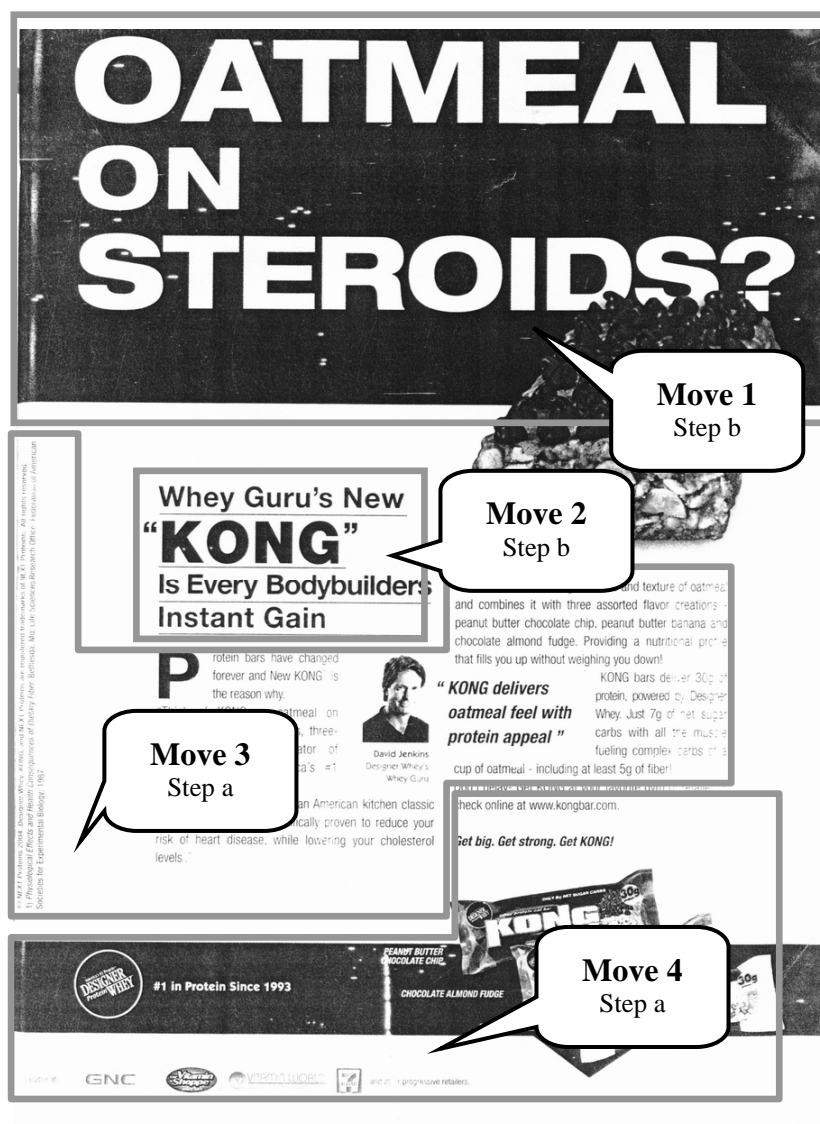
- GAIN UP TO 16 LBS OF SOLID MUSCLE in 6 weeks with Vitargo-CGL's unmatched creatine and glycogen loading power.
- Causes enormous muscle fullness and massive pumps within 7 days!
- Quickly leads to huge strength gains, 20-40 lbs. in many key exercises.
- Makes all other creatine formulas obsolete
- This is the one creatine product pro bodybuilders really use

Nutrex
RESEARCH

GNC Live Well.
Exclusively available at GNC and other fine specialty stores.

www.Nutrex.com
1-888-3NUTREX

Appendix Figure E17 Advertisement no. 17



Appendix Figure E18 Advertisement no. 18

Appendix F

Summary Occurrence of Moves and Steps in Muscle-building Supplement Product
Advertisement in the Early 2000's

Appendix Table F1 Summary Occurrence of Moves and Steps in Muscle-building Supplement Product Advertisement in the Early 2000's

Advertising No.	Move 1		Move 2		Move 3			Move 4	
	Step a	Step b	Step a	Step b	Step a	Step b	Step c	Step a	Step b
1	✓		✓		✓			✓	✓
2	✓	✓		✓			✓	✓	✓
3	✓	✓				✓		✓	
4	✓	✓		✓			✓	✓	
5		✓		✓			✓	✓	
6		✓				✓		✓	
7		✓			✓			✓	
8		✓				✓		✓	
9		✓		✓	✓			✓	✓
10	✓	✓		✓	✓			✓	
11		✓					✓	✓	
12	✓				✓	✓	✓	✓	
13	✓					✓		✓	
14		✓		✓			✓	✓	
15		✓					✓	✓	✓
16	✓	✓					✓	✓	
17	✓	✓		✓			✓	✓	
18		✓		✓	✓			✓	

BIOGRAPHICAL DATA

Name and Surname	Miss Elinie Palomas
Date of Birth	April 8 th , 1979
Place of Birth	Tacloban City, Philippines
Educational Background	B.Sc. in Animal Production Technology