**Consumer Health Study Guide**

* A Consumer is anyone who uses products and services.
* “Just Do It” by Nike is an example of the slogan advertising technique.
* “Hanes boxers are comfortable,” said by Michael Jordan on a Hanes advertisement, is a testimonial advertising technique.
* Comparison Shopping is a method of judging the relative benefits of competing products or services based on quality, effectiveness, safety, and cost.
* Golden Rule of budgeting is to spend less than you earn.
* Money that you get from products and services is called Income.
* Side effects are effects of a medicine other than the one intended.
* As a consumer, family background, peers, and cost influence your decisions.
* Scientific Appeal is when doctors recommend it or it is hospital tested.
* Fraud is when the seller purposefully deceives the buyer.
* Social advertising tells you to use their product because it makes you look cooler and more attractive.
* Advertisements can be found on the TV, Internet, newspapers, magazines, and billboards.
* If something has a warranty it means the company/manufacturer will refund your money if the product does not work.
* Coupons, Rebates, and Loyalty Programs are ways to save when purchasing services or goods.
* Income is money you earned/worked for.
* Sun Tan lotion, deodorant, and soap all belong in a health care kit for skin.
* Tolerance is when you need to take more of a product to obtain the same effect as before.
* A vaccine is a medicine that prevents a disease from developing. It is made from dead or weakened germs that cause the immune system to produce antibodies.
* Pain relievers block or lessen pain signals sent through the nervous system.
* The FDA is an agency that assures the safety of foods, cosmetics, medicines, and medical devices.