

JEPonline
Journal of Exercise Physiologyonline

**Official Journal of The American
Society of Exercise Physiologists (ASEP)**

ISSN 1097-9751
An International Electronic Journal
Volume 5 Number 2 May 2002

Editorial

**EXAGGERATED CLAIMS USED IN MARKETING: ASEP'S COMMITMENT TO
PREVENTING UNETHICAL PRESENTATION OF RESEARCH DATA**

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Editor-in-Chief: **J Exerc Physiolonline**

In the May 2001 issue of the **J Exerc Physiolonline**, Armstrong et al.[1] published a study on the use of a commercial thermogenic weight-loss supplement (Xenadrine RFA-1, Cytodyne Technologies) on body composition and energy expenditure in obese subjects. The authors of this study presented their data in an ethical fashion. However, subsequent use of the study findings for marketing of the product revealed claims that were not substantiated by the research published in our journal. Subsequent discussions by the managing editor of the journal, myself and the ASEP president revealed frustration for this occurrence, as well as an apparent inability to require the company to withdraw marketing claims due to the lack of regulations requiring companies to adhere to the stringent criteria used in scientific research. Added details of this incident are found in Tommy Boone's recent manuscript in **PEPonline** [2].

It needs to be made clear that in no way does ASEP support or condone the use of any commercial product that is the focus of research published in any of its journals.

REFERENCES

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2. Boone T. Exercise Physiology Quackery and Consumer Fraud **PEPonline** 2002;5(5);
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