



Protecting the Consumer

2012-2014

Prepared By: Oz Digital

Last Updated: June 2014



What People Are Selling

- Green Coffee Bean Extract
- Phytocermides
- Garcina Cambogia
- African Mango Extract
- Garcina Cambogia
- Saffron Extract
- Chitosan
- Forskolin
- Turmeric - Curcumin
- Yacon Syrup
- Red Palm
- Raspberry Ketones



How They're Selling It...

- **Online Banner Ads:** Ad Networks (SiteScout, AdSense), etc.
- **Ad Word Buys:** Google, Facebook, etc.
- **Direct Marketing:** Email, Text, Phone, SMS
- **E-commerce:** Amazon, EBay, various nutrition storefronts, etc.
- **Social Media:** YouTube, Facebook, Twitter, Pinterest
- **Broadcast/Traditional Media:** Television, Radio, Magazines

“Making Millions Through Nutrition”

Video Credit: Pace Lattin: <http://www.youtube.com/watch?v=9zMlOrRkpAM>



Ads Featuring Dr. Oz or *The Dr. Oz Show*

[Lose 20 lbs in 4 Weeks?](#)



Dr OZ: "Miracle Pill Burns Fat Fast" [▶](#)

1 Tip for a flat belly:



Dr. Oz - "Miracle Pill Burns Fat Fast"

Cut down 4 lbs of fat every week by simply using this 1 weird old tip.

Tip [▶](#)

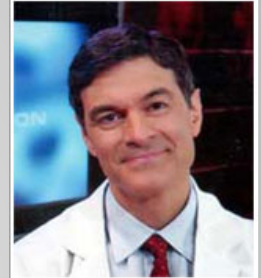
Dr. Oz Reports: Sponsored



"This Miracle Pill Can Burn Fat FAST!"

[Learn More >>](#)

Advertisement



Dr. Oz Reports:

NEW WEIGHT LOSS SOLUTION



"This miracle pill can Burn Fat FAST!"

DR. OZ

[LEARN MORE](#)

[Lose 20lbs in 4 Weeks?](#)



"Miracle Pill Burns Fat FAST!" [▶](#)

Pure Green Coffee



"Celebrity Doctor Reveals 1 Secret To A Flat Belly ..."

[Click Now](#) [▶](#)



"This Miracle Pill Can Burn Fat FAST!"

[Learn More >>](#)

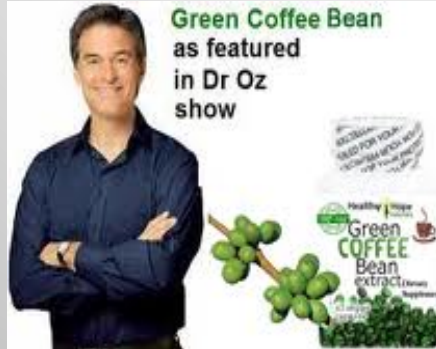
Dr. Oz Reports: advertisement



"This Miracle Pill Can Burn Fat FAST!"

[Learn More >>](#)

Green Coffee Bean as featured in Dr Oz show



"The Magic Weight Loss Cure for Every Body Type" - Dr. OZ



More Ads Featuring Dr. Oz or TDOS




FEATURED in **DR. OZ**

KETONE LEAN
ADVANCED WEIGHT LOSS
TOPSELLER

Dr. Oz Supplement • 60 CAPSULES

Muhammad Mayer Laboratories

Dr. OZ's Miracle Diet




Before After

Discover the Awesome Truth About Dr OZ's Hottest New Diet. [Learn More!](#)

"The Holy Grail of Weight Loss..."

THE DR. **OZ** SHOW - Dr. Oz



- 100% Natural
- No Pills
- No Exercise
- REAL RESULTS!

Garcinia Cambogia as reviewed on Dr OZ

Garcinia Cambogia

100% Pure & Natural
Weight Loss By Dr Oz



Where To Buy



Lose 20 lbs in 4 weeks?



Dr OZ: "Miracle Pill Burns Fat Fast"

Read More 

Green Coffee Extract



"Celebrity Doctor Reveals 1 Secret To A Flat Belly..."

PURE GREEN COFFEE

Click Now 



[Lose 20 lbs in 4 Weeks?](#)


Dr OZ: „Miracle Pill Burns Fat Fast“



More Ads Featuring Dr. Oz or TDOS

Dr Oz: "Mom's \$4 Wrinkle Tip"



Kill a bit of your wrinkles everyday by following this [1 old weird tip](#) 

"Last Night Dr Oz Spoke About Green Coffee Beans & How They Can Help You Lose Weight"



Order Now

An advertisement for Green Coffee Beans. It features a photograph of Dr. Oz in a purple and black striped shirt, pointing towards a jar of "GREEN Coffee Beans". The text above him reads "Last Night Dr Oz Spoke About Green Coffee Beans & How They Can Help You Lose Weight". Below the jar is a green button that says "Order Now".

Dr OZ: "Better than a facelift"

Could this be the end of Botox? Hailed as "the secret to cheat your age." Reduce your wrinkles today. [Read More](#)

Oprah Looks 29



Dr OZ: "Better than a facelift" 

Lose 21 lbs in 1 Week?




"Miracle Pill Burns Fat FAST!" 

An advertisement for a weight loss pill. It features a "before and after" photo of a man, showing a significant weight loss. To the right is a logo for "THE DR. OZ SHOW" featuring a portrait of Dr. Oz. Below the photos is the text "Miracle Pill Burns Fat FAST!" with a YouTube icon.

Demi Moore Looks 29



Dr OZ: "Better than a facelift" 

More Ads Featuring Dr. Oz or TDOS



Doctors Banned this Video

Can You Cure **HEART DISEASE**?



Shocking video reveals why America's top doctors claim this weird ingredient may stop Heart Disease dead in it's tracks [\[video\]](#)

55 Year Old Ellen Looks 25



Dr OZ: "Better than a facelift"

Featured on the Dr. OZ Show!



Eat THIS, Never Diet Again



Dr OZ: "The Holy Grail of weight loss"

"Raspberry Ketone Max For Fast & Effective Weight Loss"



Order Now



Use Case 1: Standard Banner Advertisement

User Action: Click advertisement featuring Dr. Oz, land on “advertorial”, click through to “Buy Now” landing page

Discuss in my forum

Advertisement

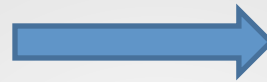
advertisement

Dr. Oz Reports:



“This Miracle Pill Can Burn Fat FAST!”

[Learn More >>](#)



ADVERTORIAL

Women's Health

The Daily Consumer

Article Published: Wednesday, April 10, 2013

FITNESS SEX & LOVE FOOD LOOK BETTER NAKED WEIGHT LOSS HEALTH YOGA BEAUTY & STYLE

Home > Health > Fitness & Nutrition > Garcinia Cambogia Exposed

SPECIAL REPORT: Lose 23 lbs of Belly Fat in 1 Month With This Diet Cleanse That Celebrities Use. Exclusive Offer for Readers.

This report was created by Women's Health to expose the truth behind a very weird diet



Note: [Garcinia Cambogia Extract](#) has sold out in most stores. As Of Wednesday, April 10, 2013 It's Still Available Online.



Staff reporter Helen Hasman investigates a weird weight loss solution that is quickly gaining popularity in USA and around the world.

(Women's Health) - The [Garcinia Cambogia Extract](#) is the latest buzz in the "battle of the bulge". With millions of people praising this so called "miracle pill" that you take as a supplement to lose weight, it has been getting a lot of attention since it was recently featured on The Dr. Oz Show. Surprisingly, many people who struggle daily with their weight have yet to hear about this powerful option. Those that have heard of the Garcinia Cambogia diet are confused about what it is, how to use it and how to avoid falling for ineffective formulas and downright scams.

According to Dr Lindsey (The guest host on the popular Dr Oz show) [Garcinia Cambogia Extract](#) works in more than one way, "The first way is it goes in and causes the body to burn glucose, or sugar, and burn fat, mainly in the liver...The second way, the most important way, is it slows the release of sugar into the blood stream. So when you don't have sugar building up in the blood stream, you don't have fat building up because sugar turns to fat...When the two are combined together, you get this synergistic effect that basically burns and blocks and stops fat, but it also is natural and safe."

Well, here at WomensHealth we were a little skeptical of this [Garcinia Cambogia Extract](#). Even after pouring through mountains of research. While I had an educated opinion, I still had no personal proof that the [Garcinia Cambogia](#) option was worth the time. So, with my editors blessing, I decided to go out and put the product to the test myself. What better way to find out the truth than to conduct my own study?

To get started, I volunteered to be the guinea pig. I applied online for a bottle of [Pure Garcinia Cambogia™](#). Pure Garcinia Cambogia is one of the most credible and trustworthy diet supplement suppliers on the market. It included a 100% Money Back Guarantee of the product and it did not try to fool me into agreeing to additional hidden offers. Another reason why I chose [Pure Garcinia Cambogia™](#) is because it is the most concentrated and purest Garcinia Cambogia on the market. This would give me the most accurate results for my test.

FLAT ABS! LEAN LEGS! FIRM BUTT!

SLIM CALM SEXY

A Fast Easy PantoDrop Pounds & Beat Stress!

Amazing Sex Secrets!

LOOK 5 YEARS YOUNGER IN JUST 9 WEEKS

New Year, New You!

START YOUR TOTAL-BODY TUNE-UP TODAY!

Smart Money

Life-Changing Health, Beauty, Nutrition, Style & Fitness Tips

Health and Diet writer, Helen Hasman recently put the Garcinia Cambogia Diet to the test. And the results were surprising:

She lost 27 lbs in 9 weeks, with No Special Diet, and No Intense Exercise

The benefits of the Garcinia Cambogia beat all of our initial skepticism. We found the diet not only helped with weight loss and getting rid of belly fat, but it seemed to boost energy levels, and also helped Jennifer sleep better and to wake-up more rested.

Step 1
First order [Pure Garcinia Cambogia](#)
Get FREE SHIPPING by [Clicking Here](#)
Offer Expires Thursday, April 11, 2013

What Others Are Saying

Garcinia Cambogia PREMIUM

Burn Fat Quicker & More Efficiently!

100% NATURAL PURE

- HELPS STOP FAT FROM BEING MADE
- SUPPRESSES YOUR APPETITE
- INCREASE SERATONIN LEVELS FOR EMOTIONAL EATERS

100% NATURAL PURE GARCINIA CAMBOGIA EXTRACT CAPSULES

NEW!

TELL US WHERE TO SEND YOUR BOTTLE TODAY!

First Name:

Last Name:

Address:

City:

Country:

State:

ZIP:

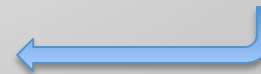
Phone:

Email:

CLAIM YOUR BOTTLE TODAY!
HURRY! LIMITED SUPPLIES ARE AVAILABLE!

RUSH MY ORDER

<http://womenshealthreport.org/garcinia/index2.htm>



http://www.garciniacambogia1300.com/beta/index.php?click_id=128949&AFFID=4&c1=4_38921&c2=&c3=

What is an Advertorial?

A newspaper or magazine advertisement giving information about a product in the style of an editorial or objective journalistic article.

CONSUMERLIFESTYLES
HOME BEAUTY HEALTH SHOPPING CONTACT ABOUT

Good Housekeeping
Fitness | Sex & Love | Life

You Will Not Believe The
4 Moms Lost 20 lbs!

WOMEN'S HEALTH
FLAT ABS! LEAN LEGS! FIRM BUTTI!
SLIM CALM SEXY
LOOK 3 YEARS YOUNGER IN JUST 15 DAYS
New Year, New You!
SMART YOUR TOTAL BODY TUNE-UP TODAY!
Smart Money
465
Life-Changing Health, Beauty, Nutrition, Style & Finance Tips

Women's Health
The Daily Consumer
FITNESS SEX & LOVE FOOD LOOK BETTER NAKED WEIGHT LOSS HEALTH YOGA BEAUTY & STYLE
Article Published: Tuesday, February 26, 2013
Home > Health > Fitness & Nutrition
SPECIAL REPORT: Lose 10 lbs of Belly Fat in 6 Days With Green Coffee Bean That Celebrities Use. Exclusive Offer for Readers.

TOP CONSUMER DIETS
ADVERTORIAL
Garcinia Cambogia Diet Featured on TV Shows!

Dr. OZ Garcinia Cambogia
Pure Garcinia Cambogia Extracts

- ✓ Made with Garcinia Cambogia Extract
- ✓ No artificial Fillers or Additives
- ✓ Helps Stop Fat From Being Made
- ✓ 100% Natural Ingredients

THE DR. OZ SHOW

Use Case 2: Paid Ad Words (Google, Yahoo, Bing, etc.)

User Action: Conduct general search, click ad, land on "advertorial", click through to "free trial" landing page

New "Garcinia Diet" By OZ
www.pressking.com/Dr-Oz-Diet-Free-Offer
Free Bottle Offer. 60% HCA Extract.
The All Natural Way To Lose Weight.

<http://bit.ly/YqtKaG>

Garcinia Cambogia PREMIUM
Burn Fat Quicker & More Efficiently!
100% PURE NATURAL GARCINIA CAMBOGIA
100% NATURAL PURE GARCINIA CAMBOGIA EXTRACT CAPSULES

HELPERS:
• HELPS STOP FAT FROM BEING MADE
• SUPPRESSES YOUR APPETITE
• INCREASE SERATONIN LEVELS FOR EMOTIONAL EATERS

CLAIM YOUR BOTTLE TODAY!
HURRY! LIMITED SUPPLIES ARE AVAILABLE!

RUSH MY ORDER

Form fields: First Name, Last Name, Address, City, Country (United States), State (Select State), ZIP, Phone, Email.

<http://www.garciniacambogiaspremium.com/l1/>

Good Housekeeping
SUBSCRIBE JOIN NEWSLETTER
Search

Fitness | Sex & Love | Life | Food | Weight Loss | Health | Beauty | Style

You Will Not Believe Their Transformations!
4 Moms Lost 20 lbs in only 4 Weeks

featured in
YAHOO! Woman's Day VANITY FAIR TIME People AOL.

Before After Before After

Before After Before After

At 35+, our 4 Moms are looking better than ever. They have lost a significant amount of body fat in the last weeks. Many have tried to discover their secret. Finally, they were outed after dropping a bottle "Garcinia Cambogia" at the airport yesterday. A famous "Celebrity" caught cheating with two free internet products that are helping women everywhere lose weight super fast. Over and over women are saying their sex life is better, they look and feel better, and their self confidence is higher than ever before. It has been featured on many popular TV shows, like Rachael Ray and Dr. Oz.

THE DR. OZ SHOW

<http://goodhousekeeping.com-lnk.us/garcinia/index.php>



Use Case 3: Email (Direct Marketing)

User Action: Click email link; land on “advertorial”, click through to “free trial” landing page

Subject	From	Date
How to Lose Weight with Dr Oz's Product	• Dr.OZ's Special Offer	• 7/29/2013 6:54 PM
How to Lose Weight with Dr Oz's Product	• Dr.OZ's Special Offer	• 7/30/2013 2:45 AM
Dr. OZ: The Best Weight-Loss Product Ever	• OZHealth Special Offer	🔥 7/30/2013 5:20 PM
Dr. OZ: The Best Weight-Loss Product Ever	• OZHealth Special Offer	🔥 7/30/2013 10:18 PM
Dr. OZ: How to Lose Weight - The Basics of Weight Loss	• Dr.OZ Media	🔥 7/31/2013 2:45 PM
Dr. Oz's 25 Greatest Health Tips	• Health by Dr. OZ	🔥 7/31/2013 7:40 PM
Dr. Oz's 25 Greatest Health Tips	• Health by Dr. OZ	🔥 8/1/2013 2:29 AM
Dr. Oz: Weight loss tips that really work	• EverydayHealth Media	• 8/1/2013 4:59 PM
Dr. Oz: Weight loss tips that really work	• EverydayHealth Media	• 8/1/2013 11:05 PM
Dr.Oz: Feel Slim & Sexy In & Out Of Your Dress.	• Health News by Dr.OZ	🔥 2:29 PM

<http://www.affiliatefix.com/f9/dr-oz-email-spam-everyday-4635/>



Pure Green COFFEE

Home Health How it works Testimonials FAQ In the News **Order now**

100% NATURAL

Introducing
The Green Coffee Bean That Burns Fat Fast.

Pure Green Coffee Bean Extract Capsules. 100% Pure Green Coffee Extract

Claim your bottle today!

Experience the amazing benefits of green coffee for yourself, absolutely risk-free!

Lose Fat
Start losing fat with pure green coffee

100% Natural
Made from pure green coffee beans.

First Name: Last Name:
Address: Apt/Suite:
City: State: ZIP:

Pure Green COFFEE

Home Health How it works Testimonials FAQ In the News **Order now**

Note: Pure Green Coffee has sold out in most major stores. As of Friday, April 05, 2013 it's still Available Online

New York Stores Struggle to Keep "Fat Burner Pill" in Stock.

The Hottest New Way to A Flat Belly

Normally, I don't recommend "weight-loss" supplements, especially weight-loss supplements that claim "easy" weight loss or "fast" weight loss. I strongly believe that the key to weight loss is a healthy diet and exercise, but there are some incredible superfoods that can deliver an added boost.

One superfood in particular, the green coffee bean, is creating major media buzz, and the research has me truly amazed.

GREEN COFFEE FEATURED ON POPULAR TV SHOWS

LOSE WEIGHT WITH Green coffee bean extracts featured on the Dr. Oz **THE MIRACLE PILL TO BURN FAT FAST**



<http://www.buypuregreencoffee.com/goog/content/?gclid=COD771jlvbYCFchM4AodFTcArw>



<http://www.buypuregreencoffee.com/goog/content/home.php>

Use Case 4: Facebook Ads



Vital Mend · Suggested Page Like Page

 **Oz Approved Weight Loss**
Green Coffee, Raspberry Ketones, Acai Berry And More Oz Approved Diet Programs.

20,355 people like this. · Sponsored



VitalMend
Vital Products For A Healthy Life

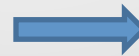


Vital Mend
27,566 likes · 3,020 talking about this

[Like](#) [Message](#)

Vitamins/Supplements
Vital Mend provides healthy alternatives for healthy living. <http://www.vitalmend.com/>

[Shop Now](#) [Pinterest](#) [Twitter](#)



VitalMend
Vital Products For A Healthy Life

Garcinia Cambogia Green Coffee Extract Raspberry Ketones Weight Management Supplement

RASPBERRY KEYTONES

ARE YOU AT A STAND STILL IN YOUR WEIGHT LOSS AND NEED AN EXTRA BOOST?

RASPBERRY KETONES CAN HELP BOOST YOUR METABOLISM, INCREASING WEIGHT LOSS.

BUY 2 31% OFF	BUY 3 36% OFF	BUY 4 44% OFF
 \$54.99	 \$67.99	 \$89.99



Technical Know-How

Third party advertisement served as overlay DoctorOz.com as an iFrame
(the URL for the advertisement is www.DrOzGreenDrink.net)

WARNING: Due to recently being featured on TV we cannot guarantee supply. As of Monday, March 18th 2013 we currently have product IN STOCK and ship within 24 hours of purchase.

Green Coffee DOCTOR
LOSE FAT
100% NATURALLY

100% ALL NATURAL GREEN COFFEE BEAN EXTRACT

Green Coffee DOCTOR
PREMIUM QUALITY BEAN
BURN FAT - LOSE WEIGHT - FEEL GREAT
DIETARY SUPPLEMENT - 30 CAPSULES

100% NATURAL

Pure Green Coffee Bean Extract Capsules

Tell Us Where to Send Your BOTTLE TODAY!

First Name:

Last Name:

Address:

City:

State:

ZIP Code:

Phone:

Email:

RUSH MY ORDER

CLAIM YOUR BOTTLE TODAY!

WHAT IS GREEN COFFEE BEAN IS IT EFFECTIVE?

LOSE FAT:
Start Burning More Fat without more exercise

100% Natural:
Made From Pure Green Coffee Beans

Boost Results
Enhance Fat-Loss Effects From Diet

No Side Effects:
Perfectly Safe to Take, Non-Drug Formula

THE DR. OZ SHOW
WATCH OZ

Sharecare The Dr. Oz Show RealAge Log In Sign Up

401K ShareCare Employee

Green Coffee Bean Extract: ...

Green Coffee Bean Extract: ...

Green Coffee Bean Extract: ...

Green Coffee Bean Extract: ...

FIND EXPERT HEALTH INFORMATION ON SHARECARE.COM

Ask Your Health Question **Ask**

GET THIS WIDGET

Deceptive Tactics: Stealing Visuals

Sites that look like DoctorOz.com, but actually sell products

[DoctorOz.com](http://www.doctoroz.com)

[Site Selling Garcinia](http://groupon2014.com/blog/7z202kw=HAF1)

www.doctoroz.com/videos/food-label-guide-decode-buzzwords

EPISODES RECIPES TOPICS MORE

MY PROFILE SEARCH

POWERED BY @sharecare MORE OZ: DR. OZ MAGAZINE | OZ BLOG | OZ WATCH WATCH OZ // FOX WNYW, 4:00PM CHANGE ZIP // BE ON THE SHOW | GET TICKETS

Bruising? Muscle pain? Back aches? Use Arnica® & feel better faster. Unscented Non-Greasy Paraben-Free

Food-Label Guide: Decode the Buzzwords

"Whole grain" and "reduced fat" foods may not be what you think. Find out what food-label buzzwords really mean!

Posted on 11/04/2013 | Comments (6)

Like Share 110 Tweet 24 Pin 173 Cite 18 Print

Amount	% Daily Value
Calories 571	
Calories from Fat 14	
Total Fat 2 g	3%
Saturated Fat 0 g	0%
Trans Fat 0 g	0%
Cholesterol 0 mg	0%
Sodium 11 mg	0%
Total Carbohydrate 111 g	22%
Fiber 10 g	20%
Sugars 7 g	14%
Protein 8 g	16%

Amount	% Daily Value
Calories 56	
Calories from Fat 3	
Total Fat 0.5 g	1%
Saturated Fat 0 g	0%
Trans Fat 0 g	0%
Cholesterol 0 mg	0%
Sodium 4 mg	0%
Carbohydrate 14 g	3%
Fiber 3 g	6%

ADVERTISEMENT

GET STARTED TODAY BUY NOW

100 BEST WEIGHT-LOSS

groupon2014.com/blog/7z202kw=HAF1

HOME | WEIGHT LOSS | DIET | HEALTH & FITNESS | NUTRITION & SUPPLEMENTS | MINDSET

NOT A MEMBER? REGISTER NOW OR LOG IN

FLASH SALE ENDS IN: 11:27 MINUTES

Get a trial bottle of Garcinia Cambogia (14 Day Supply), as trial orders in the next 13 minutes will only pay \$4.95! For while using our exclusive coupon listed below. GRAB THIS DEAL

ATTENTION: Our April Flash Sale will be expiring in a few minutes.

The product is risk free, doctor endorsed and ships for only \$4.95. This offer will not be beaten

Rachael investigates the new "sugar diet" if it's new diet works.

According to Dr. Lindsey (The guest host on the popular Dr. Oz show) Garcinia Cambogia & Max Detox combined works in more than one way. The first way it goes in and causes the body to burn glucose, or sugar, and burn fat, mainly in the liver. The second way, the most important way, it slows the release of sugar into the blood stream. So when you don't have sugar building up in the blood stream, you don't have fat building up because sugar turns to fat. When the two are combined together, you get this synergistic effect that basically burns and blocks and stops fat, but it also is natural and safe.

after pouring through mountains of research. While I had an educated opinion, I still had no personal proof that the Garcinia Cambogia option was worth the time. So, with my editors blessing, I decided to go out and out the product to the test myself. What better way to find out the truth than to conduct my own study?

To get started, I volunteered to be the guinea pig. I applied online for a bottle of Garcinia Cambogia and Max Detox. Garcinia Cambogia is one of the most credible and trustworthy diet supplement suppliers on the market. It included a trial of the product and I did not try to fool me into agreeing to additional hidden offers. Another reason why I chose Garcinia Cambogia is because it is the most concentrated and purest Garcinia Cambogia on the market. This would give me the most accurate results for my test.

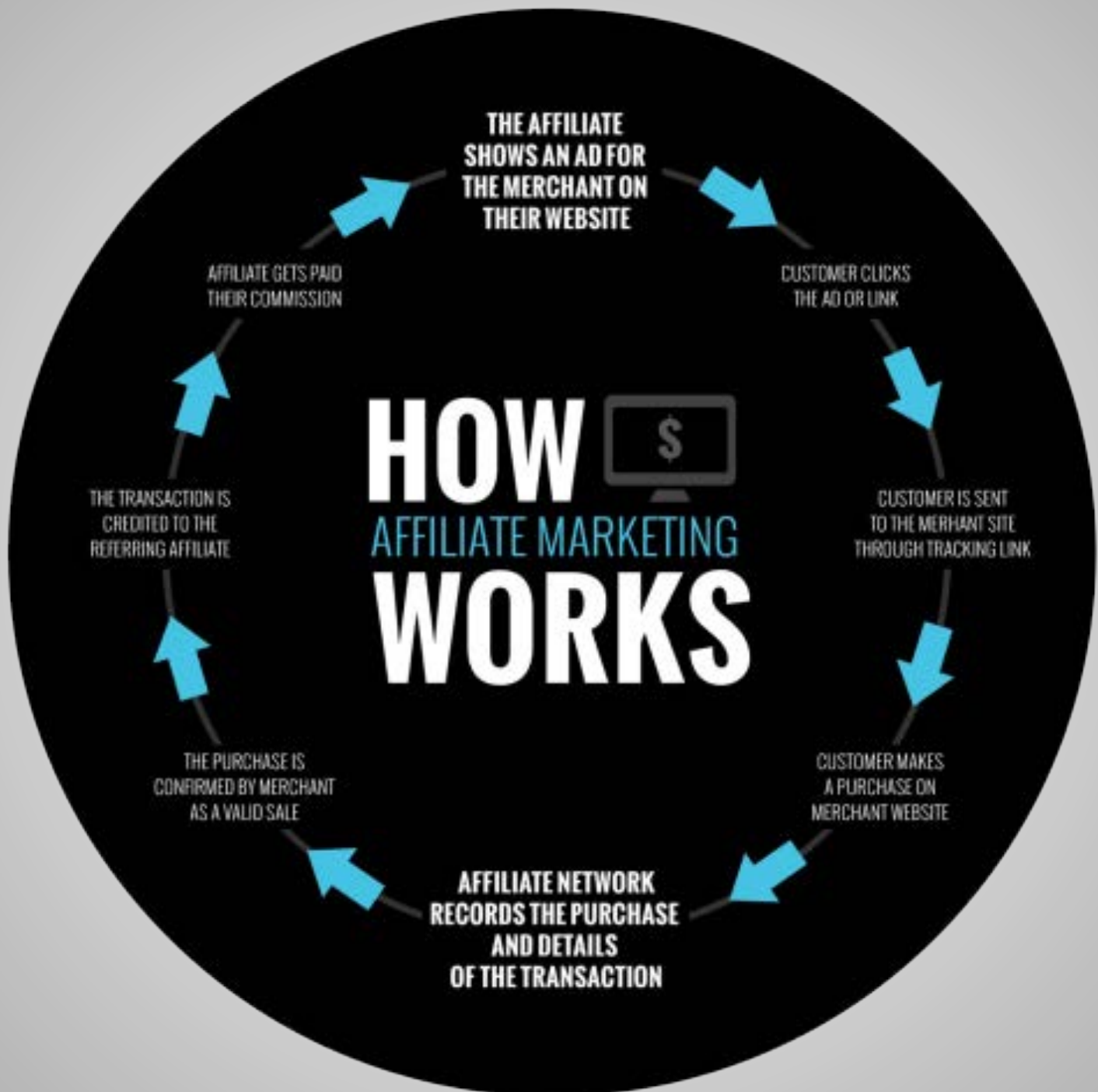
Try Garcinia Cambogia free trial, ships for \$4.95

Try Max Detox free trial, ships for \$4.95

REMEMBER: To get the best results, you must use BOTH products together.

Rachael Ray recently put Garcinia Cambogia to the test. The results, were surprising! She lost 27 lbs. and over 4 skins with no exercise!





Cornerstones of Successful Affiliate Marketing

- **Expert Direct Marketers:**
 - *“Designed to elicit an immediate response from consumers”*
 - Leverage user-driven ad words and direct telecommunications
 - Possess sizable advertising budget (ad words aren’t cheap)
- **Web Development and Strategy:**
 - [Domain registration](#), creative elements/messaging/graphics, [site development](#), data capture system, [Search Engine Optimization/Specialists](#)
 - [Affiliate Offer](#), [Advertorial landing page](#) (featuring celebrities, mainstream media brands)
- **CRM Solution:**
 - The backend; where the data is stored, how the transactions are processed, where the orders are sent, who gets paid, etc. ([LimeLight CRM](#) seems to be best in class)
- **White Label Manufacturer:**
 - [Create your own brand](#); specify product formula, order product, print your own labels
- **Product Fulfillment Center:**
 - [International drop shipment](#), call centers
- **Content Creators:** SEO specialists (page spinners), social media managers, writers, publicists
- **Call Center:** a [toll-free call center](#) to process orders; they often can’t reference the site their product is sold on or the brand you are attempting to order.
- **Credit Card Mitigation Center:** a team dedicated to credit card claim disputes

How We Responded



Oz Watch: Timeline + Key Metrics

9/12/2009: Dr. Oz and Oprah Winfrey [file civil suit](#) against merchants using their likeness to sell and promote acai berry

9/03/2012: Dr. Oz Announces [Oz Watch](#) “If you see something, send something”

9/12/2012: [“Dr. Oz Fights to Reclaim His Name”](#) Show

5/06/2013: Dr. Oz Announces the [“It’s Not Me”](#) Campaign

4/29/2014: [“Dr. Oz Takes Down the Scammers”](#) Show

Total Cases Reported to Oz Watch through 5/31/2014: 35,000+

- “High Value” Targets (image/logo/video infringements) identified: 9,000+
 - Many reported offenses (thousands) are duplicates. This number excludes social media
- **C&Ds sent to date: 600** (not including YouTube and Facebook takedowns) to 450+ sites
 - Sites taken down + Infringements removed in response to C&D: 300+
 - C&Ds sent that produced no result: 78
 - Average Claims Submitted to Oz Watch Per Day: 50
 - Total YouTube Takedowns to Date: 4,700+ videos
 - Total SPAM Messages Reported: 28,000+

General breakdown by claim type (not exact):

- Online: Website, Facebook, Amazon: 62%
- Email/Text: 28%
- Other (Television/Radio/Print): 9%
- In-store: 1 %



May 2013: Public Awareness Effort - "It's Not Me"



NEW YORK POST

ENTERTAINMENT

Dr. Oz cracks down on fake endorsements

By Michael...
April 28, 2013

DAILY NEWS

Dr. Oz: It's 'infuriating' to have 'con artists' use my name to sell their pills

Emmy-winning doc wages war on online ads that claim he

NEW YORK DAILY NEWS / Thursday, May 2, 2013, 2:00 AM

to take it anymore.
using his name, photo — and e Internet they say he's
matters into his own hands,
hat sells the weight-loss on his show last year as an

THE DR. OZ SHOW

Dr. Oz's "It's Not Me" Message

Since May 6, 2013, Dr. Oz has ended each show with the following disclaimer

*"If you receive an e-mail or any kind of direct marketing claiming to be from me selling a product with my name, my image or the show's name, you need to know **IT'S NOT ME!** I consider anyone that uses my name or my picture to try to sell you a product or supplement reckless and dangerous. They are undermining my credibility with you and the trust you place in me. More importantly, it could be dangerous to your health.*

Please go to www.DoctorOz.com/oz-watch to report if you receive any messages that use me to sell you anything.

To see a list of our trusted partners, please go to www.DoctorOz.com."



Brand Protection: Mark Monitor

Hired MarkMonitor: October 2013

- MarkMonitor tracks online use of our brand and sends legal enforcements.

Websites and Paid Search:

- Website Domain Detections: 2,055 results
- Website Content Detections: 4,521 results
- **Enforcements Sent:** 493 to 341 sites (77% compliant rate)
 - 33% of the enforcements were in response to *OzWatch* submissions.

Online Marketplaces: (Amazon, eBay, Craigslist, etc.)

- Marketplace Detections: 2,306 detections
- Enforcements Sent: 2,145

Dr. Oz's Call to Action

- Initiate greater intra-agency cooperation between the FTC, FDA, FBI, Congress and State Attorney General offices and the private sector companies (via trade organizations) to identify offenders and shut them down.
- Development of a private sector voluntary “master registry” of celebrity endorsements retained by the advertising platforms (online and traditional) for quick identification of violators. This would be of great assistance to the celebrities who have no practical recourse for trademark infringement and enable the FTC and law enforcement to look in the obvious places.
- A master registry would be a useful tool and if developed, ad hosting services could be expected to cross reference celebrity content and expected to refuse purchases for violators as well as report the purchaser. This would streamline the process and provide a level of accountability for platforms who are making money selling space to scammers.