

What people and companies do to sell fake hoodia

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Why they sell fake hoodia?

As the popularity of hoodia gordonii grows there are innumerable bogus and spam websites that promote false claims about hoodia and dupe the consumers on a large scale. Hoodia gordonii is available only from the South African deserts or farms where it is exclusively grown.

Authentic hoodia is available only through proper channels which costs a substantial amount of money and procedural difficulties. All the bogus companies and spam websites do not invest in either of these and are only involved on the promotion of their fake products.

How they sell fake hoodia?

They have multiple interlinked websites and blogs to support their fake claims

Most of the bogus companies have numerous websites and blogs that are related to each other. While the blog sites promote articles about hoodia with advertisement about the products being marketed by the fake companies, the website promise ridiculous results that tend to fool the consumer. The end result all the consumers end up losing only money and not weight!

The federal trade commission (FTC) has recently stopped an international spamming enterprise that made such bogus claims and sent unwanted and illegal messages to millions of web users all over the world.¹

The website and the company claimed that the capsules being sold by them would help in reducing weight by 40 pounds in a month. Regular consumption of hoodia gordonii pills does help in substantial reduction of weight but not in such a rapid pace.

Another company promoted the claim about hoodia in coffee. The company claimed that drinking their hoodia mixed coffee everyday would result in a loss of weight by 20 pounds in a month without changing the diet. On notice from the FTC the company withdrew their claim² about the weight loss through drinking hoodia coffee.

Pure hoodia gordonii has been tested only to be used in pills and the pure form without additives must be consumed for the maximal effects of hoodia. Consumption of hoodia gordonii pills effectively reduce the appetite and help you to control your intake of calories. Adequate diet plans and physical activity along with hoodia gordonii pills help you to lose weight faster.

They put hoodia in the forms which are not effective

Many other websites also promote hoodia in the forms of gums, patches, drinks and other forms. Hoodia works only in the purest form and additions of other substances can actually reduce the ability of hoodia as these additives can hamper the absorption of hoodia.

They sell impure hoodia

Genuine hoodia pills are costly owing to the rising demands of hoodia and decreased availability. Also obtaining pure hoodia from the government and authentic sources involve a lot of procedures. Fake websites that market impure hoodia or other substances in guise of hoodia do not go through all these complicated procedures.

They just launch a site with fake testimonials and links to their own review sites to fool the consumers. They offer hoodia pills at a very cheap rate quoting various reasons for their discounted prices.

What you should do before buying hoodia?

One should be careful about such sites and should carefully evaluate the claims made by the company selling hoodia pills. Very low priced pills are a perfect no and so are other forms of hoodia. Check for credible certificates and authentic lab reports. One can also verify about the source from where hoodia is obtained. Be safe and lose weight effectively with authentic hoodia pills.

References:

1. Federal Trade Commission. FTC Stops Spammers Selling Bogus Hoodia Weight-Loss Products and Human Growth Hormone Anti-Aging Products. Press release: 2007. <http://www.ftc.gov/opa/2007/08/hoodia.shtm>
2. Federal Trade Commission. Sellers of Hoodia Coffee Settle with FTC for Bogus Weight-Loss Claims. Press release: 2008. <http://www.ftc.gov/opa/2008/01/dietcoffee.shtm>

