

Supplement Critique

Press Kit

7/3/2014
By Media Moguls PR



Who is Supplement Critique and Why Should I Care?

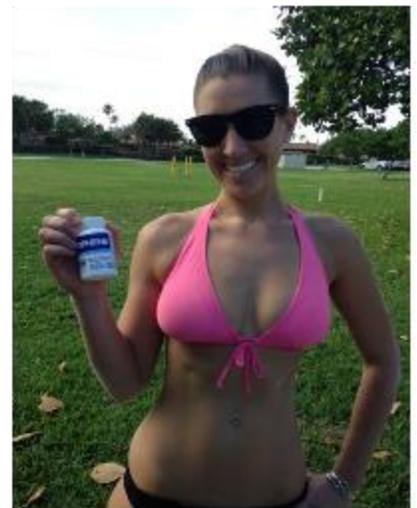
In a sea of too-good-to-be-true weight loss pills, free trial offer supplement scams and celebrity “magic pill” endorsements, how can consumers educate themselves on supplement buying decisions? What supplements actually work and how much of what consumers see is marketing hype?

Enter SupplementCritique.com; a trusted source for over four years in the supplement industry. Supplement Critique offers fair, unbiased reviews of some of today’s most popular supplements, including; weight loss supplements, fat burners, testosterone boosters and pre/post workout supplements. Every supplement listed on the site has been personally tested and reviewed by someone on the Supplement Critique staff.

Rob Miller, the brain child behind the operation, started Supplement Critique as a way to educate consumers on their supplement buying decisions and as a means to debunk many popular supplement myths. Over the past seven years, Rob has tackled some of the most controversial issues in the supplement industry, such as; free trial offers, the Dr Oz scandal, counterfeit pill scams and Nootropic supplements.

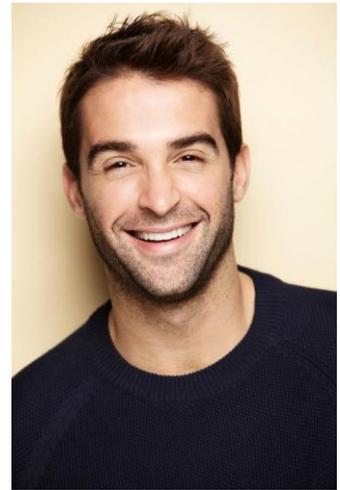
In an industry that far too often preys on people’s emotions concerning weight, sex and health, consumers desperately need an advocate. An advocate who understands the supplement industry. An advocate who understands fitness and workout regiments. An advocate who understands men and women’s health issues. And last but certainly not least, an advocate who sees through all the shiny objects and marketing gimmicks in the health and wellness industry.

That’s what Supplement Critique provides – a team of experts who are willing to review supplements before consumers waste their time and money on them. A team of experts who are willing to share their expertise on consumer health, fitness and supplement related questions. And a team of experts who aren’t afraid to go against the grain and debunk myths within their own industry.



Mission Statement: Supplement Critique aims to be the #1 resource for unbiased reviews on a wide range of supplements, including; weight loss pills, pre and post workout supplements, testosterone boosters, and more. With over 1,000 reviews to date, Supplement Critique has helped innumerable consumers make more educated supplement buying decisions amidst a sea of scams, marketing gimmicks and myths in the supplement industry.

Rob Miller: Rob Miller, the founder of Supplement Critique, is an avid sports and nutrition enthusiast who has been taking supplements since he was 18. In his early research, he found that many of the reviews of supplements he was reading about were heavily biased, and in some cases completely misleading. Rob started writing detailed reviews of supplements he was taking in 2009, and posted honest feedback on his blog. This sparked the beginning ideas for Supplement Critique.



Rob currently resides in Florida, where he continues to research trends in the supplement industry as well as personally test many of the products on his site.

Rob is also the author of a number of health and fitness related e-books, such as; “How To Get Lean, Ripped, and Strong Quickly” which is available on the website.

Company History: Rob began experimenting with supplement reviews by posting them on his blog in early 2009. He started to get a number of men and women asking his opinion about various types of supplements, and as a result, [Supplement Critique](#) was born.

[SupplementCritique.com](#) has since grown to become one of the largest supplement review sites on the internet. The team primarily review supplements in the bodybuilding and weight loss niche, but have grown to other verticals as well. Supplement Critique ranks supplements on a wide variety of criteria, including personal testing results, what other users are saying, potential for side effects, and much more.

Press Release

Supplement Website Claims to Debunk and Demystify the World of Health and Fitness Supplements

"Supplement Critique" offers unbiased, real-world testing of supplement claims for weight loss, fitness and male enhancement supplements.

Bountiful, Utah ([I-NewsWire](#)) April 16, 2014 - The supplement industry is a \$32 billion annual business, with thousands of products, many with confusing names or questionable claims. Recognizing this need, Supplement Critique was created, where consumers can access fair and unbiased reviews as well as additional health advice. [Supplement Critique](#) focuses primarily on male-oriented products like testosterone boosters, pre & post-workout supplements, creatine, fat-burners and male enhancement pills, but offers some reviews for female-oriented products as well.

Founder and editor of Supplement Critique, Rob Miller, explained, "There are just way too many biased or simply fake review sites out there spreading untrue information about supplements. We aim to change that! By providing our visitor with knowledgeable and factual information on a wide range of supplements, the consumer will find solid information so they can make an informed decision."

Supplement Critique was established four years ago and continues to grow. The idea was born out of Miller's passion for health and wellness, as well as the need he recognized for a legitimate supplement review source.

The team at Supplement Critique digs deep into the details of each product that is reviewed. Many of these supplements are personally tested by the Supplement Critique team for effectiveness - debunking many claims - ingredients are researched in detail to make sure they're safe and also effective. The findings are summarized through crowd-sourced data and compared to similar products to show visitors the most affordable.

Miller has become recognized in the supplement and male enhancement arena for his expertise and his brutally honest take on products and the industry as a whole. One example is the article he wrote about dangerous weight loss pills and supplements, which can be read here - <http://www.supplementcritique.com/dangerous-weight-loss-pills-and-supplements>

Supplement Critique aims to be a partner in building a man's health, which is why the site also offers free eBooks like "How To Get Lean, Ripped, and Strong Quickly," "How to Lose Weight Quickly & Effectively" and "How to Boost Your Testosterone Naturally", as well as a wide range of fitness calculators. For more information, visit Supplement Critique at <http://www.supplementcritique.com> or their YouTube channel at <http://www.youtube.com/user/SupplementCritique>.

Recent Media Coverage

Supplement Critique has recently been featured in publications such as; Your Tango, Examiner.com and the Unfinished Man blog. Included are links to a small sampling of recent features.

- <http://www.examiner.com/article/fitness-and-supplement-companies-how-to-see-through-all-the-marketing-hype>
- <http://www.unfinishedman.com/get-shape-fast-feed-your-muscles/>
- <http://www.yourtango.com/experts/rob-miller/relationship-between-happiness-and-obesity-communities-aro>

Topics of Expertise

Rob Miller and the Supplement Critique team is available to speak on or provide insight on a variety of topics, listed below. The team welcomes interview opportunities as well as opportunities to provide guest posts and contributing writer articles. The team is also available to be used as an expert source for related news stories and articles.



- Free trial offer scams
- Counterfeit pill scams
- The Dr. Oz Scandal
- Testosterone boosters and male enhancement
- Weight loss pills
- Nootropic supplements
- Supplement marketing scams
- Supplements and fitness
- Best supplements for seniors
- Pre/post workout supplements
- HGH supplements
- Creatine
- Garcinia Cambogia

Original Content Sample

The following original content was written by Rob Miller of Supplement Critique. It's included here to illustrate Rob's knowledge of the industry. Please do not use or publish anywhere without obtaining our express permission first. Thank you.

Is Dr. Oz Full Of S\$%#T?

By Rob Miller

Millions of Americans tune into Dr. Oz every week in an effort to learn more about the latest health and wellness trends. With a following like that, it's no surprise that anything he says can literally "make or break" a product overnight. The "Dr. Oz effect", which is similar to the "Oprah effect", creates enormous trends in the industry, and if he says that "green coffee bean extract" is the latest effective fat burner, there's no doubt that dozens of companies will pop up overnight selling a green coffee bean extract supplement.

But is Dr. Oz really full of S\$%#T? We investigate some of the claims he has made, as well as his credentials in an effort to weed out the good, the bad, and the downright ugly.

Who The Hell is Dr. OZ?

In case you've been living under a rock for the last 8 years, Dr. Oz (full name Mehmet Oz) is a TV personality that hosts a show called...you guessed it, "The Dr. Oz Show". He received his undergraduate degree from Harvard, and obtained his MD from the University of Pennsylvania in 1986, as well as an MBA from The Wharton School of business.

Prior to hosting his own show, he appeared as a health expert on "The Oprah Winfrey" show for five seasons. He also has authored hundreds of research papers, books, and peer reviewed articles in medical journals, and is the co-founder of Sharecare Inc., which is an interactive QA platform that allows industry experts to answer health related questions.

"Miracle Cures" He Has Raved About

Anyone who has watched the show for any length of time knows that Dr. Oz touts a number of different all natural extracts and plants that are the latest "cure" for a wide range of conditions.

The list goes on and on...for weight loss he has touted such natural extracts like acai berry, goji berry, green coffee extract, and garcinia cambogia. For anti-aging, he promotes a wide variety of "cures" like Vitamin B3 cream, Bearberry extract, and lipowheat capsules.

He talks about these in many of his on-air segments, and many of them sound quite intriguing. I mean, who wouldn't want to take a pill and lose weight or look younger overnight?

So Should You Believe Him?

Dr. Oz has come under a lot of pressure from lawmakers and politicians lately. They accuse him of making false and unsubstantiated claims about supplements and extracts, which in turn is fueling bogus marketers using his name to promote a wide variety of all natural supplements.

But, the problem isn't with Dr. OZ...the problem is with the scumbags that use his name to promote the things he raves about. Case in point, there are numerous "flogs" ([fake blogs](#), get it?) and supposed news reports that use his likeness to promote a wide variety of extracts he praises.

They use lines like "As Seen On Dr. Oz!" and quotes like "Number one miracle in a bottle to burn fat, as mentioned by Dr. Oz.". Rob Miller, founder of the popular supplement review blog [SupplementCritique.com](#), explains it like this "Dr. Oz knows his stuff, but when he mentions how effective something is at helping with weight loss, the scammers are listening". In turn, entire industries literally pop up overnight selling anything he preaches, [often as a free trial](#).

So do the supplements he mentions on his show really work? Well, the answer is yes and no. Despite numerous claims made by him about the effectiveness of an extract on weight loss, it's still universally known that the best way to lose weight is through diet and exercise.

The use of supplements is meant as just that....something you can supplement along with a healthy lifestyle to help "jumpstart" your weight loss goals. Taking a supplement like Raspberry Ketone, which is frequently mentioned by Dr. Oz on his show, will not magically help you lose weight while you can continue eating cheeseburgers and pizza.

However, Raspberry Ketones have been shown in some research to help boost metabolism, which in theory should help you lose weight. As far as the claims that it alone will help you lose weight, it's still unsubstantiated.

Despite the most [recent allegations from lawmakers](#) that Dr. Oz is intentionally perpetuating these scams, there is no doubt in my mind that he will stop promoting them. On the flip side, he has created [something called "OzWatch"](#), which is a platform designed to allow people to submit possible scams and marketing claims using his name.

This type of social responsibility is a good step, in my opinion, to help him protect his credibility. But, just like many other scams out there, usually when one disappears, another one will pop up to take its place. Until you "hear it from the horse's mouth", I would suggest you take anything that you see with Dr. Oz's name plastered on it with a grain of salt.

END OF ARTICLE

Contact Information

Please direct all interview requests, media inquiries and questions to Supplement Critique's PR team as listed below.

Media Moguls PR

Contact Person: Blair Nastasi

Phone: (801)664-6061

Email: Blair@MediaMogulsPR.com

