**Wellness/ Fitness Vocabulary**

**Lesson 3**

1. **Health Consumer -** anyone who purchases or uses health products or services
2. **Media –** the various methods of communicating information
3. **Advertising**- a written or spoken media message designed to interest consumers in purchasing a product or service
4. **Fraud**- deliberate deceit or trickery
5. **Health Fraud or Quackery -** the sale of worthless products or services that claim to prevent diseases or cure other health problems
6. **Malpractice**- failure by a health professional to meet accepted standards
7. **Consumer advocates**- people or groups whose sole purpose is to take on regional, national, and even international consumer issues