



## QUESTIONS ABOUT THE PRODUCTS

What is the product?  
What does it do?  
What problem does it solve?  
How does it work?  
Who would buy it?  
Would you buy it?  
Do you think it's real or fake?

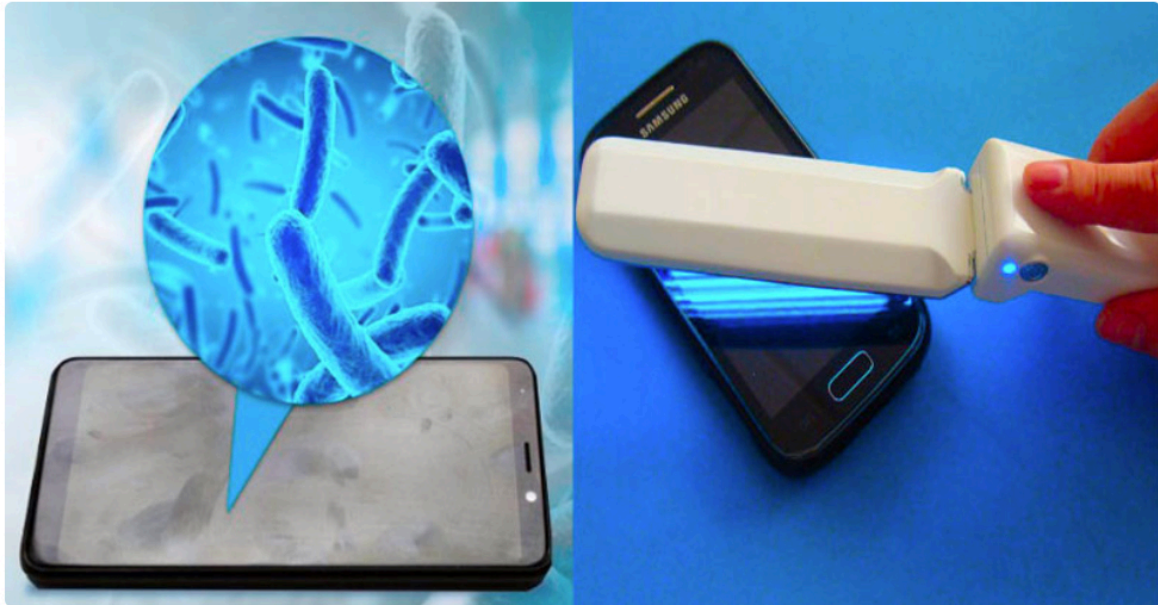
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# TOO GOOD TO BE TRUE?

## 3. **MobileKlean** - Portable: Destroy Invisible Pathogens Quickly and Easily!

★★★★★ (8,234 ratings)



Mobile Klean is your portable line of defense against sickness. Unlike disinfectant cleaning wipes, Mobile Klean is safe for use on everything from your eyeglasses and electronics to your cutting board and cutlery.

The folding compact design makes it easy to store in your purse, backpack, jacket pocket, or carry-on luggage. No matter where you go, you'll have added peace of mind knowing you're always ready to sanitize.

UV-C light is germicidal – i.e., it deactivates the DNA of bacteria, viruses and other pathogens and thus destroys their ability to multiply and cause disease

[Click Here To Learn More About MobileKlean »](#)

Only 85 left!

# TOO GOOD TO BE TRUE?

## 18. **Pocket Guardian** - Instant Thief & Attacker Deterrence

★★★★★ (6,344 ratings)



This simple keychain can save your life. Fitting in the size of your palm, this extra layer of security roars an ear-splitting alarm (130 dB) that scares off attackers and calls for help. Even if you're walking to your car in an empty dimly lit parking lot, you're never really alone. Stop fearing for your personal safety and experience why 93,000+ women are calling this simple device their "invisible bodyguard." Order today and get up to 75% off while supplies last.

[Learn About Pocket Guardian »](#)



# TOO GOOD TO BE TRUE?

## 14. Peeps™ - The Ultimate Glasses Cleaner

★★★★★ (1,238 ratings)



Do you or someone you know wear glasses? If so, chances are you're tired of how often they get smudged, and having to use your shirt to try and rub off the smudges, which only ends up rubbing them around and not truly clearing your lenses. That's why we love Peeps! They are one of the best designed glasses cleaners in the world and use NASA carbon lens cleaning technology to give you the most crystal clear view through your lenses. They're small and portable and on sale now through our exclusive link!

[Shop Peeps Today! »](#)

# TOO GOOD TO BE TRUE?

## 7. **Xtra PC** - For Those Who Just Need Something That Just Works

★★★★★ (2,391 ratings)



Whenever you buy a new computer, everything feels fast and it is fun to use. A few months later, the computer starts slowing down, and eventually, you wonder how was this the same computer you bought when it was brand new? This new Gadget called Xtra PC works with any computer (Mac or Windows) made after 2004, and it is FAST (and will never slow down).

You can plug this little USB device into your computer, restart your computer and start using **Xtra PC** immediately. This will bypass your older/slow computer and operating system while STILL having access to all of your files and it comes with the programs you need to browse the web, send/receive emails, listen to music, etc.

Get this amazing brand new computer on a memory stick now--before special offers run out!

[Learn More About Xtra PC! »](#)

## EXPRESSIONS AND VOCABULARY

It's <u>a long shot</u> , but it could still happen!	If that's true, <u>I'll eat my hat</u> .	It'll be <u>a cold day in hell</u> the day I wear that sweater.
It seems a bit <u>pie in the sky</u> to me, to be honest	That'll happen <u>when pigs fly</u> .	It'd be nice, sure, but <u>don't hold your breath</u> .
Oh, I'll be at the party <u>without a doubt</u> .	It's only <u>a matter of time</u> until that happens.	I'm not %100 sure but it's <u>a safe bet</u>
He'll get fired next week <u>in all likelihood</u> .	" <u>one way or another</u> , I'm gonna find ya, I'm gonna get ya get ya" - Blondie	<u>Chances are</u> we'll have driverless taxis <u>sooner rather than later</u>
phony	made-up	off-the-wall
laughable	preposterous	outlandish
fictitious	quixotic	far-fetched
sensible	pragmatic	guaranteed
feasible	tenable	foreseeable
plausible	logical	conceivable



## NU-HOME STERILIZER



This product will mean a lot to parents worried about the chemicals their children are subjected to on a daily basis. It's patented technology uses electrolysis to single out and eliminate harmful bacteria in everything from fruits, veggies, and kitchen appliances as well as baby bottles and chew toys all without harmful chemical detergents. If you're serious about the health of your loved ones, this product is for you.

It seems...

## SAFETYKORDD



Haven't you had enough of tripping over cables? By using a unique alloy and state-of-the-art manufacturing technology, Safetykordd is able to flatten the otherwise bulky cords that litter most modern households. This product will revolutionize contemporary architecture, making it both cheaper and easier to design a room with flexible electrical arrangements. Product only available in Norway due to patent issues.

It appears to be....

## TELLSPEC



TellSpec was invented and released for those who want to quickly and accurately know the composition of a dish, snack, or candy. It scans the products, then sends a list of ingredients and information about the nutritional value to a special phone application. Now you don't need to worry about the safety or contents of the products you eat.

I feel like it's...

## MIITO INDUCTION KETTLE



It's a huge waste of energy to heat more water than you need for your coffee or tea. Unfortunately most kettles weren't designed for single servings. The Miito Induction Kettle is. It uses induction technology to heat only the water you need by letting you place the heating rod in your vessel of choice, then place the whole thing on the base and let it boil. It also lets you heat other liquids like soup and sauce, making it a useful addition to any kitchen.

It comes across as...



## REAL PRODUCTS

### Y-BRUSH



If brushing your teeth for two minutes sounds like too much work, the Y-Brush from the French firm FasTeesH promises to clean all your teeth in only 10 seconds. Looking like a mouthguard hooked up to a box, it is packed with bristles and vibrates to clean all your teeth at the same time. Chew on it with your top teeth for five seconds, flip it over and repeat for your bottom teeth. Pre-order now!

It sounds...

### CHARMIN ROLLBOT



It's an age-old problem that finally has a solution. Sitting on the throne and realizing too late that awful feeling that nobody has replaced the toilet paper. Fret not! Charmin has introduced a robot that will bring you toilet paper when you are ...indisposed. The Charmin Rollbot will also keep you company when you may need it most.

It doesn't seem...

### EMBER TRAVEL MUG



The Ember travel mug lets you set your perfect drinking temperature through the Ember app. It extracts heat from the coffee and stores it in the PCM (Phase Changer Material). In this case, the material starts out in a waxy form and liquifies as it absorbs heat. This cools the coffee down to the desired temperature, but in the process the PCM becomes a heat storage "battery". Finally, a smart mug that can keep up with your busy lifestyle.

It doesn't sound...

### ORCAM READER



The handheld OrCam Reader device is design to help people with reading difficulties such as dyslexia or reading fatigue. Point the device at a block of text and hit a button. It'll send out a laser beam highlighting the selected text and then start reading a page or section out loud. This product also comes in other varieties, such as the OrCam EyeCam which attaches to your glasses for an easier and more user-friendly experience.

It doesn't sound...

# PROBLEMS TO SOLVE

**Dropping a biscuit into your drink**



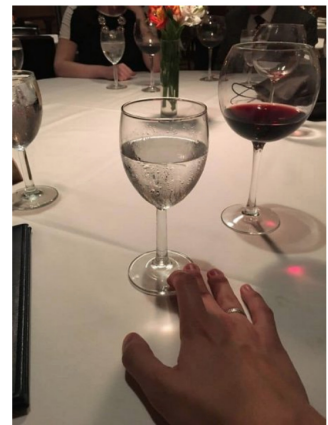
kr/Fmckinlay

**Butter not spreading on bread properly**



reddit

**Cold glass being wet on the outside**



**Not being able to get your hand down the tube**



FTL and F...

**Shutting the lid on toothpaste when it was still coming out**



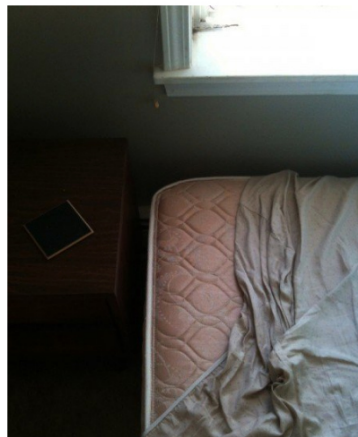
**Clothes getting caught on zipper**



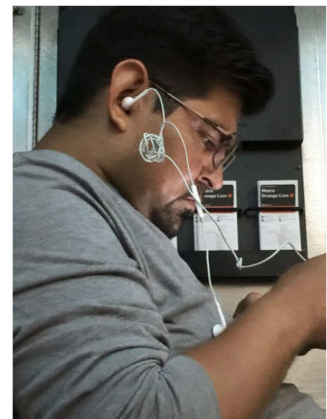
**Ice cream melting over your hands**



**Bed sheet coming off mattress**



**Tangled earphones**



**Dropping your spoon in your soup**



mgur

**When you need to get a bug out of the house**



NedHardy

**When foil doesn't come off the roll in one piece**



reddit

Product name.....

What does it do?.....

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How does it work?.....

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Marketing strategy.....

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Slogan.....

Price.....

Product name.....

What does it do?.....

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How does it work?.....

.....

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Marketing strategy.....

.....

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Price.....



## PROBABLE

## IMPROBABLE

Oh, I'll be at the party <u>without a doubt</u> .	It's <u>a long shot</u> , but it could still happen!
It's only <u>a matter of time</u> until that happens.	If that's true, <u>I'll eat my hat</u> .
I'm not %100 sure but it's <u>a safe bet</u>	It'll be <u>a cold day in hell</u> the day I wear that sweater.
He'll get fired next week <u>in all likelihood</u> .	It seems a bit <u>pie in the sky</u> to me, to be honest
" <u>one way or another</u> , I'm gonna find ya, I'm gonna get ya get ya" - Blondie	That'll happen <u>when pigs fly</u> .
<u>Chances are</u> we'll have driverless taxis <u>sooner rather than later</u>	It'd be nice, sure, but <u>don't hold your breath</u> .

## REAL

## FAKE

sensible	phony
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