

CHAPTER 1

WHAT YOU EAT AND WHY

REAL LIFE SCENARIO

While Brendon was driving to campus last week, he heard an advertisement for a supplement containing a plant substance that has recently been imported from China. It will supposedly give people more energy in general, and help with workouts at the gym. This advertisement caught Brendon's attention because he has been feeling run down lately; he is taking a full course load and working 30 hours a week at a fast food restaurant to try to make ends meet. Brendon does not have a lot of extra money to spare. Still, he likes to try new things and this recent breakthrough from China sounds almost too good to be true. After searching for more information about this supplement on the Internet, he discovered that the recommended dose would cost him ≈ 60.00 dollars per month. Because Brendon is looking for some help with his low energy level, he decides to order a 3-month supply. Does this make sense to you?