

**Ab Circle Pro infomercial transcript from [www.youtube.com/watch?v=qMrzygFeiew](http://www.youtube.com/watch?v=qMrzygFeiew)**

Transcribed 11 June 2010 by William R. Sukala, MSc

View Comprehensive review: Ab Circle Pro Fat Marketing Claims Thin on Truth at:

[www.williamsukala.com/ab-circle-pro-review-fat-marketing-claims-thin-on-truth.html](http://www.williamsukala.com/ab-circle-pro-review-fat-marketing-claims-thin-on-truth.html)

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### **Announcer**

The following is a paid presentation for the **Ab Circle Pro** System brought to you by Fitness Brands Inc.

### **Jennifer Nicole Lee**

“Don’t you wish that big old circle would instantly become a sexy V? Hi, I’m fitness celebrity Jennifer Nicole Lee and if you’re busy like me then stay tuned because I’m excited to share with you the most innovative piece of exercise equipment ever.”

### **Announcer**

Introducing the **Ab Circle Pro**, the fastest easiest way to have the flat washboard abs and the sexy V shape you’ve always wanted. In fact, with the **Ab Circle Pro system**, we guarantee you’ll lose 10 pounds in just 2 weeks, or your money back. Best of all, its fun and easy, and takes just 3 minutes a day. Look, ordinary equipment just goes back and forth but doesn’t burn fat (*showing forward flexion ab crunch using competitor’s product*). These machines burn fat but won’t flatten your abs (*showing people on treadmill and bike*). But the **Ab Circle Pro** combines cardio and abs to burn fat while its unique friction free track uses the momentum of gravity to target your upper, middle, lower abs, and obliques, all in one circular motion, firing your core like no other machine has EVER done. You’ll firm and flatten your stomach in just weeks, not months. We GUARANTEE it! In fact, 3 minutes on the **Ab Circle Pro** is equal to over 100 sit-ups.

**Testimonials (showing before and after photos for each with standard disclaimer “results may vary”)**

(Unnamed man): “On the **Ab Circle Pro** System I lost 14 pounds and I feel great.”

(Unnamed woman): “I noticed results almost immediately. Within the first 2 weeks, I was transformed. It was amazing!”

Jan, Retired School Teacher: “With the **Ab Circle Pro** System, I’ve now lost 60 pounds. I feel great and I’m one hot mama!”

### **Announcer**

Coming up next, you’ll witness an amazing challenge that proves the **Ab Circle Pro** is faster than anything else on the market. And we’ll show you how you can try the **Ab Circle Pro** risk-

free in your home and go from “flab to ab” in just weeks. And now, here to tell you all about it is the incredible fitness celebrity, stunning cover model, not to forget busy mom Jennifer Nicole Lee as she unveils the miracle breakthrough you’ve been waiting for. **The Ab Circle Pro!**

### **Jennifer Nicole Lee**

“Hi everyone, it’s hard to believe that just a short time ago that this was me at over 200 pounds. And this was the dress that I wore. I was so ready to get out of this fat suit. Well, that was me then, and this is me now. I lost over 80 pounds. So for all of you out there struggling, I know what it’s like first-hand to have this kind of challenge. And whether you have a lot to lose or just a little, I bet you would love a guaranteed way to get the sculpted body that you dream about. The biggest problem for most people is that working out is either too hard or just plain boring. So what happens? You give up. But guess what? With the **Ab Circle Pro**, you will never have that excuse anymore. All you have to do is hop onto your **Ab Circle Pro** and get your cardio AND abs workout all at once. It’s like a treadmill for your abs. And best of all, it only takes 3 minutes a day. And it’s a blast to do. Just riding around on the **Ab Circle Pro**, you’ll melt inches and pounds off faster than you could ever imagine.”

### **Endorsement**

Coleman, Personal trainer and gym owner: “As a personal trainer and gym owner, I highly recommend the **Ab Circle Pro**. My clients were able to lose weight, lose inches and strengthen the core of the body in a short period of time. And most of all, they had fun doing it.”

### **Testimonials**

Joan, Dental Technologist: “I think it works well and so fast because it works the hips, it works the waist, you can feel the movements. You just see the pounds shed off.”

Jan, Retired School Teacher: “Such a simple piece of equipment to use and yet it’s dramatically changed my body. The inches have melted away and...and I feel great, so I’m very thankful.

### **Jennifer Nicole Lee**

“What makes the **Ab Circle Pro** get faster results than anything else around? The fact that it goes around. Look, the secret is the **Ab Circle Pro**’s unique circular motion that uses gravity to help you swing your torso along the friction-free track. This engages your entire core. There’s no linear jerking up and down movement like a typical ab machine. Instead of having gravity working against you, now it’s working WITH you. Your whole lower body is going for a ride and its firing your entire core. There’s no strain or pressure on your back and neck. It’s impact free. And because you’re engaging your entire core, just 3 minutes on the **Ab Circle Pro** is equivalent to doing more than 100 sit-ups. You’ll never get on the ground again.”

### **Endorsement**

Dr. Jim Ewing, Chiropractor Physician: “As a chiropractor for 8 years, I would definitely recommend the **Ab Circle Pro** because it takes all the pressure off your neck and your low back

and allows your body just to work your abdominal muscles and your core muscles. That's why you get results so fast."

### **Testimonials**

Beth, Personal Growth Coach: "The nice thing about the machine is it works out a part of your body that most of us... me with age, it just absolutely I could never work off before. The part that is, you know, the most heavy, the thickness, now I try on clothes and they all look good. I mean they really look good. And so I look in the mirror and it's like, I feel wonderful. It doesn't even matter what I wear anymore."

Chris, Jet Ski Mechanic: "Compared to regular crunches which just pinpoint your abdominal muscles in the middle, the **Ab Circle Pro** actually gets the whole mid-section, including your obliques and your abs, upper and lower. With the **Ab Circle Pro** System, in 2 weeks, I've lost 12 pounds. So you can't beat it.

Jan, Retired School Teacher: "I like the design of the **Ab Circle Pro** because I like the motion from side to side, rather than always pulling myself up to do a crunch or a sit up. It seemed a lot easier and a lot more fun."

### **Jennifer Nicole Lee**

"It's so easy, there's no learning curve. You just lower your body into the comfortable memory foam supports and then you just start to ride. Just swing like this. My whole entire core is firing. I can already feel it after a couple of reps. It's a total body workout and it just takes minutes a day. The **Ab Circle Pro** gives you this optional fast track computer to keep track of your workouts to help you get lean and sexy in no time. It's like having me as your personal trainer right in your home. But believe it or not, you can push your workout even further if you want. Just by removing the **Ab Circle Pro's** center locking pin, you now have a freestyle workout that actually turns the **Ab Circle Pro** into a bun and thigh machine. By performing the inner and outer motion, you can tighten, firm, and tone your buns, hips, and thighs.

### **Testimonials**

Elizabeth, Student: "I've lost numerous inches off my buns and my thighs and, um, I love it."

Suzi, Account Representative: "It's made a very, very big difference which in an area that I thought I could never ever ever decrease. And now, I am more than happy to wear a bikini. I'm more than happy to wear cute little skimpy dresses. I feel wonderful."

### **Jennifer Nicole Lee**

"You know what else? Keep doing this and you'll have an unbelievable cardio workout. You don't need to go to the gym and work out your abs and then do cardio. This does it all for you. It will actually cut your workout time in half. And you'll get yourself in the target heart rate

zone faster than any other aerobic machines in the gym. No other ab machine in the world can give you a cardio workout like this. You'll get the results that you want in just 2 weeks. In fact, this independent study proves it. Just listen to this. <now showing thermal image of exerciser on **Ab Circle Pro**>. Sit ups just work your lower and upper abs. But look, this thermal imaging proves that the **Ab Circle Pro** targets your entire core a complete 360 degrees. And look at this, it fires up faster than working on a treadmill so you burn fat faster. The **Ab Circle Pro** is like a treadmill for your abs!

### **Endorsements**

Coleman, Personal Trainer: "Normally my clients come in and it takes them anywhere up to 15 to 20 minutes to get warmed up, get a cardiovascular and abs in. A lot of people don't have that kind of time. With the **Ab Circle Pro**, you're able to combine the two, so you can do your cardiovascular workout as well as your abs in a short period of time. And the results are amazing."

Jim Ewing, Chiropractor: "It usually takes long to get your HR up to a target zone. The reason the **Ab Circle Pro** allows you to reach that much faster than doing ordinary sit ups is because you're actually using your hips and your serratus anterior. You're recruiting more muscles and therefore you can burn more body fat and more calories at the same time. This means less time in the gym and better results."

### **Testimonials**

Joan, Dental Tech: "On the **Ab Circle Pro**, it takes me 3 minutes to raise my heart rate. And I would have to do 30 minutes on the TM to get the same effect. Because of the **Ab Circle Pro**, I am in the best shape of my life right now and I feel terrific. (deceptive image: producers inserted image of model which is not the body of the testimonial provider).

Jan, Retired School Teacher: "The **Ab Circle Pro** System was not only just working my abs but it was also increasing my cardio activities to the level where I would be able to lose weight faster. I was a size 20 but I've gone to a size 10. It works."

### **Jennifer Nicole Lee**

"The **Ab Circle Pro** is the last ab machine you will ever need, because now you can replace your long and boring workout with my short and fun easy to do workouts that are clinically proven to be more effective. So what are you waiting for? This is your opportunity to change the way you look and feel. The **Ab Circle Pro** with my exclusive Lose Your Love Handles System™ guarantees you'll lose 10 pounds in just 2 weeks, or your money back. Imagine, ladies, having the confidence to put on a bikini, and guys, to take off your shirt and not be embarrassed. You have nothing to lose but inches, so pick up the phone and call now. It's as fun and as easy as riding a rollercoaster and in just 2 weeks you'll be on your way to the best shape of your life."  
<end of video>

## **Infomercial Analysis**

I performed a detailed review of the infomercial for key marketing buzzwords which would likely resonate with consumers considering the purchase of an exercise device. I believe this was a carefully researched, scripted, a delivered infomercial.

<b>Phrase or key buzz word</b>	<b>How many times mentioned</b>
<b>Ab Circle Pro</b>	34 (every 17.4 seconds)
Abs	13
Fast	12
Core	8
Results	7
Fat	6
Two weeks	6
Three minutes a day	5
Fun	5
Easy	4
Sexy	3
Lose 10 pounds	2
Money back	2
Equal to 100 sit ups	2
Miracle breakthrough	1

The infomercial is padded with b-roll of fitness models from start to finish. However, consumers should be aware that the company is under no legal obligation to disclose that the models may not have used that piece of equipment to achieve their looks.