**Her Thermo Energy Performance Chew Analysis**

**Scientific assertions about research**

The advert introduces Her Thermo Energy as a delicious tropical fruit that is flavored for a pre-workout, excess fat burning component that is fundamentally meant for women. According to the information provided, the product is scientifically formulated to enhance the levels of energy, boost metabolism, improve athletic performance, as well as emphasize and promote the loss of weight (Mostert & Kesselring, 2002). Her Thermo Energy can be applied as a pre-workout to improve energy, focus, intensity, as well as fat burning in the entire workout. The product contains approximately 55 milligrams of caffeine for each chew in addition to other fat reducing and energy heightening ingredients (Blocker, Blaufuss, Fry & Luebbers, 2015). Further, the advert stipulates that this product under review comprise a focus and energy matrix that supports focus and energy as well as an innovative fat burning matrix as a catalyst to kick off a woman’s metabolism and enhance fat burning.

Research notes that EGCG and polyphenols found in green tea advance energy while further prolonging the body’s rate of metabolism in burning calories and this aids in losing weight. Higenamine HCl, on the other hand, enhances focus, energy in addition to boosting athletic performance when training. Her Thermo Energy is a product that contains elements of Schisandra Extract that provide numerous health benefits that enhance mental performance as well as focus. Such product also supports adrenal function in addition to playing a role in decreasing the levels of stress (Mostert & Kesselring, 2002). Finally, the product under review contains L-Taurine as an ingredient. Medical journals explain that L-Taurine assists the human bodies to metabolize fat that advances the production of energy and assists in shading off some weight. Apparently, L-Taurine is fundamental in enhancing muscular endurance as well as performance during anaerobic and aerobic exercises.

**Social/Psychological Aspects**

 The advert stipulates that *Her Thermo Energy Performance Chew* represents a proper model that ensures users attain an extra energy kick. Research accepts that weight loss contains essential social and psychological gains, for instance, declined risk of diabetes, diminished blood pressure as well as blood lipid levels. This advert appeals that *Her Thermal Energy* results to variations in self-esteem, signs of depression, health and body image about the quality of life. This is consistent with enhancements in psychological outcomes that are concurrent with and at times without loss of weight (Blocker, Blaufuss, Fry & Luebbers, 2015). Advancements in body image more so energy is closely related to variations in weight. Her Thermo Energy contains caffeine that is fundamental for the physical and psychological development of the brain.

Caffeine within this product under-enhances the level of blood in epinephrine, which is also known as adrenalin. In its purest form, adrenalin increases the pressure and flow of blood, advances the contractility as well as the heart's force and mildly enhances the heart rate. Her Thermo Energy also has some psychological and social considerations. For instance, the advertisers stipulate that as a dietary supplement, users should intake a single chew half an hour after starting the training activity (Huang et al., 2015). Such should be conducted in the preliminary time while utilizing the product, but the dose can be enhanced in the second and third chews. The perfect individual dosage might vary between 1-2 chews. It is stipulated that under no circumstances must any of the serving size indications be assumed and this is fundamental for the psychological and social welfare of the body.

**Promotion Techniques**

The *Her Thermo Energy* advertisement uses some aspects to capture the readers' attention. Color, for instance, is a powerful tool in this case because it can change readers’ mood; the mood of possible customers. This website enhances clients’ state of mind, the relationship with this product deepens, and the possibility of a return rises. Advertisers, as well as designers of this commodity, are well cognizant of that. Clients are not guided fundamentally by logic when making buys (Blocker, Blaufuss, Fry & Luebbers, 2015). The product recognizes that clients tend to be driven by less particular aspects in the form of emotions. This brand attains success by not selling only the product under review but also selling a lifestyle.

Findings portray how that facial pictures with an averted look that are included within online poster advertisements offer strong orienting cues that can enhance web users' consideration to advertising data that is subsidiary to their present, goal-directed research task. Significantly, this increased attention engagement with advertising data marks itself in an enhanced capability to recall advertising information such as brand information and words embedded in advertising messages. The advert further uses the image of Jessie Hilgenberg, a renowned fitness trainer. Since she is a celebrity, she stands out as a role model to many, and therefore clients will be willing to try the product to ensure they attain fitness similar to hers (Huang et al., 2015). Another aspect used in this case to advertise the commodity is the fact that recommendations and terms of use are inscribed within, and this offers users' a guide on how *her thermo energy* works.

**References**

Blocker, E. M., Blaufuss, V., Fry, A. C., & Luebbers, P. (2015). Fitness adaptations after six weeks of moderate intensity or high-intensity exercise training in older adults. In *International Journal of Exercise Science: Conference Proceedings* (Vol. 11, No. 3, p. 32).

Huang, T. T., Liu, C. B., Tsai, Y. H., Chin, Y. F., & Wong, C. H. (2015). Physical fitness exercise versus cognitive behavior therapy on reducing the depressive symptoms among community-dwelling elderly adults: A randomized controlled trial. *International journal of nursing studies*, *52*(10), 1542-1552.

Mostert, S., & Kesselring, J. (2002). Effects of a short-term exercise training program on aerobic fitness, fatigue, health perception and activity level of subjects with multiple sclerosis. *Multiple Sclerosis Journal*, *8*(2), 161-168.