

# FAKE POWER

How fake promises will make you stronger



**Original Research**  
Complete reference provided in issue.

DESPITE THE LACK OF EVIDENCE FOR NEARLY ALL SUPPLEMENTS TO ACTUALLY LIVE UP TO THE MANUFACTURER'S CLAIMS, MANY ATHLETES AND COACHES FEEL THAT SUPPLEMENTS DO WORK. HERE IS PROOF THAT THE GAINS ARE "ALL IN THE HEAD."

As an athlete, you have many expectations. One is that if you lift weights, you will get bigger, faster, and stronger. Another one is that if you spend money on a supplement, the manufacturer's claims are true and that in turn you will get even bigger, faster, and stronger than you would from training alone. As an athlete who is a reader of *JOPP* and someone who therefore makes decisions based on solid evidence, not weak, opinion-based claims, you already know that the vast majority of supplements do not meet the manufacturer's claims and that they therefore will *not* make you grow bigger, faster, and stronger than what you can expect from training alone. But why, then, do so many athletes and coaches swear by supplements? And perhaps you are an athlete who knows about the research facts governing a certain supplement, you believe in the science, but you take the supplement anyway because you feel it works. How can this be? Was the science wrong? Was *JOPP* wrong? Hardly. And as we turn to new research from Chicago State University, you will realize that the gains were all in your head.

**Power Key:** placebo, 1-RM, strength, performance expectations