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INFOMERCIAL CELEBRITIES

1 RICHARD SIMMONS

Frizzy-haired fitness guru **Richard Simmons** promoted "Richard's Farewell to Fat System" based on a regime of "tonin' + sweatin'". Richard encouraged women **and** men to "shake their booties"—ultimately on their way to amazing weight loss.

"Only 1 Easy Payment of \$39.95!"

1996

2 GEORGE FOREMAN

1994

"It's so good, I put my name on it!"

Foreman's inspiring comeback 17 years after retiring from his illustrious boxing career made him a natural fit for Salton's branding of their new contact grills—the **Lean, Mean, Fat-Reducing Grilling Machine**. With over 100 million grills sold worldwide, there's never been a better time to discover your passion for flavorful, healthy food by cooking with George.

3 BILLY MAYS

1993

"a full-volume pitchman, amped up like a candidate for a tranquilizer-gun takedown"

William Darrell "Billy" Mays, Jr. was most noted for promoting **OxiClean**, and other cleaning products. His distinctive beard and impassioned sales pitches made him a recognized television presence. Writer Frank Ahrens called him "a full-volume pitchman, amped up like a candidate for a tranquilizer-gun takedown".

4

30-Day Trial Only \$1.00! Then just 10 easy payments of \$98.81 and shipping is FREE!

30 PLUS YEARS



CHUCK NORRIS

TOTAL GYM spokesperson actor **Chuck Norris** has relied on this workout for more than 30 years and internationally-renowned celebrities, super models and professional athletes have since followed his lead.

5 JAY "THE JUICEMAN" KORDICH

1996

"the power of life from Mother Earth"

Are you looking to ward off premature death? **Jay "The Juiceman" Kordich** enthusiastically recommends you buy his *Juiceman II Automatic Juice Extractor*. Sporting sneakers and a jogging outfit, the person of Kordich himself is supposed to represent the greatest testament to the benefits of consuming large quantities of juice every day. If a 70-year-old man can have that much vigor and energy, then so can you—when you're juicing.

6 BILLY BLANKS

"L.A.'s fitness guru to the stars."



1999

Billy Blanks, a karate champion and seventh degree black belt, created **Tae Bo: The Future of Fitness**. The infomercial extols the virtues of Billy Blanks, LA's fitness guru, and Tae Bo, "an amazing blend of tae kwon do, boxing, aerobics, and dance into one complete system." Try Tae Bo "one time," and you'll immediately be hooked—in 3 easy payments of \$19.95"

Get "The Ultimate Party Machine" in "Just 3 Easy Payments of Just \$33.33!"

7 MICK & MIMI

2007



The **Magic Bullet** infomercial occurs in the morning aftermath of some vaguely-described "barbecue" held the day before by a perky blonde named **Mimi** and her British husband **Mick**. Mick and Mimi provide entertainment for their guests using the Magic Bullet to prepare food. After all, why hire a magician to perform at your party when you've already paid for a "personal countertop magician."

VINCE SHLOMI

2000's

Offer "Vince" Shlomi known as **Vince Offer** or the **ShamWow! Guy**, is a writer, director, and comedian. Offer's first major work was the 1999 comedy film *The Underground Comedy Movie*, which was met with negative reception. In the late 2000s, Offer began appearing on television commercials for the products **ShamWow!**, a super-absorbent towel, and the **Slap Chop**, a kitchen utensil.

"You'll be saying WOW! every time you use this towel!"

9 MISS CLEO

1997

Call for your free readin'! Just \$0.99 a minute!

Miss Cleo, a "Jamaican", peddling pay-by-the-minute psychic advice, reportedly earned \$13.5 million as the "phone-in psychic"

10 RICK HUNTS

The product's inventor and host of the "FlowBee Home Haircutting Show" is a good ole boy with the name of **Rick Hunts**. "I'm a carpenter. I'm not a hairdresser," reveals Rick yet he can easily give himself a haircut with the **FlowBee!**

"Take my husband. Take my kids. But don't take my FlowBee!"

1980's