

# TOP TEN MOST SUCCESSFUL INFOMERCIALS



## 1 RONCO GLH

Kiss your baldness goodbye with Get Great Looking Hair, or GLH. Simply **spray it on your bald spot** and you will instantly have a full head of hair to show off. GLH uses a **special powder** that clings to the tiniest hairs on your head to cover up any thinning hair. Simply spray the area, comb hair, and you are ready to go.

## 2 THIGHMASTER




Suzanne Somer's infamous ThighMaster infomercial was showcased on David Letterman's "Top 10" list, but it was Somer's who had the last laugh since ThighMaster Toning System **sold over ten million products** across the globe. ThighMaster works both the upper and lower body for great body shaping and toning, so you don't have to worry about **thunder thighs or flabby arms** again.

## 3 STOP THE INSANITY!



Susan Powter seemed to be everywhere in the 1990's. With her **unforgettable bleached blonde hair**, this **muscular fitness trainer** urged her followers to "Stop the Insanity" and buy her videos to help them become fit and healthy. While she might have appeared to be a drill sergeant, Powder's appealed to people looking for a fitness regime that **didn't involve dieting**.

## 4 MAGIC BULLET




This **food processor** can whip up dishes like magic. The Magic Bullet can process foods in ten seconds or less with out the sticky, large mess. Make delicious omelets, salsa, and homemade soup that the whole family will love in **10 seconds time** with the versatile counter top Magic Bullet food processor. Its no wonder that the Magic Bullet has brought in a sales revenue of almost a **quarter of a billion dollars** in a little over a years time.

## 5 TONY LITTLE'S GAZELLE



Tony Little is easily recognizable for his **tight muscle shirts** and long hat-covered-ponytail. Little gained a lot of attention with his high-performance **exercise glider** that aims to improve cardiovascular performance. Known for its easy-to-use, 5-function features the gazelle can go from **slow walk to full run with out any sudden stops**.

## 6 RICHARD SIMMONS SWEATING TO THE OLDIES



**Richard Simmons**, once an overweight kid, lost over 100 pounds as an adult. If he could lose the weight, so could anyone. Now known for his **distinct voice, tank top and short shorts** workout outfits, Simmons mid 1980s workout videos have sold over **20 million copies**.

## 7 MISS CLEO



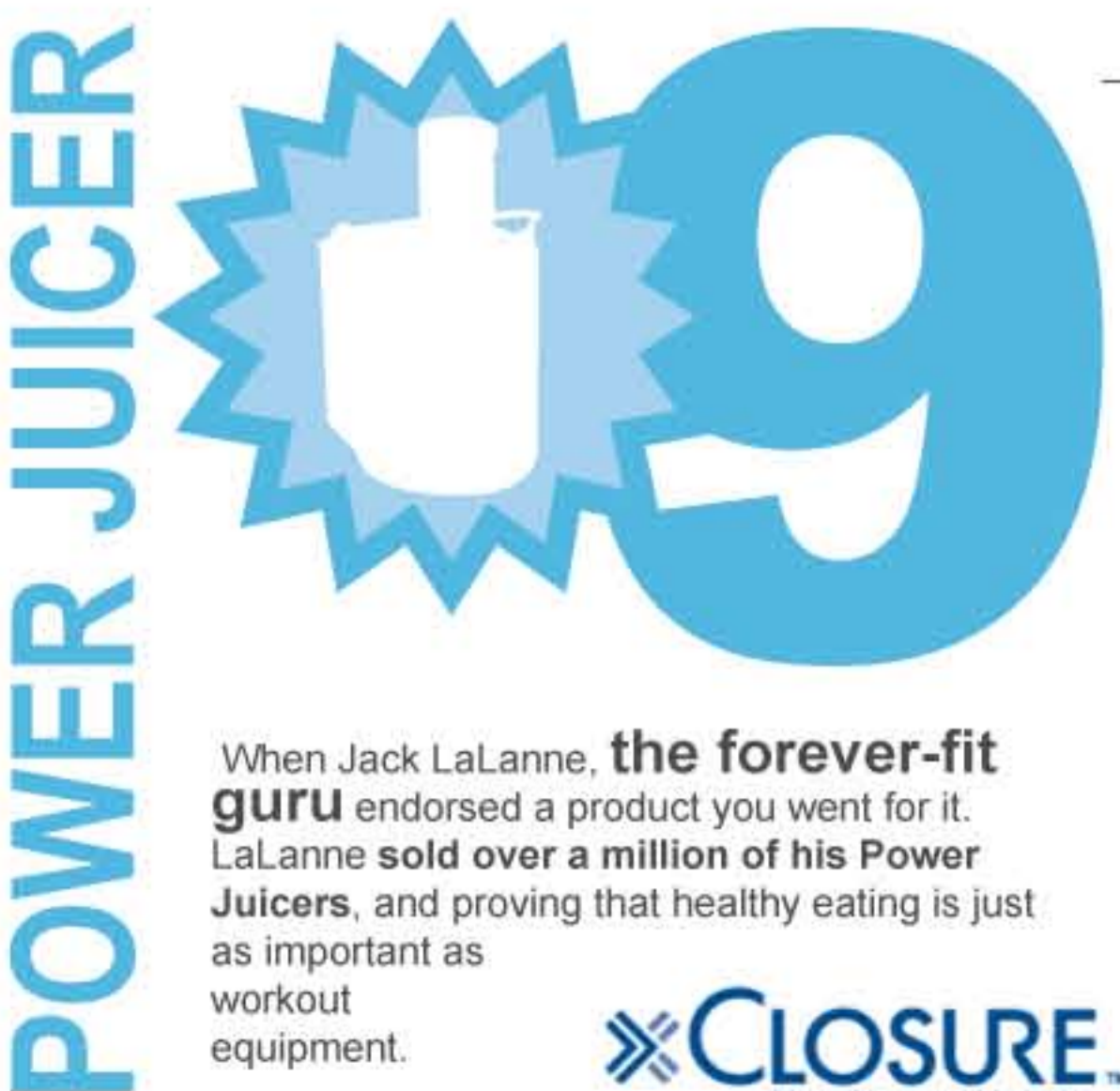
Who could forget this **Jamaican accent psychic queen** from the 1990s? Thousands of people called her 900 number to get a **psychic reading of their own**. Unfortunately the business did not last long, since the Federal Trade Commission uncovered the fact that **Miss Cleo was actually an actress named Youree Harris**, born in L.A. After **losing millions** of dollars in fines for false advertising, Miss Cleo gave her last psychic reading for good.

## 8 SNUGGIE



This 2008 invention solved the problem of wanting to keep warm with a blanket but still have your **arms free** to turn pages of your book or click through channels on your remote. **The Snuggie is a large fleece blanket with sleeves** so you can stay warm and still be able to use your hands at will. The Snuggie has been featured a lot in the media, which has helped it sell over 4 million products worldwide.

## 9 POWER JUICER



When Jack LaLanne, the **forever-fit guru** endorsed a product you went for it. LaLanne **sold over a million of his Power Juicers**, and proving that healthy eating is just as important as workout equipment.

» CLOSURE Direct Response Marketing

## 10 GINSU STEAK KNIVES



Audiences were amazed at the **sharp Ginsu steak knife** that not only sliced through a **tin can**, but could also cut a tomato clean through. While not technically a Japanese knife, the Ginsu steak knives infomercial used a **Japanese chef to demonstrate the knives' effectiveness**, and it quickly became a major infomercial hit.