

HIT FORMAT

FACTUAL LIFESTYLE



Won't Get Fooled Again

Smart Consuming

Today's consumer pays more and more attention to what he buys but in the jungle of scams and false promises, the task is far from easy.

To get out of it, a team of columnists inform with reliable advices and tell us how to not being fleeced.

Each columnist is an expert in their field providing the best plans to avoid pitfalls, from sustainable products to high tech via cooking or fashion.

They use the best weapons to guide consumers in their daily choices, starting with a platform where the most clear-cut opinions are exchanged.

They test products on the set in a demo corner, or in laboratories analyzing the composition of mass retail products and investigate decoding advertising or revealing scandals.

Each day of the week, the shock team restores the truth about all these products and services that we come across on a daily basis.

- > Scheduling: Daily
- > Timeslot: Access

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