

The advertisements of Dietary Supplement in a panel of 6 Italian magazines: a quantitative analysis

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ABSTRACT: The purpose of the research is to trace the evolution of the advertisements used for advertising dietary supplement products in Italian magazines, sorting the advertisements by year, target and reference season. Based on the research conducted by Charlotte A. Pratt and Cornelius B. Pratt (1995), revised and adapted to the Italian food context, we designed a matrix of 497 advertisements, which were selected based on the analysis of 67,340 advertisements and using the reference to the dietary supplement sector as a discriminator. The advertisements were extrapolated from a sample of 6 Italian magazines to determine the extent to which the various demographic groups in Italy are exposed to printed advertising for dietary supplements. We examined the frequency of the relevant advertising forms over a period of 4 years, from January 2014 to December 2017. The results show that the advertising related to dietary supplements show a strong vocation to gender in advertising, underlining different trends for the different panels analysed. The historical trend turns out to be very different over the various years of analysis; the same thing can be observed among the seasons analysed. This study introduces the trends and dynamics of the Italian printed advertising for dietary supplements to the relevant scientific literature; this research has further implications and gives further contributions to the existing studies, since it aims to highlight the role of integrators in new consumption models; last, but not least, the research also provides important insights to various socio-economical stakeholders.

KEYWORDS: Dietary supplement; Magazines; Quantitative analysis; Advertisements.

MOTS-CLEFS : Complément alimentaire ; Magazines ; Analyse quantitative ; Publicité.

SUMMARY: 1. Background; 2. Methodological Framework; 3. Sample and Methods; 4. Results; 5. Conclusion.

1. *Background*

In recent years, given the ever more specific demand for healthy and balanced diets, consumers bought more and more products that are able to

satisfy the health-and-wellbeing duo¹². Consequently, the increase number of foods labelled and advertised with nutrition and health claim and the growth of dietary supplement consumption, referring to any substance taken in addition to regular food, make the protection of consumers necessary. Art. 2, par. 2 of the Regulation (EC) 1924/2006 mentions that “Claim means any message or representation, which is not mandatory under Community or national legislation, including pictorial, graphic or symbolic representation, in any form, which states, suggests or implies that a food has particular characteristics”³. It is precisely this Regulation that introduces and clarifies the usage and display requirements for the health and nutrition information to be shown on food products providing a detailed description of what, how and under what conditions said information should be disclosed to the consumers. Regarding dietary supplement, according to EFSA (European Food Safety Authority) “*food supplements are concentrated sources of nutrients (i.e. mineral and vitamins) that are marketed in “dose” form (i.e. pills, tablets, capsules, liquids in measured doses). A wide range of nutrients and other ingredients might be present in food supplements, including, but not limited to, vitamins, minerals, amino acids, essential fatty acids, fibre and various plants and herbal extracts*”. The legislative doctrine was further enriched in Europe by Regulation (EC) 1170/2009 of 30 November 2009⁴, which amends Directive 2002/46/EC and Regulation (EC) 1925/2006⁵ which establishes the use of vitamins and minerals in supplements and their addition to foods, “*Regarding the lists of vitamins and minerals and their forms that can be added to foods, including food supplements*”. In recent years, the consumption trend of dietary supplements seems to be growing both in the United States and in Europe, reflecting the importance that this segment represents in the world food market⁶⁷. Within the European context, the four member

¹ K. ANASTASIOU, M. MILLER, K. DICKINSON, *The relationship between food label use and dietary intake in adults: A systematic review*, in «Appetite», vol. 138, 2019, pp. 280-291.

² M. CECCHINI, L. WARIN, *Impact of food labelling systems on food choices and eating behaviours: A systematic review and meta-analysis of randomized studies*, *Obesity Reviews*, vol. 17(3), 2016, pp. 201-210.

³ Regulation (EC) No 1924/2006 of the European Parliament and of the Council of 20 December 2006 on nutrition and health claims made on foods, *JOUE* 2006, L 404, pp. 9-25

⁴ Commission Regulation (EC) No 1170/2009 of 30 November 2009 amending Directive 2002/46/EC of the European Parliament and of Council and Regulation (EC) No 1925/2006 of the European Parliament and of the Council as regards the lists of vitamin and minerals and their forms that can be added to foods, including food supplements, *JOUE* 2009, L 314, pp. 36-42.

⁵ Regulation (EC) No 1925/2006 of the European Parliament and of the Council of 20 December 2006 on the addition of vitamins and minerals and of certain other substances to foods, *JOUE* 2006, L 404, pp. 26-38.

⁶ E.M. PAJOR, S.M. EGGERS, K.C.J. CURFS, A. OENEMA, H. DE VRIES, *Why do Dutch people use dietary supplements? Exploring the role of socio-cognitive and psychosocial determinants*, in «Appetite», 2017, pp. 161-168.

⁷ N. STEIN, *Public health nutrition. Principles and practice in community and global health*, Jones & Bartlett Publishers, Burlington, US, 2014.

states with the largest market in terms of sales are Italy, at the first place, followed by Germany, the United Kingdom and France. The Italian market shows peaks of specific supplements, such as the Probiotics, which reach 44% of the market in Italy, and only 0.3% in Denmark⁸⁹. With specific reference to the Italian market, the food supplement industry has a trade turnover of € 2,385 million and employs 19,977 people in the sector, with annual investments of around 10% of the general turnover and exports of € 405 million¹⁰. According to a report by FederSalus (2017) on the Italian food supplement market, it appears that the market is constantly growing with an increase by 5.9% on the total turnover from 2016 to 2017. It is also interesting to look at the data on the use, which show that in 2015, on average, every person used 1.6 types of supplements, whereas in 2017, the average consumption rate of every person was of 2.5 supplement types. These rapid changes in consumption trends and recent regulatory developments have had a profound influence on the communication and marketing models developed by the manufacturing companies, which have conveyed their advertising messages linking them to different advertising channels. Our research focused on the use of advertising supplements on printed paper, on 6 of the most popular Italian magazines. The choice of printed paper as the object of analysis is due to several reasons, as acknowledged in literature, including better performances than television ads in helping consumers make informed choices: in fact, the advertisements on printed paper are usually seen 1.7 times per issue; the second aspect to take into account is the fact that printed paper is 39% more focused on food messages than the television advertising is¹¹. Moreover, the printed paper plays a central role in the communication of dietary supplements, in terms of advice on both food and nutrition, as it is recognized as the major tool for supplement sales¹². A lot of research has been carried out focusing on the nature and construction of information regarding food, diet

⁸ European Communities, Characteristics and Perspectives of the Market for Food Supplements Containing Substances Other Than Vitamins and Minerals. COM 2008 824 final, SEC (2008) 2976, 5.12.2008. Brussels: European Communities.

⁹ S. GIAMMARIOLI, C. BONIGLIA, B. CARRATÙ, M. CIARROCCHI, F. CHIAROTTI, M. MOSCA, E. SANZINI, *Use of food supplements and determinants of usage in a sample Italian adult population*, in «Public Health Nutrition», 2012, 1768-1781.

¹⁰ FEDERSALUS, *The Italian food supplement industry*, FederSalus Research Centre, 2017.

¹¹ R.J. AVERY, M.D. EISENBERG, J.H. CANTOR, *An examination of structure-function claims in dietary supplement advertising in the U.S.: 2003-2009*, in «Preventive Medicine», vol. 97, 2017, pp. 86-92; G. CONSTERDINE, *How Magazine Advertising Works*, 5th ed. U.K. Periodical Publications Association, London, 2005; F. SHERMAN, *What are the benefits of Magazine Advertising? Small Business*, 2019, available at: <https://smallbusiness.chron.com/benefits-magazine-advertising-3586.html>.

¹² L. FERNÁNDEZ-CELEMÍN, A. JUNG, *What should be the role of the media in nutrition communication*, in «British Journal of Nutrition», vol. 96(S1), 2007, 86-S88; N.J. TEMPLE, *The Marketing of Dietary Supplements: A Canadian Perspective*, in «Current Nutrition Reports», vol. 2, Issue 4, 2013, pp. 167-173.

and nutrition in women's magazines¹³ and, to a lesser extent, on men's magazines¹⁴. The picture emerging from the literature of the dietary supplement consumer is a woman with a healthier lifestyle (i.e. sufficient intake of fruits and vegetables, physically active) and a high socio-economic status¹⁵, a trend which is also confirmed in the Italian market by the research of Giammaroli *et al.* (2012)¹⁶. As far as the profiling of the male consumer is concerned, the starting point is represented by the ideal gender tradition showing a dominant, aggressive and unemotional man¹⁷, whereas the end point can be described as a contemporary evolved idea of a man adopting a unisex lifestyle, encouraged to explore his feminine side, especially with regards to health and appearance¹⁸. In this case, the media responded by creating magazines that do not refer to the classical ideal of the male world, but rather adapt to consumerism, health and well-being¹⁹. However, beyond health considerations and consumer profiling, the predominant reasons in the consumption of dietary supplements are much more complex and consider social, psychological, educational and economic availability aspects²⁰. In this regard, Conner *et al.* (2001) also highlights a paradox: in general, consumers of dietary supplements take a larger amount of nutrients from food sources compared to those who do not use them²¹. The present study aims to analyse the type of dietary supplements advertised in Italian magazines, based on the methodological approach designed by Pratt and

¹³ J. ADAMS, E. SIMPSON, M. WHITE, *Variations in food and drink advertising in UK monthly women's magazines according to season, magazine type and socio-economic profile of readers: a descriptive study of publications over 12 months*, in «BMC Public Health», vol. 11, 2011, pp. 368-375; M.-E. BARKER, J. BURRIDGE, *Nutrition claims in British women's magazines from 1940 to 1955*, in «Journal of Human Nutrition and Dietetics», vol. 27, Issue 2, 2014, pp. 117-123; M.A. HASSALI, F. SALEEM, H. ALJADHEY, T.K. MEHMOOD, *Evaluating the Content of Advertisements for Dietary Supplements in Malaysian Women's Magazines*, in «Drug Information Journal», vol. 46, Issue 6, 2012, pp. 723-728; A. SCHOONEES, T. YOUNG, J. VOLMINK, *The advertising of nutritional supplements in South African women's magazines: a descriptive survey*, in «South African Journal of Clinical Nutrition», vol. 26(2), 2013, pp. 62-68.

¹⁴ T.-M. COOK, J.-M. RUSSELL, M.-E. BARKER, *Dietary advice for muscularity, leanness and weight control in Men's Health magazine: a content analysis*, in «BMC Public Health», vol. 14, 2014.

¹⁵ E.-M. PAJOR, *Why do Dutch people use dietary supplements*, cit.; H. VATANPARAST, J.L. ADOLPHE, S.J. WHITING, *Socio-economic status and vitamin/mineral supplement use in Canada*, in «Health Reports», vol. 21, 2010, pp. 1-7.

¹⁶ S. GIAMMARIOLI, *Use of food supplements*, cit.

¹⁷ R. RICCIARDELLI, K.A. CLOW, P. WHITE, *Investigating hegemonic masculinity: portrayals of masculinity in men's lifestyle magazines*, in «Sex Roles», Issue 63, 2010, pp. 64-78.

¹⁸ T.M. COOK, J.M. RUSSELL, M.E. BARKER, *Dietary advice for muscularity, leanness and weight control in Men's Health magazine: a content analysis*, in «BMC Public Health», vol. 14, 2014.

¹⁹ A. STIBBE, *Health and the social construction of masculinity*, in «Men's Health magazine, Men and Masculinities», vol. 7(1), 2004, pp. 31-51.

²⁰ F. CARACCILO, A. LOMBARDI, F. VERNEAU, P. LOMBARDI, *Beyond the use of food supplements: An empirical analysis, Italy*, in «Italian Journal of Food Science», vol. 28, Issue 1, 2016, pp. 15-24.

²¹ M. CONNER, S.F.L. KIRK, J.E. CADE, J.H. BARRETT, *Why do women use dietary supplements? The use of the theory of planned behaviour to explore beliefs about their use*, in «Social Science & Medicine», vol. 52, 2001, pp. 621-633.

Pratt (1995)²². The objective of the present study is two-fold: first and foremost, it aims to analyse the evolution of dietary supplement advertised, with particular reference to the use of claims; secondly, it intends to identify the main differences and significant data related to the types of claims, to gender and to seasonality, by analysing the frequency of the advertisements for dietary supplements published in 6 Italian monthly magazines appeared between January 2014 and December 2017.

2. Methodological Framework

The methodological framework adopted for our investigation is based on a content analysis aimed at identifying the relevant promotional messages in print and their characteristics. On the basis of the approach developed by Pratt and Pratt (1995), content analysis was applied to the dietary supplement advertisements appearing in 6 Italian magazines. The first phase of the content analysis consisted of the codification of the promotional messages, in order to create a specific database adapted for the detection of dietary supplement messages.

The classification of the messages consists of two phases. The first phase was dedicated to identifying the frequency with which advertisements of dietary supplements were featured in the magazine panel under scrutiny. This allowed us to eliminate the messages which were not related to the variable dietary supplement. In the second phase, the nutrition, and health-related messages used for the promotion of the products were sorted into 10 categories: 1. Contains vitamins\mineral; 2. Easily digested; 3. Good for general health; 4. Recommended by health professionals; 5. High in fibres; 6. Low calories\lean; 7. Miscellaneous; 8. Protein rich food; 9. Taste\smell; 10. Weight control. Within each of these categories, there are composite claims and promotional messages, given that, for instance, the advertisements emphasizing the low content of certain substances may refer to sugar, calories or fats. When the aspect that is emphasised is the presence of specific nutrients in the product, the claim falls under the category: “Contains vitamins\mineral”. This includes various subcategories based on the vitamins, minerals, and other elements that the product is rich in. The “Good for general health” claim emphasizes the health benefits coming from the use of certain types of products or certain nutrients in the product, but does not specify the actual illnesses that can be cured or the conditions under which one can benefit from it. In any case, the claim remains generic. The group “easily digested”

²² C.A. PRATT, C.B. PRATT, *Comparative Content Analysis of Food and Nutrition Advertisements, Ebony, Essence and Ladies', Home Journal*, in «Journal of Nutrition Education», vol. 27, 1995, pp. 11-17.

includes all the products that claim to be able to promote human digestion. “Recommended by health professionals” claims contain all the products that are recommended by experts in the field or that show specific indications from doctors. “High in fibres” indicates fibre-rich supplements, while “Low calories\lean” is about low-calorie products, including sugar-free products. The category “Protein rich food” includes high-protein supplements. In addition, there is the group: “Consumer related”, where the product is praised for its convenience/speed, for its high quality, for being homemade or new, economic or energizing. The “taste\smell” category, on the other hand, is a way of promoting the product; in fact, although the product advertised is a dietary supplement, the claim is based on intrinsic properties of the product, such as its good taste or its good smell. The last category, “for weight control”, includes all the products aimed at regulating cellular metabolism. In order to include all the advertisements present in our magazine sample, a database was created on the basis of the categories described above. After the advertisements were collected, the data were processed to determine the frequency and the variations registered over the four-year period, depending on gender and season, as well as other statistical information; this allowed us to come to several conclusions. The research questions that the study raised were the following:

RQ1) What is the distribution of dietary supplement advertisements in the six magazines?

RQ2) What are the specific differences among gender, season and time trends?

3. *Sample and Methods*

The claim sample was constituted by analysing the advertisements appearing in 6 magazines selected on the basis of readership indexes and reference targets. The sample was selected considering the number of messages specifically dedicated to dietary supplements, with the exclusion of those strictly dedicated to cooking and recipes. The analysed claims refer to the taxonomies of previous scientific studies that are not always aligned with the legal discipline but can constitute a starting point for arriving to a complete legislative compliance. The readership indexes were extrapolated from the data offered by Audipress, while the reference targets are as follows: two magazines directly dedicated to a General Target (*Focus and Ok Salute e Benessere*), two dedicated to women (*Cosmopolitan and Starbene*) and two dedicated to men (*For Men and Men's Health*) (see table 1).

Table 1: Magazines by type and diffusion (source 2019).

Type	Name of Magazine	N° of copies sold per publication (January 2014)	N° of copies sold per publication (January 2015)	N° of copies sold per publication (January 2016)	N° of copies sold per publication (January 2017)
General Target	Focus	369.794	372.770	307.259	299.850
	Ok Salute e Benessere	121.450	121.469	112.180	94.600
Women	Cosmopolitan	232.974	170.576	138.114	124.765
	Star Bene	141.766	*	*	*
Men	For Men Magazine	84.000	72.057	76.577	61.100
	Men's Health	*	40.000**	*	*

Source: Agenzia Diffusione Stampa, 2019. [Http://www.adsnotizie.it/](http://www.adsnotizie.it/). Consulted on 15/07/2019.

* data not available;

** data provided by the editors of the publishing houses.

The survey period was of four years, from January 2014 to December 2017, in order to identify any changes in advertising messages over the period. While we were carrying out the research, the magazine *Starbene* went from being a monthly publication to a weekly one, their number of yearly issues increasing accordingly. In order to avoid distorting the statistic sample, we decided to only analyse the first issue of every month and to omit the following three, after having properly ascertained that the total number of dietary supplement-related messages had remained relatively stable. This allowed us to continue our research until the end of 2017 without affecting the validity of the statistic sample. With the aim of ensuring the comparability of the results obtained, the coding process was carried out by several people. One person was entrusted with the selection of the item sample and its coding; a second person had the task to select the sample again and proceed with its coding. The aim of this double processing was ensuring the highest possible objectivity in the selection and codification processes. In the following phase, the results obtained by the one coder were compared to the results of the second coder. A random sample of items (approximately 10%) selected from each coder's portion was then recoded by another coder. Intercoder reliability was assessed with Krippendorff's α , using a bootstrap method²³. The resulting dataset is a matrix of 497 advertisements with 7 variables (product, claim, magazine, month, season (by semester), year, target).

4. Results

The analysis of the six magazines showed that there was a substantial stability over the period covered by the research, in terms of the number of advertisements dedicated to dietary supplements. In Table 2 it is possible to see the annual trend of advertisements dedicated to dietary supplements. Although the number of advertisements seems to be significantly falling over the period under scrutiny, going from 175 advertisements in 2014 to 88 in 2016, we can observe a slight recovery in 2017, when the announcements are 104 (+18.18% compared to 2016). In the overall totals sorted by gender, we can observe the greatest number of advertisements in the target man: in fact, there are 203 advertisements, compared to 164 of the generic target, and 130 of the target woman. In any case, it is to note that the target woman includes the *Cosmopolitan magazine*, which presents only 1 announcement of dietary supplement in the 4 years of analysis. The *Cosmopolitan magazine* was selected, since literature describes it as one of the most representative of the female world, both in terms of the number of readers and in terms of diffu-

²³ A.-F. HAYES, K. KRIPPENDORFF, *Answering the call for a standard reliability measure for coding data*, *Communication Methods and Measures*, Issue 1, 2007, pp. 77-89.

sion in the world²⁴. The same observation can be made for *Men's Health* for the male world²⁵. Interesting observations can also be made in their intrinsic composition. The generic target, for example, appears to be the first in terms of observations in 2014, driven by the magazine *Ok Salute e Benessere* with its 71 advertisements, which sharply fell to 16 in 2015, then showing a slight upward trend until 2017, when 26 advertisements are detected. The Focus magazine remains substantially stable. In the man panel, on the other hand, we have the magazine *For Men*, that has a significant number of observations, which shows a decreasing trend, going from 40 in 2014 to 24 in 2017. A stable trend for *Men's Health* with a sudden increase in the year 2015, when we can note 23 observations compared to an average of 14 observations for the other years. In the women's panel, we have *Starbene*, which shows a large number of advertisements, although sharply falling from the two-year period 2014-2015, when there are 43 and 42 observations, compared to the following two years when we find 16 and 29 respectively. This shows a strong decrease in the first three years, whereas over the last year we can observe a growing trend. The *Cosmopolitan magazine*, instead, has only one observation for the year 2015.

Table 2: Target + Magazine per year.

Target + Magazine	Year				Total
	2014	2015	2016	2017	
Generic	79	22	26	37	164
Focus	8	6	7	11	32
Ok Salute e Benessere	71	16	19	26	132
Man	53	65	47	38	203
For Men Magazine	40	42	31	24	137
Men's Health	13	23	16	14	66
Woman	43	43	15	29	130
Cosmopolitan	0	1	0	0	1
Starbene	43	42	15	29	129
Total	175	130	88	104	497

²⁴ A.-E. GUPTA, T.S. ZIMMERMAN, C.A. FRUHAUF, *Relationship advice in the top selling women's magazine, cosmopolitan: A content analysis*, in «Journal of Couple and Relationship Therapy», vol. 7, Issue 3, 2008, pp. 248-266.

²⁵ T.M. COOK, J.M. RUSSELL, M.E. BARKER, *Dietary advice for muscularity, leanness and weight control, Men's Health magazine: a content analysis*, in «BMC Public Health», vol. 14, 2014.

Various studies confirm that, as far as food advertising is concerned, the seasonal factor has the strongest impact, together with the reference target²⁶. In table 3, we analysed the dietary supplement advertisement by season. For more clarity, the seasons were sorted into two groups: fall-winter and spring-summer. As a confirmation thereof, our data regarding food supplements show that 63% of the advertising for this kind of product is published in the spring-summer season. While the difference in the generic panel (72 in fall/winter and 92 in spring/summer) is consistent, but less pronounced, in the woman panel it seems to be much stronger, going from 35 advertisements in fall/winter to 95 in spring/summer. The male panel has an intermediate position in the seasonal transition compared to the other two, going from 72 in fall/winter advertisements to 131 in spring/summer.

Table 3: Season per target.

	generic	man	woman	total
season				
fall/winter	72	72	35	179
summer/spring	92	131	95	318
Total	164	203	130	497

Table 4 shows the use of claims in the various advertisements. The largest category is “Contains vitamins”, which represents 37.6% of total products followed by “weight control” with 20.7%. Then there is the generic “Good for general health” with 15.3%, while the other categories remain residual.

5. Conclusion

This study led to the detection of advertisements for food supplements in six of the most widely read journals in Italy, divided by gender: man, woman and generic panel. The results of the analysis show that the man panel is the one with the most advertising inserts concerning food supplements, in disagreement with previous studies that mostly concerned women’s magazines²⁷ However, it perfectly agrees with the sociological studies that see how

²⁶ J. ADAMS, E. SIMPSON, M. WHITE, *Variations in food and drink advertising in UK monthly women’s magazines according to season, magazine type and socio-economic profile of readers: a descriptive study of publications over 12 months*, *BMC Public Health*, vol. 11, 2011, pp. 368-375.

²⁷ J. ADAMS, E. SIMPSON, M. WHITE, *Variations in food*, cit.; M.E. BARKER, J. BURRIDGE, *Nutrition claims in British women’s magazines from 1940 to 1955*, in «*Journal of Human Nutrition and Dietetics*», vol. 27, Issue 2, 2014, pp. 117-123; M.A. HASSALI, F. SALEEM, H. ALJADHEY, T.K. MEHMOOD, *Evaluating the Content of Advertisements for Dietary Supplements in Malaysian Women’s Magazines*, in «*Drug Information Journal*», vol. 46, Issue 6, 2012, pp. 723-728.

Table 4: Claim.

Claim		%
contains vitamins/miner	187	37,6%
easily digested	16	3,2%
good for general health	76	15,3%
health professional rec	34	6,8%
high in fibre	14	2,8%
low calorie/lean	3	0,6%
miscellaneous	17	3,4%
protein rich food	22	4,4%
taste/smell	25	5,0%
weight control	103	20,7%
Total	497	100,0%

the male world is changing²⁸, and communication companies are adapting to this change. Another plausible reason for this trend can be seen in the selection of magazines; the chosen magazines, in fact, focus on body culture and the improvement of the man's physical shape, with a large incidence of advertising claims like contains vitamins and weight control. This change in gender relations results in an increased consumption of supplements by the male population, with the aim of improving their psychophysical well-being, while maintaining a strong focus on their physical appearance. The advertising trend over the time under scrutiny, instead, sees a very high figure in the first year analysed, 2014, with a fall in 2016 and a recovery in 2017. These data can be explained by the great difference that emerges in the analysis of the journal *Ok Salute e Benessere*, going from 71 advertisements in 2014 to 16 in 2015. For the rest of the analysed period, the figures remain stable, with a slight increase in the distribution of advertising in subsequent years, which bears witness to the growth of the sector in general, as also reflected in the investments in communication. The last indication is seasonality: as dietary supplements are products which, in addition to satisfying consumers' nutritional needs, satisfy their needs in terms of physical appearance, we have a greater distribution in warmer seasons (spring and summer) than in colder months (fall and winter). The research implications are important in order to grasp the changes characterizing the communication models of food supplements. This is even more true considering the loss of importance of the

²⁸ T.-M. COOK, J.M. RUSSELL, M.E. BARKER, *Dietary advice*, cit.; R. RICCIARDELLI, *Investigating hegemonic masculinity*, 2010, 64-78; A. STIBBE, *Health*, 2004, pp- 31-51.

print media reserved to increasingly narrow contexts and the strengthening of digital channels for reading magazines. Our research has also detected a further difference in the attitude towards purchasing supplements of men and women; this can offer a valid insight on the traditional gender differentiation when it comes to those products traditionally purchased by women. Finally, in light of the changes characterizing the increasingly attentive international food scene and dedicated to highlighting specific ingredients present in the food composition, it is possible to consider these two universes more easily approachable than in the past.