

## Inside

Meet the Team That Works for You  
**Page 1**

The Marketing Campaign That  
Cost Red Bull Over \$6 Million

Compensation for Burn Injuries  
From a Car Accident  
**Page 2**

What Our Clients Are Saying  
St. Paddy's Irish Soda Bread  
**Page 3**

Enjoy Better Health With Fasting  
**Page 4**



# FASTING FOR VITALITY

## Take Charge of Your Health

Fasting is a popular diet trend at the moment. You can find videos all over the internet about the benefits people have had while engaging in fasting. Fortunately, unlike many fad diets, the fasting trend is positive, as research has shown it offers many health benefits. Here's a look at a few of those.

### Why should you fast?

When the body stops getting calories, you start burning fat reserves in your body. This fat is sent to the liver and converted into acids called ketones. Ketones are used as fuel to run your body and brain like a backup generator when it doesn't have food. This process is called ketosis and happens when you fast. Besides burning fat, fasting offers other benefits.

- It promotes blood sugar control by lowering insulin sensitivity — so fasting decreases the chances of getting Type 2 diabetes.

- Fasting reduces acute inflammation and improves chronic inflammation, which has serious consequences for heart disease, cancer, and other serious conditions.
- It improves heart health by lowering cholesterol and blood pressure, decreasing the odds of developing heart disease.
- Regular fasting may boost brain function and prevent neurodegenerative disorders.
- Fasting helps with weight loss by increasing growth hormone secretion.

### Types of Fasting

Before engaging in any fasting routine, check with your health practitioner to make sure you are making a choice that aligns with your continued health and wellness. There are many types of fasting, including:

- **Juice Fasts** — You only drink fruit or vegetable juices for the duration of the fast.



- **Water Fasts** — You can only drink water for a regulated period of time.
- **Intermittent Fasting** — This technique restricts food intake, wholly or partially, throughout the day or for part of the week. You can eat as you usually would during the off-hours or days.

Fasting, a healthy diet, and exercise offer many health benefits and help keep your body and mind spry as you age. Talk to your doctor to see if fasting could be a reasonable part of your life plan.



March 2024

720 Goodlette Rd. N, Suite 304, Naples, FL 34102 • www.AttorneyShapiro.com

# PATRICK IS PART OF THE FAMILY



## Our New Personal Injury Prodigy

Following in his father's footsteps, Patrick graduated from Ave Maria School of Law in Naples, Florida, in 2018. After practicing in Naples for some time, Patrick decided to seek out a position at our firm.

"Marc Shapiro is a major presence here," he explains, "and I interviewed and thought it would be a great fit."

The feeling was mutual, and shortly after that interview, we invited Patrick to join the team.

Apart from legacy, Patrick was drawn to personal injury law by his desire to make a positive impact on the lives of his clients and the community at large, which made him a perfect fit for our firm.

"Not to be corny, but I love that I get to help people and get paid for it," Patrick says. "You know, people I grew up with in town, who I have known my whole life, call me when they are at their worst point. And I get to help them out, get them paid, and get them to doctors and get them healed."

For Patrick, his hometown connection and the ability to work on behalf of those he's known his whole life make his work for us even more important.

"I really just like helping my community. I've lived down here for going on 20 years, and this is my hometown. I love that I get to help people who are hurt and looking for help. It allows me to sleep soundly at night," he shares.

When he is not serving the community through his legal work, Patrick spends his time coaching youth sports. He currently coaches eighth-grade basketball. "I love coaching," he explains. "Over the years, I've coached football and basketball."

In addition to working with athletes, Patrick enjoys spending his time helping those in need.

"I like to volunteer my time," he says. "I do a lot of pro bono legal work to help better serve our community."

When he is not helping others, Patrick likes to help himself to some local specialties.

"I love to go out and eat on 5th, of course," Patrick told us, "but nothing beats going to the beach."

Between his work with the firm, coaching, and pro bono service, Patrick has a lot on his plate. However, we believe his best work is still ahead of him. "My wife is pregnant with our firstborn son," he told us. "She is due in April, and I am ecstatic!"

Welcome to the family, Patrick.

*Marc L. Shapiro*



*"I really just like helping my community. I've lived down here for going on 20 years, and this is my hometown."*

# Red Bull Doesn't Give You Wings

## Marketing Campaign Disproved in Court

For decades, Red Bull has run the marketing campaign that its energy drink gives people wings. Most assume it's a joke, an exaggeration of the beverage's stimulating effects.

The courts disagreed. A group of Red Bull drinkers in 2014 filed a class action lawsuit against the Austrian company, accusing them of false advertising. Despite the company's claims, they alleged that the drink does not give you wings.

To be more specific, the suit alleged that the ad campaign uses flying imagery to convey that the beverage is better than other caffeinated drinks. While the brand's messaging claims it improves response times and concentration, the suit alleges the beverage isn't much more effective than a cup of coffee.

Red Bull settled for over \$6 million. They also agreed to compensate customers who were disappointed about the drink's wingless results. Such claimants could receive \$10 or a voucher for \$15 of Red Bull products. But

before you go writing a letter to Red Bull for your voucher, know that customers are no longer eligible for this compensation.



In Red Bull's words, they settled to "avoid the cost and distraction of litigation," noting that their ad campaigns and can labels "have always been truthful and accurate." Red Bull denied any wrongdoing.

What Red Bull did was tread the line between false advertising and "puffery," the legal term for extravagant claims about a product. The law allows for some lofty claims — such as "World's Best Coffee" — so long as they are opinions. "Red Bull gives you wings" sounds like a factual statement, so it doesn't fall under puffery.

The energy drink company has continued using the slogan in its marketing in event sponsorship and TV ads. So, while Red Bull may not *actually* give you wings, it did pay out a lot of money in a court settlement over the claim.



## Burned in a Car Accident?

### Here's What You Can Expect From Us

#### Payment for Your Medical Care

Suffering from burns takes an immense physical toll on your bodily health, and the journey to recovery can be extensive and expensive. That is why we go out of our way to fight for you and get the payment you deserve for the procedures you need. We ensure all associated medical costs related to the burns — whether for skin grafts, reconstructive surgeries, emergency care, rehabilitation, or other medical needs — are covered.

#### Make up for Missed Work

While recovering, you may need to miss work due to the severity of your injuries. Regardless of whether this absence from work is temporary or permanent, we will fight for you to get compensation for those lost wages and any diminished earning capacity.

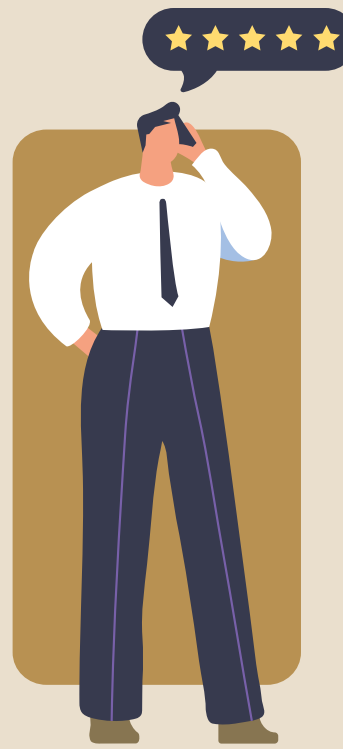
#### Negotiating With Insurance

In addition to physical and emotional damage, the burden of dealing with insurance companies can sometimes seem like too much to bear. But when working with us, you don't have to face that burden alone. With our legal guidance, we can navigate the negotiation process together, providing you peace of mind and ensuring you get the compensation you deserve.

#### Always Seek Compensation

Florida adheres to a comparative negligence system, which means that even if you are found partially responsible for the accident, you will still receive some compensation — though it may be reduced based on your percentage of fault. Don't hesitate to partner with us to pursue a claim if you have made a small mistake, as you could still be entitled to partial damages.

If you or someone you know has been burned in a car accident, you know it is a painful, traumatic, and stressful experience. While the injuries suffered are often the worst part of this journey, the subsequent medical bills and legal dilemmas can add to the stress. But here at the Law Offices of Marc L. Shapiro, we work diligently to get you the compensation and care you need.



## We Provide Peace of Mind

### What Our Clients Are Saying

*"Absolutely positive experience working with these attorneys. They are very compassionate and always put my interests, feelings, and pain ahead of their own. Could not be more impressed or happy about the results of my case. Thank you so much!"*

—Trials T.

*"Unfortunately, I got in a car accident. It was a painful and stressful time. However, having the Law Offices of Marc L. Shapiro was peace of mind. They took care of all the complicated paperwork to focus on my recovery. Thank you to Marc Shapiro and his team. They were always available to answer my questions. Thank you, Amanda and Iris, for being patient. Special thanks to Randall Austin, who was knowledgeable with my case. I know a whole team was working hard for the outcome behind my case. Please extend my thanks to them. I feel this law firm is top-notch and has a great group of lawyers who care about you as a person, not only as a client. I highly recommend Marc Shapiro and Randall Austin!"*

—Katia T.

Your reviews offer us valuable feedback, but when you recommend our services to others, that's the ultimate form of praise! Please share your experiences with the Law Offices of Marc L. Shapiro, P.A., on Google or [Facebook.com/AttorneyShapiroLaw](https://www.facebook.com/AttorneyShapiroLaw). Your comments empower us, make us better, and allow us to help others.



## ST. PADDY'S IRISH SODA BREAD

Inspired by Epicurious.com

Celebrate St. Patrick's Day right with a fresh loaf of Irish Soda Bread!

### Ingredients

- Nonstick vegetable oil spray
- 2 cups all-purpose flour, extra for dusting
- 5 tbsp sugar, divided
- 1 1/2 tsp baking powder
- 1/2 tsp kosher salt
- 3/4 tsp baking soda
- 3 tbsp chilled unsalted butter, cubed
- 1 cup buttermilk
- 2/3 cup raisins

### Directions

1. Preheat oven to 375 F. Coat an 8-inch round cake pan with nonstick spray.
2. In a bowl, whisk together flour, 4 tbsp sugar, baking powder, salt, and baking soda. Cut butter into the mixture with your fingers or a pastry knife until crumbly. Make a well in the center and pour in buttermilk. Gradually mix until dough comes together. Mix in raisins.
3. Using floured hands, form dough into a ball and transfer to pan. Sprinkle with remaining 1 tbsp sugar.
4. Bake bread for about 40–45 minutes or until golden brown and a tester stick comes out clean. Let bread cool in the pan for 10 minutes, then enjoy!

## Word Search

C	I	U	V	R	N	J	M	W	B	L	N	L	U	E
A	R	I	V	R	E	A	T	A	L	E	Y	I	C	N
S	I	D	E	S	D	V	S	O	M	P	N	D	R	P
A	K	B	N	N	Y	K	O	O	X	R	W	O	N	X
L	A	I	E	W	E	A	W	L	J	E	D	F	V	P
M	V	S	S	T	H	Q	B	M	C	C	M	F	Z	G
O	S	B	B	E	F	U	E	D	L	H	T	A	M	Y
M	X	A	J	N	F	A	N	O	D	A	O	D	O	R
Z	L	J	E	Z	D	M	I	K	H	U	C	O	M	P
L	C	E	S	Q	K	A	R	M	G	N	I	R	P	S
T	R	Y	Y	L	F	R	E	T	T	U	B	F	B	J
G	T	Q	H	F	F	I	G	J	X	O	D	G	Z	T
A	D	S	T	R	L	N	N	L	B	Q	C	B	S	G
V	T	H	I	T	Q	E	A	K	T	I	B	O	H	K
A	N	H	D	R	V	C	T	D	I	P	S	V	Y	L

AQUAMARINE	DAFFODIL	MADNESS
BASKETBALL	GREEN	SPRING
BUTTERFLY	IDES	TANGERINE
CLOVER	LEPRECHAUN	WOMEN