The jargons used by Health Care product advertisers to falsefully market the product.

In an article published by Timothy Caulfield (Canada Research Chair in health law and policy at the University of Alberta) on January 5th, 2018, titled “In 2018 we need less nonsense and more science” we can see how the author describes the inappropriate and wrongful use of science-y language done by various celebrities and consumer products. I came across a similar article by Natasha Singer titled “Buying Face Cream? Grab a Glossary” in which the author describes how skin care and beauty products are using the latest concepts of science to false advertisement.

To begin with, I would like to start my blog by analyzing the falsefully marketing done by brands today. STEM cells, Gene therapy, Immune protection, Growth hormone, Quantum Physics, etc. are the words you must have listened at least once whenever you were to buy a product related to skin care, beauty or hair care. Also, you must have seen plethora of research articles that supports the claims made by these companies and back them. By as it comes out, the truth is that none of these science-y jargons are actually needed for your skin or hair, this is due to the fact skin cells and hair cells are actually dead cells and according to author if a product does the bare minimum of keeping your skin and hair clean, that is more than enough and there is not any more need to buy expensive product that have fake scientific terms printed on them. Moving on, the research papers that promote these products are actually fake where the research does not adhere to academic publication standards using a technique called predatory publishing.

There are two things that I think have a connection between both the articles. The first one being that, almost every if not all skin care, beauty and hair care products have scientific jargons in their advertisement which is not at all required and is not necessary for the well-being of a person. Most of the time these science-y language is related to the trends happening during that time period. For example, in the article Timothy Caulfield talks about 1800s when magnetism and electricity were a new thing a lot of marketing of heath products covered them and leveraged on their excitement. Similarly, in today’s time quantum physics, stem cells, gene therapy are the buzz words, and all of the marketing is surrounding them.

Secondly, there is also a connection between both the articles where the authors talk about the need of scientific ingredients, therapies, theories to be incorporated in health products. According to real science referenced by the authors, the top layer of skin cells, and hair cells consists of dead cells which only require regular cleaning and nothing more. According to the authors, any additional ingredient used in health care products is not necessary and is only added to increase the price and profitability for the company.

In conclusion, I just want to state that both the articles by the authors refer to a similar conclusion which is that in modern times words like quantum physics, stem cells, gene therapy are just jargons and don’t need to be on the health care, hair and skin care products, and the authors also request the readers to be cautious and aware of these type of marketing techniques by being scientifically aware.

Links for the articles:

<https://www.theglobeandmail.com/opinion/in-2018-we-need-less-nonsense-and-more-science/article37514167> By: Timothy Caulfield

<https://www.nytimes.com/2008/10/02/fashion/02skin.html> By: Natasha Singer