

Mountebank pill pushers & cosmetic marketeers.

One's patience is snapped viewing the TV Ads about pills (especially from alternative medicine), cosmetic and food products. These shark marketeers feed sloppy and half truth medical facts conveying clever disinformation in favour of their products to the lay viewers to boost the sale of their products.

Advertisements relating to the claims of particular toothpaste preventing dental decay and making teeth stronger, pill curing osteoarthritis, creams making complexion fairer day by day or adding proteins to the shampoo putatively preventing hair fall and making hair strong, all claims are tall and unrealistic. The advertisers always use sciencey words from medical background which convinces the lay viewers about the truthfulness about the advertisers claim.

Nobody has conducted randomized controlled trials to verify facts that a particular pill cures osteoarthritis. We all know it a degenerative disorder and symptoms could improve but it can not be cured. No cream can make a person fairer and fairer. Adding protein to the shampoo has not been proved beneficial in patients. Adding pomegranate and peaches in the facial creams is unlikely to bring great glow to aging skin. However, it is an established fact that eating fruits (peaches or pomegranate) give a healthy glow on skin. The customer is fleeced by paying hefty price (thousands of rupees) for these cosmetics.

It is time that the medical associations come to the rescue of the exploited lay viewers.

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