

Celebrities like Gwyneth Paltrow made the 2010s the decade of health and wellness misinformation | NBC Think

By Timothy Caulfield

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In 2010, [Gwyneth Paltrow's wellness brand, Goop](#), was just starting to get its goopy mojo rolling. Tom Brady's lifestyle company, TB12, wasn't around, so we had no way of learning about bogus fitness concepts like [muscle pliability](#). And Jessica Alba's [The Honest Company](#), a fearmongering and pseudoscience-based business that is currently worth over a [billion dollars](#), was still one year away from inception.

But what a difference 10 years has made. Now all of these companies are thriving and many other celebrities, including [Victoria Beckham](#) and [Kate Hudson](#), have started similar wellness brands.

But it is hard to deny that things are qualitatively different now. This has been the decade of misinformation. And, in the context of health, celebrities have led the charge.

[...]

Source: [Celebrities like Gwyneth Paltrow made the 2010s the decade of health and wellness misinformation](#)