

## Companies make big bucks by making you afraid of chemicals

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Most people don't realize that it's virtually impossible to prove something completely [safe](#). Instead, science tests for the lack of evidence of [risk](#). A subtle but important distinction, this means that nothing, not even water, is completely safe at all doses and modes of exposure. . . . In essence, companies create a market for their products based on fear, not evidence. Here's how:

### *Step 1: Plant the seeds of fear*

An ancient and adaptive emotion ingrained in humanity through evolution, fear is one of the most [powerful motivators](#) of behavior. . . . In the developed world, we have far less to fear than our ancestors did, so our instincts latch on to not-so-hazardous "threats." . . .

### *Step 2: Obscure the science*

. . . These companies' marketing campaigns have little to do with science and everything to do with inducing maximum fear. Bemoaning the evils of the chemicals other companies use, they provide little evidence about the safety of their own ingredients, often because that data does not exist. The goal is to keep their customers afraid of the competition while posing as the safe and caring alternative.

Co-opting the language of science without adopting principles of science is a clever bait and switch.

### *Step 3: Profit*

Once consumers are afraid and the science has been obscured, companies slap on a premium for their products based on vague claims about safety or even hazier concepts like "honesty" or "conscience." Primed with fear, potential customers are ready to pay much more than they would for a mainstream brand. These fear-based marketing campaigns are not about educating consumers but creating an illusion of consumer empowerment.

**Read full, original post:** [How Marketers Use Fear Of Chemicals For Profit: 3 Easy Steps](#)