

Viewpoint: Gwyneth Paltrow's Goop has gone from amusing pseudoscience to dangerous quackery

Gwyneth Paltrow's beauty/health/wellness website and online store [has been] in the news a fair amount [recently]. The reason is that...every so often [Paltrow's] Goop publishes something advocating pseudoscience so outrageous that it attracts the attention of not just skeptics, but of the mainstream press and even late night comedians like Stephen Colbert.

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[Earlier in 2017], I learned that Goop was selling "jade eggs" for women to put into their vaginas for the low, low [price of \\$66 apiece](#)...[Dr. Jade Gunter's blog] once again explained why leaving a polished piece of green rock in one's nether regions is [not a good idea](#). [Goop however stated that it] just wanted to "highlight alternative studies and induce conversation." Of course, Goop hoped that conversation would lead to moving a whole bunch of \$66 jade eggs, which means that what in reality Goop was doing was advertising, not starting a conversation.

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Now, a [shruggie](#) might say that this is all harmless nonsense...But that's not all Goop promotes. It also promotes The One Quackery To Rule Them All, [homeopathy](#), plus other quackery like [detox cleanses](#), naturopathy, [colon cleanses](#), [functional medicine](#), and a whole lot of dubious fad diets. This dubious medical advice is then coupled with fear mongering...She's basically taken beauty woo and weaponized it into something that is no longer just a relatively harmless bit of nonsense....

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: [Gwyneth Paltrow and Goop: Another triumph of celebrity pseudoscience and quackery](#)