

Who Lied to You Today? Advertising about your Head

Much of what we learn about health and nutrition comes from advertising. Most of that is wrong or misleading, misinformation designed to sell product while keeping you unhealthy.

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Beneath the makeup and behind the smile I am just a girl who wishes for the world.
- Marilyn Monroe

Most of what we learn about our head and parts of it that require our personal care we learn from our parents, our peers or from advertising. Most of what we learn from parents and peers can be directed back to advertising. Most of that is misleading, distorted or clearly wrong. Some is even harmful.

But we believe it, which is why industries that create the advertising keep it going. To them, what is important is not the truth or your health or best interests, but the fact that you keep buying their products.

A smile makes anyone beautiful. Cosmetics (and a smile) can make the proverbial silk purse out of the sow's ear. What we know as the cosmetics industry today began with the rise of Hollywood and Bollywood. Cosmetics were intended to attract attention to a character for a couple of hours. But life is longer than that.

Eventually the smile drops and the makeup comes off. Then two people who were attracted to one another in that artificial state must deal with real life. With "just a girl" as Marilyn said it. Cosmetics of one sort or another can be as important to a man wanting to influence others as to a woman.

No one can be certain how many breakups and divorces result from the realization that the real people involved in a relationship do not match with the artificial character behind or beneath the cosmetics. Cosmetics hide the real person only temporarily.

Teeth whitening began in Hollywood when actors and actresses wanted to be seen on screen and noted while those with real teeth colour were not. Off screen, whitened teeth look fake to anyone paying attention for more than a few seconds. Note that many teeth whiteners are composed of hydrogen peroxide, which used to be known as oxygen bleach. Yes, bleach.

Two grades of hydrogen peroxide are available on the market. The kind you buy in a dollar store or most pharmacies will say 3% on it. That is not food grade peroxide. Food grade is much harder to find and is about 35%. As the tissue (skin) inside your mouth is very porous and easily absorbs anything, you want to be certain that you do not put a chemical that is not food grade in there.

Mouthwashes promise to remove millions of vile and supposedly dangerous "germs" from your mouth. Yet saliva does that. A large majority of what advertising claims as "germs" are really microbes that are part of your immune system. Your body protects itself from stuff it doesn't want to hurt you by killing it as you are eating. Kill those microbes and you destroy part of your immune system. Mouthwashes that claim to kill 99% of mouth germs never tell you in their advertising about the fact that they also kill part of your immune system, your body's first line of defence. "Clean" your mouth, destroy your immune system.

Tooth brushing you see in commercials is all wrong and will do nothing to prevent caries (the proper dental term for what the rest of us call cavities). Mostly the brushes swipe the broad sides of teeth, which are kept clean by the foods you eat anyway. Nobody gets cavities there. Eating an apple will do that.

We get cavities, if at all, between our teeth and at their base where the gumline is. Brushes do not get there easily, no matter what the commercials say. Only floss can do that. You can buy a pick at a pharmacy that will allow you to remove anything that has built up at the base of your teeth or between them. That is what a dental hygienist uses.

If you use a brush on the flat surface of your teeth, don't spend more time doing it than a hygienist does. A few seconds per tooth. More than that and you will grind away at the enamel and dentin that protect your teeth from

attack. That would result in tooth sensitivity, meaning pain, which would cause you to have to spend more money on toothpaste that is specially made to be gentle.

All toothpastes are designed to grind the teeth. Almost all contain fluoride, which is a poison. The advertising never mentions that. Poison. Read ingredient lists on stuff you put into your mouth to see how many end with "...ide". They are all poisons. Try to dispose of fluoride in the USA and you will find it is declared a hazardous waste and must be disposed of in an environmentally safe way.

If you must brush, understand that toothpaste accomplishes nothing. You don't need it at all. Brush, using water only, horizontally along the gumline, not vertically across your teeth. Cavities grow out of plaque, which is composed of harmful microbes that eat through the enamel and dentin. Remove that and you eliminate the cause of cavities. Those harmful microbes hide where you don't normally brush.

Any over the counter medication you buy at a pharmacy when you have an ache in a tooth or an ear will be mild and only act temporarily, if at all. If they work, you may be experiencing the placebo effect. Not bad considering that the placebo effect works in up to 30 percent of people who believe they are being helped. A doctor or dentist can prescribe something stronger, or cure your problem by eliminating the cause.

Shampoos that "clean" your hair while leaving something beneficial in it don't really clean. Yes, they take away protective oil from your hair, then leave deposits of other stuff that does nothing to add to your hair's health. Only pure soap, such as from a bar, will wash your hair clean. For a conditioner (to keep your hair shiny and deter tangles, use a mixture of one part apple cider vinegar and two parts water.

If you wash your hair with city water, remember that most city water contains chlorine, another poison. Chlorine kills microbes in water cities take from rivers or lakes. Inevitably it will also kill healthy bacteria on your skin, another way your body protects itself from attack with its own immune system.

Does it seem as if advertising presents you with a favourable impression about products that will or could do you more harm than good? Now you understand why it is important for you to know about them.

Cosmetics industries create repeat customers the way pharmaceutical companies create lifetime patients, by causing problems that keep you coming back for more.

The above is intended to cause you to think carefully about the chemicals you use on your body. It is not intended to be conclusive or persuasive, or medical advice. It is intended to make sense. Each point is backed by science. Advertising does not have to make sense to be effective at persuading people to buy a product. It just has to make money for the manufacturer. And it does, which is why you see so much of it.

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