

WHAT IF



JUNE ISSUE

A Bullshit
Spotter
Sorted
Wellness
Truth From
Wellness
Lies?



In today's wellness world, it feels like everyone has a health hack or ancient remedy they're trying to promote. But the flood of misinformation can drown out honest, credible products. How can consumers be expected to know what is true and what is bullshit?

What if an app could empower consumers to sort wellness truth from wellness lies?



NEARLY A
THIRD OF
ADULTS DID
NOT KNOW
OR DID NOT
CONSIDER THE
POTENTIAL
TRUTHFULNESS
OF ONLINE
INFORMATION
AT ALL

(OFCOM, 2022)

Cutting through the noise with a genuine product or service can be challenging in the wellness industry, and the good guys just aren't winning enough! It should be about promoting physical, emotional and mental well-being - not making as much money as possible by scamming vulnerable people.

Mckinsey estimates the global wellness market at more than **\$1.5 trillion**, with annual growth of **5% to 10%**, so it's easy to see why some would jump on the bandwagon with wacky made-up claims.



If the wellness industry banded together to create the Bullshit Spotter app, it could restore consumer trust, support research in the right areas, and help people live better and longer

Brands that sign up for the app would be pioneers in the new era of transparent, authentic and safe wellness. Much like 'B-Corp' status, their participation would send a transparent message to consumers (and competitors) that serious brands take science seriously, and above all, care about the people using them.





So how would the industry create the Bullshit Spotter?

Participating brands would agree on trusted scientific journals, in line with national and international health bodies, to ensure evidence is properly vetted. Fuelled by an intelligent engine, the Bullshit Spotter AI would cross reference products and advice to work out what is bullshit and what isn't.

The Bullshit Spotter would create a more open space in wellness by removing barriers that can restrict access to information. It would be in every language and have a full suite of accessibility features, like screen readers, text-to-speech software or Makaton.

Imagine if people could quickly and easily check the reliability of the information they've received or the wellness product they found.

The world would be a better, safer place.



So who are we, to be wading into this topic?

We are Smyle, a creative agency that turns big ideas into unique experiences. We know the fast pace of changing trends can feel overwhelming, so we use our expertise and creativity to tune out the noise and provide credible guidance for our clients.

And we are on a mission: To create content and experiences that connect people, brands and the planet through authentic and honest storytelling, backed up with insights and data.

If you've enjoyed this piece and you'd like to know more about us, book a quick chat on calendly.com/amanda-at-smyle, or email me: amanda.a@smyle.co.uk.



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