

Paltrow's GOOP goes International



By Julianna LeMieux — December 18, 2017



Gwyneth Paltrow [1]

As if GOOP in the United States is not bad enough, Gwyneth Paltrow's "lifestyle" brand is crossing the northern border. Soon, GOOP products will be available, by shipping, to Canadians.

What this means is that, despite strong push back from those who are scientifically minded, and serving as a [late night talk show object of ridicule](#) [2], GOOP is gaining in popularity.

This sentiment is echoed in a statement by Blair Lawson, GOOP's Chief Merchandising Officer, "We receive so many emails from goop readers asking us when we are going to launch the digital shop in Canada." "We're so excited to share these products with our neighbors in the north."

Sigh. I'll never understand why people fall for the types of products sold on GOOP. But, this snake oil is really, really expensive. Not only that, but it's even wackier than your average pseudoscience crap. This is not your average, everyday \$15.00 Himalayan salt lamp.

We are talking about a shower cap (called a [Shhowercap](#) [3]) that costs \$43.00. Yes - those things that come free with your shampoo and conditioner at a La Quinta cost \$43.00 - to keep your hair dry. And, an \$80.00 water bottle "designed with an obelisk-like rose quartz crystal to infuse water with positive energy." I could go on all day.

It is worth noting, however, that some have tried to slow down GOOP's products from being marketed - not because of what they are but because of the false claims that GOOP makes about them. Anyone can sell stickers, but, claiming that they promote healing or are made of the same conductive carbon material NASA uses to line space suits (they're don't and they're not) is not allowed.

A complaint made by two California district attorneys along with the non-profit Truth in Advertising

(TINA) several months ago claim that Goop has made “unsubstantiated, and therefore deceptive, health and disease-treatment claims to market many of its products” and cite 50 separate examples.

But, that doesn't seem to matter to GOOP's devotees. The site is read by almost 2 million people a month and has an annual revenue of between \$15 and \$20 million.

And, now GOOP's vaginal egg lined path leads right up north, to Canada, which will most certainly open the doors into other countries as well. Maybe the rose quartz water bottle will come in handy in Scotland. People waiting for a sighting of the Loch Ness monster need to stay hydrated.

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Links

[1] https://commons.wikimedia.org/wiki/File:Gwyneth_Paltrow_avp_Iron_Man_3_Paris.jpg

[2] <https://www.youtube.com/watch?v=RoMiimdLLOY>

[3] <https://shop.goop.com/shop/collection/brands/Shhhowercap>