



Is Gwyneth Paltrow Wrong About Everything?: When Celebrity Culture and Science Clash

Timothy Caulfield

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Over the past few decades, celebrity culture's grip on our society has tightened. For Timothy Caulfield, a health science expert, this culture has a measurable influence on individual life choices and health-care decisions.

While acknowledging the pervasiveness of celebrity culture, Caulfield doesn't mock those who enjoy it (in fact he *loves* celebrity culture.) But with a skeptic's eye and a scientific lens, Caulfield identifies and debunks the messages and promises that flow from the celebrity realm, whether they are about health, diet, beauty, or what is supposed to make us happy.

As he did so convincingly in *The Cure for Everything*, Caulfield separates sense from nonsense and provides useable and evidence-informed advice about what actually works and what is a waste of money and time.

In typical Caulfield manner, it isn't enough to just interview experts and read all of the current studies (which he does). He tries celebrity-recommended beauty routines and diets. After attending a modeling competition, he enrolls in an assessment/audition for a modeling agency in Hollywood. He follows celebrity Twitter feeds, reads gossip blogs and forces himself to read every issue – cover to cover – of *People Magazine*, for an entire year, in his quest to understand the relationship between celebrity culture and our individual health choices.

Is Gwyneth Paltrow Wrong About Everything? is the question Caulfield sets out to answer in this fun, factual book that offers real advice.

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