The well-known tagline:

“Saturated fats cause heart diseases”
“Palm oil is a saturated fat”.

These smear campaigns are aimed at demonising tropical oils and specifically palm oil. The negative labelling had badly affected and stigmatised palm oil. This is a ploy used by the competitor to hide the harmful health problems caused by trans fats or “artificial saturated fats” they had produced, and through deceitful marketing, portrayed it as a natural saturated fat issue (https://experiencelife.com/article/big-fat-controversy/).