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Palm Fruit Oil: A Big Fat Controversy

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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/>).

