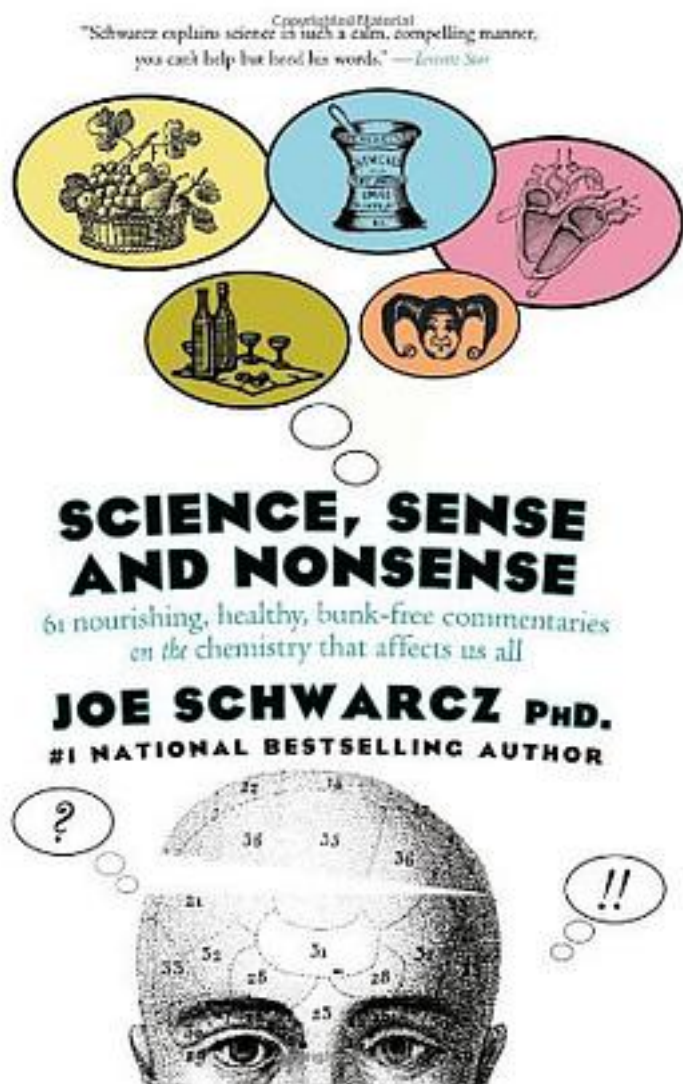


Science, Sense & Nonsense



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When did "chemical" become a dirty word?

Forty or so years ago, chemistry - which had been recognized as a miracle-making boon to humanity - somehow became associated with warfare, sinister food additives, "toxins" and pollution.

It's a situation that Dr. Joe Schwarcz aims to put into perspective.

Yes, there's a downside to chemistry, he says, but this is dwarfed by its enormous benefits.

Dr. Joe's new collection of commentaries will inspire an appreciation for the science of everyday life, and equip you to spot the muddled thinking, misunderstandings and deceptions in media stories and advertising claims. Does organic food really always equal better food? Are vaccines dangerous? Will the latest health fad make you ill? Do expensive wrinkle creams do the job? What are the best ways to avoid cancer? The answers to such questions often lie in an understanding of the chemistry involved. Ask Dr. Joe.

Science, Sense and Nonsense celebrates chemistry's great achievements, lambastes its charlatans, and explores its essential connections to our wellbeing. And does so in authoritative, highly readable, good humoured style.

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