

thealternativedaily.com

A website focused on holistic health that has promoted pseudoscientific claims about numerous illnesses, including cancer and the virus that causes COVID-19.



Proceed with caution: This website severely violates basic standards of credibility and transparency.

Score: 20/100

Ownership and Financing

TheAlternativeDaily.com is owned by Splash Campaign, LLC, a privately held company headquartered in Jupiter, Florida.

The website runs advertisements and includes an online store that sells alternative health books.

Content

TheAlternativeDaily.com states on its About page that it “seeks to inform, encourage and empower readers to make healthy choices that will positively impact individuals, families and our planet.” The website divides content into sections including Live, Love, Thrive, Wander, and Shop.

The site primarily focuses on health and wellness, including tips for achieving a healthier lifestyle, advice about dietary supplements and health foods, and natural remedies for a host of ailments. Typical headlines have included “The Absolute Best Sleeping Positions to Eliminate Back Pain,” “Bee Pollen: A Survival Food With Extraordinary Benefits” and “Is Your Weekly Massage Toxic? Here’s How to Tell.”

The website also publishes listicle-style articles, such as “7 Signs You Aren’t Drinking Enough Water,” “5 Ways To Fix A Slow Metabolism,” and “4 Great Reasons To Start Your Own Veggie Patch, Right Now.”

Credibility

TheAlternativeDaily.com often references credible sources, including studies published in peer-reviewed journals, coverage from reputable news organizations, and reports from government agencies such as the U.S. Centers for Disease Control and Prevention and U.K. National Health Service. However, the site has

- ✗ Does not repeatedly publish false content (22points)
- ✗ Gathers and presents information responsibly (18)
- ✗ Regularly corrects or clarifies errors (12.5)
- ✓ Handles the difference between news and opinion responsibly (12.5)
- ✗ Avoids deceptive headlines (10)
- ✗ Website discloses ownership and financing (7.5)
- ✓ Clearly labels advertising (7.5)
- ✗ Reveals who’s in charge, including any possible conflicts of interest (5)
- ✗ The site provides names of content creators, along with either contact or biographical information (5)

Criteria are listed in order of importance.

[More information.](#)

misrepresented or exaggerated research, and has promoted pseudoscientific claims about a number of diseases, including cancer and COVID-19.

For example, a May 2020 story titled “Antibacterial Wipes are Sold Out: How to Make Your Own,” stated that “Oregano oil is believed to help against this, killing the viruses when they dwell on surfaces.” The article included a recipe for homemade disinfectant wipes that featured “30-50 drops of essential oils,” one of which was oregano oil.

A Reuters fact check in April 2020 concluded that there is no evidence that oregano oil is effective against the COVID-19 virus, and Harvard Health Publishing, a division of Harvard Medical School, said in a February 2010 post that the claim was “unfounded.” Referring to claims about essential oils, teas, and other substances, the National Center for Complementary and Integrative Health (NCCIH) states on its website that “There is no scientific evidence that any of these alternative remedies can prevent or cure the illness caused by COVID-19.”

An April 2020 article, titled “7 Natural Ways To Help Clear Your Lungs,” promoted turmeric as an herbal remedy for lung issues caused by COVID-19. “When breathing becomes difficult, and your chest feels heavy and congested, your air passages likely have excessive inflammation. Consuming turmeric can reduce inflammation and relieve symptoms.” The article continued: “Keep in mind though; you need more than a little sprinkle of turmeric on your food. Supplementing is the best alternative to reap the benefits.”

The story cited a 2015 study published in the peer-reviewed journal *Respiratory Research* that found that curcumin — a naturally occurring compound found in turmeric — may have the potential to treat acute lung injury. However, this study did not involve humans and concluded that “the anti-inflammatory mechanism and underlying targets are still unknown.” Cancer Research UK states on its website that turmeric is “very safe” when used in cooking, but “we don’t know how safe

curcumin is when used for medical reasons.” Memorial Sloan Kettering Cancer Center states that consuming turmeric may increase users’ risk of bleeding, if they are taking blood thinners.

In a March 2020 article headlined “Supercharge Your Immune System With This Special Silver Solution,” the site stated that “several serious viruses can be warded off by colloidal silver, including HIV, pneumonia, herpes, shingles, hepatitis, and warts.” The article suggested that if readers did not have a way to inhale or topically apply colloidal silver, they could rub a colloidal silver gel on the inside of their nose before inhaling “quickly through your nose to activate the gel.”

The NCCIH maintains that while topical silver has “some appropriate medical uses, there are no legally marketed prescription or over-the-counter drugs containing colloidal silver that are taken by mouth.” The agency notes that the substance can cause “serious side effects,” the most common of which is argyria, a condition that often permanently turns the skin bluish-gray. Memorial Sloan Kettering Cancer Center states on its website that “our body does not need silver to function normally” and that “silver actually denatures proteins and can make many enzymes lose their effects.”

The Alternative Daily has also made overblown claims involving cancer treatments. For example, an April 2020 article, headlined “Super Spices to Help Fight Fat, Relieve Pain, Reduce Premature Aging, and More,” promoted cayenne pepper as a cancer-fighter. The article stated that capsaicin, an ingredient found in hot peppers including cayenne, “is believed to have the ability to kill cancer cells. A study published in the Journal of the National Cancer Institute revealed that the substance caused tumor cells to kill themselves in a process known as apoptosis.”

However, the September 2002 study was a lab study that did not involve humans and concluded that the way in which capsaicin induced cell death was “not clear and requires further investigation.” Memorial Sloan

Kettering Cancer Center states on its website that “whether capsaicin can protect against or cause cancer is uncertain” and calls for more research “to determine how capsaicin actually interacts with cancer cells or aids in their prevention.”

Another story from April 2020, titled “11 Immune-Boosting Ingredients to Add to Your Smoothies,” promoted consuming acai berries as a means to “stop cancer cells from forming and spreading.” It did not offer any supporting evidence for the claim.

The NCCIH states on its website that there is “no definitive scientific evidence based on studies in people to support the use of acai for any health-related purpose.” Memorial Sloan Kettering Cancer Center states that while lab studies suggest there are antioxidant properties in acai fruit, “there are no animal or human studies to support that acai is useful in cancer prevention” and “theoretically, acai may interfere with the actions of certain chemotherapy drugs due to its antioxidant effects.”

Because stories on The Alternative Daily has frequently published false, misleading, or unsubstantiated health claims, NewsGuard has determined that the site repeatedly publishes false information and misleading headlines, that it does not gather and present information responsibly.

The website does not publish a corrections policy, and NewsGuard did not find corrections on the site.

The site does not typically publish opinion content.

The site did not respond to three emails inquiring about the articles cited above and its approach to corrections.

Transparency

TheAlternativeDaily.com only discloses its ownership on its Terms of Use page, which does not meet NewsGuard’s standard for disclosing ownership in a user-friendly manner.

The website does not identify its editorial leadership.

Some stories are attributed to the author, and author pages sometimes include short biographies. However, because TheAlternativeDaily.com does not provide contact or biographical information for most of its writers, NewsGuard has determined that the website does not meet its standard for providing information about content creators.

Advertisements on the site are distinguished from editorial content.

Three emails from NewsGuard seeking comment on the site's lack of disclosure regarding its ownership, editorial leadership, and content creators did not draw a response.

History The domain for TheAlternativeDaily.com was registered in 2011.

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Send feedback to NewsGuard:[Click Here](#)

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Transparency

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History

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