



Parents are bombarded with claims that the world is a dangerous place. This culture of alarmism is weaving its way into nearly every aspect of our daily lives, making parents worry about common everyday products, food and healthy activities.

In her new book, *From Cupcakes to Chemicals: How the Culture of Alarmism Is Making Us Afraid of Everything -- and How to Fight Back*, Independent Women's Forum's Director of the Culture of Alarmism Project (and mother of three) Julie Gunlock shows how the food nannies, environmentalists, public health officials, politicians and government regulators benefit from keeping the American public scared. Alarmists understand that parents naturally worry about the health and wellbeing of their children and will do just about anything to keep their kids safe. By leveraging this natural anxiety, alarmists gain the trust of parents and convince them to perpetuate the myths of danger, change their own behavior, and demand government "protect" them and their children.

The culture of alarmism's greatest damage comes after they've successfully scared the general public. That's typically when the politicians and government regulators descend with promises to "save" us from these dangers, through additional regulation and programs that expand their power base. The cost of this dynamic is high: wasted tax dollars, higher costs and inferior goods for consumers, and fewer jobs in companies navigating through red tape. More importantly, we all end up paying a personal cost with needless worry and a less free, less happy society.

We deserve better.

- ☉ If you feel like you're living in an episode of *Lost in Space* and are tired of the constant "Danger! Danger!" warnings, this book is for you.
- ☉ If you love facts and hate junk science, this book is for you.
- ☉ If you think you know better than a government bureaucrat what's best for your family, this book is for you.
- ☉ If you understand that corporations generally don't have an interest in killing you and your kids, this book is for you.
- ☉ If you're tired of the sancti-mommy at school drop off making you feel like a bad parent, this book is for you.

🌀 If you suspect the world isn't as dangerous as everyone says it is, this book is for you.

As the mother of three young children, Gunlock understands that moms and dads already have enough to worry about. Alarmist warnings often distract parents from the real dangers and legitimate risks facing kids. Nervous parents who feel overwhelmed by the conflicting reports about what's safe and what's not deserve a little honesty and should be spared the constant drum beat of hysteria that comes from environmental, food and public health nannies.

This book aims to do just that, and encourages all Americans to have some perspective, use common sense, enjoy life, and to reject the culture of alarmism.

