

Local Goods and Global Evils

As America, as probably many other rich countries, might give a nasty image of itself "colonizing" the world with its unhealthy fast foods, mostly addressed to feed the great global diaspora, there is an internationally unspoken trend rising from its heart, namely that of a conscious and environmental trend for nature and body friendly products. Notice, it is not the Danish made deodorant bought at a little bio shop in a hippy neighborhood in Amsterdam, not the deodorant that after just an hour smell worse than the sweat itself. Here we are talking about big supermarket chains, like Whole Food and Trader Joe's, selling products at a very competitive price and very advanced products too, avoiding all the Alzheimeriz actuating aluminum salts and sulfates that the more stubborn or ignorant European consumer keeps utilizing to embellish him or herself. Why not then allow more Mac Donalds on the condition that Whole Foods will come along? Let's speed up the process!