

Steven Bartlett's Diary of a CEO podcast faces questions over health claims

Dragons' Den entrepreneur Steven Bartlett is currently under scrutiny regarding his popular 'Diary of a CEO' podcast after a BBC News investigation highlighted concerns about health claims made by some guests.

The Manchester-based entrepreneur, who amassed his wealth after co-founding Social Chain and dropping out of university, has been criticised for potentially spreading harmful health misinformation through his podcast, as reported by [City AM](#).

The BBC reported that guests on Bartlett's show have made assertions such as cancer being treatable with a keto diet instead of established treatments. An examination by the BBC World Service of 15 health-related episodes found each contained an average of 14 questionable health claims that contradicted robust scientific evidence.

Flight Studio, Bartlett's production company, defended the podcast, stating that guests are given "freedom of expression" and are "thoroughly researched". A Flight Studio spokesperson told the BBC: "The Diary of a CEO [DOAC] is an open-minded, long-form conversation... with individuals identified for their distinguished and eminent career and/or consequential life experience."

Both Flight Studio and Steven Bartlett have been approached for comments by City AM.

Launched in 2017, the 'Diary of a CEO' podcast initially concentrated on business and entrepreneurship topics. In a recent interview with The Times, Bartlett projected that the podcast would bring in £20m by 2024.

Earlier in the year, promotional content featuring Steven Bartlett for nutrition firms Zoe and Huel was prohibited after the Advertising Standards Authority (ASA) determined they neglected to make clear their commercial ties with the famed entrepreneur. The ASA commented that adverts on Facebook seen in February “omitted material information” concerning their association with Bartlett, who holds an investor position in Zoe and directorial role at Huel.

The ASA concluded that the two adverts for Huel, alongside one for Zoe, were deceptive or apt to deceive customers.

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