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FEATURE ARTICLE

The Hidden Dangers of Astrology Scams in Fiji

“Get Your Love Back — 100% Guaranteed!”

This bold claim, often splashed across social media posts, flyers, and online advertisements, may catch the eye of anyone going through heartbreak or family conflict. At first glance, it sounds comforting. Who wouldn't want a quick and guaranteed solution to life's most painful struggles? But behind the glossy promises and persuasive words lies a growing consumer trap in Fiji, astrology-based services that exploit emotions, drain wallets, and leave people more broken than before.

This feature article uncovers the realities behind these so-called spiritual remedies. The Consumer Council of Fiji has previously warned against such deceptive practices, yet the persistence of new cases shows that these scams remain a serious concern. Because consumers continue to be misled and harmed, it is necessary to reissue this awareness and highlight once again the dangers posed by individuals who profit from people's vulnerabilities.

The Seduction of Quick Fixes

Human beings have always searched for answers in difficult times. When faced with heartbreak, family disputes, or financial stress, people often turn to whatever source promises hope. Advertisers of astrology-based “solutions” understand this deeply. They play on human emotions, dangling the idea that all problems whether romantic, financial, or personal can be erased with a ritual, a prayer, or a paid consultation.

Scrolling through Facebook or Instagram, you may come across a post featuring a smiling couple reunited, accompanied by a bold headline: “*Get Your Love Back — 100% Guarantee.*” It is easy to see how someone in emotional distress could stop scrolling and click. The image sparks hope; the words promise certainty. The combination is powerful and dangerous.

Why “100% Guarantee” Is a Red Flag

Guarantees in consumer transactions usually mean safety. A guarantee on an appliance means that if it breaks, it will be repaired or replaced. But when applied to matters of the heart, guarantees are not only misleading but also impossible. No one, not an astrologer, not a priest, not a self-proclaimed healer can guarantee another human being's emotions or decisions. Relationships involve two individuals with their own free will. To guarantee reconciliation is to ignore this reality.

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This is where the trap begins: the moment you believe in the impossible, you make yourself open to endless manipulation.

How the Exploitation Works

These “get your love back” schemes often follow a predictable pattern:

1. **The Hook**

An eye-catching ad promises guaranteed solutions. The victim reaches out, hopeful.

2. **The Comforting Words**

The astrologer listens attentively, offering reassurance: “I understand your pain. I can help you.” This builds trust.

3. **The First Payment**

A small fee is requested for a consultation, a prayer, or an initial ritual. It seems harmless.

4. **The Escalation**

Once the victim is invested, the demands grow. “The problem is strong. You need a bigger ritual.” Larger sums of money are requested.

5. **The Dependency Cycle**

If the victim questions results, they are warned that stopping payments will bring misfortune. Fear keeps them hooked.

By the end of this cycle, the consumer may have spent hundreds or thousands of dollars, with nothing to show for it. Worse, they may feel ashamed, isolated, and unable to admit they were deceived.

Emotional and Financial Consequences

i.) **The Financial Drain**

Many victims start with payments of \$50–\$100. Over weeks or months, these requests can grow to thousands. For families already struggling with rising costs of living, this can create serious financial strain.

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ii.) **The Emotional Toll**

Instead of finding healing, victims are left emotionally exhausted. Each failed promise deepens feelings of hopelessness. Far from solving relationship problems, these schemes magnify them.

iii.) **The Loss of Confidence**

Being deceived can shatter self-confidence. Victims often feel embarrassed and avoid seeking real help, which delays genuine healing.

iv.) **Privacy Risks**

Some astrologers request personal details like names, photos, and even intimate information. This creates another danger: misuse of personal data or threats of exposure if payments stop.

Why Do People Fall for It?

Some may ask: *How can anyone believe these claims?* The answer lies in human psychology. When people are desperate, their decision-making changes. Logic takes a back seat; hope drives the wheel. A person in heartbreak is not just buying a service, they are buying relief, even if temporary. Add in cultural beliefs about astrology, and the promises may appear more credible than they truly are.

Scammers know this. They don't target the confident and the happy; they target the broken and the uncertain. And they do so with precision.

The Ethical Dilemma

Beyond financial loss, there is a deeper moral problem. These services take advantage of human suffering. They present themselves as guides and healers but operate as profiteers of pain. Ethically, it is one of the most exploitative forms of business. Instead of helping people move forward, they keep them stuck in cycles of dependency and fear.

Red Flags to Watch Out For

If you encounter an advertisement promising relationship or life solutions, watch for these signs:

- **“100% Guarantee”** – No legitimate service can promise outcomes in matters of love or fate.
- **High-pressure tactics** – “Pay now, or bad luck will follow.”

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Mobile App

- **Repeated requests for money** – The demands never stop.
- **Lack of transparency** – No clear business registration, receipts, or formal channels of accountability.
- **Exploitation of personal details** – Asking for photos, names, or secrets as part of the ritual.

If you see these red flags, step away immediately.

Conclusion

The promise of “100% guaranteed love” may look appealing on a social media post, but it is nothing more than a dangerous illusion. These services thrive on human pain, exploiting the very moments when people need real support and healing. The consequences, financial loss, emotional harm, broken trust far outweigh the temporary hope they provide. Consumers must remain alert, critical, and empowered. By learning to spot red flags, questioning unrealistic claims, and turning instead to healthier sources of support, individuals can protect themselves and their loved ones. In the end, the truth is simple: love, happiness, and healing cannot be bought, guaranteed, or manufactured by rituals. They come from time, honesty, and genuine human connection.

So, the next time you see an ad shouting “*Get Your Love Back — 100% Guaranteed!*” remember this: the only thing guaranteed is disappointment.



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