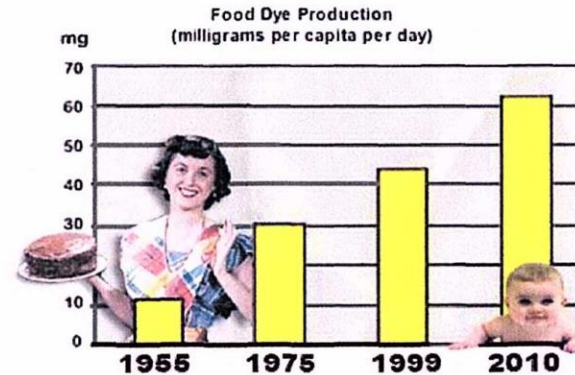


How does our diet today compare to the 1940's?

What the child growing up in the US in the 1940's got:	What the child growing up in the US today gets:
White toothpaste	Multi-colored toothpaste, perhaps with sparkles
Oatmeal	Sea Treasures Instant Oatmeal (turns milk blue)
Corn flakes	Fruity Pebbles
Toast & butter, jam	Pop Tarts
Cocoa made with natural ingredients	Cocoa made with artificial flavoring, & some with dyes
Whipped cream	Cool Whip
No vitamins (or perhaps cod liver oil)	Flintstone vitamins with coloring & flavoring
White powder or bad-tasting liquid medicine	Bright pink, bubble-gum flavored medicine
Sample school lunch: Meat loaf, freshly made mashed potatoes, vegetable. Milk, cupcake made from scratch.	Sample school lunch: Processed foods loaded with synthetic additives. Chocolate milk with artificial flavor.
Sample school beverage: Water from the drinking fountain	Sample school beverage: Soft drink with artificial color, flavor, caffeine, aspartame, etc.
Candy in the classroom a few times a year at class parties	Candy (with synthetic additives) given frequently.



Today we are exposed to 5 times as much food dye as Grandma was in her day.

Food Coloring	Maximum Average mg/day per National Academy of Science Survey, 1977	1978: The mg/day the Nutrition Foundation Recommended for Research on ADHD & Diet
Red 3	24.0	1.6
Yellow 5 + Lake	65.0	7.3
Green 3	04.3	0.1
Blue 1 + Lake	22.6	0.8
Yellow 6 + Lake	51.0	6.1
Blue 2 + Lake	10.9	0.5
Red 40 + Lake	127.0	10.5
Orange B	NO LONGER USED	0.1
TOTAL	317.6	27.0

How much food dye do we eat today? Nobody knows.