



# Pure Facts

Vol. 5 No. 5

July/Aug., 1981

## Hersey Elected President of FAUS...

Jane Hersey, FAWA member and resident of Alexandria, Virginia, was unanimously elected to the presidency of FAUS at this year's national convention held at Bethel College in St. Paul, Minnesota.

In her acceptance speech she asked the delegates, "When you started reading that Jell-O label did you ever think it would take you to a college dorm in Minnesota?"

She pointed out, "You people came (to local Feingold meetings) because you needed the Association. And you stayed because you saw the Association needed you."

"During the past year Barbara Hoffstein has set the Association on a sound foundation and I hope I can add

*cont. on page 4*

## CP Air Serves Feingold

CP Air, one of Canada's largest airlines, has introduced Feingold meals for those patrons who request them.

All meal flights are prepared to serve the Feingold meals but the airline requests they be notified of your preference when you schedule your flight.

The Hyperactive Association of Canada is responsible for securing this new addition and they have already begun negotiations with Air Canada for the same service.



*Barbara Hoffstein passes presidential gavel to Jane Hersey*

## ...And Tells How She Got There

*This article is the fifth in a series highlighting FAUS board members, in an effort to acquaint readers with the ideas, ideals and direction of those most responsible for the progress of FAUS.*

"My child isn't hyperactive." How many times have Feingold volunteers heard that comment from the parent of a troubled child. They're always surprised to hear me say, "neither is mine."

While no one in my family is 'hyperactive' or 'borderline'

*cont. on page 2*

## Swanson Finds Food Dyes Alter Brain's Electrical Impulses

Dr. James Swanson, known widely for his testing of the effects of food dyes on children at Toronto's Hospital for Sick Children, told delegates to the sixth annual FAUS convention that tangible evidence is now being collected which shows that synthetic dyes do affect us adversely.

Swanson summarized the studies he and others have done so far in their effort to learn what effects additives have on hyperactivity. He noted that studies thus far have been limited to synthetic colors and that studies on synthetic flavors and preservatives are virtually nonexistent.

"I started out trying to prove that kids did not respond to food dye," Swanson admitted. "At least that's what I believed at the time." But now Swanson has completed research where, he said, "We found that a blend of food dyes administered to rats affected every type of neurotransmitter in the rat brain."

When the dyes were tested separately only red dye #3 produced an effect and only in one test. But a subsequent test showed a response from a blend of dyes which did not include red dye #3. Swanson said he did not rule out the idea that other dyes were also causing havoc.

*cont. on page 2*

SEND THE KIDS  
A PACK'N WITH  
A FEINGOLD LUNCH  
—  
SUGGESTIONS IN THE  
SEPTEMBER  
PURE FACTS

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Hersey, continued from 1

hyperactive' we are 'chemically sensitive'. We all feel better and behave better on the Feingold Program.

The transition from 'convenience food freak' to 'Feingold mom' was not a

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Swanson, continued from page 1

He said, "I don't think that other dyes *don't* have an effect. They seem to have a peripheral effect that we don't understand yet."

Swanson noted that his research is now very involved with observing the electrical impulses of the brain and he has discovered that when a child does not seem to react after ingestion of food dye that the reaction might be more subtle.

"When there is no observable effect I look for effects on the electrical impulses of the brain and I've been finding them," he said.

He announced that in a year or two he will have enough data to show that food dyes do have an effect on the brain. Adding that this should not come as a surprise to anyone since one dye, specifically red #3, is also used to kill flies.

Swanson noted that research on food dyes and the Feingold Diet is very political right now with researchers on both sides of the table. But his personal opinion is that significant evidence exists indicating that 20-30% of school age children classified as hyperactive are helped by the Feingold Diet. And that hyperactive children who responded to stimulant drugs (specifically ritalin) were more likely to respond to the Feingold Diet.

"I ask the parents (who inquire about the Diet) if their child had a good response to ritalin," Swanson said, "If the answer is 'yes', then I tell them to try the Diet."

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smooth one. The staples in our kitchen all came in jars and cans and boxes. Dinner was typically two cans and one box. Special occasions could go so far as three cans and a 'blub' of cooking sherry.

Who would have suspected all these conveniences were neither easy nor economical or that some of the quick meals actually took longer to prepare?

I began to feel a little uneasy about our food supply even before I learned of Dr. Feingold. If Hawaiian Punch is only 10% fruit juice, what's the other 90%? Red dye #2 has been found to be harmful, so the FDA has removed it...haven't they? (Not for 15 years after it was found to be carcinogenic.)

It isn't entirely a joke that I suffered withdrawal symptoms when the cream of mushroom soup had to go. (Our family was sensitive to MSG.) It seemed like the whole world was being taken away from me. What actually happened was that the world was being given back to me.

In 1975 we went on the Diet with 'us' and 'the book' (*Why Your Child Is Hyperactive*). That was it. In 1976 my husband Harry discovered at least one other person in our area (Alexandria, Virginia) who was on the Diet. We soon found a third and the Feingold Association of the Washington Area was born with Harry as the president.

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Together the three families (the Morrisons, the Scardinas and the Herseys) built FAWA up to a membership of over 2,000.

In 1979 I took the job of first vice president for the national association with the ultimate goal of putting ourselves out of business by making our society a place where the problems of hyperactivity and chemical sensitivity are so well recognized that professionals will automatically provide the help we once sought and couldn't find.

After a year in the office I still had a long way to go to accomplish this goal so I stayed on for a second year. And now I am still seeking the elusive goal in the role of the president of FAUS.

As president, I will be fostering the realization that eating food is normal. Eating chemicals is not. It isn't the Feingolder who is on a special diet. It's the majority of our neighbors who are.

In the administrative area, I hope to provide a better exchange of ideas and information between local associations and make available additional guidance and materials for those leading the associations.

Jane Hersey  
President, FAUS

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## PURE FACTS

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## Convention Highlights

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In her opening address, past president Barbara Hoffstein reminded the delegates: "This is the first convention Dr. Feingold could not attend. His input throughout the past year has been invaluable and we can not overestimate the credibility and structure he has provided for us. It is now up to FAUS to build on that."

\* \* \*

Dr. James Swanson in his address to the convention said: "Social interaction with other kids might be what is disrupted by food dyes. But we just don't know yet. The issue is very complex."

\* \* \*

Virginia Richardson, co-director of PACER (Parent Advocacy Coalition for Educational Rights) in her workshop presentation pointed out: "The Buckley amendment gives you the right to see your child's records and you have the right to request removal of those you don't want in his file." A more indepth report on PACER will appear in the September *Pure Facts*.

\* \* \*

Dr. Karen Roehl (school psychologist) in her workshop address noted: "I really have a lot of respect for the Feingold Association. It's a group where parents are helping parents." Also, "Parents should counter the messages these (hyperactive) kids get by altering the environment around them." (More in the September *Pure Facts*.)

\* \* \*

Dr. Sally Anderson, keynote speaker for the convention, said: "Studies in Europe (on the effects of food coloring) are far ahead of those from the United States. Dr. Feingold is tremendously responsible for opening up research in the area of food additives in this country." (More in the September *Pure Facts*.)

\* \* \*

Kathryn Mikeska, 2nd vice-president and overseer of special committees, told the delegates: "I'd like to see FAUS be a cooperative effort among locals so that the cooperative effort will be the national group."

\* \* \*

JoAnne Perrington, president of the host association of Minnesota, has to be mentioned for being everywhere, doing everything and keeping her head when those about her, were losing theirs etc., etc. And doing it all with a cheerful smile, a totally efficient manner and time for everyone's questions, comments and demands. Thank you JoAnne and everyone from the F.A. of Minnesota for a stimulating, informative and well-organized convention.

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## Feingold Sends Message To Convention

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*For the first time Dr. Feingold could not attend the national FAUS convention but he sent the following telegram which was read to the delegates:*

I regret I cannot be with you to share in the excitements and joys experienced from the reports of your various successes and achievements.

Publicizing the numerous successful responses to dietary management generated considerable public awareness which prompted research studies. These studies now confirm that food additives do disrupt nervous systems. The importance of FAUS as an influence can be appreciated with the recognition that the awareness generated is entirely out of proportion to the limited membership of the organization.

There are many deficiencies in our knowledge of the various problems involved, which accounts for numerous gaps in the management of troubled children. The temptation is great to fill these gaps with unproven and expensive modalities. We must guard against such practices which detract from the credibility of the basic concepts and make us vulnerable to the attacks of our opponents. By adhering to the basic diet in the management of behavioral disorders and learning disabilities there is enough to keep all of us occupied. At this stage you must be content with the potential for helping 40 to 60% of the millions of troubled children. There is no panacea; unfortunately we cannot help 100%.

You are very fortunate to enter next year with a very competent and dedicated group of leaders which augurs well for a successful future.

I feel confident that ultimately dietary management of behavioral disorders, learning disabilities, and juvenile delinquency will be practiced in every community of the world.

My love and deep affection for all of you in which Helene joins.

Ben F. Feingold



*The convention committee interrupts it's lunch for the pesky **Pure Facts** photographer. L to R are: (seated) Sue Maldonado and Nancy Helgeson; (standing) Judi Frid, Joan French, Alice Morris, Earl Levy, and JoAnne Perrington. Absent when picture was taken: DeeAnn Treadway, Barb Gordon, Carol Fashant, Audrey McKoskey, Jim and Gail Peslyk, Kathy Garner, Ruth Ann Schauss and Peggy Martell.*

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## For The Super Sensitive Person

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If you have been following the Diet percisely, including the elimination of salicylates, but are still experiencing unexplained reactions perhaps you are in the unfortunate class of the 'super sensitive'.

Try eliminating white potatoes, bananas, coffee, pineapple and red peppers (including paprika). While these foods usually do not cause

reactions they do contain salicylates and are worth checking out.

Keep in mind that salicylates do have a cumulative effect in most people and some people require several days, weeks, or even months before a threshold is reached. But then even the smallest amount might precipitate a reaction.

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## Driving Home the Idea

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Slap a "Food Additives Can Hurt -- Be Alert" bumper sticker on your car as a reminder to your fellow motorists. To order send \$1 to:

F.A. of The Bay Area  
San Jose Chapter  
P.O. Box 8285  
San Jose, CA 95155

Price reductions are available for large quantity buying.

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*President, continued from page 1*

a few more bricks."

Reflecting back as she stood before the delegates Hersey noted, "I remember being in Washington in 1976 at the first organizational meeting of FAUS, where a handful of people traveled to meet together from all over the United States. I remember sitting among the other parents who had been through the same problems I had faced -- people who understood -- and it felt so good. It still feels so good."

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## Executive Board Sets Goals

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1981 - 82 Executive Board: Barbara Hoffstein (treasurer), Jane Hersey (president), Kathryn Mikeska (2nd vice-president), Bi Thompson (1st vice-president). Second Row: Markey Dokken (recording secretary) and Tim Latta (board liaison).

The newly elected FAUS executive board members choose three short term goals on which to concentrate over the next year.

1) an intense drive to increase publicity about the Feingold Diet and the information and assistance provided by FAUS, will be launched. *Pure Facts* is an important component of this goal.

2) a consolidation and sharing of materials produced by local associations and national committees is to begin.

3) an increase in efficiency is anticipated through better identification of the role and duties of local officers, and through the training of these officers.

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## Funbook Now Available

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The Feingold *Funbook*, an activity book which introduces pre-school and elementary age children to the Feingold Diet, is now available.

The twenty-one page book offers puzzles, riddles, games and art activities geared to helping your young Feingold child better understand and appreciate the new buying and eating habits of his family.

Children learn nine different names for sugar, how to make finger gelatin, how to help a boy get his package of additives through the maze and into a garbage can, and much more.

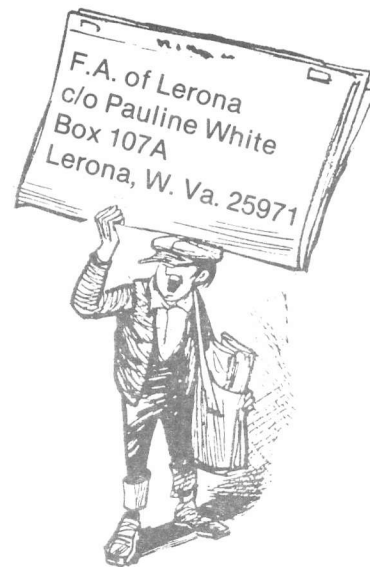
You can order the *Funbook* by sending \$1.50 to:

Feingold Funbook  
P.O. Box 3044  
Roanoke, VA 24015

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## New FAUS Chapter

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## VACATION TIME

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Vacationing with your Feingold Diet intact need not be traumatic. You just have to plan ahead and know what to look for as you travel. A little planning to insure that you don't get lulled by the summer junk food sirens can keep the ants out of the pants of the junior set and keep mom's and dad's nerves from frizzling in the summer heat. Here are some practical suggestions.

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### EATING OUT

Despite the dangers faced by chemically sensitive children and adults "Let's eat out" is an appeal that's hard to ignore, especially when you are traveling. While franchise restaurants differ in product ingredients from one location to another, information made available by a sampling of Associations make the following blanket analyses possible.

#### Fastfood

**McDonald's:** All plain hamburger patties are approved. Lettuce and onions are okay. But do not eat the bun or the fries. Tomatoes are okay for non-salicylate sensitive people. The mayonnaise contains EDTA.

**Mr. Steak:** Meat is safe and contains no seasonings. Baked potato and salad is approved. But omit the butter and dressing. (Bring your own.)

**Baskin-Robbins:** While very sensitive people might have problems, chocolate, jamoca (salicylate) and chocolate almond (salicylate) flavors are approved.

**The Yogurt Stand:** All areas report no problems.

**Burger King, Pizza Hut, Wendy's:** Many conflicting reports have been received. Very sensitive individuals should avoid these restaurants.

#### Non-fastfood

Non-fastfood restaurants have many acceptable entrees. But it is advisable to stick to the

single item entrees and avoid casseroles or other entrees with multiple ingredients. Explain the Diet to the restaurant manager and ask for his recommendations. Managers are usually happy to assist.

### CAMPING

You said you would never do it again. That bears, mosquitos and privies do not warm your heart.

But you have fallen prey to all the promises of pure air and angelic behavior and you're lugging out the musty sleeping bags once more.

Here are some tips that will hopefully make the hard ground seem a little softer and the poison ivy a little more bearable:

---Measure dry ingredients for pancakes into plastic bags (Ziploc type is best). When you're ready to cook, add egg and milk.

---Buy mayonnaise, baked beans, tuna, etc. in the smallest sizes so they can be used up and won't need to be refrigerated.

---Bring along some Jiffy Pop popcorn in its own disposable aluminum pan. Use the one without the butter flavoring.

### AIR TRAVEL

Some members have had good results by phoning the airline in advance and ordering a special meal.

For the very sensitive person, a small insulated plastic tote bag will keep their food cool if a few ice cubes are sealed in a Ziploc bag and placed inside.

### AMUSEMENT PARKS

Too much food and nothing to eat is the theme of most parks. Look for a stand selling real lemonade or bring your own container in an inconspicuous carrier. A diaper bag is ideal since few people care to check inside.

If you eat a more substantial meal at a picnic area before entering a park which doesn't feature picnic facilities, you need only bring munchies (granola bars, peanuts, potato chips) in your bag.

And don't underestimate the number of carrots and celery sticks that will fit in a plastic container that has frozen water in the bottom.

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### Sesame Place -- A Natural

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Sesame Place, located in Langhorne (Bucks County), Pennsylvania, stands out like a beacon to amusement park patrons who are interested in nutritious food without artificial ingredients.

Big Bird and his friends lead the way to drink stands where 100% fruit juices are served and ice cream stands where homemade ice cream (using natural Sorbee flavors) tickles your taste buds. Even their hot dogs are without preservatives.

Salad, fresh fruit, whole wheat pizza and quiche are but a few of the offerings at the Food Factory restaurant. For more information call (215) 752-7070.

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## Chapters Report:

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...If your child is very sensitive he might have a problem living in Ontario. Ethephon (Ethrel), used to prevent fruit drop and as a stimulant to color development and fruit maturation, is sprayed throughout the province. It is reported that the spray contains preservatives and other possibly offending chemicals. Its use is now being investigated by the local Feingold Association.

--F.A. of Beamsville  
Ontario, Canada

...Did you know you can make your own baking powder? for each teaspoon of baking powder needed, combine ¼ teaspoon of baking soda plus ½ teaspoon cream of tartar.

--F.A. of Louisiana

...Dr. M. Verma, a researcher from Greensboro, N.C., claims that one of the most effective ways to repel roaches is with bay leaves. A chemical in the bay leaves called cineole drives roaches crazy. He claims it is 98% effective. So ditch the spray and reach for the bay leaves.

--F.A. of Northern  
Maryland

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## Additive Hotline

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The 7UP Company has told us that the option of sweetening 7UP with corn syrup, beet, cane or invert sugars is left up to the individual bottlers. To find out what is used in your area contact your local bottler directly.

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Vlasic Foods does use artificial coloring in their pickles.

\* \* \*

JOHNSON'S Baby Bath contains no artificial color but does contain Tetrasodium EDTA.

### What is FAUS?

The Feingold Association, founded in 1975, is a volunteer, non-profit organization made up of parents and interested professionals dedicated to improving health and behavior of hyperactive/learning disabled children, and similarly affected adults, through the Feingold Nutritional Program. This program is based on the elimination of synthetic colors, synthetic flavors, BHA, BHT and naturally occurring salicylates from our food supply.

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**J** is for **junk food**. We Don't Eat It!

**U** is for **undecyl alcohol**. A synthetic lemon, lime, orange and rose flavoring agent for beverages, ice cream, and candy.

**L** is for **linden flowers**. A natural flavoring from the flower of the linden tree. Used in raspberry and vermouth flavorings for beverages.

**Y** is for **yellow dye #5** (tartrazine). Early research on food dyes and their adverse effects linked this dye with reactions in aspirin-sensitive patients.

**A** is for **allspice**. A natural flavoring from the dried berries of the allspice tree.

**U** is for **useless synthetic colors** which provide no nutritional value yet are dumped into our food supply at an increasing rate each year.

**G** is for **glucose** (dextrose, corn syrup or corn sugar). A highly processed, low cost form of sugar suspected of causing damage to pancreatic tissues.

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## Do You Have A Friend

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...who would benefit from the information in *Pure Facts*? Pass your copy on, order a subscription in their name or send us their name and address and we will change their life by sending a free copy of *Pure Facts*.

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### PURE FACTS

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