



Pure Facts

Vol. 6 No. 4

April, 1982

American Baby Magazine Article A Sham

A message from FAUS president Jane Hersey

"I saw the recent article on food additives and hyperactivity in *American Baby* magazine, (which stated flatly that artificial food colors, artificial flavors and salicylates are not the cause of hyperactivity)" writes a Feingold mother. "I was really disappointed to read such a narrow minded, distorted report, but I guess when you look at the source that explains why."

Having been a Feingold member for several years, this reader knows the interesting story behind this latest attempt by *American Baby* to discredit the Feingold program.



When the results of Dr. Feingold's success with hyperactive children were made public, he quickly earned the wrath of the food and chemical industries and the organization which

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Studies On Food Dyes Continue To Turn Up Bad News

The Certified Color Manufacturer's Association recently informed the Food and Drug Administration that studies on FD&C Green No. 3 have shown a significant increase in the number of tumors in the urinary bladders of males fed a high dose of the color additive.

The studies also showed lower body weights along with an increase in food consumption for the rats receiving the color additive.

CCMA concluded that this curious combination "Probably

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FDA Sees Biological Effects of Chemicals As Priority Study Area

The FDA's annual priority setting exercise has been completed and indicates a new interest in how chemicals affect us.

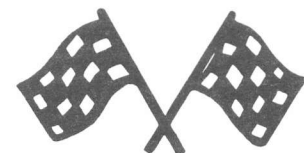
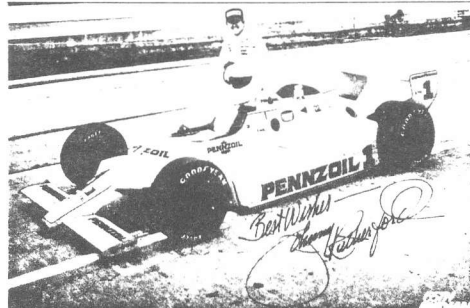
According to *FDA Consumer* all six groups of health professionals, consumers, trade organizations, State officials and FDA representatives who took part in the planning, ranked

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Johnny Rutherford Promotes Feingold Philosophy

Johnny Rutherford, three time winner of the Indy 500, is also a champion of the Feingold diet. A 30 second public service an-

nouncement (below picture) will soon be aired on television stations across the country. Watch for it in your area.



"Championship racing performance depends on many things; one of them is proper fuel. How **You** perform - at school, in sports, at home - also depends on what you use as fuel for your body!

HELLO, I'm *Johnny Rutherford*, reminding you that foods with artificial flavors, preservatives, and colors, and often too much sugar, can cause hyperactivity. So take care when selecting fuel for your body. Keep your motor running at its best.

Fuel up with real food, and you'll be a champion too!"

Next Month:

- * Elizabeth Whelan: Darling of the Food Industry
- * '82 Convention Highlights

Lawyer Warns Food Processors To Shape Up or Face Stronger Regulations

Take advantage of current lax labeling laws now or pay the price later, Washington, D.C. Attorney Richard S. Silverman told delegates to a Canadian-American seminar in his speech on North American food processing.

Silverman, ex-chief counsel for enforcement at the FDA and at R.J. Reynolds, and who is presently serving a number of food industry clients, indicated that companies can avoid stricter mandatory labeling laws if they comply, even minimally, with the FDA's request for

voluntary nutritional labeling.

"Private (industry) should and must prove to the American public that it can and will continue to act responsibly without being required to do so by the federal, or for that matter, State and local governments," Silverman stated.

While seeming to imply that throwing the FDA and the public a minimum-effort bone as a means of keeping the enforcement officer from the door, he cautioned them not to underestimate the power of consumer groups.

He predicted that even with the loosening of regulations as a result of President Reagan's Presidential Task Force on Regulatory Relief, that consumer groups will be effectively lobbying for new regulations focusing on processing and labeling laws, on environmental contaminants, harmful natural constituents, food borne toxins and related matters.

It's nice to see that consumer groups are finally being recognized and respected for the ever increasing power they hold.

The Tainted Tomato Flies Again

Three cheers for the FDA and a Tainted Tomato for Gary Maurer of Maurer's Medical and Research Association in Canton, Ohio, who marketed "Hyper Help" as a cure for hyperactivity.

"Discontinue amphetamines, special diets and other

treatments," he advertised. Just one drop of "Hyper Help" in fruit juice twice a week will change a crying, disagreeable child into a truly sweet boy or girl.

"What is in this wonder product you ask? Well come a little closer to my wagon folks. Don't bump into the snake oil there."

The FDA did just that and found that the product was a "magical" combination of well water and Lugois solution (a prescription iodine preparation used for treatment of goiter), that Mr. Maurer, a bricklayer by profession, was whipping up in his basement.

It doesn't sound magical, you

say. The FDA agreed, noting that it also wasn't legal. Mr. Maurer is back to laying bricks now and a Tainted Tomato is winging its way to him and his defunct "Hyper Help" enterprise. ■



Zapping Your News For More Enjoyable Reading

Several Feingold members have reported a sensitivity to the ink in their daily newspaper. A recent issue of the newsletter for the Clinical Ecology Association of Southern California has a suggestion.

One of their readers wrote that she pops her morning paper into the microwave and "cooks off" the fumes at a setting of 30 seconds per section. She then lets the sections air out for five minutes.

Now the morning news no longer affects her physically. Emotionally is another matter. ■

PURE FACTS

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Portions of the newsletter may be reprinted provided *Pure Facts* is cited as the original source.

To find the location of the nearest Feingold Chapter or obtain general information about FAUS, write to: Feingold Association of the United States, Inc., Drawer A-G, Holtsville, N.Y. 11742.

Celebrate Easter The Feingold Way

Easter is the true test of Feingold will power and ingenuity. If you can march past the cute little yellow sugar peeps and the blue foil wrapped eggs without whimpering a yielding, "Ahhhh", you deserve to carry your FAUS membership card proudly.

Feingold kids have exciting Easter baskets too. It just takes a little work.

Here are some ideas:

--Jelly beans can be replaced by additive free hard candies from the local health food store.

--Buy colored plastic eggs, the kind that are hollow, and store

nuts, seeds or popcorn in them.

--Cake decorating supply stores have a wide selection of candy molds. In the top of a double boiler melt a bar of Bakers Semi-Sweet German Chocolate and drop spoonful into the Easter molds and cool. Such stores also sell lollipop sticks to insert into the chocolate.

--Coat the inside of a large egg mold with melted Baker's Chocolate. Allow the chocolate to cool and coat with another layer, continuing until you have a 1/4-1/2" shell. Pop the shell out of the mold and fill with a small toy before sealing the seams.

--Matchbox cars, colored pencils and pocket games can also take the place of candy in the baskets.

--If there is no getting around a 10 inch foil wrapped bunny for the center of the basket, make your own using a reusable mold and wrap in florist's foil, purchased from a local florist's shop. Once you see how easy it is use your mold next year to make enough bunnies to sell to your Feingold friends.

--Caramel corn (see December *Pure Facts* if you do not have a recipe) can be shaped into an egg and covered with colored cellophane. ■

Decorating Your Easter Eggs

Happy are the eggs that are bought by Feingold families. They will not be subjected to baths in "coal tar dyes" (masquerading as U.S. Certified Colors) which seep through the inevitable cracks, tainting their pure white bodies and coloring the insides of innocent children.

Feingold colors come from nature. Although the colors are not as deep you don't have to pull Johnny down from the ceiling after he eats one of the eggs.

For best results hard boil the eggs with vinegar (to soften the shell and allow the natural colors to adhere more readily) and use a glass or porcelain (not stainless steel) pot. Allow the egg to sit in the dye solution for about five minutes or until the desired color is reached.

Use the following procedures and ingredients to obtain the Easter eggs of your dreams:



YELLOW: Mix 1 heaping teaspoon turmeric (or 1/2 teasp. saffron) with 2/3 cup boiling water and 1/4 teaspoon vinegar. Steep for 10 minutes.

ORANGE: Cover dry onion skins with 1 1/2 cups water and boil five minutes. Steep until water is a deep orange-brown color then add 1 teaspoon vinegar.

BLUE: Chop 1 cup red cabbage. Add 1 cup boiling water and 1 teaspoon vinegar. Steep until water turns a deep purple.

RED: Boil 2 medium red beets until soft. Peel and chop into 1/2 inch cubes. Cover with 1 cup boiling water and 1 teaspoon vinegar. Steep.

GREEN: Mix blue and yellow dye.

PURPLE: Mix blue and red dye.

An alternative to dyed eggs is a new product which consists of a decorated plastic sleeve which is placed around the hard boiled egg before it is dipped back into the boiling water. The plastic shrinks around the egg and must be peeled away before the egg is eaten.

Whatever methods and treats you choose, make this Easter a Feingold Easter and enjoy the holiday. ■

Britain Concerned About Drugs and Hyperactive Children

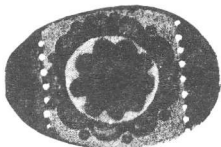
"Parents and doctors are becoming increasingly uneasy about the prescription to children of psycho-active drugs, used to alter mood or mental state," says an article in an August issue of *London Times*.

The article pointed out that the need for such drugs on children is less clear-cut than that of medicines for physical illnesses of childhood; that symptoms may be more vague, advantages less obvious, treatment more prolonged, and dosages less well defined by standard practice.

The parents and doctors point to a million American children taking psycho-stimulants by 1975 and note that there is concern that similar maltreatment will become common practice in Britain.

Dr. Lionel Hersov, consultant child psychiatrist at Maudsley Hospital in London regards the use of drugs as the last resort, justified only on the ground of suffering and says, "I don't practise chemical warfare against children."

Many child psychiatrists are worried about the recent trend in Britain of general practitioners going the American way and increasingly prescribing psychoactive drugs to children. They are cautioning parents to use their own judgement and to decide whether the use of such drugs are absolutely warranted. ■



Food Additives Might Be Same As Drugs Weiss Reports

Dr. Bernard Weiss says that research he has done on food additives and how they affect cells and the body's basic biology has unearthed some pretty good proof that additives may act much like drugs on the body's basic mechanisms.

Weiss, a professor at the University of Rochester School of Medicine sees food additives as a problem in toxicology. "And now biochemists and others who are getting into it are concluding that food additives are active pharmacologic agents, like drugs," he told a reporter.

He and other researchers believe they have found evidence that food additives can alter the basic biology and that they fit into the growing category of agents known as "behavioral contaminants."

Behavioral contaminants first affect the brain and nervous system rather than cause more blatant physical damage like cancer.

While Weiss does not conclude that the Feingold Diet is the answer for hyperactivity he does say, "It certainly can't hurt." ■

You Must Be Doing Something Right When . . .

...your 12-year old asks you to make zucchini bread for dessert instead of layer cake because the icing is too sweet.

...your 7-year old is invited, for the first time, to a neighbor's birthday party, and the parent asks you what she should serve.

...your teenager asks you not to put sugar in the water for the corn on the cob.

...your 3-year old turns down the pediatrician's lollypop because it's "ficial."

...your spouse wants to take a car trip with the entire family.

...your in-laws stop bringing M&M's as a treat for the grandchildren.

...your child's teacher asks you for the Association address for help for a nephew.

--From "In a Nutshell", Newsletter of FA of Philadelphia

Food Dyes, continued from page 1

represents compensation for the non-nutritive aspects of the added color." Or stated another way, if you're eating something that is of no value to your body, you're going to have to eat a lot more of it.

Meanwhile, the Cosmetic Toiletry and Fragrance Association also informed the FDA that their studies on D&C Orange No. 5 produced kidney tumors in rats digesting the colorant. ■

FDA, continued from page 1

"research on the biological effects of chemical substances"

in the top five areas of priority.

Five of the groups gave a priority rating to "food contamination and food additives."

"New drug approval" was ranked first by all six groups who indicated that this area of research should receive research priority above the rest.

While "food additives" did not come out as the number one priority their effects are at least being taken seriously and hopefully this will lead to more indepth study of their harmfulness. ■

Synthetic Vs. Natural—What is ‘Natural’?

“Synthetic foods are rarely, if ever, of exactly the same composition as the originals.”

--Editor, British
Medical Journal

“What new disease may grow out of the use of synthetic foods, no man can tell. But when man starts competing with nature in the blending of food elements, he should be sure that his formula does not bear the skull and crossbones.”

--Dr. Paul B. Dunbar
(former FDA Commissioner)

Quotes taken from *Consumer Beware* by Beatrice Trum Hunter.

The Federal Trade Commission officially defines “natural” as a substance that “contains no artificial ingredients and has no more processing than it would normally receive in a household kitchen”.

Acceptable processing includes: washing, freezing, canning, bottling, grinding, baking and aging. Bleaching on the other hand is not included.

Do not be fooled by such phrases as “natural fruit juices” which is a tip off that that might be the only thing natural, or “natural tasting” which does not indicate that the product is natural itself.

The FTC has concluded that people will pay 19% more for a product that is natural or has the word natural on its label. So read labels and buy carefully. ■

Alkyl Benzenes Studied For Behavioral Changes

It is possible that behavioral changes could arise from small repeated doses of alkyl benzenes, says a recent report by the National Academy of Sciences.

Alkyl Benzenes, a large group of petroleum based chemicals, are found in many consumer products such as paints, cleaners, adhesives.

A study of 100 car painters revealed that painters suffered from impaired comprehension and memory, and from decreased emotional reactivity although they were receiving only 15% of the legal exposure limit.

The National Academy of Sciences is now calling for more research in the area of long term effects of alkyl benzenes in particular and behavioral toxicity in general.

(Information taken from the Center for Science in the Public Interest’s publication *Environment and Behavior*.) ■

Is There a Villain In Your Vinegar?

White vinegar should be something a Feingold cook could use with confidence but, according to Beatrice Trum Hunter, author of *Consumer Beware* and many other excellent food related books, white vinegar can come from two different sources.

While some brands are derived from natural grain-based alcohol, other brands use alcohol taken from natural gas or petroleum derivatives.

A Washington Area Feingold chapter discovered this the hard way at a dinner after several members reported ill-effects after eating a dish made with an unfamiliar brand of vinegar.

They are now sticking with Heinz white vinegar, a brand which they can safely use. ■

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looks after their interests — the Nutrition Foundation. But then an industry-financed study demonstrated that children improved on the Feingold diet, and the NF saw it had a serious problem. By 1977 parent associations had formed in areas throughout the country and reports of dramatic success were appearing in local newspapers.

Something had to be done! That “something” was a new voice for the industry from an old friend — Dr. Frederick Stare. Dr. Stare divided his time between the Harvard School of Public Health, the Nutrition Foundation, and work on behalf of the sugar, additive, and pesticide industries. He established the American Council on Science and Health, and one of his students, Elizabeth Whelan, became its executive director.

Claiming to be “a nonprofit tax exempt educational association promoting scientifically balanced evaluations of chemicals, the environment and human health,” ACSH presents itself as a grass roots consumer organization. (One must marvel at how a young, grass roots consumer organization can afford a paid staff, slick literature, offices in New York City, New Jersey, and Washington, D.C., and an annual budget of three quarters of a million dollars.)

The frustrating task of trying to discredit the Feingold program is now shared between the Nutrition Foundation (and their friend, Dr. Esther Wender), and the ACSH with their very active Elizabeth Whelan. When she’s not busy defending junk food (which she believes should be called “joy food”), or trying to get candy and soda back into the schools, Ms. Whelan works as an editor of... *American Baby* magazine. ■

Chapters Report

...If you are salicylate sensitive try substituting pears in place of apples in your favorite apple recipe. It works fine and tastes great. Remember, pears are sweeter and you will probably be able to reduce the sugar called for by the recipe. Don't wait for pears to lose their green color or hardness. It's better to use them before they're completely ripe.

--F.A. of the Roanoke Valley
(Virginia)

...One week after an A.M. Northwest Channel 2 television program on the Feingold Diet aired, Sharon Latta, coordinator for the event found herself knee-deep in 1300 letters from anxious parents who wanted to know more about this alternative therapy for their hyperactive/learning disabled child.

Add to this the fact that this chapter is feverishly coordinating plans for June's FAUS convention. *Pure Facts* offers a pat on the back for work and commitment above and beyond the call of duty.

--F.A. of the Northwest

Additive Hotline

Soken Trading Company Vegetable Chips are approved **conditionally**. They contain plums and prunes (salicylates).

* * *

Libby's 100% grapefruit juice and **pink grapefruit juice** are both **approved**.

* * *

Del Monte pineapple juice is **approved**.

* * *

Shasta club soda is **approved**.

* * *

White Rock club soda is **approved**.

* * *

Quaker Instant Oatmeal (both regular and cinnamon & spice) are **approved**.

What is FAUS?

The Feingold Association, founded in 1976, is a volunteer, non-profit organization comprised of parents and interested professionals dedicated to improving the 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, TBHQ and naturally occurring salicylates from our food supply.

A is for **amyl acetate**. A synthetic additive used to give ice cream a banana flavor. It is also used as an oil paint solvent.

P is for **piperonal**. A synthetic additive used extensively as a substitute for vanilla. It is also widely used by exterminators to kill lice.

R is for **rotation**. By rotating days when a single salicylate is given to a salicylate sensitive person, many FAUS members report that a salicylate can be tolerated. Do not try this until the person is well established on the Diet. And do not try it more often than once every four days.

I is for **isolate**. A chemical or material obtained from a natural source.

L is for **lecithin**. A natural product commercially isolated from eggs, soybeans, corn and egg yolk and used as an anti-oxidant in prepared breakfast cereal, candy, sweet chocolate, bread, rolls, buns and oleo-margarine.

Parting Is Such Sweet Sorrow

Teachers are loved, hated, ignored and adored. Whatever the case in your family why not have your child say good-bye to his or her teacher this June with the gift of knowledge—a subscription to *Pure Facts*. It might make a world of difference for the hyperactive child in her next class. (To order see page 2.) ■

PURE FACTS

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