

Pure Facts



April 1985

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Why Your Child Is Hyperactive Now In Paperback

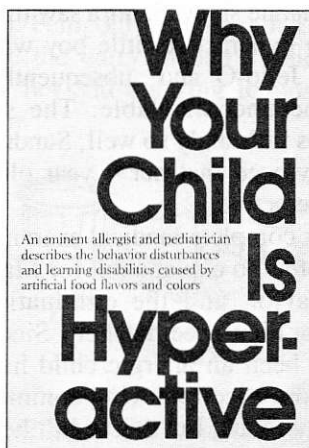
Random House has reissued Dr. Feingold's historic book, *Why Your Child Is Hyperactive*. First published in 1974, the book has been reprinted several times, but this is the first time it has been made available in paperback.

Random House has long recognized the significance of Dr. Feingold's work and FAUS is gratified by their continued confidence.

This is the book which brought information and help to thousands of families of troubled children who had "been everywhere" and "tried everything," but without success.

Many of these families formed local Feingold associations, re-

BEN F. FEINGOLD, M.D.



A bestselling book now available in paperback for the first time.

searched foods to determine which were free of the unwanted additives, and shared their information and experience with new families.

This has resulted in a network of volunteers which has spread throughout the United States and into some countries abroad.

The paperback edition is available in bookstores now. Copies may also be purchased from FAUS. (The cost is \$8 for the paperback and \$10 for the hardback; shipping is included.) Address orders to:

FAUS Books
P.O. Box 6550
Alexandria, VA 22306

Product Information Research

How We Find Out What Is Really In Our Food

By Cyndy Witzke

As you update your Foodlist you are completing the last step in a long chain of information gathering. This chain represents many hours spent by the Product Information Committee, providing a vital service to Feingolders.

Let's take a look at the product information process through the eyes of Barbara Ballmer, mother of two boys, former micro-biologist, and to our good fortune, chairman of the Product Information Committee.

Barbara receives requests to research the contents of new products. Hopefully, these requests arrive on index cards, listing the product brand name and street address. (This information can be found in your local library's copy of *Thomas*

Grocery Register.) A label is also helpful.

When she receives a request Barbara writes a letter to the manufacturer, asking for specific information about the food, and provides a FAUS product inquiry form which asks detailed questions about additives and salicylates.

"We've had everything from total cooperation to companies claiming not to believe in the Diet . . ."

Information about processing methods is important, as is the listing of additives not required by law to appear on the label.

"Response has been varied," Barbara states. We've had everything from total cooperation (Safe-

way) to companies' claiming not to believe in the Diet and refusing to answer any questions (Tombstone Pizza). I try to be complimentary about the product when I write, pointing out how it would be useful to children and adults on the Diet. Hopefully this encourages cooperation."

Sometimes a personal plea will work where other tactics have failed. Wilbur (chocolates) and Frito Lay, two habitual non-responders, suddenly reversed their policies and began providing Barbara with information. "I sort of begged, but not quite," Barbara confesses. Nabisco, who used only to send letters, is now filling out our forms.

These findings are published in the Quarterly Report FAUS sends to each local association. The Local passes the information on to its members, who then have the sticky job of explaining to their offspring why they can no longer eat York

Continued on page 2

Product Information Research Continued

Peppermint Patties, or the gratifying task of adding Fritos to a school lunch.

Barbara enjoys her job immensely. "I've always been impressed with the way the locals work together to share information with me and with each other," Barbara says. "I have a good feeling about these people and about the service we're providing."

Local Feingold associations generally research the products which are available only in their area, and Barbara handles the nationally distributed items. Members who do not have a local Product Information Committee may address requests to Barbara at:

FAUS PIC
2030 Afton Way
Colorado Springs CO 80909



Amanda's Diet

Going On the Feingold Program the Hard Way

Sandra Allen had always suspected that her little girl's behavior problems were the result of something more serious than "terrible two's," "strong-willed," or "just a phase."

While she was watching the Phil Donahue show, Sandra saw the film of a hyperactive little boy who ate red Jello-O and subsequently became uncontrollable. The symptoms fit Mandy so well, Sandra was convinced that her 4 year old was hyperactive.

A complete medical examination offered no explanation for Mandy's behavior, and the elimination of sugar didn't seem to help. Since she had been an allergic child herself, Sandra tried removing common allergy foods, but that didn't help either.

Sandra knew of the Feingold Diet, but the information she had read was outdated and made it appear very difficult.

After many months of frustrating trial & error, Sandra gradually identified the foods and additives which had such unmistakable effects on her daughter. "Corn syrup has turned out to be a major problem."

The Allens have found a great deal of interest in diet & behavior



among their neighbors in Dover, Delaware. Mandy doesn't hesitate to tell people that she won't eat "beservatives," and both her pediatrician and teacher have been very supportive.

In an effort to reach other families of sensitive children, Sandra contacted the *News Journal*, suggesting they might want to publish an article about Mandy's successful diet.

"The reporter was very aware of the effects of food additives," Sandra told Pure Facts, "and she said I was on the Feingold Diet. I've been following it all this time, but I just didn't realize it."

The Allens think their new Feingold literature (Foodlist, Handbook, and newsletter) is the greatest thing since sliced bread . . . beservative-free bread, naturally!

Stopping Drug Abuse on the Range

Cactus Feeders, Inc., the nation's largest cattle feeder, has announced that it will voluntarily stop the practice of adding growth promoting antibiotics to cattle feed.

The routine use of these drugs in animal feed has caused grave concern among scientists who fear that it might lead to the growth of strains of bacteria which are resistant to the antibiotics. This would endanger human health by making the medications ineffective.



From the *Washington Post*, as quoted in the newsletter of Federation of Homemakers.

Do You Have A Story to Tell?

Would you like to meet more Feingold families in your area? A story in your local paper is a great way to accomplish this while you help your neighbors.

If you would like help in getting local publicity, contact FAUS at our P.O. box. Please include your phone number.

10th Annual Conference
Strength Through Involvement

FEINGOLD ASSOCIATION of the UNITED STATES

June 27-28-29, 1985

San Francisco, California



Registration Information

PRE-REGISTRATION FEE & FORM DUE APRIL 30th

Save money by paying early, or take advantage of the "easy payment plan!"

payment by April 30	\$ 50.00	50.00	50.00
payment by May 10	175.00	100.00	65.00
payment by May 20		85.00	65.00
payment by June 1			65.00
total cost	\$225.00	235.00	245.00

REFUND POLICY: Must be postmarked on or before May 15, 1985. \$20.00 registration processing fee deducted. Mail to Doug Carey, FAUS Conference, 4325 La Cosa Ct., Fremont, CA 94536.

AMERICAN AIRLINES is the official airline of the '85 FAUS Conference. Look for more info in your registration packet.

Conference costs from Wednesday evening, June 26 thru Sunday morning, June 30, are for single room accommodations (unless a room for a couple is requested) and include all meals from dinner Wednesday to breakfast on Sunday. Friday night's dinner in San Francisco is not included. All menu items shall be Feingold approved with salicylates only as side entrees. Transportation to and from the airport is also not included.

Please note: Mercy Center cannot accommodate children. If this is a problem, please let us know and we will see if we can suggest alternative accommodations.

If you are interested in attending as a day delegate, please send in the pre-registration form. We will send you the cost information as soon as it is available.

Tear off and mail to: Doug Carey FAUS Conference 4325 La Cosa Ct., Fremont, CA 94536

Pre-Registration

Due by April 30, 1985

\$50.00 Deposit

name: _____

name: _____

address: _____

address: _____

Association to which affiliated: _____

Do you anticipate being the voting delegate for that Association? yes no

PRE-REGISTRATION FEE OF \$50 PER PERSON IS ENCLOSED

Make checks payable to FAUS

SEE REVERSE SIDE

Conference Happenings

The picturesque Mercy Center is a conference facility nestled in the foothills of Burlingame, just minutes from the San Francisco Airport. Private rooms and "cooked from scratch" meals add to the enjoyment of conference here.

The San Francisco area is blessed with a temperate marine climate. Mornings and evenings are often very foggy and chilly, while daytimes can be quite warm. Plan on wearing layers of clothing, and don't forget your swimsuit.

Your hosts, the Feingold Association of the Bay Area, are sponsoring a fun filled tour of exciting San Francisco. San Francisco is a peninsula, surrounded on three sides by water and offers much in the way of beauty, architecture, cuisine, shops, viewpoints, and a unique spirit of its citizenry. Some of the attractions that you will be seeing are the Golden Gate Bridge, Fisherman's Wharf, Ghirardelli Square, and maybe you'll want to ride the historic cable cars! You will have an opportunity to dine at your choice of restaurants and visit some of the great shopping areas.

The workshops and speakers tentatively planned for this conference emphasize how your involvement can strengthen your family and how together we can strengthen our local associations. It is through strong associations that we can continue to help the many troubled families that could benefit from the Feingold Program.

The Conference begins at 8:30 AM on Thursday June 27th and concludes on Saturday June 29th at 10:00 PM. You won't want to miss a minute!

NATIONAL BUSINESS

Committee Reports
Election of Officers
Standardization of Materials
Bylaws/Guidelines
FAUS's Future

GUEST SPEAKERS (others to be announced later)

Stephen J. Schoenthaler, Ph.D.
Coordinator, Criminal Justice Studies
Department of Sociology
California State College, Stanislaus
Turlock, California

REGIONAL PLANNING

LOCAL ASSOCIATIONS SHARE

Ideas, Ideas, and More Ideas
Media Presentations
Fundraising
Getting New Members

WORKSHOPS

Teens on the Diet
Grandparents and the Diet
Talking to the Doctor

President's Workshop
Fundraising

Your help is needed in order to make your stay more enjoyable. Please check the following items when appropriate for you.

- ☐ I desire further information about vacationing around the Conference. I am particularly interested in the following areas: _____
- ☐ Specific driving directions are requested for locating Mercy Center.
- ☐ I am interested in arriving a day early (Tuesday evening, June 25th), so that I can do some sightseeing on Wednesday. I would like to join some folks for: a trip down the West Coast, a trip to the North Bay area (Sausalito, Muir Woods, Mt. Tamalpais) or _____
- ☐ I plan to attend as a day delegate. Please send me more information. The times I plan to attend are:

Day	Date	Meals	Evening Festivities
Thursday	6-27-85	breakfast lunch	dinner Wine and Cheese Tasting
Friday	6-28-85	breakfast lunch	San Francisco Tour
Saturday	6-29-85	breakfast lunch	dinner Mexican Fiesta

A Little Bit 'O Blarney

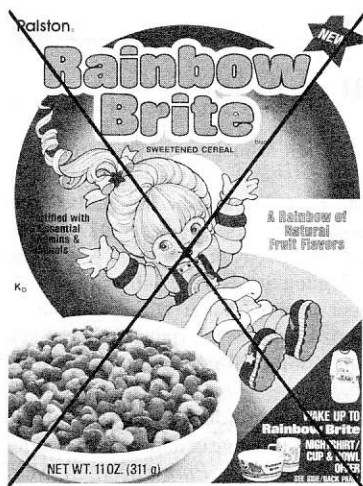
Loyal Irishmen in Cedar Rapids, IA requested permission to dump several gallons of synthetic dye into the Cedar River, reports Region 4 Director Barbara Keele. They wanted the section along their parade route to be kelly green in honor of St. Patrick's Day.

The state water department turned down the request. Why? Because while they considered the dye "harmless" to humans, they feared it might damage the fish.

Rainbow Brite™ Named Winner

It was a tough decision, but the not-too-coveted **Pure Facts April Fool's Day Award** goes to Ralston Purina Co., manufacturers of Rainbow Brite™ sweetened cereal.

The use of the word "natural" in combination with a sugar content of 50% and **five** different coal tar dyes (giving the product the appearance of thick confetti) were considered an unbeatable combination.



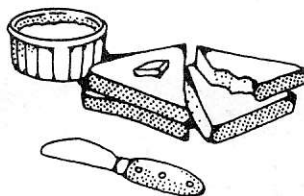
Ingredients: sugar, wheat flour, corn flour, oat flour, rice flour, coconut oil, salt, artificial colors, FD&C Yellow #5, reduced iron, natural flavors, BHA (a preservative), niacinamide, calcium pantothenate, zinc oxide, thiamine mononitrate (vitamin B₁), pyridoxine hydrochloride, (vitamin B₆), riboflavin (vitamin B₂), folic acid and vitamin B₁₂.

Dear Pure Facts

Dr. Feingold's book recommends the use of "sweet butter." What is this, and where can I buy it?

"Sweet butter" is another term for unsalted—butter to which no salt has been added—and is available in major supermarkets and specialty stores.

Dr. Feingold recommended it because the dairy industry generally does not add coloring to unsalted butter.



Butter varies greatly in color, depending on the amount of carotene in a cow's diet. Farm families knew that during the warmer months,

when much of a cow's diet came from grasses, the butter would have a brighter yellow color and better taste.

During the colder months the butter was paler and less flavorful. Supplementing the animals' diets with vegetables produced a brighter colored product. And some families added carrot juice as they churned.

Today butter may be colored with both natural and artificial dyes, and unless it contains tartrazine (Yellow #5), this does not have to be labeled. The dairy industry tends to favor natural dyes, but Feingold members are encouraged to use those brands which have been researched and approved for use, or to stick with the unsalted butter.

Note: If you buy bright yellow butter during the summer months you have no assurance that it is naturally yellow. It may be a batch from last winter, which has been colored and stored frozen.

You can successfully store butter in your freezer as well.

Something Fishy

Many Americans are eating "surimi," Japanese fish paste, and most of them probably don't know it.

Surimi can be disguised as different highly-priced seafoods at a fraction of the cost. A blend of inexpensive white fish and additives is the material which forms the growing number of shellfish analogs (imitations). In some cases real crabmeat, shrimp or lobster are incorporated into the mixture, which is glued together with egg white and starch before being molded and dyed.

75 million pounds of surimi-based products were consumed in the United States last year, and consultants are predicting a 15-fold increase during the next five years. Surimi enthusiasts do not believe the future of this product is limited to seafood. They envision surimi-based cold cuts, pasta, eggs, and ice cream.

Synthetically colored/flavored seafood presents a particular problem for Feingold members. Served in a salad, hot dish, or on display at the fish counter, it carries no ingredient label. The average consumer would have no way of knowing he is eating a low-priced fish paste with crabmeat flavoring . . . whatever *that* is!



Ingredients: white fish (pollack), king crab meat, egg white, potato starch, salt, corn starch, crab flavor, artificial color.

From the Food & Drug Administration

Food additives should not perform disappearing acts—in any case not on labels. Recently FDA's Atlanta and Nashville districts encountered such a situation in the labeling of an orange drink product.

While inspecting a plant in Columbus, MS, an investigator noticed that the orange juice concentrate used to prepare "Dairy Fresh Orange Drink" bore a label showing that it contained FD&C Yellow No. 5, FD&C Yellow No. 6, potassium sorbate and sodium benzoate. The label on the finished orange drink, however, failed to declare these ingredients.

Federal regulations require that FD&C Yellow No. 5 be specifically listed on the labels of any foods containing it because the color is known to cause sensitivity reactions in some individuals. Complete listing of all ingredients is required for foods lacking "standards of identity." (A standard of identity defines what a food should contain—that is, what the consumer is entitled to receive when purchasing the food by its common or usual name.)

There is no standard of identity for orange drink, and the labels must name all ingredients. Since the labels for the orange drink did not bear a complete list of ingredients, the product was misbranded.

The product was recalled and more than 6,000 gallons of orange drink was destroyed.

from the *FDA Consumer*
(Editor's note: Hooray!)

In One Day . . .

. . . the average American eats one teaspoon of artificial colors, flavors and preservatives. That adds up to almost four pounds a year for every person.

from *Science Digest*, April, 1985

Consumers Strike Back

A member was shopping at her local supermarket recently when she was temporarily blinded by a display of fluorescent yellow popcorn—"Mac's Gourmet Popcorn-Lemon" to be exact.

Being a long-time Feingolder, she naturally stopped to check the ingredient label, and here's what it said: "Ingredients: Popcorn, Sugar, Corn Syrup, Salt, Vegetable Oil, Flavoring."

The label is clearly illegal; do you know why?



If Yellow No. 5 is added, it should be specifically listed. If it contains Yellow No. 6, it should say "artificial color," or "certified color." If coloring from a natural source, such as annatto is added, it must still be listed as "artificial."

A Food & Drug Administration spokesman encouraged FAUS to send questionable labels such as this in to their division which deals with fraudulent labeling.

Consumers can mail suspect labels to the FDA at the following address:

HHF-314
200 C Street, S.W.
Washington DC 20204

You may send the product as well, but this isn't necessary.

New Aspirin Caution

During the past year the apparent connection between aspirin and Reye syndrome has received much publicity.

Recently, the Food & Drug Administration cautioned consumers that while the number of young children developing Reye syndrome has decreased, this has not been the case for children over ten.

"The increase in Reye cases among older children and teenagers" notes the FDA, "may result from their tendency for self-treatment at the onset of flu symptoms."

WHAT IS FAUS?

The Feingold Association is a volunteer, nonprofit organization helping hyperactive/learning disabled children and chemically-sensitive adults. The Feingold Program eliminates synthetic colors, synthetic flavors, and the preservatives BHA, BHT and TBHQ from our diet.

PureFacts

Subscription Manager: Gwyn Wertz

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All correspondence, subscriptions, renewals and change of address notifications should be sent to: *Pure Facts*, 21 Maple Avenue, Camp Hill, PA 17011.

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 to obtain general information about FAUS, write to: Feingold Association of the United States, Inc., P.O. Box 6550, Alexandria, VA 22306.