

Pure Facts

Newsletter of the Feingold® Associations of the United States



March, 1990

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FDA Bans Some Uses of Red Dye No. 3

After thirty years of hesitation, the government has begun the process of removing this cancer-causing chemical.

It won't mean the end of bright red lollipops, jelly beans and Froot Loops, but the recent decision concerning this notorious dye is certainly a moral victory for consumers.

January 29 was the deadline for the most recent extension permitting certain uses for the dye Erythrosine (Red No. 3). Its continued use has long been allowed despite the fact that it has been shown to cause thyroid tumors in laboratory animals and thus may not legally be added to foods.

Feingold observers expected yet another "temporary" extension, a process which has been going on since 1962. Instead, the Food & Drug Administration, which has long tried (and failed) to ban this additive, finally succeeded.

The ruling will prevent the dye from being used in some products, including candies, baking mixes and the wax coatings on cheese; these represent only about 20% of the uses of the dye. (No products will be recalled, and manufacturers will be allowed to use up the stock on hand.)

Curiously, although Red 3 will no longer be permitted to be added to the cosmetics or drugs applied to the skin, it may still be added to ingested medicine and some foods.

Red No. 3 is actually not found in many cosmetics. As the threat of a ban became more likely, the industry turned to other dyes. Although there are only seven synthetic colors permitted for use in foods, both the cosmetic and drug industries have many

different dyes available to them. One of these, Red No. 36, was recently granted permanent approval for use in cosmetics and drugs. Like all 'coal tar' dyes, it may not be added to products intended for use in or near the eyes.

When FDA announced the partial ban on Red 3, it also said it would begin the process of revoking the other uses of this dye. Such action could mean the end of the marischino cherry in fruit cocktail. This prospect strikes fear into the hearts of fruit growers — those who raise peaches and pears as well as cherries. Lobbyists claim that removal of the bright red spots of color would result in a 20% decline in the sales of fruit cocktail. Red 3 is the only food dye which will color cherries without bleeding onto the other fruit.

When the possibility of a ban seemed likely last year California growers enlisted congressman Vic Fazio to block it by tucking language in an appropriations bill instructing FDA not to ban the dye without further study. Such studies would have guaranteed the dyes 4 to 5 years additional use, during which time attempts could be made to weaken the law so it would allow chemicals with "negligible risk" to be retained.

Editor's note: *Fruit cocktail does not need marischino cherries in order to look appealing. Why not consider adding Bing cherries? How about strawberries or raspberries? Food processors could add highlights by cutting up a red delicious apple (unpeeled) and adding it to the fruit. Nature already provides colorful choices.*

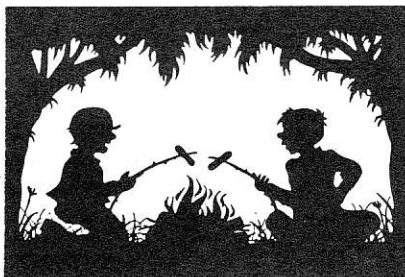
Summer Camp!

If you haven't already made plans for your child to attend camp, this is the time to do so.

Feingold youngsters can and do attend summer camp. In some cases parents need only supply a few of the food items; in others, more ambitious preparations are needed. The April, 1989 issue of *Pure Facts* described how Feingold parents can locate and work with a camp to ensure their child will have a great summer experience. To receive a copy of this article, send a long SASE to: PF Camps, P.O. Box 6550, Alexandria, VA 22306.

Here are some camps we are aware of:

Northern California - Camp Latieze, located near Lassen National



Volcanic Park uses the Feingold Program (mostly Stage I foods). For information call (916) 547-4563.

Pennsylvania - See the previous issue of *Pure Facts* for information on a camping program being developed by Feingold mom, Linda Bryan. Call (717) 253-0385.

Camp Watonka is a science camp for boys. Director Don Wacker will work with parents whose children need special diets. Call (717) 857-1401 or write to P.O. Box 127, Hawley, PA 18428.

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The Feingold® Associations of the United States, Inc., founded in 1976, are non-profit volunteer organizations whose purposes are to support their members in the implementation of the Feingold Program and to generate public awareness of the potential role of foods and synthetic additives in behavior, learning and health problems. The program is based on a diet eliminating synthetic colors, synthetic flavors, and the preservatives BHA, BHT, and TBHQ.

West Virginia - Feingold members Bonnie and Sam Dawson operate Camp Alleghany, located in Greenbriar County, for girls ages 8 - 16. They have two 3 1/2 week sessions, and are accustomed to working with special diets. To receive more information, write to: Sam Dawson, P.O. Box 56, Alexandria, VA 22313 or call (703) 370-1932. After June 1st call (304) 645-1316.

Have you had a favorable experience with a summer camp? Please let us know of camps your child has attended where the staff will work with parents to provide food suitable for Feingold youngsters.

A "Happy Camper"

Ben Kirkup, a 14 year old Feingold member from Syosset, NY wrote to *Pure Facts* about his experience last summer. Chances are you wouldn't have to make preparations as elaborate as Ben has, but we were impressed at the project this young man chose to take on, and want to share his experience with you.

"I went to two separate sleep-away camps for a total of six weeks. At one camp, I prepared all my food, while at the other, a cook followed my menus.

"[When you will be providing all of your own food] the best idea is to obtain the camp menus a week or two in advance. Then it is possible to plan around the meals of the other campers. For example, one can prepare "acceptable" sausages, pizza, or peanut butter and jelly sandwiches, to be eaten when the rest of the campers have the ordinary counterpart.

"Plan on using a microwave, if one is available, and on eating canned and frozen food almost exclusively. The easiest way to organize the food is to put the nonperishables (cans, jars, baggies of cereal, etc.) for each meal in a lunch paper bag, with the date and menu for that meal written on the front of the bag. Then, arrange the bags in order of consumption in a carton. When the time for preparation comes, you can retrieve the necessary frozen food from your freezer space, combine it with the canned food, heat and eat. Be sure to label frozen items with directions for reheating.

"All this may seem like a lot of trouble, but camp is worth the work."

Chrissy's Camp

Chrissy White was a cranky baby who became a difficult, emotional little girl. "Holy terror" is how this teenager now describes her pre-Feingold behavior.

Cathy White's main concern was her baby's chronic low grade fever.

The doctors called it a "fever of unknown origin" and at age 3 Chrissy was hospitalized in an attempt to find the reason. On a diet of bland hospital food, the fever disappeared; the diagnosis was then changed to "neurotic mother."

Cathy's introduction to the Feingold Program came because of a neighbor's 6 year old child who had been placed on Ritalin. The little boy's mother was satisfied with the drug, but it was upsetting to Cathy and she began to research "minimal brain dysfunction" — as the condition was then called. She eventually read Dr. Feingold's book, *Why Your Child is Hyperactive*, and the more she learned the more apparent it became that Chrissy's behavior could also be related to her diet.

On a careful Stage One diet, Chrissy was a happy, sunny child. But in a Jeekyll-Hyde manner, an infraction could abruptly change her into a mass of violent, uncontrollable emotions.

Cathy soon learned she too was sensitive to synthetic chemicals. "As a result of dye in the medication I was taking," she told *Pure Facts*, "I developed a severe case of eczema on my hands; it was so bad that they would bleed. I had to wear gloves to cover their unsightly appearance. The funny part is that the same neighbor I had tried to convince to use the diet ended up convincing me that I needed it as much as Chrissy."

Both Cathy's eczema and her daughter's emotional outbursts were controlled by the diet. And now at age 17 Chrissy also suffers from eczema on her hands and arms if she goes off the Feingold Program.

In addition to the additives, Chrissy needs to avoid exposure to toxic chemicals such as certain cleaning supplies and solvents. She finds they can trigger severe asthmatic attacks, along with the other reactions.

Another symptom of diet infractions is a change in Chrissy's handwriting and her ability to understand schoolwork. Her learning disabilities are well under her control as long as she watches what she eats and avoids environmental pollutants. But when there's a reaction her

handwriting goes haywire. The first line is written from left to right, then in the second line all of the letters are reversed and written from right to left. As far as cognitive work, this normally good student "can't add two and two" when she's in the midst of a reaction.

Chrissy has always loved the outdoors. It was where she could go when she was getting over a reaction, a quiet place to be alone. If they couldn't find Chrissy, her family knew to look up in "her tree." She would be out a bit too far on a swaying limb, experiencing the solitude, and often writing poetry. She has a collection of her Poems From a Tree.

Chrissy hopes to translate her childhood wish into a camp for Feingold kids.

The hardest part of childhood was missing camp; her friends all went away in the summer, and Chrissy wished she could be there too. This childhood wish will probably determine her career. "I decided it was time Feingold kids got their own camp," she told *Pure Facts*, "not just a special week, but a real camp that would be theirs."

To reach her goal, Chrissy will be studying outdoor recreation and park management at Unity College in Maine. "It's a small school in a rural area where the air is clean, the food is good, and even the nearby farms use organic methods instead of sprays" like they do near her home.

"The college has old buildings with windows that rattle and let in the fresh air." Even Maine winters won't faze Chrissy, who was always the first out to play in the snow.

Like most Feingold "kids" who are approaching adulthood, she has a heightened sense of compassion for others, especially children, and is secure in following the path which is right for her. She once worried about the reaction her peers had to her food requirements, but today Chrissy explains, "Now I realize I can't live without this diet; I'm not concerned with the opinion of others."

Major Food Companies in the United States

The following is a listing of major corporations, and some smaller companies of interest to Feingold members. To the best of our knowledge, the information is current, but food companies often change hands, and the addresses are subject to change as well. To locate a company not listed, call the reference department of your public library and ask them to check Thomas' Grocery Register or Standard & Poor's directory.

Some companies provide an 800 toll free phone number. Check the package of the product to see if a number is listed; or call the 800 information number: 1-800-555-1212. There is no charge to call 800 information.

Alpha Beta Co - 777 South Harbor Blvd., La Habra CA 90631 (714) 738-2141
 Anheuser Busch, Inc - One Busch Place, St. Louis MO 63118 (314) 577-3093
 Arby's/AFA Service Corp. - Suite 700 / 10 Piedmont Center, 3495 Piedmont Road, N.E., Atlanta GA 30305
 (404) 262-2729
 Armour Food Products - Greyhound Tower, Station No. 616, Phoenix AZ 85077 (602) 998-6184 or 998-6347
 A&W Beverages, Inc. - 244 Westchester Ave, White Plains NY 10604 (914) 683-5890
 Baskin Robbins 31 Ice Creams - 31 Baskin Robbins Place, Glendale CA 92101 (818) 956-0031
 Beatrice Foods Co. - 2 North LaSalle St., Chicago IL 60602 (312) 558-4199
 Boar's head Provision Co., Inc. - 24 Rock Street, Brooklyn, NY 11206 (718) 456-3600
 Bob Evans Farms - 3776 S. High St., P.O. Box 07863, Columbus OH 43207 (614) 491-2225
 Bob's Candies, Inc. - P.O. Box 3170, Albany, GA 31708 1-800-841-3602
 Borden Inc. - 180 E Broad St., Columbus OH 43215 (614) 225-4511
 Burger King Corp. - P.O. Box 520783, General Mail Facility, Miami FL 33152 (305) 596-7011
 Campbell Soup Co. - Campbell Place, Camden NJ 08101 (609) 342-4800
 Canada Dry Corp. - 100 Park Ave., New York NY 10017 (212) 953-5900
 Carnation Co. - 5045 Wilshire Blvd., Los Angeles CA 90036 (213) 932-6000
 Celantano - 225 Bloomfield Avenue, Verona, NJ 07044
 The Coca-Cola Co. - 310 North Avenue, N.W., Atlanta, GA 30313 (404) 898-2121
 Coleman Natural Beef - P.O. Box 17405 TA, Denver, CO 80217 (303) 655-2527
 Colgate-Palmolive Co. - 300-T Park Avenue, New York, NY 10022 (212) 310-2000
 Colombo Inc. - Danton Drive, Methuen, MA 01844 (617) 685-3323
 ConAgra Inc. - 1 Central Park Plaza, Omaha, NE 68102 (402) 978-4000
 Continental Baking Co. - Checkerboard Square, St. Louis, MO 63164 (314) 982-4700
 Cookin' Good/Showell Farms - P.O. Box 158, Showell, MD 21862 (301) 352-5411
 Dannon Co, Inc - 22-11 38th Ave., Long Island City NY 11101 (718) 361-2240
 Del Monte Corp. - P.O. Box 3575, San Francisco CA 94119 (415) 442-4803
 Denny's Restaurants - 14256 East Firestone Blvd., La Mirada CA 90637 (714) 739-8100
 Dr. Pepper Co. - 5523 E. Mockingbird La, Dallas TX 75206
 Domino's Pizza, P.O. Box 997, Ann Arbor MI 48106 (313) 668-4000
 Fanny Farmer Candy Shops - #4 Preston Ct., Bedford MA 01730 800-225-1363
 Flowers Industries Inc. (bakery) - P.O. Box 1338, Thomasville GA 31792 (912) 226-9110
 R.T.French Co - One Mustard St., P.O. Box 23450, Rochester NY 14692 (716) 482-8000
 Earnest & Julio Gallo Winery - P.O. Box 1130, Modesto CA 95353 (209) 579-3111
 General Foods Corp. - 250 North Street, White Plains NY 10625 (914) 335-2500
 General Mills, Inc. - P.O. Box 1113, Minneapolis MN 55440 (612) 540-4295
 Gerber Products Co. - 445 State St., Fremont MI 49412 800-443-7237
 Good Humor - 46 Kennedy Road, Drawer O, South Windsor, CT 06074 (203) 289-6168
 Grand Union Co. - 100 Broadway, Elmwood Park NJ 07407 800-221-1835
 Great Atlantic & Pacific Tea Co. - 2 Paragon Dr., Montvale NJ 07645 (201) 573-9700
 Grossinger's Breads/Denk Baking Corp. - 495 Flatbush Avenue, Brooklyn, NY 11225 (718) 462-7900
 H.J. Heinz Co. - 1062 Progress St., Pittsburgh PA 15212 (412) 237-5740
 Haagen Dazs - 210 Sylvan Avenue, Englewood Cliffs, NJ 07635 (201) 569-5611
 Hardee's Food Systems Inc. - 1233 North Church Street, Rocky Mount NC 27801 (919) 977-2000
 Hershey Foods Corp. - 14 East Chocolate Ave, P.O. Box 815, Hershey PA 17033 (717) 534-7500
 George A. Hormel & Co. - 501 16th Ave, N.E., Austin MN 55912 (507) 437-5611
 Howard Johnson Co. - One Monarch Dr., North Quincy MA 02269 (617) 847-2000
 Hunt-Wesson Foods, Inc. - 1645 West Valencia Dr., Fullerton CA 92634 (714) 680-1430
 ITT Continental Baking Co. - Box 731, Halstead Ave., Rye NY 10580 (914) 899-0225
 Jewell Foodstores - 1955 West North Ave., Melrose Park IL 60160 (312) 531-6511
 Keebler Co., Inc. - 1 Hollow Tree Lane, Elmhurst IL 60126 (312) 833-2900

Kellogg Company - 235 Porter Street, P.O. Box 3423, Battle Creek MI 49016 (616) 961-2268 or 961-2275
 Kentucky Fried Chicken - P.O. Box 32070, Louisville KY 40232 (502) 456-8300
 Kraft Consumer Service - Glenview IL 60025 Toll-free number in Illinois: 800-942-0481
 Toll-free number outside of Illinois: 800-323-0768
 Kroger Company - 2 Campbell Drive, Highland Heights KY 41076 (606) 572-2322
 Land O'Lakes, Inc. - P.O. Box 116, Minneapolis MN 55440 800-328-4155
 Lea & Perrins, Inc. - 15-01 Politt Dr., Fair Lawn NJ 07410 800-631-8370
 Lender's Bagel Bakery - 450-G Island Lane, Box 191, West Haven, CT 06516 (203) 934-9231
 Lever Brothers - 390 Park Avenue, New York, NY 10022 (212) 688-6000
 Libby, McNeill & Libby, Inc. - 1800 West 119th St., Chicago IL 60643 (312) 568-3300 ext. 235
 Thomas J. Lipton, Inc. - 800 Sylvan Ave., Englewood Cliffs NJ 07632 (201) 894-7488
 Louis Rich Co. - P.O. Box 7188, Madison WI 53707 (608) 241-6822
 Lucky Stores, Inc. - P.O. Box BB, Dublin CA 94568 (415) 833-6000
 Marie's Refrigerated Dressings - 201 West Armory Drive, Thornton, IL 60476 (312) 821-5200
 Marriott Corp. - One Marriott Dr., Washington DC 20058 (301) 294-3601
 Mayfair/Foodtown Supermarkets Inc. - 681 Newark Ave., Elizabeth NJ 07208 (201) 352-6400
 McCormick & Co. Inc. - 414 Light St., Baltimore MD 21202 (301) 547-6274
 McDonald's Corp. - One McDonald's Plaza, Oak Brook IL 60521 (312) 887-3200 (call collect)
 Miller Brewing Co. - 3939 West Highland Blvd., Milwaukee WI 53201 (414) 931-2140
 M&M Mars - High Street, Hackettstown NJ 07840 (201) 852-1000
 Morton Salt - 110 North Wacker Dr., Chicago IL 60606 (312) 621-5582
 Nabisco Brands, Inc. - Nabisco Brands Plaza, East Hanover, NJ 07936 (201) 503-2000
 Nestle Foods Corp. - 100 Bloomingdale Rd., White Plains NY 10605 (914) 682-6037
 Ocean Spray Cranberries, Inc. - 225 Walter St., Plymouth MA 02360 (617) 747-1000
 Ore-Ida Foods, Inc. - P.O. Box 10, Boise ID 83707 (208) 383-6237
 Oscar Mayer and Company - P.O. Box 7188, Madison WI 53707 (608) 241-6822
 Pabst Brewing Company - P.O. Box 947, Olympia WA 98507 (206) 754-5009
 Pepsi Cola Co. - Purchase NY 10577 (914) 880-6140
 Pepperidge Farm, Inc. - Westport Avenue, Norwalk CT 06856 (203) 846-7276
 Pet Inc. - 400 South Fourth Street, St. Louis, MO 63102 (314) 621-5400
 Pillsbury Co. - 3733 Pillsbury Center, Minneapolis MN 55402 (612) 330-8330
 Progresso Food Corp. - 365 West Passaic St., Rochelle Park NJ 07662 (201) 368-9450
 Quaker Oats Co. - Merchandise Mart Plaza, Chicago IL 60654 (312) 222-7111
 Ragu Foods, Cheeseborough-Pond's Inc. - 33 Benedict Place, Greenwich CT 06830 (203) 625-1681
 Ralston Purina Co. - Checkerboard Square, St. Louis MO 63164 (314) 982-4566
 Riviana Foods, Inc. - P.O. Box 2636, Houston TX 77001 (713) 529-3251
 Royal Crown Companies - 41 Perimeter Center East, N.E., Atlanta GA 30346 (305) 866-7771
 Safeway Stores, Inc. - 4th & Jackson Streets, Oakland CA 94660 (415) 891-3267
 Kitchens of Sara Lee - 500 Waukegan Rd., Deerfield IL 60015 (312) 948-6138
 Seneca Foods Corp. - 73 Seneca St., Marion NY 14505 (315) 926-4284
 The Seven-Up Company - 121 South Meramec, St. Louis MO 63105 (314) 889-8048
 J.M. Smucker Co. - Strawberry Lane, Orrville OH 44667 (216) 682-0015
 Southland Corp. (7-Eleven) - 2828 North Haskell Ave., Dallas TX 75204 (214) 828-2156
 Starkist Foods, Inc. - 180 East Ocean Blvd., Long Beach CA 90802 (213) 590-3884
 Stop & Shop Supermarket Co. Inc. - P.O. Box 1942, Boston MA 02105 (617) 770-8895
 Stouffer Foods - 5750 Harper Rd., Solon OH 44139 (216) 248-3600 ext 2109
 Sunshine Biscuits Inc. - P.O. Box 7, Sayreville, NJ 08872 (201) 254-2000
 Swift & Co. - 1919 Swift Dr., Oak Brook IL 60521 (312) 850-5966
 Tastykake Inc. - 2801 Hunting Park Avenue, Philadelphia, PA 19129 (215) 221-8500
 Tyson Foods, Inc. - 2210 West Oaklawn Dr., P.O. Drawer E, Springfield AR 72764
 Utz Quality Foods Inc. - Hanover PA 800-367-7629
 Wakefern Food Corp. - 600 York St., Elizabeth NJ 07207 (201) 527-3342
 Victor F. Weaver Inc. - 403 South Custer Ave., New Holland PA 17557 800 233-6332
 Welch Foods, Inc. - Two South Portage, Westfield NY 14787 (716) 326-3131
 Wendy's International, Inc. - P.O. Box 256, Dublin OH 43017 (614) 764-3100
 Wilson Foods Corp. - 4545 N. Lincoln Blvd., Oklahoma City OK 73105 (405) 525-4446
 Wilton Company - 18th and Franklin Streets, Columbia PA 17512 (717) 684-9000, ext 290
 Wm. Wrigley Jr. Co. - 410 N. Michigan Ave., Chicago IL 60611 (312) 644-2121

The Colorful History of Red No. 3

Synthetic dyes date back to 1856 when the color mauve was first created from coal tar oil.

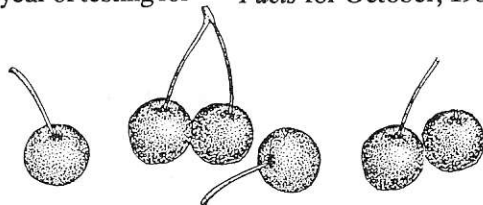
The new hues quickly replaced fruit, vegetable, and mineral colorings which had previously been used.

By the turn of the century approximately 80 different dyes had been developed, and were used indiscriminately in foods. With the passage of the Food and Drug Act in 1906, most of them were banned. Others were created to take their place and in 1907 twenty-four were in use. In the years which have followed all but seven have been discontinued or banned as health hazards.

In 1960 Congress directed the Food and Drug Administration (FDA) to prove the dyes in use at that time were safe. The agency was given two and a half years to complete the task. Meanwhile, the dyes then in use were given a "provisional" status, permitting their continued use while the testing was carried out. After the allotted time had gone by testing was still not complete, and the provisional use was extended. The third year of testing for

bergeld of the National Institute of Neurological & Communicative Disorders also experimented with the effects of this dye on laboratory animals. They reported their work suggests a connection between food dyes and hyperkinesis in children. ("Animal Studies Show that Artificial Food Dyes are Associated with Hyperactivity," *News & Features from NIH*, National Institutes of Health, March 1981)

Year after year, FDA granted additional temporary extensions to the provisionally listed dyes, and by 1985 members of Congress were exasperated. The Committee on Government Operations issued a report highly critical of FDA and its parent agency, the Department of Health and Human Services. The report cites unethical governmental practices and excessive influences of the industry lobbies, particularly the Cosmetic, Toiletries and Fragrances Association and the Certified Color Manufacturers Association. (See *Pure Facts* for October, 1988.)



Red No. 3 has now become thirty years.

Three different FDA Commissioners tried — and failed — to have this chemical removed from the food supply. And now, during this interlude when there is no FDA Commissioner in office, decisive action may finally have been taken.

Although Red 3 is not one of the more widely used food dyes, it has received the most attention as a possible trigger for learning and behavioral problems. Dr. Herbert Levitan, at the University of Maryland, found that the dye disrupted the nervous and muscular systems of test animals (*Science*, Vol. 207, 28 March, 1980). Lafferman and Sil-

In January of 1985 the Public Citizen Health Research Group filed suit against FDA for their failure to ban ten dyes, including Red 3, which had been shown to cause cancer in laboratory animals. The Delaney Clause of the Food Drug and Cosmetic Act states that any food additive known to cause cancer in humans or animals may not be deliberately added to foods. In October of 1987 Public Citizen won their case in the U.S. Court of Appeals. The judges' decision affirmed that FDA was in violation of the law by permitting the continued use of Red 3.

Two and a half years later, bright red marischino cherries, M&M's and countless other food products still contain this illegal dye.

Thyroid Problems and Mood Swings

The case against Red 3 (Erythrosine) is based upon findings that it causes thyroid tumors in animals. Beatrice Trum Hunter, a member of the FAUS Advisory Committee, notes the dye is made of an iodine-containing compound. When it is ingested, the iodine is released in a free state. This means it can affect the thyroid system, which in turn can influence mood swings.

Another problem with Red 3 is its high "lipid solubility," or its ability to dissolve in fatty tissue. Erythrosine is fairly easily dissolved in the fatty tissues of the body, including the fatty tissue of the brain. This may account for the rapid, severe reactions so many people have to the dye.

Red 3 in Combination with Light

In the early 1970's researchers at West Virginia University found that one synthetic dye — Red 3 — was especially damaging when it was combined with light (photodynamic action). Dr. Feingold described the experiments on pages 118 - 119 of *Why Your Child is Hyperactive*.

Photodynamic action was observed by researchers at Brandeis University. They found that Red 3, in combination with light, interfered with the way nerve cells release neurotransmitters. (*Pure Facts*, October, 1984)

When Red 3 Goes, Where Will it Go?

What can a manufacturer do with approximately 300,000 pounds of the dye produced yearly? This versatile chemical has other uses.

Erythrosine B is registered by the Environmental Protection Agency as a pesticide. Red 3 is not just a dye, added to the compound; it IS the pesticide. A representative at EPA told *Pure Facts* the chemical is an "active larvicide," sprayed on manure piles to kill fly maggots (eggs). In order for the dye to be effective it must be exposed to sunlight.

The Feingold® Associations do not endorse, approve or assume responsibility for any product, brand, method or treatment. The presence (or absence) of a product on a Feingold foodlist, or the discussion of a method or treatment does not constitute approval (or disapproval). The foodlists are based primarily upon information supplied by manufacturers, and are not based upon independent testing.

The Other Red Dye - Red No. 40

The amount of Red No. 3 used in this country is small compared to its newer cousin, Allura Red AC, better known as Red 40. More than 2,000,000 pounds of it are certified annually, nearly ten times as much as Red 3. Red 40 was approved for use by the FDA in 1971, but is banned in Canada and the European Economic Community, because it is believed to cause cancerous lymph tumors in test animals. Canadians use Red No. 2 instead; this dye was banned in the U.S. in 1976.

What's to Become of Red M&M's?

The removal of these little red candies in 1976 caused anguish among some loyal fans. This was the year Red 2 was banned, and although the colorings used in M&M's were Red No's 3 and 40, the company responded to the bad reputation all red dyes had gained.

The reintroduction of red M&M's in 1987 warmed the hearts of some candy devotees; the story was featured in newspapers throughout the country, and even made it into comic strips.

Now what are the faithful to do? Will Red 40 be able to handle the job alone? Will the company use natural red dye? (It's more expensive and not permanent, like the synthetic ones.) Can the red candies continue to be sold as long as they carry a warning label that they must not be eaten in the presence of light?

Will the unscrupulous create their own red coated candies and smuggle them into our country? Can M&M fans learn to Just Say No?

For those who are determined to duplicate the rosy hue, here is the formula for Red 3:

9(0-Carboxyphenyl)-6 Hydroxy-Q, 4, 5, 6-Tetraiodo-H-Xanthen-3-One, Disodium Salt, includes lower inonate fluoresceins.

More Choices for the Consumer

The production, packaging, distribution, and promotion of consumer products in the United States has changed dramatically since Henry Ford noted that customers could buy a car in any color, "as long as it's black."

Proctor & Gamble, the mammoth producer of consumer goods, pioneered marketing strategies which include radio and TV advertising and cents-off coupons.

Today, P&G is among the innovative corporations seeking to find and fill the needs of a more diverse consumer market. Scientists at their research labs have contacted FAUS to learn more about the needs of our members. Recently, the company introduced unscented Bounce fabric softening strips, and now an unscented, dye-free version of liquid Cheer is available. Because individual sensitivities vary so much, we recommend members test out laundry products to determine which are best tolerated. But the removal of perfumes and dyes is always welcomed.

Another major corporation, ConAgra, has challenged the conventional wisdom of the food industry with the introduction of a new line of frozen dinners aimed at health-conscious adults, and a children's TV dinner boasting no artificial colors or flavors. The decision to switch from greasy &

salty to healthy came after ConAgra Chariman Mike Harper suffered a heart attack, and changed his own eating habits. With sales of \$150 million in the first year, "Healthy Choice" dinners have prompted rival companies to introduce their versions of healthy convenience food. (We will be investigating these new products, and will keep you posted.) While there is no guarantee that a product aimed at the cholesterol-conscious shopper will also be suitable for a Feingold member, the removal of things like chicken fat, beef fat and lard increase the chance that the product may not require the anti-oxidant preservatives BHA, BHT and TBHQ.

The more fractured a market, the better the chances for Feingold members to find a sympathetic ear within the corporate system. So hold on to the list of manufacturers in this newsletter and don't be shy about letting companies know how you feel about their products. Be sure to offer positive comments, telling them what you like about a product, as well as what you would like to see changed.



Pure Facts

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**Moving? Please notify us.
The post office will not
forward your newsletter.**

High School Juniors

If your Feingolder is a high school junior, this spring is the best time to visit colleges. Be sure to eat at least one meal in the college dining room, and if possible, speak with the food service director about their ability to serve the special needs of their students.

Look over the snack bar offerings and area restaurants. A nearby supermarket can be another place to find approved foods.

Plan your menu now for Easter Sunday – April 15, and Passover – April 10.