Pure Facts

Newsletter of the Feingold® Association of the United States

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Study links additives to hyperactivity

Researchers in Great Britain show that synthetic dyes and sodium benzoate cause hyperactive behavior in children, including those who have no history of problems.

by Susan Guzo
and Lauren Guzo

The Feingold Association welcomes the findings of a UK government-sponsored study showing that certain food additives can trigger hyperactivity in children, regardless of whether they have a previous history of behavioral problems. Results of the study appear in the June 2004 issue of *Archives of Disease in Childhood.*

Researchers from the University of Southampton and the Asthma and Allergy Research Center conducted this one-month trial, which studied the effects of synthetic food colorings and a preservative on the behavior of a group of 3-year-olds from the Isle of Wight.

The study found "significant reductions in hyperactive behavior" in the first week of this trial, during which the children were given a diet eliminating artificial colorings and benzoate preservatives.

During the subsequent three weeks, the children had "significantly greater increases in hyperactive behaviour" when given an active drink containing food additives than when given an inactive (placebo) drink. The additives in the active drink were the synthetic food dyes tartrazine (FD&C Yellow #5), sunset yellow (FD&C Yellow #6), carmoisine, and ponceau 4R, and the preservative sodium benzoate.

"These findings suggest that significant changes in children's hyperactive behaviour could be produced by the removal of artificial colourings and sodium benzoate from their diet," note the researchers.

"Our study has shown that the effect of food additives on behavior occurs independently of pre-existing hyperactive behaviour," continue the scientists. **"We believe that this suggests that benefit would accrue for all children if artificial food colours and benzoate preservatives were removed from their diet."**

Furthermore, they note, "The potential long term public health benefit that might arise is indicated by the follow up studies which have shown that the young hyperactive child is at risk of continuing behavioural difficulties, including the transition to conduct disorder and educational difficulties."

This new study confirms findings of numerous previous trials supporting the link between diet and behavioral problems. (See www.diet-studies.com/adhd.html.)

Newly published study makes headlines

Papers throughout Great Britain, and as far away as India, reported the diet/hyperactivity link.

Here are some typical headlines:

Hyperactivity linked to food additives
Food colourings and preservatives make kids hyperactive
Kids' health warning on colouring in food
Artificial food coloring linked to kids' hyperactivity
Removal of colourings could help hyperactive children
Doctors want food colourings banned
Study says additives makes kids hyperactive
Food colourings & preservatives have significant impact on pre-school children

The study used 20 mg. of dye — approximately the amount it takes to dye 1 teaspoon of colored frosting.

The study title is: "The effects of a double blind, placebo controlled, artificial food colourings and benzoate preservatives challenge on hyperactivity in a general population sample of pre-school children" by B.J. Bateman, et.al., *Archives of Disease in Childhood,* 89:506-511, June 2004.
(http://adc.bmjjournals.com/cgi/content/abstract/89/6/506)

Dental sealants — are they safe for Feingold kids?

So many dental products designed for children contain unwanted additives; how about the sealants painted on teeth to help guard against cavities?

To answer this question, *Pure Facts* went to our favorite source: our members. Their experience, especially those families who have very sensitive children, has convinced us that sealants are well tolerated.

Here are some of their responses:

"My daughter has had sealants with no problem at all. With any dentist you need to make sure that they are not using artificial polishes and such when performing this procedure."

"My kids had them and they are probably the reason one of them still has teeth!"

"My daughter had the sealants this year and she was fine."

Sealants have been well tolerated, even by sensitive children.

A poll of members on the bulletin board came out uniformly positive. One reply came from a dental assistant:

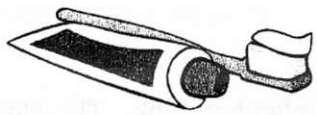
"I apply dental sealants at work and if they are done properly most people (unless you are *extremely* sensitive) should have no problems.

"The etch gel used to clean the teeth is colored, but is completely rinsed off and suctioned away. It is not ingested. The sealants themselves are light cured, and do not leech anything once they are cured. I have been doing this for many years and both my daughter and I have sealants.

"Sealants are preventive; they can keep the child from getting decay on the chewing surfaces of the teeth, thus preventing him from needing further exposure to potentially more annoying substances like local anesthetic and silver fillings. They are, however, a choice. If you choose not to get sealants and your child brushes properly and effectively you are not condemning him to decay and fillings."

A member wrote that her children have had sealants and she saw no change. "Theirs were quick and painless. In our experience so far, I feel like it has been a good risk/trade off since no cavities means no fillings with numbing and more 'stuff' in the mouth. Now when we have their teeth cleaned, they use pumice instead of colored, flavored tooth paste, and we bypass the fluoride rinse. I react to those as well."

Pat Palmer, FAUS past president, writes, "Years ago our dentist consultant said he believed that the clear sealant should not pose a problem and that the white one was not a coloring that was absorbed by the body but titanium dioxide that should also not pose a problem."



Scott Feryo, a Feingold member/dentist wrote: "The blue substance used on the tooth is a very light concentration acid which is applied to the tooth. Great care is taken (or should be taken) to apply this acid only to the tooth and not to the surrounding tissue. The acid etches the surface of the enamel, allowing the sealant material to adhere to the tooth.

"Sealants can be applied to healthy teeth with no decay, as well as teeth with composite restorations (white fillings). They do not adhere to the silver amalgam fillings.

"Great care should be taken to ensure that all decay is removed before the sealant is applied. The sealant is hardened with an ultraviolet light, which should prevent any ingestion of the sealant material.

"As far as necessity is concerned, I only recommend the sealants if the child has a high rate of decay or has a history of numerous cavities. I do not recommend them if the child has had no cavities."

Lauren Feryo describes how she and her husband, Scott, began using the Feingold Program.

"Ryan, our four-year-old son, had a speech delay, sensory integration issues (tactile and auditory) and many behavioral issues. We began Feingold on February of this year so we are still newbies.

"Prior to Feingold Ryan wanted no social interaction with his peers whatsoever. He had difficulty transitioning, dressing himself, and doing anything on anyone else's terms."

"Sleeping was one of the worst issues; he couldn't stop moving long enough to sleep. When he did sleep, he continued to roll around and cry out all night long. When he was awake he talked, babbled, or mumbled incessantly.

"What led us to Feingold was that Ryan had an ear infection and did not eat for four days. All of a sudden he was very interested in his 2-year-old sister (he previously showed no interest in her). He was hugging her and helping her to draw a picture. It was quite dramatic. Everything we requested of him was followed through without any meltdowns. His speech improvement was dramatic and we were able to discontinue his occupational therapy.

"Unfortunately, we are now dealing with pollen allergies, which we are treating. But we can never see going back to eating pre-Feingold. It has really changed our lives in such a short time."

Children's health, behavior and learning issues are attracting a great deal of attention in Great Britain.

Welsh schools ban additives

The schools in Conwy County, Wales, will now serve healthier food in order to improve student's behavior and ability to learn. A year-long trial in one of the county's schools has shown that foods without additives such as synthetic dyes have resulted in improved student behavior and attention.

Welsh children are enjoying this new, healthier food and are now able to focus on their studies.

Teachers at the Deganwy School had long noticed a deterioration in the children's behavior and concentration after they ate the school's lunch. They investigated the connection between diet and behavior and found research linking the disturbed behaviors with certain additives. Once the unnecessary additives were removed the staff saw a noticeable difference. The school's headteacher commented, "Now the children are much calmer and their concentration has seemed to improve." He said that the children have been happy with the return to traditional food and take an interest in what is being served. The success at this school has attracted the attention of neighboring schools.

Their research showed that some food additives trigger behavior and learning problems.

The companies supplying food have been receptive to making changes in their ingredients to conform with the school's desire to eliminate the additives. Conwy's catering manager says "It's hoped that due to the success of this initiative that food manufacturers will recognise the benefit of further reducing or eliminating unnecessary colours and additives in their production methods."

Restocking school vending machines

Jon Owens Jones, a member of Parliament from Wales, doesn't want to wait until Britain's childhood obesity problems get as bad as here in the United States. Currently, it is estimated that 10% of 6-year-olds and 17% of teens in Britain are obese. Jones has called for the banning of junk foods in vending machines as a first step to try to stem the epidemic.

Some want to ban junk food advertising

Another plan to address childhood obesity is the proposal to restrict junk food advertising on programs designed for children and to initiate government sponsored campaigns to encourage healthy eating and exercise. As a result of such a campaign, Finland has cut the rates of obesity and heart disease, and now claims that the proportion of citizens who are physically active has risen from 30% to 70%.

Britain is also looking into the practice of celebrity endorsement of junky foods. A recent article in the journal *Lancet* suggests that such endorsements contribute to the growing rate of obesity, particularly among children.

The United Kingdom's former Public Health Association chairman, Dr. Geof Rayner, believes that in order to be effective, such a ban would have to cover all of Europe. He points out that even though Sweden has such a ban, satellite TV brings ads from other countries.

Government food subsidies

Dr. Rayner would also restrict the money being given to the food industry, by denying subsidies for unhealthy foods.

Economic inequity

Local jurisdictions should take a close look at the foods available in low income communities, Rayner notes. "We know that people living in more deprived areas can obtain a wide range of cheap 'energy dense' options such as crisps and chocolates, and have less access to healthier foods."

The chief executive of Britain's Health Development Agency agrees. Paul Streets points out that "children from poorer backgrounds are more likely to suffer weight problems..."

Free fruits and vegetables for toddlers

In an effort to stem the country's growing rate of childhood obesity, Britain's Department of Health is offering vouchers for free fruits and vegetables, as well as milk powder, for low income families. All pregnant women under age 18 will also be eligible for the program, regardless of income.

Bad food and bad manners

The British magazine *Mother & Baby* conducted a survey of mothers of children ages one to four, and found that the eating habits of families has changed as much as the food.

Almost all of the youngsters ate junk food in front of the TV and nearly half of them never ate with their family. When they did eat at the family dinner table, parents reported these behaviors: pushing the food off the table and refusing to eat, throwing food, or screaming throughout the entire time.

The editors describe overfed, ignored toddlers, who rarely eat fruits and vegetables or other wholesome food and who grow up without learning how to sit at a table and eat a meal.

Kid-friendly cookies that parents will enjoy too

Mad Moose Organics introduces "Creature Cookies"

Lisa and Val Mihan couldn't find the type of cookie they wanted for their children, so they developed a little square sandwich cookie, made in three flavors, and all with a chocolate fudge filling. Embossed on the cookies are various creepy creatures like spiders, crocodiles,and sharks, with a description of each critter on the box.

Their company, Mad Moose Organics, is dedicated to both kid-friendly and Earth-friendly food. They use no artificial or bio-engineered ingredients, no hydrogenated oils or trans-fats. The cookies are certified both organic and kosher, and even the packaging is made from recycled materials.

Lisa and Val write: "Organic farms build strong local economies and protect bird and wildlife habitats. Thanks to organic farming, children and their families are exposed to less harmful toxins and pesticides in their drinking water, on their playgrounds and in the air they breathe."

Our wacky world of food

Just when we think food processing and farming practices coudn't get much goofier, something new comes along.

Read 'em and weep

Now you can stretch your brain while you crunch on Pringles potato chips. Their new "Fun Facts" version has trivia questions printed on the chips -- in synthetic red and blue dyes!

Proctor & Gamble thinks "it's a great way to add fun to lunch" but for sensitive youngsters, that small amount of dye will add a.d.d., not fun.

Leggo that Eggo!

The two yellow dyes found in some versions of Eggo waffles apparently aren't enough color, so Kellogg's now offers waffles with Froot Loops flavors! Here's what you get when those color bits are added to the batter: Red #40, Yellow #6, Green #3 and Blue #1.

More salicylates?

Scientists believe that the natural salicylate a plant creates plays a part in preventing damage from insects and microbes. But some folks at the Agricultural Research Service are looking for ways to speed up the plant's response to danger. Washington state scientists are experimenting with spraying salicylic acid on potato plants.

A possible benefit from using salicylates could be a reduction in the use of pesticides if the plants can defend themselves. But on the down side is the prospect that salicylate sensitive people could react.

Oh Betty, please talk to us!

Betty Crocker has been talking to customers since her creation in 1921, but this symbol of General Mills has steadfastly refused to talk to the Feingold Association! Since the company will not fill out our inquiry forms, their products cannot appear on our Foodlists. Now, the New Betty Crocker Natural Vanilla cake mix sits on the supermarket shelf, giving every indication it could be added...if only she would speak up!

Is this a yolk or a joke?

Remember the article in *Pure Facts* about the coloring fed to farmed salmon to make them orange? (Page 8 of the November 2003 issue.) The British food company, Iceland, described the common practice of feeding coloring to hens to produce eggs with intensely colored yolks.

Hens fed a traditional natural diet will produce eggs with deeply colored yellow yolks, but a similar result comes from adding canthanxanthin, a coloring used by salmon farmers. While canthanxanthin is not one of the dyes excluded from the Feingold diet, it has been linked with eye damage.

Farmers can use a color wheel to select the degree of color they want to have in the yolks. The most intensely colored ones are used in foods where a deeper shade is desired. *(We're still waiting for the Egg Board to tell us if these colorings are used in the U.S.)*

How important are organic foods?

One of our members wrote: "The web site www.ourstolenfuture.org/NewScience/behav has a long list of studies on how pesticide residue can disrupt developing endocrine systems in children and thereby affect behavior including loss of IQ. and increased aggression. As a woman whose family has eaten large amounts of Great Lakes (contaminated?) fish for several generations, this really hit home. I went out to the garden and munched a few 'organic' snow peas and strawberries to make me feel better."

One of the studies described on the site (Our Stolen Future) involved mixing three chemicals that are found in groundwater in agricultural regions of the United States.

The study showed that when the three chemicals were mixed together their effects were far more potent than when they were tested individually.

One of the effects, thyroid hormone changes, can lead to increased irritability and quickness to anger, affecting the ability to concentrate and learn. They point out that "thyroid hormones are critical for fetal brain development."

Porter, et al, Endocrine, immune and behavioral effects of aldicarb, atrazine and nitrate mixtures at groundwater concentrations. *Toxicology and Industrial Health* 15: 133-150. 1999

The "whey" we eat

Whey, the leftover liquid from making cheese, was once a nuisance for dairymen who had to find a way to dispose of it. Now it could be a bonanza for the diet industry.

Although whey is used in animal feed and many foods, its brightest prospect is tagatose, now being marketed as "Naturlose."

Tagatose is a new sweetener that tastes like sugar and is nearly as sweet, but because it is poorly absorbed by the body, it contributes just over 1/3 of the calories as sugar. Since it can be measured just like sugar, dissolves easily, and will brown when it is cooked, tagatose is likely to be a very popular option.

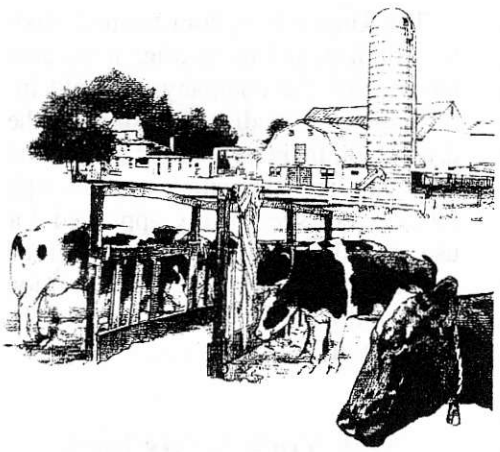
The company (Spherix of Beltsville, Maryland) uses the galactose in whey to create the sweetener. They claim that their product can be used by diabetics, does not appear to affect blood sugar levels, stimulates the growth of beneficial bacteria in the gut, and does not promote tooth decay.

Tagatose is similar to the sugar alcohols xylitol and sorbitol, and like these sweeteners, too much can cause diarrhea. Bloating and gas can be other side effects of over-consumption since most of the breakdown of the sweetener occurs in the large intestines.

Like other newly-created foods, the molecular structure of tagatose has been rearranged so the body does not recognize it and does not fully absorb it. This is the case with Olestra, the synthetic oil that has sent consumers rushing to the bathroom after they pig-out on potato chips cooked in Olestra.

At a 7-Eleven near you

The convenience food chain uses tagatose along with two other sugar substitutes (erythritol and sucralose – aka Splenda) in their Diet Pepsi Slurpees. It is likely that there will be many more foods that contain a blend of tagatose and other sweeteners because blends can mask undesirable flavorings and save money for the manufacturer. Consumers might have difficulty identifying all of the sweetening ingredients and this could pose a serious problem, especially for the many consumers who suffer severe side effects from eating aspartame.



At Wal-Mart and other stores

Wal-Mart and other stores have begun carrying frozen and ready-to-drink fruit beverages sweetened with tagatose. Each chain store will be selling the drinks under its own label. The label lists "Gaio tagatose" or "Naturlose."

Tagatose abroad

A line of chocolate candy bars sweetened with tagatose is being introduced to Australia and New Zealand under the name Miada ChocoLite.

Selling sweetness

Spherix plans to market tagatose ("Naturlose") as a natural, healthy product, hoping to appeal to health-conscious consumers. It could also appeal to those who believe that behavior problems like hyperactivity are caused by "sugar." This is a misunderstanding that has been promulgated by many in the wholistic health community. Seeing that some children act up after they eat sugary foods, they blame "sugar" rather than the synthetic colors, flavors and preservatives in the foods. Likewise, when parents remove "sugar" from a child's diet and see an improvement, they are generally eliminating sugary foods that contain the most troublesome additives.

The Feingold Association does not consider sugar to be desirable; we just find that it is less of an offender for most members than the unwanted additives.

Clearly, Americans eat too many sugars of all kinds. The U.S. Department of Agriculture estimates that in 2002 the average consumer ate 146 pounds of it.

In addition to sugars, the average intake of artificial sweeteners is more than 16 pounds per year.

Is it safe to use?

Like most new additives, studies on tagatose were conducted by the manufacturer, who deemed that it is safe and submitted this information to the Food and Drug Administration. The agency accepted it and has agreed with Spherix that tagatose can be classified as "GRAS" — which stands for generally regarded as safe.

Past experience has shown that this is not a very good way to conduct an approval process. Like other additives that have been approved, it is unlikely that any tests were done to determine if the additive affected behavior or learning.

Will Feingold members be able to tolerate tagatose?

There is no way to predict this, but since the chemistry is so different from the additives we eliminate, the prospects look good. We will have to wait for member feedback to learn more. Until that time we would encourage those who need to avoid dairy or people who are unusually sensitive to stick with the time-tested sweeteners.

If you do experiment with tagatose, don't overdo it, and remember that it could contain other artificial sweeteners in the mix. Finally, please phone or e-mail us to let us know what your experiences have been.

Drugs for Kids

Pharmaceutical companies have seen sales increase dramatically, with a continuing rise in the number of children being put on drugs for behavior problems and depression. The largest increase is in children under the age of 5.

While antibiotics continue to be the most prescribed drugs, stimulants and antidepressants provide the biggest profits to the industry. In 2003 5.3% of the children in the United States took medicine for behavior problems and depression.

Marketing strategies

The March issue of *Pure Facts* described a report issued by an advisory panel of the Food and Drug Administration warning of the dangers posed by some antidepressants. The drug that received the most attention was Paxil, an antidepressant sold by Glaxo-SmithKline.

The United Kingdom banned Paxil for children and teens after it became known that the company withheld information on studies that showed the drug could increase the risk of suicidal thoughts in youngsters. Although Paxil is not specifically approved for use in children, doctors are permitted to prescribe it, and more than 2 million prescriptions Paxil were written for children in 2002.

New York fights back

New York's State Attorney, Eliot Spitzer, who made headlines by taking on the mutual fund industry, has filed suit against Glaxo, suing the company for consumer fraud. Spitzer has accused them of withholding information about negative studies, and instructing their sales representatives to present the drug as "remarkably effective and safe." An internal Glaxo memo referred to the negative studies, saying their intent was to "effectively manage the dissemination of these data in order to minimize any potential negative commercial impact."

Congress weighs in on the controversy

When it became known that both Glaxo and high level officials at the Food and Drug Administration worked to prevent the public from learning about the negative information on these antidepressants, congressional leaders called for hearings.

> "The federal government spends $1 billion a month to fight the war on drugs but we ignore the worsening problem of over-medication."
> *CNN Anchor, Lou Dobbs*

Representative James Greenwood and Senator Charles Grassley are among the legislators who have been deeply disturbed to learn that the FDA's own medical officer, Dr. Andrew Mosholder, was prevented from making his findings public. Grassley told journalist Rob Waters of the *San Francisco Chronicle* that he was "very troubled" by allegations that the FDA's Office of Drug Safety withheld critical information from parents and doctors about the potential risks of these drugs.

> "Prescription drug spending for behavioral conditions rose 77% between 2000 and 2003."
> *Medco Drug Trend Report, Medco Health Solutions Inc.*

The frightened frog

Animal tests determine many of the decisions that are made about chemicals in our food and environment. Those tests have some serious shortcomings.

Laboratory tests typically use young, healthy animals that are exposed to only one chemical, and eat food that is free of synthetic additives. Such a trial might not be an accurate predictor of the additive's effect on humans who are exposed to many potential offenders. And if the humans are very young, very old, or sick, the tests are even less reliable.

There's another important factor, according to a paper published in the Proceedings of the National Academy of Sciences. Frogs living in the natural world are far more sensitive to pesticides than those living in laboratories. In the real world they are exposed to predators, and the stress this creates changes their vulnerability to chemicals.

Tadpoles of the gray tree frog were exposed to a pesticide (carbaryl). Nearby were salamanders, a natural enemy. The salamanders were in cages so they could not get to the tadpoles, but their presence was clear.

Under the stressful conditions this created, these tadpoles died from a much smaller does of the carbaryl than those who were tested in laboratories, free of predators. The researchers found "The combination of stress and pesticide made the pesticide 2 - 4 times more lethal than the pesticide alone."

When stressed-out humans are exposed to synthetic food additives or environmental chemicals their effects might be more severe than we had previously believed.

Relyea, RA and N Mills. 2001. Predator-induced stress makes the pesticide carbaryl more deadly to gray tree frog tadpoles. Proceedings of the National Academy of Sciences, 98: 2491-2496.

PIC Report

The following products have been researched or re-researched and may be added to your Foodlist or Mail Order Guide.

Stage One

BRENT & SAM'S* All Natural cookies (SB): Keylime White Chocolate, Chocolate Chip, Chocolate Chip Pecan, White Chocolate Macadamia Nut *www.brentandsams.com*

CREATURE COOKIES Wafer Cookies with Chocolate Fudge Filling: Banana, Chocolate, Vanilla *www.madmooseorganics.com*

FIT FRUIT & VEGETABLE WASH *(www.fitwash.com)*

GLUTEN-FREE PANTRY Danielle's Chocolate Cake Mix *www.glutenfree.com*

GRINGO PETE'S Corn Tortillas (CS); Flour Tortillas: Burrito Style, Fajita Style, Soft Taco Style

HORIZON ORGANIC* Cottage Cheese: 4% Milkfat, Lowfat (2% milkfat)

HORIZON ORGANIC* Half and Half, Heavy Whipping Cream

HORIZON ORGANIC* Milks: Lowfat & Nonfat, Lowfat/Reduced Fat Chocolate; Single Serve Reduced Fat Milk: Chocolate, Vanilla

HORIZON ORGANIC* Butter: Salted, Unsalted; European Style Butter: Salted, Unsalted

HORIZON ORGANIC* Infant Formula with Iron

HORIZON ORGANIC* Baby Blended Whole Milk Yogurt: Vanilla, Pear (These contain trace salicylate - pectin from apple or oranges)

LATE JULY ORGANIC Crackers: Cheddar Cheese (box and snack pack), Classic Rich, Round Saltine

MANNY'S Authentic White Corn Tortillas (CS); Flour Tortillas: Burrito Style, Fajita Style, Family Pack, Soft Taco Style; Taco Shells

MOUNTAIN GREEN Streak-Free Natural Glass Cleaner

NIMAN RANCH* Mini Half Ham (N), Nitrate Free Half Ham; Steak Jerky; Uncured Original Beef Jerky (CS) These are sold in Trader Joe's and Whole Foods Markets *www.nimanranch.com*

PACIFIC FOODS* Organic Oat All Natural Non-Dairy Beverage: Low Fat Original, Low Fat Vanilla

QUICK COAT Soybean Blend Coat Pan Release

R.W. KNUDSEN FAMILY* Pear Juice box

RED DIAMOND Lemonade

SAFEWAY ORGANIC (Safeway) Lowfat and Nonfat Milks

SANTA CRUZ ORGANIC* Lemonade Spritzer

SUNRIDGE FARMS (bulk and packaged) All Natural: Milk Chocolate Peanuts, Tropical Mango, Yogurt Pretzels; Banana Chips Sweet n' Crunchy; Organic: Crunchy Banana Chips, Tropical Mango *www.sunridgefarms.com*

TAZO TEA* Filterbag: Refresh Herbal Infusion

TAZO TEA* Ready-to-Drink: Yerba Mate

THE ORGANIC COW* Lowfat & Nonfat Milk

Stage Two

ANNIE'S HOMEGROWN ORGANIC* Cheesy Lasagna mix (tomatoes) *www.annies.com 781-224-9639*

ANNIE'S HOMEGROWN TOTALLY NATURAL* Deluxe Shells & Real Aged Wisconsin Cheese mix (paprika)

ANNIE'S HOMEGROWN TOTALLY NATURAL* Baked Snack Cheddar Bunnies (MSG/HVP, paprika)

BARBARA'S BAKERY* Cheese Bites Original (red peppers, paprika)

BARBARA'S BAKERY* Fig Bars: Apple Cinnamon (peaches, raisins), Raspberry (peaches, apples, raisins), Whole Wheat (raisins)

BARBARA'S BAKERY* Puffins Cereal & Milk Bars: Blueberry Yogurt (apples), Strawberry Yogurt (apples)

BARBARA'S NATURE'S CHOICE* Oats 'N Honey Moist & Chewy Granola Bar (almonds)

BETTY LOU'S* Spirulina Ginseng Balls (almonds, grapes, raisins) *1-800-242-5205*

DREW'S ALL NATURAL Salad Dressing & 10 Minute Marinade: Garlic Italian Vinaigrette (wine vinegar), Kalamate Olive & Caper (wine vinegar), Roasted Garlic & Peppercorn (cider and wine vinegar), Romano Caesar (CS, wine vinegar), Rosemary Balsamic (wine vingear), Sesame Orange (cider vinegar), Shitake Ginger (cider vinegar), Soy Ginger (cider vinegar), Thai Sesame Lime (wine vinegar) *www.chefdrew.com*

DREW'S ALL NATURAL Salad Dressing & Quick Noodle Sauce: Lemon Tahini Goddess (cider vinegar)

DREW'S ALL NATURAL Salsa: Double Roasted Medium (tomatoes, chili peppers, cider vinegar), Organic Hot (tomatoes, chili peppers, cider vinegar), Organic Medium (tomatoes, chili peppers, cider vinegar), Organic Mild (tomatoes, chili peppers, cider vinegar)

EDEN* Apple Cherry Sauce; Organic Apple Cherry Butter; Organic Cherry Juice; Dried Tart Montmorency Cherries (apples) - available in bulk and 4 oz snack pack

HOMEMADE GOURMET (sold by distributors) Coleslaw Dressing Mix (red peppers), Homestyle Spaghetti Sauce Mix (red peppers); Garden Herb Dip Seasoning Mix (bell peppers) *www.homemadegourmet.com*

LUNDBERG* Apple Cinnamon Nutra Farmed Rice Cake (SB)

MANNY'S Tortilla Wraps: Jalapeno and Cilantro Flavors (SF, chili peppers)

MISS ROBEN'S* Mock Goldfish Cracker Mix (paprika) Blueberry Muffin Mix *www.missrobens.com 800-891-0083*

TAZO TEA* Filterbag: Awake Black Tea

Editorial comments

Dear P.R. person, it must be hard these days to work for the food additive/junk food industry.

For years things had been pretty quiet for you folks there in the trenches. You kept the marketplace safe for your billionaire bosses and they rewarded you handsomely. Green ketchup, blue fries, pink margarine, purple cereal — the public was growing accustomed to consuming things that bore less and less resemblance to food. Orange colored sugar water was positioned right next to real juice, further confusing the busy consumer. Public schools offered new opportunities for marketing and TV did a fine job of promoting breakfast products that sold at astonishingly inflated prices. The number of children with disturbed behavior kept climbing, but that fed the market for pharmaceuticals, and despite some unfortunate deaths here and there, the lucrative business of drugs for kids was expanding. Preschoolers were already a huge market. In just the last three years medications used to treat ADHD and depression in children under the age of 5 rose an astonishing 369%.

It was all going so well until people began to notice something that's hard to hide: obese kids. That led to them taking a look at school food and vending machines. They began to scrutinize those highly profitable foods your bosses depend on for their fat bonuses.

Schools in some communities here in the U.S. were experimenting with giving students real food in place of what had been previously served, and an amazing thing happened. They noticed the children were calmer, more focused and better behaved. Even worse, schools in Great Britain were finding the same results, and they blabbed it to the media!

The biggest blow came when those scientists in England published their findings that even a tiny amount of dye and one preservative triggered behavior problems in children — and not just kids with ADHD. (See page 1.) Those synthetic chemicals that are the mainstay of the junk food industry were being attacked! Red alert! How can a hard-working public relations staffer fight off such an assault? Go back to the old days and pull out the usual formulas:

1. When faced with another new study that shows food additives affect behavior, say that there are no studies showing food additives affect behavior.

2. Line up some folks with impressive credentials who will echo your message. They're expensive, but it's money well spent.

3. Ignore the newer studies and quote carefully selected portions of a 22-year-old report from the National Institutes of Health, saying that only a small percent of children were shown to respond to diet. Leave out the part of that report that says the old studies that produced these figures were inadequate.

4. Pull out the old "sugar" defense. Here's how it goes:

a. The Feingold diet says food additives can trigger behavior problems.

b. There are studies that show sugar does not cause hyperactivity.

c. Therefore the Feingold diet doesn't work.

Of course, you need to ignore the fact that the Feingold diet has nothing to do with sugar, but hopefully your readers will be sufficiently confused that this little problem will be overlooked.

You must succeed! Your new vacation home in Malibu is on the line!

Pure Facts

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Membership provides the Feingold Program book which includes Recipes & Two Week Menu Plan, a regional Foodlist containing thousands of acceptable U.S. brand name foods, a telephone and E-mail Help-Line, and a subscription to *Pure Facts*. The cost in the U.S. is $69+ $8 shipping. A *Pure Facts* subscription plus bulletin board access is $38/year when ordered separately.

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