

# Pure Facts

Newsletter of the Feingold® Association of the United States



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www.feingold.org

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## Happy Birthday, FAUS!

The Feingold Association has received a birthday gift -- from an unlikely place!

**W**e are 35 years old! In May of 1976, a group of parents whose families had been dramatically helped by the work of Dr. Ben Feingold assembled in Washington, DC. We created a national support group to help new families get established on the diet. We knew it would take a few years before some good studies were conducted and people would understand that food additives could bring on behavior and learning problems, as well as health issues. We expected it to take 5 to 10 years, and then we would all go back to our normal routines.

While the fact that we are still here is a tribute to the tenacity of countless volunteers, it is also a testimony that common sense does not prevail when it is in conflict with profits. It's a sad example of a Federal regulatory system that doesn't work.

### Birthday gifts

On the bright side, FAUS has received some unexpected gifts from that Federal regulatory system.



Because the recent FDA hearings on food dyes generated enormous publicity, many parents will now know to watch for a link between dyes in their child's food and the tantrums that follow.



After 40 years denying that food dyes are linked to behavior problems, the agency has finally admitted that "...for certain susceptible children with ADHD and other problem behaviors, the data suggest that their condition may be exacerbated by exposure to a number of substances in food, including, but not limited to, artificial food colors."



Consumers now realize that those vivid colors in their food come from petroleum, not fruits and vegetables.

*More on page 2*



All of these are colored by nature!

## Gray popsicles and other strange notions

A few of the news reports of the Food and Drug Administration hearings claimed that unless synthetic dyes are used, our food would be gray! There was even a picture of gray popsicles in one of the articles!

People who should know better apparently don't recognize that Mother Nature doesn't favor gray in her palette, so food that is made from actual *food* is likely to be colorful. And processed foods can be made with natural colorings, some of which are so vivid it's hard to tell the difference between the natural and the synthetic.

Since 2009, processed foods of all types that are sold in Europe either are made with real fruits and vegetables or are being colored with natural dyes like grape skin extract, turmeric, and beet juice. Come on, folks; use some common sense! ♦

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

## Happy Birthday, *from page 1*

While it's nice that the FDA finally admits that food dyes play a role in ADHD, their statement that only some people ("certain susceptible children") are affected by them is false. One of the major contributions of the latest study from England (the McCann study of 2007) is that it showed that most children are harmed, including those with no ADHD diagnosis. The agency seems to believe that a steady diet of petrochemicals is perfectly fine for most people to consume!

Synthetic food dyes have a long history of causing harm, which is why most of them have been banned from use in food.

In his testimony, Dr. Jacobson, executive director of the Center For Science in the Public Interest, reminded the FDA panel that their own standard for color additive safety states that "safe means that there is convincing evidence that establishes with reasonable certainty that no harm will result from the intended use of the color additive."

And yet, two of the dyes commonly used in the United States are blatant examples of the FDA ignoring its own standards. Red 3 is known to cause cancerous tumors in animals, and in 2003, the FDA admitted that Blue 1 is "toxic to mitochondria" (the little energy factories in our cells). The agency cautioned doctors to discontinue putting the dye in the food of patients being tube-fed because the dye itself was "associated with serious complications such as refractory hypotension, metabolic acidosis and death." But it is still found in the foods on supermarket shelves!

Doctors found some patients were dying from the Blue #1, not from their illness.

## Feingold mom testifies

The Association's research expert, Shula Edelkind, presented the Feingold perspective to the FDA's advisory committee at their March hearings. Her ten-minute testimony demonstrated how the widely different designs of earlier studies have led to confusion.

She described studies that put children on the Feingold diet as a first step. Typically, 70% of them responded favorably, which demonstrates the effectiveness of the diet.



Some of the studies then reintroduced dyes as a challenge. But the amounts of dye used varied from a high of 150 mg to the lowest, a mere 1 mg. She showed how a child in the United States today can easily ingest 240 mg of dye in a day. This number was determined by having actual food products tested by a laboratory. Earlier studies relied on the food industry figure of only 27 mg as the amount a child would consume in a day.

If a child did not react to the dye challenge, the assumption was that the diet didn't work, when it was actually the challenge that failed.

When all the studies were graphed it showed a clear dose response. The more food dyes used, the more children reacted. The FDA committee was impressed and had many questions. You can view Shula's testimony with both pictures and audio at: [FDA-dyes.com](http://FDA-dyes.com) and on our home page at [www.feingold.org](http://www.feingold.org).

## The decision to not require warning labels

The FDA panel decided by a margin of 8 to 6 to not require warning labels on foods with synthetic dyes. While Feingolders would have been delighted with warning labels, we understand why the advisory committee reached this decision.

In spite of the statistical data that had convinced the British government to take action to get rid of synthetic dyes, and repeated questions to the researchers, not all the committee members were convinced that the preservative sodium benzoate, included in the UK studies, wasn't a factor. They were further concerned that most studies on children had been done using a mixture of food dyes, and thus each individual dye could not be proven at fault. Unfortunately, this was again a case where the dyes were to be considered innocent until proven guilty by clear evidence of harm. This is contrary to what the FDA claims is its mission.

The panel didn't say that dyes are innocent, but that they could not definitively prove they are guilty.

The committee's decision was not a verdict that synthetic food dyes are safe; rather, it was a call for more research on each dye individually. Indeed, the committee members hotly debated if there was currently enough information; they regretted that there were so few studies using reasonable doses of color; they regretted that the inclusion of sodium benzoate in the British studies they considered otherwise "robust" had clouded their ability to see the food dye performance; and in the last analysis, they were only one vote short of a tie, which would have sent a clearer message that something is very wrong with the use of synthetic dyes. ♦

## A Warrior Mom testifies before the FDA

Amy Yuter and her children made an impact on the scientific advisory panel, and on the countless parents who watched her testimony on TV.

This is the story of a little boy, a boy who came home after his teacher called and said she couldn't teach him anymore. He stared out the window if she left his side, sucked his fingers and jabbered uncontrollably la, la, la, la, la; a boy with impulse issues, a boy who wanted to listen, to focus, but couldn't.



This is the story of doctors who diagnosed the boy with moderate/severe ADD and put him on speed to help him gain control. The medicine was a band aid, an okay one at best.

This is the story of the boy who one day ate jelly beans, and his symptoms worsened before my eyes.

This is a story of a mom who found the Feingold diet that night in her Internet search, and put the boy on a diet free of food colors, free of (artificially dyed) jellybeans.

Why isn't this information provided by our doctors? Why isn't it on the nightly news? Why isn't my government telling me about the effects food coloring can have?

By Monday, the boy was off his medicine (which was in a dyed capsule) and had been on his diet for two days -- his teacher said it was remarkable! [The Feingold Association counsels parents to consult their physician about the use of medicine.]



The boy is now excelling in school and is in the gifted program. His teachers are amazed that he once had a focus issue. When he accidentally has some food color, they see the effect it has.

When this boy stopped eating food coloring:

He stopped fidgeting

He stopped staring out the window

He stopped sucking his fingers

He stopped acting impulsively

He stopped jabbering

He started paying attention well

He started following instructions

He started doing what he was supposed to do

He was happy, and he had control of his body.

He couldn't eat all that stuff the other kids ate. But he would follow his diet -- he was able to say NO to food coloring because he knew it was bad for him and bad for other kids too, and that's why this boy is here today.



This is the story of the boy's sister whose stomachaches, hives, headaches and tantrums went away when the yellow cheese curls she ate were taken out of her diet. This is a mild-mannered child, whose out-of-character outbursts caused her mother to question if the cause was something she was eating. The boy's sister was hesitant to stop eating food colors -- the diet her brother followed -- but if it could make her symptoms go away, she would try it, and she did.



**INGREDIENTS:** Corn Meal, Partially hydrogenated soybean oil, cheese flavoring and salt. No preservatives added. **CHEESE FLAVORING:** partially hydrogenated soybean oil, whey, cheddar cheese (pasteurized cultured milk, salt, enzymes), Maltodextrin, butter (cream, salt, annatto extract), nonfat dry milk, salt, buttermilk, disodium phosphate, monosodium glutamate, citric acid, sodium citrate, natural flavors, artificial colors (including Yellow 5, Yellow 6) and tocopherol.

This is the story of the mom whose life improved once food colors left her world.

Ability to focus

Ability to sit through meetings

Her performance reviews showed the dramatic difference!

*Continued on page 4*

## Warrior Mom, from page 3

This is the story of the country -- the United Kingdom -- that made changes and the story of the Wm. Wrigley Jr. company which now makes naturally colored Starbursts for lucky kids abroad.



This is the story of many, many American children and families who need our help. This is America's story:

- Some kids whose moms found the Feingold Diet, and their children's symptoms went away in 48 hours;
- Many, many more moms who haven't and just don't know that the pink yogurt they gave their daughter is causing her the trouble; and
- Many children on medication who may be helped if they understood the cause of the problems.

Let's make a change, the little change in this boy's life that made such a big difference. You can make that big difference, too. This is Ben Yuter, this is his sister Sara, and I am the mom.

Some say my kids were fortunate to have a "warrior" mom who wouldn't stop searching until she found an answer. My former position as a federal investigator was helpful.

Now, as a Compliance Officer who continuously reviews the risks present in my organization, I frequently do a risk/benefit analysis -- this is an easy one. These brightly colored foods offer our American children NO benefits but only risks. The real effects of these dyes are hurting them each and every day.



Please help make a change. Let Ben be among many others who are succeeding in life instead of being among the minority. Don't get me wrong, there are plenty of Bens in our neighborhood, his school, his classroom -- we even have a therapist in our neighborhood who will diagnose the Bens with ADD and suggest they start medication -- ironic as it is -- medication with pretty blue capsules.

I recently went to London on business and brought back these Starbursts that my kids can eat with no problem. These colors are fun and good. My kids wonder, why can't American kids have safe candy, too?

If you are not going to ban these harmful additives, please follow the UK's path in requiring appropriate label warnings so American parents can make informed decisions as to how to feed their kids. ♦

### Another Warrior Mom

Congratulations to Robyn O'Brien, whose recent TED address honors her crusade to alert consumers to the damage being caused by the proliferation of dangerous chemicals and practices in our food supply.

Robyn's work began when her youngest child experienced a life-threatening allergic reaction to food. She is the author of *The Unhealthy Truth*. See her web site at [www.robynobrien.com](http://www.robynobrien.com) to access the TED presentation.

## Kitchen Chats

Another Feingold mom who testified before the FDA panel is Renee Shutters, whose son, Trenton, also had a dramatic response to the Feingold Diet. Renee has been giving informal "kitchen chats" in her home, and as a result there are now 200 families in her community enjoying the benefits.

When a child has such a dramatic change it is typical that many friends and neighbors notice and become interested in learning more.

One of the parents who testified is Kim Snedden. She sent out an email to area families, inviting them to come for a cup of coffee and an informal get-together in her kitchen. She expected to host 5 or 6 other moms, but ended up with a full kitchen of 20!



Anyone who is successfully on the Feingold Program can do the same. All you will need is to offer a cup of coffee or tea, plus some commercially purchased Feingold-friendly snacks, and a chance to tell about your family's experience. It's very helpful to have some sample packages of readily available foods -- including snacks, candies and convenience foods -- to help explain that most products are available in the neighborhood supermarket. View the YouTube film on our home page -- [www.feingold.org](http://www.feingold.org) for some ideas about having a simple display of products.

One more thing, have your Feingold Program package available to show your neighbors the information available to them.

*If the FDA won't protect our kids, the Warrior Moms can! ♦*

# Naturally Colorful Candies

Petroleum-free food can be beautiful. There's nothing gray among these treats!

The **Natural Candy Store** is a family labor of love run by two sisters and their mom, Molly. Back in the 1970s, Molly was one of the pioneers in the natural food movement, and she has continued as an activist while earning a master's degree in educational psychology. So the idea of providing a much-needed product for children was as natural as the food in her pantry.

The products sold by the Natural Candy Store do not come from a kitchen but from 78 different manufacturers around the world. They have an enormous stock of products in their San Francisco Bay Area warehouse, so customers can obtain their treats quickly. (For families living nearby, there is the option to pick up candy.) The Natural Candy Store ships to Canada as well as US cities.

Big Sis, Dawn, brings her experience to the business, having worked for major food companies. And little Sis, Irene, brings her talents as an artist and manager.

The Natural Candy Store offers yummys for many diets, preferences, and sensitivities, including:

## Feingold Stage 1

## Feingold Stage 2

Gluten-Free

Allergen-Free

Vegan

Kosher



All of the candies are free of artificial colors, flavors, preservatives, synthetic sweeteners, and hydrogenated oils, and some are organic.

In addition to candy, the company sells baking supplies, gum, colored sugars, marshmallows, fudge, dessert toppings, and candies for all of the holidays.

Visit [www.naturalcandystore.com](http://www.naturalcandystore.com). ♦

## Another reason to ditch the junky stuff

One batch of Toxic Waste Short Circuits Bubble Gum has been recalled by its distributor, Candy Dynamics. The product has been found to contain nearly twice the amount of lead permitted. Lead can migrate into the candy from the ink used in the wrappers; it is especially dangerous for children. In addition, synthetic dyes are permitted to contain 10 parts per million of lead. In January, the company recalled its Toxic Waste Nuclear Sludge candy for high lead levels and will no longer be selling that item. No gray candy in these packages, just lead! ♦

Really Healthy Stuff (Rehest) began with Heather Flaherty's search to help her son, Aidan, who had been on the autistic spectrum. She has managed to recover him, and he is no longer considered to be autistic. In addition to his sensitivity to synthetic chemicals, Aidan has many food allergies. Heather, who is a nurse, has been trained in the DAN (Defeat Autism Now) protocol and has worked and lectured extensively on the treatment of children on the autism spectrum. She can be reached at [Heather@rehest.com](mailto:Heather@rehest.com).

Inspired by Heather's success and the need for candy that can be enjoyed by people on special diets, Bianca Oliveira Riethmueller joined with her to form Rehest. Bianca has lived and worked in many countries and is fluent in Portuguese, Spanish, and German, not to mention English. She serves as president and chief executive officer for Rehest.

Located in Amesbury, Massachusetts, Rehest is the North American distributor for Caring Candies, hand crafted in South Africa. The candies do not contain any synthetic colors, flavors or preservatives and have no synthetic sweeteners. They are also free of:

Gluten

Wheat

Soy

Sugar

Yeast

Dairy

Peanuts



Tree Nuts

Potato

Eggs

Corn

Rice

Sesame

**Most of the candies are Stage 2 but there are several Stage 1 choices.**

The sweetener used is Isomalt, a "sugar alcohol" that is made from beets (but it is not related to alcoholic beverages). Since isomalt is converted to glucose more slowly than sugar, it doesn't bring about rapid increase in blood sugar (giving it a low glycemic rating). It also contains fewer calories than sugar-sweetened candy. Like all sugar alcohols, isomalt can have a laxative effect if too much is consumed.

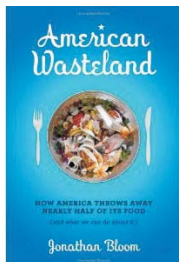
The vivid colors come from veggies, plants or herbs, and the candies are flavored with natural ingredients as well.

Visit [www.reallyhealthystuff.com](http://www.reallyhealthystuff.com). ♦

## Wasting food, using food

This 19th century painting, "the Gleaners," depicts peasants combing over fields that have been harvested, finding food that was missed after farmers gathered their crops.

In years past, the option of wasting food was unknown. But as memories of depression era poverty faded from the American psyche, and as the disposable income of more families rose, one of the things that was increasingly being disposed of was food.



This unfortunate phenomenon is documented in Jonathan Bloom's book, *American Wasteland: How America Throws Away Nearly Half of its Food (and What We Can Do About It)*. But as the title indicates, he also offers creative solutions. Supermarkets, natural food markets, and restaurants are increasingly donating unsold food to soup kitchens and food pantries.

An estimated 10 billion pounds of food is wasted each year in the US.

### DC Central Kitchen

A program developed in the nation's capital in 1989, is salvaging both food and lives. DC Central Kitchen gives former convicts a second chance by training them in culinary arts and other jobs in food service. They travel to the farms in Virginia's Shenandoah Valley to buy fresh foods that might have otherwise been discarded because of bruising or because their size was not ideal. (For example, eggs that are considered too small to sell are routinely discarded.) The cost saving is phenomenal, with the program buying the food for 10 to 30 cents on the dollar. The growers benefit as well.

### Good food for schools

This fresh, nourishing food is brought to the DC Central Kitchen where it is turned into delicious meals for thousands of the city's school children, as well as area charities, and for their upscale catering business. The children benefit as do the culinary arts trainees, who have an excellent job retention record. In this program, lives are being salvaged along with food. For more information, visit their site at [www.dccentralkitchen.org](http://www.dccentralkitchen.org).



### The Campus Kitchen Project

A spin-off of the successful DC Central Kitchen is a nation-wide program where high school and college students partner with local farms to prepare and distribute food to people who would otherwise not have access to it. See [www.campuskitchens.org](http://www.campuskitchens.org) for details. ♦

The Chicago school that banned children from bringing lunch from home has received widespread publicity. The assumption is that school food is nourishing. While some lunch boxes contain dreadful things, many school lunches aren't any better.

Dr. Susan Rubin, healthy food activist, noted, "It's rare that I see a school, especially a public school, that actually serves food that's good. I get physically sick just looking at it because it makes me sick that kids are eating this processed c\*\*p."

### Finding help for the public school kitchens

Journalist Julia O'Malley recently wrote about the sorry state of food in Alaska's schools. A reader wrote in to described her experience that could help address one of the problems schools now face:

Many years ago while my youngest child was in Head Start, I worked in the school kitchen in Tampa, Florida.

Any mom who was on public assistance and didn't have a job was asked to work in the school's kitchen -- for pay -- and to be trained.

For breakfast we turned out hot biscuits, eggs, and sausage. There were hot loaves of bread made for lunch, with meat, vegetables and milk; and we served homemade desserts of fruit or pie or cake. The cooks also prepared the meals for the faculty.

I am 73 now and I will never forget the experience I had in the kitchen. It was a wonderful way to teach moms how to feed their families healthy food.

Moms cooking fresh hot food, working the same hours their children are in school, could be a solution to some of the problems we face today. ♦

## PIC Report

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

^ = product is available in Canada.

SM = natural smoke flavoring

GF = gluten-free    CF = casein-free

### Stage One

BARBARA'S BAKERY\* (all CF) Snackimals™ Double Chocolate, Snackimals™ Peanut Butter; Cereal: Puffins® Peanut Butter & Chocolate

BARBARA'S BAKERY\*^ Shredded Oats Original (CF), Shredded Spoonfuls Multigrain (CF)

CARING CANDIES ([www.reallyhealthystuff.com](http://www.reallyhealthystuff.com)) (all are GF, CF) Handcrafted Naturals: Ginger Bonbon (GF, CF), Lemon Bonbon (GF, CF), Licorice Bonbon (GF, CF), Pure Mint Bonbon (GF, CF)

ELLA'S KITCHEN ([www.ellaskitchen.com](http://www.ellaskitchen.com)) Baby Food: Broccoli, Pears + Peas (GF, CF)

KLEINPETER Ice Creams: (all are CS, GF) Banana Foster, Butter Pecan, Chocolate, French Vanilla, Honey Pecan, No Sugar Added Vanilla, Praline & Cream, Vanilla

KLEINPETER (CS) Vanilla Ice Cream, Vanilla Bean Ice Cream

KLEINPETER (GF) No Sugar Added Chocolate Ice Cream, KLEINPETER (GF) Whole Milk

LET'S DO...® ORGANIC\*^ Coconut Flakes (GF, CF), Fancy Waffle Bowls (CF)

LET'S DO...®\* ^ Gluten Free Sugar Cones (GF, CF)

PEDERSON'S NATURAL FARMS\* ([www.healthypork.com](http://www.healthypork.com)) Feta Spinach Chicken Sausage (CS, SM, GF), Uncured Cherry Smoked Bacon (CS, SM, GF, CF), Uncured Hickory Smoked Pepper Bacon (CS, SM, GF, CF), Uncured Honey Bacon (CS, SM, GF, CF), Uncured Turkey Bacon (CS, SM, GF, GF)

SILK (available only in Canada)^ Pure Coconut Original (GF, CF), Pure Coconut Vanilla (GF, CF)

SOFT 'n HEARTY Gluten Free: Easy Roll Mix (SF, GF, CF)

STEVICANE Canisters, Sticks

TOOTH SOAP® (GF,CF) Cinnamon Liquid, Cinnamon Shreds, Ginger Liquid, Ginger Shreds, Peppermint Liquid, Peppermint Shreds Plain Jane Tooth Swish, Spearmint Liquid, Spearmint Shreds, Tooth Brightener

TURKEY HILL All Natural Recipe: Chocolate Philadelphia Style Ice Cream( GF)

## Product Alert

The following products contain tea and need to be moved to the Stage Two section of your Foodlist:

STONYBROOK Unscented Oil Free Extra Body Shampoo, Unscented Oil Free Extra Body Conditioner, Oil Free Unscented Aloe & Chamomile Body Lotion, RAINBOW Liquid Soap RAINBOW KIDS Unscented Shampoo and Unscented Bubble Bath

BOARS HEAD American Yellow Loaf Pasteurized Process cheese and American Yellow Slices Pasteurized Process Cheese are now Stage Two because they contain paprika. BOARS HEAD Lower Sodium Lower Fat White American Cheese is now Stage One.

### Stage Two

ANNIE'S HOMEGROWN ORGANIC\* Granola Bar: Berry Berry (CF, blueberries, cranberries)

BARBARA'S BAKERY\* ^Multi-Grain Apple Cinnamon Cereal Bar (SF, peaches, raisins), Multi-Grain Blueberry Cereal Bar (SF, apples, peaches, raisins), Multi-Grain Cherry Cereal Bar (SF, apples, peaches, raisins), Multi-Grain Raspberry Cereal Bar (SF, apples, raisins, peaches, cherries), Multi-Grain Strawberry Cereal Bar (SF, apples, raisins, peaches), Multi-Grain Triple Berry Cereal Bar (SF, apples, blueberries, raisins, peaches, strawberries);

BARBARA'S BAKERY\* Cereal: High Fiber Cranberry (CF), Hole 'N Oats Fruit Juice Sweetened (CF, apples), Hole 'N Oats Honey Nut (CF, almonds, apples, peaches), Puffin Puffs Fruit Medley (CF, oranges)

BOAR'S HEAD Bianco D'Oro® Italian Dry Salami (CS, N, GF, CF, wine)

BOLTHOUSE FARMS^ Creamy Yogurt Dressing Classic Ranch (GF, apples, oranges, tomatoes), Creamy Yogurt Dressing Classic Ranch Vinaigrette (GF, apples, oranges, tomatoes)

IAN'S\*^ Wheat Free/Gluten Free: Pepperoni French Bread Pizza (GF, apples, oranges, tomatoes)

SHABTAI GOURMET ([www.cinderellasweets.com](http://www.cinderellasweets.com)) Gluten Free: 7" Birthday Cake (GF, CF, oranges), Apricot Roll (SB, GF, CF, apples), Chocolate Chip Cookies (GF, CF, almonds, apricots), Honey Cake Loaf (GF, CF, almonds, oranges), Lady Fingers (GF, CF, oranges), Marble Cake Loaf (GF, CF, oranges), Raspberry Roll (SB, GF, CF, apples), Sponge Cake Loaf (GF, CF, oranges)

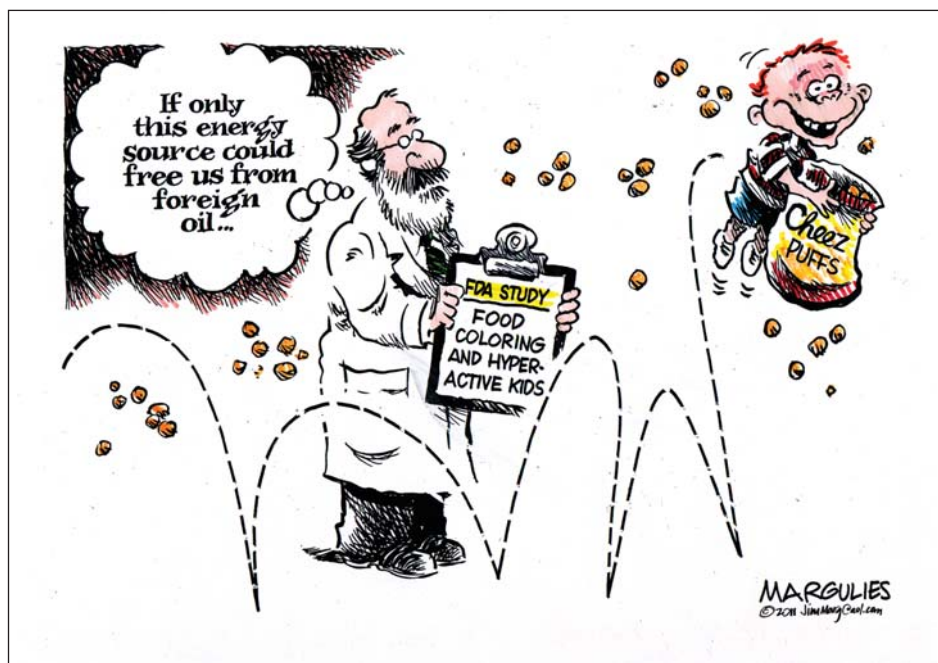
The Feingold Association does not endorse or assume responsibility for any product, brand, method or treatment. The presence (or absence) of a product on a Feingold Foodlist, or the discussion of a method or treatment, does not constitute approval (or disapproval). The Foodlists are based primarily upon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

# The FDA's Identity Crisis

some editorial comments

It's disturbing that the *Food and Drug Administration*, the agency that is positioned as the scientific authority on both food and drugs, is confused over the difference between the two.

The tepid acknowledgment that "some" children are negatively affected by food additives ignores the fact that chemicals such as food dyes are not like foods, where a small percent of people have an intolerance, but the rest of us are not harmed. **Petroleum-based dyes are like drugs, not like foods.** Dr. Feingold pointed out decades ago that dyes, like drugs, are "low-molecular weight compounds," and the effect they have is related to the dose. At very low doses, a food dye will affect a small percent of people, but the more dye that is consumed, the more people will show an obvious reaction, and the more severe the reaction is likely to be.



by Jim Margulies ©2011 Reprinted with permission

When a physician prescribes a drug, one of the most important factors is the dose. The amount that is tolerated by an infant will differ from the dose appropriate for an adult. But this logic is turned on its head when it comes to the "dose" of food dyes consumed by children. Who is given the most intensely-colored cereals, "fruit" snacks, dyed sugar-water beverages, and fluorescent pink bubble-gum flavored medicine? These are all marketed to young children -- the very people who cannot tolerate them.

Then, when normal children consume large doses of these drug-like chemicals, and experience side-effects of overactivity or inattention, they are considered to be abnormal. Without any objective testing, they are given the label of a "disorder." How is the so-called disorder addressed? With more powerful chemicals, in the form of stimulant drugs, which bring additional side-effects. And oh yes, the drugs are typically colored with synthetic dyes! ♦

## Pure Facts

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*Pure Facts* is published ten times a year and is a portion of the material provided to members of the Feingold Association of the United States.

Membership provides the Feingold Program book which includes Recipes & Two Week Menu Plan, a regional Foodlist containing thousands of acceptable US brand name foods, a telephone and E-mail Help-Line, and a subscription to *Pure Facts*. The cost in the US is \$69 plus s+h. A *Pure Facts* subscription plus Member's Message Board access is \$38/year when ordered separately.

For more information or details on membership outside the US, contact FAUS, 37 Shell Road, 2nd floor, Rocky Point, NY 11778 or phone (631) 369-9340.

The articles in this newsletter are offered as information for *Pure Facts* readers, and are not intended to provide medical advice. Please seek the guidance of a qualified health care professional concerning medical issues.

[www.feingold.org](http://www.feingold.org)

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