

# Pure Facts

Newsletter of the Feingold® Association of the United States



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www.Feingold.org

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## The food dye-ADHD link

Fifty years after Dr. Feingold first observed that food dyes can trigger behavior problems in sensitive people, the public is getting the message.

A survey taken earlier this year by Kalsec, a company that makes colors and flavors, found that about 80% of U.S. and U.K. parents of children ages 3 to 12 are concerned about the use of synthetic dyes in food and drinks for children. The parents are aware of the link between the dyes and behavior problems, including ADHD. 83% of the parents preferred foods without the dyes, and 70% were willing to pay more for them.

A minority of food manufacturers are motivated by a mission to provide quality products, but the larger firms follow the money. Now, they are seeing those consumer dollars going to “clean” labels — foods without the dyes, synthetic flavors, fake sweeteners, high fructose corn syrup and GMOs.

In an article titled, “The End of Junk?” Tom Philpott writes, “Americans are craving healthier snacks — and Big Food wants a piece of the pie.” The market shares of huge food companies has declined since 2009, with a loss of \$18 billion in sales. While many of the food giants are taking baby steps in the right direction by removing some of the harmful additives, it won’t be enough for the well-educated shopper, but at least it will mean that the general population will be ingesting fewer petrochemicals.

The other way major companies are cashing in on the growing preference for healthy food is to buy up the small, health-oriented companies, a trend that has been going on for many years.



## Drugs for little kids

Despite the growing awareness of the effects of synthetic additives, the drug industry continues to enjoy huge profits from the sale of their products. In April, the *Journal of Pediatrics* published data showing that 11% of the children in the United States received a diagnosis of ADHD, and 74% of them were on medication. In children under the age of 6, the data shows that 46.6% of the children had taken ADHD drugs.

Dyes in products like toothpaste are especially troublesome since they are readily absorbed into the bloodstream.



(Since the information was based upon a 2009-2010 survey, it is possible that the numbers today are much higher.)

The American Academy of Pediatrics cautions that the effects of drugs on young children are not known. Ileana Arias, principal deputy director of the Centers for Disease Control and Prevention, noted, “We do not know what the long-term effects of psychotropic medications are on the developing brains of little kids.”

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 public awareness of the role of food 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

## Aldi's — healthier food on a tight budget

Of all the changes being announced by food companies and supermarkets, Aldi's might have the most impact on our food supply. They keep prices low by providing a limited selection and few employees.

Owned by the German company that also owns Trader Joe's, Aldi's is the opposite in some ways. With no sizeable staff of helpful, friendly people ready to assist with customer concerns, Aldi's is a bare-bones operation where you're on your own to find the things you need, but since the choices are so limited, that isn't hard. The biggest attraction at Aldi's is the low cost of their food — as much as 30% less than supermarkets, including Wal-Mart.

Each category typically has just one selection so hurried shoppers can get in and out of the stores quickly.



The newer Aldi's markets offer a good selection of fresh fruits and vegetables.

These small, no-frills stores also save on costs by providing primarily their own house-brand products, and this gives them a big advantage. Like Trader Joe's, they can control the ingredients, and the company is now using this leverage to remove many unwanted additives. **Aldi's says they no longer allow their foods to contain synthetic dyes, partially hydrogenated oils or added MSG**, (although it is possible that MSG-type flavor enhancers could be in some of their products). Their house-brand labels look so similar to the well-known Big Food brands it isn't hard for shoppers to identify them.

Today, products with house-brand labels are moving from their former role as the supermarket step-child to the preferred choice of consumers who are as concerned about healthy ingredients as they are about cost.

Aldi's has grown from their original store in Essen, Germany, which began more than a hundred years ago, and now operates over 10,000 stores in 18 countries. The company is opening about 80 new stores in the U.S. each year and currently has nearly 1,400 of them, but while they do not have any in western states, Aldi's has announced plans to expand into Southern California. In the U.K., Aldi's is not only the sixth-largest supermarket chain, but is consistently voted most popular.

*Forbes* calls Aldi's "a major force that is on the verge of changing the grocery retailing landscape." It will bring healthy food to low-income families.

Another German-based chain with a similar set-up, Lidl, is looking to expand to the U.S. This discount grocer currently has 10,000 stores in Europe.

## How do children feel about being on the Feingold Diet?

In the past, we have asked children to draw pictures of how they felt both off and on the diet. Here are a few of the drawings we received.



Eight year old Jennifer's mom used to be constantly asking her to clean up her room. Note the Lucky Charms box and "artificial ice cream cone."

In the drawing on the right, she is sitting calmly in a chair in her well-organized bedroom.



These drawings by Patrick, age 10, say it all!

Elizabeth, only 4 years old, used a black marker to color over the drawing of her mom and herself to depict sadness before the harmful additives were removed.



Would your young artists like to send us their images of "before" and "after" going on Feingold? We would love to have them. Email drawings to *Pure Facts* via [JaneFAUS@aol.com](mailto:JaneFAUS@aol.com).

## The argument for whole milk

The American Heart Association has advised consumers to restrict saturated fat to a mere 5% of their daily calories, or the equivalent of about 2 tablespoons of butter a day.

For decades the Federal government's U.S. Dietary Guidelines have been advising consumers to reduce their intake of saturated fat, including foods like whole milk and butter. But evidence continues to grow that suggests this is bad advice. As the use of fat-free foods has expanded, so have American waistlines.

The Dietary Guidelines have always been influenced to varying degrees by food lobbies, making them less objective than they might appear. But they are also complicated by numerous studies showing opposing results. In addition, there is a reluctance to admit that the advice we have been given for so long might be flawed.



Harvard's dean of the Department of Nutrition, Walter Willett, believes that the "campaign to reduce fat in the diet has had some pretty disastrous consequences. With more fat-free products than ever, Americans got fatter."

In October, the *Journal of Nutrition* published the newest of many studies that have questioned the previous recommendations to drastically cut the intake of fats. The authors reported, "Dietary recommendations to avoid full-fat dairy intake are not supported by our findings." In fact, they found that diets that include whole milk and butter appear to have a protective effect, reducing the incidence of heart disease. [Drehmer, et al.]

Other journals that have reported similar findings include *Annals of Internal Medicine*, March 2014, *Nutrition Journal*, April 2014, and the *British Medical Journal*, August 2015.

## Pediatricians and Poisons

The American Academy of Pediatrics (AAP) has announced that it will no longer accept money from Monsanto, the notorious manufacturer of the cancer-causing chemical glyphosate and master-mind of GMOs. This change was brought about primarily by a mom blogger, Leah Segedie, of Mamavation. Segedie notes, "I believe the trust of mothers is paramount to the AAP. Partnering with a company that makes poisons for a living isn't consistent with their mission, especially when that company is the maker of DDT, PCBs, Agent Orange, glyphosate, and GMOs. They simply do not have a track record consistent with trust, especially when it comes to the most vulnerable part of our population — children."

Another "sugar daddy" for the AAP has been the Coca-Cola company, which gave almost \$6 million to the Academy over the past 6 years, according to a September 28 article in the *NY Times*. The Academy says it has now severed its relationship with the cola giant. Coke has given millions of dollars to various medical groups, including the American Cancer Society, the American College of Cardiology, and the American Academy of Family Physicians as well as the Academy of Nutrition and Dietetics.



### McDonald's brings butter back

The chain will be removing their (artificially flavored) margarine from their Egg McMuffin and replacing it with butter.

### Schwan ditches some additives

The Schwan Food Company, best known for its home delivery service, announced it will remove artificial colors, flavors, high fructose corn syrup and partially hydrogenated oils/trans fats from its products.

## Beauty and cleanliness need not be risky

When 14-year-old Ava Anderson learned about the harmful chemicals routinely used in cosmetics and household products, she was shocked and began to search for natural options. Not finding what she wanted, at age 15, she went on to found her own company that makes and sells products of all types that are free of the worst chemicals.



In her TEDx talk and articles in *Huffington Post*, Ava described some of the issues the American consumer faces.

The average woman is exposed to dozens of chemicals each day in her soaps, shampoos and cosmetics, and household cleaners contribute many more harmful ingredients. It's not only children's foods, beverages and cereals that put them at risk for toxic exposure, but the best-selling children's sunscreen contains eight endocrine disruptors and six cancer-causing ingredients, according to Ava.

See the PIC report on page 7 for Ava Anderson products that are Feingold-acceptable.

Most people understand how a nicotine patch delivers a drug into the body by way of the skin. In the same way, up to 60% of the chemicals in topical products that we put on our skin are absorbed into the bloodstream. While the European Union has banned over 1400 chemicals that can be used in non-food products, the United States has only banned 10 of them; what's more, some of these are still being used. When a pregnant woman applies them to her skin, they can damage the brain and nervous system of the developing baby.

Many toxic ingredients can be hidden under the term "fragrance." Ava notes that "Environmental Working Group researchers found more than 75 percent of the products listing the ingredient 'fragrance' contained phthalates which have been shown to disrupt hormone activity, reduce sperm counts, and cause reproductive malformation, and have been linked to liver and breast cancer, diabetes, and obesity. Additionally, studies by Dr. Philip J. Landrigan of the Mount Sinai Children's Environmental Health Center link fetal exposure with autism, ADHD, and neurological disorders."

### Harmful chemicals for cancer patients?

A recent article in *The Guardian* questions the practice of cosmetic companies donating their products to women who are undergoing chemotherapy for cancer. The project, called Look Good Feel Better, is run by the Personal Care Products Council (a trade group representing the cosmetics industry) and the American Cancer Society. But critics say that the very products being given to these patients are filled with known carcinogens and that they can interfere with the treatment they are receiving.

Ingredients in cosmetics sold in the United States are largely unregulated, while the versions companies create for sale in Europe are not allowed to use many of the toxins found in US products.

### Candles for the Holidays

This is the time of year candles are especially attractive, but the petroleum-based wax and fragrances, also from petroleum, plus lead wicks have made them off-limits for many people.



No petroleum fumes in your home from these candles!

Ava Anderson candles are made with coconut wax and beeswax, using pure essential oils as the fragrance, and wicks made from cotton. So if you have not been able to tolerate other candles, these might work for you.

### Eczema and Psoriasis

Ava Anderson's customers report exciting results helping to clear up eczema and psoriasis by using the **Diaper Cream** and/or the adult version with added essential oils, **Dream Cream**.

## Are supplements really dangerous?

Recent headlines claim that “Supplements Cause More Than 23,000 ER Visits a Year,” but a closer look shows a very different picture.

The study was conducted by the Department of Health and Human Services (HHS), but the data by the Centers for Disease Control and Prevention — an agency under HHS — found that in 2012, the number of supplement-related adverse event reports was actually 3,249 — nowhere near the 23,000 claimed in the report.



When the Alliance for Natural Health (ANH) took a close look at the report, they found: “...over 20% of the cases analyzed were the result of unsupervised children swallowing pills. 40% of cases among those 65 and older were caused by choking. Many other cases were heart palpitations from ingesting too many diet pills, sexual enhancement pills, and energy drinks....Part of the gross discrepancy in the numbers is likely due to the fact that eye drops, ear drops, and other over-the-counter products that are not dietary supplements were apparently included by the researchers.”

Steve Kroening, editor of *Nutrient Insider*, wrote, “One person went [to the emergency room] because he couldn’t find his pulse. Another took her baby because ‘he poops every time he eats.’”

After repeating the 23,000 ER visits-a-year claim, *TIME* went on to include this information in the body of the report: “The most common symptoms linked to **weight-loss and energy products** were heart symptoms, including palpitations and chest pain. Cardiac symptoms were also common among emergency visits linked to **bodybuilding and sexual-enhancement products**. The most common health problems associated with micronutrients, like vitamins and minerals, were allergic reactions or trouble swallowing.”

The irresponsible use of questionable supplements made news after former NBA star Lamar Odom was found unconscious in a Nevada brothel after allegedly using cocaine and “herbal Viagra.”

“What explains the misleading focus on supplements?” The ANH writes, “Not surprisingly, some of the authors of the study are FDA officials. For years the agency has been trying to increase its authority over supplements, attempting to institute a drug-like approval system for them. Because Big Pharma pays the FDA’s bills and provides cushy post-government jobs, we suspect that a lot of this is attempting to curry favor with drug companies.”

Since natural supplements like vitamins are inexpensive and cannot be patented, the companies making them cannot afford the huge expenses of conducting studies. If the FDA can get rid of the small supplement companies, they will be able to take over the industry and charge exorbitant prices for what are now inexpensive products. About 150 million Americans use dietary supplements, so this is potentially an incredibly lucrative market.

### How to get rich on illness — increase the cost of a drug by 5,000%

Daraprim is a drug used to treat a parasitic infection. Developed 62 years ago, it sold for about \$1.00 a tablet, but when the rights to the drug were bought by CorePharma a few years ago, the price was raised to \$13.50 a tablet. Then in August, Daraprim was sold to a 32-year-old former hedge fund manager, who raised the price to \$750.00 a tablet! This would make the cost to treat an adult a whopping \$634,500 a year! It is part of a trend to make huge profits by holding a monopoly on drugs used to treat rare conditions.

An editorial published in the *New England Journal of Medicine* last year noted, “Manufacturers of generic drugs that legally obtain a market monopoly are free to unilaterally raise the prices of their products. There is little that individual consumers can do.”

## PIC Report

The following products have been researched and may be added to your *Foodlist*.

Products with this symbol ^ are available in Canada.

To understand the codes listed in parentheses, refer to page 3 of your *Foodlist* book.

### Stage One

AVA BABY ([www.avaandersonnontoxic.com/](http://www.avaandersonnontoxic.com/))

Baby Powder

AVA BODY Bar Soap, Lemon Sugar Body Scrub, Sunscreen Stick

AVA HOME Dish Pods, Bleach Alternative Pods, Laundry Pods

AVA SKIN Sugar Lip Scrub, Moisturizing Mask

AVA SUN Sunscreen Stick, Lip Balm

BAREFOOT & CHOCOLATE Hazelnut and Chocolate Spread (GF,CF)

NOW^ Gluten Free All Purpose Flour

RUBY ROCKETS Veggie and Fruit Pops (GF,CF): Meteorite Mango

SPRINGBOARD D-Hist Jr (GF,CF)

ZOT^ (GF,CF): Licorice Extract with Anise, Original Licorice Extract, Licorice Extract with Mint, Licorice & Anise, Licorice Gems, Black Licorice, Ginger Licorice, Licorice Beads, Cinnamon Licorice, Licorice Stones, Good N Ugly

### Stage One Fragrance

AVA BABY Diaper Cream, Baby Lotion

AVA BODY Deodorant, Shower Gel, Scrubbing Cleanser

AVA BUGS Bug Spray

AVA CANDLE Lemongrass, Lavender, Peppermint

AVA HAIR Detangler, Anti Frizz, Styling Cream

AVA HOME Glass and All Purpose Cleaner

AVA KIDS Boo Boo Stick, Body Wash & Shampoo

AVA SKIN Hylaluronic Acid

AVA PET Shampoo & Conditioner

## PIC Alert

FOOD SHOULD TASTE GOOD Roasted Red Pepper Brown Rice Crackers are now Stage Two and need to be moved to that section of your *Foodlist* under SNACK FOODS / Crackers.

### Stage Two

AVA BODY Lip Balm (almond oil)

AVA SMILE Kids Toothpaste (oranges), toothpaste (cloves)

BAREFOOT & CHOCOLATE Spread (GF,CF): Dark Chocolate Almond, Almond Coconut Chocolate

NUTRI GOLD (GF,CF): Vitamin C GOLD (acerola cherry, black currants, blueberries, cranberries, raspberries, strawberries, goji berries), Saw Palmetto (berries)

ONE DEGREE ORGANIC FOODS (GF,CF, raisins): Sprouted Flax & Spelt Bread, Sprouted Sesame Sunflower Bread, Sprouted Ancient Whole Wheat Bread, Sprouted Lentil Grain Bread

ORGANIC PRAIRIE Organic Hardwood Smoked Uncured Ham (cloves, GF,CF)

RUBY ROCKETS Veggie and Fruit Pops (GF,CF): Rocket Red (grapes, strawberries), Far Out Fudge (acerola cherry, grapes, raisins), Celestial Cherry (apples, berries, tomatoes), Planetary Pink Lemonade (berries, grapes), Galaxy Green (apples, grapes), Orbit Orange (grapes, strawberries), Gravity Grape (blueberries, cherries)

SQUARE BAR (GF,CF, almonds): Cocoa Mint, Cocoa Cherry, Cocoa Coconut, Cocoa Crunch, Cocoa Almond

ZOT^ (GF,CF): Licorice Extract with Citrus (oranges), Cherry Licorice

### Stage Two Fragrance

AVA ACNE Blemish Stick (orange oil)

AVA AUTO No Water Car Wash (orange oil), Leather Care (almond oil)

AVA BABY Baby Body Wash and Shampoo (apricot oil)

AVA BODY Spray Deodorant (grapes), Dream Cream (orange oil), Hand Sanitizer (cloves, orange oil), Body Butter (orange oil), Lip Balm (almond oil), Hand Soap (orange oil), Hand & Body Lotion (apricot kernel oil)

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.

## Crayola does it again!

While more companies are removing synthetic dyes, Crayola continues to buck the trend.

The June/July issue of *Pure Facts* described some of the candies the crayon giant is selling, and Crayola also has lollipops that change color, dip sticks to put powdered dye in the mouth, and straws with the same dyed, synthetically flavored powder. But wait; there's more!

Their new GUM Crayola Squeeze-a-Color Anti-Cavity Fluoride Toothpaste is packaged in tubes the shape of crayons and filled with petroleum-based dyes and flavors of unknown origin. Here's what the hapless consumer gets: Fluoride (a trigger for various behavior and health problems, as well as dental fluorosis), Potassium Acesulfame (a fake sweetener that should be avoided), "flavor" (and we all know that this can mean anything!) plus Red 40, Blue 1, and Yellow 10. (Yellow 10 is not allowed to be added to food.)

Crayola calls these mouth-staining products "fun." But experienced Feingolders know that "fun" is a popular adjective for products that have nothing good going for them!

Like many toothpaste brands, it carries this notice: "Warning: Keep out of reach of children under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away." That doesn't sound like "fun."



An easy way to add more **vitamin D3** to your life during dark winter days is to use full-spectrum bulbs in some of your lamps or lighting fixtures. This will help your body to create the vitamin, enhance your health, and lift your mood.



## 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.

Membership provides the *Feingold Handbook* which includes recipes and a two-week menu plan, a national *Foodlist* book containing thousands of acceptable brand name foods, a telephone and E-mail Help-Line, and access to our members' Facebook with information and support from experienced volunteers, a *Fast Food Guide*, *Getting Started Foodlist*, as well as a subscription to *Pure Facts*.

For more information or details on membership outside the US, contact FAUS, 11849 Sun-catcher Drive, Fishers IN 46037 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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List the Feingold Association of the United States, Inc. as the recipient.

## Holiday Goodie Baskets

Candy Canes, Lollies, Gum, Cookies, Licorice, Peanut Butter Cups, Taffy, Candy Bars, Jelly Beans, Caramels, Chocolate Covered Mints, Brownies and Peanut Butter Kisses are among the treats included in our Holiday Baskets. You can choose Stage One or Stage Two goodies. To place your order for your own basket or as a gift for some lucky friend, visit:

[www.fgshop.org/baskets.aspx](http://www.fgshop.org/baskets.aspx)

We are only able to ship baskets to addresses in the United States.