

## FOOD ADDITIVES AND YOUR HEALTH

### Why are additives a concern?

--Yellow 5, Red 40, and six other widely used artificial colorings are **linked to hyperactivity and behavior problems in children and should be prohibited from use in foods**, according to the nonprofit Center for Science in the Public Interest. The group formally petitioned the Food and Drug Administration to ban the dyes, several of which are already being phased out in the United Kingdom. The other six dyes are Blue 1, Blue 2, Green 3, Orange B, Red 3, and Yellow 6.

--"The continued use of these unnecessary artificial dyes is the secret shame of the food industry and the regulators who watch over it," said CSPI executive director Michael F. Jacobson. **"The purpose of these chemicals is often to mask the absence of real food, to increase the appeal of a low-nutrition product to children, or both. Who can tell the parents of kids with behavioral problems that this is truly worth the risk?"**

--Americans' exposure to artificial food dyes has risen sharply. According to the FDA, the amount of food dye certified for use was 12 milligrams per capita per day in 1955. In 2007, 59 mg per capita per day, or nearly five times as much, was certified for use. **Dyes are used in countless foods and are sometimes used to simulate the color of fruits or vegetables. Kraft's Guacamole Dip gets its greenish color not from avocados (there are almost none) but from Yellow 5, Yellow 6, and Blue 1.**

--The blue bits in Aunt Jemima Blueberry Waffles are blue thanks to Red 40 and Blue 2, not real blueberries. Artificial dyes are particularly prevalent in the sugary cereals, candies, sodas, and snack foods pitched to kids. For instance, General Mills' Fruit Roll-ups and Fruit-by-the-Foot flavored snacks get their fruity colors from Yellow 5, Yellow 6, Red 40, and Blue 1. General Mills' Fruity Cheerios, Lucky Charms, and Trix also contain several of the problematic dyes, as do Kellogg's Froot Loops and Apple Jacks and Post's Fruity Pebbles.

--More than a dozen American varieties of Kraft's Oscar Meyer Lunchables kids' meals contain artificial food dyes, **but not so the British versions**. Starburst Chews, Skittles, and M&M candies—all Mars products—contain the full spectrum of artificial colors in the U.S., but not in the U.K., where the company uses natural colorings. Even foods that aren't particularly brightly colored can contain dyes, including several varieties of macaroni and cheese and mashed potatoes. Betty Crocker's Au Gratin "100% Real" Potatoes are partly not real, colored as they are with Yellow 5 and Yellow 6, **both derived from coal tar. Remarkably, in Britain, the color in McDonald's strawberry sauce for sundaes actually comes from strawberries; in the U.S. it comes from Red 40.**

--"The science shows that kids' behavior improves when these artificial colorings are removed from their diets and worsens when they're added to their diets," said Dr. David Schab, a psychiatrist at Columbia University Medical Center, who conducted the 2004 meta-analysis with his colleague Dr. Nhi-Ha T. Trinh. **"While not all children seem to be sensitive to these chemicals, it's hard to justify their continued use in foods—especially those foods heavily marketed to young children."**

### 'Secretive' Chemicals Being Hidden in Food Under 'Artificial Flavors' Label

--A relatively young company, Senomyx, may be responsible for the sodium and sugar levels falling in your favorite grocery store item. How are they doing this without affecting the taste? **The truth is, they may be putting chemicals into your food right now without you even realizing it and without telling you.** And guess what? They don't have to.

--Senomyx has contracted with Kraft, Nestle, Coca Cola, Campbell Soup to **put a chemical in foods that masks bitter flavors by turning off bitter flavor receptors on the tongue and enhancing salty and sweet flavors. This would allow the companies to tout claims such as "less sugar" or "lower sodium" by reducing the actual sugar and/or salt by approximately half, but the foods will retain the same level of sweetness or saltiness when they touch the tongue by fooling your brain.**

--Mark Zoller, Senomyx's chief scientist, says that his company has used the human genome sequence and identified hundreds of taste receptors. Senomyx's chemical compounds enhance those receptors to heighten the taste of salt or sugar. Under this premise, they go on to claim that their newly added chemicals are completely safe because they will be used in tiny quantities of less than one part per million whereas artificial sweeteners are used in 200-500

**parts per million. This fact alone allows them to forgo the rigorous FDA approval process when introducing new food additives into the marketplace.** Attaining the status of GRAS (generally recognized as safe) from the Flavor and Extract Manufacturers Association for their most advanced product that replaces MSG, took this fledgling company less than an 18 month time frame by introducing a safety study of rats conducted for 3 months.

--After pouring a total of 30 million dollars into research and development, the companies that have invested into **Senomyx's** products have been secretive, to say the least, about their involvement within the company. Some, like Kraft, have declined to divulge any specifics regarding their relationship with **Senomyx** but instead stated that Kraft was committed "to reducing the sugar and salt levels in many products." Nestle and Coca Cola declined to comment. I think silence says it all. **Twelve Food Additives to AVOID (and there are many more) avoid any Artificial and even Natural Flavors.....**

- Sodium Nitrate \_\_\_\_\_
- BHA and BHT \_\_\_\_\_
- Propyl Gallate \_\_\_\_\_
- Sodium Glutamate \_\_\_\_\_
- Aspartame \_\_\_\_\_
- Acesulfame – K \_\_\_\_\_
- Food Colorings: Blue 1, 2 Red 3, Yellow 6. \_\_\_\_\_
- Olestra \_\_\_\_\_
- Potassium Bromate \_\_\_\_\_
- White Sugar \_\_\_\_\_
- Sodium Chloride \_\_\_\_\_

## Chart #3

