

# HIDDEN ENEMIES IN FOOD

## Color Additives

A color additive is any dye or pigment that is added to food, medication, or cosmetic to make it more attractive, palatable, appealing and appetizing.

Food dyes can be natural or synthetic. Natural coloring is usually derived from vegetables and is used more in organic products. Most dyes in the U.S. are derived from petroleum. The focus of this presentation will be on the synthetic dyes.

Marketers are very aware that the brighter our foods are, the more likely we are to purchase and consume them.



Approved food dyes in the U.S. are labeled as: Blue 1, Blue 2, Green 3, Red 3, Lakes (which are colorful mixtures of organic and metallic compounds), Red 40, Yellow 5 and Yellow 6. The last three are the most common in our processed foods.

Most of the highly processed foods in our country have synthetic colors or dyes added to them. Without added coloring, our colas wouldn't be brown, our cereals would be dull, salad dressings would look boring, desserts wouldn't "jump in our carts" at the store and snacks wouldn't "call our name".



## So, what's the big deal if coloring is added to our foods?

-They are made with chemicals in a lab and derived from petroleum, the same crude oil that is used to fuel our vehicles. That alone is cringe-worthy.

-Synthetic food dyes have been shown to increase hyperactivity in children and slow down brain function, making it harder to learn.

-Dyes are contributing to our obesity epidemic, especially in children. Highly processed, brightly-colored foods are more appealing than whole fruits and vegetables, and they often contain a lot of unhealthy fats and sugars, meaning their calorie content is considerably higher than healthier foods and their nutritional level is poor.

-Dyes have been shown to cause cancer in mice. We've heard that "this causes cancer" and "that causes cancer" so many times that we tend to dismiss it. But when our livers become overburdened from all the chemicals in our foods, they can't filter out cancer cells efficiently.

## The Real Truth on Red Food Dye

**Red Dye #3** is considered a carcinogen and yet is still used in mass food production. Did you know that compounds in food dyes are linked to allergies, learning problems, hyper activity and mood disorders in children.

**Red 2** - carcinogenic; increases bladder tumor risk; found on Florida oranges.

**Red 3** - thyroid carcinogen; banned from external use products; found in maraschino cherries, sausage and candy among others.

**Red 40** - most common food dyes; linked to allergies and ADHD in children; found in candy, cereal, desserts, drugs and cosmetics among others.

**Yellow 5** - currently undergoing testing; linked to behavioral problems in children; found in beverages, candy, gelatin, pharmaceuticals and cosmetics among others.

**Yellow 6** - currently undergoing testing; suspected of causing adrenal tumors and hypersensitivity; found in baked goods, cereal, candy, gelatin and cosmetics among others

**Blue 1** - currently undergoing testing; suspected of causing kidney tumors; found in beverages, candy, cereal and pharmaceuticals.

**Blue 2** - currently undergoing testing; suspected of increasing tumor risk - especially of the brain; found in beverages, candy, pet food and pharmaceuticals.

Because there isn't much pushback from U.S. consumers, The Food and Drug Administration (FDA), the watchdog in the United States that was created to keep us safe from harmful products, is less strict than governing agencies in other countries. In other parts of the world, like the United Kingdom, consumers demand more transparency in labels, and foods with synthetic dyes added must be labeled with a warning. Manufacturers there would rather sell less colorful candies than have to put a warning on the packages, so they use more natural colorings. Some processed foods that we have here, like the cereals Froot Loops and Fruity Pebbles or Kellogg's NutriGrain blueberry bars (made with artificial blueberries) are outright banned in Norway, Finland, Austria and France.

Instead of eating THIS rainbow...



Choose THIS rainbow instead



People spend a lot of **years** destroying their health, and then a lot of **money** trying to get it back. Start making changes today to help your body stay healthy.