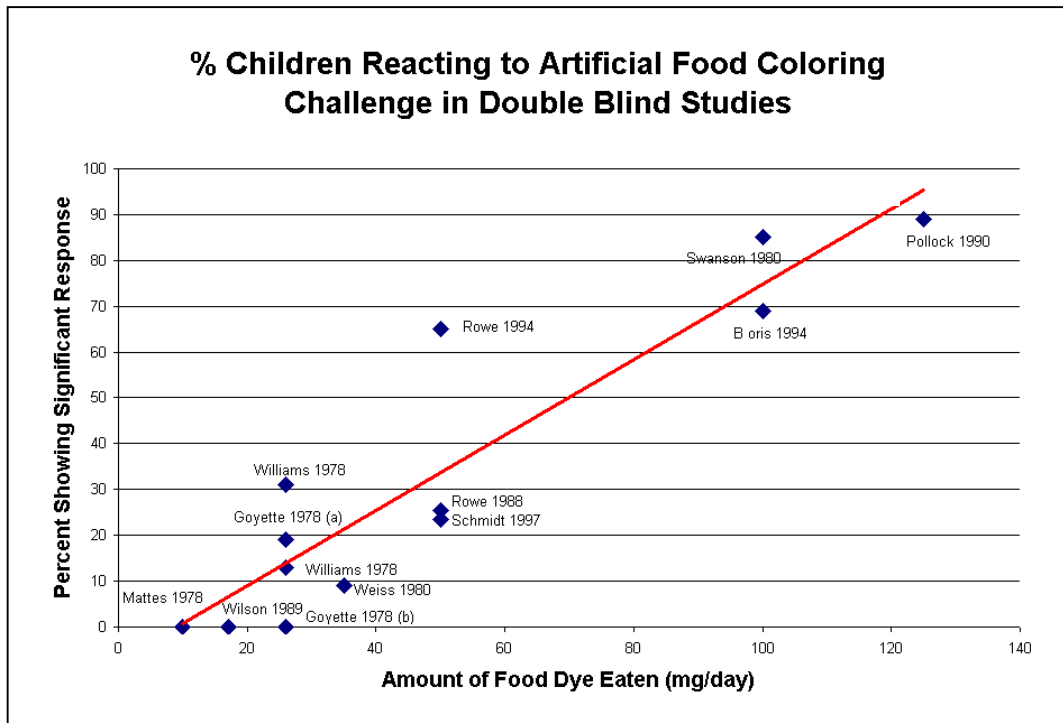


Graph of Dye Studies

Implementation of an Additive-Free Diet & Challenge of Responders with Food Dye, Compared by Amount of Dye Used



- **The Nutrition Foundation** (see below) recommendation to researchers in the 1970's on the amount of artificial food coloring to be used in studies *per person per day* **27 mg**
- **Actual amount** of artificial food coloring used by researchers in most early studies on "Feingold-type" diets *per person per day* **10 mg – 35 mg**
- **Average amount** of artificial food coloring actually used, according to the National Academy of Sciences in 1977 *per person per day* **327 mg**
- **The National Academy of Sciences measurements** do not take into account today's availability of blue soda, colored applesauce, fluorescent cereals, striped toothpaste, and other such questionable innovations. One must assume today's rate is higher, especially for children, to whom many of these "fun foods" are marketed. **No studies** have been done proving that levels of 300 mg or more are neurologically safe for children.

Who was the Nutrition Foundation?

It was a trade industry organization, now called the International Life Sciences Institute (ILSI). In 1977, Nutrition Foundation members included representatives from:

- Hoffmann-LaRoche, Inc. – makes pharmaceuticals/drugs
- Fritzsche-D & O, Inc. – makes artificial flavors
- Stange Company – makes artificial colors & flavors
- Florasynth, Inc. – makes artificial flavorings
- Griffith Laboratories – makes nitrites
- H. Kohnstamm & Co., Inc. – makes artificial colors & flavors
- ICI Americas inc. – makes dyes, pesticides, petrochemicals
- Ajinomoto Company, Inc. – makes MSG
- Monell Chemical Senses Center -- develops artificial flavorings
- The Coca Cola Company
- Dow Chemical Company