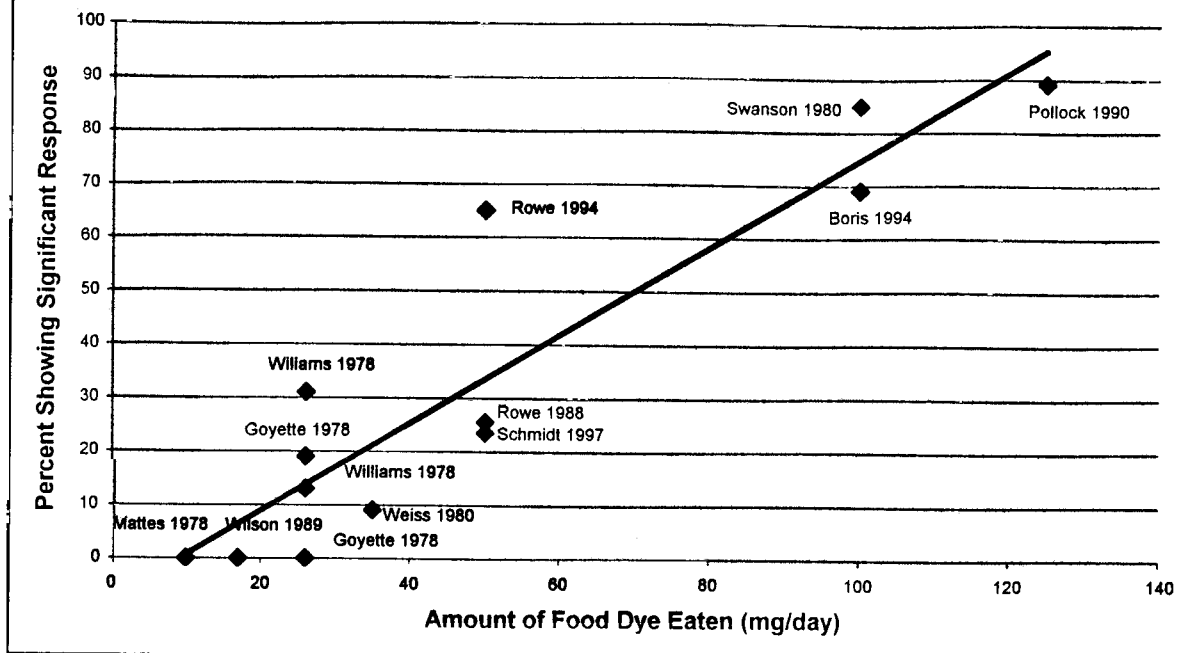


% Children Reacting to Artificial Food Coloring Challenge in Double Blind Studies



→ 1977 National Academy of Science Survey of

Certified FD&C Colorants Consumed *per person per day*. **327.6 mg**

→ **Nutrition Foundation** recommendation for amount of

artificial food coloring to be used in studies *per person per day* **27 mg**

→ Amounts of artificial food coloring used in most

early studies on "Feingold"-type diets *per person per day* **10 mg – 35 mg**

? Who was the Nutrition Foundation?

It was a food industry organization, including:

- 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

For complete list, see www.feingold.org/nut.html