



# ADDITIVE ALERT

**Did you know these everyday products contain food additives that are proven to cause hyperactivity in children?**



Please join the  **KIDS FIRST CAMPAIGN**



*and help ensure that our government does the right thing and puts our kids first.*

In the UK these 6 colours are being removed from foods.

**Why aren't Australian kids given the same level of protection?**







# KIDS FIRST CAMPAIGN

The Food Intolerance Network ([www.fedup.com.au](http://www.fedup.com.au)) has teamed up with Additive Alert ([www.additivealert.com.au](http://www.additivealert.com.au)) and Additive Education ([www.additiveeducation.com.au](http://www.additiveeducation.com.au)) to enlist nearly 20,000 consumers in the major national Kids First Campaign.

This campaign is modelled on similar successful initiatives run in the UK and USA and is backed by an online public petition to food regulator FSANZ calling for them to put Australian Kids First and follow the lead of the UK in removing these colours from our foods.

This campaign will not only serve to raise consumer awareness about the effects of these food additives: we hope it will result in legislative change allowing for their removal from Australian foods within the next 2 years.

## SOUTHAMPTON STUDY COLOURS

NUMBER	NAME	EFFECTS
102	Tartrazine	Linked to hyperactivity, skin rashes, migraines, asthma, behavioural problems. Thyroid problems and chromosomal damage in animal studies. Banned in Norway and Austria.
104	Quinoline Yellow	Suspected carcinogen, linked to hyperactivity, skin rashes, asthma. Banned in USA, Norway - previously banned in Australia.
110	Sunset Yellow	Suspected carcinogen, allergies, hyperactivity, stomach upsets, skin rashes, asthma. Kidney tumours and chromosomal damage in animal studies. Banned in Norway.
122	Carmoisine	Suspected carcinogen, mutagen, skin rashes, oedema, hyperactivity, asthma. Banned in Sweden, USA, Austria and Norway.
124	Ponceau Red	Suspected carcinogen, asthma, hyperactivity. Banned in USA and Norway.
129	Allura Red	Suspected carcinogen, skin rashes, asthma, hyperactivity. Banned in Denmark, Belgium, France, Germany, Switzerland, Austria and Norway.

## NEED TO KNOW MORE ??

**Southampton Study Details** - The Lancet Vol 370, Issue 9598, 3 November 2007, Pages 1560 - 1567  
"Food additives and hyperactive behaviour in 3-year-old and 8/9-year-old children in the community: a randomised, double-blinded, placebo-controlled trial"

<http://www.thelancet.com/journals/lancet/article/PIIS0140673607613063/abstract>

**Media Article** "Food Additives could be as damaging as lead in petrol"

The Independent Newspaper UK 5 April 2008-06-26

<http://www.independent.co.uk/life-style/health-and-wellbeing/health-news/food-additives-could-be-as-damaging-as-lead-in-petrol-804890.html>

**UK FSA Board Decision on Southampton Food Colours**

Food Standards Agency UK News Release

<http://www.food.gov.uk/news/newsarchive/2008/apr/coloursadvice>

**Centre for Science in the Public Interest CSPI - Similar Action in the USA**

Media Release - CSPI Urges FDA to Ban Artificial Food Dyes Linked to Behaviour Problems

<http://www.cspinet.org/new/200806022.html>

**Childrens Food Campaign UK - Similar Action in the UK**

Media Release - 35 organisations tell FSA: ban these harmful additives

<http://www.sustainweb.org/news.php?id=190>

**FSANZ Website Official Advice**

Fact Sheet Effect of Artificial Colours on Children's behaviour

<http://www.foodstandards.gov.au/newsroom/factsheets/factsheets2008/effectsofartificialc3893.cfm>

**Join the campaign at [www.additivealert.com.au](http://www.additivealert.com.au)**