

Schools in Connecticut are prohibited from promoting drugs

Connecticut is the first state in the nation to pass a law prohibiting teachers, counselors or other school officials from recommending that a child be given psychiatric drugs. The law, which passed the legislature with unanimous approval, was introduced by state representative Lenny Winkler, an emergency room nurse. She commented, "I cannot believe how many young kids are on Prozac, Thorazine, Haldol — you name it. It blows my mind."



The number of prescriptions being written for Ritalin, Adderall and other stimulants continues to increase. Last year there were 20 million prescriptions, a 35% increase over 1996.

Other state boards of education have addressed this problem. Last year Texas recommended that schools look to non-medical options for children, and Colorado did the same in 1999.

Typically, school representatives deny that teachers or staff push parents to use medicine for their child. But many parents report a very different experience.

The changing face of the pharmaceutical industry

The most profitable industry in the United States is writing new rules for itself.

Shire Richwood, the manufacturer of Adderall, has taken out full page advertisements, proclaiming itself to be the "support company" for attention deficits. The ads claim:

"Putting control of your child's ADHD right where it belongs. In your hands. Hands down, Shire US Inc. is the company to turn to for the information, services and support you need to help your child with ADHD succeed.

"As the ADHD Support Company, Shire US Inc. has spent years working with physicians, clinicians, parents, teachers and patients with ADHD. We have made it our mission to provide products, programs and services designed to improve the general understanding of ADHD and to enhance the medical care of those whose lives are touched by ADHD. We know how much of a difference access to updated information can make to the entire family of a child who is living with ADHD every day, and we would like to work hand-in-hand with you."

Parents are offered free literature, but there is no mention that Shire manufactures and sells the drug Adderall.

On a similar note, another magazine advertisement offers a free video "Focusing on ADHD." The ad reads, "...today there is a range of treatment options that can make a difference for a child with ADHD — at school *and* at home. Some you might know. Some you might not." A small box at the bottom says the ad is sponsored by Alza Pharmaceuticals. (The word "pharmaceuticals" is so tiny it's barely readable.) Alza, part of McNeil Consumer Healthcare, is the manufacturer of the central nervous system stimulant, Concerta (methylphenidate HCl), which was approved for use in August of last year.

The ads give the impression a consumer will receive unbiased scientific information, as well as "services and support," whatever that means. They do not let the reader know that these are disguised promotions for two drugs that are very similar to the old standbys, Ritalin and Dexedrine.

What is a "Support Company?"

It sounds like a contradiction in terms, but it can be very useful for an industry to present itself in this light. The business of selling drugs for children is a rapidly expanding, highly profitable enterprise, and companies are competing for greater market shares.

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What does the future hold for the child with “ADHD”?

If the year was 1999 instead of 1979, Karen Kirkup would have been pressured to put her son on stimulant drugs. She would have been told that, without medication, he would have little chance to succeed academically.

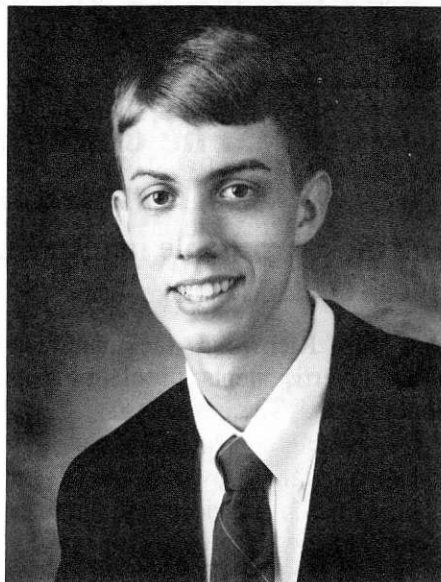
Ben had been a challenge since he was born, with a multitude of physical issues, especially respiratory problems that progressed to full blown asthma. He was extremely active, slept much less than other babies, and experienced night terrors. He rocked his baby furniture to pieces and hated to be held. Ben ran before he walked, frequently darted into the street, and could climb over obstacles or dismantle objects in record time.

There were many trips to the hospital and memorable incidents, including the time he pulled the TV down on himself. (He was trying to adjust the rabbit ear antenna for better reception.)

Because of a history of allergies in the family, Karen knew that breastfeeding would be important. She was right. But after yet another fall at 11 months, Ben's baby teeth went through his lower lip and he required plastic surgery. This put an end to nursing, and marked a noticeable increase in all of his symptoms. He also was being affected by the additives in his baby vitamins. In those days they contained not only artificial colors and flavors, but they had a hefty dose of fluoride (which would later be reduced). As a result, Ben had the additional problem of fluorosis — mottling of the teeth.

It wasn't until Ben's little brother was born that Karen realized how unusually active her first son was.

As he grew it was obvious he was very precocious, but his problems with motor control and reversal of letters made it hard for him to read. Despite these limitations, he taught himself to read before entering kindergarten. Ben's speech developed late and he stuttered. His mom, Karen, knew her son was a handful, but it wasn't until her second son came along that she began to see how atypical Ben's behavior and development were.



After three different educators suggested she try the Feingold Program, Karen contacted the Association's New York office and ordered the literature that was available at the time — which amounted to a few pages of instructions and a few pages of acceptable brand name foods. Once the family became established on the Program the changes in Ben were dramatic. The physical, behavioral and academic difficulties were directly connected to additives in food and in the environment.

With the additives out of his system, Ben was still a very active, curious and precocious child, but he was in better (though not complete) control of himself and could focus his energies in productive ways. Another benefit of staying on his diet was that he seldom missed school. Before Feingold he had frequent bouts with asthma and related bronchitis, and missed many days of school, especially when he attended the pre-school where the teachers gave all the children Hawaiian Punch. He hated to have to be at home, preferring to be wherever the action was, especially when it had to do with science.

As Ben went through school he was very motivated to stick with his diet

(and his parents were motivated to keep him on it, even when he was not quite motivated enough). When there were reactions, it was often because there had been a change in the ingredients, but the manufacturer had not bothered to change the labels to reflect this. Ben was the “canary in the coal mine” who frequently warned the Association that something was amiss. When there were reactions he might experience: upper respiratory problems leading to asthma, dizziness, headaches, nausea, hyperactivity, unchecked aggressive tendencies, and dyslexic tendencies (including reversals of digits in arithmetic). Typical of the highly chemically sensitive person, Ben found he had to carefully avoid gas stations, perfume and fresh paint. Now, at age 26 he is partially on Stage Two. He still avoids scents as much as possible, but can tolerate basic organic solvents as well as the average person.

Even as baby, Ben mastered the art of opening “child proof” bottles and getting out of nearly any restraint.

So what happened to the little boy who would be slated for failure if he were entering school today? He excelled in all subjects and won so many awards and honors, his mom has to think hard to recall them. He was a semi-finalist in the prestigious Westinghouse science competition and graduated at the top of his class in high school (and it was a very large school). While in high school Ben was already doing research at the State University of New York at Stony Brook. He graduated from Harvard, having earned both his bachelor's and master's degrees in four years, and taught while he was still in school. Today he is at Yale, teaching biology and earning his doctorate.

Not bad for an unmedicated kid with “ADHD!”

One way to help children who cannot read well

The Wilson Reading System uses a blend of techniques to help make sense out of the English language by providing a system the student learns to trust.

The Wilson System was originally created for older students and adults with dyslexia but it has expanded to help younger students who have been unsuccessful with other reading programs. The older audience uses more sophisticated material than is found in many programs.

Designed by Barbara Wilson, a special education teacher and reading specialist, it is taught by teachers throughout the United States who have received instruction and certification in the system. The program uses techniques from other reading systems, especially those developed by Orton and Gillingham; but it adds new elements.

Most reading specialists agree that students with severe reading problems require specific, intensive reading instruction individually or in small groups if they are to make significant progress.

What is Dyslexia?

Dyslexia refers to difficulties with language processing. It can include difficulty with reading, spelling, understanding language that is heard, or in expressing oneself.

“Dyslexic students need a different approach to learning language from that employed in most classrooms. They need to be taught, slowly and thoroughly, the basic elements of their language — the sounds and the letters which represent them — and how to put these together and take them apart. They need to have lots of practice in having their writing hands, eyes, ears, and voices working together for the conscious organization and retention of their learning.”

Margaret Byrd Rawson, former president of the International Dyslexia Association



Reading involves “decoding” (pulling words apart to understand their sounds) and spelling uses “encoding” (putting sounds together to form words). For the child or adult who has difficulty doing this, English seems like a baffling, unpredictable language that defies rules. But this isn’t actually the case, Wilson contends. She says, that “really odd words in the English language make up less than five percent of our vocabulary.” In a 12 step program that can take from 1 to 3 years, the student is taught, step by step, how English works. At each step, students master specific reading and spelling skills before progressing to the next step. Each portion of the instruction builds upon what was learned before, and each session includes a review of past work until the student gains a thorough understanding.

Lessons begin by teaching a child how to identify the smallest parts of word sounds (phonemes). They learn how to blend these sounds into syllables and words. Students pull apart the sounds in a word, then they learn how to combine them. After he has mastered the blend of three sounds the student moves on to four, and beyond. Students work from sounds to syllables, from words to sentences, stories to books, learning the structure of English through constant repetition and review. Each step builds on the previous one.

The Wilson system is called “multi-sensory,” using the senses of seeing, hearing and touch. Students learn by:

- hearing sounds
- manipulating color-coded cards
- performing finger-tapping exercises
- writing down spoken words and sentences
- reading aloud, repeating what they have read in their own words, and hearing others read as well.

For the word “map” each letter represents a different sound. The student has three cards with one letter on each. As he makes the “m” sound he taps his index finger to his thumb. With the “a” sound he taps the middle finger to the thumb, and as he says the “p” sound he taps his ring finger to his thumb. Then as he says the m-a-p sounds together he drags his thumb across the three fingers. This has proven to be very effective in helping students understand the blending of individual sounds.

Reading is the product of decoding and comprehension. Phonemic segmentation is the ability to pull apart the sounds in a word.

One of the teachers who uses the Wilson method is Barbara Pavoni, a Feingold member living in Las Vegas. She writes, “I am certified as a reading specialist and over the years I have used several reading programs with my students, none of which have achieved the results that I have obtained with Wilson. My students raised their scores by several grade levels.”

Teachers receive comprehensive training by the Wilson Language Training Corp. in Millbury, Mass. For information you can contact them at (800) 899-8454 or visit their web site at www.WilsonLanguage.com

Pharmaceuticals, from page 1

Consumer activism took off a few decades ago as nonprofit organizations were formed to exert pressure, generally for the purpose of promoting new social policies. In many cases they served as a balance to counter the influence of companies or industries that had the advantage of large sums of money and all the resources that affords. The success of these grass roots organizations was not lost on the industries they challenged. Despite their many resources, companies found they had a hard time competing with citizen volunteers for public sympathy and media attention.

In March of this year Shire announced that Adderall now has a 33.3% share of the \$614 million ADHD prescription drug market.

There is nothing new about corporate abuse of power, but as it became publicized, new strategies were devised – often with the help of psychologists who specialize in this field. One of the most successful ploys developed by beleaguered industries and the public relations firms they hired was to imitate the nonprofits. Fictitious consumer organizations were established as needed, and sham campaigns were initiated to serve a purpose. Then when their goal was achieved, the “organization” was quickly disbanded. The names chosen were generally the direct opposite of the company’s true intent. For example, an industry under attack for polluting the environment might call itself “Citizens Against Pollution.” (See *Pure Facts*, April 2001 for more details on the P.R. industry and these tactics.)



Another category of nonprofit organizations was that of the support groups that formed to serve a population sharing common needs or interests. The first such group to serve the needs of parents of children with learning/behavior problems was the Feingold Association of the U.S., established in 1976.

Support groups typically offer a useful service, but operate with very little money. Industries “come to the rescue” by donating money to these groups, but this invariably means a modification in the group’s policies that are favorable to the industry. Many support groups that deal with health issues receive financial support from pharmaceutical companies. (The Feingold Association is an exception.) But now the line between the non-profit and the for-profit has blurred even further.

The switch to longer-lasting stimulants could help reduce a growing problem faced by schools — the theft of the stimulants kept at the school. Ritalin is among the top 10 stolen drugs. It is used recreationally, and by students who believe they will increase academic performance. (Teens refer to the pills as “Smarties.”)

Who is Shire?

Shire is a pharmaceutical company headquartered in the United Kingdom. It was founded in 1986 and has bought out six other companies since that time. The most recent acquisition was Bio-Chem Pharma, a Canadian company that is actively working to develop new vaccines.

Shire acquired Richwood Pharmaceutical Company Inc. in 1997, one year after its drug, Adderall, was approved for use by the U.S. Food and Drug Administration. The ad states that “As the ADHD Support Company, Shire US Inc. has spent years working with physicians, clinicians, parents, teachers and patients with ADHD.” What do they mean by “years?” The impression is that both Shire and Adderall have been around for a long time.

What is Adderall?

Actually, in one respect, Adderall has been around for a long time; it is a modified version of Dexedrine. It contains: Dextroamphetamine Saccharate, Amphetamine Aspartate, Dextroamphetamine Sulfate USP and Amphetamine Sulfate USP. This formula was

originally created for a medication known as Obetrol, an appetite suppressant used to treat obesity.

At this time Adderall is available only in dyed versions, although this could change since many companies competing for the ADHD market are making undyed versions. The 5 and 10 mg of Adderall contain FD&C Blue #1 and the 20 and 30 mg are dyed with Yellow #6.



Problems with the FDA

Last year Shire had its corporate wrist slapped by the Food and Drug Administration because of advertising that contained unsubstantiated claims. The agency objected to “a promotional campaign for Adderall Tablets that is misleading and in violation of the Federal Food, Drug, and Cosmetic Act. Specifically, Shire Richwood, Inc. has an ongoing promotional campaign focused on comparative superiority claims to methylphenidate [Ritalin] that are not substantiated by adequate and well-controlled comparative clinical trials” Shire advertised that “once-a-day dosing with Adderall is comparable to twice-a-day dosing with methylphenidate.”

Another objection was the company’s emphasis on the positive aspects of the drug and a down playing of the risks. Shire’s ads “fail to provide sufficient emphasis on the warnings and contraindications.”

The FDA also objected to the fact that “representatives of Shire are detailing and distributing homemade materials that promote Adderall for the off-label indication of depression.”

What were the side effects Shire sought to minimize?

Cardiovascular: including heart palpitations, irregular heartbeat and elevated blood pressure.

Central Nervous System: psychotic episodes (rare), overstimulation, restlessness, dizziness, insomnia, euphoria, dyskinesia, dysphoria, tremor, headache, exacerbation of motor and phonic tics and Tourette’s syndrome.

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Kid-friendly foods are at many supermarkets

Parents who search out the best for their children can now buy foods that have kid-appeal and are made with the purest of ingredients.

You won't find purple or green ketchup in their line, but the Richard Scarry foods have plenty to interest even the pickiest eater.

The popular Richard Scarry characters appear on a line of natural, organic foods that include: cereals, canned pasta & sauce, cookies, cookie mixes, dinner mixes, juice, syrup, as well as mustard and (red) ketchup. It is provided by the California-based firm, New Organics Co. A relative newcomer to the natural foods industry, the company was started in 1997. They offer a line of 40 packaged products and 51 fresh produce items, in addition to their line of 45 Richard Scarry foods. One



Huckle Cat, Lowly Worm, and other favorites adorn the packages of natural, organic products.

of the unique things about New Organics is their availability in mainstream supermarkets, right alongside the less natural items. The company's president, Anthony Zolezzi found that shoppers who compare ingredients in both types will often opt for the healthier choice.

To locate the supermarkets that carry New Organics and Richard Scarry labels and to find where they are sold, check out the company's web site: www.neworganics.com.

Families who must avoid allergens or who follow a gluten-free diet will find listings of products that are free of these ingredients.

Pharmaceutical, from page 4

Gastrointestinal: Dryness of the mouth, unpleasant taste, diarrhea, constipation, anorexia and weight loss.

Allergic: Urticaria (hives)

Endocrine: Impotence, changes in libido.

There are also cautions that should be known when a child or adult is using Adderall in combination with other drugs. For details on drug interactions, consult your physician or pharmacist, or: www.rxlist.com/cgi/generic/amphet_ad.htm.

Adult cautions

Now that ADD has been labeled to be an adult problem, there are new concerns, especially for women. Babies born to mothers who take amphetamines are at risk for premature delivery, low birth weight and withdrawal. Giving amphetamines to one species of mice has resulted in birth defects, and nursing mothers should be aware that the drug is excreted in their milk.

A different pattern of use

Occasionally, we read in the headlines about a child who died as a result of taking drugs for ADD/ADHD or, in some cases, from using it recreationally. There may have been no indications the child (or adult) was at risk.

In March of last year 14 year old Matthew Smith collapsed while skateboarding, after complaining of dizziness and difficulty breathing. For the most part, he appeared to be a healthy child, although he suffered from occasional chest discomfort. Matthew, who lived in Oakland County, Michigan, had been taking Ritalin since he was 6 years old. The county's medical examiner, Ljubisa Dragovic found that "The long-term use of the stimulant has caused changes in the small blood vessels that supply the heart muscle. As a result, he had a heart attack and died."

In response to such incidents involving Ritalin and other drugs, proponents typically refer to the long history of use and relatively few deaths. But Dr. Lawrence Diller points out that Ritalin and amphetamines are both related to cocaine. "It's well-known that amphetamine and cocaine affect the coronary blood vessels and the heart itself; heart attacks and sudden death in stimulant abusers occur with enough frequency to have generated a body of medical literature. The Michigan autopsy found pathological changes in the boy that match those of unfortunate amphetamine and cocaine abusers."

Diller continues, "While we've used Ritalin with kids for years, until the 1990s treatment typically ended at puberty, when childhood hyperactivity

usually diminishes. And treatment for more than five years was unusual. But now that many behavior experts are recommending lifetime stimulant treatment for ADHD and more and more children are taking Ritalin into adolescence, the Michigan case demands further investigation..."

Diet plus stimulant drugs

One of the advantages to using diet along with prescription drugs is that many parents find their child can do well on a smaller dose as long as they avoid the additives the Feingold Program eliminates. If you are using medication for ADD/ADHD, we encourage you to pay close attention to your child for any complaints of physical symptoms (or monitor them in yourself) and to promptly discuss them with your doctor.

The pharmaceutical giant, Eli Lilly, is expected to introduce a new drug that functions differently than the stimulants now available. As such it will be the first new class of drugs for treating ADD and hyperactivity. The *Los Angeles Times* reported, "The drug, atomoxetine, works by enhancing a neurotransmitter in the brain, norepinephrine, that is thought to control behaviors related to attention and impulsivity." Lilly is expected to seek approval for the drug this fall. We are hopeful it will be a safe product.

September, 2001

Let's go out for dinner!

How can you find a restaurant that serves food compatible with the Feingold Program?

Unlike processed brand name food, the meals served in a restaurant can change at any time; this is why it's so hard to research them.

The *Fast Food Guide* is the closest thing we have to doing this since these chains have a high degree of standardization of all their menu items. In order to include a restaurant in the Guide, we require two things:

1) it should be a chain with locations in several cities, and 2) they must be willing to provide a listing of all of the ingredients they use. Then, of course, there must be a reasonable number of acceptable items to choose from.

It is possible that, at some point, we could have acquired enough member experience to identify promising restaurants. For now all we can offer are some anecdotal reports, and a caution that you avoid experimentation until you have some success "under your belt."

In addition to the chains listed in your *Fast Food Guide*, another popular restaurant chain, **Chick-fil-A** provides comprehensive information on their ingredients. But, unfortunately, they use many undesirable additives. Their chicken filets are listed as "100% natural whole breast filet, no fillers or additives," which is no doubt true, but very misleading. In order to have an additive-free chicken dinner, you would have to be willing to eat the chicken raw. The marinades, cooking oil, condiments and other ingredients are loaded with unwanted additives. Desserts are out of the question.

On the plus side, Chick-fil-A's lemonade (regular, not diet) and iced tea look fine. So, this is a good spot to go if you're thirsty, but not when you're hungry.

Several members report they have successfully eaten at the **Cracker Barrel**, a chain of over 400 restaurants located in 40 states. Their web site does not offer much detail on ingredients, other than to list items with MSG. Chemically sensitive customers will first have to get through the gift shop and its overwhelming fragrances before they can even reach the dining room.

Some families can eat at the **Olive Garden**, provided they either skip the breadsticks or request ones that don't have margarine brushed on them.

Other promising restaurants include: **Domino's Pizza** and **In & Out Burger** (in Southern California, Arizona and Nevada). But don't order the In & Out chocolate or strawberry shakes.

Meals at **Whole Foods** and **Wild Oats**, as well as similar healthy markets are a good choice. In the Washington, DC area **Chicken Out** looks promising (but not the desserts).

What can you do? Re-read the section of your *Handbook* that describes eating out, read the chapter on finding acceptable restaurant food in *Why Can't My Child Behave?* and consider contacting these national chains. Describe our program and ask them if they will identify menu choices that your family can enjoy.

Wisconsin Workshops

Elizabeth Strickland, M.S., R.D., is a nutritionist who specializes in ADD, ADHD, LD, PDD and autism. She will be in the following cities giving 3-hour workshops on the dietary connection to ADHD:

Madison - October 4, Madison - October 6

Appleton - October 13, Waukesha - October 27

The cost is \$25 per person. For more details call (608) 834-6084 or e-mail ADHDpuzzle@aol.com.

Developmental Delay Resources

This non-profit organization, located in Bethesda, MD, offers many opportunities for parents and professionals to learn about the newest and best information to help children on the ADD-autistic spectrum.

DDR will be repeating its excellent series of Sensory Integration workshops in Anne Arundel, MD in October. The Body Basics Series will be held in the evening, on the 2nd Thursday of the month, beginning October 11. This session will be about Primitive Reflexes and In November the topic will be Neurofeedback.

Beginning on September 28 the DDR office will be the site of a monthly brown bag lunch, where they will show videos from the DAN! (Defeat Autism Now!) conference of 2000. Call (301) 652-2263 or see www.devdelay.org for more information.

FAUS Product Information Center Report

from Donna Curtis

Product Caution

KRAFT, the manufacturer of Miracle Whip, has informed us that the use of sweeteners in their salad dressing varies from factory to factory. Some use corn syrup and others use sugar. If you are sensitive to corn syrup, check the labels and use the product with caution.

Peanut Butter Slices?

A food science team at Oklahoma State University has come up with a new way to use the old favorite: peanut butter slices, wrapped in plastic, just like the individually wrapped cheese slices. The team expects it to be popular with kids who want to make their own sandwiches and with food service staff who like to have uniform portions. These slices will be creamy; chunky slices are slated to be available later.

It will be introduced at the Wal-Mart stores in Oklahoma and in the Dallas-Fort Worth area. FAUS will want to research the peanut butter and seek to learn if the plastic wrap has been treated with preservatives. Area members: please send us information or a label so we can conduct product research.

Caution: Peanut butter devotees are advised not to eat it alone (straight out of the jar or in slices) as this poses a choking hazard, according to public health officials.

Can we use "cured" meats?

In his book *Why Your Child Is Hyperactive*, first published in 1974, Dr. Feingold cautioned against eating "cured" meats (smoked meats such as ham, bacon, sausage and luncheon meats). He had several reasons for this concern:

- At that time it was difficult to learn what was in processed foods.
- These meats generally contained many undesirable additives.
- It was difficult to find a butcher who cured meat the old fashioned way.

Since that time many changes have taken place. Feingold volunteers have learned how to research foods and identify those free of the unwanted additives. There has been a tremendous interest in purchasing healthier foods, and several major companies now offer these cured (natural) products. They are available to families in most areas of the United States, and may be mail ordered.

PIC Report

The following products have been researched or re-researched and may be added to your Foodlist or Mail Order Guide.

Stage One

COMET Sugar Cones (SF)
HORIZON ORGANIC* Grated Parmesan Cheese, Half & Half, Heavy Whipping Cream, Lowfat Chocolate Milk, Lowfat Cottage Cheese, Mozzarella Sticks, Neufchâtel Cheese, Salted and Unsalted Butter, Sour Cream, Spreadable Cream Cheese
KANGAROO Pita Pocket Bread: Wheat 'N Honey (CP), White (CP)
LUIGI'S Real Italian Ice: Chocolate (CS), Lemon (CS,SB)
MAMA TISH'S Fruttouso Sorbetto Premium Italian Ice: Lemon (CS,SB)
MRS. LEEPER'S Brown Rice Spaghetti; Corn Pasta including Elbows, Rotelli, and Spaghetti
NABISCO Crackers: Wheat Thins Multi-Grain (CS,SF), Wheat Thins Original (CS,SF)
SOY VAY Cha-Cha Chinese Chicken Salad Dressing & Marinade, Chinese Marinade (MSG), Island Teriyaki, Veri Veri Teriyaki *available in stores and mail order through their web site: www.soyvay.com*
TRADER JOE'S (Trader Joe's) Macaroni & White Cheddar Cheese Classic mix
TURKEY HILL Lemonade (CS, SB)
TURKEY HILL Butter Pecan Ice Cream (CS)
Northeast and Mid Atlantic states

Stage Two

HORIZON ORGANIC* Blended Lowfat Yogurts: Apricot Mango, Cherry with Cranberry, Orange Pineapple. Nonfat Yogurts: Apricot Mango, Blueberry, Cappuccino (coffee), Cherry, Peach, Raspberry, Strawberry, Strawberry Banana
Apple pectin is used in all of the above.
KRUSTEAZ Fat Free Muffin Mix: Apple Cinnamon (CS)
LUIGI'S Real Italian Ice: Strawberry (CS,SB)
MAMA TISH'S Fruttouso Sorbetto Premium Italian Ices: Cherry (CS), Strawberry (CS, apples, elderberries, peaches)
PLAINVILLE FARMS* Honey Turkey Breast- deli, Oven Roasted Turkey Breast
(found in Northeast, Mid Atlantic & Midwest)
THE SPICE HUNTER Quick Pot Pastas: Primavera Pasta (bell peppers, tomatoes), Thai Creamy Coconut (CS, paprika, red & chili peppers), Thai Ginger Lemon (CS, paprika, peppers, tomatoes)

The Feingold® Association does not endorse, approve or assume responsibility for any product, brand, method or treatment. The presence (or absence) of a product on a Feingold Foodlist, or the discussion of a method or treatment does not constitute approval (or disapproval). The Foodlists are based primarily upon information supplied by manufacturers and are not based upon independent testing.

Cigarettes and Food

Tobacco Giant Philip Morris apologized for its recent public relations disaster — a company-funded study that said the Czech Republic enjoys a financial benefit when its citizens die early (from smoking-related deaths). This comes on the heels of an earlier embarrassment. It was discovered that the company spent more money on advertisements describing its meals-on-wheels project than it spent for the entire program.

Tobacco companies are expanding their market abroad, while trying to project a better image in the United States. Philip Morris has also worked to soften its image by pointing out that it is the parent company to some of the biggest companies in the food industry, a fact that comes as a surprise to most consumers. When it became clear that smoking was on the decline in the U.S., Philip Morris sought a way to diversify its investments, and bought up the huge food conglomerate, General

Foods. Shortly afterward it purchased a second mega-company, Kraft. Then, in 2000, Philip Morris bought Nabisco from R.J. Reynold's Tobacco. (This includes the huge line of Nabisco cookies and crackers, as well as Planter's, Life Saver, Beech-Nut, Blue Bonnet, College Inn, Fleischmann's, Grey Poupon and Milk-Bone brands.)

Purple Problems

Another mega-company has been in the news recently with a product that is designed to boost profits. H.J. Heinz, the folks who made news around the world with their green ketchup, now gives us their Funky Purple version of the squeeze bottle condiment. After the success of Blastin' Green, which has sold more than 10 million bottles, the company hopes to duplicate those results.

The bottles are designed to encourage children to draw pictures on their food (and use it up quickly so Mom will buy more).

Americans use more than 5 billion ounces of ketchup each year, and children account for more than half of that. Ketchup is high in sugars, generally sweetened with corn syrup. Heinz stresses the fact that the product contains added vitamin C, but says nothing about synthetic food dyes and their potential to trigger learning, behavior and health problems.

Heinz owns 50 food companies, including StarKist, Ore Ida, Weight Watchers and Boston Market, with annual sales of over \$9 billion.



Arsenic in drinking water

Consumer activists were glad about President Bush's decision to reverse an earlier ruling to delay the reduction of arsenic in drinking water. This came in response to a public outcry. (Arsenic is a known cancer-causing poison.)

Arsenic occurs naturally in water from deposits in the ground. It is also derived from industry pollution. According to the Public Interest Research Group, polluting industries put 1,245,341,643 pounds of arsenic into our environment. 80% of it came from the mining industry, which contributed over \$6.5 million to political candidates in 2000. Two mining executives contributed \$100,000 each to the Bush-Cheney inaugural activities.

A Way to Help

Please keep the Feingold Association in mind when the United Way or Combined Federal Campaign comes to your place of work.

Although rules differ greatly from one area to another, many of our members will be able to fill out a form for their "designated donation" to be sent to the Association. These funds are put to work to improve our services to members and to educate parents and professionals about the help available. Contact FAUS at (703) 768-3287 if you would like more information.

Pure Facts

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Membership includes the Feingold Handbook, Recipes & 2 Week Menu Plan, regional Foodlist containing thousands of acceptable U.S. brand name foods, a telephone and e-mail Help-Line, and a subscription to *Pure Facts*. The cost in the U.S. is \$69 & \$8 shipping. A *Pure Facts* subscription, if ordered separately, is \$38/year.

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