

Media Release August 2010

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## Fed up with food labels?

From July 2010 artificially coloured foods in Europe must carry a warning about effects on activity and attention in children, but in Australia it is left up to parents to protect their children.

“For parents struggling to understand food labels, a new magnifying wallet card can help,” says author Sue Dengate.

“As well as listing harmful food additives by name and number, it will help to identify hidden additives in products that seem to be ‘all natural’.”

Sue Dengate is speaking in Adelaide on Tuesday 7 September at 7.00pm at Concordia College Chapel, 45 Cheltenham Street Highgate as part of her Fed Up Roadshow of 20 talks in six states. For more information contact Bronwyn 08 8299 9208.

Everyone who attends will get a free label reader and a science-based understanding of the effects of food and additives on their children’s health, behaviour and learning.

Sue Dengate is author of the best-selling Fed Up series about reducing food chemicals for calm, happy families and co-author of a double-blind 2002 study on bread preservatives.

Parents are often surprised to find that certain fruit and vegetables - such as berries, citrus and tomatoes - can cause a range of problems in some children.

"If your child is oppositional, demanding, easily annoyed, defiant, argumentative, can't concentrate on reading or homework, is easily distracted, restless, makes silly noises or has difficulty settling down to sleep, think food," Sue says.

Other conditions that can be associated with food include asthma, bedwetting, sneaky poos, constipation, headaches and migraines, stomach aches and itchy rashes.

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To contact talk organizer, see <http://www.fedupwithfoodadditives.info/support/talks.htm>

Media photos and this media release [www.fedup.com.au/biodata.htm](http://www.fedup.com.au/biodata.htm)

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