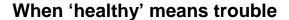
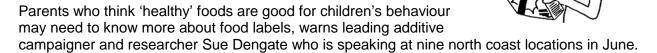
## Media Release June 2015





"A mother complained recently she spent two hours of shopping time 'wading through additive laden foods' and came home really angry at how much bad food is advertised as healthy", said Dengate. "Parents really need to know what to look for."

Bread preservative 282 that can cause irritability, fatigue or insomnia is now often called cultured dextrose in healthy breads and wraps. Natural colour annatto 160b has been linked to a wide range of problems including tantrums and headbanging in young children and there are 'natural' substitutes for MSG including hydrolysed vegetable protein that can affect consumers. As well, some children are affected by strong natural flavours such as tomato or strawberry.

"Reactions to additives build up slowly, so most parents don't realize they or their children are affected," says Dengate. "When the family avoids additives for a few weeks parents are amazed to see their children calmer, happier, sleeping better and doing better at school – and they themselves often feel better too".

Sue Dengate is author of the best-selling Fed Up series about reducing food chemicals for calm, happy families. Booking details for talks are under Quicklinks at <a href="https://www.fedup.com.au">www.fedup.com.au</a>.

Everyone who attends will get a science-based understanding of the effects of food and additives on their children's health, behaviour and learning and a free magnifying card with numbers and names of additives to avoid.

"If anyone in the family is forgetful, easily distracted, oppositional, demanding, easily annoyed, defiant, argumentative, restless or has insomnia, depressed, anxious, suffers from unexplained tiredness or from physical symptoms like headaches, stomach aches, itchy rashes, bedwetting, sneaky poos, sticky poos, arthritis and asthma, think food," she says.

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To contact talk organizers Dr Howard Dengate 0408 801 490 <a href="mailto:com.au/media-resources">com.au/media-resources</a>
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