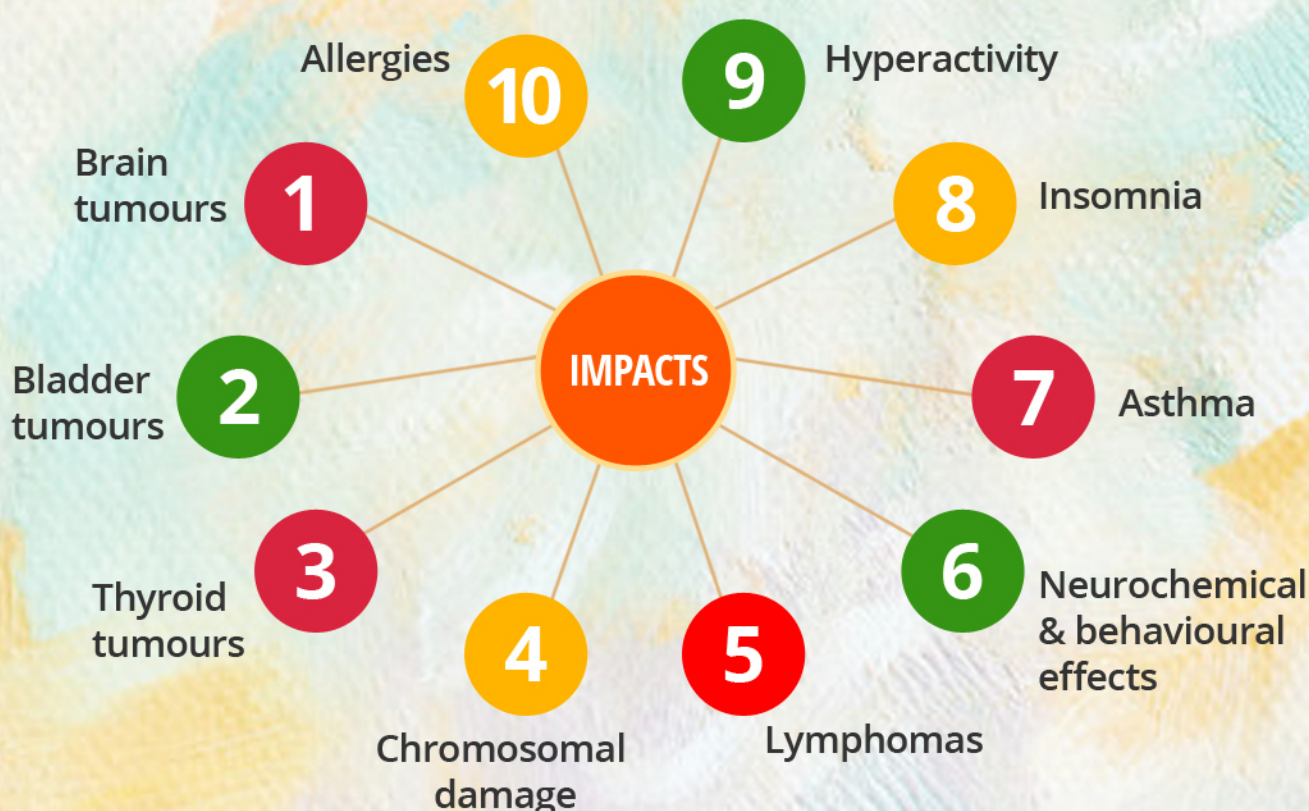


# DANGEROUS IMPACTS OF ARTIFICIAL COLOURS ON CHILDREN



## COLORS COMMONLY FOUND IN INDIAN MARKET

- ➔ E110 - Yellow 6/ Sunset Yellow
- ➔ E 102 - Tartrazine / yellow 5
- ➔ E 122 - Carmoisine
- ➔ E 129 - Allura red / Red 40
- ➔ E 104 - Quinoline yellow
- ➔ E 151 - Brilliant Black
- ➔ E 133 - Brilliant blue FCF
- ➔ E 132 - Indigotine / FD&C Blue No 2
- ➔ Rhodamine B
- ➔ Orange II
- ➔ Metanil yellow

## COLORS BANNED IN EU

- ➔ E 129 - Red 40 /Allura red: baked goods like cakes, candies, cereals, juices
- ➔ E 110 -Yellow 6/ Sunset Yellow: Baked goods, candies, juices
- ➔ E 102 - Tartrazine / yellow 5: baked goods like cakes, candies, cereals, juices
- ➔ E 133 - Brilliant blue FCF : baked goods, candy, cereal, beverages
- ➔ E 143 - Green No.3/ Fast green: found in juices, candy and ice cream
- ➔ E 132 - Blue No.2/ Indigo Carmine: Beverages, candies

**The following colors are considered as not recommended for consumption by children**

## ALTERNATIVES TO ARTIFICIAL COLORS



- ➔ Natural colors are more sensitive to heat, so there will be variation in colours
- ➔ Beware - Natural identical colours are chemically isolated to mimic the natural colours. Like artificial colours these are also made in the laboratory. Check the ingredients list on the food label thoroughly before making a decision.
- ➔ On food labels artificial colours are often mentioned as chemical names or numbers

## CHILDREN & ARTIFICIAL COLORS

- ➔ Researchers found that there is a link between artificial colours and hyperactivity and cancer<sup>1</sup> In European countries these dangerous colours are banned but in India still it is used in many packed food items.
- ➔ Indian studies state that over half of the colours used in market exceed the legal limits and there is usage of non-permitted colours like Rhodamine B, Orange II and metanil yellow<sup>2</sup>
- ➔ Researchers at Southampton University found that consuming certain synthetic dyes with preservative sodium benzoate increased hyperactivity in kids ages 3-9. Those studied had never been diagnosed with ADHD.
- ➔ A US study published in Science found that children score worse on tests that measure after consuming a food-dye blend than when they drank a placebo

### REFERENCES:

<http://www.webmd.com/add-adhd/childhood-adhd/food-dye-adhd>

[https://www.confectionerynews.com/Article/2013/04/05/Food-colors-in-India-Most-foods-have-illegal-limits?utm\\_source=copyright&utm\\_medium=OnSite&utm\\_campaign=copyright](https://www.confectionerynews.com/Article/2013/04/05/Food-colors-in-India-Most-foods-have-illegal-limits?utm_source=copyright&utm_medium=OnSite&utm_campaign=copyright)