Media Release **April 2012**

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**When ‘natural’ means trouble**

Parents who think ‘all natural’ foods are good for children’s behaviour may need to know more about food labels, warns a leading additive campaigner and researcher.

“Some parents assume they no longer have to worry about additives because artificial colours and MSG have been removed from major supermarket brands”, says Sue Dengate of the Food Intolerance Network. “This is wrong because some ‘natural’ additives and ingredients can cause big problems too.”

Parents need to know which additives to avoid. 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 or yeast extract that can affect consumers. As well, some children are affected by concentrated natural flavourings such as tomato, mushroom or cheese powder.

“Effects of additives are not obvious,” says Sue. “Reactions build up slowly, so most parents don’t realize their children are affected. It is only when the family avoids additives for a few weeks that parents are amazed to see that their children are calmer, happier, sleeping better and doing better at school”.

Sue 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.

Her talk will cover behaviours such as oppositional defiance, arguments, tantrums, difficulty falling asleep, frequent night waking, depression, anxiety, unexplained tiredness, difficulty concentrating and also physical symptoms like headaches, stomach aches, itchy rashes, bedwetting, sneaky poos, sticky poos and asthma.

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 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.

See details of all talks and buy tickets online at [www.fedup.com.au](http://www.fedup.com.au)

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To contact talk organizers see <http://fedup.com.au/information/support/fedup-roadshow-talks>

Media photos and this media release <http://fedup.com.au/media-resources>

About Sue Dengate <http://fedup.com.au/about-us-2>

Contact Sue Dengate 0408 801 490 [confoodnet3@ozemail.com.au](mailto:confoodnet3@ozemail.com.au)

Food additives of concern <http://fedup.com.au/images/stories/nastyadditive%20page.pdf>

Fedup Roadshow 2012 talks itinerary NEXT PAGE:

**Fedup Roadshow 2012 itinerary:**

Urunga NSW Thursday 10 May

Kingaroy QLD Saturday 12 May

Rockhampton QLD Monday 14 May

Hervey Bay QLD Tuesday 15 May

Maroochydore QLD Wednesday 16 May

Brisbane (Beenleigh) QLD Thursday 17 May

Macksville NSW Monday 21 May

Orange NSW Wednesday 23 May

Sydney (Eastwood) NSW Thursday 24 May

Wollongong NSW Monday 28 May

Canberra ACT Tuesday 29 May

Albury NSW Wednesday 30 May

Melbourne (Vermont South) VIC 6 June

Melbourne (Essendon) VIC Thursday 7 June

Victor Harbour SA Tuesday 12 June

Adelaide SA Wednesday 13 June

Perth (Willeton) WA Monday 18 June

Perth (Claremont) WA Tuesday 19 June

Bunbury WA Wednesday 20 June