



Dear Christine ,

**Coloring in our food is linked to attention-deficit hyperactivity disorder (ADHD) in children.** These artificial colorants are changing the neurochemistry of our brains. It's been proven by three decades of studies and Europe has already acted. So why is the FDA still sitting on its hands?

Dyes are everywhere, and it's impossible for even the most vigilant of us to avoid them. They are hidden in everything from cereals to cough medicines. That's why we're calling on all of you to protect American children.

After years of pressure by activists, the FDA is finally holding a meeting to review this issue on March 30. **Sign now to tell the FDA: we don't need bright food, we need healthy food. Ban artificial food dyes now.**

[http://action.freshthemovie.com/p/dia/action/public/?action\\_KEY=6068](http://action.freshthemovie.com/p/dia/action/public/?action_KEY=6068)

Food safety officials in Europe have moved much more quickly to protect children from artificial dyes. As a consequence, Kellogg, Kraft, McDonald's, and other American companies that do business in Europe use safe, natural colorings there-but harmful, synthetic petrochemicals here.

**We have until March 23rd to tell the FDA it's time to get rid of these toxic chemicals!**

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Here's to (naturally) colorful lifestyles,

The FRESH Team

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