A VOICE FOR CHOICE
ADVOCACY

LETTER OF SUPPORT FOR SB504 (Wieckowski)
Synthetic food dyes

April 17, 2017

Dear CA Senate Health Committee Members,

A Voice for Choice Advocacy asks for your **AYE VOTE on SB504**.

A Voice for Choice Advocacy is in support of SB504 and we ask for your support in passing SB504. This bill was recently amended from being a comprehensive Food Dye Labeling Act to a much less impactful bill which requests a report on if and how synthetic dyes adversely affect some children's behavior, and what if any risk management options are available to the legislature.

Synthetic food dyes approved and used in common foods have increased five-fold since 1955 for the sole purpose to entice consumers when making food buying choices since they are not a nutritional component of food. In contrast, they have been known to trigger hyperactivity and other behavioral problems in people suffering from behavioral disorders. Up to 90% of foods marketed to children contain synthetic dyes. This has the potential to affect 36,800 children in the U.S. and cost $820 million annually for the treatment of associated behavioral disorders and diseases.

Although A Voice for Choice Advocacy is still in support of the bill, we would like to see products with synthetic dyes more clearly labeled to inform consumers when they are purchasing products where manufacturers include additives known to contribute to a disease of health-related condition. Similar labels have proven to be successful in empowering consumers to make informed food buying decisions beyond the persuasions of marketing.

Thank you for your time and consideration.

Sincerely,

C.E.I von Carer Hildebrand

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Giving issues a voice, A Voice for Choice Advocacy advocates for people's rights to be fully informed about the composition, quality, and short- and long-term health effects of all products that go into people's bodies, such as food, water, air, pharmaceuticals and cosmetics.