

FOR IMMEDIATE RELEASE
March 31, 2011

Contact: Eric Mittenenthal (mittenenthal@ific.org)
Janina Matthews (matthews@ific.org)
Phone: (202) 296-6540

**International Food Information Council Statement on
FDA Public Meeting on Food Colors and Hyperactivity in Children**

We are not surprised by the FDA Food Advisory Committee's determination that artificial food colors do not cause hyperactivity in children. The scientific evidence currently does not show that food colors cause or exacerbate hyperactivity or other behavior problems in the majority of children.

The Committee also did not fully support the addition of a warning statement regarding potential behavioral effects to products containing artificial colors. The label is precious real estate that should be reserved for real public health warnings or nutrition information. FDA must enforce labeling that is truthful and not misleading. A warning about a safe ingredient like food colors would be both false and misleading and, combined with other unnecessary warnings, could lead to consumers tuning out all warnings. In addition, our experience in communicating with consumers about food safety tells us that a warning statement on labels intended for a very small subset of the population could have the unintended consequence of confusing the general public about safe ingredients we consume every day.

For more on International Food Information Council Foundation [food ingredient resources](#) and any other questions, please contact the IFIC media team at 202-296-6540, Mittenenthal@ific.org or Matthews@ific.org.

The International Food Information Council's (IFIC's) mission is to effectively communicate science-based information on food safety and nutrition to health and nutrition professionals, educators, journalists, government officials and others providing information to consumers. IFIC is supported primarily by the broad-based food, beverage and agricultural industries. IFIC and IFIC Foundation materials can be found on our Web site: www.foodinsight.org.

The International Food Information Council Foundation's mission is to effectively communicate science-based information on health, nutrition, and food safety for the public good. Additional information on the Foundation is available on the "About" section of our Website. For interviews with experts or other questions please, call (202)296-6540.