



# KIDS FIRST CAMPAIGN

Six artificial colours are being removed from all food in the UK after scientists said their effects were like those of lead on children's development. These colours are the focus of a new campaign supported by over 100 influential health professionals, educators, food manufacturers and children support service providers.

The six colours (Tartrazine 102, Quinoline Yellow 104, Sunset Yellow 110, Carmoisine 122, Ponceau Red 124 and Allura Red 129) are in the process of being withdrawn in the UK and from the end of 2009 will carry a warning in the EU "may have an adverse effect on activity and attention in children."

The Kids First Campaign will demand that Australia's food regulator follows the UK's lead by placing consumers first and banning the six additives from Australian food.

Please sign the on-line petition now!

[www.additivealert.com.au](http://www.additivealert.com.au)

**CAN THE COLOURS**



102

104

110

122

124

129