



Good news to all you long-life junkies, our 'free from' diets are now being made easier to maintain in the UK. It was revealed that two of Britain's leading supermarkets, ASDA and Marks and Spencer, are removing both artificial colours and flavourings from their own-brand ranges to help promote healthy living and support the return of traditional cooking.

Concerns as to the effects of artificial colours and flavourings have been raised of after the Food

Standards Agency conducted a study; showing artificial additives could have harmful effects on the physical health of children. It has also been suggested that additives could be to blame for certain allergic reactions. ASDA was the first of the giant supermarket chains to implement the 'no nasties' ban. The multi-million pound mega corporation has guaranteed that by the end of 2007, none of it's 9000 own-brand products will contain artificial colours or flavourings.



'FREE FROM' Britain

THE ADDITIVE REVOLUTION



The real question is what are in these artificial ingredients? What are these billion pound companies putting in our cups and onto our plates? E Numbers. The buzz word of the moment and if studies are correct it will leave you buzzing. E numbers are codes for food additives that can be found in most of the things we eat; but what if instead of using codes, the manufacturers listed what we were eating? If we were given the basic facts you might find that in your diet coke there is a pinch of

sodium hydroxide reacted with benzoic acid, which is also used in the production of fireworks.

We must be vigilant, the removal of additives from ASDA and M&S's own-brand ranges are only a small slice of the bigger pie, if you'll excuse the pun. As the next generation of corporate billionaires and food moguls, it is important for us to start where our mothers and fathers have left off and continue to fight for our right to wholesome, healthy food. Bon appétit!

By Amy Solman

