



**NATIONAL HEALTH  
FEDERATION  
Wales Branch**

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To Whom it may concern,

I am a qualified nutritional therapist and executive director of the Wales branch of the National Health Federation (NHF), a global not-for-profit health freedom and consumer education organisation.

At the NHF we are firm believers that everyone should have freedom of choice for their health, but to have this freedom we also need to have all facts including the risks given to us. We are therefore supporting legislation that calls for correct, clear and proper labelling of products regarding such issues as genetically modified (GM) foods, products containing artificial ingredients with health warnings, whether the product has been tested on animals, etc so consumers really have the choice in what they buy and nothing is kept from them to make this an educated choice. As part of our campaign we are trying to get the message across to "Read the Labels" so everyone knows exactly what they are feeding themselves and their children.

We have recently launched a campaign called "Additive Awareness & Action", or AAA, in which we are trying to raise awareness about the many dangers in consuming harmful additives, especially artificial sweeteners. We have been approached by many concerned parents regarding the amount of products containing artificial sweeteners given to their children while they are in school/playgroup.

I have attached some information regarding the dangers of these toxic substances in particular regarding the most dangerous sweetener which is so widely used in particular in products for children. This product has been linked to behavioural problems and disturbances, ADHD, sleep problems, childhood obesity, poor concentration and many other common childhood problems.

There is so much bad publicity about sugar - so much so that consumers are completely scared away from sugared products, and quite rightly so, but corporate mass-marketing has taken advantage of this and pointed everyone in the direction of artificially sweetened products using sweeteners they manufacture rather than more naturally healthy products such as pure juices and organic reduced-sugar squashes.

I have enclosed a copyright-free flyer which can be distributed as you see fit. We also have available some pre-printed flyers so if you would like some pre-printed copies please let me know. I do hope you will join me in sharing this important message with all relevant people including parents, teachers and catering staff.

If you would like any further information please do not hesitate to contact me. I look forward to hearing from you.

Yours sincerely

Danielle Bryant BSYA (Nutr.Th.)  
Executive Director  
NHF Wales