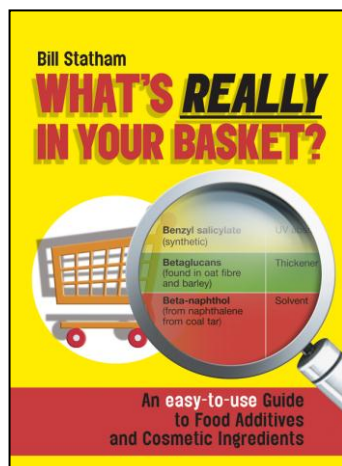


## ● Press Release ●

**With the FSA warning that food additives may lead to hyperactivity in children – how can parents quickly check all those worrying “E numbers”?**

In the light of the Food Standards Agency report - 6 Sept 07: [www.foodstandards.gov.uk](http://www.foodstandards.gov.uk) and the media coverage that resulted, your readers will want to know about this simple-to-follow pocket-sized shopping guide to food additives and other products ....



# WHAT'S REALLY IN YOUR BASKET?

An Easy-to-use Guide to  
Food Additives and Cosmetic Ingredients

By **Bill Statham**

Up-to-date (just published – July 2007)

ISBN: 978 1 84024 607 0 Paperback 335 pages only £5.99

Do you know what **dimethyl dicarbonate** is?

It is added to some sports drinks and some fruit drinks - is it *better* or worse than **E242** which is also in some sports and fruit drinks?

*Dimethyl dicarbonate and E242 are, in fact, the same substance – and regarded as safe for use in food.*

So what about **tertiary butyl hydroquinone (E319)** which can be found in some muesli, some muesli bars and some breakfast cereals ...?

*Its potential effects include birth defects, tinnitus, allergic contact dermatitis and it may also be carcinogenic – so it's not surprising it is regarded as a hazardous additive!*

**This compact book is the vital shopping guide that parents (and health-conscious people) will want in their pocket or handbag when they're at the supermarket.**

**So easy-to-use:**

1. Look up the E number and find its chemical name
2. Look up the chemical name in the alphabetical list
3. Read across the chart to discover the use and potential effects of the substance
4. All the substances are colour-coded as red, amber or green (and have smiley or non-smiley faces) for quick, at-a-glance guidance.

**THE BOOK ALSO INCLUDES AN EXTENSIVE SECTION ON COSMETIC INGREDIENTS TOO ....**

- Find out if your child's shampoo contains hazardous chemicals!
- Is your deodorant a potential killer?
- Could your hair colour be poisoning your immune system and your kidneys?

**Make sure you know WHAT'S REALLY IN YOUR BASKET?**

**Notes to Editors:** What's Really in Your Basket? is published by Summersdale. It is available through all good bookshops and internet booksellers or by telephoning Mail Order at Summersdale on: +44 (0) 1243 771 107

**Author, Bill Statham** is a researcher and writer in health education who studied and practised homeopathy in the UK and Australia for over 10 years. He has found that eliminating certain chemicals from your life can significantly benefit your health.

**To request a review copy or to be put in touch with the author, please contact Elly Donovan: [elly@summersdale.com](mailto:elly@summersdale.com)**



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