

A woman with white hair and glasses, wearing a dark blue sweater, is seated in a white chair. She is in a rustic setting with a blue wall, a wood stove, and a staircase in the background. The text "LISA Y. LEFFERTS, M.S.P.H. ENVIRONMENTAL HEALTH CONSULTANT" is overlaid on the right side of the image.

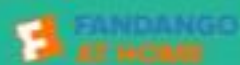
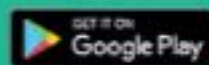
LISA Y. LEFFERTS, M.S.P.H.
ENVIRONMENTAL HEALTH CONSULTANT

TO DYE FOR

T H E D O C U M E N T A R Y



AVAILABLE NOW!



WWW.TODYEFORTHEDOCUMENTARY.COM/WATCH

“ 10/10 After waiting months for this film to be released, it did not disappoint! I was crying in the first 20 minutes because I felt seen, heard, and validated.”

IMDb Review

“ “The information in this film has been so impactful for our family, as we’ve seen a noticeable difference in our son’s behavior since cutting out synthetic dyes.”

Amazon Review

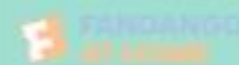
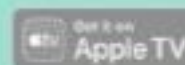
“ “A MUST WATCH documentary! It is so informative & heartbreakingly beautiful. Everyone should be informed about what they are putting into their own bodies and their children's bodies.”

IMDb Review

“ “This film is so important. It's heartbreaking to see so many parents, just like me, articulate the pain they felt before they made the connection between their children's mental health and the food dye.”

IMDb Review

AVAILABLE NOW!



WWW.TODYEFORTHEDOCUMENTARY.COM/WATCH

OUR STORY






dye free family: swaps, recipes, and resources

Public group · 918.0K members



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INDUSTRY ARGUMENT

- THE FDA SAYS THEY ARE SAFE.

FDA NEWS RELEASE

HHS, FDA to Phase Out Petroleum-Based Synthetic Dyes in Nation's Food Supply

For Immediate Release: April 22, 2025

The U.S. Department of Health and Human Services and U.S. Food and Drug Administration (FDA) today announced a series of new measures to phase out all petroleum-based synthetic dyes from the nation's food supply—a significant milestone in the administration's broader initiative to Make America Healthy Again.

The FDA is taking the following actions:

1. **Establishing a national standard and timeline** for the food industry to transition from petrochemical-based dyes to natural alternatives.
2. **Initiating the process to revoke authorization** for two synthetic food colorings—Citrus Red No. 2 and Orange B—within the coming months.
3. **Working with industry to eliminate six remaining synthetic dyes**—FD&C Green No. 3, FD&C Red No. 40, FD&C Yellow No. 5, FD&C Yellow No. 6, FD&C Blue No. 1, and FD&C Blue No. 2—from the food supply by the end of next year.

INDUSTRY ARGUMENT

~~• THE FDA SAYS THEY ARE SAFE.~~

• There isn't enOUGH SCIENCE.

Links Synthetic Food other Neurobehavioral

report released today

OEHHA REPORT FINDINGS

- SENSITIVE KIDS NOT THE ONLY ONES: WHILE SOME CHILDREN ARE MORE AFFECTED THAN OTHERS, THE REPORT FOUND THAT EFFECTS OCCUR ACROSS THE GENERAL POPULATION, NOT JUST A SMALL SUBGROUP.
- DOSE LEVELS MATTER: BEhavioral effects were observed at exposure levels that are within the amounts kids commonly cONSUME IN THE U.S. – MEANING ORDINARY INTAKE CAN CAUSE PROBLEMS.
- REGULATORY GAP: CURRENT FDA STANDARDS ARE BASED ON DECADES-OLD STUDIES THAT DID NOT EVALUATE BEHAVIOR OR NEURODEVELOPMENT, SO SAFETY LEVELS MAY NOT ACTUALLY BE PROTECTIVE.
- OVERALL CONCLUSION: THE REPORT RECOMMENDS RE-EVALUATING U.S. DYE REGULATIONS, SINCE SCIENTIFIC EVIDENCE NOW SHOWS SYNTHETIC DYES CAN NEGATIVELY IMPACT CHILDREN'S ATTENTION AND ACTIVITY.

INDUSTRY ARGUMENT

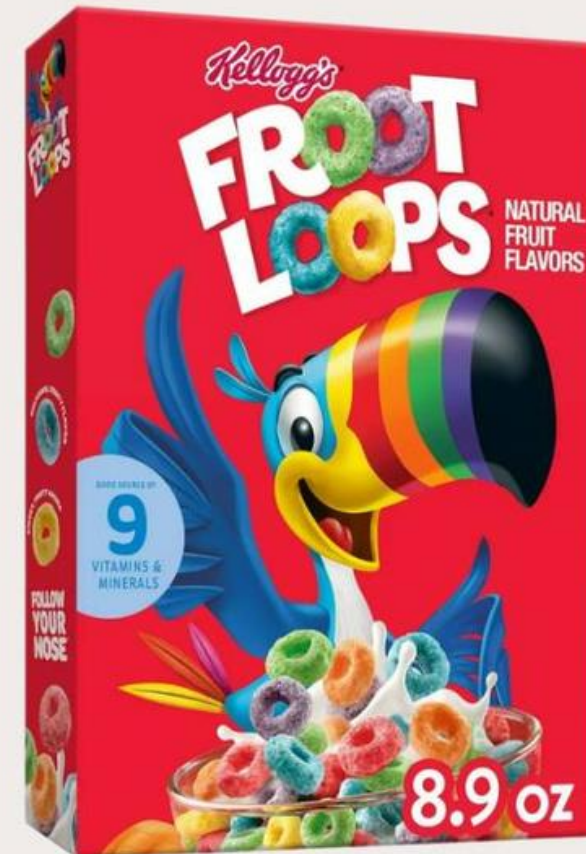
~~• THE FDA SAYS THEY ARE SAFE.~~

~~• There isn't enough SCIENCE.~~

• IT'S TOO EXPENSIVE TO REFORMULATE.

WILL BANNING SYNTHETIC DYES MAKE PRODUCTS MORE EXPENSIVE?

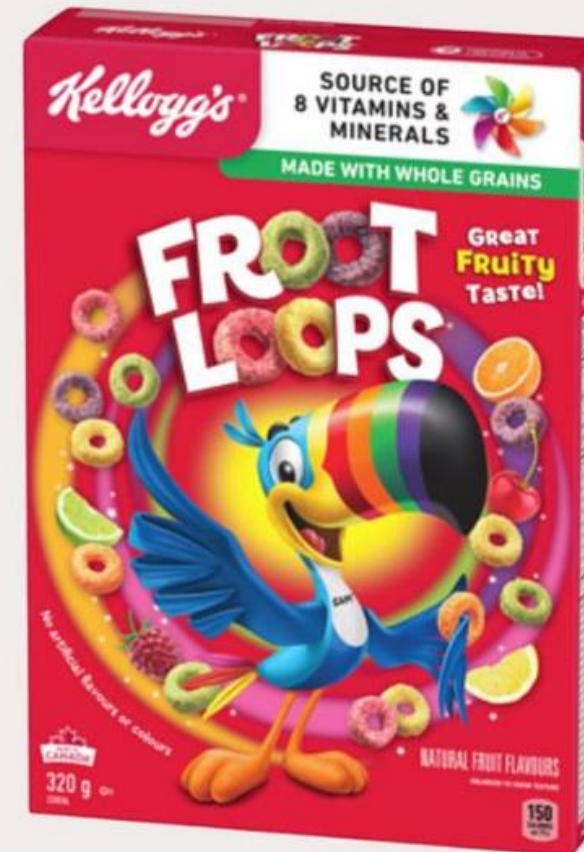
AMERICAN



\$0.45 per oz. + tax

colored with:
red 40, yellow 5, blue 1,
yellow 6

CANADIAN



\$0.33 per oz.

colored with:
carrot juice, anthocyanin,
annatto, turmeric,
watermelon juice, blueberry
juice, huito juice

TO
DYE
FOR



WILL BANNING SYNTHETIC DYES MAKE PRODUCTS MORE EXPENSIVE?

AMERICAN



\$0.48 per oz. + tax

colored with:
red 40, blue 1, yellow 5

EUROPEAN



\$0.50 per oz.

colored with:
annatto bixin

TO
DYE
FOR
THE DOCUMENTARY

WILL BANNING SYNTHETIC DYES MAKE PRODUCTS MORE EXPENSIVE?

AMERICAN



\$0.12 per oz. + tax

colored with:
yellow 5

EUROPEAN



\$0.13 per oz.

colored with:
beta carotene

TO
DYE
FOR
THE DOCUMENTARY

WILL BANNING SYNTHETIC DYES MAKE PRODUCTS MORE EXPENSIVE?

AMERICAN



\$0.49 per oz. + tax
colored with:
red 40, blue 1, blue 2,
yellow 5, yellow 6

EUROPEAN



\$0.51 per oz.
colored with:
carmine, calcium carbonate,
curcumin, carotene, annatto,
blue 1
(blue 1 doesn't require the warning label in
the EU so some manufacturers still use it.)

TO
DYE
FOR
THE DOCUMENTARY

WHY STATE LEVEL POLICY MATTERS

KRAFT HEINZ ANNOUNCES THEY



About 90% of products are already dye-free, but around 10% still contain synthetic colors.

will remove synthetic dyes
from all their U.S. products.
By the End of 2027

KELLOGG'S HAS FINALLY CONCEDED



AND WILL
BE REMOVING
DYES BY
THE END
OF 2027

GENERAL MILLS MAKES COMMITMENT TO REMOVE SYNTHETIC DYES... **AGAIN**



MARS TO OFFER DYE-FREE OPTIONS



Dye-free options are coming in 2026 for Skittles, M&M's, Starburst and Extra.

THE FINE PRINT:

Mars is not removing dyes from existing products.

However, they're launching new dye-free versions of:

- Skittles
- M&M's
- Starburst
- Extra Gum

The originals with synthetic dyes are still staying on shelves.

So while this is a step forward, it's not a full reformulation.

DUM ditty dum
ditty
DUM DUM DUM...
Dum Dums wants to
keep the dyes!



KIRK VASHAW, CEO OF SPANGLER CANDY COMPANY, SAYS
SPANGLER HASN'T REACHED AN AGREEMENT "WITH ANYBODY"
ON DISCONTINUING THEIR USE.

