

# Practicing medicine on a cereal box

Not so long ago, when life was simple, food and drugs were separate entities. Food was something you ate too much of and drugs were the things you had trouble liberating from childproof bottles.

Then the Kellogg Co. came along and advertised All-Bran cereal with "news about cancer you can live with." The good folks from Battle Creek reminded consumers that eating fiber — such as is found in All-Bran — is among the recommendations of the National Cancer Institute for preventing colon and rectal cancer. Now other food marketers are making similar, if lesser, health-related claims. General Foods Corp., for instance, talks about how bran in its Post cereals "keeps your digestive system running smoothly."

The result: raging controversy and genuine soul-searching at the Food and Drug Administration.

## ADVERTISING & MARKETING

BY ROBERT GARFIELD

"We are concerned about what the long-range implications of this sort of thing are," says Dr. Allan L. Forbes, director of nutrition and food sciences at the FDA's Center for Food Safety and Applied Nutrition.

"Is it a good idea to enter an era where you practice medicine on the back of a cereal box?"

The FDA is likely to act on the matter within a month, but the agency remains uncomfortable — even downright edgy — about the issue.

Should it so choose, it could end such advertising and labeling abruptly by charging Kellogg under the Food, Drug and Cosmetic Act. Kellogg's ad easily could be interpreted as illegal, either for misleading con-



FORBES: Game has changed.

sumers into thinking All-Bran is a sure-fire anti-cancer agent, or for discussing the prevention issue, period: By law, only registered drugs may be marketed as preventatives.

In other cases involving health claims the FDA has been hard-nosed. It sought and won indictment last year, alleging that General Nutrition Inc. marketed oil of evening prim-

rose as a treatment for hypertension, arthritis and multiple sclerosis.

But Kellogg's case and its offshoots aren't nearly so tidy. Among the complications:

■ Carol Crawford, director of the Federal Trade Commission's Bureau of Consumer Protection, has praised Kellogg's effort. "We applaud Kellogg and the NCI for their cooperative approach," she said. Dr. Edward Brandt Jr., who was assistant secretary for health in the Department of Health and Human Services before leaving government service Jan. 1, took the same tack.

■ Though the National Academy of Sciences says it has found insufficient evidence of dietary fiber's effectiveness in cancer prevention, the National Cancer Institute endorses fiber consumption and loves the Kellogg campaign.

■ The FDA more or less opened the Pandora's box

from which the anti-cancer ads have sprung.

Before the early 1970s, it permitted no health claim of any kind for foods. "Zero," says Forbes. "A big, fat none." Then the FDA joined consumer advocates in encouraging marketers to provide nutritional information on labels, which in turn led to low-calorie and low-sodium claims — all, in effect, health claims. Even when Campbell Soup Co. three years ago began promoting its soups on the basis of nutrients per calorie — a sometimes irrelevant calculation that Campbell's finally withdrew under fire from consumer advocates — the FDA wasn't much alarmed.

"Everything was going along just dandy, in our opinion," Forbes says. "But the ball game has up and changed."

"What do we do now?" he asks. "I don't know what we're going to do."

GUARANTEE OF SATISFACTION  
NOT FRESH AND IN GOOD CONDITION  
TURN UNUSED PORTION AND OUTER  
WRAPPER FOR REPLACEMENT. STATE WHEN  
AND WHERE BOUGHT AND PRICE PAID.

SELL  
BEFORE  
JUN 85 32P  
4

HERSHEY'S  
**Mr. Goodbar**

NUTRITION INFORMATION PER SERVING		PERCENTAGE OF U.S. RECOMMENDED DAILY ALLOWANCES (U.S. RDA)	
SERVING SIZE = 1/4 BAR; SERVINGS PER BAR = 4			
CALORIES 150		PROTEIN 6	RIBOFLAVIN 4
PROTEIN 4 GRAMS		VITAMIN A *	NIACIN 6
CARBOHYDRATES 14 GRAMS		VITAMIN C *	CALCIUM 4
STARCHES AND RELATED CARBOHYDRATES 2 GRAMS		THIAMINE 2	IRON 2
SUCROSE AND OTHER SUGARS 12 GRAMS			
FAT 9 GRAMS			

\*CONTAINS LESS THAN 2 PERCENT OF THE U.S. RDA OF THESE NUTRIENTS 28.3 GRAMS EQUAL 1 OZ.

INGREDIENTS: MILK CHOCOLATE (MILK CHOCOLATE CONTAINS SUGAR; COCOA BUTTER; MILK; CHOCOLATE; SOYA LECITHIN, AN EMULSIFIER; AND VANILLIN, AN ARTIFICIAL FLAVORING), AND PEANUTS

Mfd. by **Hershey Chocolate Company**, Hershey, PA 17033, U.S.A.

A Division of **Hershey Foods Corporation**



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**HERSHEY'S**  
**Mr. Goodbar**

ON INFORMATION PER SERVING  
PER BAR = 4

PERCENTAGE OF U.S. RECOMMENDED DAILY ALLOWANCES (U.S. RDA)	
PROTEIN	4 GRAMS
VITAMIN A	14 GRAMS
VITAMIN C	2 GRAMS
THIAMINE	12 GRAMS
IRON	2 MG
CALCIUM	6 MG
NIacin	4 MG
RIBOFLAVIN	6 MG
PROTEIN	4 GRAMS

28.3 GRAMS EQUAL 1 OZ.  
CONTAINS SUGAR, COCOA BUTTER, MILK, CHOCOLATE, LECITHIN, AN ARTIFICIAL FLAVORING, AND PEANUTS.  
Hershey, PA 17033, U.S.A.  
Corporation

Mtd. by Planters  
NABISCO BRANDS  
East Hanover, N.J. 07936, U.S.A.  
©Nabisco Brands, Inc. 1982

Satisfaction Guaranteed

INGREDIENTS:  
PEANUTS ROASTED IN COCONUT OIL/OR PEANUT OIL, SALT.

PERCENTAGE OF U.S. RECOMMENDED DAILY ALLOWANCES (U.S. RDA)  
Protein: 10  
Vitamin A: 20  
Vitamin C: 2  
Thiamine: 2  
Iron: 2  
Calcium: 2  
Riboflavin: 2  
Niacin: 20  
Vitamin E: 2  
Calcium: 2  
Iron: 2

Information on fat and cholesterol content is provided for individuals who, on the advice of a physician, are modifying their total dietary intake of fat and cholesterol.

**NUTRITION INFORMATION**  
PER SERVING (28.3 grams)  
Serving Size: 1 Ounce  
Servings per Container: (See Net Wt.)  
Calories: 170  
Protein: 7 grams  
Carbohydrate: 5 grams  
Fat: 17% of calories from fat  
15 grams  
Polyunsaturated: 4 grams  
Saturated: 3 grams  
Cholesterol: 0 mg per 100g  
0 milligrams  
Information on fat and cholesterol content is provided for individuals who, on the advice of a physician, are modifying their total dietary intake of fat and cholesterol.

**BRAND SEAL**  
PEGBOARD PLANTERS  
SALTED PEANUTS  
29000 0782

**Swiss Peanut Oil**  
Makes 6 servings  
1 cup shredded Swiss cheese  
1/2 cup chopped onion  
1/2 cup PLANTERS Salted Peanuts  
2 tablespoons chopped par 19-inch unbaked pastry shell  
1 cup light cream  
3 eggs, slightly beaten  
1/2 teaspoon dry mustard  
Combine Swiss cheese, onion, parsley, spoon into 9-inch pastry shell. Beat light cream and dry mustard until blended; pour over cheese mixture.  
Bake at 375°F. for 40 to 45 minutes, or until knife inserted in center comes out clean, stand 10 minutes before serving.