

**FOR IMMEDIATE RELEASE**



**The Truth in Labeling Campaign: 25 Years of Alerting Consumers to the Health Hazards of Supposedly ‘Safe’ Food Additives**

**CHICAGO – October 19, 2019:** What began as a quest to determine why everyday foods were putting one man’s life in jeopardy is now marking a quarter century of alerting consumers to the hazards of MSG, hydrolyzed proteins, autolyzed yeast and some 40 additional brain damaging and endocrine disrupting ingredients used copiously in processed foods, dietary supplements and drugs.

The Chicago-based Truth in Labeling Campaign which is 25 years old this month, continues to promote awareness of the clear and present danger to people of all ages (especially infants, children, pregnant women and the elderly) of toxic compounds liberally used as flavor enhancers and laboratory-made protein substitutes - with research to back up every claim about the toxicity of these ingredients.

“Since the Truth in Labeling Campaign was incorporated in 1994 as a nonprofit, all-volunteer organization, we have been providing fact-based information to consumers, many of whom have been trying to unravel mysterious health problems for years,” notes its director, Adrienne Samuels, Ph.D.

While TLC is dedicated to the complete and clear labeling of ingredients in all processed foods, its focus has been on the effects of glutamic acid or glutamate, the brain-damaging (excitotoxic) amino acid found in monosodium glutamate and dozens of other common food ingredients.

A true grassroots effort, TLC started as an investigation into what was causing its co-founder Jack Samuels to develop devastating Alzheimer’s-like symptoms. But even after MSG was found to be the cause, it soon became obvious that simply reading labels to avoid MSG wasn’t enough.

Over the past 25 years TLC has exposed how industry has rigged research (with the FDA’s approval) in a deceptive and misleading attempt to “prove” MSG is safe for all. TLC has also had a leading role in pursuing legal actions against the FDA over its failure to identify the presence of toxic glutamate in processed foods.

Now, with some heavily advertised, ultra-processed foods containing large amounts of excitotoxic glutamate, such as the Beyond and Impossible Burgers and Just Egg, hitting restaurants and supermarkets, TLC’s valuable contributions to the health and well-being of consumers have become more important than ever.

“Realizing that the glutamate industry appears to have a stranglehold on our regulatory agencies, we decided long ago that alerting people directly, one person at a time if necessary, may be the only way for consumers to learn the truth about these toxic additives,” said Samuels.

More information can be found at the group’s website and blog at: [www.truthinlabeling.org](http://www.truthinlabeling.org), its [Facebook page](#) and Twitter feed [@truthlabeling](#).

The website contains a free download for the book, [\*It wasn’t Alzheimer’s, it was MSG\*](#) and the peer-reviewed published article [\*The Toxicity/Safety of Processed Free Glutamic Acid \(MSG\): A Study in Suppression of Information.\*](#)

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