





Healthy Alternatives to Artificial Dyes

Artificial dyes like Red #40 and Yellow #5 have been linked to behavioral issues (ADHD) and other health concerns in children. There are safe, plant-based alternatives that offer beautiful colors without the risks. Here's a helpful guide for parents who want to make informed choices.

Natural Color Alternatives

Color	Natural Source	Common Uses
Red / Pink	 Beet juice, hibiscus, elderberry	Yogurt, frosting, fruit snacks
Yellow	Turmeric, saffron, annatto, beta-carotene	Cheese, sauces, cereals
Orange	Paprika, carrot juice, annatto 	Chips, crackers, candies
Green	Spinach powder, chlorophyll, matcha	Gum, icing, snack bars
Blue / Purple	 Red cabbage extract, butterfly pea flower, blueberry	Ice cream, cereals, drinks
Brown / Tan	Cocoa powder, coffee, caramelized sugar 	Baked goods, sauces
Black / Grey	Activated charcoal, squid ink	Specialty pastries, gourmet foods

Why Choose Natural Dyes?

- **Non-toxic** and often rich in antioxidants.
- Derived from **whole foods** or **plants**.
- **Lower risk** of allergic reactions, hyperactivity, and toxicity in children.
- Increasingly accepted by health-conscious families.

Examples of Clean Brands

- **Annie's** (snacks, mac & cheese)
- **Yumi** (baby and toddler foods)
- **Whole Foods 365** brand, **O Organics**, etc.
- Organic fruit pops and smoothies - make your own!

Natural doesn't mean boring! These plant-based colors are vibrant, safe, and kid-friendly. As a parent, reading labels and choosing products with recognizable ingredients is one of the best steps you can take for your family's health which doesn't require a PhD!