

# THE JUNK YARD

## Myopia

It's a non-carbonated "real fruit beverage" with luscious-looking tangerines, strawberries, kiwis, and oranges on its labels. It's really a clever way for Coca-Cola to hawk thinly disguised sugar water to millions of kids and adults. Turns out **Fruitopia** is only five-to fourteen-per-cent fruit juice. That works out to two to three tablespoons per bottle. Don't look for that information on the label, though. Health Canada apparently doesn't think you need it. Leaving out the juice leaves plenty of room for sweeteners...which means plenty of room for unneeded calories. Chug down a 473-ml bottle and you'll be strapping an extra 220 to 250 calories – and 13 to 15 teaspoons of sugar-around your waist. Here again, the label is mum. No sugar numbers, no calories, no cochineal. Chochineal? It's a red dye that's made from the bodies of insects, and it's in the **Berry Lemonade, Pink Lemonade Vision, Strawberry Passion Awareness, and Tangerine Wavelength** flavours. Cochineal has caused severe allergic reactions in some people, and we've asked Health Canada to consider banning it. . .or at least requiring that it be listed on labels. Oh well. At least Coke left the caffeine out of Fruitopia...for now.

*Adapted from Nutrition Action Health Letter Volume 25/Number 10.*