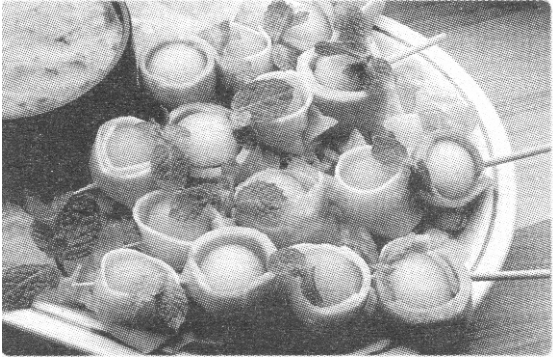


# *Guide to Consumers* **Colour Adultration**



Right to Information Advocacy & Research Centre

**CONSUMER RIGHTS EDUCATION & AWARENESS TRUST (CREAT)**

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## Facts you should know about Colour Adultration

- ✦ Colour adulteration is the most frequent form of adulteration.
- ✦ No artificial food colouring is really safe.
- ✦ Colours are not foods and do not add to the nutritive value of foods.
- ✦ Colour serves to mask defects in food making inferior foods look superior.
- ✦ Colouring are high risk for children and the foetus in a pregnant mother.
- ✦ Colourings may react with the food and/of change to poisons in the body, causing mutations cancer or other toxic effects.

## What is Food Adultration

- ✦ Use of any colour prohibited under the Prevention of Food Adulteration Act, in or upon and food or beverage.
- ✦ Use of marketed colours not stamped with the ISI mark of quality.
- ✦ Use of Colour on foods such as rise, pulses, spices tea and coffee, where food laws do not permit artificial colouring.
- ✦ Use of permitted colours exceeding the maximum permissible limit of 0.2 gram of dye per Kg of the final food or beverage.

## Why Colour Adultration

- ✦ Consumers demand colour and variety in foods.

- ✦ Availability of a wide range of colours that can produce the desired shape in foods. ,
- ✦ Food laws permit artificial colouring of certain foods.
- ✦ The consuming desire of traders to make their goods look superior and attractive and thereby increase sales and profit.
- ✦ Consumer ignorance, carelessness, indifference and lack of organised action of check the menace.
- ✦ Inadequate enforcement of food laws and absence of deterrent punishment for offenders.

## Simple Tests to Detect Colour Adulteration

### Colour/ Simple Test

- ✦ Metanil yellow (in rice pulav, laddoo, jalebi, halwa, gur, beverages, turmeric, mixed spices, saffron etc.)
- ✦ Shake portion of the food with cold water, the water will turn yellow. Dilute the water till almost colourless and add few drops of concentrated hydrochloric acid. It will turn Red.
- ✦ Rhodamine B or other red colour (on red chili whole)
- ✦ Rub the outside of the red chilli with cotton soaked in liquid paraffin. Cotton will become red.
- ✦ Coal Tar Dye (in butter)

Dissolve 2 ml. of melted butter in ether, shake with 2 ml. of hydrochloric acid (1 part concentrated acid plus 1 part water). Allow to settle. Lower acid layer

will turn pink or red in the presence of coal tar dye.

## Consumers role in Checking Colour adultration

Crear consumer awareness of the evil and its consequences.

Help monitor the adulteration and check the sale of adulteration stuff with the Government help, wherever necessary.

Use natural coloured foods to brighten up means and teach others to do the same. If artificial colouring is a most, buy colours with ISI stamp.

Reject artificially coloured rice, pulses, sweets, spices and beverages.

Get organised and fight the menaces

## Health effects of common food colourings

1. Metanil Yellow:

Degeneration of reproductive organs, sterility, stomach trouble, cancer.

2. Lead Chromate:

Anaemia, paralysis, brain damage, specially in children.

3. Auramine Rhodamine B Blue VRS Orange II:

Pathological lesions in vital organs like kidney, spleen and/ or liver, cancer.

4. Malachite green:

Tumours in liver, lung, breast ovary and birth defects in offspring.

5. Amarnath L :

Mutagenic

6. Ponceau 4R

Lowering of red cell counts and haemoglobin in concentration.

Information Source: Super Bazar, New Delhi.