

From: Richard.W.Ross@gsk.com [mailto:Richard.W.Ross@gsk.com]  
Sent: Monday, 15 April 2002 12:13  
To: nishidac  
Subject: Draft Report on Diet, Nutrition and the prevention of chronic diseases.

Dear Sir

We have only just had sight of this report so we are unable to comment at this stage on the totality of it in detail.

However we very much welcome the recognition and recommendation in 6.4 of Annex 6 "The Scientific basis for diet, nutrition and the prevention of dental diseases" that "Manufacturers should look at means to reduce the erosive potential of soft drinks". We believe this should be strengthened as it is important that the current increasing level of incidence of dental erosion is reversed.

We have been working for many years developing ways of reducing or eliminating the erosive potential from soft drinks. In fact we launched a range of drinks proven to be neutral as to erosive potential about 4 years ago in the UK. These have been validated by clinical trials so this technology is a reality and a very important need to protect the teeth of consumers particularly with the current level of consumption of soft drinks.

We would be delighted to help you further on this or on validated methods for measuring the erosive potential of drinks.

Yours sincerely

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