

# **Phosphoric Acid Causes Kidney Disease, Lowers Bone Density, is in Coca-Cola, Despite Label 'No Artificial Flavors, No Preservatives'**

(NaturalNews – L.J. Devon) Coca-Cola's global sales have dropped for the third straight year. For the first time in 15 years, Coca-Cola's global soda sales volumes fell in the first quarter of the year. The excitement of the fizzy drinks is begging to fizzle out. Consumers are growing concerned with their waistlines, their diabetes and their overall health, as they gradually shift away from all the sugar, the calories, the caramel colors, the artificial flavors and the preservatives.

That's why Coca-Cola is coming out with a new marketing campaign targeting the consumers' health-diligence. Coke executives plan on boosting global marketing spending by one billion dollars over the next three years. The company has already started adorning their bottles and cans of Coke with labels that claim "no artificial flavors, no preservatives added." While this sounds like a positive step in the right direction for any company, it doesn't compensate for the fact that the Coke is full of phosphoric acid, which is essentially an artificial flavor and preservative. On top of that, phosphoric acid lowers bone density and causes kidney disease. So is the new Coca-Cola label claim a downright lie?

## **Class action suit targets Coca-**

# **Cola's misleading new label claims**

In October 2013, a man named Paul Merrit filed a class action suit in California challenging Coke's all-natural label claims. A federal class action suit filed in March 2014 by a man named Ronald Sowizrol follows along with the same challenge against Coca-Cola.

George Engurasoff and Joshua Ogden are now representing a class action suit against Coca-Cola Refreshments USA Inc., claiming the company is falsely advertising their signature beverage. The complaint wants Coca-Cola to label the phosphoric acid as an artificial flavor and preservative instead of pretending that it doesn't exist. Coca-Cola executives argued that phosphoric acid is not on the FDA's list of artificial flavors and therefore does not qualify as one.

U.S. District Judge Jeffrey White responded to Coca-Cola, saying that "these lists are not exhaustive" and that "the absence of phosphoric acid on these lists does not mean that the FDA has made a finding that phosphoric acid is not an artificial flavor." In fact, the Food and Drug Administration (FDA) says artificial flavors are used specifically to add flavor and are anything not derived from natural sources like fruit and vegetable juice, plant materials or dairy products. The industry must admit that phosphoric acid is a non-natural mass-produced chemical added to give soda its tart and tangy flavor.

## **Facts about phosphoric acid**

Phosphoric acid gives beverages like Coca-Cola a strong acidity which is greater than lemon juice or vinegar. Although colorless, odorless and clear, phosphoric acid is not tasteless. It's the very acidifying agent that gives the beverage a tangy flavor. That same tangy flavor ingredient can

also remove rust on vehicles. *The American Journal of Clinical Nutrition* shows how phosphoric acid chemically robs the bones, lowering human bone density. Furthermore, it's been linked to kidney stones and kidney disease. Similar phosphate compounds are also found naturally in meat and dairy products, which helps explain why meat, dairy and sodas similarly cause inflammation in the human body. Phosphoric acid is mass-produced in large quantities and is also recognized in the industry as E338, orthophosphoric acid or phosphoric(V) acid.

If Coca-Cola desires to continue selling phosphoric acid poison, then they should at least be honest about it and not pretend that their beverages contain "no artificial flavors [and] no preservatives."

**Sources for this article include:**

<http://www.courthousenews.com>

<http://blog.fooducate.com>

<http://finance.yahoo.com>

<http://science.naturalnews.com>