

CYCLAMATES?

Diet Pepsi can do better without them



Soon you will be enjoying a new, better-tasting Diet Pepsi-Cola with a "touch" of real sugar and no cyclamates.

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Recently there have been some unsettling news reports about the artificial sweeteners (calcium and sodium cyclamate) used in most low-calorie beverages and a number of other food products. In effect, the reports related possible health hazards to human beings that could result from the consumption of cyclamates.

Although the sweetener has up to now enjoyed approval by the Federal Food and Drug Administration, no consumer should be asked to worry or wonder about the food or drink she buys for herself or her family. This is especially true of soft drinks which people buy for pleasure more than nutrition.

A New Diet Pepsi

Diet Pepsi-Cola, which has become the na-

tion's most popular diet cola, was formulated in part of cyclamates and was so labeled. But Pepsi-Cola Company cannot in good conscience offer its customers any products about which even the remotest doubt exists.

We have immediately formulated a completely new Diet Pepsi which is not only free of cyclamates, but which tastes noticeably better than our previous product. The secret is sugar—pure, natural sugar—but an amount so insignificant that people who watch their weight will be drinking and enjoying a true diet cola. And new Diet Pepsi offers a genuine cola taste remarkably similar to Pepsi itself.

Is It Safe For Diabetics?

For some people even a teaspoon of sugar is considered harmful. We are carefully labeling new Diet Pepsi cartons and wraps in bold type (see above) to warn diabetics and other persons who must restrict their intake of sugar that the new product has SUGAR ADDED. If you are such a person, we suggest you drink new

Diet Pepsi only after consulting your doctor.

Where And When Can You Get It?

We are moving just as fast as production and distribution facilities permit. Within a few weeks, people in this area will begin noticing our new Diet Pepsi cartons in their favorite stores. You will recognize them by a bright yellow band containing the words: SUGAR ADDED—NO CYCLAMATES! The same band appears on the label of non-returnable bottles. And, the phrase appears in a red-outline rectangle on the back of Diet Pepsi cans.

What About Other Diet Cola Brands?

We believe and we hope that other soft drink companies—making diet colas or other diet flavors—will follow Pepsi-Cola's lead by developing cyclamate-free beverages. Obviously, we take some satisfaction in our own readiness and technical skill. But, the soft drink industry as a whole has never been reluctant to modify its products for the benefit of its customers.

NEW DIET PEPSI. TRY IT...SOMEONE WILL BE WATCHING!