

September 20, 2002

Dr. Ken Cooper
Cooper Aerobic Institute
12200 Preston Road
Dallas, Texas

Dear Dr. Cooper,

I read with interest the *Advertising Age* article about your endorsement of certain Frito-Lay snacks. I hope that your partnership will result in improved snacks – and improved diets. (As for your criteria, I presume that you will include trans fat in with saturated fat.)

I urge you not to endorse WOW chips, because the olestra fat substitute that they contain causes sometimes-severe abdominal cramps, severe diarrhea, fecal incontinence, and other symptoms in many consumers. The FDA has received from Frito-Lay, Procter & Gamble, and CSPI about 20,000 adverse-reaction reports for olestra-containing snacks (mostly WOW chips). That's more reports than for all other food additives in history *combined*. Your own reputation definitely would not be enhanced by endorsing them.

Indeed, I urge you to advise Frito-Lay to stop marketing WOW chips. Not only do those products sicken many consumers, but from a business standpoint, olestra chips have cannibalized Baked Lays, the sales of which have plummeted. Because of that, WOW chips aren't helping the company's bottom line. Frito-Lay, and consumers, would be a lot better off if the company promoted Baked Lays and dropped WOW.

Sincerely,

Michael F. Jacobson, Ph.D.
Executive Director