

## Media Release

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### Sheffield dentist backs calls from TV chef for sugar tax

One of South Yorkshire's leading dentists has backed calls from TV chef Jamie Oliver for a 'sugar tax' on all fizzy drinks.

Dr Nigel Rosenbaum, principal at One80dental, Sheffield, says action is needed to reduce our daily sugar intake in a bid to tackle rising obesity levels and dental problems.

Figures released last month reveal that tooth decay is the leading cause of hospital admissions in primary school age children with 500 youngsters admitted for treatment every week.

"What is tragic is that tooth decay – which causes so much pain and misery – is largely preventable," said Nigel, who is also a clinical teacher in implant dentistry at the University of Sheffield.

"Sugar is the most important factor in the development of tooth decay and so a concerted campaign to educate children and parents and initiatives such as Jamie's sugar tax and better food labelling would be welcome."

In his Channel 4 documentary Sugar Rush this week Oliver called for a 20p per litre levy on every soft drink containing added sugar – equating to about 7p on every 330ml can.

The chef said the levy could raise revenue of up to £1bn per year to support preventative strategies in the NHS and in schools around obesity and diet-related disease.

Nigel added: "When you think that a typical 330ml can of fizzy drink can contain as much as eight or nine teaspoons of sugar, you can see what a tough challenge it is.

"But I see the results of not doing anything every day and I think there does seriously need to be a real debate about how we reduce sugar consumption, especially amongst children, and I applaud Jamie Oliver for his campaign."

The World Health Organisation has advised the government to halve the current recommended daily intake of sugar.

Nutrition experts say no more than 5% of daily calories should come from added sugar - about seven teaspoons. Most people consume at least twice this limit.



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One80dental brings together specialists undertaking advanced restorative and implant dentistry at its state-of-the-art centre on Baslow Road, Totley. The practice receives referrals from across South Yorkshire and the North Midlands as well as hosting training courses for the dental profession.

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