

# Breaking News English.com

## Cartoon character ban could come to candy bars – 6th June, 2019

### Level 0

Health groups want candy companies to stop putting Peppa Pig and Disney characters on sweet wrappers. They do this to get children to buy candies. The groups said 51 per cent of products using cartoon characters were too high in fat, sugar and salt. They were too unhealthy to advertise on children's TV shows.

The health groups looked at 526 products. The Peppa Pig Candy Bites were among the worst. These were 99 per cent sugar. The Action on Sugar group is shocked because companies are making money from children by using cartoon characters. It said children cannot say no to chocolates, sweets and fizzy drinks.

### Level 1

Health groups in the UK want candy companies to stop putting cartoon characters on their sweets. Companies use Peppa Pig and Disney characters on wrappers. They do this to get children to buy candies. The groups said 51 per cent of products using cartoon characters were bad for children. They were too high in fat, sugar and salt to advertise on children's TV shows. The groups want the government to ban the use of these characters.

The health groups are Action on Sugar, Action on Salt and the Children's Food Campaign. They looked at 526 products. The Peppa Pig Candy Bites were among the worst. These were 99 per cent sugar. The Action on Sugar group is shocked that companies are making money from children by using cartoon characters on high-sugar food and drinks. It said children find it hard to say no to chocolates, sweets and fizzy drinks.

### Level 2

Candy makers in the UK may have to stop putting cartoon characters on their sweets. Health groups said food companies use characters from Peppa Pig and Disney on wrappers. The companies do this to get children to buy chocolate and candies. The health groups said 51 per cent of products using cartoon characters were bad for children. The products fell below the requirements needed to advertise on children's TV shows. They were very high in fat, sugar and salt. The groups want the government to ban the use of these characters to sell unhealthy sweets to children.

The groups trying to get the ban are Action on Sugar, Action on Salt and the Children's Food Campaign. They looked at the nutrition in 526 products. The wrapping had colourful cartoon characters to attract children. The Peppa Pig Candy Bites were among the worst products. These were 99 per cent sugar. A nutritionist from the Action on Sugar group, said: "It's shocking that companies are exploiting the health of our children by using cartoon characters on their high-sugar food and drink products, particularly on chocolates and sweets, which are already hard to resist for children."

### Level 3

Candy and chocolate manufacturers in the UK may have to stop using cartoon characters on their products. An alliance of health groups said many food companies use characters from Peppa Pig and Disney on their packaging. The companies use the characters to get children to buy chocolate and candies. The health groups said 51 per cent of products using cartoon characters were unhealthy for children. The products fell below the health requirements needed to advertise on TV during children's shows. The health groups said the products were very high in fat, sugar and salt. The groups are asking the government to ban the use of these characters to sell unhealthy products to children.

There are three groups trying to get a ban on cartoon characters on chocolate and candy. They are Action on Sugar, Action on Salt and the Children's Food Campaign. They looked at the nutrition content of 526 products that were aimed at children. The products' wrapping had colourful cartoon characters to appeal to children. The Peppa Pig Candy Bites were among the worst products. These contained 99 per cent sugar. Dr Kather Hashem, a nutritionist from the Action on Sugar group, said: "It's shocking that companies are exploiting the health of our children by using cartoon characters on their high-sugar food and drink products, particularly on chocolates and sweets, which are already hard to resist for children."