

Dentist Dr James Russell joins Making Sense of Sugar's team of experts

Dentist Dr James Russell has joined the Making Sense of Sugar's team of experts. James is the youngest ever dentist to receive the British Academy of Cosmetic Dentistry's accreditation and is well-known for his appearances as the dental expert on Channel 4's Embarrassing Bodies.

As a dad himself and working in his own dental clinic, James knows the challenges which many parents face when it comes to looking after their families' dental health. Over the coming months, he will be working with Making Sense of Sugar to develop tips and advice to help parents feel more confident when it comes to looking after their children's teeth and gums.

Commenting on the news, Sharon Fisher, Communications Manager, AB Sugar said:

"Our research¹ shows that mums want information which is practical and which they can apply to their everyday lives. We trust our team of experts and their specialist knowledge can assist by providing simple advice and tips to help mums make their own informed choices as part of their daily diet and lifestyle routines. We are delighted to have someone with James' experience on board and look forward to working with him in the coming months."

Dr James Russell said:

"There's lots of confusion out there when it comes to dental health but the fact is that it doesn't need to be difficult or expensive. When I heard about the Making Sense of Sugar campaign, which aims to provide the facts on what a balanced diet and lifestyle looks like, I was keen to get involved. I'm looking forward to using my 15 years' experience to help parents feel more confident when it comes to dental health".

James will be joining Making Sense of Sugar's existing team of experts which includes, dietitian Helen Bond, paediatric dietitian Ana-Kristina Skrapac and chef Manju Malhi.

Notes to editors

For further information, please call 0207 492 0975 or email press@makingsenseofsugar.com.

¹ ¹Research conducted by Reputation leaders in July/ August 2015 amongst 2000 UK (18+ adults). The sample was nationally representative on age, gender, and region.



About Making Sense of Sugar

AB Sugar has launched a new campaign, *Making Sense of Sugar*, to help inform and educate people about sugar, the role it can play as part of a healthy balanced diet, and to help people make better informed choices about what they consume.

The campaign provides information about sugar in a way which is simple, straightforward and informative, while ensuring facts are always based on robust science. It also addresses the myths around sugar and obesity and help people better understand the link between the energy (calories) they consume versus the energy (calories) they expend.

For more information and to sign up to our mailing list, visit: www.makingsenseofsugar.com. You can also find us on Twitter @senseofsugar.

About AB Sugar

AB Sugar is one of the largest sugar producers in the world and has operations in 10 countries, from Europe to southern Africa to China, and employs around 40,000 people. The company is also involved in the developing bioethanol industry and in seed coating and enhancement technology, as well as non-sugar products including animal feed, soil conditioning and landscaping products, electricity and even tomatoes. AB Sugar has the capacity to produce over five million tonnes of sugar and around 600 million litres of ethanol each year.

British Sugar (part of AB Sugar) is the leading supplier of sugar to the UK market and is the sole processor of sugar beet in the UK, producing more than one million tonnes of sugar at its four factories from around seven million tonnes of sugar beet.

AB Sugar is an advanced and sustainable manufacturer with a real commitment to its people. The company believes its business decisions should simultaneously benefit the environment, its stakeholders and the communities in which it operates.

AB Sugar is a wholly owned subsidiary of international food, ingredients and retail group Associated British Foods (ABF) with sales of £12.8bn and over 124,000 people in 48 countries.

For more information, visit www.absugar.com.