

# Hey Mom!



tips to  
keep your  
heart on

True Love  
ain't Cheap

HERBAL  
APHRODISIAC

Nine Inches full of Wellness

Get your Skeleteens S-Shirts now -- BEFORE THEY'RE GONE! FOLLOW THE DIRECTIONS OR YOU'LL PISS US OFF!!

## Black Lemonade

sizes: L, XL  
color: black  
style: short sleeve

## Brain Wash

sizes: L, XL  
color: black  
style: short sleeve

## Love Potion No. 69

sizes: L, XL  
color: black or purple  
style: short sleeve

cost: \$ 13.32 (CHEAP)

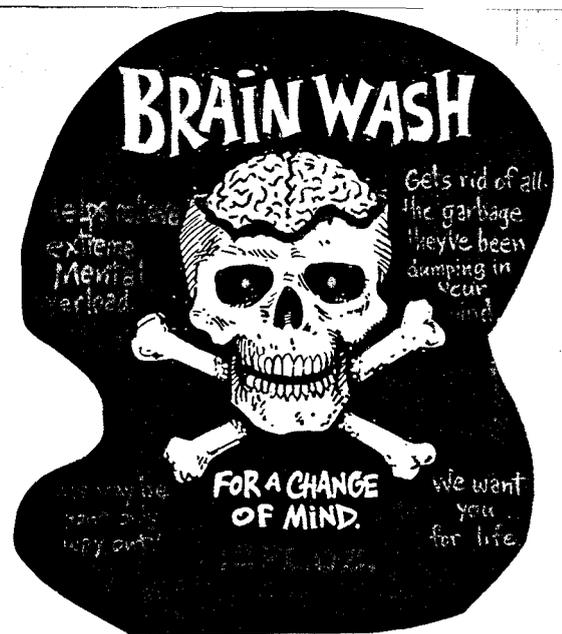
For your amusement, the back of all S-shirts say "Welcome To Other Side"  
Make sure you tell us size and style, or you'll be stuck with our choices!

\*Send check or money order payable to:

Skeleteens  
P.O. Box 411238  
Los Angeles, CA 90041



\*All prices include costs for shipping, and the general nuisance of dealing with you!



# Skeleteens

Hey You!

We pulled your name out of a trashbag full of mail, and because your letter was so pathetic, we'll be nice enough to tell you how to get it.

Here's the Shit:

case of 24

Minimum Order: 4 Bottles

- 1 Black Lemonade
- 1 Blue Brainwash
- 1 Red Brainwash
- 1 Love Potion No. 69

\$ 410

Cost: \$10.00

(p.s. It ain't easy getting the stuff out to the middle of Bumblefuck)

THAT'S ALL! SHIPPING AND ALL THE CRAP THAT GOES WITH IT INCLUDED!

How To Do It:

Send us a check or money order made payable to: Skeleteens  
 If you need more info or want to order more than 4, rattle our Bones at:  
 Or Fax us with something really nasty:

P.O. Box 411238 L.A. CA 90041  
 (213) 722-9993 or (800) 768-7763  
 (213) 722-9983

1350 cases on a container.

People on the West Coast are dishing out \$1.79-2.99 (and more) at java joints, liquor boxes, sugar stores, and of course, Bars, where they're serving up a drink by the name of "Bloody Brain Banger," made with, you guessed it, Einstein, Brainwash and whatever else you want in it.

24-26 cases

JUST SO YOU KNOW: PART OF YOUR 10 BUCKS PAYS TO MAKE BAIL AND PAY LEGAL SHIT THAT KEEPS US OUT OF JAIL. YOU SEE, THE BIG CORPORATE SODA GUYS ARE TRYING TO RUB US OUT. THEY WANT TO KEEP A STRANGLEHOLD ON YOU, BUT WE WON'T LET THEM. DON'T LET THEM MAKE YOU THINK YOU'LL HAVE A BUNCH OF FUN PLAYING VOLLEYBALL ON THE BEACH IF YOU DRINK THEIR STUFF. IT'S ALL A BIG LIE.

ae  
 BONE LONES

1146 wellington  
 Ave  
 Pasadena, CA  
 91103

# Hey Man!



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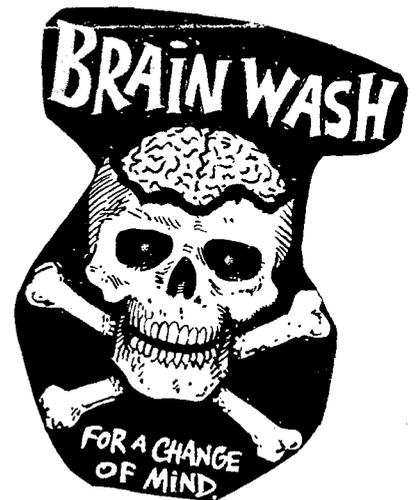
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# Herbal soft drinks called peril to kids

## Federal probe started; maker defends product

By DAYNA LYNN FRIED  
Staff Writer

**C**ARLSBAD — Three offbeat soft drinks marketed for young adults have come under scrutiny by the U.S. Food and Drug Administration after a Carlsbad boy said a few gulps gave him a buzz.

Earlier complaints flailed bizarre labels and unusual contents.

Managers of at least two stores in the county intend to stop selling the beverages because of complaints.

"He only drank half and he got a buzz . . . it really scared him," La Costa resident Bambi Paul said of her 12-year-old son, Mark Dulisse.

Paul said Mark bought a 12-ounce bottle of Brainwash, labeled with a skull and crossbones, at a local frozen yogurt shop last week and suffered a quickened heart rate and an upset stomach.

"This is really trash, and it belongs in a head shop," said Paul, a 33-year-old mother of three. "He had to sit on the curb and let his buzz mellow before he could roller-blade home."

Food and Drug Administration (FDA) investigators confirmed yesterday that on the basis of a complaint from Paul they are investigating the drinks Brainwash, Black Lemonade and Love Potion 69.

They are sold in beer-bottle-shaped containers adorned with symbols and labels that some parents said are vulgar and promote anti-social defiance.

The beverages contain caffeine, water, fructose, red and blue dyes, and herbs and substances not typically found in soft drinks, such as ginseng, buchu, jalapeno, capsicum, skullcap, ginkgo leaf and mad-dog weed.

They have been distributed since October to coffee houses and stores throughout the country.



Union-Tribune / BOB SHANKS

**Pop art: Menacing labels adorn two of the beverages that have created controversy and a federal investigation.**

"Our concern is whether the product is a health hazard, and obviously, because this deals with kids, our investigation is being pursued more quickly," said Rosalind Vior, an FDA spokeswoman in Los Angeles.

Vior said the investigation, which began earlier this week, will probably include testing of the products to make certain that all ingredients are listed accurately on the labels.

"We aren't concerning ourselves with any of the messages on the bottles," she said.

Among the messages in blue,

pink or red writing are: "herbal aphrodisiac," "helps to keep your heart on," "we cut out all the bulls— in life and went straight for the brain" and "gets rid of all the garbage they've been dumping in your mind."

Vior declined further comment except to say the FDA had not ordered the three beverages removed from store shelves.

Joe "Bones" Haytodian, whose Los Angeles-based company Skeletens manufactures the three beverages, said yesterday that they were never intended to be sold to

children but were marketed as an alternative to alcohol and drugs.

"We targeted coffee houses thinking that this would be something different than coffee, and we designed the labels only for fun," said Haytodian, whose firm also makes other flavored sodas.

"We've had a few complaints from people whose kids drank the stuff, but we also have received hundreds of letters from all over the country from people who love the drinks."

Haytodian said the controversy caused an incident yesterday in which a driver distributing the product in San Diego was hit by rocks thrown by youngsters who shouted, "We don't want your poison."

La Costa parent Ann Cox, whose 11-year-old daughter Melissa drank Brainwash, said children should be forbidden to drink the beverages because of the caffeine and other ingredients. Cox said the beverages should carry labels saying they are not intended for kids.

"I'm furious that my daughter was able to go to the yogurt store and buy this stuff," she said. "It made her hyper because it contains herbal contents, and I think it should be outlawed (for minors)."

Several coffee shops, head shops and other stores in this county have been selling the caffeinated, sweet-tasting product for \$1 to \$2 a bottle.

"I decided to remove the beverages from my store because of the complaints, even though they were selling really well," said Anthony McLeod, manager of Heidi's Frozen Yozurt on El Camino Real in Carlsbad, where Paul's son purchased the drink.

"This is a family-run, family-owned and family-patronized business, and, if a patron does not want a particular product in my store, then I'll take it out."

At The Black, a '60s-style head shop on Newport Avenue in Ocean Beach, manager Denise Prigmore said the drinks are also selling well there but: "We stop carrying any items that draw a lot of controversy."

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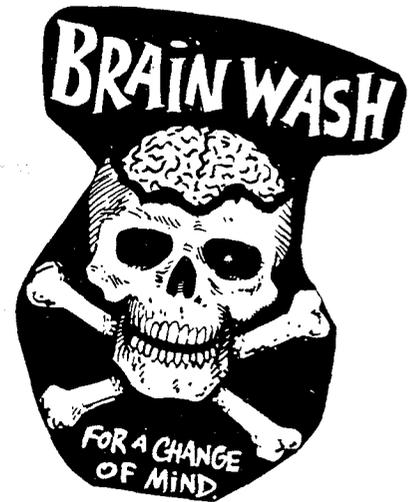
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# Coffee Fest: Rich grounds for ideas

By James Klockow  
The News Tribune

When Sue Carter says "coffee is hot," she's not talking about temperature.

And like many participants at the third annual Coffee Fest in Seattle, she's not peddling liquids, either.

The self-titled "shop mother" at Post-Industrial Press in Tacoma makes and sells T-shirts - hundreds of thousands of them - across the country.

About 30 percent of the company's business is in T-shirts with coffee themes, ranging from the staid to the startling: "I'VE JUST SLAMMED TEN VANILLA LATTES AND I FEEL WONDERFUL," beams a '50s face *a la* June Cleaver on one shirt; on another, a cartoon percolator laments, "The thing is, I just don't feel perky ..."

If there is any doubt coffee has become equal parts liquid and culture, it should be dispelled by a visit to the show running through Sunday

at the Washington State Convention Center.

But coffee is something else: business.

"Where there's a craze, business follows," said Tracy Parker, national sales representative for

'Where there's a craze,  
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Post-Industrial Press

Post-Industrial Press.

Besides coffee and coffee makers and coffee cups, people at the convention can taste chocolate-covered coffee bean squares, educate themselves on setting up their own coffee cart, talk seriously with Merrill Lynch about paying for it, or gasp at the world of other goods to hawk there.

If mobility is appealing, take a look at the cup-shaped espresso trailer franchise offered by Nunn Harbor Coffees & Creams of Seattle.

Not interested in investing? There's plenty of opportunity to amble around and get wired on samples, or glean coffee wisdom from the pros.

"Coffee lets off its weight in carbon dioxide after it's roasted," points out Heidi Rasmussen of Illy Caffè, a distributor of coffee and coffee machinery based in Scottsdale, Ariz.

"It takes 50 beans to make a cup of coffee," she says.

The exhibitors - there are as many booths as there are days in the year - concede that the show is unusual in that it is open to both trade folk and the public. But it helps explain the breadth of missions voiced by participants.

Michael Shupe, for example, calls himself "the pumpSkin guy."

Please see Coffee, B3

## Coffee

Continued from B1

Shupe makes and markets pumpSkins, custom vinyl coverings for pump-activated air pots. The coverings are already affixed to pots containing Seattle's Best and Millstone coffees.

His company, also called pumpSkins, is a year-old spinoff of Cole Screenprint Inc. in Tacoma. Business has grown, and Shupe is looking for new customers and someone to help him distribute the coverings.

Boyd's Coffee Co. is interested in marketing its new image.

"A lot of people have the perception that Boyd's is an institutional coffee," said Jeff Reece, vice president and regional sales manager for the company. That is true, he said, but the company now distributes several brands of gourmet espresso under the name Italia D'Oro.

The award for the most-mobbed

booth goes to the Brothers of Innovation, who hauled cases of "the world's first interactive beverages" up from Los Angeles.

"It's meant to spark conversation," instructs Joe Bones as he pours from a bottle of surprisingly tasty Brain Wash herbal soda. The soda's label is adorned with a skull and crossbones.

There's caffeine in this brew, but no coffee. Instead, it has ginseng, buchu, jalapeno, capsicum, skullcap, ma hung, mad dog weed and a cauldron of other ingredients.

Bones and his collection of beverages - Brain Wash, Black Lemonade, Love Potion No. 69, The Drink and D.O.A., all of them marketed under the name Skeleteens - were at the Coffee Fest to find a local distributor.

The Coffee Fest runs from 10 a.m. to 5 p.m. through Sunday at the convention center in Seattle. An \$8 one-day pass can be purchased at the door. Coupons for \$2 off the tickets are available at the kitchen wares department of any Bon Marche

Inside: **Business** B4-8

The Teamsters' strike that idled Sea-Land for 29 days in April is reflected in midyear reports: Port of Tacoma's container volume dipped 5.3 percent in the first half of '94. **B4.**

# LOCAL

The News Tribune

South King County



Geff Hinds/The News Tribune

The Caretaker, one of the the Brothers of Innovation from Los Angeles, pours a sample of Brainwash, one of their Skeleteens herbal sodas. The Brothers were at the Coffee Fest in Seattle looking for a Northwest distributor. The trade show is open to the public and runs through Sunday.

Saturday, September 10, 1994

# FDA to review local products

By Jing Vida  
Staff Writer

CARLSBAD — Based on a complaint from a Carlsbad mother, the U.S. Food and Drug Administration is investigating two controversial drinks sold at a yogurt shop.

Federal FDA investigators Monday questioned Anthony McLeod, manager of Heidi's Frogen Yozurt on Alga Avenue about the 12-ounce drinks called "Brainwash" and "Black Lemonade." The bottles have black labels that show an open skull, crossbones and exposed brains, and are adorned with weird messages.

"We need to assess the product's potential hazards," said Rosario Viora, FDA spokeswoman in Los Angeles. "We're only aware of one complaint. We want to make sure it's not just an individual's reaction."

Viora declined to comment further, saying FDA just began the investigation. But depending on the results, the agency's actions could range from recalling and relabeling the drinks to requesting the manufacturer to remove certain ingredients, she said.

There was no answer to calls made to "Skeleteens," the manufacturer, which has a Los Angeles post-office box.

The FDA began looking into the products after Carlsbad parent Bambi Paul lodged a complaint last week that Brainwash sickened her 12-year-old son, Mark Dulisse. Mark, who was visiting Paul from Michigan,

► See FDA, Page B-2

B-2 Blade-Citizen

Tuesday, August 9, 1994

## FDA

► From Page B-1

drank half the bottle and immediately got a buzz, an upset stomach and a quickened heart rate, Paul recalled.

Although officials say no other complaints have been made against the product, Paul and other parents are protesting the labels, the negative connotations behind them and the drinks' availability in a family-oriented store.

Messages on the labels include: "For a change of mind, this may be your only way out"; "Gets rid of all the garbage they've been dumping in your mind"; and "We want you for Life. and bullshit."

Some of the ingredients on the products that Paul questioned were ginseng, bucha, jalapeno, caffeine, ginko leaf, skullcap, MaHung and Mad Dog Leaf.

The products reportedly have been seen sold in magazines, a Pacific Beach coffee shop and a couple of local gyms. Paul said.

"I was so shocked when I saw the

bottles," Paul said.

"It's undermining authorities and it's saying it's OK to alter your mind. I want people to know about this.

"It goes against everything we're teaching our children. I'm not trying to get it off the market, just not sell it to our kids."

"If you want to create a product as a precursor to illegal drugs, they're as good as you could do it," said Carlsbad parent Marcia Ziegler, who learned of it through Paul. "It's absolutely inappropriate."

Because of the complaint, Heidi's pulled the drinks off its shelves early last week, said shop manager McLeod, who agreed with the parents. Heidi's sells yogurt, ice cream and beverages.

"The reason is not because of what might be in it," McLeod said. "My concern was there was vulgarity on the bottle. I don't want children learning these words."

McLeod said the products have been sold since April and have been quite popular compared to the other drinks. About 10 to 15 bottles were sold in a week. Buyers were



Staff Photo / Bill Wechter

Bambi Paul reads the label of a beverage she says made her son sick.

mostly young, from ages 6 to 15, said Dan Johnson, a Heidi's employee.

Manufacturer's representatives have hyped the products as a "new trend," McLeod said. The store sold them as pilot products after learning of them at a yogurt trade show, he said.

If the FDA doesn't request a label change or drops its investigation, the parents said they plan to continue to warn others about the products.

# Merely newcomers to the controversial-food fray, latest in a long line of 'shock food'

## Lab analyses reveal no major hazards

ers who don't know Baby Jessica from Baby Ruth.

Anyway, antisocial soda is hardly a new concept, argue former musicians-turned-bottlers Joe Haydostian and Steve Corri, who go by the twin names Joe Bones and Bone Jones. Although they also produce The Original Sourer Sodas, brilliantly colored soft drinks in bottles laden with positive messages, the Boneses claim their Skeleteen brands are just the next step in edible evolution.

"When the biggest soft drink company first came out, how'd they get customers?" Haydostian asks. "They put cocaine in it. And when that stopped being cool, they stopped."

"When you hear the word 'coke,'" Corri adds, "you only think of two things. But if we came out with a product today, a brand-new product, and named it 'coke,' we'd have the same (negative) reaction."

"And other soft drinks have suggestive names," Haydostian counters: "You have *Dr. Pepper*, *7-Up*, *Pep si* . . . Look what those imply."

Teens who gathered in Mission Viejo to taste the products weren't buying the buzz, they said. The crazed labels, offbeat flavors and overall strangeness was plenty for them.

"I don't find it 'weird' or 'evil,'" said Melissa McIntyre, a 15-year-old sophomore at Mission Viejo High School.

"Nah — it's like Halloween," added Amy O'Connor, a fresh-

After weeks of investigation, both the U.S. Food and Drug Administration and the California Department of Health Services declared that laboratory analyses of Brain Wash soft drink do not reveal a hazard.

"We're still assessing the situation here," says Jim Kozick, director of investigations for FDA's Los Angeles bureau.

Presence of a menacing skull on the product's label remains a major point of concern for the agency. Kozick and Howard Ratzky, supervising food and drug investigator for the state's health services office, both worry that young children may see a foreboding icon traditionally used to warn against poisons appearing on the label of a food label and be confused. However,

man at Mission Viejo. "You know, evil, but in a good way."

Still, parents balk at those messages.

Leslie McIntyre, whose daughter was one of the taste-test participants, just doesn't like those labels.

"There are swear words, profanity on it," she said. "Would I want her to buy this? No. I'd be upset. I don't like the message on the bottles."

When Huntington Beach resident Sandburg's daughter, Gar-

nothing in the FDA's statutes expressly forbids the symbol's use on foods.

"The effect could dilute its effectiveness against preventing poisoning," Kozick says.

The agency's other concerns include the greater and ongoing issue of herbs with medicinal uses that appear in over-the-counter products and foods; the concentration of active ingredients from various manufacturers' lots; the safety level of the food colorings used to produce the deep and vivid shades of soda, and ascertaining that all ingredients listed on the labels actually appear in the products.

The problem that caused a parent in Carlsbad and another person in Texas to lodge complaints with the federal agency could be

land, 9, saw the bottle and immediately exclaimed "Cool!," the parent reflexively replied.

"Cool?" Sandburg said. "I don't think so."

She did not, however, care to discuss "whether this is 'satanic' or whatever."

"I'm not into having anything banned," she added. "I encourage our children to talk about things and ask questions — but openly, in our home. That's the important thing."

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"Ma hung is dangerous; that contains ephedrine, which is a (central nervous system) stimulant," said James Robber, a professor at Purdue University's Department of Medicinal Chemistry and Pharmacognosy in Lafayette, Ind.

"An amount which may minimally affect one person may be extremely hazardous to another," Robbers says. "Then throw in a lot of caffeine, and someone

ton, D.C., lobbying group with headquarters in Chesapeake, Va., sees a product such as Brain Wash as "reaching out for the rebel, trying to create the next James Dean," according to spokesman Mike Russell.

Banning such products or censoring their labels isn't a viable goal, Russell said. Instead, parents who hope to counter such messages have to work within their families and communities.

"Those products are out there, and they go beyond the line," Russell said. "This reinforces the fact that somebody out there believes there's a market, and the only way to effectively combat it is to drive up the market

would be very likely to create a large buzz."

Another problem in her formulas is the imprecise active ingredients, which vary depending on the source of the herbal extract.

But the FDA's Kozick said that analyses turned up a trace of the herb in the products.

Skeleteen/2nd Generation drinks' bottlers, were reluctant that their products receive a clear bill of health. But they already gone ahead and taken some action on Love No. 69: Future bottlings longer carry the phrase "aphrodisiac." Under FDA rules, there's no validity to such product claims.

it? In the first place, I think you should question authority. The last time I looked, freedom of expression is still alive and well in the United States. That's what this country is about.

"A lot of parents aren't paying attention to what their kids are doing — and they should be," she adds. "If Bambi's son has respect for her, he might have brought home the bottle. I showed it to her and asked her, 'do you think of this?' That's a matter of communication and respect between a parent and a child."

Bambi Paul said, "I've never complained about anything in my life."

## Viejo teens put drinks to the taste test

# DRINKS: Merely newcomers to the controversial-food fray, latest in a long line of

FROM 1  
bones on the label?"

That has especially piqued worries among health officials.

"We're also concerned about the skull-and-crossbone logo," said Jim Kozick, director of investigations for FDA's Los Angeles bureau. "There's nothing, to my knowledge, in our law — the Food, Drug and Cosmetic Act — about the skull and crossbones. We're in contact with other federal agencies to check about this universally used poison label on a food product."

However provocative, the drinks are merely newcomers to the controversial-foods fray, the latest in a never-ending line of "shock foods."

You know the drill: calculatedly antisocial stuff aimed at the thrill-seeking, alienated or fringe crowd.

Once commerce got a handle on the cultural bar code, manufacturers began marketing buzz-oriented products. Pop Rocks, Bubble Yum (remember? they were supposed to contain psychedelic spider eggs — not), Jolt Cola and Black Death brand vodka and tequila all went for the jugular.

And if it's not buzz-worthy, well, weird is good. Consider the recent generation of candies. Decidedly unwholesome pleasures such as Super Spewing Chew, Tongue Splashers or SNOT (Super Nauseating Obnoxious Treat, candy that drips from a plastic nose) appeal to the in-your-fac-

ers who don't know Baby Jessica from Baby Ruth.

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there's no validity to such prod-  
uct claims.

at Mission Viejo. "You  
evil, but in a good way."  
parents balk at those  
ges.

McIntyre, whose daugh-  
s one of the taste-test par-  
ts, just doesn't like those

ere are swear words, pro-  
ion it," she said. "Would I  
her to buy this? No. I'd be  
I don't like the message on  
tles."

n Huntington Beach resi-  
andburg's daughter, Gar-

land, 9, saw the bottle and imme-  
diately exclaimed "Cool!" the  
parent reflexively replied.

"Cool?" Sandburg said. "I  
don't think so."

She did not, however, care to  
discuss "whether this is 'satanic'  
or whatever."

"I'm not into having anything  
banned," she added. "I encour-  
age our children to talk about  
things and ask questions — but  
openly, in our home. That's the  
important thing."

Christian Coalition, a Washing-

ton, D.C., lobbying group with  
headquarters in Chesapeake,  
Va., sees a product such as Brain  
Wash as "reaching out for the  
rebel, trying to create the next  
James Dean," according to  
spokesman Mike Russell.

Banning such products or cen-  
soring their labels isn't a viable  
goal, Russell said. Instead, par-  
ents who hope to counter such  
messages have to work within  
their families and communities.

"Those products are out there,  
and they go beyond the line,"  
Russell said. "This reinforces  
the fact that somebody out there  
believes there's a market, and  
the only way to effectively com-  
bat it is to dry up the market —  
and the only way to do that is to  
have a dialogue with your kids,  
help them understand what it is,  
and how to steer clear."

Skeleteens officials claim sales  
of more than one-half million bot-  
tles during the six month period  
beginning last February, "and  
they're picking up even more,"  
Haydostian says, with distribu-  
tion moving into Colorado, Seat-  
tle and Western Canada. Two  
new products, DOA ("Drink  
Ours Anyway") and The Drink,  
have been added to the lineup.  
None of the products, he adds,  
were ever specifically targeted  
at young children.

"If it was in a family-oriented  
yogurt store," Corri said, "that  
was their (the shop's) choice to  
put it in."

"Anyway, we've taken our own  
money," Haydostian said, "and  
we did what we liked. Rebelling?  
Against authority? Well, first off  
it's still 'freedom of speech,' isn't

it? In the first place, I think you  
should question authority. And  
the last time I looked, freedom of  
expression is still alive and well  
in the United States. That's what  
this country is about.

"A lot of parents aren't paying  
attention to what their kids are  
doing — and they should," he  
adds. "If Bambi's son had more  
respect for her, he might have  
brought home the bottle and  
showed it to her and asked, 'What  
do you think of this?' That's a  
matter of communication and re-  
spect between a parent and  
child."

Bambi Paul said, "I've never  
complained about anything in  
my life." She just wants govern-  
mental compliance in assuring  
that products are safe, don't  
plant dangerous ideas in young  
people's minds or promise some-  
thing they can't deliver.

"I'm not a raving lunatic,"  
Paul said. "It's just that it's hard  
enough as a parent today to keep  
your kids off drugs. But when a  
child goes into a candy store and  
sees a label that says 'this is your  
only way out' — well, if the  
child's depressed, or is looking to  
escape a difficult situation, a la-  
bel like this lets them know that  
something in a bottle can help  
them. That's not fair. It's not  
so."

As for the kids? Well, they see  
it in a different light.

"(The label) is a nice touch  
uncensored, I mean," An-  
O'Connor said. "When some-  
one says something different from  
the rest of the world, who says  
that means they're going to start  
using drugs? That's dumb."

## anks to the taste test

Mary O'Connor, Amy's sis-  
seventh-grader at La Paz  
mediate, declared "Spicy —  
it."

friend Jennifer Brooks  
like it.

ck Lemonade is less weird,  
st flavorwise. This drink is  
on-based mixture accented  
a nut along with more ging-  
skullcap, ma hung and  
og weed.

drink evoked even more  
anced comments on the

ack fizzy liquid is not very  
zing," Amy O'Connor said.

the flavor was more of a

ry tangy and sweet; leaves  
rd aftertaste," McIntyre

astes like a Tearjerker (a  
ll encrusted in citric

acid), kind of sour yet sweet,"  
Leonard said.

Love Potion No. 69 probably  
topped the field. Tinted a dreamy  
shade of violet, the ingredient list  
features more romantic-sound-  
ing ginger and jasmine, along  
with lemon and mixed wild ber-  
ries.

Almost every sampler thought  
it reminded them of grape cough  
syrup — "with a little better  
taste," McIntyre noted. "Yum!"  
Amy O'Connor added.

There's one big stumbling  
block, though. These folks said  
they would be hard-pressed to  
ante up around \$2 for a soft drink,  
collectible though the bottle may  
be.

"If I could buy it for a buck,  
sure," Leonard said. "But not if I  
can buy a 2-liter bottle or some-  
thing for around that much."

en Grove Coin Club, 7:30 p.m.  
Wednesdays, 12860 Euclid  
arden Grove. 526-5460.

vine Newcomers Club, second  
day of the month. Call 733-  
559-0423.

ge County Young Republi-  
30 p.m. second Wednesday of  
nth, Westin South Coast Plaza  
66 Anton Blvd. 754-5955.

ge Grove Quilter's Guild, 9:30  
ond Wednesdays, First Baptist

Church, 12761 Euclid Ave., Garden  
Grove. \$3. 842-0041.

► **Saddleback Valley Newcomers  
Club**, for new arrivals seeking ways to  
meet people; second Wednesday of  
the month. Call 362-5138 for mem-  
bership, or 589-4934.

► **Vietnam Vets Reunited**, 7:30 p.m.

second and fourth Wednesdays, Costa  
Mesa VFW Hall, 567 W. 18th St.,  
Costa Mesa. 539-1223 or 642-8171.

News of meetings and workshops  
open to the public must be submitted  
to the Register two weeks before the  
event and include time, date and lo-

cation; fee, if any; and a number  
readers may call for more informa-  
tion. Mail to Datebook, Accent, The  
Orange County Register, P.O. Box  
11626, Santa Ana, Calif. 92711.

**Compiled by EMILY HOW**  
The Regi-

- ▶ **HOBBIES AND PETS: KIDS BOOKS BECOME ADULT COLLECTIBLES. PAGE 3**
- ▶ **CREATURE FEATURE: TORTOISE TURNS UP AFTER VANISHING ACT. PAGE 3**

# Accent

THE ORANGE COUNTY REGISTER, TUESDAY, OCT. 11, 1994

## Skin mags make grade at Stanford

**POLL:** Results raise questions about how future business leaders relate to women.

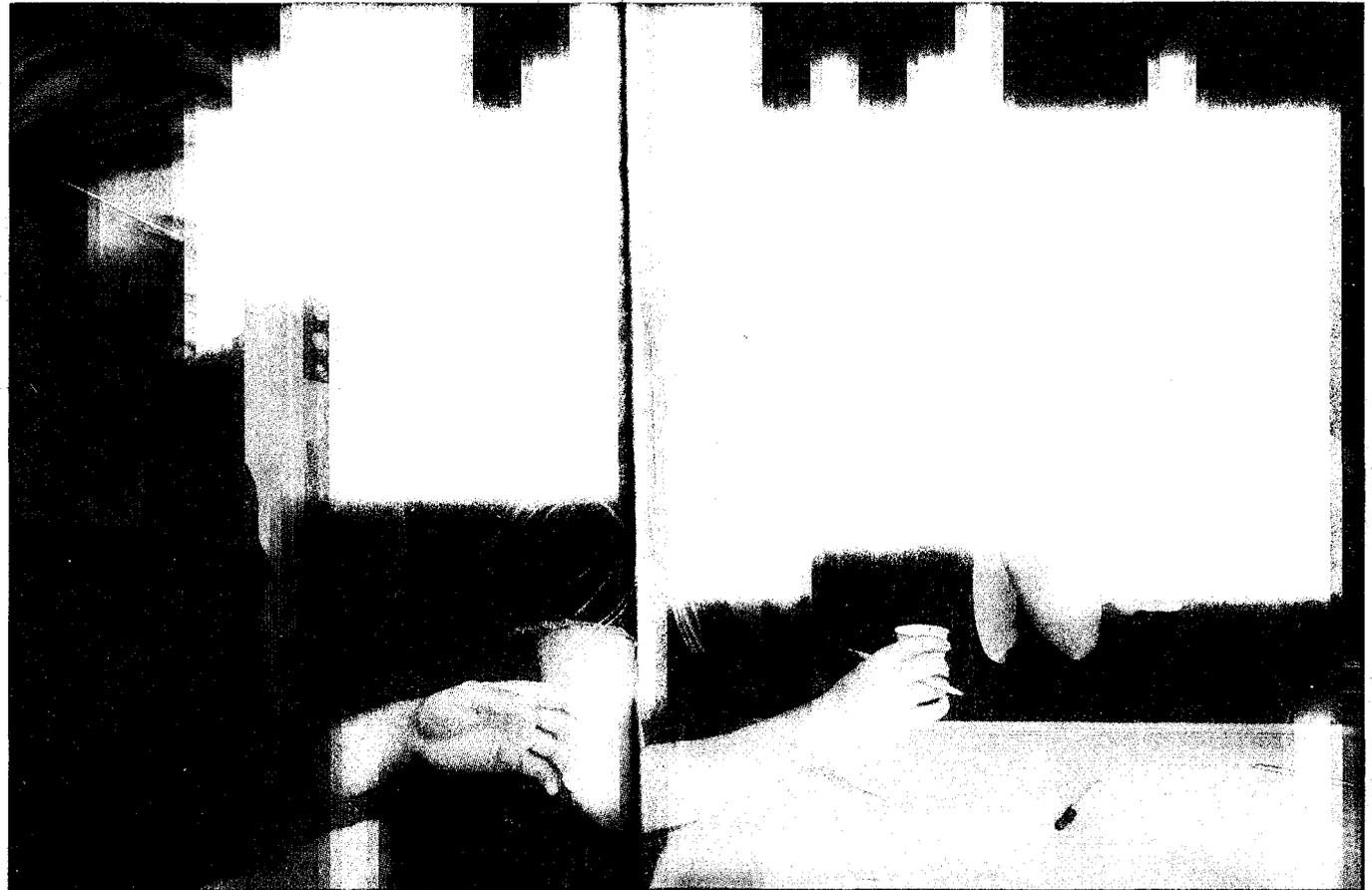
By **DONNA KATO**  
Knight-Ridder Newspapers

**P**layboy, Penthouse and the venerable Stanford University School of Business Administration?

When a social psychologist conducted a confidential survey of some of the men enrolled in the school, she found that Playboy and GQ got the most votes as their favorite men's magazine, with Penthouse close behind.

"We're talking about highly educated men here," said Debbie Then, who works with the Stanford Center for Research and Disease Prevention and at the University of California, Los Angeles. "Men who one day will be in a position of hiring and firing women."

Although reading soft-porn magazines might not be considered scandalous, what Then



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# queal thing



**D**epending on your perspective, Brain Wash and two other drinks made by Skeleteen/2nd Generation of L.A. are a trio of the hippest, next-generation sodas on the market or the latest evil offered young consumers.

The grinning skull-and-crossbones emblem dead center on the label of Brain Wash and Black Lemonade, and a skeletal hand clawing a heart that festoons Love Potion No. 69, are at the center of a controversy pitting parents against pop.

"Gets rid of all the garbage they've been dumping in your mind," the Brain Wash label says. "This may be your only way out!" and "We want you for life."

Atop each bottle a black, crimped metal cap reads "Welcome to the Other Side" — much like Darth Vader's invitation to Luke Skywalker to "Come to the other side, come to the dark side." Suggestive and/or profane wording are scattered on each of the labels.

One parent filed a complaint with state and federal agencies. Bambi Paul of Carlsbad said her

**CULTURE CLASH:**  
Teens say it's cool stuff. But parents wonder whether their kids haven't been a little Brain Washed.

son Mark Dulisse, 13, drank a bottle of Brain Wash and complained of an accelerated heartbeat, upset stomach and "a buzz." Another complaint was filed in Texas. After laboratory testing, however, both the U.S. Food and Drug Administration and California Department of Health Services found no danger from the products.

Retailers in Orange County — mostly coffee shops, candy stores, floral and gift shops — continue to carry the drinks.

Jon Sevison, co-owner of Candy Express in Westminster, stocks the Skeleteen sodas.

"They're strong sellers," Sevison said, calling the products "a real curiosity — but I haven't had

any problems" from customers.

Travis Lawrence and Eric Leighton, both 16, of Garden Grove, were looking over the Brain Wash label at Candy Express in Westminster Mall.

"I'm going to buy one," Leighton said. "The label's rad — pretty cool."

"Does it do anything to you? It'd be cool if it did," Lawrence added.

Kathleen Sandburg, a Huntington Beach parent who also studied the label of Brain Wash at Candy Express, quickly pointed out the menacing icon. She was surrounded by four young children.

"Each of them knows that this means poison," Sandburg said, gesturing to her youngest child. "And if this one saw her older brother drinking from one of these bottles, she'd be awfully confused. What would there be to keep her from drinking something else with a skull-and-cross-

Please see **DRINKS Page 2**

► **ANALYSIS:** FDA finds no hazard but has concerns. **PAGE 2**

► **TASTING:** Teen sippers offer their verdicts. **PAGE 2**



**TASTE TEST:** Sampling the controversial soft drink Love Potion No. 69 are, from left, Heather Leonard, Amy O'Connor, Melissa McIntyre and Stuart Foley.

**MARK AVERY**  
The Register



# the squeal thing

