

1. Record Nr.	UNINA9910458878203321
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Titolo	Empty pleasures [[electronic resource]] : the story of artificial sweeteners from saccharin to Splenda / / by Carolyn de la Pena
Pubbl/distr/stampa	Chapel Hill, NC, : University of North Carolina Press, c2010
ISBN	1-4696-0495-7 0-8078-7967-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (292 p.)
Disciplina	664/.5
Soggetti	Nonnutritive sweeteners - History Sweeteners - History Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	False scarlet : healthful sugar vs. adulterous saccharin in the early twentieth century -- Alchemic ally : women's creativity and control in saccharin and cyclamates -- Diet men : the food-pharma origins of artificially sweetened products -- Prosperity stomachs and prosperous women : diet entrepreneurs -- Saccharin rebels : the right to risky pleasure in 1977 -- Nutrasweet nation : profit, peril, and the promise of a free lunch -- Conclusion : Splenda, sugar, and what mother nature intended.
Sommario/riassunto	Sugar substitutes have been a part of American life since saccharin was introduced at the 1893 World's Fair. In Empty Pleasures, the first history of artificial sweeteners in the United States, Carolyn de la Pena blends popular culture with business and women's history, examining the invention, production, marketing, regulation, and consumption of sugar substitutes such as saccharin, Sucaryl, NutraSweet, and Splenda. She describes how saccharin, an accidental laboratory by-product, was transformed from a perceived adulterant into a healthy ingredient. As food producers and pharmaceutica