

# Learning & Loving Labels



# DO CONFUSING LABELS HAVE YOUR HEAD SPINNING?

Here are the nine most important tips when it comes to reading labels and identifying nourishing, FfL-Friendly foods.

1

## LOOK FOR ITEMS WITH INGREDIENTS THAT ARE FAMILIAR AND FROM MOTHER NATURE.

If you can't pronounce an ingredient or it's unfamiliar, you should probably put the item back on the shelf and move on. Most unpronounceable, unfamiliar ingredients contain additives, chemicals and preservatives.



2

## HOW MANY INGREDIENTS DOES IT CONTAIN? STICK TO NO MORE THAN SEVEN.

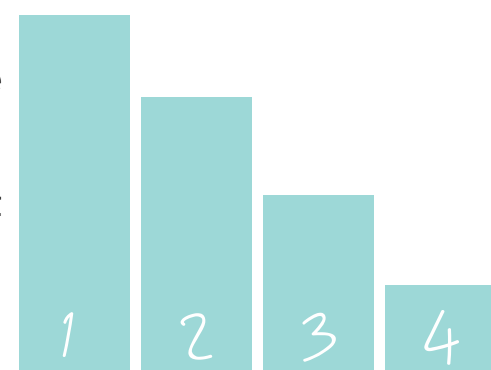
1  
2 3 4  
5 6 7

The best indicator of how processed something may be is the number of ingredients listed. Typically, the more ingredients used, the more processed the item is. A general rule of thumb is: the fewer ingredients the better. Try to choose foods with seven or less ingredients. If you are baffled between two products, typically the one with fewer ingredients is the better choice.

3

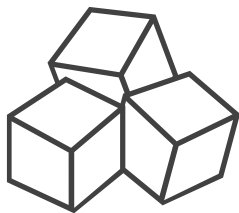
## LOOK AT THE ORDER OF THE INGREDIENTS. INGREDIENTS ARE LISTED IN ORDER OF ABUNDANCE IN A PRODUCT.

The first ingredient listed is the most prevalent in that product, the second ingredient is used less, and so on down the line of listed ingredients. Check out not only what ingredients are used but where on the list of ingredients they're located.



4

## WHERE IS SUGAR OR SWEETENER LOCATED ON THE LIST?



If sugar or a sweetener is one of the first three ingredients, you might want to put the item back. This usually means it's packed with sugar and not very healthy. For foods with only a few ingredients, make sure sugar is listed toward the end if it's there at all.

5

## BE AWARE OF A LABEL'S CLAIM TO HEALTHY FAME.

We like to call it “The Label Illusion.” Companies love to use labels to catch your attention and entice you. Be aware—their intentions aren't always pure. We've been programmed to identify with words such as organic, all natural, gluten-free, healthy, lean, low-carb, low-calorie, low-fat, fat-free, diet, light, reduced-fat, real and non-GMO.



You'd be surprised how misleading these “comfort words” may be, as the industry standards for qualifying a product to be deemed "organic" or "all natural" is unregulated.

Countless foods are labeled with these terms but are still highly processed, making them not all that healthy. The real truth in how “healthy” a food actually is can be found in the ingredients list and in knowing and understanding how the food item was made, grown or raised. As a general rule of thumb, don't grab a food item because of claims on the label. Look at the ingredients and decide for yourself!

6

## WATCH FOR THOSE SNEAKY SERVING SIZES.

### SERVING SIZE

7 CHIPS

You may grab a beverage or snack and think the fat, calories or sugar seem low, but remember to check the serving size. If the serving size listed is only one ounce and you end up consuming three, you just tripled your intake levels. Sometimes the numbers listed can be misleading due to unrealistic serving sizes. This is another way companies may market their products with deceitful intentions.



## FOCUS MORE ON THE INGREDIENTS THAN THE CALORIES, FAT AND SUGARS.

APPLE FILLING (WHEAT SYRUP, CANE SUGAR, APPLE PUREE, PECTIN, CITRIC ACID, CINNAMON, TRICALCIUM CITRATE, POTASSIUM CARBONATE, NATURAL FLAVOR), WHOLE OAT FLOUR, ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), SUNFLOWER OIL, WHOLE WHEAT FLOUR, CANE SUGAR....

While there's nothing wrong with reviewing a food label's grams of fat, sugar content or calories, the ingredients listed and their order should be your main focus.

***\*This ingredient list contains 20+ ingredients, 5 different sugars and unrecognizable ingredients, which makes this product non-FfL friendly.***



## BE WARY OF PREPACKAGED FOOD ITEMS.

Most prepackaged foods are mildly to highly processed. Make sure to check the ingredients!




## ALL OF THE PREVIOUSLY LISTED TIPS HAVE ONE THING IN COMMON—INGREDIENTS ARE IMPORTANT!



Remember, making healthy food choices starts with what you put in your shopping cart. Yes, calories, fat, sugars and sodium content are all important, but the most important aspect of choosing food is the ingredients.

Cut here



## POCKET GUIDE TO

### *Learning and loving labels*

- 1.** Look for items with ingredients that are familiar and from mother nature.
- 2.** Try to choose foods with seven or less ingredients.
- 3.** Check out where on the list of ingredients each ingredient is located.
- 4.** Avoid items with sugar or a sweetener listed as one of the first three ingredients.
- 5.** Beware of "comfort words" such as organic and all-natural. Look at the ingredients and decide for yourself if it's actually healthy.
- 6.** Watch for those sneaky serving sizes.
- 7.** Focus more on the ingredients than the calories, fat and sugars.
- 8.** Most prepackaged foods are mildly to highly processed. Make sure to check the ingredients!
- 9.** The most important aspect of choosing food is the ingredients.