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100% Effective Natural Hormone Treatment
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How To Properly Decipher Deceptive Food Labels

By Dr. Robert Osgoodby

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With today's health conscious consumer, food manufacturers are well aware that a primary concern of the public is health and eating healthy foods. Since marketing plays a huge role in product sales, marketing tactics paint a blurry picture designed to entice you, not educate you.

In an effort to provide the public with what they want, food manufacturers use unclear marketing statements like "Reduced Fat" and "98% Fat Free." Beware of products boasting these types of claims. Just because a product label claims "reduced fat" or "light" doesn't mean it's healthy, or low in fat.

There are several marketing descriptions companies use to coax you to purchase a lower fat version of a product. The best way to protect yourself and not fall prey to misleading marketing tactics is to learn how to properly read product labels and interpret common marketing catch phrases.

- * Low Calorie – Fewer than 40 calories per serving.
- * Low Fat – 3 grams of fat or less per serving.
- * Low Cholesterol – 20 milligrams of cholesterol or less per serving, and 2 grams or less of saturated fat per serving.
- * Low Sodium – 140 milligrams or less per serving.
- * Very Low Sodium – 35 milligrams or less per serving.
- * Lean – Less than 10 grams of fat, 4.5 grams of saturated fat, and less than 95 milligrams of cholesterol per serving.
- * Extra Lean – Less than 5 grams of fat, 2 grams of saturated fat, and 95 milligrams of cholesterol per serving.
- * Fat Free – Less than 0.5 grams of fat per serving

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- * Light – Half the fat of the regular version
- * Reduced Fat – 25% less fat than the regular version

Whenever you are reading a label, the important things to take into consideration for weight management are:

1. The number of calories per serving
2. The number of servings per container
3. Calories from fat
4. Calories per gram – For instance, whole milk has 9 fat calories per gram, 4 carbohydrate calories per gram, and 4 protein calories per gram.

Milk is probably the number one product that the public has misconceptions about. Regular whole milk is about 50% fat! Out of 150 calories per serving, 70 calories come from fat. Many consumers falsely believe that 1% milk contains only 1% of the fat that whole milk contains. This is just another unsavory advertising tactic. The fact is that in 2% milk, 40% of the calories come from fat, and in 1% milk, 30% of the calories come from fat. Although they are lower in fat than whole milk, by no means are they healthy and low in fat.

Recently, I tried Tuscan's Supreme Milk which is 100% fat free and I have to say, it wasn't bad. It is only 100 calories per serving with 0 calories from fat. It tastes similar to 2% milk while providing you with all of the nutritional benefits of skim milk.

Another thing that can mislead consumers is serving size. Many times you will look at a product believing that the container contains one serving, and the caloric and nutritional breakdown are accurate for the entire container. For instance, a can of tuna may state that there are 70 calories per serving, but when you look at the number of servings in the can, it reads approximately two and a half.

By reading labels and understanding the food manufacturers marketing jargon, you can sift through the hype, and make healthy, intelligent food choices. The next time you head to the store to stock up on "healthy foods", don't forget your reading glasses!

Dr. Osgoodby was a finalist in the "EAS Body for Life" Contest. Stop by his web page at bestbodyever.com to see his before and after pictures and subscribe to his monthly newsletter.

Self Adhesive Satisfies Micro Breweries

By Martin Williams

The move to self adhesive labels for UK brewers follows recent developments in the USA. Anheuser–Busch has played a leading role in the States and Coors are now adopting the same approach in the UK.

However, it is not only multi–national breweries that have an interest in the quality of their labelling - so do micro brewers.

These smaller regional breweries have a strong reputation for distinctive packaging and have been quick to harness the benefits of self adhesive labels. Many brewers outsource their bottling to contract breweries, which tell us that self adhesives are more reliable at application and give their bottlers less downtime on the production line. The result is good for both the brewer and the bottler.

There are also economies when producing self adhesive labels. Unit costs are reduced because they can be printed, finished and die cut in a single process, minimising costs and wastage.

The development of dual web printing processes also means that the body, back and neck labels can be applied in one pass on the bottling line and labels perfectly index onto the bottles. We also apply film coating that gives labels durability and ensure they reach the shelf in prime condition.

Beer bottles with self adhesive labels are able to be recycled in the same way as those with traditional labels, so innovative labelling does not get in the way of good recycling practice.

The OPM Group has designed, printed and produced self adhesive labels for several regional breweries including Swindon based Arkells.

Arkells head brewer Don Bracher says that self adhesives increase the brand impact of their bottles. "The visual impact of self adhesive labels is significantly better than we glue labels. Yes, they are more expensive, but we think they are worth the additional investment. We now have labels with better colours, better branding and more customer appeal.

"We're producing beer in non returnable bottles, so you have a situation where the bottle is pristine. It's important for the label to look the very best it can".

Etiquette (

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