



# The Importance of Reading Food Labels

DON'T LET FOOD LABELS  
FOOL YOU. LEARN THE TOP  
TIPS AND TRICKS TO  
BECOME A LABEL  
DETECTIVE.



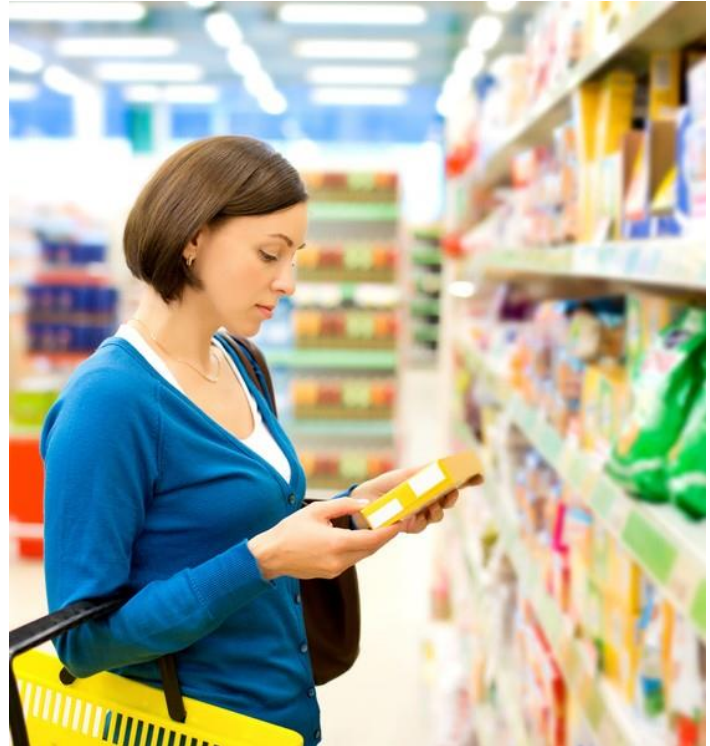
# READING LABELS 101

What you need to know

Food labels can be misleading. Many food products make health claims to lure you into buying.

**But just because a product is labeled "natural" or "healthy," doesn't mean it is!**

Luckily, once you know the right tricks, it's easy to sort out the junk from the good stuff.



## 4 Simple tips for reading food labels:

1. **Scan the first 3 ingredients.** Ingredients are listed from highest to lowest - so the first few will make up the bulk of what's you're eating.
2. **Avoid anything hard to pronounce.** If it looks like it belongs in a science textbook, it doesn't belong in your body.
3. **Stay away from long ingredient lists.** If the ingredient list is a mile long, the food is ultra processed.
4. **Focus on whole foods.** They don't need an ingredients list, so there's less guesswork.





# SNEAKY NAMES FOR SUGAR

And how it hides...

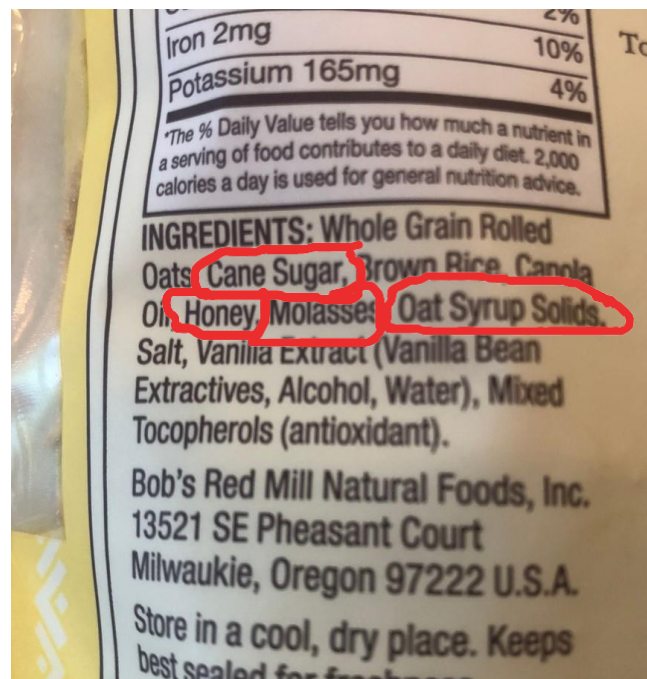
Sugar goes undercover with *lots* of sneaky names. Check out the list below and you'll see what I mean...

## The many names of sugar

- Organic cane sugar
- Evaporated cane juice
- Brown sugar
- Coconut sugar
- Agave nectar
- Brown rice syrup
- Rice brain syrup
- Oat syrup
- Maple syrup
- High fructose corn syrup
- Barley malt (syrup)
- Corn sweetener
- Dextrose
- Fructose
- Glucose
- Galactose
- Maltose
- Ethyl maltol
- Fruit juice concentrate
- Maltodextrin
- Carob sugar
- Beet sugar
- Molasses
- Honey
- Caramel
- Disaccharides

What's extra confusing is food manufacturers often add sugar in different forms. That way, they don't have to list it as ingredient #1.

Here's an example...





# BREAKING DOWN OILS

Healthy vs Unhealthy.

Not all oils are created equal. Some are superfoods loaded with antioxidants, vitamins, and omega-3s – while others are harmful. Here are the good-for-you oils to include...

## HEALTHY OILS

### For cooking:

- Olive oil
- Avocado oil
- Coconut oil
- Ghee

### For dressing:

- Olive oil
- Flaxseed oil
- Walnut oil
- Avocado oil

Then you have the ultra processed bad-for-you oils. Many are high in omega-6s, which causes inflammation. And some raise your "bad" LDL cholesterol and lower your "good" HDL cholesterol. So steer clear of these...

## UNHEALTHY OILS

- Canola oil
- Palm oil
- Soybean oil
- Corn oil
- Safflower oil
- Sunflower oil
- Cottonseed oil
- Grapeseed oil
- Vegetable oil
- Corn oil
- Sesame oil
- Peanut oil
- Partially hydrogenated oil (aka trans fat)

# OTHER SNEAKY INGREDIENTS

To watch out for...



## ADDED FLAVORS

- Monosodium glutamate (MSG)
- Aspartame
- Sucralose
- Saccharin
- Acesulfame potassium
- Yeast extract
- Natural flavors
- Artificial flavors



## PRESERVATIVES

- Nitrates
- Nitrites
- BHA (Butylated hydroxyanisole)
- BHT (Butylated hydroxytoluene)
- Potassium bromate
- Propyl paraben



## EMULSIFIERS

- Carrageenan
- Maltodextrin
- Polysorbate 80 (PS80)
- Carboxymethylcellulose (CMC)
- Soy lecithin
- Xanthan gum
- Polyglycerols



## ADDED COLORS

- All added colors should be avoided (especially Red 3, Red 40, Yellow 5, Yellow 6, Blue 1, Blue 2 and Green 3)
- Titanium dioxide (color additive)

# SHOPPING FOR ANIMAL PROTEIN



## What to look for

Organic animal protein is more nutrient dense than conventional... *and* more humane.

Factory farmed animals are raised in unhealthy living conditions and loaded up on antibiotics. So steer clear of them. Here's a handy cheat sheet...

- **Grass-fed:** Fed only grass during lifetime
- **Organic:** Fed organic feed, outdoor access, no antibiotics or growth hormones
- **Free range:** Hens have outdoor access throughout growth cycle
- **Pasture raised:** Same as free range, but hens get more space
- **Wild caught:** Fish caught from a natural habitat (not raised in tanks)



### BEEF

Choose grass fed & organic



### POULTRY

Choose organic



### PORK

Choose grass fed & organic



### FISH

Choose wild caught fish



### EGGS

Choose pasture raised or free range organic