



I'm a victim too, it can happen to all of us. You scan the shelves for something new, but you still want to be healthy. In a rush, you grab the nature colored, brown/tan box with the fresh fruit pictured... because that means it's healthy, right? Then you get home and look at the critical nutrition label. That's when you learn, you've been fooled.



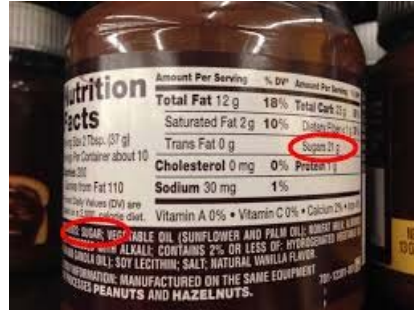
### Advertising

Look at the image of the Nutella commercial above:

1. The heart shaped bread – is that to say, you care for the person so much you serve them Nutella? Or perhaps they are sending a message that it is heart healthy?
2. The flowers next to the whole hazelnuts – does that mean it's "all natural", rich in good fats from the whole nuts?
3. Served with wholesome milk – indicating that all you need is calcium and you've made it a complete nutritious meal?

You're too smart for all that. Let's take a closer look: Ingredients are listed in order of quantity. So in a 2T serving you have more sugar in Nutella

than you do hazelnuts. Sugar, is the first ingredient. Odd, they didn't show that in their commercial. The next most prevalent ingredient: vegetable oil. So, sugar then fat, followed by, there it is, the wholesome hazelnut.



This product is sold next to peanut butter. There are a lot of choices for peanut butter these days. However, for the most part the ingredients for peanut butter, have peanuts first then added fat and sugar. You can of course find peanut butter with just peanuts, if you desire.

So what is Nutella similar to? Would you be surprised to hear a Hershey Bar with almonds?



Let's take a closer look: First ingredient of a Hershey bar with Almonds is milk chocolate. To be fair there is a list of ingredients for milk chocolate and the first of those is sugar. However, for one bar the candy offers 19g of sugar while Nutella offers 21g.

Oh, but perhaps Nutella has a larger serving size. The serving size for Nutella is 2T (37g). The serving size for the candy bar is 1 bar (41g). No, they are quite comparable in serving size.

Second ingredient of the candy bar: Almonds. With double the protein (4grams vs. Nutella 2g) and double the fiber (2g vs. Nutella 1g) you can see the candy bar offers more nuts than Nutella.

Let me be clear, I am not advocating you melt down the Hershey bar and put it on bread for breakfast. I am just trying to make you see how advertising can blind us to the facts right there on the nutrition label.

### Brown Paper packaging tied up with Fresh Fruit!

Standard image for healthy food. However healthy the below fig bar looks, it is full of added sugar, not so much wholesome fruit. The biggest surprise with this nutrition label... there are two of those bars in one package; however, the nutritional information is for one bar. That's right, you need to double the 110 calories to 220 if you eat both and 20g of sugar not 10g.

Again, not saying it's a forbidden food, but be cautious of what you are eating. Additionally, make sure when



you are comparing different brands you are noticing the serving size.



This month's inspiration came from a Runner's World article: "Five Unhealthy "Health" Foods. Below are the Five foods they highlight.

### Flavored Yogurt

Calcium is a crucial nutrient. But if you've been to the grocery store recently, you've probably noticed there's almost an entire wall devoted to yogurt. While some fruit blends contain no fruit at all, others have a puree on the bottom that rocks the sugar scale.

Tip: To get your fill of calcium, vitamin D, probiotics, and protein, always choose a plain yogurt free from additives or sugar. You can sweeten it yourself with fresh fruit or dried fruit (no sugar added types).

### Low-Fat Peanut Butter

Nut butters are good, but your nut butter should have one ingredient (maybe two): nuts (and possibly salt). To have any flavor, manufacturers put all sorts of horrible additives,

including sugar, to compensate for the lack of fat.

Tip: You can try and make your own... or look for the natural peanut butters. I found Crazy Richard's at Walmart. Ingredients: peanuts.

### Bran Muffins

Muffins are always dangerous, but the word bran sitting in front of it somehow convinces people otherwise. Bran, after all, is high in fiber, minimally processed, keeps the digestive tract in order, and more. Though the bran is likely never to blame in the muffin, the high amount of sugar and canola oil is. In fact, the nutrition fact panel of a muffin (even a bran muffin) can be 400 to 500 calories, 40+ grams of sugar.

Tip: Make your own muffins over the weekend in mini muffin tins. Store in the freezer and take out one or two to crumble over some plain Greek yogurt or pair with a hard-boiled egg for a quick breakfast.

### Granola

Oats, fat, dried fruit, nuts. It's all delicious. But with the tastiness typically comes a lot of calories all wrapped up in a little package. One-half cup of granola easily clocks in at more than 200 calories. So, while a half cup before an afternoon

workout might be just what the doctor ordered, always make sure to keep your portions in check.

Tip: Keep a ¼-cup measuring tool in your box of granola.

I'd like to add a few more to the list of tricky "health" foods:

- **veggie chips** (are often still fried and usually the first ingredient is potatoes, so they are potato chips.)
- **"Gluten Free"** does not mean it is healthy or good for you. Read the labels.
- **Protein Bars** not all are healthy, read the labels and compare to choose the one that meets your goals.
- **Flavored oatmeal** – started off with a healthy ingredient, oats, but then added a whole lot of sugar. Make your own with fresh or dried fruit.
- **Shakes**– can pack a calorie punch full of sugar. Make your own, leaving out honey or syrups.

### Monthly challenge:

Teenage Athlete- Read and compare some of your "healthy" foods in the house now.

Parents – We are all rushed. Avoid any impulse buys when you are too rushed to read the label in the store. Once its home... it will be eaten.