



MODULE 1



LABELS MADE SIMPLE

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Module 1

The Front of the Package

We need to be concerned with what is on the front of the package. You can't judge a food solely based on its claims, so let's get informed.

The FDA does not check the accuracy of food labels.

Zero trans fat, real fruit, no sugar added, can be deceptive as companies use loosely guarded loopholes to trick health-conscious consumers into thinking they are getting a wholesome product.

Packaged products labeled, "all natural" can include just about anything including:

- Pesticides
- Additives
- Preservatives
- Artificial ingredients
- GMOs

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The Front of the Package

Quite simply, words may not mean what you think:

- All natural
- 100% natural
- No artificial preservatives
- Real fruit
- Sugar free

These words stem from clever marketing in hopes that YOU won't know how to decipher what's on the back.