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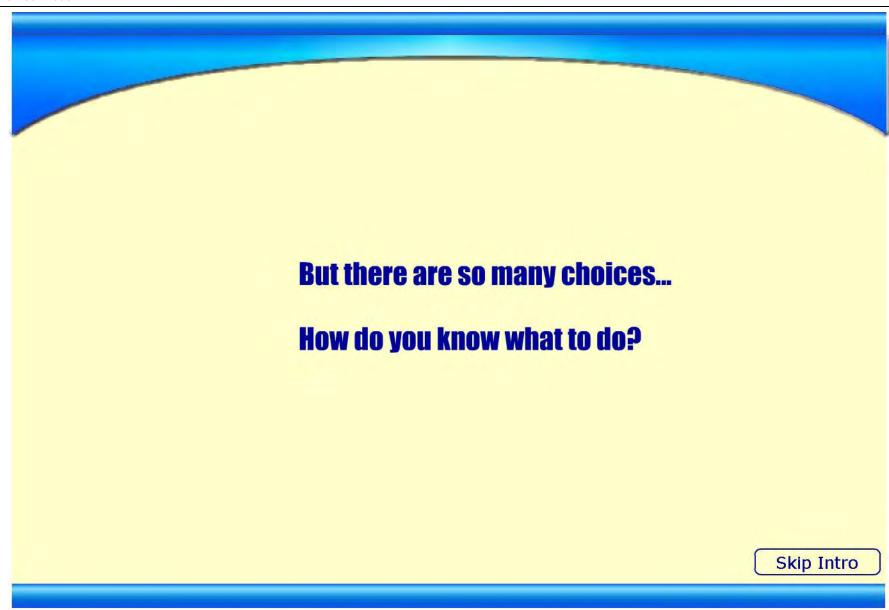
CFSAN/Office of Nutritional Products, Labeling, and Dietary Supplements November 2006

Eating smart -maintaining a healthy weight -sounds great, doesn't it? Skip Intro





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Introducing...

Make Your Calories Count

Use the Nutrition Facts Label for Healthy Weight Management

Skip Intro





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MAKE YOUR CALORIES COUNT

Use the Nutrition Facts Label for Healthy Weight Management



Introduction

Size Up Your Serving & Calories





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Make Your Calories Count

Use the Nutrition Facts Label for Healthy Weight Management

Healthy weight management requires a balance between a healthy diet and physical activity.

Most of us want simpler ways to maintain a healthy weight and get the most nutrition out of what we eat. There are no magic answers... But there is one powerful tool we often overlook - the Nutrition Facts label on packaged foods.

Make Your Calories Count can help you quickly make smart food choices.

We'll show you how.

Select NEXT to continue.

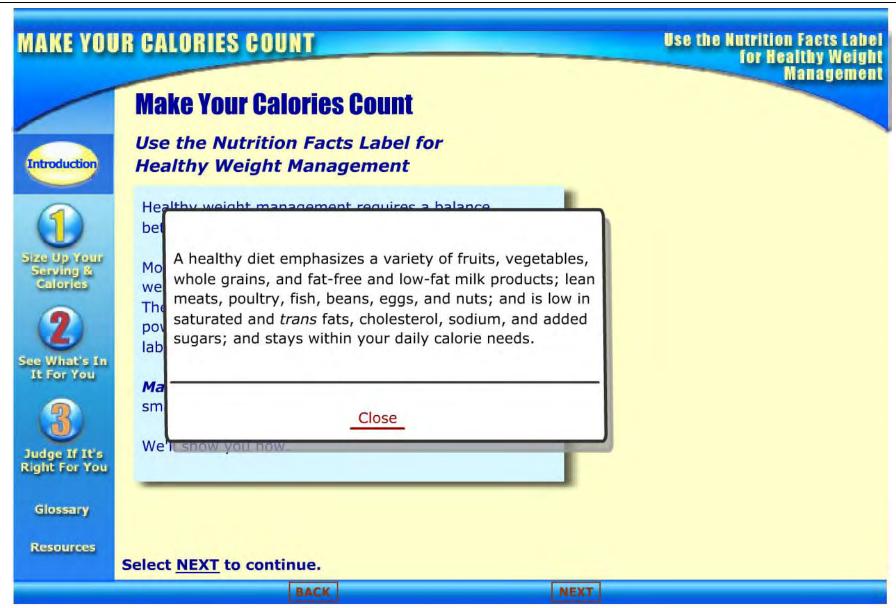
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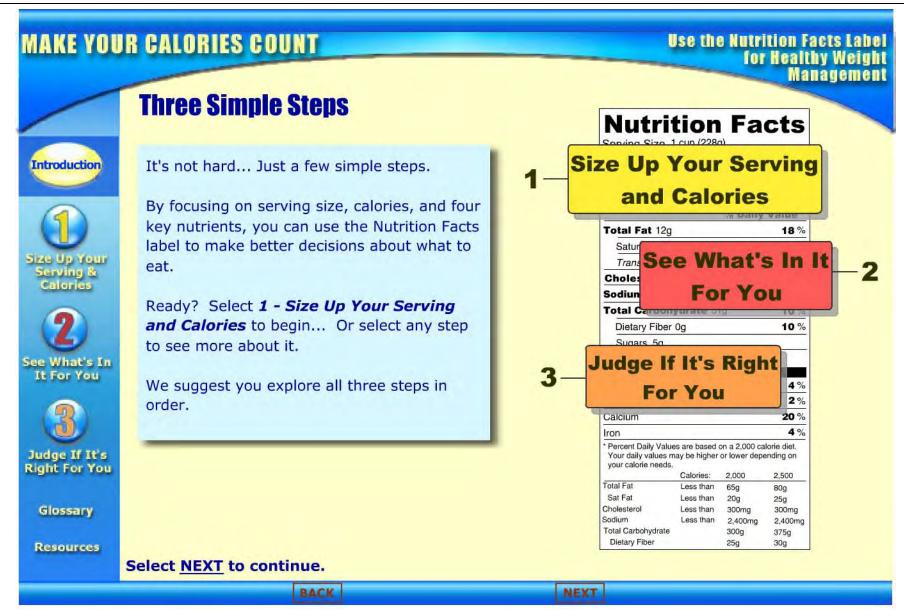
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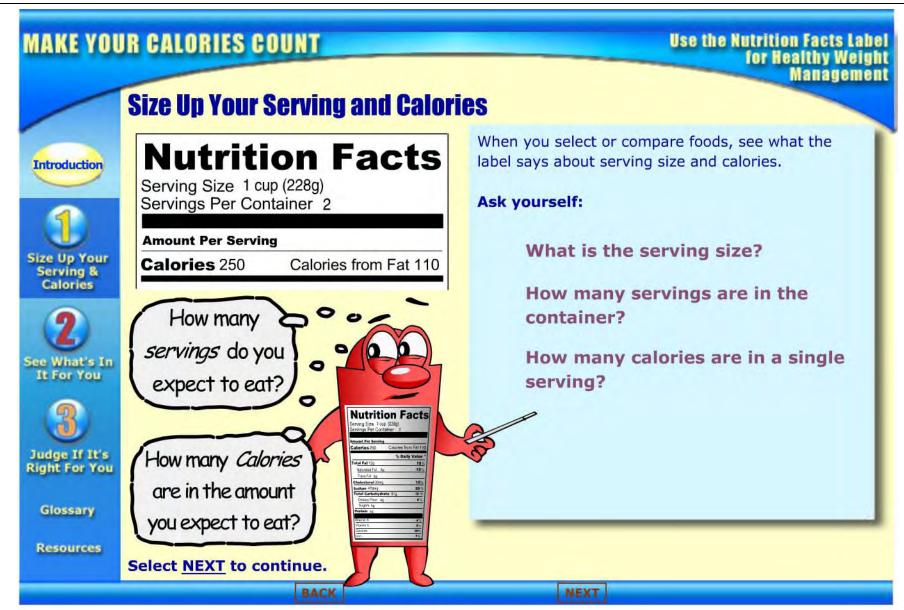
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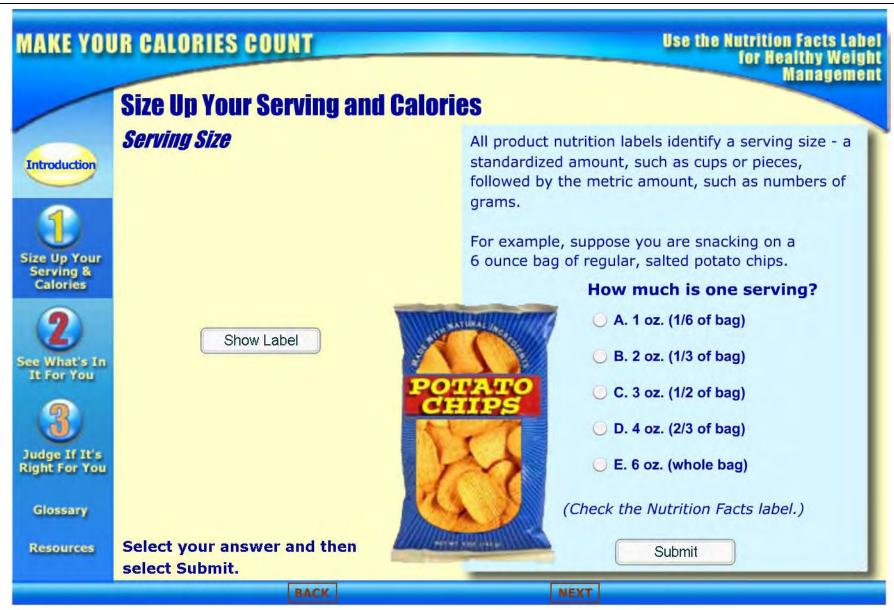
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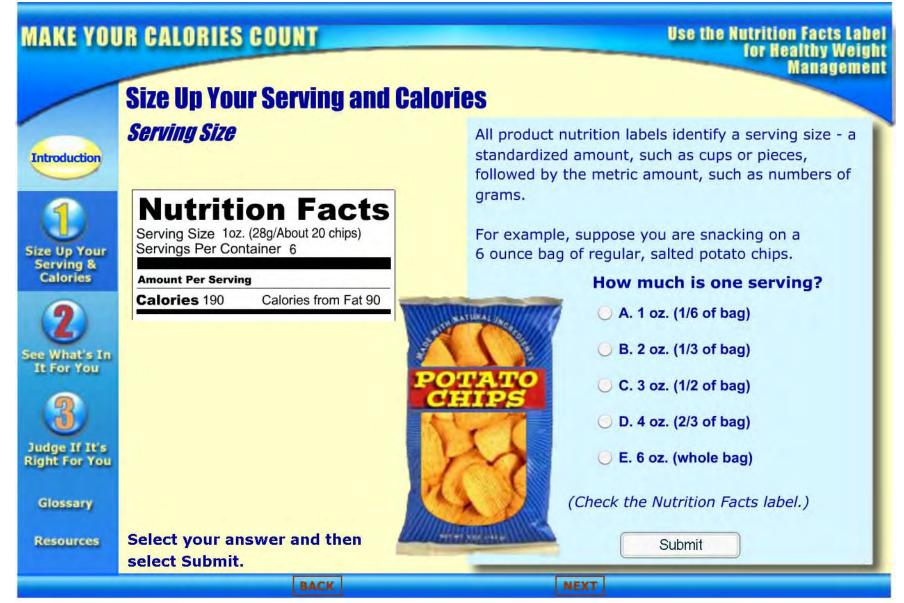
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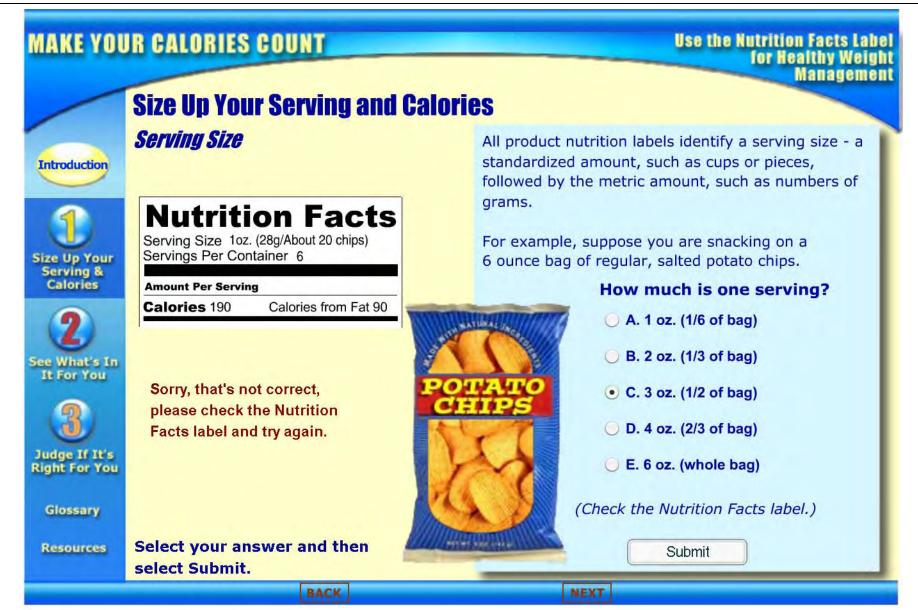
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MAKE YOUR CALORIES COUNT

Use the Nutrition Facts Label for Healthy Weight Management

Size Up Your Serving and Calories Serving Size







Serving & Calories



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Nutrition Facts

Serving Size 1oz. (28g/About 20 chips) Servings Per Container 6

Amount Per Serving

Calories 190

Calories from Fat 90

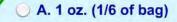
Sorry, that's not correct. The label shows that a single serving of potato chips is one ounce, or just one-sixth of this 6 ounce bag.

Select NEXT to continue.

All product nutrition labels identify a serving size - a standardized amount, such as cups or pieces, followed by the metric amount, such as numbers of grams.

For example, suppose you are snacking on a 6 ounce bag of regular, salted potato chips.

How much is one serving?



B. 2 oz. (1/3 of bag)

C. 3 oz. (1/2 of bag)

D. 4 oz. (2/3 of bag)

E. 6 oz. (whole bag)

(Check the Nutrition Facts label.)

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MONEY SHIPLING





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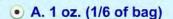
Yes, that's right! The label shows that a single serving of potato chips is one ounce, or just one-sixth of this 6 ounce bag.

Select NEXT to continue.

All product nutrition labels identify a serving size - a standardized amount, such as cups or pieces, followed by the metric amount, such as numbers of grams.

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(Check the Nutrition Facts label.)

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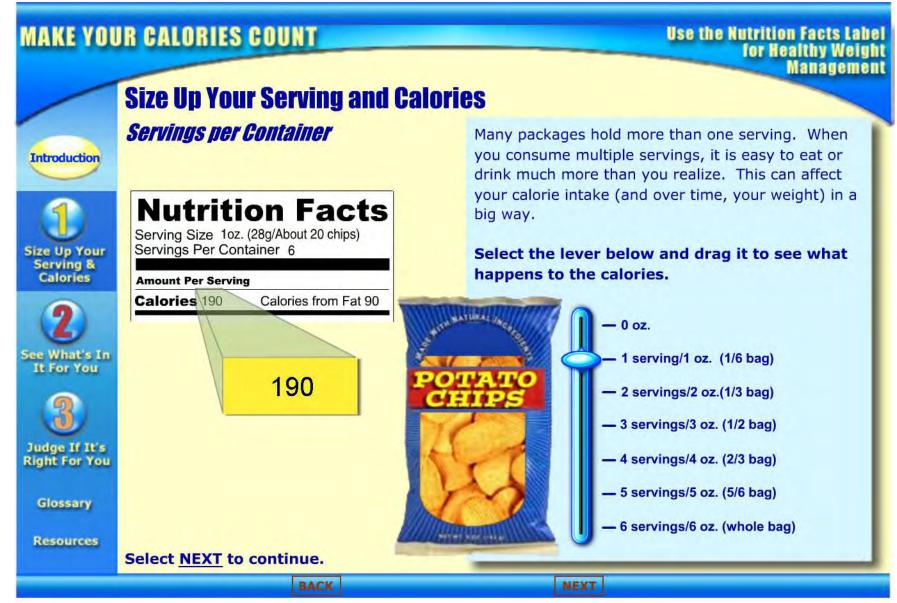
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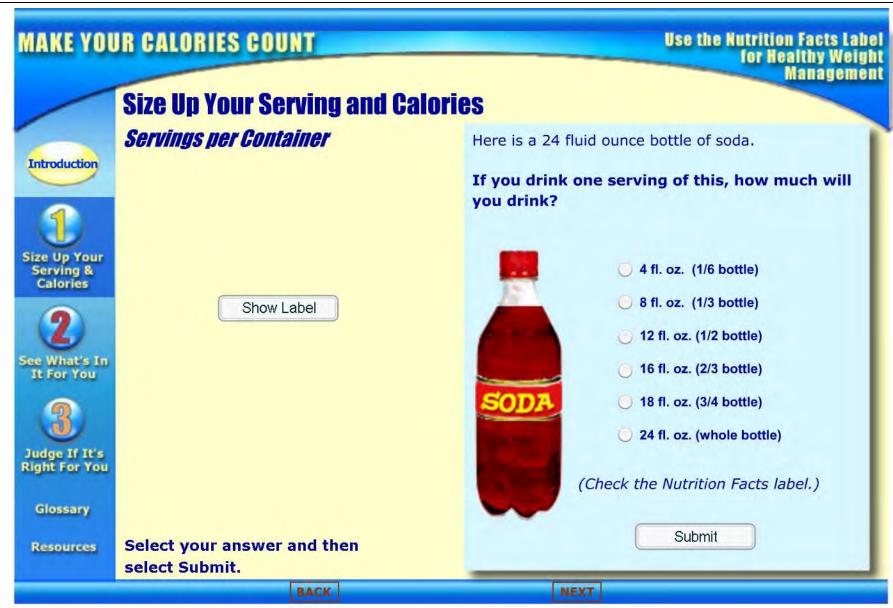
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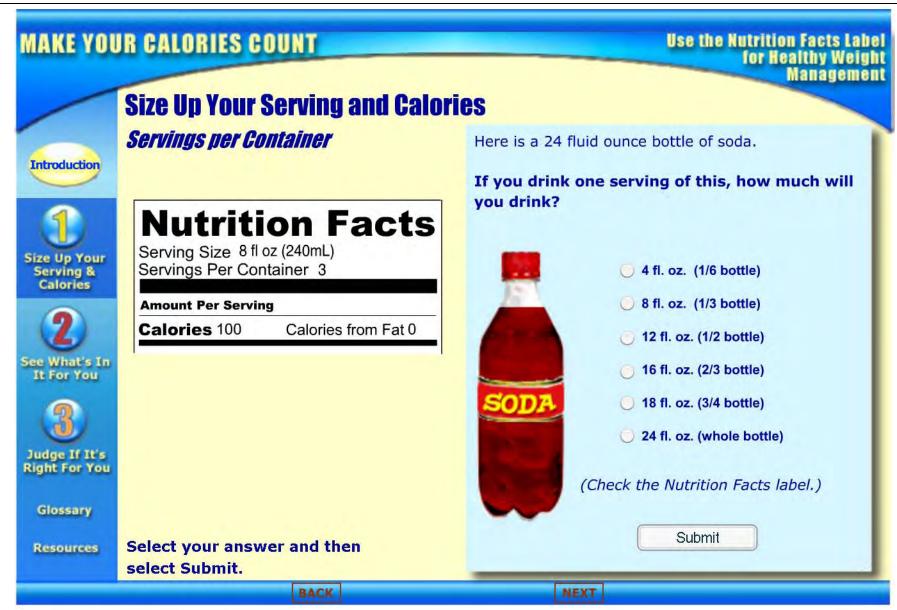
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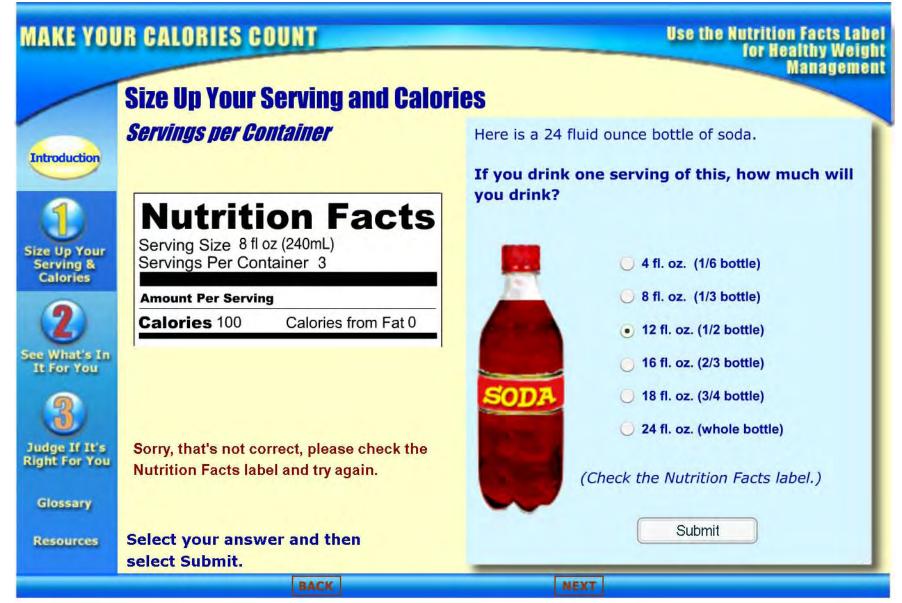
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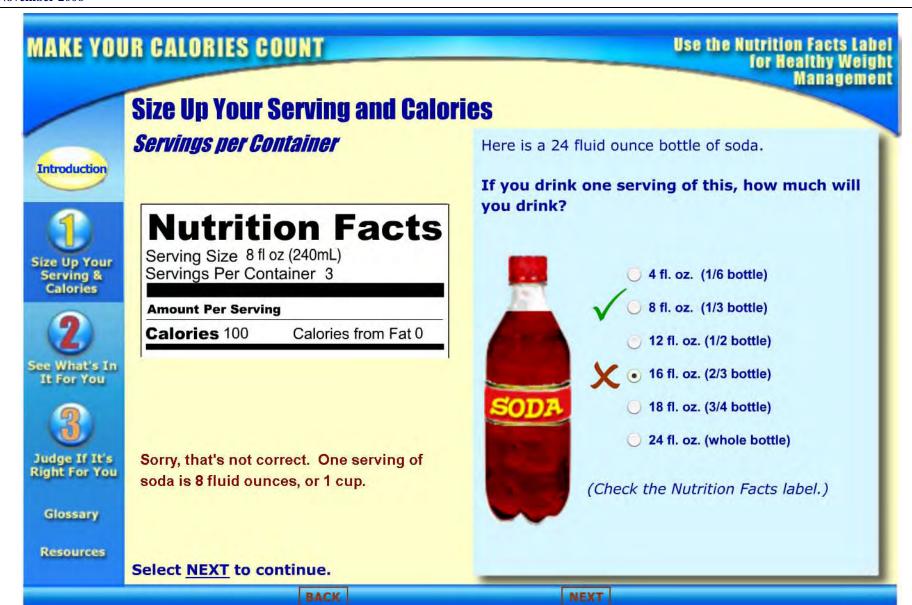
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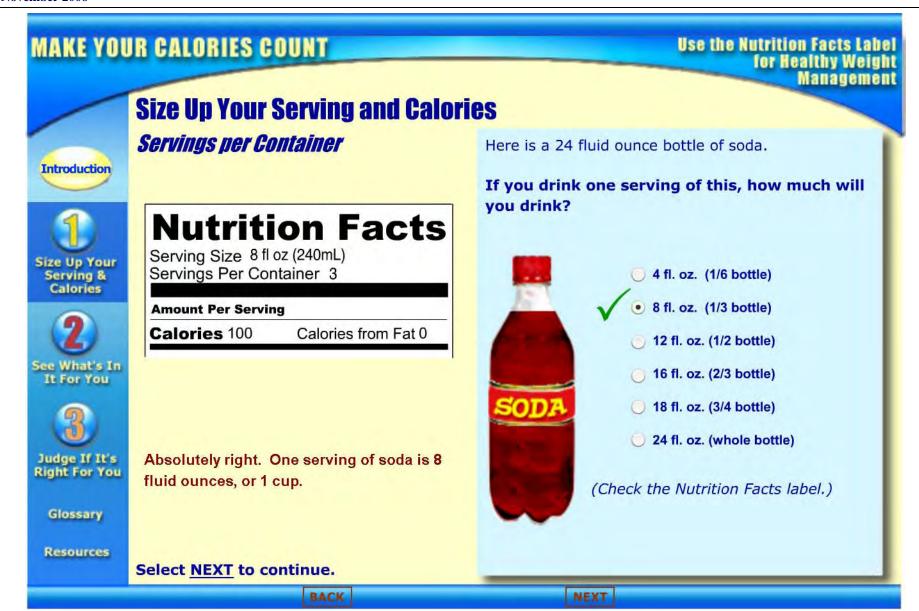
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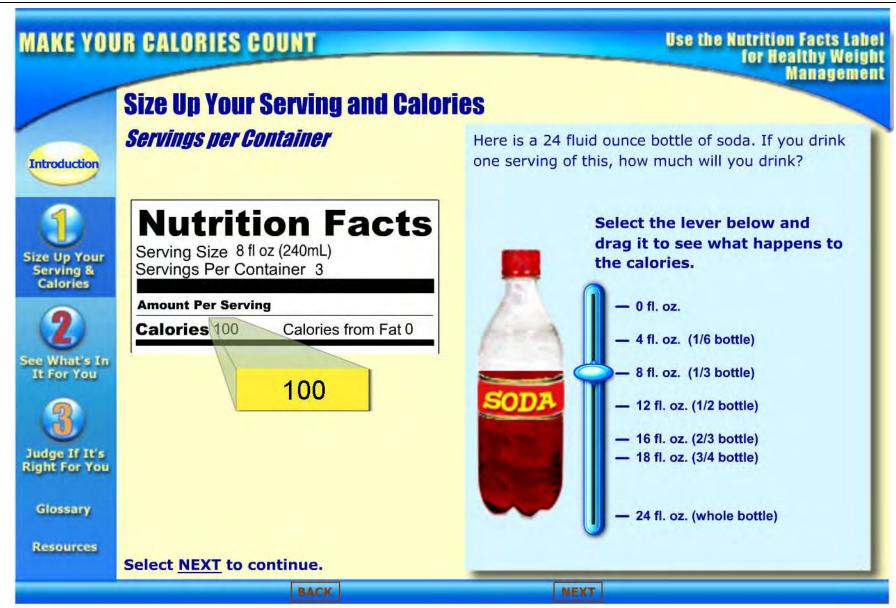
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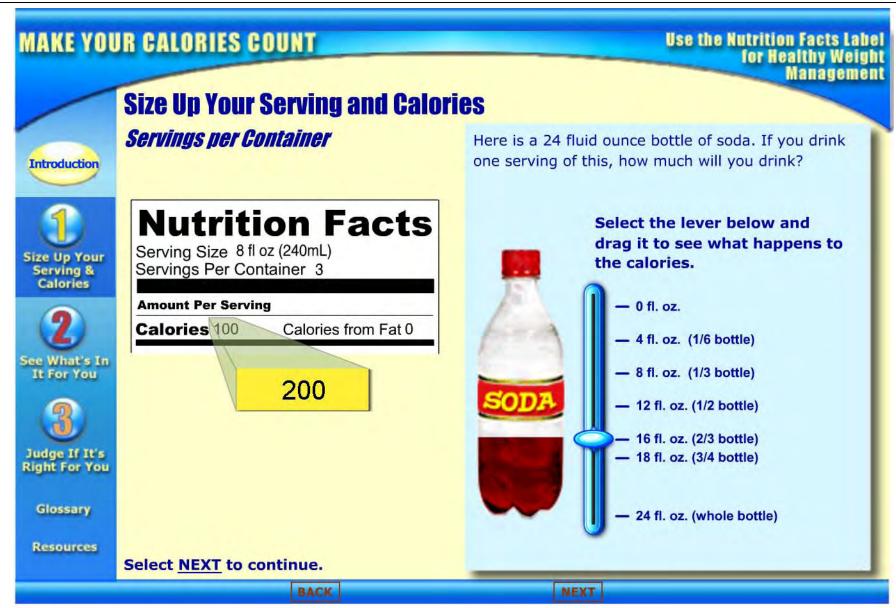
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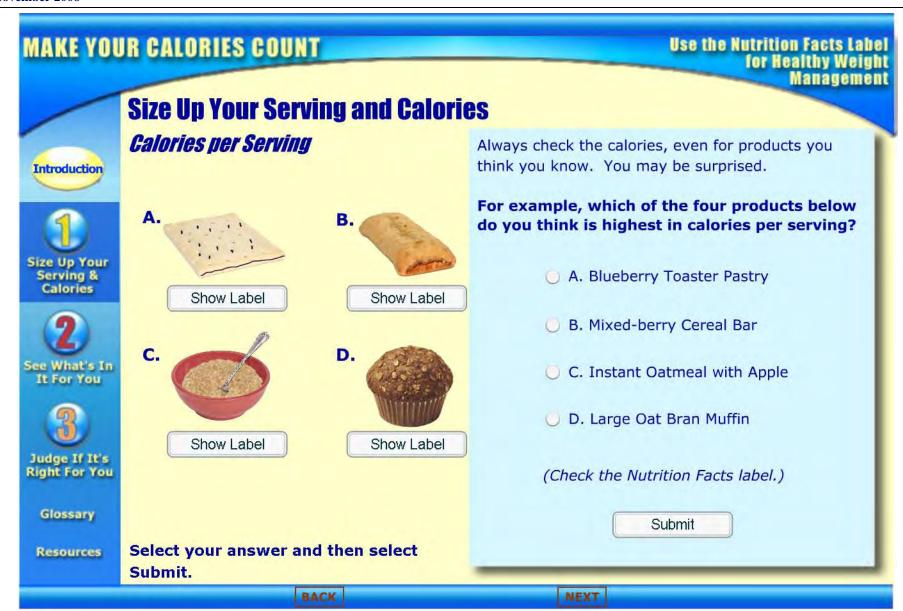
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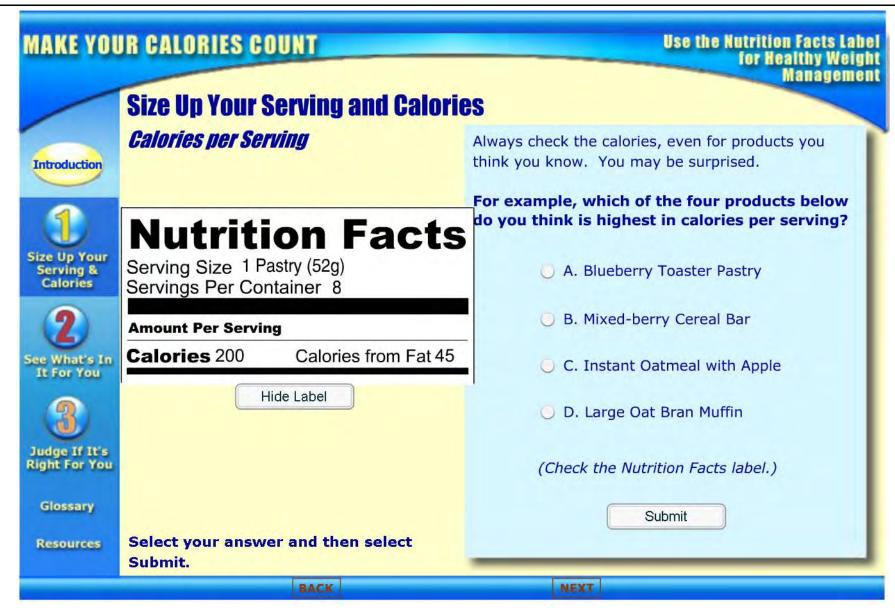
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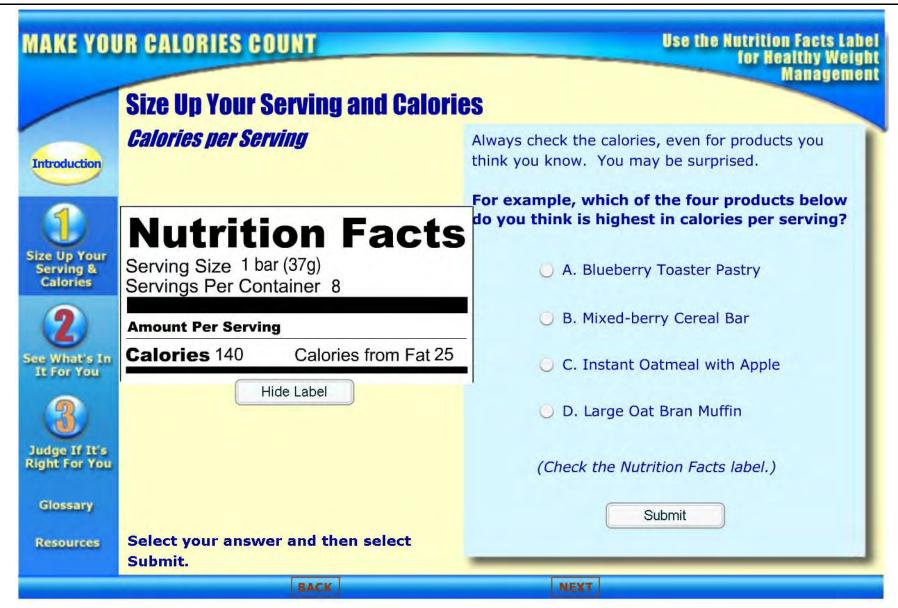
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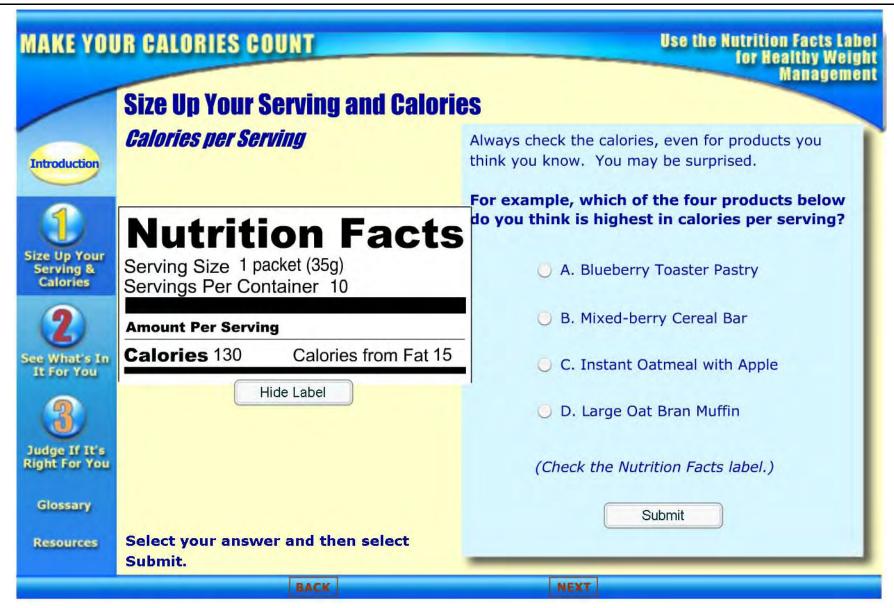
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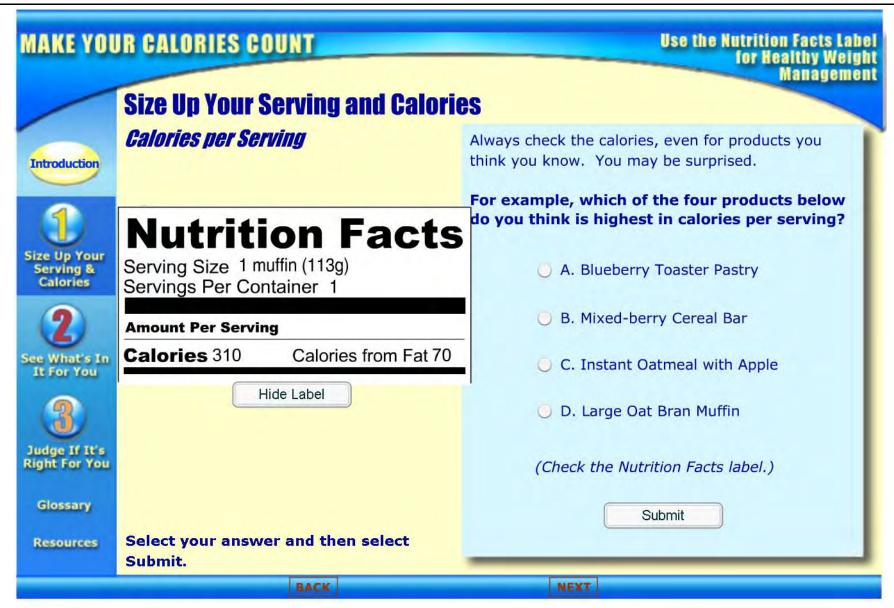
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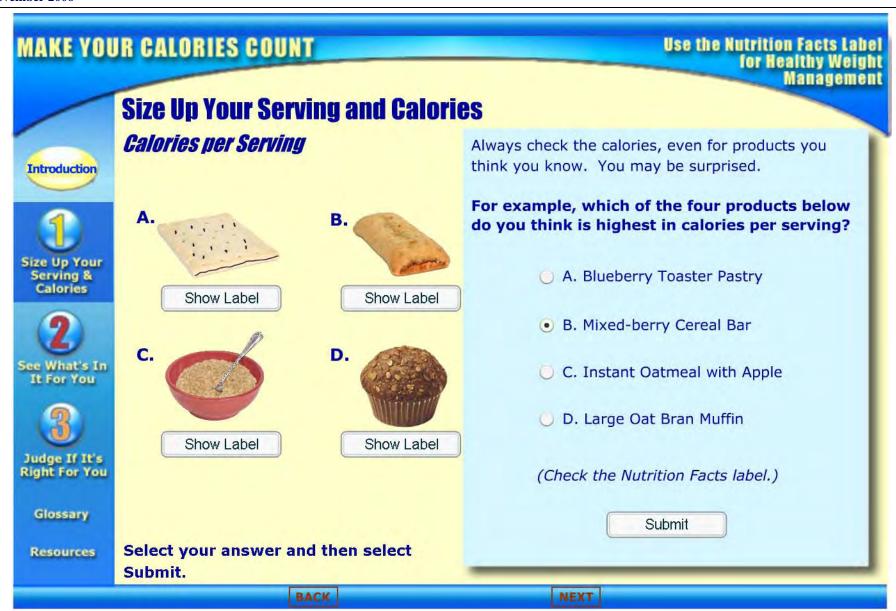
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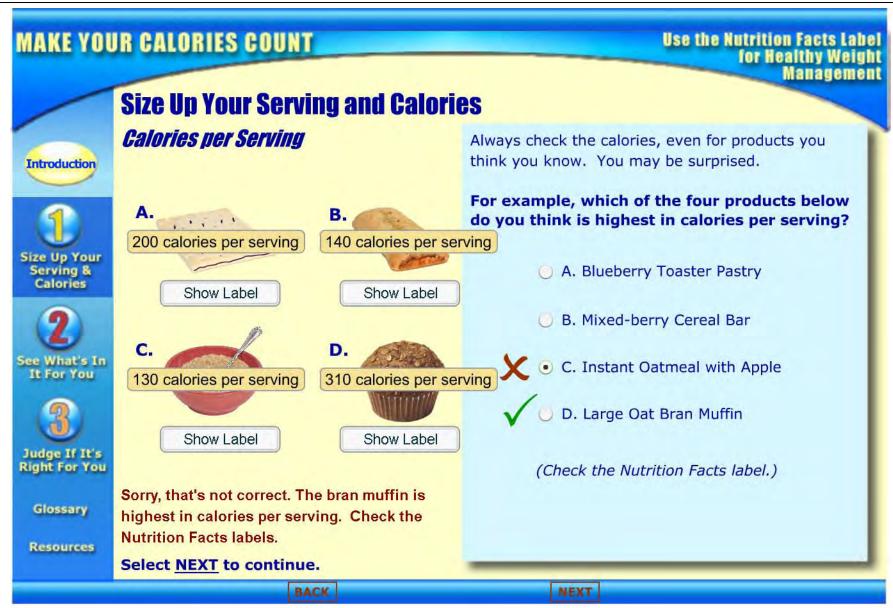
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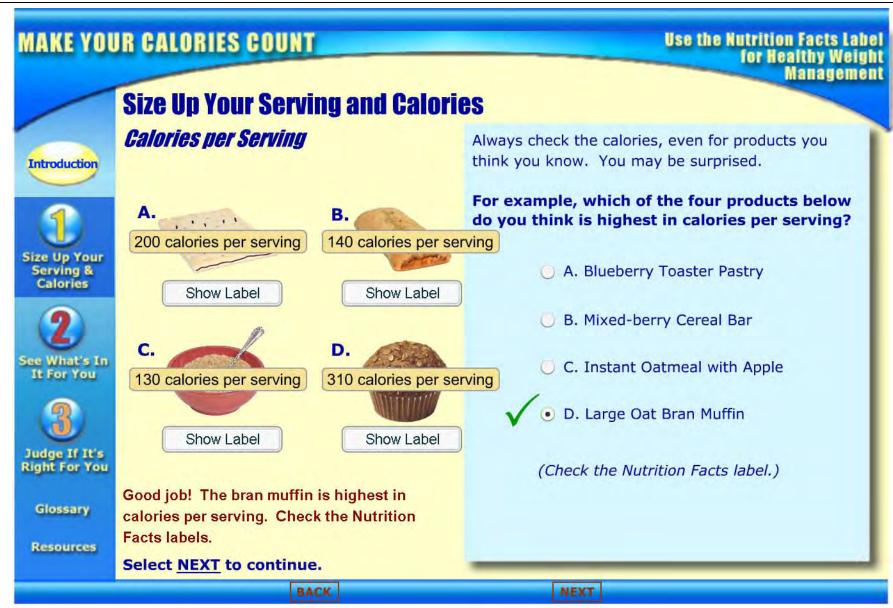
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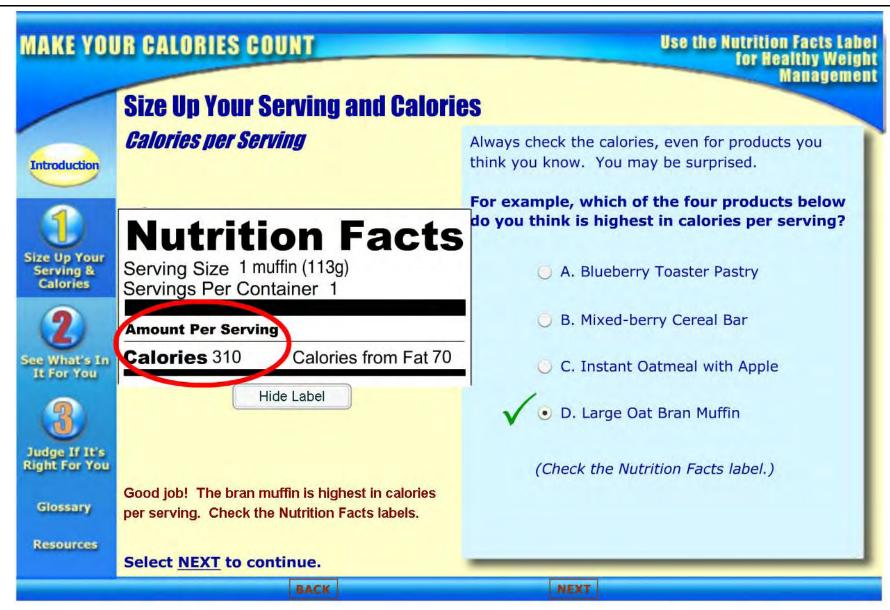
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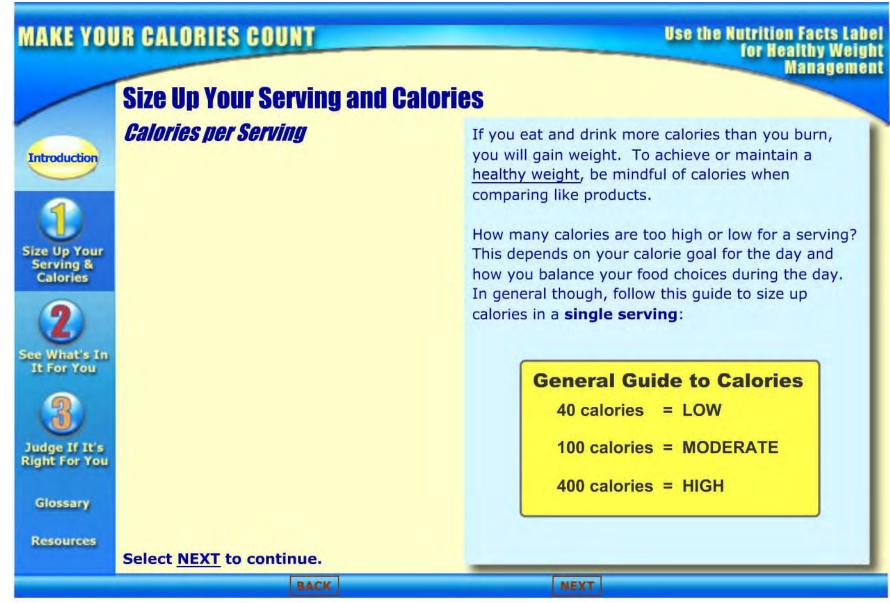
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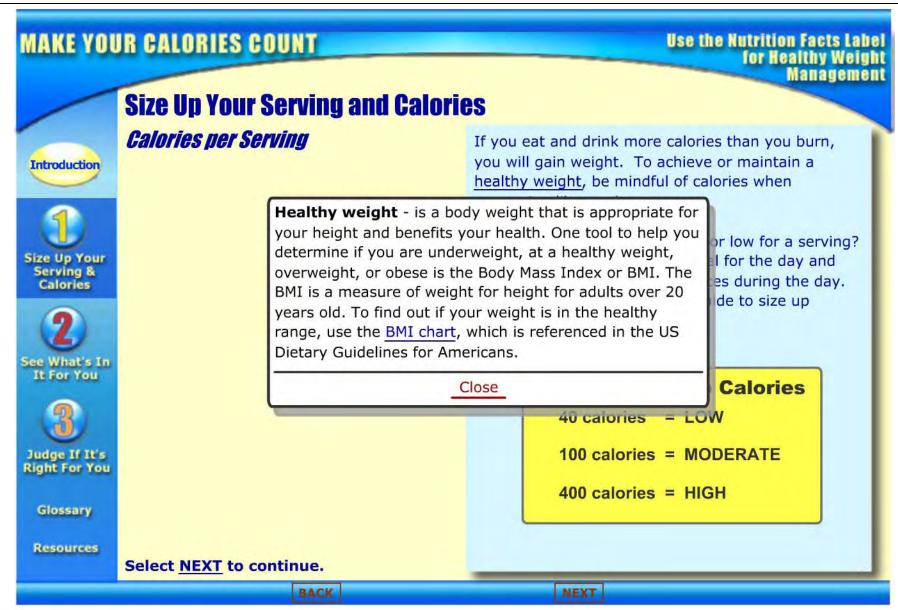
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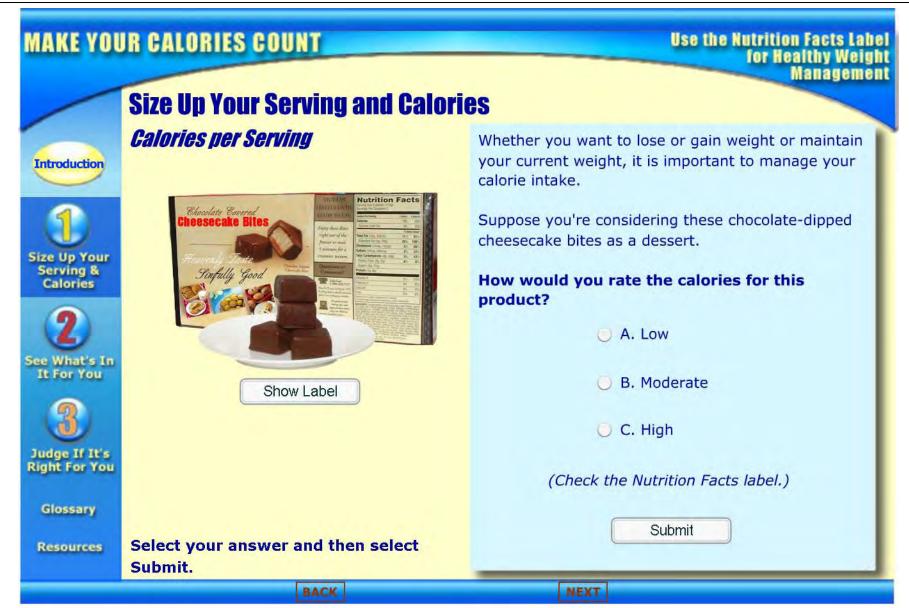
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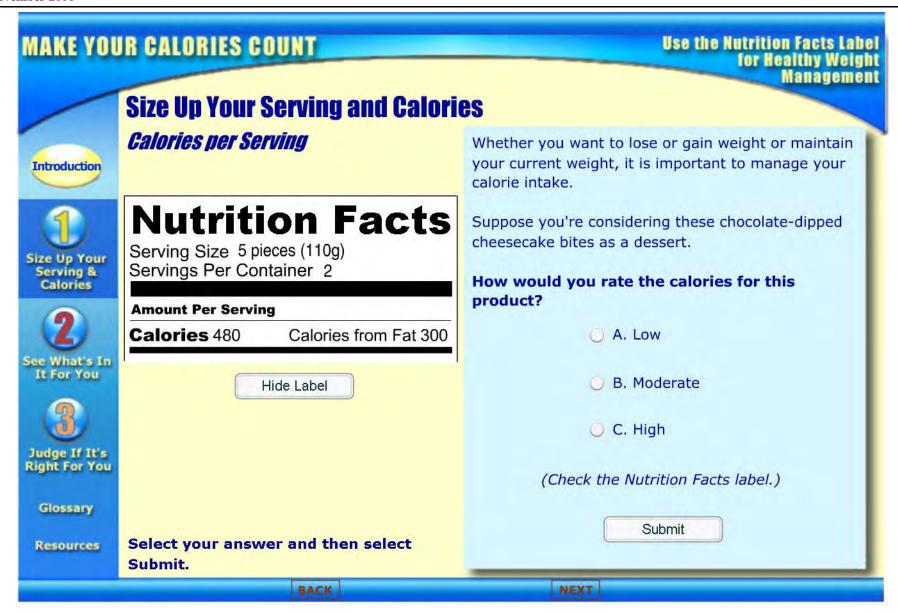
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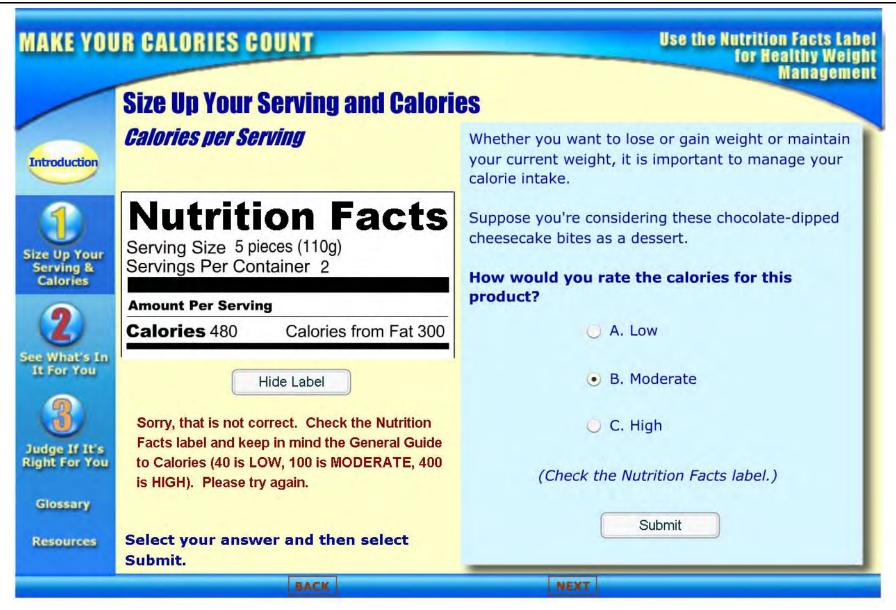
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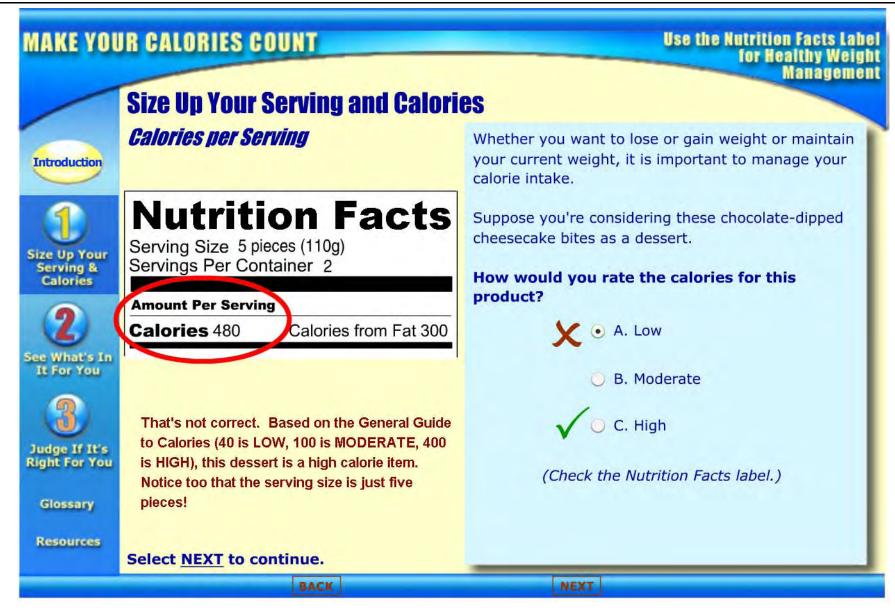
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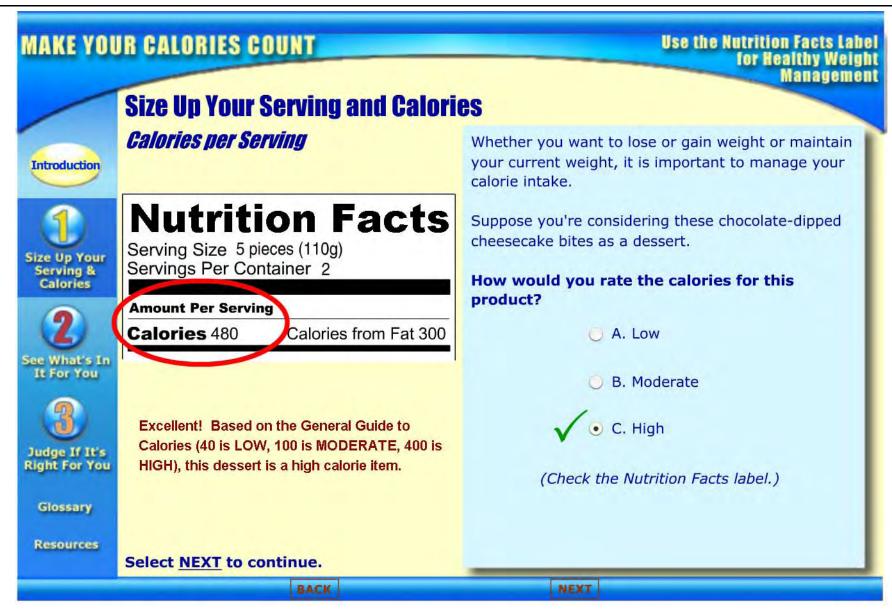
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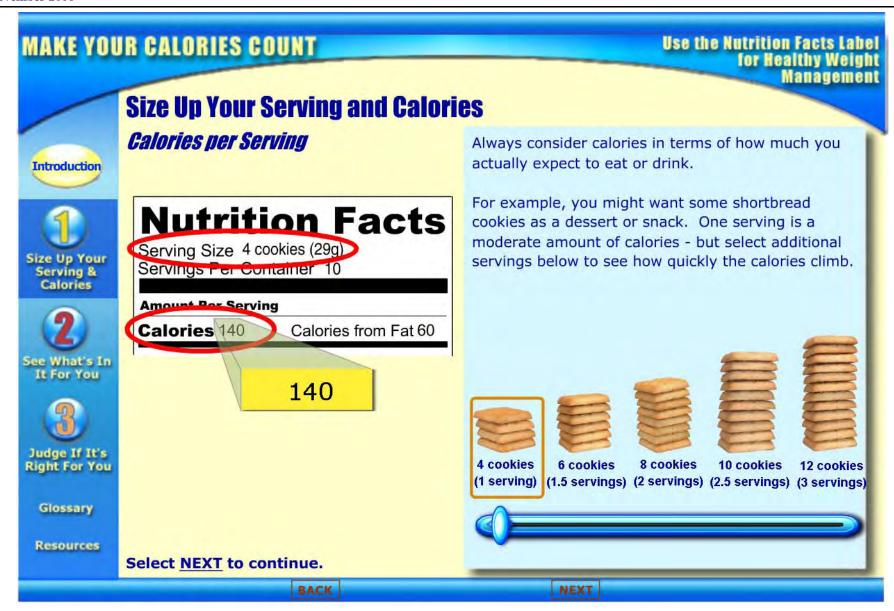
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MAKE YOUR CALORIES COUNT

Use the Nutrition Facts Label for Healthy Weight Management

Size Up Your Serving and Calories









Glossary

Resources

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Daily Valu 18 15 10 20	e * 8 % 5 % 0 %
18 15 10 20	8 % 5 % 0 %
10	5 % 0 %
10	0 %
20	0 %
20	0 %
10	
	J %
	0 %
	_
	4%
	2 %
20	0 %
-	4 %
,000 calorie die	et. Y
0 2,500	0
80g	
25g	-
mg 300n	Oma
	80g 25g

Dietary Fiber

The key is to use the Nutrition Facts label to help balance your calories as you manage your weight. Check the serving size and the number of servings you eat or drink because this is where extra calories may hide. Keep in mind that if you double the servings you consume, you double the calories too.

Here's a healthy tip to remember -- when you consume a food that is high in calories, you can balance it by selecting other lower-calorie foods thoughout the day.

Use the **General Guide to Calories** to help you quickly size up calories in a single food item:

40 calories = LOW

100 calories = MODERATE

400 calories = HIGH

Select NEXT to explore another topic.

BACK

25g

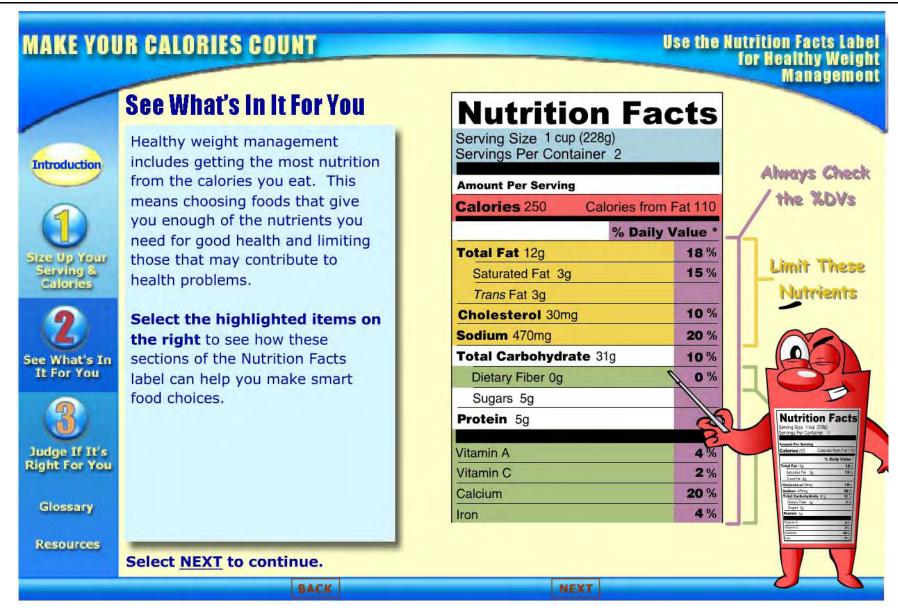
30g

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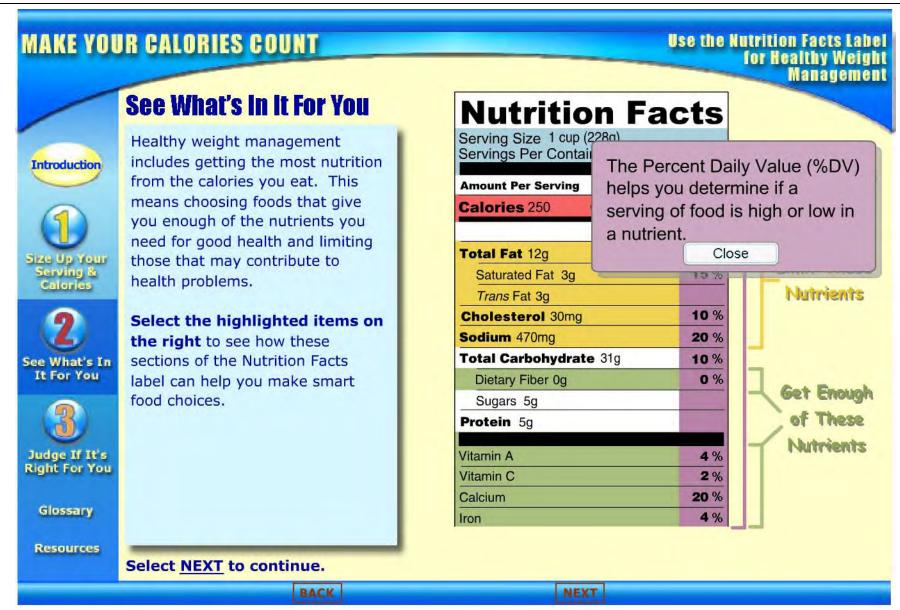
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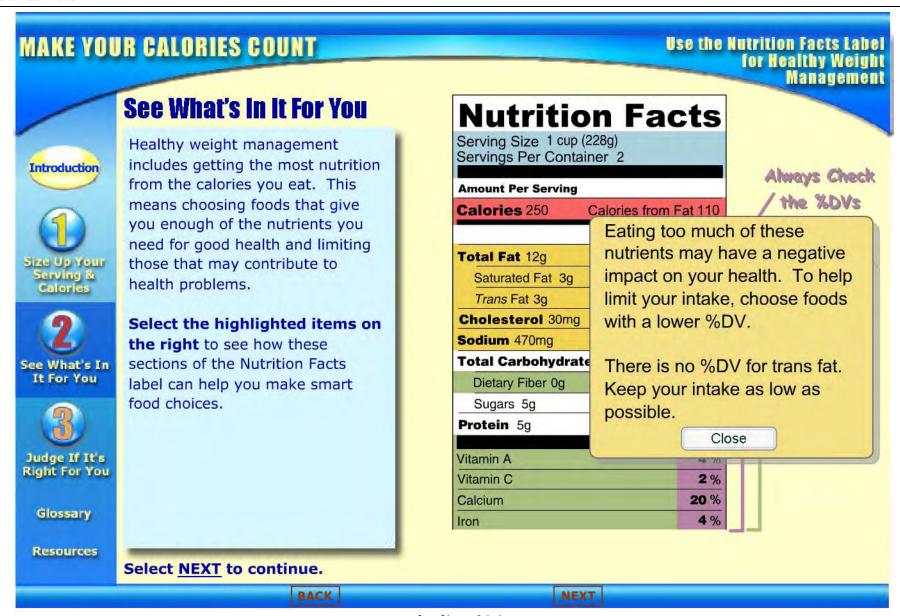
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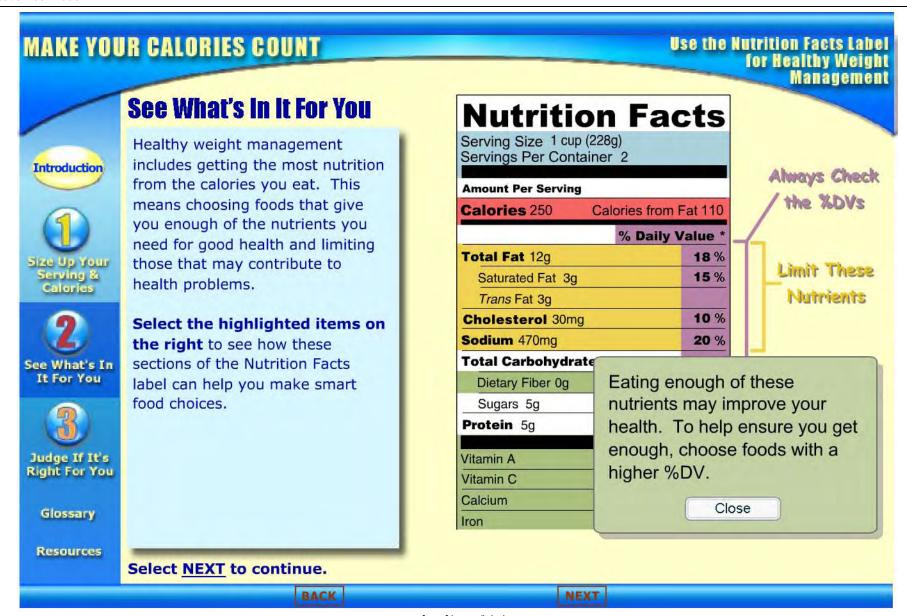
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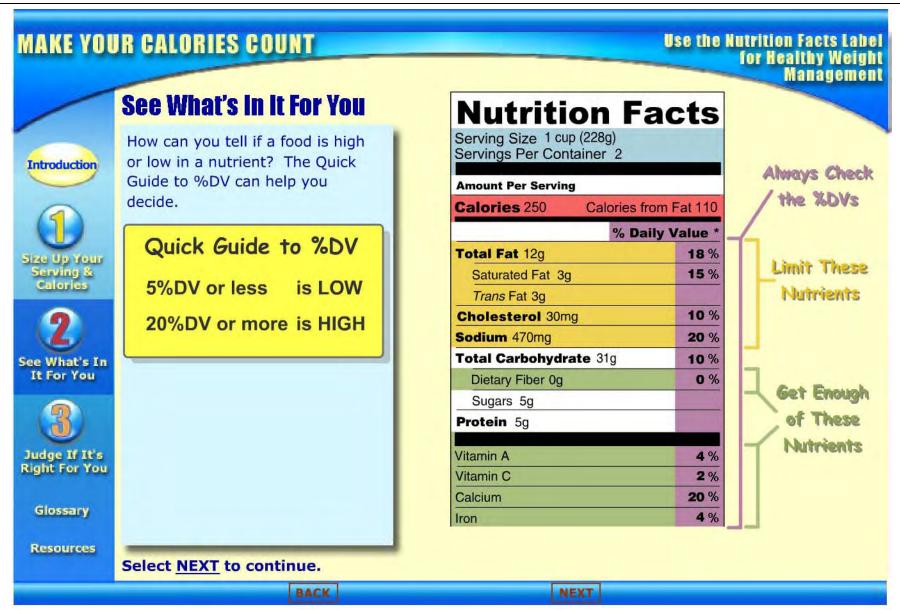
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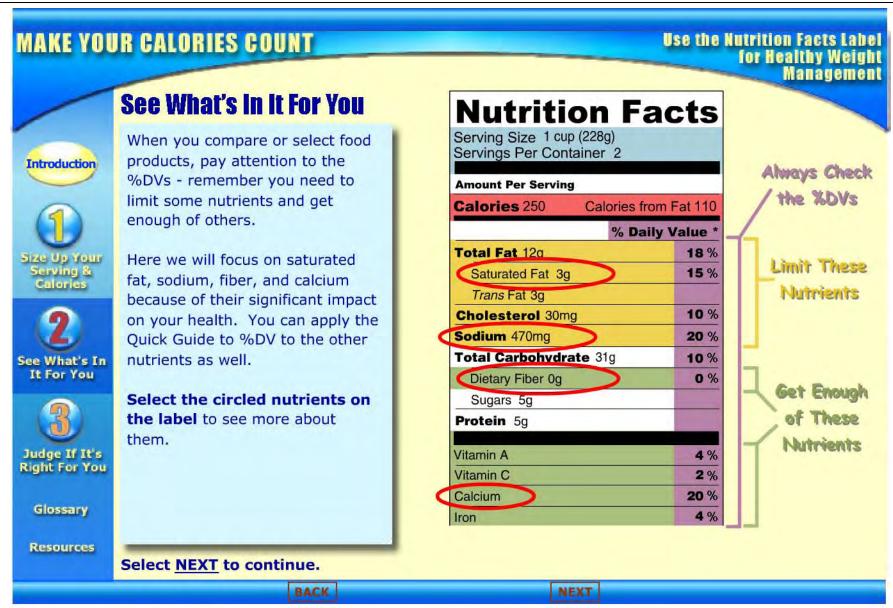
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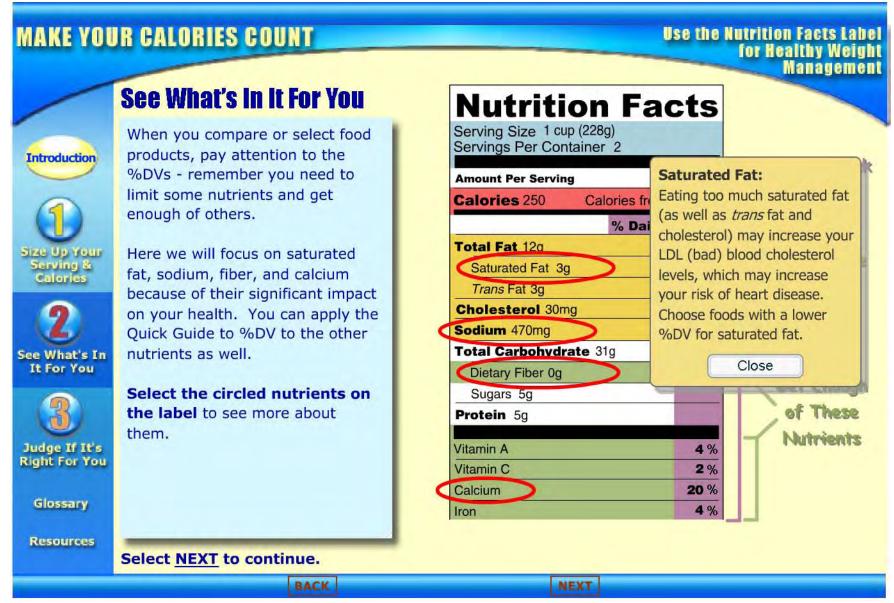
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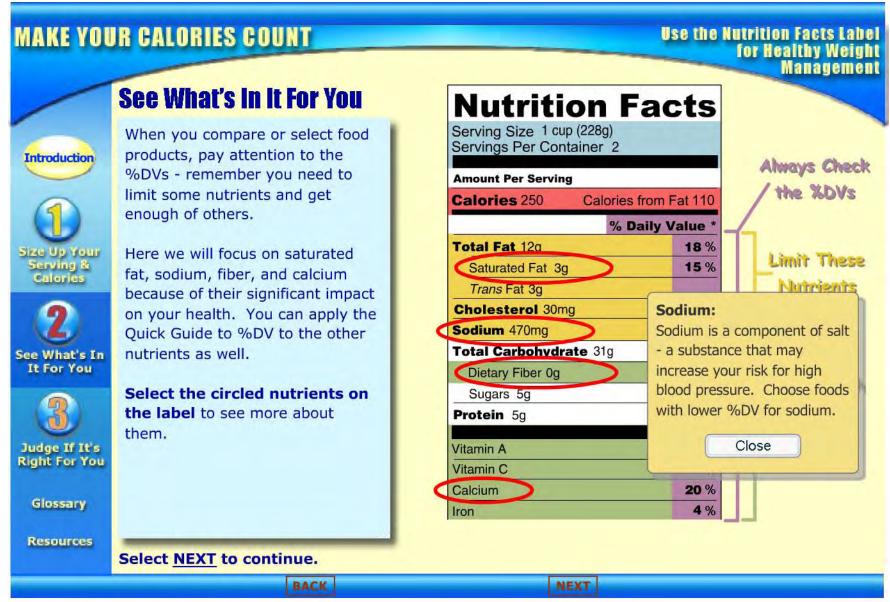
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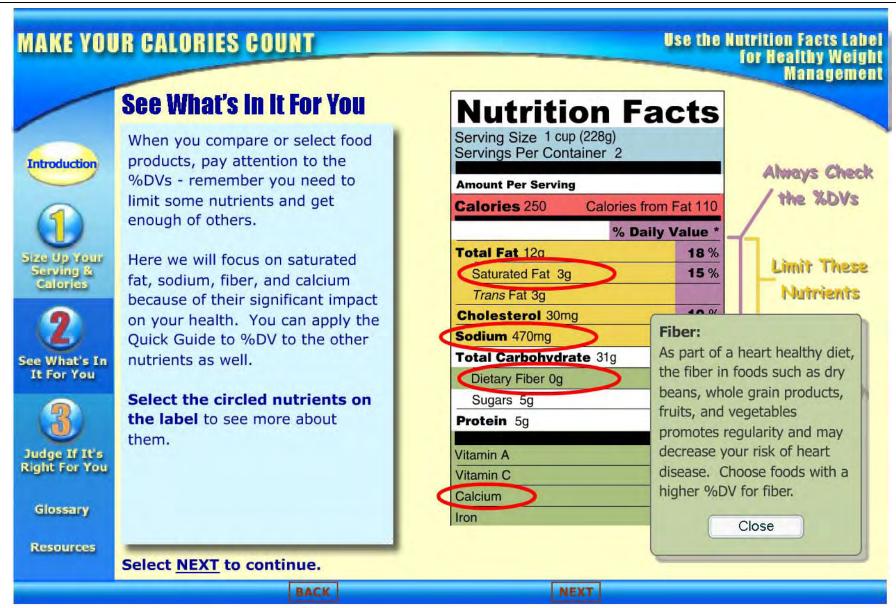
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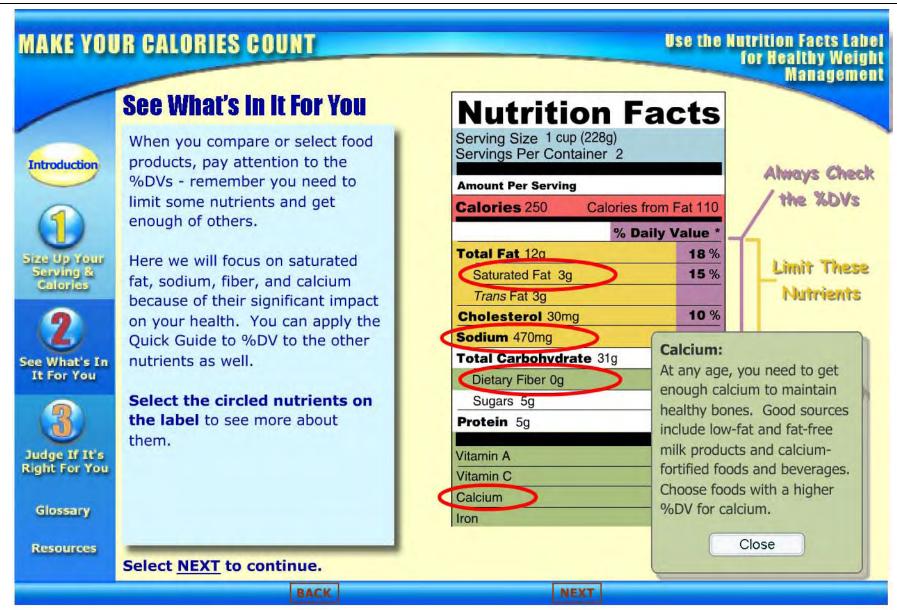
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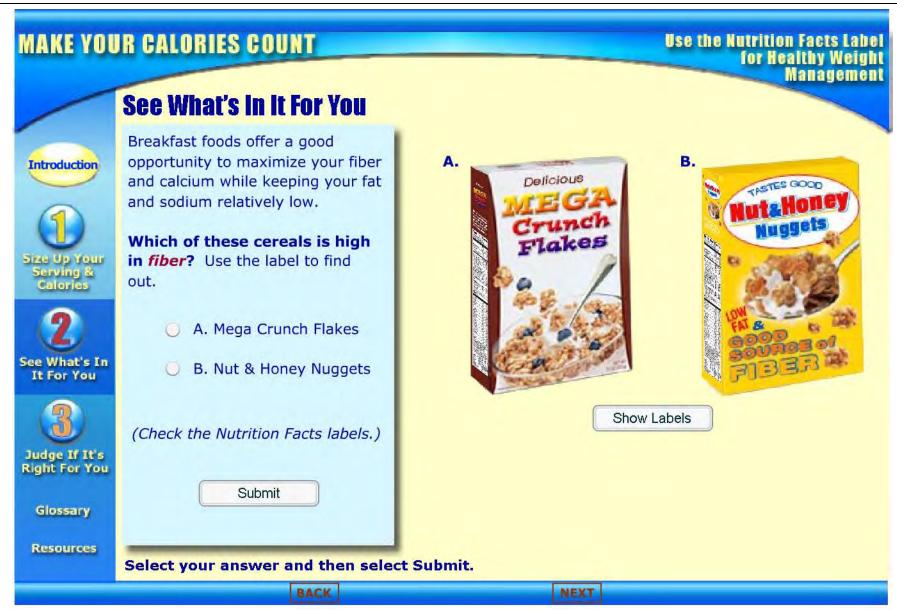
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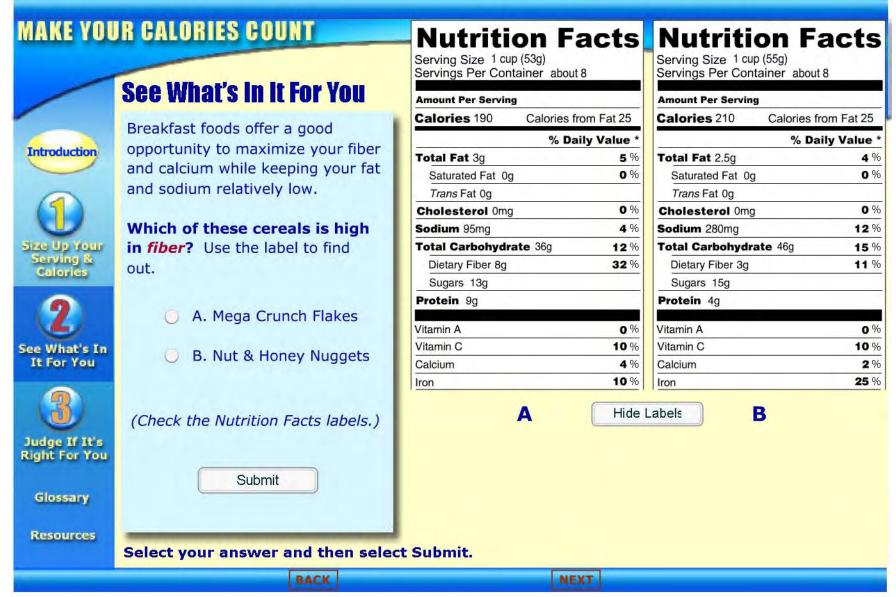
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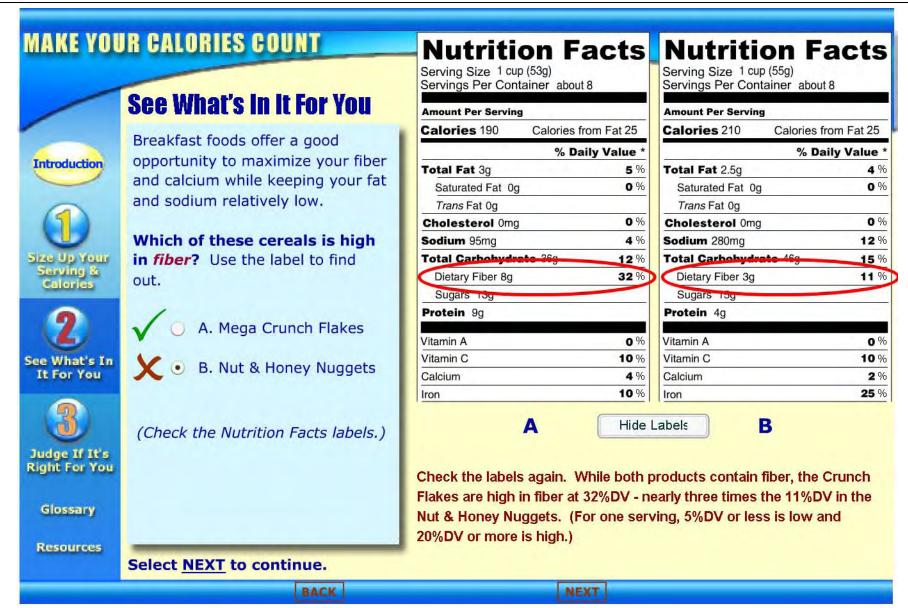
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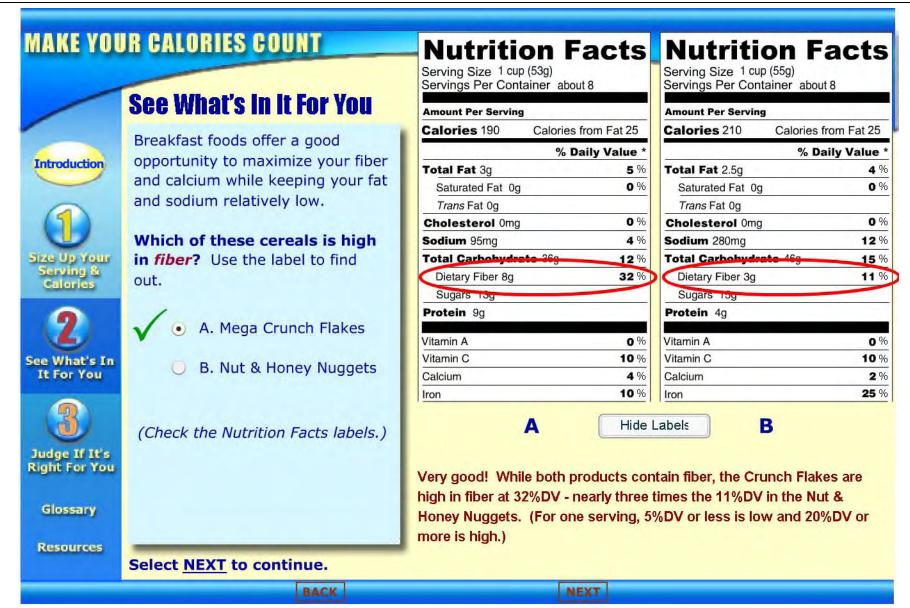
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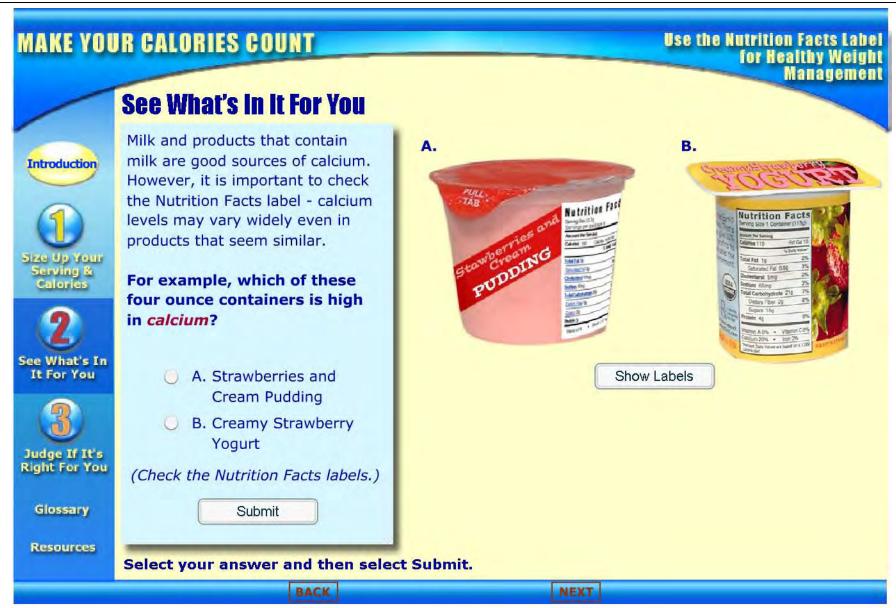
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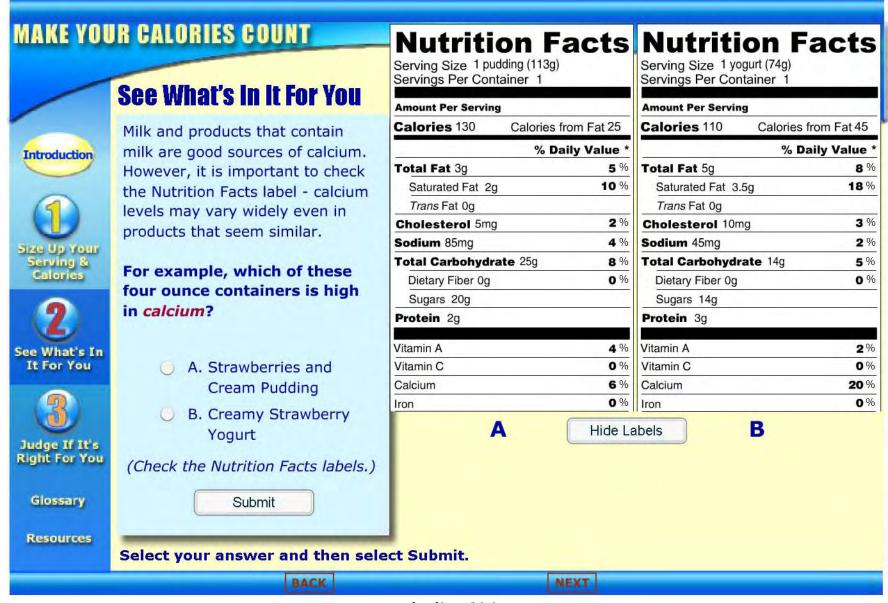
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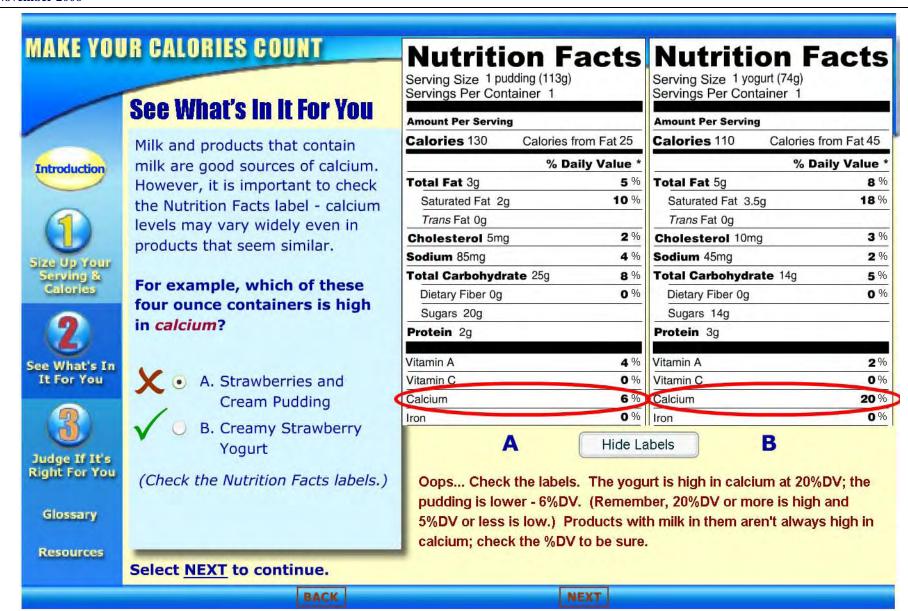
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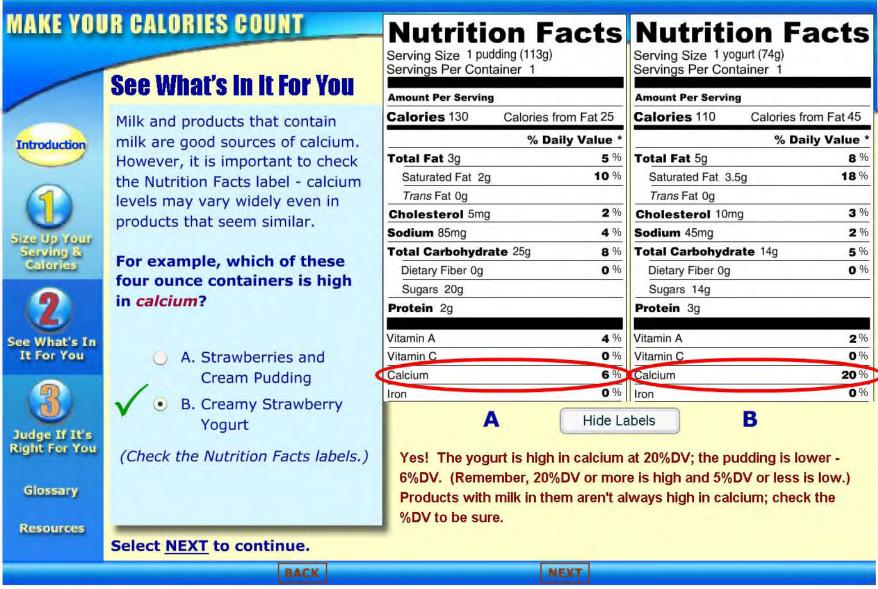
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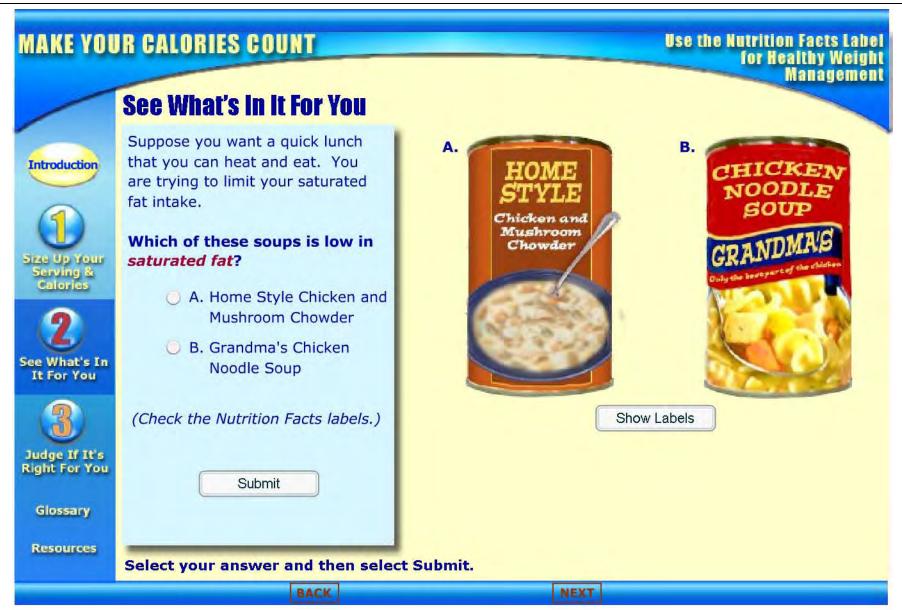
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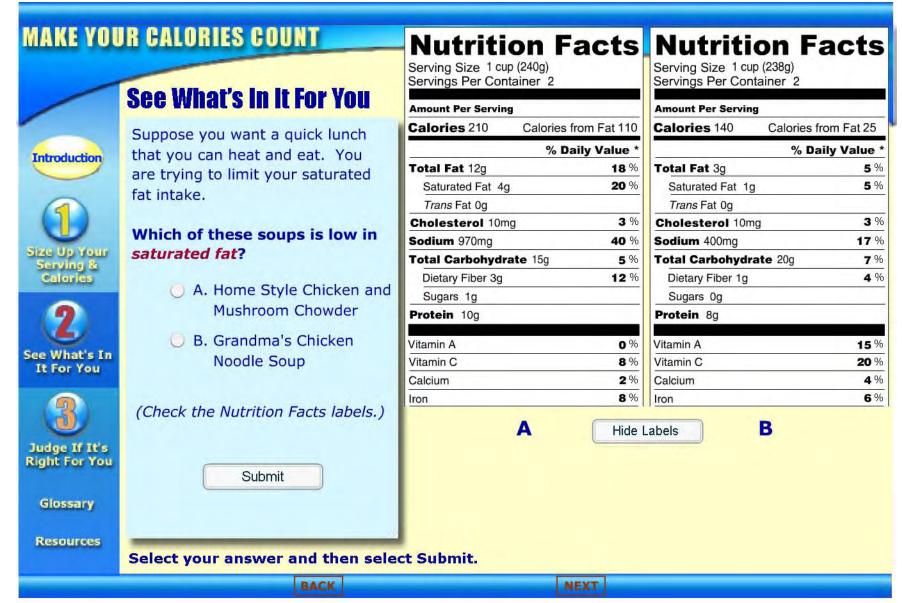
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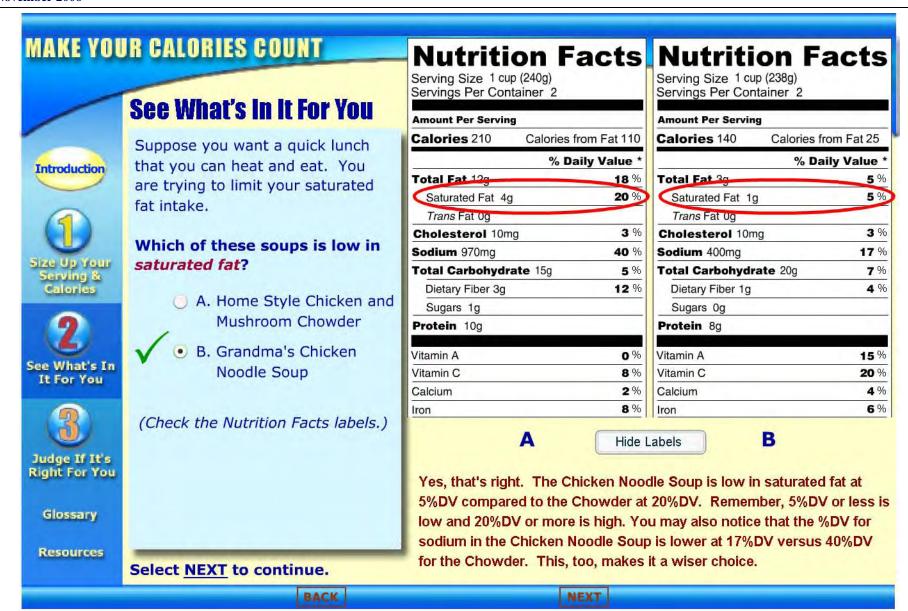
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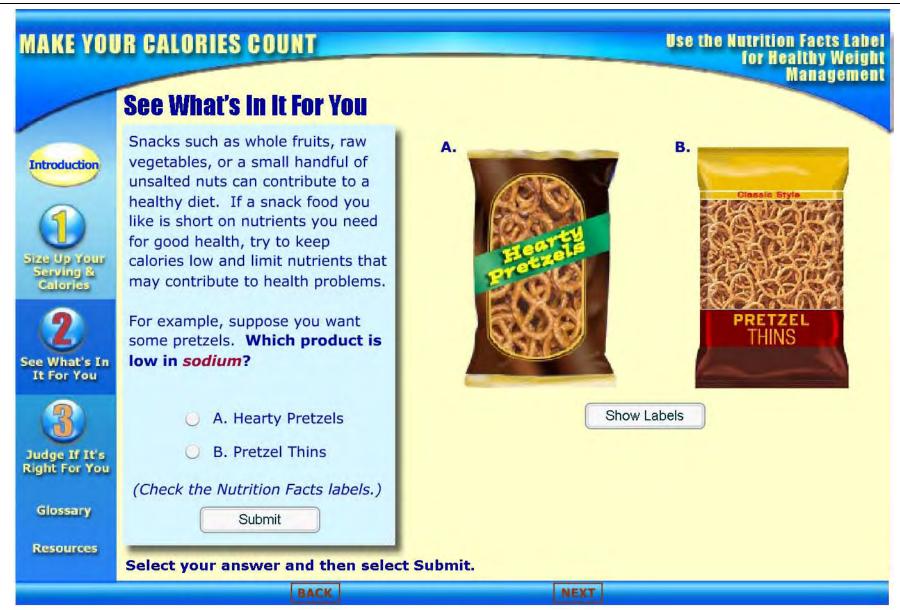
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MAKE YOUR CALORIES COUNT **Nutrition Facts Nutrition Facts** Serving Size 1 oz (28g /About 17 pretzels) Serving Size 3 pretzels (30g) Servings Per Container 13 Servings Per Container 15 **See What's In It For You Amount Per Serving Amount Per Serving** Calories 110 Calories 120 Calories from Fat 10 Calories from Fat 10 Snacks such as whole fruits, raw vegetables, or a small handful of % Daily Value * % Daily Value * Introduction Total Fat 1g 2% Total Fat 1g unsalted nuts can contribute to a 0% 0% Saturated Fat 0g Saturated Fat 0g healthy diet. If a snack food you Trans Fat 0g Trans Fat 0g like is short on nutrients you need 0% 0% Cholesterol Omg Cholesterol Omg for good health, try to keep 23 % Sodium 120mg 5 % Sodium 560mg calories low and limit nutrients that Total Carbohydrate 24g Total Carbohydrate 23g 8% 8% may contribute to health problems. Calories Dietary Fiber 1g 4% Dietary Fiber 1g 3% Sugars 1g Sugars 1g For example, suppose you want Protein 3g Protein 2g some pretzels. Which product is 0% low in sodium? Vitamin A 0% Vitamin A See What's In It For You Vitamin C Vitamin C 0% 0% Calcium 0% Calcium 0% 1% 0% Iron Iron A. Hearty Pretzels B A Hide Labels B. Pretzel Thins Judge If It's Right For You (Check the Nutrition Facts labels.) Glossary Submit Resources Select your answer and then select Submit. BACK NEXT





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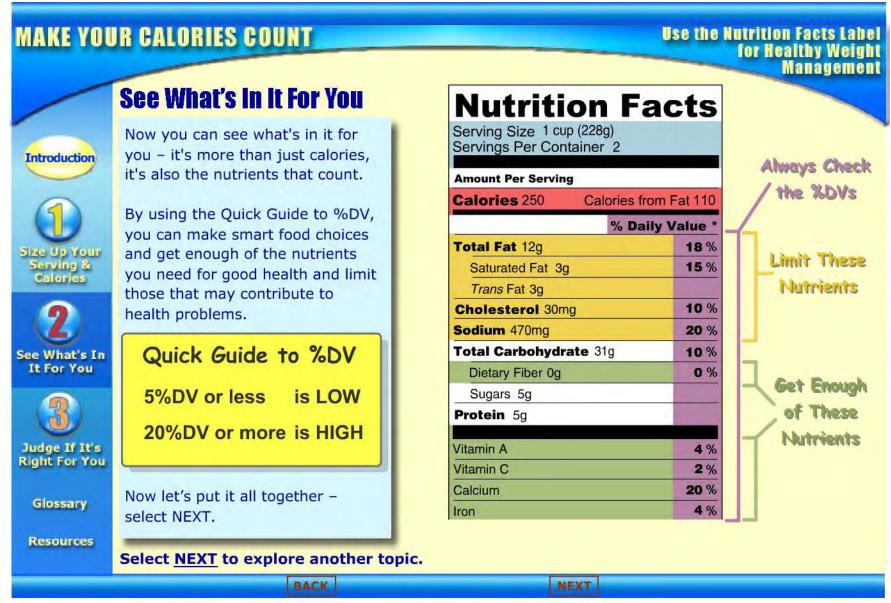
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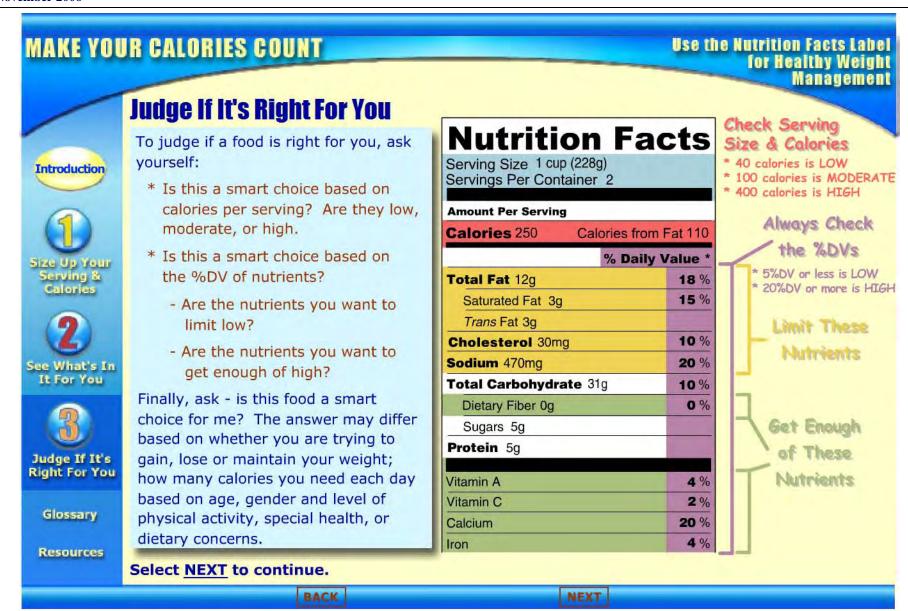
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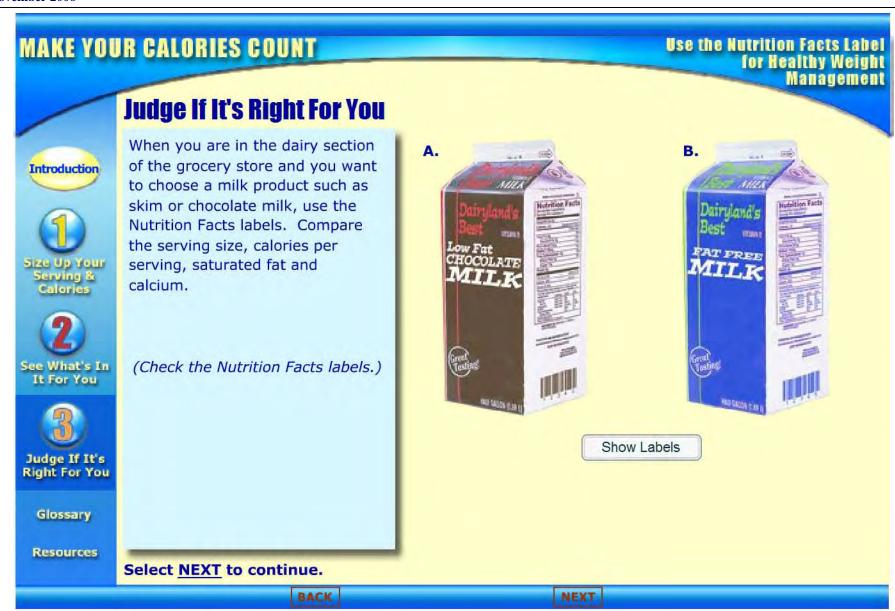
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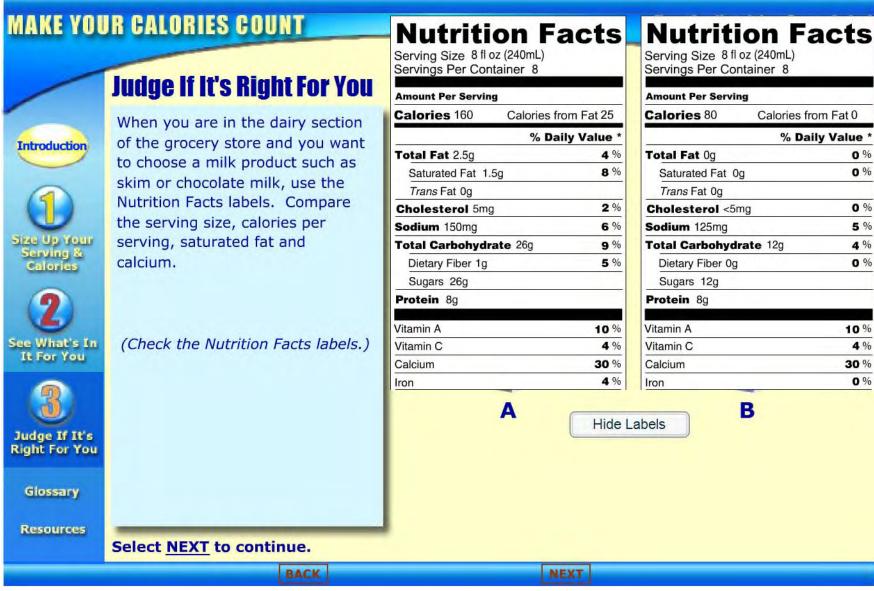
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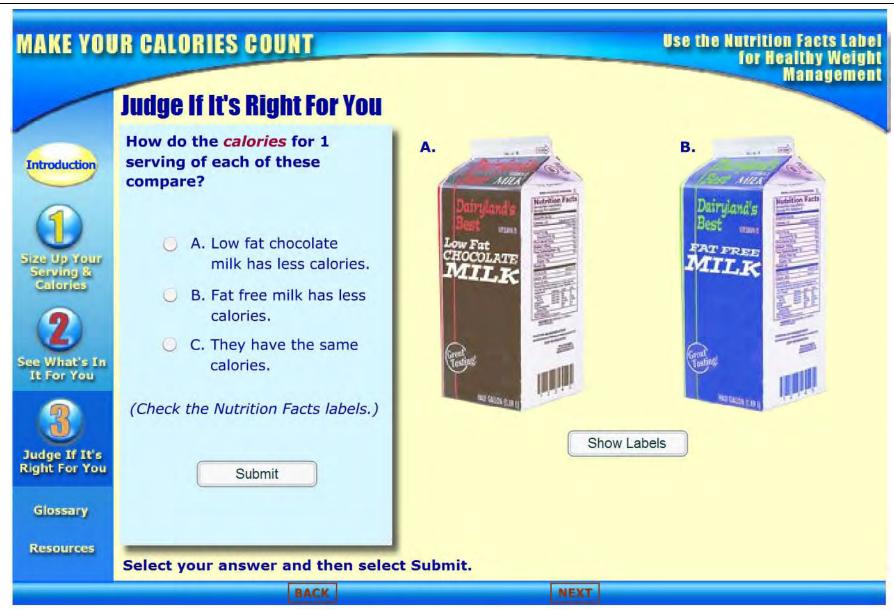
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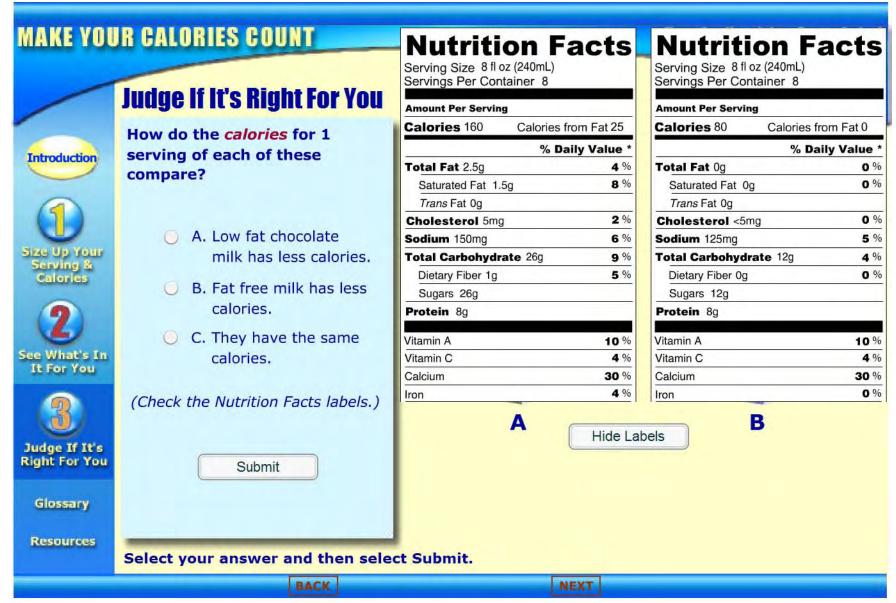
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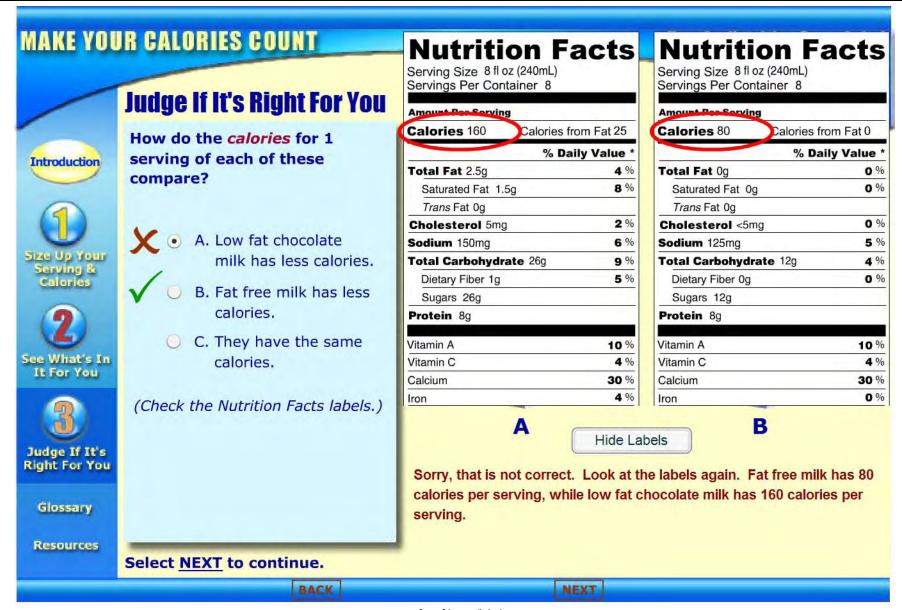
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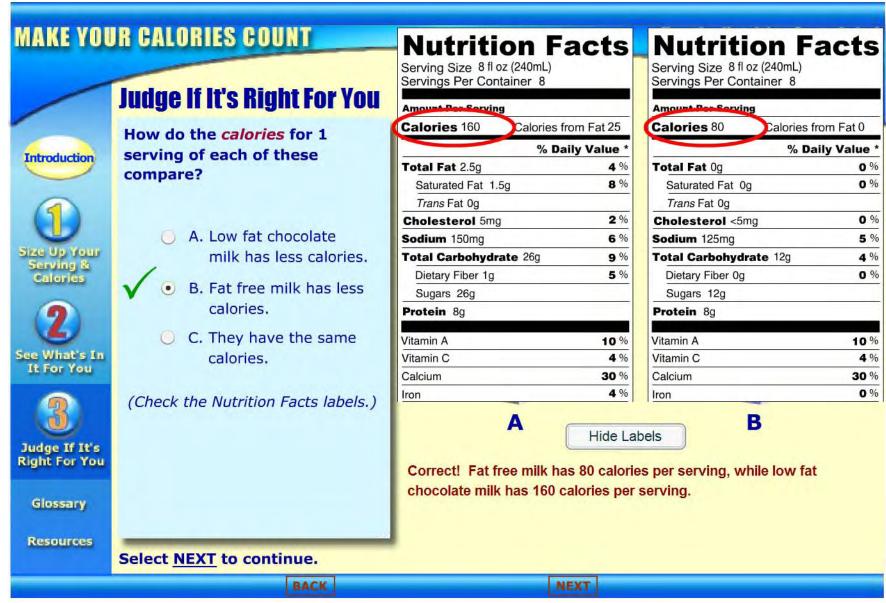
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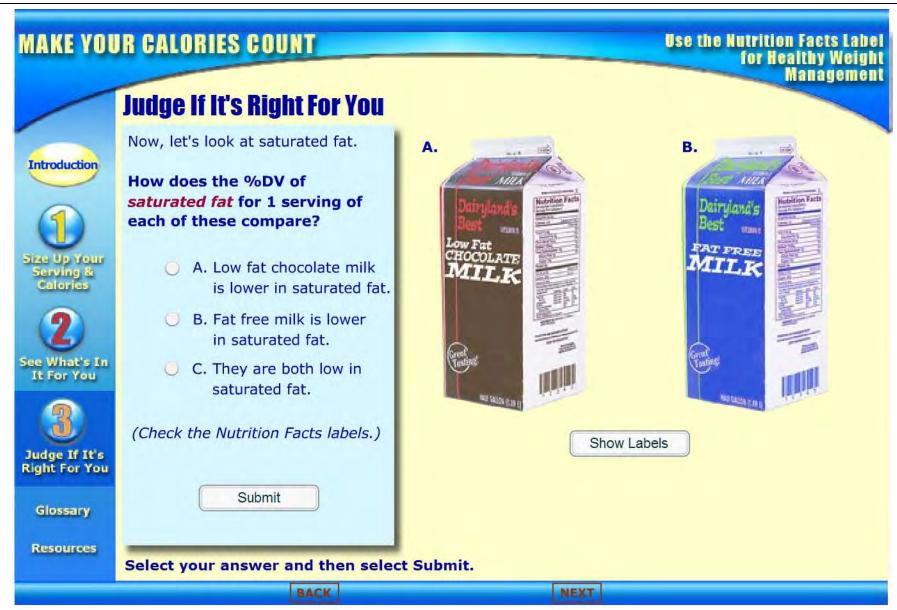
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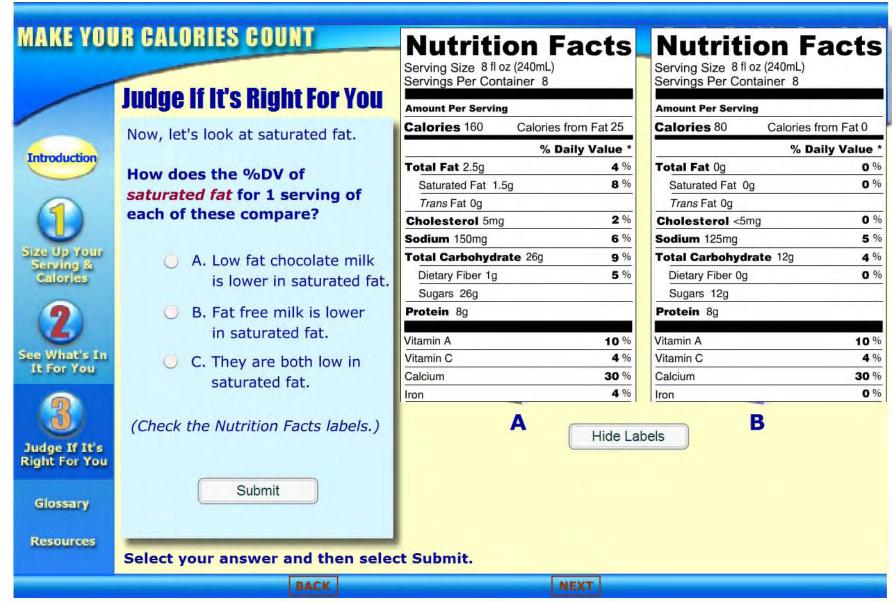
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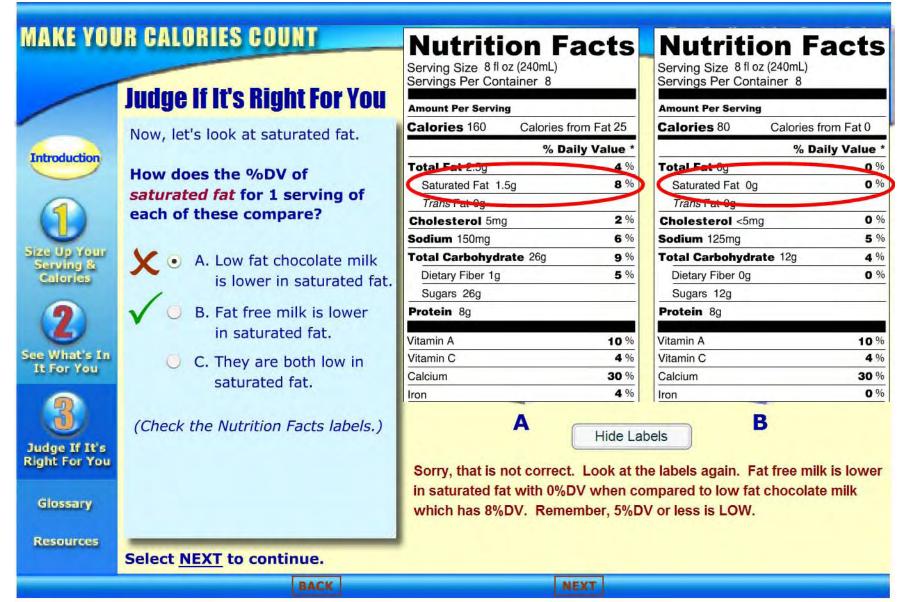
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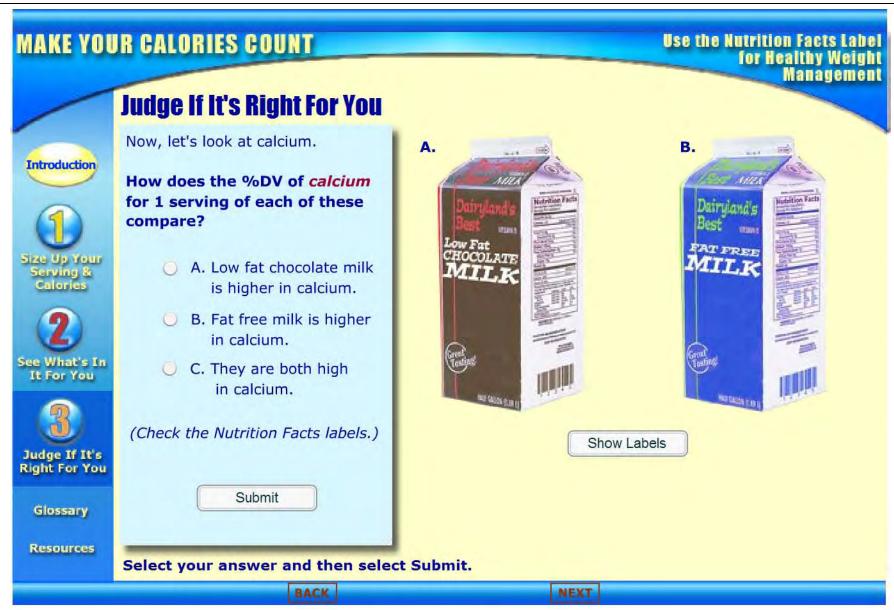
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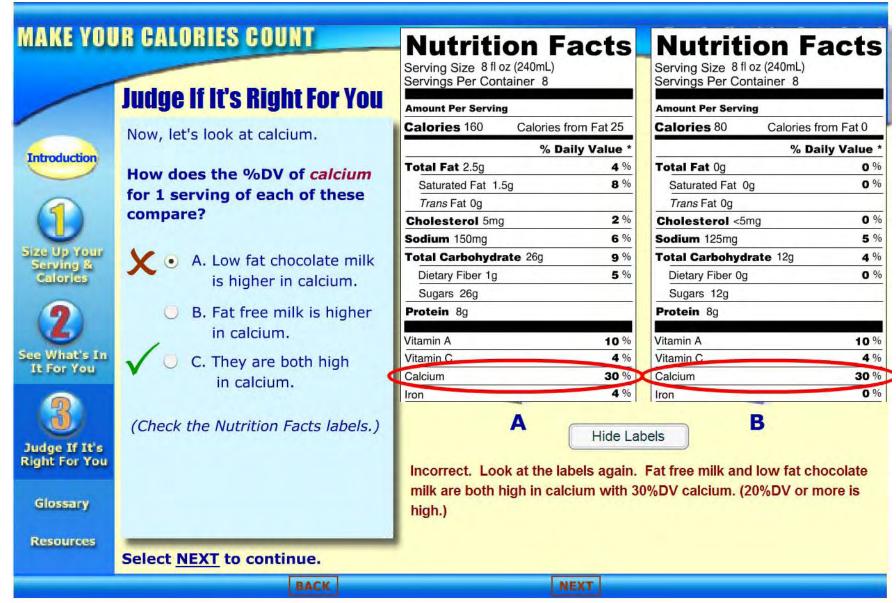
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MAKE YOUR CALORIES COUNT **Nutrition Facts Nutrition Facts** Serving Size 8 fl oz (240mL) Serving Size 8 fl oz (240mL) Servings Per Container 8 Servings Per Container 8 **Judge If It's Right For You Amount Per Serving Amount Per Serving** Calories 160 Calories 80 Calories from Fat 25 Calories from Fat 0 Now, let's look at calcium. % Daily Value * % Daily Value * Introduction 0% Total Fat 2.5g 4 % Total Fat 0g How does the %DV of calcium 8 % 0 % Saturated Fat 1.5g Saturated Fat 0g for 1 serving of each of these Trans Fat 0g Trans Fat 0g compare? 2% 0 % Cholesterol 5mg Cholesterol <5mg 6% 5 % Sodium 150ma Sodium 125mg Size Up Your Total Carbohydrate 26g 9 % Total Carbohydrate 12g 4 % A. Low fat chocolate milk 5 % 0 % Dietary Fiber 1g Dietary Fiber 0g is higher in calcium. Sugars 26g Sugars 12g B. Fat free milk is higher Protein 8g Protein 8g in calcium. Vitamin A 10% Vitamin A 10% See What's In Vitamin C 4 % Vitamin C 4% C. They are both high It For You 30 % Calcium 30 % Calcium in calcium. 4 % 0% Iron Iron B (Check the Nutrition Facts labels.) Hide Labels Judge If It's Right For You Submit Glossary Resources Select your answer and then select Submit. BACK NEXT





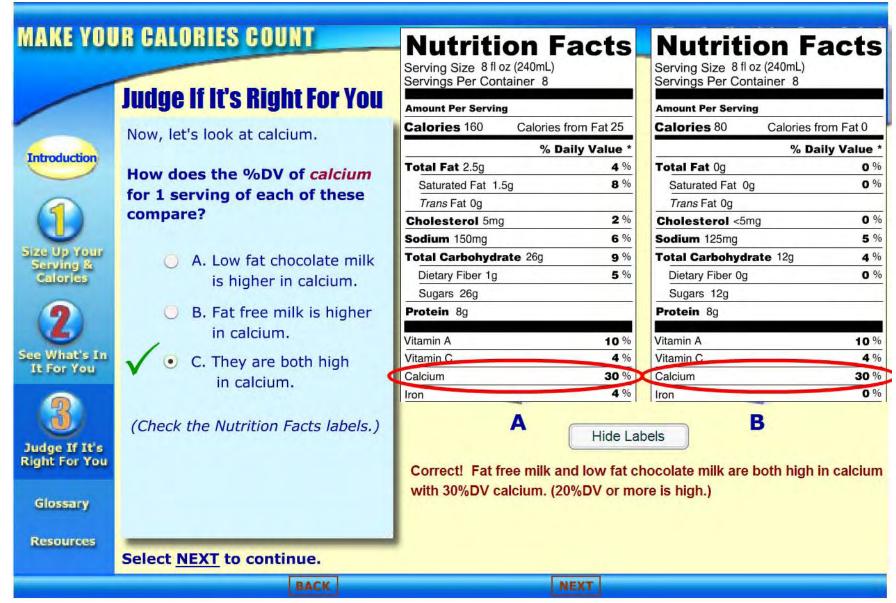
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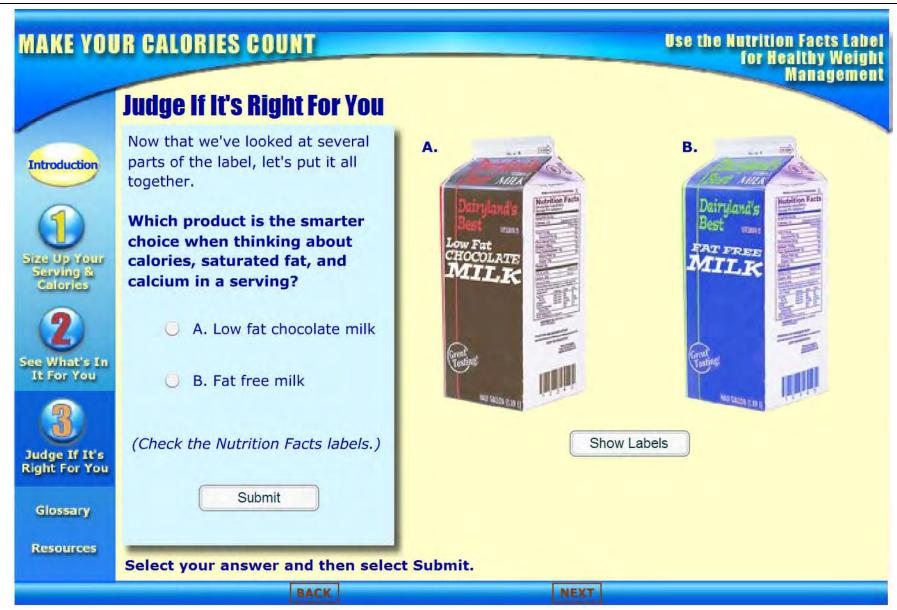
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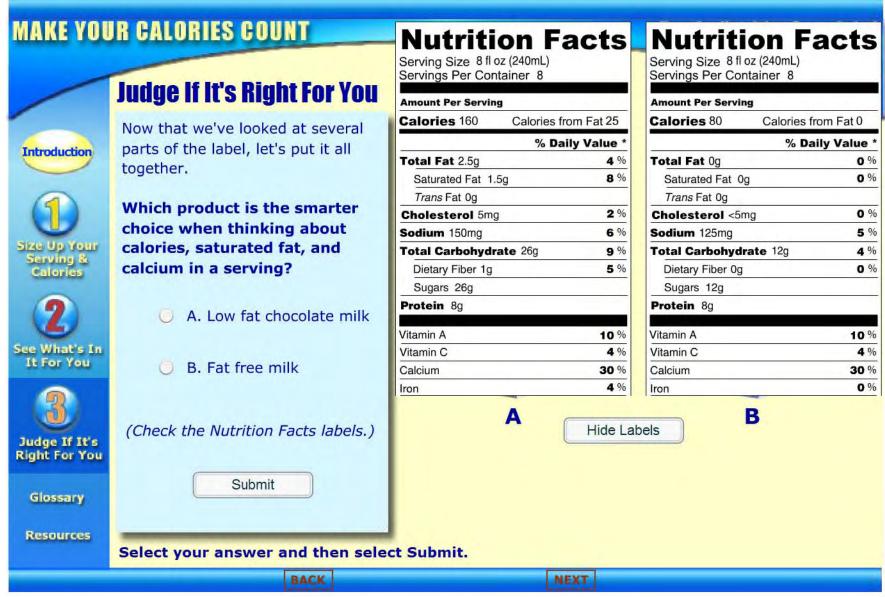
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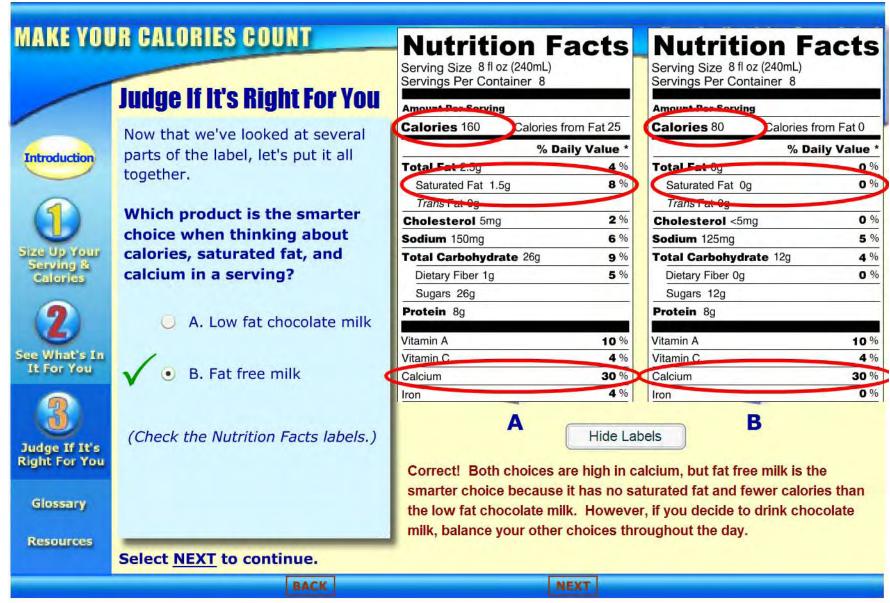
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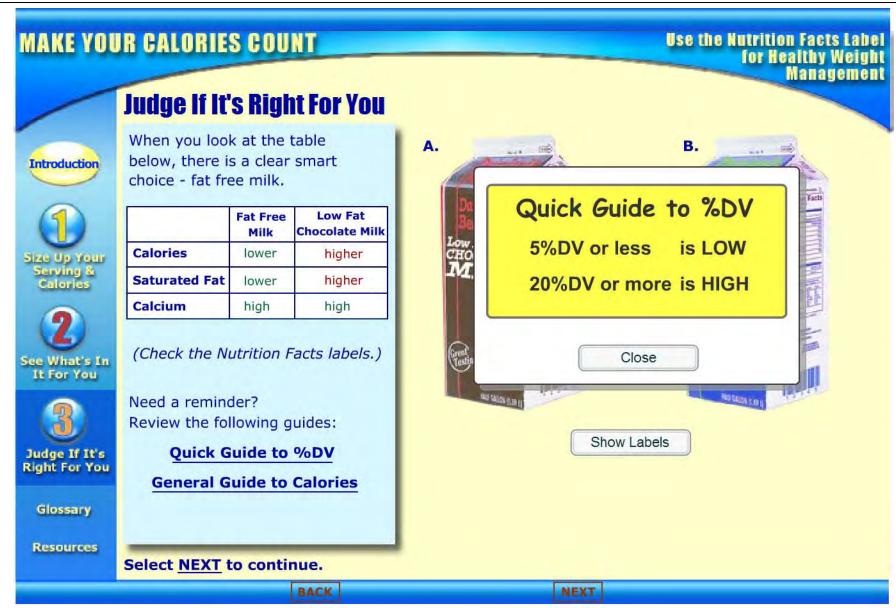
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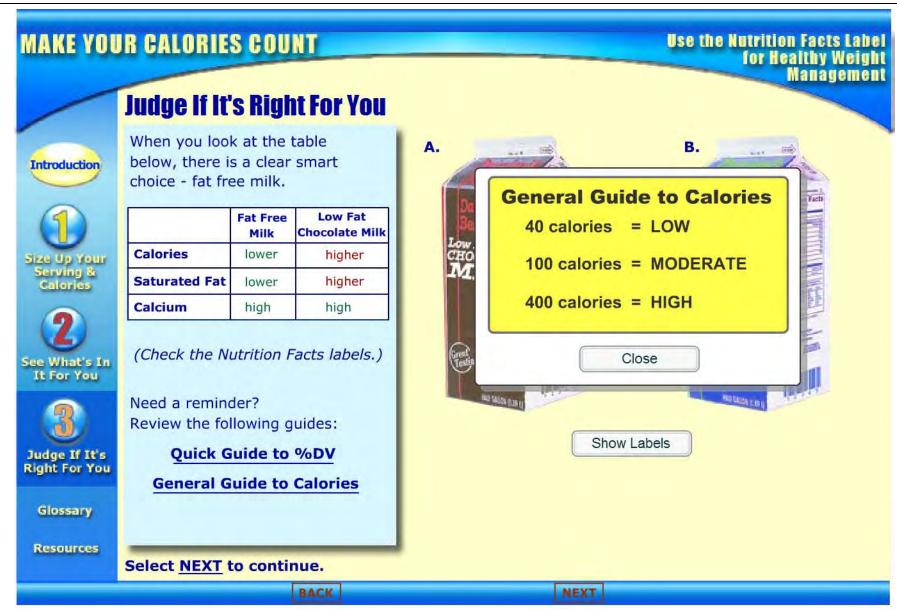
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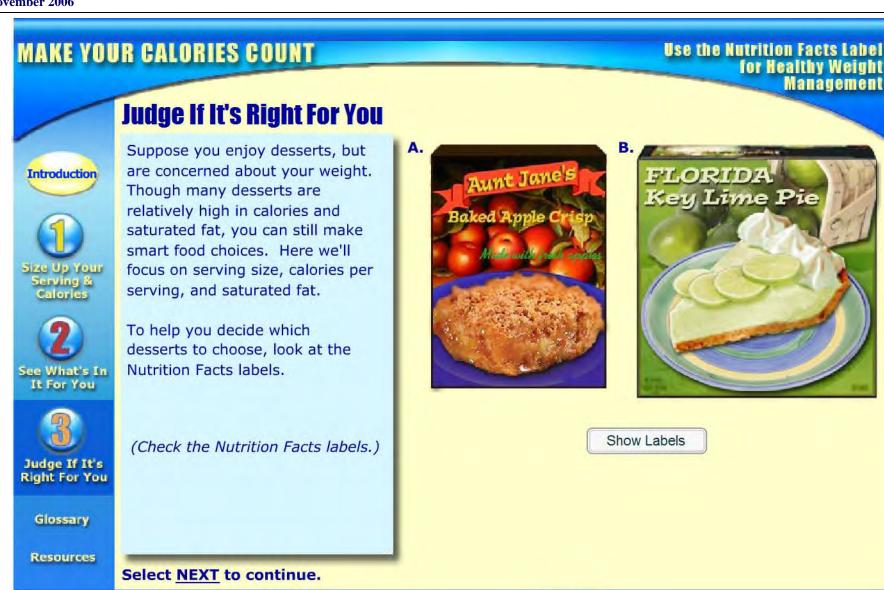






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MAKE YOUR CALORIES COUNT









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Judge If It's Right For You

Suppose you enjoy desserts, but are concerned about your weight. Though many desserts are relatively high in calories and saturated fat, you can still make smart food choices. Here we'll focus on serving size, calories per serving, and saturated fat.

To help you decide which desserts to choose, look at the Nutrition Facts labels.

(Check the Nutrition Facts labels.)

Nutrition Facts

Serving Size 1/3 cup (113g) Servings Per Container 6

Amount Per Servin	g	
Calories 210	Calories fro	m Fat 35
	% Dai	ly Value *
Total Fat 3.5g		5 %
Saturated Fat 0.	5g	3 %
Trans Fat 0g		
Cholesterol 0mg	9	0 %
Sodium 200mg		8 %
Total Carbohydr	ate 41g	14 %
Dietary Fiber 1g		4 %
Sugars 23g		
Protein 2g		
Vitamin A		0 %
Vitamin C		4 %

Hide Labels

0%

2%

Nutrition Facts

Serving Size 1/9 pie (128g) Servings Per Container 9

Amount	Per Servin	g
	400	_

Calories 420	Calories from Fat 170

% Daily Value

	% Daily Value
Total Fat 19g	29 %
Saturated Fat 12g	61 %
Trans Fat 0g	
Cholesterol 0mg	0 %
Sodium 210mg	9 %
	0/

Total Carbohydrate 56g	19 %
Dietary Fiber 1g	4 %
Sugars 46g	

Protein 7g

Vitamin A	0 %
Vitamin C	2 %
Calcium	20 %
Iron	4 %

B

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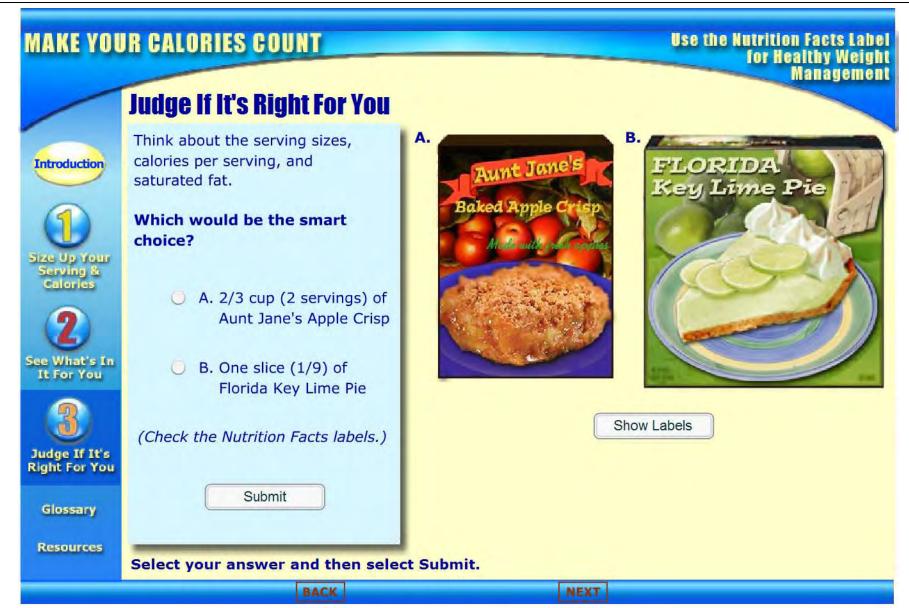
Calcium

Iron





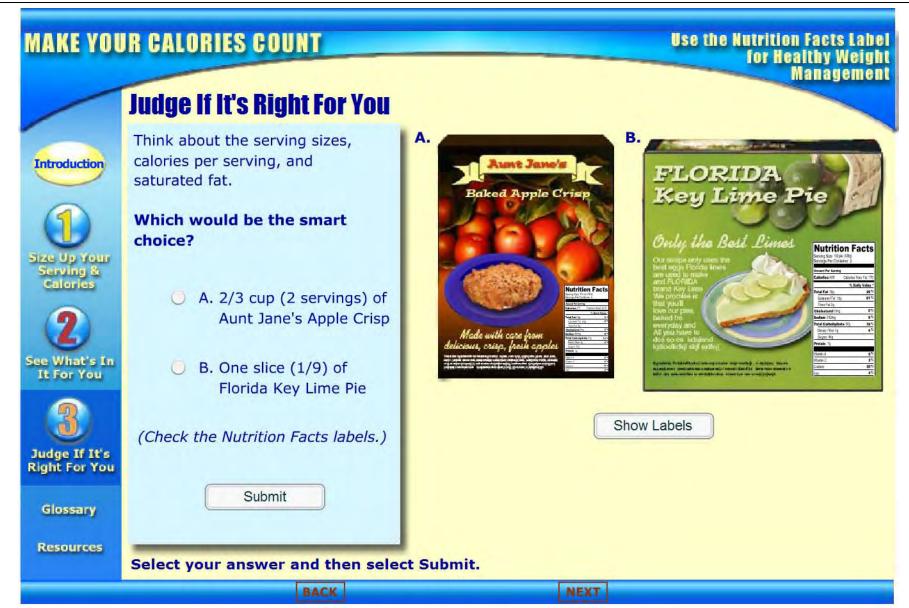
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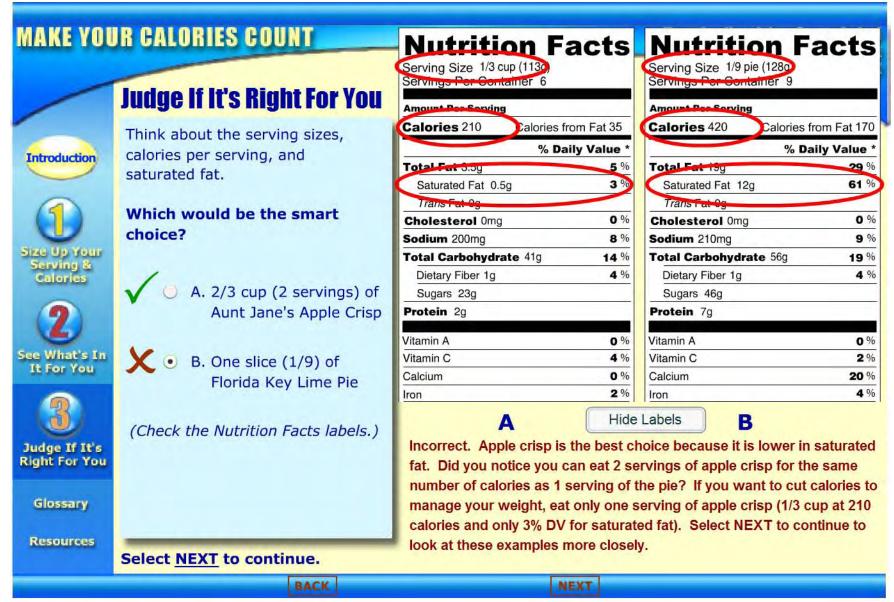
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MAKE YOUR CALORIES COUNT **Nutrition Facts Nutrition Facts** Serving Size 1/3 cup (113g) Serving Size 1/9 pie (128g) Servings Per Container 6 Servings Per Container 9 **Judge If It's Right For You Amount Per Serving Amount Per Serving** Calories 210 Calories 420 Calories from Fat 170 Calories from Fat 35 Think about the serving sizes, % Daily Value % Daily Value * calories per serving, and Introduction 5 % Total Fat 3.5g Total Fat 19g 29 % saturated fat. 3 % 61 % Saturated Fat 0.5g Saturated Fat 12g Trans Fat 0g Trans Fat 0g Which would be the smart 0 % 0 % Cholesterol 0mg Cholesterol Oma choice? 8 % 9 % Sodium 200mg Sodium 210mg Size Up Your Total Carbohydrate 41g 14% Total Carbohydrate 56g 19% 4 % 4 % Dietary Fiber 1g Dietary Fiber 1g A. 2/3 cup (2 servings) of Sugars 23g Sugars 46g Aunt Jane's Apple Crisp Protein 2g Protein 7g Vitamin A Vitamin A 0% 0% See What's In Vitamin C 4 % Vitamin C 2% B. One slice (1/9) of It For You 0% 20 % Calcium Calcium Florida Key Lime Pie 2% 4% Iron Iron Hide Labels B (Check the Nutrition Facts labels.) Judge If It's Right For You Submit Glossary Resources Select your answer and then select Submit. BACK NEXT





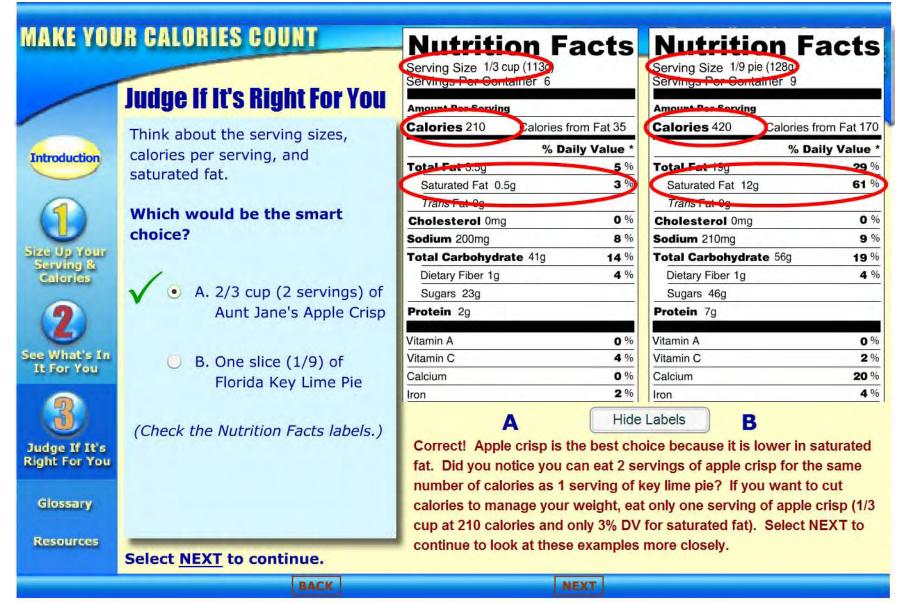
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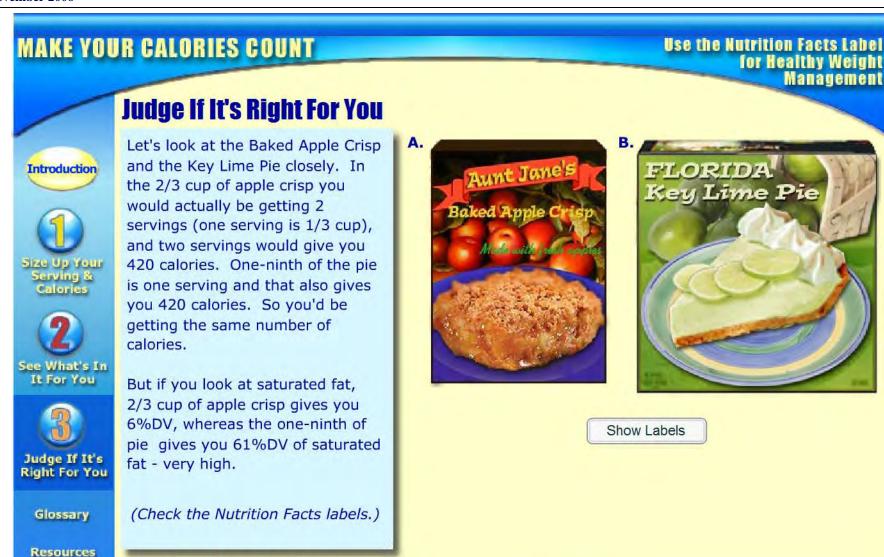


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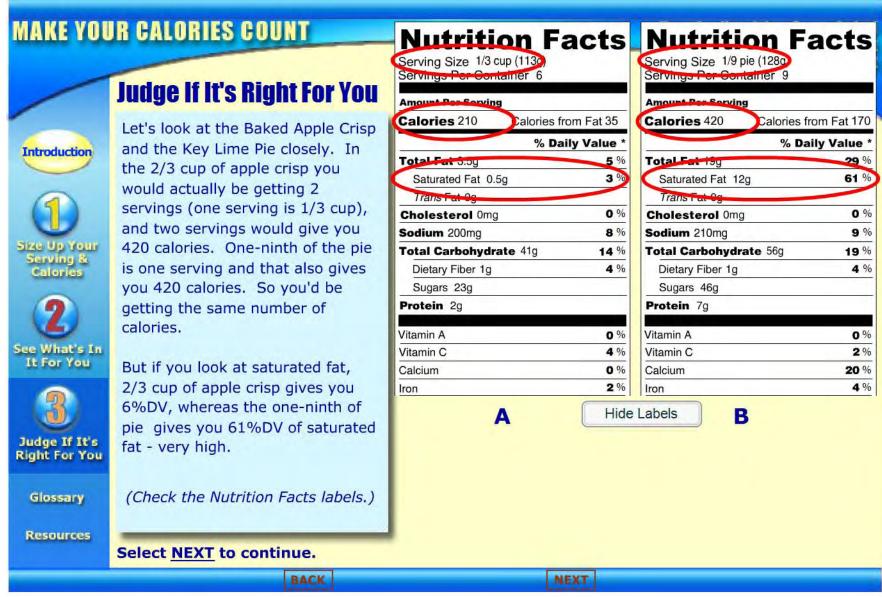


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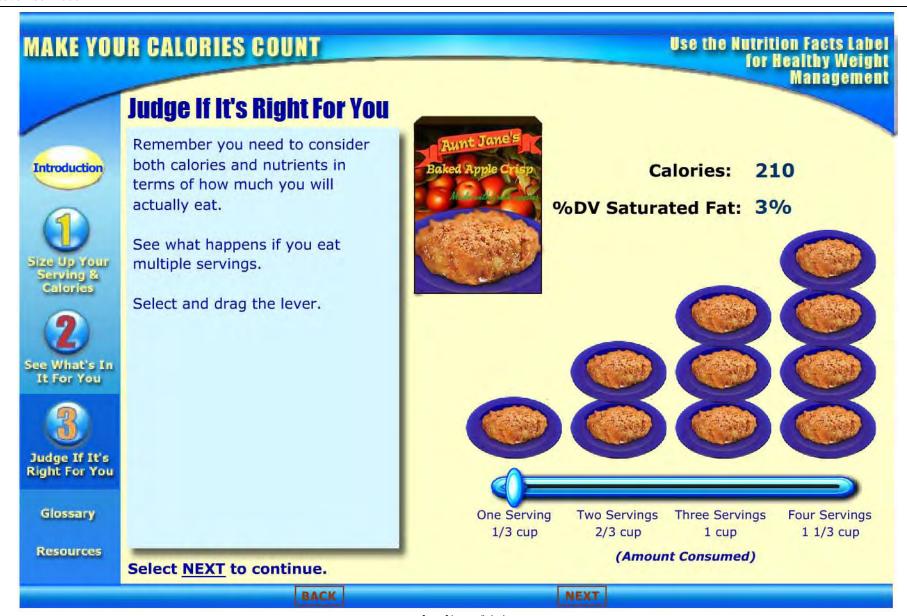
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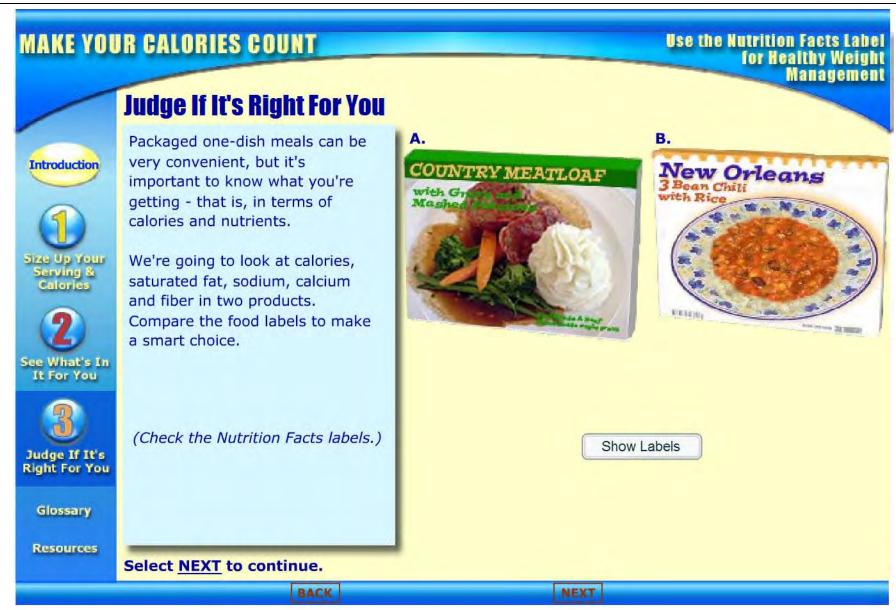
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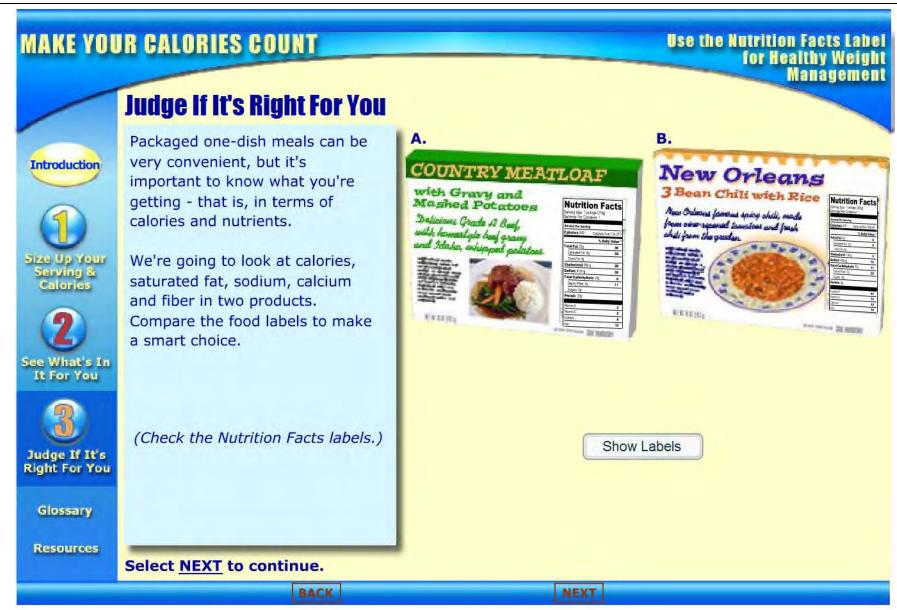
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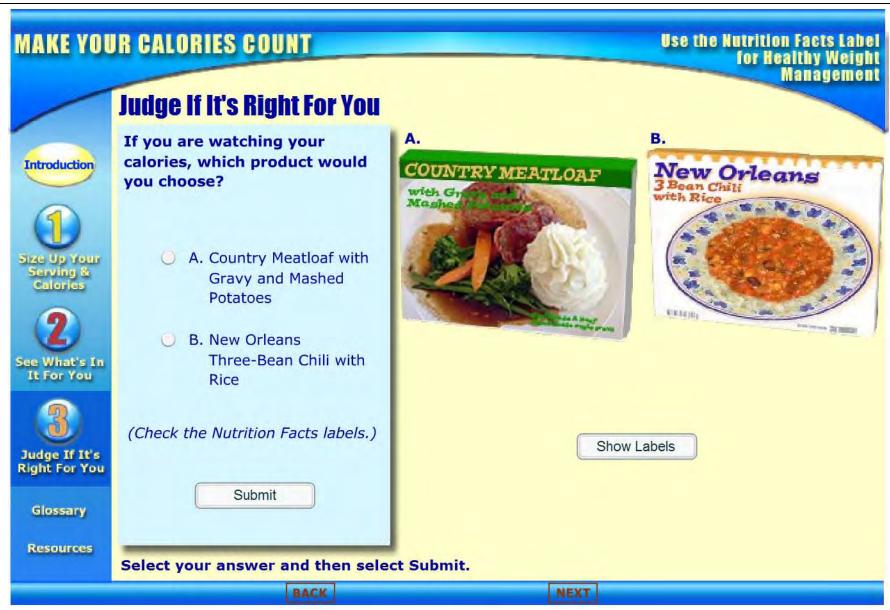
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MAKE YOUR CALORIES COUNT **Use the Nutrition Facts Label Nutrition Facts Nutrition Facts** Serving Size 1 package (279g) Serving Size 1 package (283g) **Judge If It's Right For You** Servings Per Container 1 Servings Per Container 1 **Amount Per Serving Amount Per Serving** Packaged one-dish meals can be Calories 390 Calories from Fat 210 Calories 210 Calories from Fat 60 very convenient, but it's Introduction % Daily Value * % Daily Value * important to know what you're Total Fat 24g 36 % Total Fat 6g 9% getting - that is, in terms of 8 % 38 % Saturated Fat 8g Saturated Fat 2g calories and nutrients. Trans Fat 0g Trans Fat 0g 26 % 3 % Cholesterol 80mg Cholesterol 10mg Sodium 910mg 38 % Sodium 460mg 19 % We're going to look at calories, **Total Carbohydrate 24g** 8% Total Carbohydrate 32g 11% saturated fat, sodium, calcium Dietary Fiber 3g 11% Dietary Fiber 7g 29 % and fiber in two products. Sugars 2g Sugars 8g Compare the food labels to make Protein 20g Protein 8g a smart choice. Vitamin A 2% Vitamin A 45 % See What's In It For You Vitamin C 2% Vitamin C 15% 4% 10% Calcium Calcium 15% 10% Iron Iron (Check the Nutrition Facts labels.) A B Hide Labels Judge If It's Right For You Glossary Resources Select NEXT to continue. BACK NEXT





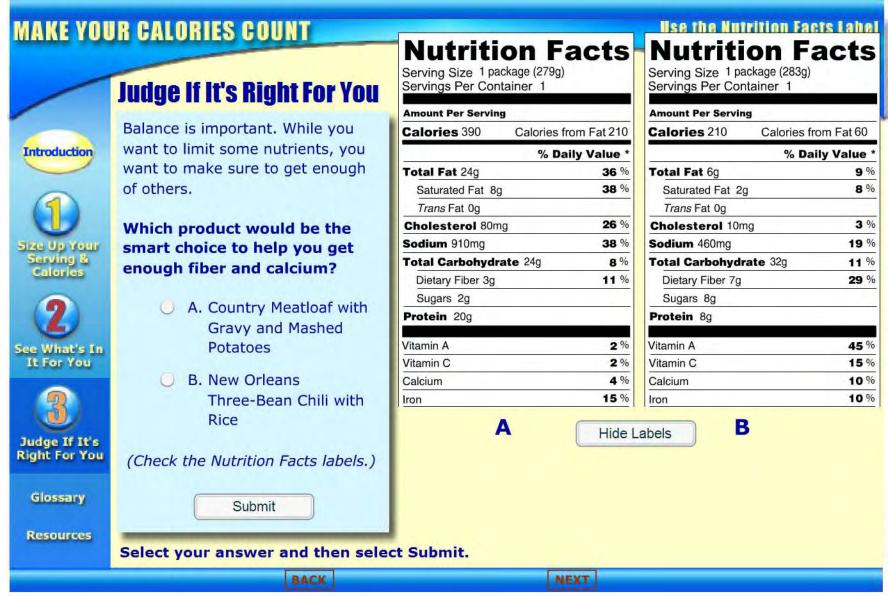
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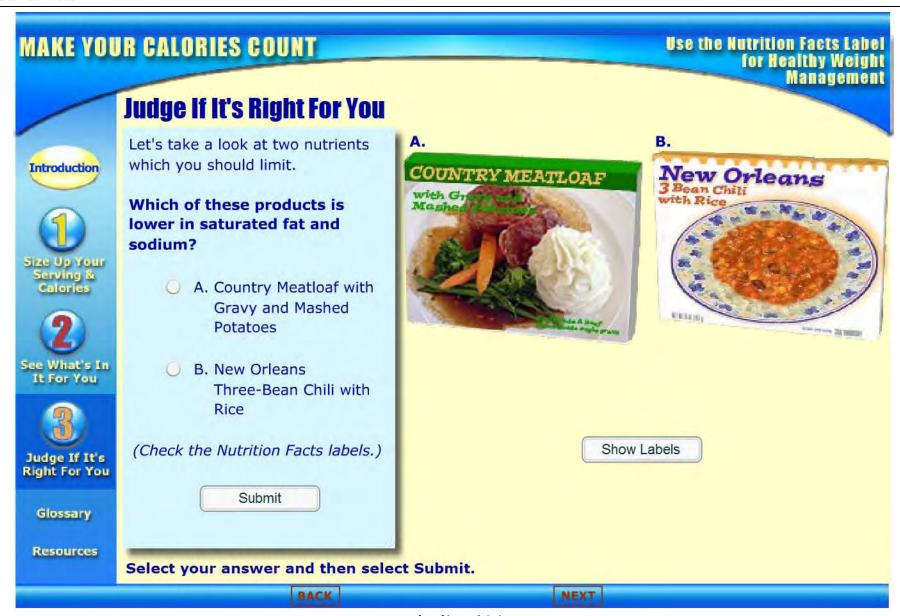
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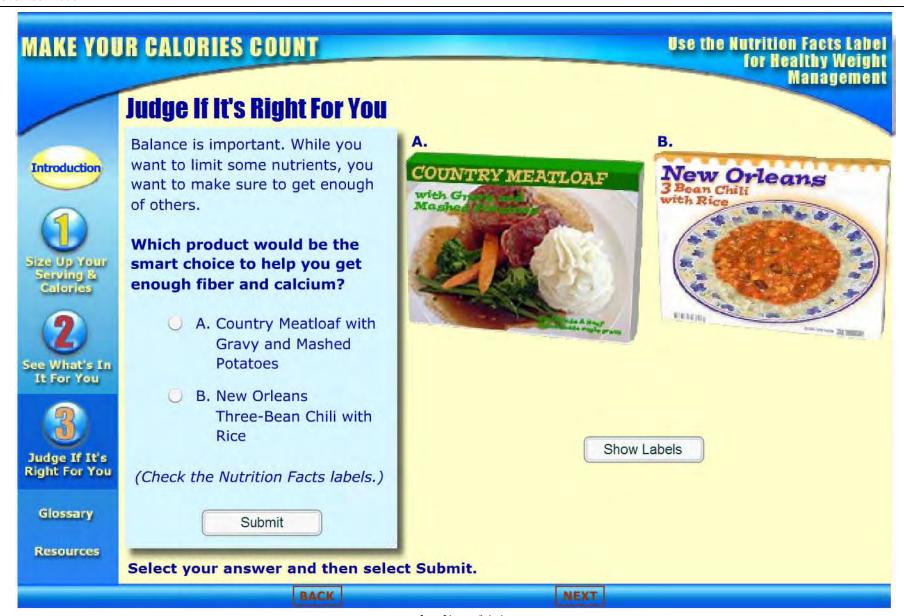
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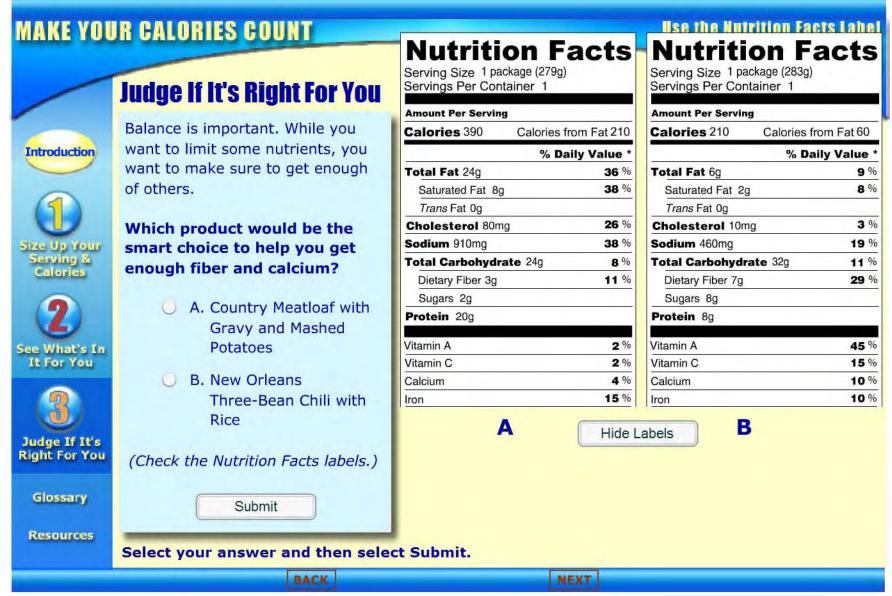
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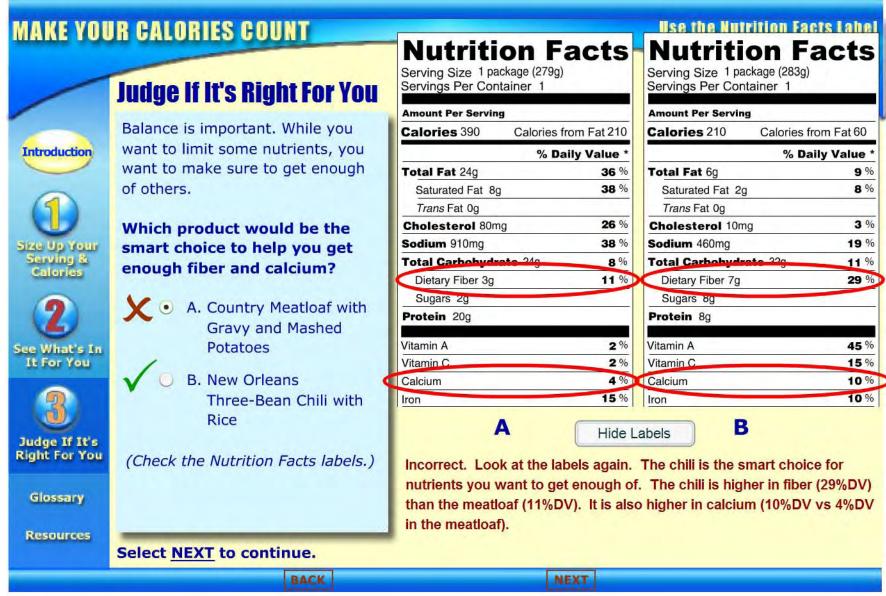
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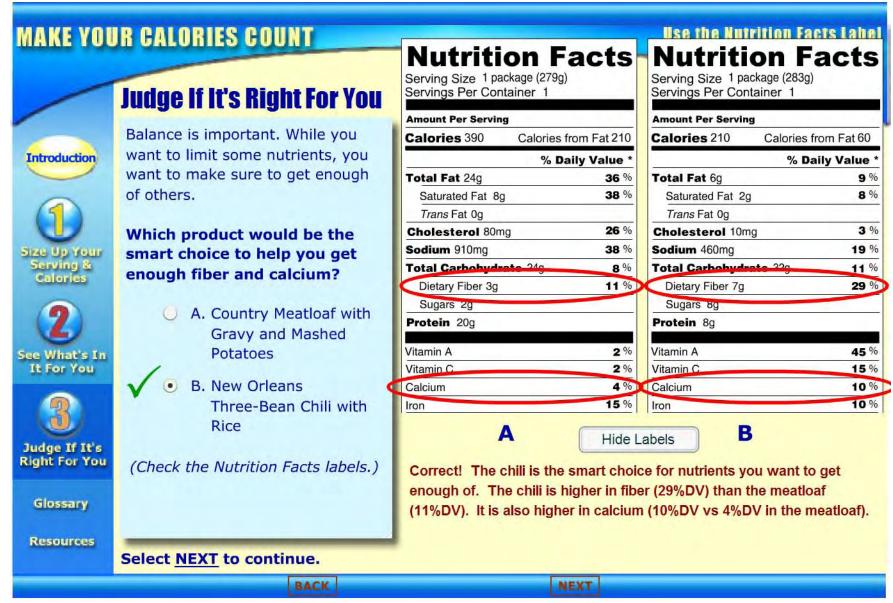
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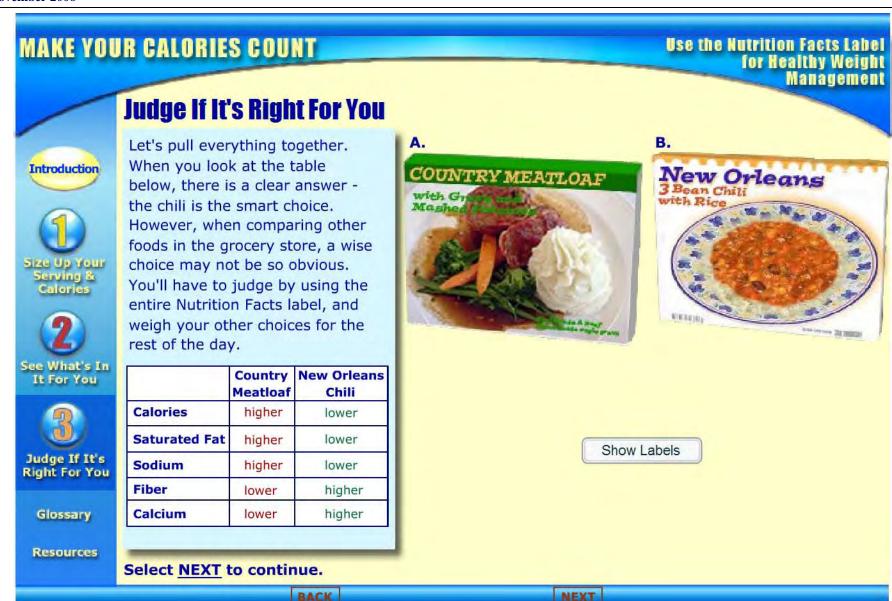
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MAKE YOUR CALORIES COUNT

Use the Nutrition Facts Label for Healthy Weight Management

Judge If It's Right For You

It doesn't have to be difficult to judge if a food is right for you. It's only three steps:

1. Size up your serving

- * What is the serving size?
- * How many servings are you eating? (1/2, 1, 2 or more?)
- * How many calories are listed in a single serving? (is it high or low in calories)
- * How many calories are in the amount you actually eat?

2. See what's in it for you:

Use the Quick Guide to %DV: 5% DV or less is low and 20% DV or more is high.

* Is this a wise food choice in terms of the nutrients you want to get enough of or ones you want to limit?

3. Judge if it's right for you

- * Is this a wise food choice in terms of calories? (Remember that 400 calories/serving or more is high)
- * Is it a wise choice in terms of nutrients?
- * Is this a wise choice for a single food; a snack; a meal?
- * Should you look for an alternative?

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MAKE YOUR CALORIES COUNT

Use the Nutrition Facts Label for Healthy Weight Management



The question of whether a food is

Judge If It's Right For You

right for you ultimately depends on many factors.



These may include whether you are trying to gain, lose, or maintain your weight; how many calories you need each day based on age, gender, and level of physical activity; and any special health or dietary concerns you may have.





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A food you like may still be part of a healthy daily diet - if eaten in moderation and balanced by other smart choices throughout the day.

Use the Nutrition Facts label to make those choices easier... **And to make your calories count!**

Congratulations! You have finished the program. The next few pages contain a glossary and web links to nutrition and health information.

Select **NEXT** to explore another topic.

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