

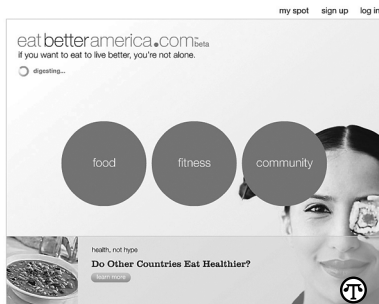
# Information Overload—Consumers Seek Easy Ways To Understand Nutrition Information

(NAPSA)—Low fat, trans fat, no fat; the health benefits (or not) of chocolate, milk, nuts, coffee, etc.—all of this conflicting information is leaving Americans confused and mystified about how to take care of themselves. With the abundance of health and nutrition information in the news every day, it is no wonder that Americans are suffering from health information overload.

In fact, according to The Healthy Boomer Survey of 1,086 baby boomers conducted on behalf of [www.eatbetteramerica.com](http://www.eatbetteramerica.com), more than one-half are frustrated and confused by conflicting health and nutritional information available today. Although boomers are actively searching for simple ways to stay healthy, half of all boomers surveyed find it difficult to stay current on all the new health and nutritional information. Additionally, more than four out of 10 boomers are overwhelmed by all of the inconsistent health reports and they feel that they hear too much data about health and nutrition that is *not relevant* to them.

Americans look for simple, easy ways to answer their questions. Currently, three-fourths of boomers receive most of their trusted health and nutritional information from doctors and nutritionists. Following closely as a trusted source are health-related Web sites; however, boomers revealed that they actually utilize these sites only about a quarter of the time when searching for information. The reason may be that most of the information on current sites is boring, confusing and just plain difficult to follow.

A new, innovative Web site called [eatbetteramerica.com](http://eatbetteramerica.com) was



## Americans are looking for simple, easy tips on living a healthier life.

created specifically with baby boomers in mind. The site acts as a trusted resource center to provide useful, educational and engaging food and nutrition information to lead a healthy life. The site allows you to set personal goals and provides recipes and suggestions to help you maintain and follow a successful path. The site also provides a community of support and offers simple changes to improve your health and lets you know that you are not in this alone.

“With the plethora of information overwhelming Americans, we saw the opportunity to create a simple, straightforward Web site that makes eating better, easier and more fun,” said Jeff Fuller, Health and Wellness Center of Excellence, General Mills. “We feel that [eatbetteramerica.com](http://eatbetteramerica.com) answers this need by creating a place where people can learn from experts, as well as from others like themselves, how healthy eating habits and easy-to-follow exercises can lead to a better life.”

For more information about this site, please log on to [www.eatbetteramerica.com](http://www.eatbetteramerica.com).