



# HEART-HEALTHY SOLUTIONS

## Label Reading Shortcut Can Cut The Fat And Cut Through Confusion

(NAPSA)—Studies indicate that 70 percent of grocery shoppers believe there is conflicting information about which foods are healthy. The Food and Drug Administration (FDA) recently eased its restriction on allowing food manufacturers to make health claims on product labels.

Previously, food makers needed to have “significant science agreement” to carry a health claim on food labels. Today, the FDA allows foods to carry a health claim with a corresponding statement reflecting the quality of the scientific evidence behind the claim. This change may contribute to consumer confusion.

With the wide array of information currently available, having a reliable label-reading tool has never been more important. The American Heart Association has a time tested way consumers can quickly and easily identify foods that are low in saturated fats and cholesterol that can be part of a heart healthy diet. Products that participate in the association’s Food Certification Program bear a heart-check mark indicating they meet the organization’s nutritional criteria and are low in saturated fat and cholesterol.

“Products bearing the American Heart Association’s red heart with the white checkmark are low in saturated fat and cholesterol and can be part of a heart-healthy diet for healthy people over the age of two,” says Rebecca Mullis, Ph.D., head of the University of Georgia’s nutrition department. “Consumers



**American Heart Association**

Products displaying the heart-check mark meet American Heart Association food criteria for saturated fat and cholesterol for healthy people over age 2.



### Check out the way to a heart-healthy lifestyle.

may rest assured that the best science backs this shopping icon.”

Years of scientific evidence have shown that foods low in saturated fat and cholesterol can help to reduce the risk of heart disease.

With the American Heart Association’s heart-check mark consumers know immediately that what they are buying is heart healthy.

All certified products meet these nutrition criteria (per standard serving):

- Low fat (less than or equal to 3 grams)
- Low saturated fat (less than or equal to 1 gram)
- Low cholesterol (less than or equal to 20 milligrams)
- Sodium value of less than or equal to 480 milligrams
- At least 10 percent of the Daily Value of: protein, vitamin A, vitamin C, calcium, iron or dietary fiber
- Meats must meet the standards for “extra lean”

To learn more call 1-800-AHA-USA1 (1-800-242-8721) for a free “Shop Smart with Heart” brochure or log on to [www.americanheart.org](http://www.americanheart.org).



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*Note to Editors: Although March has been designated Nutrition Month, the advice in this article can help your readers any time of year. Anyone with a medical condition should contact a physician or registered dietitian about his or her diet.*