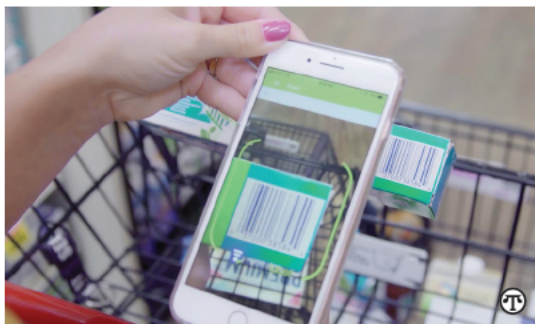


Consumer Corner

Five Things You Didn't Know About Your Groceries— But You Could

New SmartLabel® Digital Tool Puts Detailed Information At The Fingertips of Shoppers

(NAPSA)—If you're like most people, you want to know what's in your food and beverages and everyday household items, how these products are made and whether they might trigger an allergy attack. There's now an easy way to get much more information on thousands of products. It's called SmartLabel. It is a digital tool that gives you access to more information than could ever fit on a product label.



A smart new digital tool puts detailed information at shoppers' fingertips.

Here are five kinds of things you can learn about your groceries using the SmartLabel searchable database at www.smartlabel.org.

Allergy Sensitivity

Do you have an allergen-sensitive family? If, for example, you are eager to learn more about how a Hershey's milk chocolate bar is made and whether almonds are used on other lines in the factory, you can check SmartLabel.

Environmental Stewardship

Did you know that Febreze air fresheners are made at a plant that uses electricity powered by 100 percent renewable wind power? You can learn about a company's environmental commitments using SmartLabel.

Certifications

Have you seen a certification symbol on a package or bottle and wondered what it means? You can check SmartLabel to learn more; for example, about Pure Leaf tea's partnership with the Rainforest Alliance.

Ingredients

Need an explanation of what Dicalcium Phosphate Dihydrate is and why it's in Colgate toothpaste? The information isn't explicitly included on the label but Smart-

Label has the explanation for this ingredient that helps clean and polish teeth.

"Free From" Information

Culinary Tours gelato doesn't contain artificial colors or flavors. If ingredients are important to your purchasing decision, check SmartLabel.

SmartLabel allows you to quickly and easily find out nutritional information, ingredients, allergens, third-party certifications, social compliance programs, usage instructions and advisories, as well as safe handling instructions, company/brand information and much more.

SmartLabel has information for about 30,000 products: food; beverages; personal care items such as shampoo, toothpaste and body wash; and household items like detergents and other cleaning supplies. More products are added every week.

SmartLabel information is available nearly anywhere and anytime—while you're making a shopping list at home or making your way through the grocery store. You can get detailed information by scanning a QR or digital code on the package, using a Web search, going to the company's website, calling a 1-800 number on the package, visiting www.SmartLabel.org, or downloading the free SmartLabel app.