



# Label Lessons:

Your Guide to a Healthy Shopping Cart

ANDREA DONSKY  
& LISA TSAKOS



Spring Edition

naturallysavvy™

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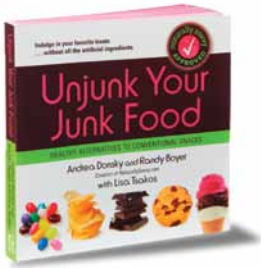
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# Introduction: A Note from Andrea & Lisa

If you are looking to make healthier purchasing decisions this year, then this e-book is for you.



Based on our popular book, [Unjunk Your Junk Food](#), we now take it a step further and include not only food items, but other items you might use on a regular basis, including supplements and personal care products.

At Naturally Savvy, our passion is finding alternatives for conventional products that contain [The Scary Seven](#)—our list of unhealthy or dangerous ingredients.

The Scary Seven has been widely accepted as a list of ingredients to watch out for and has been compared to other well-known consumer watchdog lists like the Dirty Dozen™ and the Clean 15™. It is even being taught in public schools.

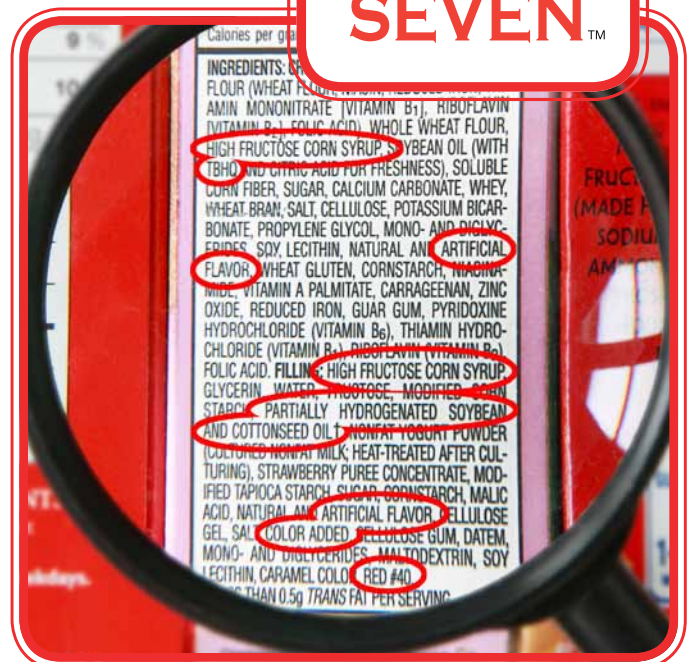
We believe the more knowledge and educational tools we have now, the more we empower ourselves to make better purchasing decisions later. By learning how to properly read labels and becoming familiar with the terms used to describe what is in the products we buy, we can choose food, supplements and personal care products that nourish our bodies, are free of chemicals, and are grown in a sustainable manner.

We hope you enjoy this e-book. We would love to hear from you on our [Facebook page](#)—be sure to ‘like’ us!

*In good health, Andrea & Lisa*

Andrea Donsky, *Founder, Naturally Savvy*  
Lisa Tsakos, *Chief Nutrition Expert, Naturally Savvy*

*Full Disclosure: This e-book was made possible by our sponsors, whose products are Naturally Savvy Approved and appear in this e-book. Rest assured, the reviews and opinions are entirely our own.*



## How to Read this Book

We reviewed products in various categories—food, supplements, and body care. We examined their ingredients and compared them with similar products made with better-quality ingredients. In each section, the product on the left side contains questionable ingredients and the product on the right is made with healthier ones.

Look for the symbols on the right to help you identify the best choices throughout the e-book.

We recommend using this e-book as a guide when planning your shopping list. Consider it your path to healthier ingredients.

Each of us is able to make a difference by buying products with cleaner ingredients and avoiding products that include unhealthy ones.

At the end of this e-book, for a limited time, you will find coupons for every healthy alternative we recommend.

If you cannot find the recommended products at your local grocery store, they can be purchased online, or look for comparable products at your local stores by using the information and guidance provided in this e-book.

Happy shopping!



### Naturally Savvy Seal of Approval

Products that meet our guidelines receive this seal.

### Savvy Pick

Our Savvy Pick summarizes why we selected a product as the better option.



### Thumbs-up

This indicates a positive quality about the product or an ingredient in the product.



### Non-GMO Verified

This symbol indicates a product is guaranteed to be free of GMOs.



### Bad Choice Seal

This product contains questionable ingredients that should be avoided.



### Thumbs-down

This indicates a negative quality about the product or an ingredient in the product.



### Neutral Pointer

This symbol indicates a neutral fact.



### Savvy Alert

This highlights harmful ingredients that should be avoided.

# Giving Back



## Holistic Moms Network

**We are pleased to announce a partnership with Holistic Moms Network and will donate **\$1.00\*** for every share of this e-book.** (Instructions on how to share and secure a donation are at the end of this e-book.)

We chose to work with Holistic Moms Network because of the tremendous impact they have had, and continue to have, introducing families to natural and green living. Please help us raise money for this important cause by sharing this e-book with your online community.

### About the Holistic Moms Network

The Holistic Moms Network is a national, membership-based and managed, 501(c)(3) non-profit organization with more than 100 chapters across the United States.

“ At the Holistic Moms Network, our mission is to generate national awareness, education, and support for holistic parenting and green living by providing nurturing, open-minded, and respectful local community networks that encourage families to share these ideals and learn from each other. We represent and advocate on behalf of parents nationwide who are working to build a healthier and more sustainable future. By joining our voices, we create a powerful force for change. All resources earned for the Holistic Moms Network will enable us to reach and empower more parents through in-real-life communities and online connections to make healthier and more sustainable choices for themselves, their families, and for future generations. ”

**[Sign-up to become a Holistic Moms Network member today!](#)**

*\*Up to a maximum of \$10,000.*



# Worst Ingredients Chart - The Scary Seven



We came up with a list of the **'worst ingredients'** commonly found in packaged foods. Keep a copy of this list handy to help you make mindful choices when you are shopping. The list is divided into three parts:

**1. RED:** Worst ingredients. These are the most harmful ingredients we found in products and should be strictly avoided. They include **The Scary Seven.**

## 1. High-Fructose Corn Syrup

*(Glucose-Fructose in Canada)*

Potential side-effects: Obesity, insulin resistance, increased belly fat, heart disease.<sup>1</sup>

## 2. Trans Fats (labeled as 'shortening,' 'partially hydrogenated,' or 'hydrogenated')

Potential side-effects: heart disease, cancer, diabetes.<sup>2</sup>

## 3. Artificial Flavors

A blanket term referring to over 100 possible chemical additives. Potential side-effects: Allergic and behavioral reactions.<sup>3</sup>

## 4. Monosodium Glutamate (MSG)

Potential side-effects: chest pain, heart palpitations, headaches, stimulates taste buds causing us to eat more.<sup>4</sup>

## 5. Artificial Colors

Potential side-effects: allergies, sinus congestion, hyperactivity in children, worsens symptoms of ADD and ADHD.<sup>5</sup>

## 6. Artificial Sweeteners

**Aspartame (Equal, NutraSweet):** Primarily affects the nervous system. Potential side-effects: headaches, dizziness, memory loss, convulsions.<sup>6</sup>

**Sucralose (Splenda):** More research is needed to determine its safety.<sup>7</sup>

**Acesulfame Potassium (Ace-K):** Research indicates it may cause cancer.<sup>8</sup>

**Neotame:** Need more studies to confirm safety.<sup>9</sup>

**Saccharin (Sweet'N Low):** Proven to cause cancer in animals. Suspected human carcinogen.<sup>10</sup>

## 7. Preservatives

Potential side-effects:

**TBHQ:** Tinnitus, nausea, vomiting.<sup>11</sup>

**Polysorbates (60, 65 & 80):** Infertility, immunosuppressant, anaphylaxis.<sup>12</sup>

**BHT/BHA:** Liver and kidney problems. BHA is a possible carcinogen.<sup>13</sup>

**Nitrates or Nitrites:** Allergic reactions, potential carcinogen.<sup>14</sup>

**Sodium Benzoate:** Allergic reactions, carcinogen.<sup>15</sup>

**Sulfites:** Allergic reactions—especially for asthmatics.<sup>16</sup>



Learn more at [naturallysavvy.com](http://naturallysavvy.com)



# Also Beware Of ...

**2. YELLOW:** These ingredients should be used with caution. Yellow indicates artificial and natural additives that are considered safe for most people but may be problematic for some. *Note: These ingredients are not listed in the Savvy Alerts throughout this e-book.*

## Artificial & Natural Colors

**Annatto (natural color):** *Linked to skin, gastrointestinal, respiratory, and central nervous system problems.*<sup>17</sup>

**Caramel Color (natural color):** *Some forms of caramel linked to cancer.*<sup>18</sup>

**Carmines:** *Can cause severe allergic reactions. Linked to severe side-effects on the cardiovascular system.*<sup>19</sup>

## Preservatives

Including: stabilizers, emulsifiers, thickeners, dough conditioners, antioxidants.

**Benzoic Acid:** *Linked to allergic reactions and asthma.*<sup>22</sup>

**EDTA:** *Persistent organic pollutant. Can carry heavy metals.*<sup>23</sup>

**Carrageenan:** *Linked to gastrointestinal inflammation, including cancer.*<sup>24</sup>

**Diacetyl tartaric acid ester of monoglyceride (DATEM):** *Stiffening of the heart and enlarged adrenals glands in animals.*<sup>25</sup>

**Methylcellulose:** *Wood pulp treated with a harsh chemical solution.*<sup>26</sup>

## Flavor Enhancers

**Artificial Vanilla Flavor (Vanillin):** *Made from petrochemicals.*<sup>20</sup>

**Autolyzed Yeast, Autolyzed Yeast Extract, Disodium Guanylate, Disodium Inosinate, Hydrolyzed Milk Protein, Yeast Extract:** *May cause headaches, chest pains, heart palpitations, excessive sweating, numbness.*<sup>21</sup>

**Potassium Sorbate:** *Linked to irritable bowel, asthma, eczema and behavior issues in kids.*<sup>27</sup>

**Propylene glycol:** *May be toxic to the central nervous system. Should be avoided by those with eczema.*<sup>28</sup>

**Sodium Caseinate:** *Linked to autism and allergic reactions.*<sup>29</sup>

**Sodium propionate:** *Linked to migraines, headaches and gastrointestinal complaints.*<sup>30</sup>

**3. BLUE:** Potential GMO ingredient (should be used with caution)

**GMOs** *Linked to allergies, cancerous tumors in rats and other health risks.*<sup>31</sup>  
*Major sources are soy, corn, canola, and cotton.*<sup>32</sup>

## hot breakfast cereal



## Quaker Instant Oatmeal

### Apples & Cinnamon



### Sodium Sulfite

Sulfites are known to cause a range of unwanted symptoms, including headaches, irritable bowel, behavioral disturbances and skin rashes.<sup>1</sup> Sulfites are even more troublesome for asthmatics who can develop bronchospasm (a sudden constriction of the airways) after eating foods or drinking wine preserved with sulfites.<sup>2</sup>



### Nutrition Facts

Serving size: 1 packet (43 g)

Calories	160	Calories from fat	20
Total fat	2 g		
Saturated fat	0 g		
Trans fat	0 g		
Cholesterol	0 mg		
Sodium	200 mg		
Total carbohydrates	33 g		
Dietary fiber	4 g		
Sugars	12 g		
Protein	4 g		



### What's in a name? Is it all the same?

If you react negatively to sulfites, watch out for the terms sodium sulfite, sulfur dioxide, sodium or potassium bisulfite, and sodium or potassium metabisulfite listed on food labels.<sup>3</sup>



### Think all oatmeal is good for you?

Check out the ingredients in another flavor of Quaker Instant Oatmeal—Strawberries & Cream: *Whole grain rolled oats, sugar, flavored and colored fruit pieces (dehydrated apples [treated with sodium sulfite to promote color retention], artificial strawberry flavor, citric acid, red 40), creaming agent (maltodextrin, partially hydrogenated soybean oil, whey, sodium caseinate), salt, calcium carbonate, guar gum, oat flour, artificial flavor, citric acid, niacinamide, reduced iron, vitamin A palmitate, pyridoxine hydrochloride, riboflavin, thiamin mononitrate, folic acid.*

Trans fats, artificial flavors and colors, and sulfites outweigh any benefits you might get from eating this oatmeal.

**INGREDIENTS:** Whole grain rolled oats, **sugar**, dehydrated apples [treated with **sodium sulfite** to promote color retention], natural and **artificial flavor**, salt, cinnamon, calcium carbonate, citric acid, guar gum, malic acid, niacinamide, reduced iron, vitamin A palmitate, pyridoxine hydrochloride, riboflavin, thiamin mononitrate, folic acid, **caramel color**.

savvy alert

- Potential GMO ingredients
- Sodium sulfite (preservative, sulfites)
- Artificial flavor

savvy tip

**Cinnamon & blood sugar control:** Eating foods rich in soluble fiber, like oatmeal, helps to manage blood sugar, and even more so when topped with cinnamon. In one study, a ½ tsp of cinnamon reduced blood sugar levels by about 24%.<sup>4</sup>

# Country Choice Organic Instant Oatmeal

Apple Cinnamon



Nutrition Facts	
Serving size: 36 g	
Calories	130
Calories from fat	15
Total fat	1.5 g
Saturated fat	0 g
Trans fat	0 g
Cholesterol	0 mg
Sodium	130 mg
Total carbohydrates	27 g
Dietary fiber	3 g
Sugars	11 g
Protein	4 g



**INGREDIENTS:** Organic whole grain rolled oats, organic sugar, organic dehydrated apples, organic maple syrup, sea salt, organic cinnamon, natural flavors, citric acid.



## Savvy Pick

Eating oatmeal is one of the healthiest ways to start your day. Packaged instant oatmeal is great when you are in a rush, but many brands use unnecessary additives and preservatives.

When comparing apples to apples (no pun intended), **Country Choice Organic (CCO)** makes a delicious instant oatmeal that contains organic ingredients and does not contain sulfites. And, Country Choice Oatmeal is Non-GMO Project Verified.<sup>5</sup> For all of these reasons, CCO receives our Naturally Savvy Seal of Approval.



## Cinnamon & Cholesterol

The latest data indicates less than a ½ teaspoon of cinnamon a day can reduce cholesterol by about 18%.<sup>6</sup>

## 'oafally' awesome oatmeal

### Ingredients:

- 3 cups rolled oats
- ¾ cup of brown sugar
- ½ cup butter
- 2 eggs
- 2 cups milk
- 2 tsp baking powder
- 1 tsp salt
- ½ tsp cinnamon
- Get creative: add raisins, walnuts, blueberries, etc.

### Instructions:

Preheat the oven to 375° F. Mix all ingredients together and pour into 13 x 9 inch buttered pan. Bake at 375° F for 25 minutes.



\* This recipe was graciously provided by Country Choice Organic.

## breakfast cereal



## General Mills

### Honey Nut Cheerios



#### GMOs

Honey Nut Cheerios likely contains a number of genetically modified (GM) ingredients, including sugar and brown sugar syrup (most likely from GM sugar beets), corn (modified corn starch), and canola oil.<sup>1</sup> Recently Cheerios' Facebook page was overtaken by anti-GMO activists and spurred a public outcry from consumers concerned about the genetically modified ingredients in Cheerios' cereals.

Read more: [What is a GMO?](#)



#### Nutrition Facts

Serving size: ¾ cup (28 g per serving)

Calories	110	Calories from fat	15
Total fat	1.5 g		
Saturated fat	0 g		
Trans fat	0 g		
Cholesterol	0 mg		
Sodium	160 mg		
Total carbohydrates	22 g		
Dietary fiber	2 g		
Sugars	9 g		
Protein	2 g		

**INGREDIENTS:** Whole grain oats, **sugar**, oat bran, **modified corn starch**, honey, **brown sugar syrup**, salt, Tripotassium phosphate, **canola** and/or rice bran oil, natural almond flavor, vitamin E (mixed tocopherols) Added to preserve freshness.

**Vitamins and Minerals:** Calcium Carbonate, Zinc and Iron (Mineral Nutrients), Vitamin C (Sodium Ascorbate), a B Vitamin (Niacinamide), Vitamin B6 (Pyridoxine Hydrochloride), Vitamin B2 (Riboflavin), Vitamin B1 (Thiamin Mononitrate), Vitamin A (Palmitate), a B Vitamin (Folic Acid), Vitamin B12, Vitamin D3.



#### Misleading Marketing: Nuts

There are no nuts in Honey Nut Cheerios, only "Natural Almond Flavor", which may or may not originate from real almonds. That's too bad, since whole almonds are an excellent source of nutrients, including vitamin E and phytochemicals, which have been shown to reduce your risk of cancer and heart disease.<sup>2</sup>



#### Misleading Marketing: Reduces Cholesterol

Cheerios claims eating its cereal can help reduce cholesterol and lower heart disease: *\*Three grams of soluble fiber daily from whole grain oat foods, like Honey Nut Cheerios® cereal, in a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.* A serving of Honey Nut Cheerios provides only 0.75 grams of soluble fiber and a meager 2 grams of total dietary fiber. This means you would have to eat four servings a day to reap the cholesterol-lowering benefits!

For a full reference list please visit: [NaturallySavvy.com/references](http://NaturallySavvy.com/references)

savvy alert

● Potential GMO ingredients

savvy tip

Whole grain oats contain a soluble fiber called beta glucan that can help to reduce cholesterol levels.<sup>3</sup> Soluble fibers also help to keep us feeling satiated longer than most other foods.<sup>4</sup>

## Barbara's Classics

Honest O's Honey Nut—Certified Organic



Nutrition Facts	
Serving size: 3/4 cup (30 g per serving)	
Calories	120
Calories from fat 20	
Total fat	2 g
Saturated fat 0 g	
Trans fat 0 g	
Cholesterol	0 mg
Sodium	80 mg
Total carbohydrates	24 g
Dietary fiber < 2 g	
Sugars	10 g
Protein	3 g



**INGREDIENTS:** Organic whole oat flour, organic dehydrated cane juice, organic corn flour, organic oat bran, organic expeller pressed high oleic oil (canola and/or sunflower), organic apple juice concentrate, organic honey, calcium carbonate, sea salt, organic ground almonds, baking soda, natural flavor, iron (ferric orthophosphate). Contains almonds.



### Savvy Pick

While Honey Nut Cheerios may be a better choice than many other cereals (it does not contain any of **The Scary Seven** ingredients), the cereal is most likely made from genetically modified ingredients, and four of its five major ingredients are sugar. **Barbara's Honest O's**, on the other hand, is certified organic and GMO-free (it is Non-GMO Verified). It is low in sodium and contains real and organic almonds—not just almond flavor. For these reasons, it receives our Naturally Savvy Seal of Approval.

## Natural Almond Flavor?

The natural almond flavor used in the food industry most often comes from a chemical called benzaldehyde. While it may sound scary, it is a natural chemical flavoring that comes from an aromatic oil derived from peach pits, cherry pits, apricot pits or almonds.<sup>5</sup>



## fruit snacks



## Del Monte

### Lite Peaches in Strawberry-Banana Flavored Gel Fruit Cups



#### Where is the fruit?

This product does not contain any actual fruit aside from peaches. Instead, it replaces real strawberries and bananas with artificial flavors and sucralose—a chemical sweetener.



## Nutrition Facts

Serving size: 1 cup (128 g)

Calories 60	Calories from fat 0
Total fat 0 g	
Saturated fat 0 g	
Trans fat 0 g	
Cholesterol 0 mg	
Sodium 40 mg	
Total carbohydrates 14 g	
Dietary fiber 0 g	
Sugars 12 g	
Protein 0 g	

#### INGREDIENTS:

Water, peaches, **sugar**, gum blend (**dextrose**, gellan, xanthan and locust bean gums), natural and **artificial flavor**, **carmine**, citric acid, sodium citrate, ascorbic acid (to protect color), calcium chloride, **sucralose**.

savvy alert

- Potential GMO ingredients
- Artificial flavor
- Sucralose (artificial sweetener)



#### Artificial Sweetener: Sucralose

Does a fruit cup really need extra sweetness?

Adverse health effects associated with sucralose include: gastrointestinal problems, seizures, dizziness, migraines, blurred vision, allergic reactions, and ironically, weight gain and elevated blood sugar.<sup>1</sup>



#### Artificial Flavor

Artificial flavors are an inexpensive way for manufacturers to make something taste like something else (in this case, strawberries). Artificial flavors have been known to cause allergies and changes in behavior.<sup>2</sup> The FDA does not require disclosure of ingredients as long as all ingredients are deemed GRAS (generally recognized as safe).<sup>3</sup>



#### Carmine

Carmine is a red dye derived from the wings of the cochineal insect. It is used as an alternative to Red #3 which has been shown to cause cancer in lab animals.<sup>4</sup> While it is safe for most people, carmine has been known to cause severe, and in rare cases, even life threatening, allergic reactions.<sup>5</sup>



#### BPA-Free Packaging

Del Monte's plastic packaging is BPA-Free. Too bad it isn't free of **The Scary Seven**, too.

**savvy tip** In her book *Plastic Free*, Beth Terry reveals the reason organic bananas have plastic around the stems but conventional bananas do not: conventional bananas are dipped in fungicide to prevent mold.<sup>6</sup>

## GoGo squeeZ

Apple Strawberry Applesauce On The Go



<b>Nutrition Facts</b>	
Serving size: 1 pouch (3.2 oz)	
Calories	60
Calories from fat	0
Total fat	0 g
Saturated fat	0 g
Trans fat	0 g
Cholesterol	0 mg
Sodium	0 mg
Total carbohydrates	15 g
Dietary fiber	1 g
Sugars	12 g
Protein	0 g



**INGREDIENTS:** Apple, strawberry, banana, apple juice concentrate, blackcurrant.



### BPA-Free Packaging & Upcycling

GoGo squeeZ offers upcycling of its BPA-free pouches & BPA-free packaging through **Terracycle**. Send them your empty packages and they will be recycled into fun and innovative products.



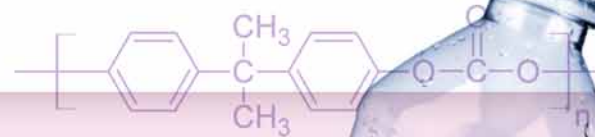
### Savvy Pick

Whether you're a child or a grown up, on-the-go snacks are convenient and fun, but don't be fooled by the images of fruit on the front of the package. Not all fruit snacks are the same. Read the ingredients list carefully and look for those with the most fruit and the least amount of additives. In this case, **GoGo squeeZ**—which is 100% natural, vegan-friendly, Kosher, and contains only pure fruit and apple juice concentrate (a clean simple ingredient list)—is the obvious choice. And it comes in 9 delicious nut free and gluten free flavors!



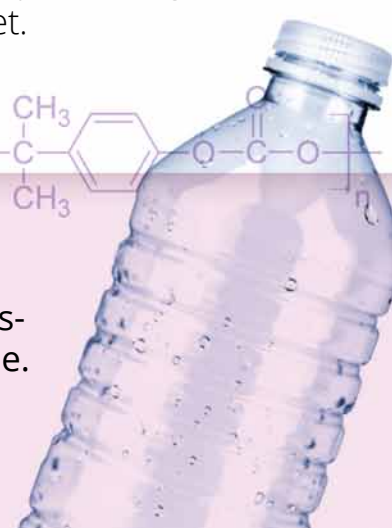
Keep your eyes "peeled" for GoGo squeeZ's organic line available at Whole Foods Market.

## Obesogens and Bisphenol-A (BPA)



Chemicals can interfere with the body's metabolism and contribute to increased body fat.<sup>7</sup> These metabolism-altering chemicals are called "**obesogens**".<sup>8</sup> BPA, a chemical used to manufacture polycarbonate plastic and epoxy resins (the inside linings of aluminum cans),<sup>9</sup> is an example.

BPA is found in baby bottles, cash register receipts, water bottles, dental sealants, and even in recycled toilet paper.<sup>10</sup>



## chocolate drink mix



## Nestle

### Nesquik Chocolate—No Sugar Added



#### Artificial Sweeteners

The front of the package states “NO SUGAR ADDED”. So what is Nestle using to replace the sugar? Sucralose and acesulfame potassium—two types of chemical sweeteners. Their website states, “Nesquik is really good and good for you,”<sup>1</sup> but with two dangerous artificial sweeteners known to cause gastrointestinal problems, kidney damage, and headaches,<sup>2</sup> is it really good for you? What concerns us most is that this product is marketed to kids.



#### Nutrition Facts

Serving size: 2Tbsp (11 g)

Calories	35	Calories from fat	10
Total fat	1 g		
Saturated fat	0.5 g		
Trans fat	0 g		
Cholesterol	0 mg		
Sodium	70 mg		
Total carbohydrates	7 g		
Dietary fiber	1 g		
Sugars	3 g		
Protein	1 g		

**INGREDIENTS:** Cocoa processed with alkali, reduced minerals whey, maltodextrin, soy lecithin, tricalcium phosphate, salt, sucralose, artificial flavors, acesulfame potassium [non-nutritive sweetener], spice. Vitamins and minerals: calcium carbonate, ascorbic acid (vitamin C), zinc oxide, pyridoxine hydrochloride (vitamin B6), copper gluconate, manganese sulfate, biotin.



#### Artificial Sweeteners

Companies often combine two or more chemical sweeteners to increase the sweetness in a food or beverage.<sup>3</sup>

Read more: [Side effects of artificial sweeteners](#)



#### Soy Lecithin

Lecithin is used as an emulsifier in many processed foods. The most popular form, soy lecithin, is commonly derived from genetically engineered soybeans.<sup>4</sup> Unless a company specifies it is non-GMO, or that it uses organic soy lecithin, assume it is genetically modified.



#### Dairy Intolerance

According to the NIH, 30 million Americans are lactose intolerant.<sup>5</sup> If you have a dairy intolerance, mix your favorite cocoa powder with alternative milk beverages such as almond, rice, quinoa, and/or coconut.

savvy alert

- Potential GMO ingredients
- Sucralose, Acesulfame potassium (artificial sweeteners)
- Artificial flavors



**Get Your Greens On!** Green drinks are nutritional powerhouses providing a rich source of minerals and vitamins, plus they have an alkalizing effect on our blood, which might help with memory, bone & heart health.<sup>6</sup>

savvy tip

## Barlean's Chocolate Silk Greens



<b>Nutrition Facts</b>	
Serving size: 6g	
Calories 25	Calories from fat 0
Total fat 0 g	
Saturated fat 0 g	
Trans fat 0 g	
Cholesterol 0 mg	
Sodium 0 mg	
Total carbohydrates 4 g	
Dietary fiber 1 g	
Sugars 0 g	
Protein 1 g	



### Savvy Pick

#### Barlean's Chocolate Silk Greens

might seem like an unusual alternative to chocolate milk, but our Savvy team (of adults and kids) attests that it tastes great. We chose this product because it is a nutrient-rich powerhouse chock full of antioxidants equivalent to 5 servings of vegetables. Zero sugar, non-dairy, non-GMO, and soy-free, Barlean's Chocolate Silk Greens contains more than 50 super foods and supplements. Serve hot or cold.

### INGREDIENTS:

#### Antioxidant Blend (2,924 mg):

Alkalized cocoa powder, quercetin powder, OxyPhyte® grape seed powder extract, pomegranate powder extract, red wine extract, polygonum powder extract, milk thistle extract, acerola powder extract, turmeric root powder extract, kelp powder, grape juice powder, licorice root powder.

**Green Fruits & Vegetables Blend (1,800 mg):** Strawberry juice powder (strawberry, potato dextrin, manioc starch and/or maltodextrin), carrot juice powder (carrot, maltodextrin), spirulina powder, barley grass juice powder, raspberry juice powder, blueberry juice powder, cinnamon powder extract, broccoli juice powder, spinach juice powder, parsley powder, chlorella powder, acai powder, goji powder extract, beet root juice powder.

**Fiber blend (406 mg):** Lecithin powder (sunflower lecithin, rice flour, calcium phosphate), flax seed powder, apple fiber high pectin powder.

**Prebiotic, Probiotic and Enzyme Blend (65 mg):** Fructooligosaccharide, probiotic blend (L. acidophilus, B. longum, L. casei, L. rhamnosus), enzyme blend (protease, amylase, bromelain, cellulase, lactase, lipase).

**Other ingredients:** Natural flavors, stevia powder extract.

## Diet Milk?

Popular in schools, sugar-laden flavored milk has been linked to childhood obesity. A petition is now before the FDA to substitute some of the sugar in 17 milk products with artificial sweeteners.<sup>7</sup> While they will be listed in the ingredients list, special front-of-pack labeling will not be required. Kids will be ingesting these dangerous sweeteners and won't even know it!

Read more: [Artificial Sweeteners Coming To Our Milk?](#)



## spreads



## Land O Lakes

### Fresh Buttery Taste Spread



#### Toxic Vegetable Oils

Vegetable oils are made mainly from highly unstable polyunsaturated fats. They are usually chemically treated, heated at high temperatures, and deodorized. Each step further damages the oil, producing oxidized fats that create inflammation in cells. These toxic oils have been implicated in promoting atherosclerosis and cancer.<sup>1</sup>



#### Trans Fats

Foods labeled 'zero trans fats' may not, in fact, be trans fat-free. There is a label loophole that allows up to 0.5 grams of trans fat per serving to be rounded down to zero.<sup>2</sup>



#### Misleading Marketing

The Nutrition Facts panel states "0 trans fat" and "0 cholesterol," but a look at Land O Lakes' ingredients list reveals it contains both. Hydrogenated and partially hydrogenated oils mean trans fats and buttermilk and cream add "a trivial amount of cholesterol." We would like to think that anyone who reads Land O Lakes' ingredients list puts it right back on the shelf. But with the company reporting record sales for 2012,<sup>3</sup> it's clear that consumers just aren't getting the message: good nutrition is not simply about fat and calories.



#### GMOs

Land O Lakes spread is mainly made from soybean oil. Since it is not labeled organic or non-GMO, we can assume it is most likely derived from GM soybean crops.<sup>4</sup>

### Nutrition Facts

Serving size: 1 Tbsp (14 g)

Calories	70	Calories from fat	70
Total fat	8 g		
Saturated fat	2 g		
Trans fat	0 g		
Cholesterol	0 mg		
Sodium	80 mg		
Total carbohydrates	0 g		
Dietary fiber	0 g		
Sugars	0 g		
Protein	0 g		

**INGREDIENTS:** Liquid soybean oil, water, partially hydrogenated soybean oil, buttermilk,\* hydrogenated soybean oil, contains less than 2% of salt, hydrogenated cottonseed oil, cream\*, distilled monoglycerides, soy lecithin, potassium sorbate [preservative], lactic acid, natural and artificial flavor, vitamin A palmitate, beta carotene [color]. \*Adds a trivial amount of cholesterol.

savvy alert

- Potential GMO ingredients
- Hydrogenated oils (trans fats)
- Artificial flavor

**savvy tip** Coconut oil contains lauric acid which raises HDL cholesterol (the good kind), and helps to reduce body fat.<sup>5</sup> Coconut oil can be safely heated to high temperatures. Use it for cooking, baking and frying.<sup>6</sup>

## Barlean's 100% Organic Coconut Oil



<b>Nutrition Facts</b>	
Serving size: 1 Tbsp (14 g)	
Calories	125
Calories from fat 125	
Total fat	14 g
Saturated fat 12.5 g	
Trans fat 0 g	
Cholesterol	0 mg
Sodium	0 mg
Total carbohydrates 0 g	
Dietary fiber 0 g	
Sugars 0 g	
Protein	1 g



### Savvy Pick

We pick **Barlean's 100% Organic Coconut Oil** for its tremendous health benefits. Research shows coconut oil promotes a healthy metabolism and fat loss,<sup>7</sup> supports the cardiovascular<sup>8</sup> and immune systems,<sup>9</sup> improves thyroid health,<sup>10</sup> and on top of it all, is an excellent moisturizer for our hair and skin.

### INGREDIENTS:

100% organic extra virgin coconut oil.



### Good Fat

Don't be put off by the fat content of this product. It is a good fat with many health benefits as discussed on this page.



### Skin Salve

Coconut oil, like Barlean's, can help with various skin conditions including psoriasis, eczema and dermatitis. This makes coconut oil good for you both inside and out!<sup>12</sup>



### Anti-inflammatory

Coconut oil has anti-inflammatory properties which may be useful for those with arthritis, heart disease, and other inflammatory conditions.<sup>11</sup>

## Healthy Fats for a Healthy Heart

Health and heart associations worldwide advise us to use polyunsaturated fats like vegetable oils (corn, sunflower, safflower, soybean, cottonseed), instead of animal fats (saturated fats) to reduce our risk of heart disease. However, a new study shows that substituting polyunsaturated fats for saturated fats actually increases the rate of death from all causes, including coronary heart disease and cardiovascular disease!<sup>13</sup> Instead, omega-3 fats (found in cold water fish) and coconut oil have been proven to benefit the heart.<sup>14</sup>



## condiments—soy sauce



## La Choy

### Soy Sauce



#### Genetically Modified (GM) Soy

More than 90% of soybeans grown in the U.S. are genetically modified.<sup>1</sup>



#### Allergic Reactions to GM Soy

According to the Organic Consumers Association, GM soy contains an allergen-type protein not found in non-GM soy. The level of one particular soy allergen is as much as seven times higher in cooked GM soy than in non-GM soy. In the UK, soy allergies skyrocketed by 50% soon after GM soy was introduced.<sup>2</sup>



#### Hydrolyzed Soy Protein

This flavor enhancer may be derived from GM soy and is rich in free glutamic acid, which may cause reactions similar to MSG: headaches, chest pains, sweating, and heart palpitations.<sup>3</sup>



#### Caramel Color

Although the FDA classifies it as a “natural colorant,” there are various types of caramel color, and labels aren’t required to be specific. Many products use Caramel IV, the most dangerous type, which is made by reacting sugars with ammonium and sulfite compounds resulting in the formation of possible carcinogenic by-products.<sup>4</sup>



#### Potassium Sorbate

This preservative is used to extend shelf life by slowing the production of yeast and mold in food (cheese, yogurt, pickles, dried meat) and drinks (wine, apple cider).<sup>5</sup> It is also used in dietary supplements. Side effects can include allergic reactions, nausea, and diarrhea,<sup>6</sup> and the latest study showed that it can even damage DNA!<sup>7</sup>



### Nutrition Facts

Serving size: 1 Tbsp (15 ml)

Calories 10      Calories from fat 0

Total fat 0 g

Saturated fat 0 g

Trans fat 0 g

Cholesterol 0 mg

Sodium 1160 mg

Total carbohydrates 1 g

Dietary fiber 0 g

Sugars <1 g

Protein 1 g

**INGREDIENTS:** Water, salt, hydrolyzed soy protein, corn syrup, caramel color, potassium sorbate [preservative].

savvy alert

- Potential GMO ingredients\* (corn and soy)

\*We called ConAgra Foods and they told us most of their products use Biotechnology and its most prevalent use is with their products that contain corn and soy. Customer service could not confirm if the corn or soy in this product was GMO-free.

What's the difference between tamari and regular soy sauce? Both are known for their flavor-enhancing properties, but tamari is richer than regular soy sauce and has a milder, more complex flavor.<sup>8</sup>

## San-J

### Organic Gluten Free Tamari Soy Sauce



Nutrition Facts	
Serving size: 1 Tbsp (18g)	
Calories	10
Calories from fat 0	
Total fat	0 g
Saturated fat 0 g	
Trans fat 0 g	
Cholesterol	0 mg
Sodium	940 mg
Total carbohydrates <1 g	
Dietary fiber 0 g	
Sugars <1 g	
Protein	2 g



#### Savvy Pick

#### San-J Organic Tamari Soy Sauce

is made from simple, organic, GMO-free ingredients, and from a natural fermentation process (this means no artificial colors or preservatives are added in production).

Whether you like a great tasting soy sauce or have a gluten sensitivity, try San-J's gluten free tamari in recipes where you would normally use soy sauce. We also recommend trying San-J's Organic Reduced Sodium Tamari Soy Sauce.



#### INGREDIENTS:

Water, organic soybeans, salt, organic alcohol [to preserve freshness].

## Glazed Tofu with Egg White Bean Noodles

By Savvy Chef Marc Borenstein

#### Glaze Sauce:

- ½ cup San-J Tamari
- ¼ cup fresh diced ginger
- ½ tsp. sirachi chili

#### Tofu (can substitute chicken for tofu):

Cut tofu into rectangular patties. Heat pan. Place tofu in pan to brown (without oil). Flip after a few minutes, then drizzle olive oil over each patty. Brown each side. Spoon the glaze over each patty with ginger pieces. Cook 2 minutes per side and serve.



**Bean Vermicelli:** Boil 240g of noodles in vegetable broth. Strain. Cut noodles while in the strainer. In the same pot used to cook the noodles, heat coconut oil. Add 1 chopped onion and 24 shitake mushrooms (quartered). Stir often. When onions are soft and mushrooms are browned, add the noodles. Mix well. Turn off heat and add ¼ cup of egg whites. Allow them to soak in for a minute and mix well.



## Tampax Regular

### Cardboard Applicator Tampons



#### Rayon vs. Cotton

Commercial tampons are typically manufactured using a blend of synthetic rayon and cotton.<sup>1</sup> A synthetic blend is cheaper to produce than a cotton tampon,<sup>2</sup> plus it has a higher capacity to absorb liquid than cotton,<sup>3</sup> which is why manufacturers prefer it.



#### Pesticides, GMOs, and Cotton

Cotton is one of the most heavily sprayed crops in the world. Grown on 2.4% of the world's land, cotton field spraying accounts for \$2 billion in pesticide use each year.<sup>4</sup> In addition to being sprayed with pesticides, non-organic brands of tampons can contain genetically modified cotton. Since companies are not required to label whether or not the cotton, or any other ingredients, used in their products contain genetically modified ingredients, we recommend using brands that openly disclose this information.



#### Chlorine Bleach & Dioxins

Until a decade ago, the bleaching process used to whiten paper and wood pulp (including feminine hygiene products) involved the use of elemental chlorine, which has been linked to cancer-causing dioxins.<sup>5</sup> In addition to harming our bodies, dioxins contaminate the environment.<sup>6</sup>

In 1998, the EPA released their Pulp and Paper Cluster Rule, forcing manufacturers to switch their bleaching to an elemental chlorine free process using chlorine dioxide.<sup>7</sup> This newer process significantly reduces dioxins but does not eliminate them completely.<sup>8</sup> While some companies proclaim that there are no detectable levels of dioxins in their products, critics note that highly sensitive, state of the art testing finds this may not be the case.<sup>9</sup>



#### INGREDIENTS:

**Tampon:** Cotton and rayon absorbent fiber/pad, rayon (overwrap skirt that covers the absorbent part of tampon).

**Cotton string:** Cotton (thread attached to absorbent fiber to remove tampon).

**White paper:** Outer paper on the applicator.

savvy  
alert

- Potential GMO ingredient (cotton)
- Rayon
- Possible dioxins

in the know The Women’s Environmental Network suggests renaming “feminine hygiene products” to “disposable menstrual lingerie” in order to dispel the notion that women are dirty during menstruation.<sup>10</sup>

## Natracare

Organic 100% Cotton Cardboard Applicator Tampons



### Savvy Pick

Organic cotton tampons not only perform just as well as conventional brands and comply with the strict regulations and guidelines set by the FDA on absorbency, they are better for you! The biggest difference between **Natracare** and a leading conventional brand of feminine hygiene products is that exposure to GM cotton and synthetic ingredients is

### INGREDIENTS:

**Tampon:** Certified organic 100% cotton.

**Cotton string:** 100% certified cotton thread.

**Applicator:** Tampons are wrapped in totally chlorine free paper.

**Packaging:** Recycled cardboard.

eliminated. (GM cotton consumes approximately 22.5% of the insecticides and more than 10% of the pesticides used in the world).<sup>11</sup> Moreover, their products are suitable for vegans and never tested on animals.



### TSS and 100% Cotton

According to Dr. Philip Tierno, Clinical Professor of Microbiology and Pathology at NYU Medical Center, “100% cotton tampons consistently test under detectable levels for TSS toxins.”<sup>12</sup> This is one (of many) reasons 100% cotton tampons, like Natracare, are the safest option, if you choose to use tampons.

## Chemical Soup

Some brands of feminine hygiene products contain artificial fragrances (perfumes), odor neutralizers, artificial colors, polyester, adhesives, polyethylene (PET), polypropylene, and propylene glycol (PEG).<sup>13</sup> Since these chemicals have been linked to a variety of health concerns including hormone disruption,<sup>14</sup> cancer,<sup>15</sup> birth defects,<sup>16</sup> skin irritation and dryness,<sup>17</sup> and infertility,<sup>18</sup> we feel it is best if they are kept as far away from *there* as possible.



# personal care—pads



## Always Infinity Regular Pads with Wings



### Plastic

Over 90% of a sanitary pad is made of crude oil plastic. The rest is made from chlorine-bleached wood pulp.<sup>1</sup> By using plastic laden feminine hygiene products, each year we add the equivalent of 180 billion plastic bags to our waste stream.<sup>2</sup>



### Ingredients Not Required

Companies are not required to list the ingredients of feminine care products because they are considered to be a “medical device, not a food or drug product.”<sup>3</sup> We find it worrisome that a company in today’s day and age, creators of feminine hygiene products, is able to keep this information under wraps [literally].



### The Unknown Ingredients in Pads

In order to obtain the ingredients in Always Infinity pads, we called Proctor & Gamble four times.<sup>4</sup> Customer Service told us their product is made from Infinicel. When we asked what Infinicel is made from, they didn’t know. They did disclose that Infinicel is a new material created by P&G that absorbs 10 times its weight and has more than 60 patents. Always Infinity pads contain “low density high absorbent resilient and open-celled foam.” We researched some of their patents to see what we could find. We learned that the foam is made from a mixture of water and oil containing benzenes, toluenes and sulfides,<sup>5</sup> all dangerous chemicals linked to a host of health issues.<sup>6,7,8</sup> Note that the ingredients listed to the right were received over the phone; P&G’s Customer Service reps would not email them to us. As such, we apologize if there are any spelling errors, missing words and/or ingredients.



### Allergic to Latex?

Many sanitary pads include latex in their ingredients. Latex can be used to make the wings on pads more flexible, and it can be used as a binder on the surface of pads and liners, where it comes into close contact with the skin.<sup>9</sup>



**INGREDIENTS: Foam:** Infinicel (FAM) low density high absorbent resilient and open-celled foam, soft non-woven top sheet, top layer, adhesives, lower layer absorbs fluid from top layer, unscented.

savvy alert

- **Unknown ingredients**  
*Use at your own risk*



did you know? In the U.S. consumers spend approximately \$3 billion a year on sanitary pads, tampons and panty liners.<sup>10</sup>

## Natracare Natural Ultra Pads

### Regular With Wings



### Savvy Pick

We scrutinize labels for harmful ingredients and environmental pollutants, and we are careful about what we put into and onto our bodies, but how many of us consider the feminine hygiene products we use each month (or those that our family members and friends use)? All of **Natracare's** products take both our health and the environment into consideration. They are free of plastic, petroleum derivatives, synthetic ingredients, chlorine, perfumes, and because they use hydrogen peroxide to bleach their products, they are also 100% dioxin free. For all of these reasons, we choose Natracare.

### INGREDIENTS:

**Pads and liners:** Certified Organic 100% cotton nonwoven cover.

**Absorbent core:** Made from totally chlorine-free wood pulp (sourced from ecologically managed forests).

**Biofilm barrier:** Made from GMO-free corn starch.

**Note:** All materials in this product are compostable in a domestic system.

## Environmental IMPACT

The average woman uses approximately 10,000 feminine hygiene products in her lifetime, which amounts to 275 to 330 lbs of sanitary pads, tampons and applicators.<sup>11</sup> Since over 19 billion sanitary pads and tampons are dumped in North America each year,<sup>12</sup> and when you consider it takes approximately 500 years for a pad or tampon to decompose,<sup>13</sup> it makes ethical and environmental sense to purchase biodegradable, organic, and plastic-free products. Natracare offsets their resulting carbon footprint with a donation to the Woodland Trust where they plant trees and manage them.



# multivitamins—adults



## One A Day

VitaCraves Gummies Regular (for adults)



### Artificial Dyes

You might be aware of the dyes in food, but look out for artificial colors lurking in nutritional supplements, medications, body care and oral care products, too.<sup>1</sup>



### FD&C Blue #1

New research shows that blue dye enters the bloodstream of animals through the skin or tongue and could harm the gastrointestinal system and inhibit cell respiration, which could lead to ADHD, asthma, and allergies.<sup>2</sup>

Read more: [Study Shows Blue Dyes Are Harmful](#)



### FD&C Red #40

This petroleum by-product can cause allergy-like reactions and hyperactivity in children. It is also a potential carcinogen.<sup>3</sup>



### FD&C Yellow #6

This orange shade has been linked to a host of symptoms including allergic reactions, nausea, and nasal congestion. It's found in a wide variety of foods and disturbingly, in many medications.<sup>4</sup>

savvy alert

- Potential GMO ingredients
- Artificial flavors
- Artificial colors



## Supplement Facts

Serving size: 2 gummies

Amount Per Serving		%DV*
Calories	10	
Total Carbohydrate	3 g	1%*
Sugars	3 g	**
Vitamin A	4000 IU	80%
Vitamin C	60 mg	100%
Vitamin D	400 IU	100%
Vitamin E	40 IU	133%
Vitamin B6	2 mg	100%
Folic Acid	400 mcg	100%
Vitamin B12	10 mcg	167%
Biotin	150 mcg	50%
Pantothenic Acid	10 mg	100%
Iodine	80 mcg	53%
Zinc	5 mg	33%
Choline	60 mcg	**
Inositol	40 mcg	**

\* Percent Daily Values are based on a 2,000 calorie diet.

\*\* Daily Value not established.

**INGREDIENTS:** Glucose syrup, sucrose, gelatin, water, ascorbic acid, [less than 2% of: artificial flavors, bees wax, carnauba wax, choline bitartrate, citric acid, d-biotin, d-calcium pantothenate, FD&C Blue #1, FD&C Red #40, FD&C Yellow #6, folic acid, inositol, modified starch, potassium iodide, pyridoxine hydrochloride, vegetable oil (coconut or palm), vitamin A acetate, vitamin B12, vitamin D3 (cholecalciferol), vitamin E acetate, zinc sulfate].

For a full reference list please visit: [NaturallySavvy.com/references](http://NaturallySavvy.com/references)

did you know? **Fractionated Coconut Oil:** This saturated, shelf-stable oil concentrates the healthy capric and caprylic acids, which are important contributors to good health.<sup>5</sup>



## Slice of Life

Sugar Free Multi+ (for adults)



### Supplement Facts

Serving size: 1 slice Servings per container

Amount Per Serving		%DV*
Calories	5	
Total carbohydrates	3 g	1%
Dietary fiber	2 g	8%
Sugars	<0.5g	**
Vitamin A	2500 IU	50%
Vitamin C	30 mg	50%
Vitamin D3	400 IU	100%
Vitamin E	15 IU	50%
Niacin	10 mg	50%
Vitamin B6	2 mg	100%
Folic Acid	400 mcg	50%
Vitamin B12	6 mcg	100%
Biotin	150 mcg	50%
Pantothenic Acid	10 mg	100%
Iodine	75 mcg	50%
Zinc	7.5 mg	50%
Selenium	35 mcg	50%
Chromium	120 mcg	100%
Choline	40 mcg	**
Inositol	40 mcg	**
Lutein	300 mcg	**
Lycopene	300 mcg	**

\* Percent Daily Values are based on a 2,000 calorie diet.

\*\* Daily Value not established.



### INGREDIENTS:

Chicory root, gelatin, citric acid, lactic acid, natural flavors (strawberry, orange, grape, pineapple), natural colors (black carrot juice concentrate, turmeric, purple berry juice concentrate, annatto). Contains fractionated coconut oil, carnauba wax, lo han fruit concentrate.



### Savvy Pick

There is far too much sugar in the average diet, increasing the risk of obesity and chronic diseases like cancer, heart disease, and type 2 diabetes,<sup>6</sup> so it's disappointing to find that the first two ingredients in One a Day VitaCraves Gummies are sugars (which may be derived from genetically modified sources)<sup>7</sup> followed by a slew of artificial colors and flavors.

**Slice Of Life Sugar Free Multi+** is our Savvy Pick because it is flavored naturally with fruit instead of sugar and is free of GMOs and artificial dyes. For those who have difficulty swallowing pills, it's an excellent and tasty alternative to traditional supplements.

## What is Lo Han Fruit?

Also known as monk fruit, this sweetener is derived from the exotic luo han fruit. It has no calories and is 300 times sweeter than sugar! Luo han's sweetness is produced mainly from a nutrient called mongrosides—antioxidants that have been shown to inhibit cancer cell formation.<sup>8</sup>

[Click here for a full list of safe, natural sweeteners.](#)



# multivitamins—children



## Flintstones Complete

Children's Multivitamin Supplement



### Artificial Colors

What are artificial colors doing in a children's multivitamin supplement—especially when there is clinical evidence that artificial dyes are linked with behavioral disorders? Two British studies show that artificial colors increase hyperactivity and decrease attention span in children, both with and without learning disabilities.<sup>1</sup>



### Aspartame

Evidence shows that aspartic acid can cross the blood brain barrier in children and damage neurons. This can lead to neurological disorders like multiple sclerosis, Parkinson's disease and epilepsy.<sup>2</sup>



### Hydrogenated Soybean Oil

Flintstones Complete Children's Multivitamin Supplements come "complete" with four of **The Scary Seven** ingredients. Bayer, the makers of Flintstones vitamins, even added trans fats which we know can lead to heart disease, cancer and diabetes.<sup>3</sup>

savvy alert

- Artificial flavors
- Hydrogenated oil (trans fat)
- Aspartame (artificial sweetener)
- Artificial colors
- Potential GMO ingredients

## Supplement Facts

Serving Size: 1/2 tablet (2 & 3 years of age);  
1 tablet (4 years of age and older)

	Amount per tablet	%DV (Ages 2-3yrs)	%DV (Ages 4+)
Vitamin A	3000 IU	60%	60%
Vitamin C	60 mg	75%	100%
Vitamin D	600 IU	75%	150%
Vitamin E	30 IU	150%	100%
Thiamin (B1)	1.5 mg	107%	100%
Riboflavin (B2)	1.7 mg	106%	100%
Niacin	15 mg	83%	75%
Vitamin B6	2 mg	143%	100%
Folic Acid	400 mcg	100%	100%
Vitamin B12	6 mcg	100%	100%
Biotin	40 mcg	13%	13%
Pantothenic Acid	10 mg	100%	100%
Calcium	100 mg	6%	10%
Iron	18 mg	90%	100%
Iodine	150 mcg	107%	100%
Zinc	12 mg	75%	80%
Copper	2 mg	100%	100%
Sodium	10 mg	**	

\* Percent Daily Values are based on a 2,000 calorie diet. \*\* Daily Value not established.

**INGREDIENTS:** Granulated calcium carbonate (calcium carbonate, **dextrose monohydrate**, **sugar**, microcrystalline cellulose, **maltodextrin**), sorbitol, sodium ascorbate, ferrous fumarate, natural and **artificial flavors**, **hydrogenated soybean oil**, pregelatinized starch, gelatin, vitamin E acetate, stearic acid, **corn starch**. [less than 2% of: **aspartame\***, beta-carotene, biotin, calcium pantothenate, cupric oxide, **FD&C Blue #2 aluminum lake**, **FD&C Red #40 aluminum lake**, **FD&C Yellow #6 aluminum lake**, folic acid, magnesium stearate, niacinamide, potassium iodide, pyridoxine hydrochloride, riboflavin, silicon dioxide, thiamine mononitrate, vitamin A acetate, vitamin B12, vitamin D3 (cholecalciferol), zinc oxide. **\*phenylketonurics: contains phenylalanine.**

did you know? One third of children in the United States take dietary supplements.<sup>4</sup>

## Yummi Bears

Sugar Free Vitamin & Mineral



### Supplement Facts

Serving Size: 2 Yummi Bears®  
Servings per container: 30

	Amount per tablet	%DV (Ages 2-4yrs)	%DV (Ages 4+)
Calories	5		
Total Carbohydrates	3 g	**	1%
Dietary Fiber	2 g	**	8%
Sugars	<0.5 g	**	**
Vitamin A	2500 IU	100%	50%
Vitamin C	30 mg	75%	50%
Vitamin D3	150 IU	38%	38%
Vitamin E	15 IU	150%	50%
Niacin	2.5 mg	28%	13%
Vitamin B6	1 mg	143%	50%
Folic Acid	200 mcg	100%	50%
Vitamin B12	3 mcg	100%	50%
Biotin	70 mcg	47%	23%
Pantothenic Acid	5 mg	100%	50%
Calcium	9.2 mg	1%	0.92%
Iodine	75 mcg	107%	50%
Magnesium	8 mg	4%	2%
Zinc	7.5 mg	94%	50%
Choline	15 mcg	**	**
Inositol	15 mcg	**	**

\* Percent Daily Values are based on a 2,000 calorie diet. \*\* Daily Value not established.



**INGREDIENTS:** Chicory root, gelatin, citric acid, lactic acid, natural flavors (strawberry, orange, pineapple, grape), natural colors (turmeric, black carrot juice concentrate, annatto, purple berry juice concentrate), fractionated coconut oil, carnauba wax, lo han fruit concentrate.



### Savvy Pick

Many parents give their children multi-vitamins to improve their health, but a product containing artificial sweeteners, trans fats, artificial colors and flavors can actually do more harm than good.

Kids' supplements have to taste good—which is why we recommend **Yummi Bears Sugar Free Vitamin & Mineral supplements.** They are naturally sweetened with lo han fruit and made with natural flavors and colors. Yummi Bears shows us that artificial and dangerous ingredients can be avoided in children's vitamins—and still taste great!

# What is Chicory Root?

Chicory root is the source of a soluble fiber extract called inulin. Safe for diabetics, inulin reaches the colon intact (where it acts as a prebiotic that feeds the good bacteria in the colon), binding and removing cholesterol, fat, and dangerous hormones along the way. Its texture makes it well suited for a variety of uses. It is now routinely added to many foods and products to increase the fiber content.<sup>5</sup>





## Yummi Bears and Slice of Life

### Sugar Free Vitamin D3 Supplements



#### Why do we need vitamin D?

Approximately 42% of all children and adults are vitamin D deficient.<sup>1</sup>

According to studies, serum vitamin D levels for both children and adults should be between 50-80 ng/mL (125-200 nmol/L).<sup>2</sup>

We have long known that vitamin D is essential for strong bones and to prevent rickets<sup>3</sup> (soft bones and skeletal deformities), but research now shows that vitamin D's benefits are even more far reaching. It can help prevent severe asthma in children,<sup>4</sup> it plays a role in the prevention and treatment of type 1 and type 2 diabetes,<sup>5</sup> and can reduce one's risk of developing the flu,<sup>6</sup> cancer,<sup>7</sup> and multiple sclerosis.<sup>8</sup>

Luckily, it is easy to get the amount of vitamin D your body needs with the right supplements.

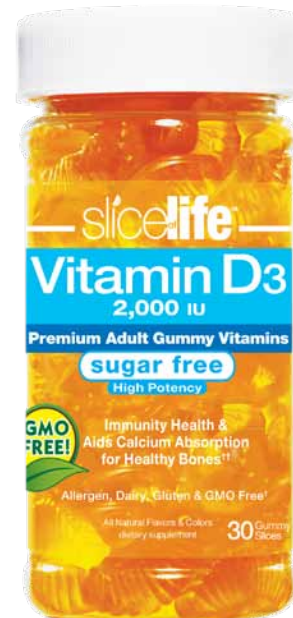


#### Savvy Pick

Gummies are a tasty way to ensure your kids—and you—will take vitamin D supplements. Each serving of **Yummi Bears Sugar Free Vitamin D3** provides 1,000 IU and each serving of **Slice of Life** has 2,000 IU of easily absorbed vitamin D3. Sweetened with lo han fruit, both have a score of zero on the glycemic index, which means they do not raise blood sugar levels and are safe for diabetics.<sup>9</sup> This is especially important for those who must limit their intake of dietary sugar due to blood sugar problems, obesity (17% of American children and adolescents, and 35.7% of adults are obese)<sup>10</sup> or other health reasons.

Both gummies are made from all natural flavors and colors and are allergen, dairy, and gluten free, so you can feel good about taking them and giving them to your children.

For a full reference list please visit: [NaturallySavvy.com/references](http://NaturallySavvy.com/references)



#### How do you know if you are getting enough D?

Get tested: Ask your doctor for a 25-hydroxyvitamin D, or 25(OH)D, test.

#### Dosage

Vitamin D3 is the most absorbable form of Vitamin D.

Dr. Zoltan Rona, MD, author of *Vitamin D: The Sunshine Vitamin* recommends 5,000 IUs for children over 2 years old who are not regularly exposed to sunshine and 2,000 IUs daily if there is some sunshine exposure.<sup>11</sup>

For adults with limited sun exposure, he recommends 5,000 IU daily in the summer, and 10,000 IU in the winter.

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