



Cracking the Code: UNDERSTANDING ULTRA-PROCESSED FOODS



Ultra-processed foods aren't normal

Ultra-processed foods (UPFs) have become common and normalized, but they're not natural, normal, or healthy. They are full of artificial ingredients, ultra-processed sugars, ultra-processed starches, unhealthy fats, and ultra-processed proteins—and are designed to be addictive, making you crave more.



UPFs are not real food

Real food offers nutrients needed to sustain life, provide energy, and promote tissue growth and repair. UPFs are devoid of nutrients but packed with synthetic additives that harm your liver, kidneys, heart, and brain. UPFs make you tired and cause inflammation.





UPFs are hiding in so-called “healthy” foods

Don't trust product claims, and ALWAYS check the ingredient list of your foods. Look for ultra-processed sugars, ultra-processed starches, ultra-processed seed oils, ultra-processed proteins, artificial flavoring and coloring, monosodium glutamate, and other harmful ingredients.

Choose whole food products with a short ingredient list that you recognize.

Did you know? UPFs contribute to obesity, diabetes, heart disease, and cancer—they are the leading cause of preventable diseases. In fact, 10.5% of all premature deaths are linked to UPFs.¹ Reducing UPF consumption can significantly improve your health and lifespan.



UPFs are designed to get you hooked from birth through your entire life

Baby foods, snacks, and drinks are often full of UPFs. These foods are designed to be addictive and pushed on children and young adults with sophisticated marketing strategies to create a lifelong dependency. We have all become mini ATMs for the food industry.



You pay for UPF ingredients 3 times over

1. UPFs are made from subsidized crops paid for with your taxes
2. You then pay for UPFs when buying at the grocery store
3. You pay again for your medical bills to manage health issues UPFs created



¹ <https://pubmed.ncbi.nlm.nih.gov/36528353/>

Dr. Berg's Junk Food Meter

The Junk Food Meter makes it easy to uncover the amount of junk food ingredients in your diet—no food science degree required. Scan a barcode, and the app will do the rest!

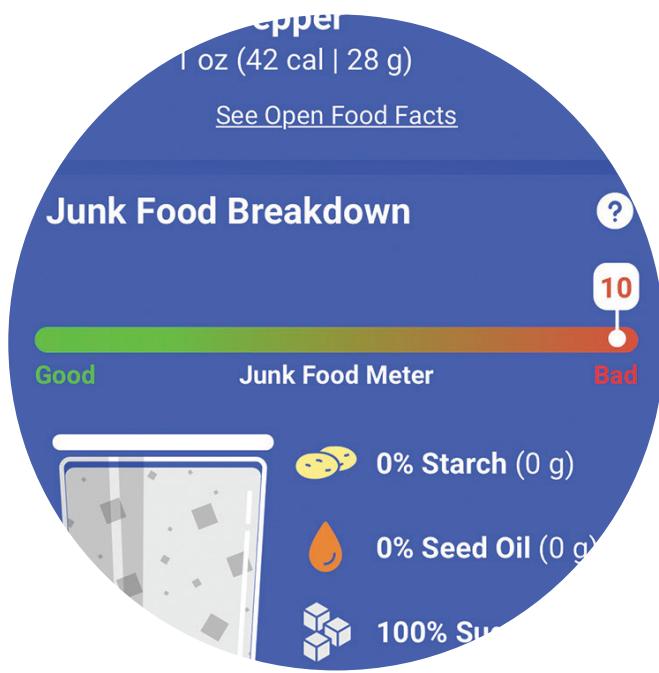


Step 1

Scan food items in pantry, refrigerator, or grocery store

Step 2

See results



Step 3

Observe rating scale to find actual food without UPF ingredients and then click to find food replacements



[Download the app now](#)

