



Label IQ:

HOW TO READ AND UNDERSTAND FOOD PACKAGING

Food manufacturers employ deceptive marketing tactics and use unregulated buzzwords such as natural, superfood, heart-healthy, gluten-free, and plant-based to give you the impression that their products are healthy.

Knowing how to read ingredient lists is a powerful tool for making the right dietary choices and reclaiming your health.

Ignore nutritional facts and go straight to the ingredients



INGREDIENTS: CORN, VEGETABLE OIL (CORN, CANOLA, SOYBEAN, AND/OR SUNFLOWER OIL); MALTODEXTRIN (MADE FROM CORN) AND LESS THAN 2% OF NATURAL AND ARTIFICIAL FLAVORS, SALT, MONOSODIUM GLUTAMATE, SUGAR, WHEY, ONION POWDER, CREAM, POTASSIUM SALT, SPICES, CHEDDAR CHEESE (MILK, CHEESE CULTURES, SALT, ENZYMES), MODIFIED CORN STARCH, GARLIC POWDER, BUTTER (CREAM, SALT), SWISS CHEESE (MILK, CHEESE CULTURES, SALT, ENZYMES), ARTIFICIAL COLOR (YELLOW 6 LAKE, YELLOW 6, RED 40 LAKE, BLUE 1 LAKE), YEAST EXTRACT, AND BEEF FAT. **CONTAINS MILK INGREDIENTS.**

Nutrition Facts	
About 18 servings per container	
Serving size: About 14 pieces	
Amount per serving	
Calories	150
% Daily Value	
Total Fat 8 g	10%
Saturated Fat 1 g	5%
Trans Fat 0 g	
Cholesterol 0 mg	0%
Sodium 140 mg	6%
Total Carbohydrates 17 g	6%
Dietary Fiber 1 g	5%
Total Sugars 0 g	
Protein 2 g	2%
Vitamin D 0 mcg	0%
Calcium 40 mg	2%
Iron 0.3 mg	0%
Potassium 70 mg	0%
Not a significant source of added sugars	
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advise.	

You cannot determine the **QUALITY** of food based solely on the nutritional facts. The real truth lies in the ingredients list.

Nutritional facts can be manipulated to look good, but the ingredients list shows what's really in the food, including harmful additives and ultra-processed ingredients.

Here's an example of how deceptive nutrition labels are (based on Lucky Charms):

Do the math!

- Serving size = 36 grams—most people consume at least twice as much in one sitting!
- Total fat content doesn't add up!
- Total carbohydrate count = 30 grams. 12 grams of added sugar and 2 grams of fiber! What are the "other" 16 grams of carbohydrates per serving?
- Check the ingredient list! This is a perfect example of an ultra-processed food (UPF).

How to spot ultra-processed foods

- Avoid products containing ultra-processed seed oils, ultra-processed starches, ultra-processed sugars, and ultra-processed proteins. All junk foods contain at least one of these harmful ingredients.
- Understand the other names for ultra-processed seed oils, ultra-processed starches, ultra-processed sugars, and ultra-processed proteins.
- Long lists of ingredients with unfamiliar names and words that are hard to pronounce are a hallmark of ultra-processed foods (UPFs).
- Ingredients are listed at the beginning by quantity. If ultra-processed sugar, ultra-processed starches, ultra-processed seed oils, or ultra-processed proteins are listed near the top, this product has a larger amount of these ingredients.

Here's a perfect example of ultra-processed food (UPF) (based on Trix):

- Serving size = 32 grams—most people consume at least twice as much in one sitting!
- Each serving contains 130 calories, of which 92% come from ultra-processed sugar, ultra-processed starches, and ultra-processed seed oil.
- Check the ingredient list! Five of the top six ingredients in this breakfast cereal are highly processed.



Avoid these ingredients

Starches are cheap to produce and are used in ultra-processed foods (UPFs) to emulsify and bind ingredients, thicken the texture, and prolong shelf life.

Common sources of ultra-processed starches:



Ultra-processed sugars

- Glucose
- Glucose syrup
- Corn syrup
- High-fructose corn syrup
- Dextrose
- Maltose
- Molasses
- Agave
- Fruit nectar
- Juice concentrate
- Brown rice syrup
- Beet syrup

Ultra-processed starches

- Corn sweetener
- Modified corn starch
- Modified food starch
- Corn starch
- Corn syrup solids
- Corn flour
- Maltodextrin
- Potato flour
- Wheat
- Wheat flour
- Rice flour
- Tapioca flour

Ultra-processed seed oils

- Dextrin
- Vegetable oil
- Corn oil
- Soybean oil
- Canola oil
- Cottonseed oil
- Sunflower oil
- Safflower oil
- Rice bran oil
- Margarine
- Hydrogenated oils
- Partially hydrogenated oils

Ultra-processed protein

- Soy protein isolate
- Soy protein concentrate
- Hydrolyzed soy protein
- Soy protein
- Wheat gluten
- Hydrolyzed soy isolate
- Textured vegetable protein
- Hydrolyzed corn protein
- Calcium caseinate
- Sodium caseinate
- Potassium caseinate
- Casein protein
- Micellar casein
- Milk protein isolate
- Milk protein concentrate
- Hydrolyzed casein

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!

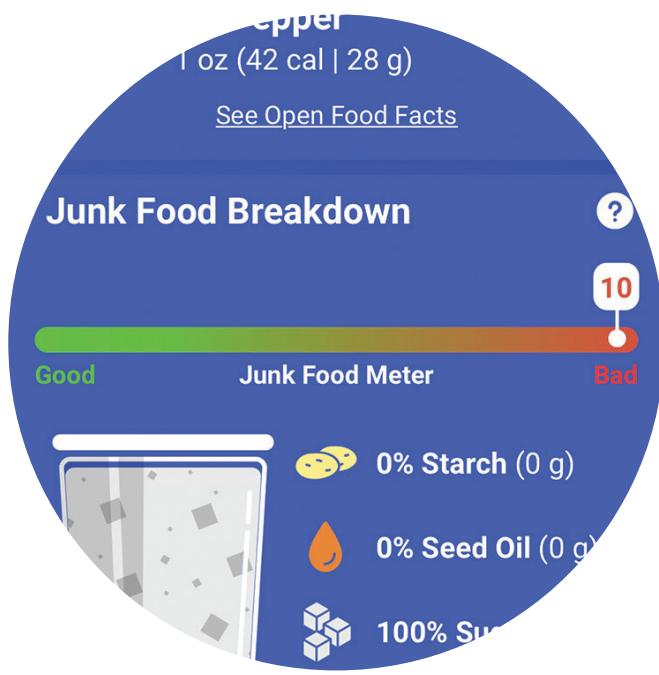
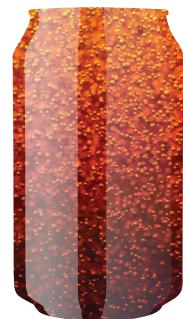


Step 1

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](#)