



## INGREDIENT LABELS

### *understanding the tricks of the trade*

I've shared my secret and I'll share it again:

If you don't understand it, don't buy it, don't eat it.

Mother nature's bounty grows on trees and eats off the land, it is alive and growing. When it's picked or removed from its life support it starts dying, when it's dead, it decomposes and becomes life support. Now, this is a simple and dark analogy, but the point is simple, during this process, mother nature didn't come down like a guardian angel and push the cow into the crush and inject with hormones, nor did she wash the vegetables with life lengthening chemicals, or package them in plastic wrappers to be neat and tidy, storing easily in your cupboard and fridge.

In fact, the truth is quite the opposite, the more irregular the better. It's a symbol of our uniqueness.

Ingredients on a label are listed from highest to lowest percentage of the total items, thus if sugar is on the top or near the top then purchase knowingly and accept the consequences. So review quantity per portion to get a correct idea.

#### WATCH OUT FOR TRICKY WORDING:

Wheat / Soy / Corn / MSG / Fructose / Agave /  
Corn Syrup / Canola Oil... bla bla bla... stay away

- Lactose Free / Traces of Nuts / Gluten Free – This has to be stated as an allergen by law, but watch for the tartrazine, MSG that can also be an allergen and can far outweigh what you are trying to avoid.
- Organic – the idea of homegrown seems nice, the certification process associated with the term gives the confidence of accountability and legitimacy, however within the legislation there are many grey areas, so be vigilant.
- Low Fat / Lite – So the replacement is usually sugar, fructose & flavorings, because let's face it, the taste is in the fat, if you remove the fat, then you'll have to add a multitude of other ingredients to compensate.
- Sugar Free – that's code for the many artificial sweeteners even worse for you than sugar.
- Fortified / vitamin – enhanced / vitamin-enriched / added antioxidants – This especially refers to minerals and vitamins, but look at the raised sugar levels and ask if it is really that much better for you.

Best advice I can give, is load your trolley one item at a time, you will then be sure of everything going into your body. REAL Ingredients.

Do you recognize any of these terms?!?!?! Learn them, remember them and stay away.

SUGAR:

Dextrose	Castor sugar	Golden Syrup
Cane sugar	Golden Sugar	Date sugar
Caramel	Muscovado	Ethyl Maltol
Brown sugar	Grape Sugar	Icing Sugar
Buttered syrup	Barbados Sugar	Cane Sugar
Corn syrup	Maple Syrup	Invert Sugar
Corn syrup solids	Free Flowing Brown Sugar	Granulated Sugar
Beet sugar	Honey	Dextron
Agave Nectar	Barley Malt	Malt Sugar
Confectioners	Glucose	Xylose
Dehydrated Cane Sugar	Glucose Solids Refiner	HFCS
Demerara Sugar	Refiner's Syrup	(High Fructose Corn Syrup)
Galatose	Turbinado Sugar	
Fruit Juice Concentrate	Fruit Juice	
Diatase		

ADDITIVES:

Oleatra (olean)  
Propyl Gallate (Propyl 3 . 4 . 5 - trihydrxybenzoate)  
Butylated Hydroxyanisole (BHA)  
Potassium Bromate (KBrO<sub>3</sub>)  
Monosodium Glutamate (MSG)  
Aspartame (Nutrasweet)