

naturallysavvy™



# Label Lessons:

## Unjunk Your Kid's Lunch Box

Fall 2013

ANDREA DONSKY  
& LISA TSAKOS



# A Note to the Reader

The information contained in this e-book is meant to serve as a reference guide related to healthier living choices. Summaries, suggestions, and tips are only recommendations by the authors, and reading this e-book does not guarantee improved health. The information and opinions provided in this e-book should not be construed as personal medical advice or instruction. No action should be taken solely on the contents of this e-book. Readers should consult appropriate health professionals on any matter relating to their health and well-being. The information and opinions provided here are believed to be accurate and sound, based on the best judgement available to the authors, but readers who fail to consult appropriate health authorities assume the risk of any injuries. Always seek the advice of your physician or other qualified health provider with any questions you may have regarding a medical condition. Do not disregard professional medical advice or delay seeking it because of something you have read in this e-book.

This e-book is intended as a reference resource, and although the e-book mentions specific ingredients or items that are used in the brand-name products mentioned, the authors and publisher do not warrant the accuracy of the ingredients or items in these products after the e-book was written. Ingredients and items that are identified as being used in products mentioned herein were accurate at the time the e-book was first written. The

authors of the e-book have made all reasonable efforts to provide current and accurate information for the readers of this e-book. The authors will not be held liable for any unintentional errors or omissions that may be found.

This e-book contains reference to specific brand-name products and/or trade names of products. These brand-name products and/or trade names are trademarks or registered trademarks and are property of their respective owners. Further, references to specific brand-name products, companies, or trade names do not imply that the owners of said products or companies have endorsed this e-book.

No part of the publication shall be reproduced, transmitted, or resold in whole or in part in any form without the prior written consent of the authors.

Cover Lunch box image credit:  
<http://www.soyoung.ca/>

Copyright © 2013 by Healthy Shopper USA, Inc.

All rights reserved, including the rights to reproduce this e-book or portions thereof in any form whatsoever. For information, address Healthy Shopper USA, Inc. at [info@naturallysavvy.com](mailto:info@naturallysavvy.com).

# Table of Contents

**Introduction** ..... 4  
**Giving Back** ..... 6

## WORST INGREDIENTS CHART

The Scary Seven ..... 8  
 Also Beware Of..... 9

## FOOD

### Bread

Oroweat 100%  
 Whole Wheat Bread..... 10  
 Rudi's Organic Bakery  
 100% Whole Wheat Bread  
 Organic..... 11

### Fruit Drinks

Welch's Chillers  
 Fruit Punch Juice Drink..... 12  
 Uncle Matt's  
 Apple Juice – Organic..... 13

### Cereal Snack

Kellogg's Corn Pops ..... 14  
 Barbara's Snackimals  
 Organic Vanilla Blast Cereal..... 15

### Snacks

Yoplait Go-Gurt  
 Strawberry Mango Tango ..... 16  
 Barlean's Swirl  
 Mango Peach Flavor ..... 17

### Fruit Snacks

Mott's Flavored Applesauce –  
 Mango Peach..... 18  
 GoGo squeeZ Organic  
 Apple Peach Applesauce  
 On The Go ..... 19

### Cookies

Nabisco Golden  
 Oreo Cookies..... 20  
 Country Choice Organic  
 Vanilla Sandwich Cremes -  
 Organic..... 21

### Bonus Material

San-J Organic Gluten Free  
 Tamari Travel Packs ..... 22  
 Rudi's Organic Bakery  
 Gluten-Free Bakery Bread..... 24

# Introduction: A Note from Andrea & Lisa

**Q:** What are the most important factors to a parent packing a child's lunch?

**A:** Good nutrition and convenience.

Choosing a diet loaded with natural, organic and local foods is good for our health and the health of the planet. More importantly, it's good for our kids—They are our future.

At home, we make every effort to feed our kids wholesome foods and to teach them the importance of good nutrition. But our children are just like everyone else's—they're picky eaters, prone to the temptations of sugar-laden junk food, especially at school.



As parents, we're not immune to temptation either. It's easy to be drawn in by conveniently packaged foods promising to save time, especially in the morning rush. A **recent poll** found that 50% of us spend less than 15 minutes packing a lunch and 37% take 16 to 30 minutes. What your child eats before and during school plays a significant role in how they learn. School lunches should provide essential fatty acids, quality protein sources, B vitamins and other nutrients that facilitate learning and **nourish the brain**.

We're all for taking shortcuts, as long as they don't compromise health and are free of **The Scary Seven™**, our list of unhealthy and dangerous ingredients.

In this e-book, you'll find healthier alternatives to conventional lunch box foods from sandwich breads to juices. We hope you enjoy reading it. We welcome your feedback 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 E-Book

We reviewed popular foods and beverages and examined their labels, then 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



**We are pleased to announce a partnership with Healthy Child Healthy World and will donate **\$1.00\*** for every share of this e-book.**

We chose to work with Healthy Child Healthy World because of their commitment to educating people on how to live a toxic-free life. Please help us raise money for this important cause by sharing this e-book with your online community.

## About Healthy Child Healthy World

“ A trusted resource for parents for more than 20 years, Healthy Child Healthy World is a California non-profit public benefit corporation with a mission to empower parents to take action and protect their children from harmful chemicals. By working with manufacturers and supporting policy initiatives, Healthy Child Healthy World provides access to critical information that encourages smarter lifestyle choices that reduce chemical exposure in homes and communities. Healthy Child Healthy World’s vision is a world where every child has the opportunity to grow-up in a healthy and safe environment. ”

Learn more at [www.healthychild.org](http://www.healthychild.org)

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



# Worst Ingredients Chart - The Scary Seven™



**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,' 'hydrogenated,' 'mono- and di-glycerides,' or 'DATEM')

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>

**Potassium Sorbate:** Allergic reactions, nausea, diarrhea and DNA damage.<sup>15</sup>

**Sodium Benzoate:** Allergic reactions, carcinogen.<sup>16</sup>

**Sulfites:** Allergic reactions—especially for asthmatics.<sup>17</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>18</sup>

**Caramel Color (natural color):** *Some forms of caramel linked to cancer.*<sup>19</sup>

**Carmines:** *Can cause severe allergic reactions. Linked to severe side-effects of the cardiovascular system.*<sup>20</sup>

## Preservatives

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

**Benzoic Acid:** *Linked to allergic reactions and asthma.*<sup>23</sup>

**EDTA:** *Persistent organic pollutant. Can carry heavy metals.*<sup>24</sup>

**Carrageenan:** *Linked to gastrointestinal inflammation, including cancer.*<sup>25</sup>

**Diacetyl Tartaric Acid Ester of Monoglyceride (DATEM):** *Linked to stiffening of the heart and enlarged adrenal glands in animals.*<sup>26</sup>

**Methylcellulose:** *Wood pulp treated with a harsh chemical solution.*<sup>27</sup>

**Potassium Sorbate:** *Linked to irritable bowel, asthma, eczema and behavior issues in kids.*<sup>28</sup>

## Flavor Enhancers

**Artificial Vanilla Flavor (Vanillin):** *Made from petrochemicals.*<sup>21</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>22</sup>

**Propylene Glycol:** *May be toxic to the central nervous system. Should be avoided by those with eczema.*<sup>29</sup>

**Sodium Caseinate:** *Linked to autism and allergic reactions.*<sup>30</sup>

**Sodium Propionate:** *Linked to migraines, headaches and gastrointestinal complaints.*<sup>31</sup>

**Titanium Dioxide:** *May cause allergies (skin rashes, muscle pain, and fatigue), possible carcinogen.*<sup>32</sup>

**Calcium Propionate:** *Linked to irritability, restlessness and sleep disturbance in children.*<sup>33</sup>

**3. BLUE:** Potential **GMO** ingredient (should be avoided whenever possible)

**GMOs** *Linked to allergies, cancerous tumors in rats and other health risks.*<sup>34</sup>  
*Major sources are soy, corn, canola, cotton, and sugar beets.*<sup>35</sup>

## bread



## Oroweat

100% Whole Wheat



### Misleading Marketing

Oroweat's website states that their 100% Whole Wheat Bread is free of high-fructose corn syrup, artificial colors and artificial flavors and comes with 22 grams of whole grains per serving.<sup>1</sup> However, it doesn't state that the bread includes dangerous preservatives like monoglycerides, calcium propionate and diacetyl tartaric acid and fatty acid esters of mono- and diglycerides. (DATEM)



### Nutrition Facts

Serving size: 1 slice, 37 grams

Calories	90	Calories from fat	30
Total fat	3.5 g		
Saturated fat	0 g		
Trans fat	0 g		
Cholesterol	0 mg		
Sodium	150 mg		
Total carbohydrates	17 g		
Dietary fiber	2 g		
Sugars	3 g		
Protein	1 g		

**INGREDIENTS:\*** Whole wheat flour, water, **sugar**, wheat gluten, yeast, raisin juice concentrate, wheat bran, **molasses**, **soybean oil**, salt, **monoglycerides**, **calcium propionate** (preservative), calcium sulfate, **DATEM**, grain vinegar, **citric acid**, **soy lecithin**, whey, nonfat milk.



### Calcium Propionate

Calcium propionate, which is the most common preservative used in bread,<sup>2</sup> is added specifically as a mold inhibitor.<sup>3</sup> At least one study has linked it to irritability, restlessness, inattention and sleep disturbance in some children.<sup>4</sup>



### DATEM

Used as an emulsifier and dough conditioner,<sup>5</sup> this man-made fat is primarily derived from genetically modified (GM) soybeans.<sup>6</sup>



### Hidden Fats

Processed breads don't go stale as quickly as all-natural breads due to the addition of mono- and diglycerides, such as DATEM.<sup>7</sup> These hidden fats have 9 calories per gram,<sup>8</sup> but they are not included in the Total Fat or Calories on a Nutrition Facts label.<sup>9</sup> They may also include hidden trans fats,<sup>10</sup> which are not identified on the label either. Trans-fats have been shown to raise bad cholesterol (LDL).<sup>11</sup>



### Calcium Sulfate

Calcium sulfate is gypsum (otherwise known as drywall, Plaster of Paris, and chalk).<sup>12</sup> It gives bread a firmer texture and prevents it from getting too soft and sticky. It also increases the total calcium content of bread.<sup>13</sup>

savvy alert

- Potential GM ingredients
- Potential trans fats (monoglycerides, DATEM)
- Preservatives

**savvy tip** To ensure you're buying 100% whole wheat bread, "whole wheat flour" should be the first item on the ingredient list. Refined white flour may be hidden on the ingredient list as "unbleached" and "enriched" wheat flour.



## Rudi's Organic Bakery

100% Whole Wheat Bread = Organic



<b>Nutrition Facts</b>	
Serving size: 1 slice, 43 grams	
Calories	100
Calories from fat	5
Total fat	1 g
Saturated fat	0 g
Trans fat	0 g
Cholesterol	0 mg
Sodium	150 mg
Total carbohydrates	18 g
Dietary fiber	3 g
Sugars	2 g
Protein	4 g



### Savvy Pick

All 100% whole wheat breads are not created equal. This is a prime example of why it is imperative to read beyond the front of the package and take a closer look at the ingredients.

**Rudi's 100% Whole Wheat Bread** is made from organic ingredients—meaning, it is free of pesticides, chemical fertilizers, hidden artificial ingredients, trans fats and genetically modified ingredients. It is made the traditional way—the way bread is *supposed* to be made—and you can recognize all the ingredients on the label.

**INGREDIENTS:** Organic whole wheat flour, water, organic cracked wheat, organic brown sugar, organic wheat gluten, organic wheat bran, yeast, organic high oleic sunflower and/or safflower oil, sea salt, organic vinegar, organic oat flour, organic molasses, cultured organic wheat starch, organic barley malt, ascorbic acid, natural enzymes.

### Traditional Bread Making

**Rudi's Organic Bakery** breads are made in small batches and the dough is allowed to ferment for 12 to 24 hours before mixing and baking begins. This added fermentation process eliminates the need for preservatives and chemical rising agents, while increasing the flavor in each loaf of bread. This is one Savvy Pick we can really sink our teeth into.

## Why buy baked goods made with unbleached flour?

It takes a lot of chemical finessing to produce light & fluffy white bread. Common additives used to make white flour include:

- Potassium bromate is a highly toxic and known carcinogen.<sup>14</sup>
- Chlorine oxide is used to bleach flour, but the process results in the formation of a dangerous by-product called alloxan.<sup>15</sup>
- Alloxan destroys pancreas cells, causing diabetes in lab animals.<sup>16</sup>
- Azodicarbonamide can irritate the respiratory tract and may cause asthma.<sup>17</sup>



## fruit drinks



## Welch's

### Chillers Fruit Punch Juice Drink



#### Made from "real fruit juice" ... well, sort of

Welch's Chillers Fruit Punch boasts a sizable bright green label that reads "Made with Real Fruit Juice" on the front of the bottle. But look a little closer and you'll see it's made with only 10% juice and 90% junk. Wondering what's in the other 90%? High-fructose corn syrup and artificial ingredients.



## Nutrition Facts

Serving size: 8 Fl. oz. 240ml

Calories	130	Calories from fat	N/A
Total fat	0 g		
Saturated fat	N/A		
Trans fat	N/A		
Cholesterol	N/A		
Sodium	20 mg		
Total carbohydrates	31 g		
Dietary fiber	N/A		
Sugars	30 g		
Protein	0 g		

**INGREDIENTS:** Filtered water, high fructose corn syrup, apple juice concentrate, citric acid (for tartness), pineapple and cherry juice concentrates, gum acacia, ester gum, natural and artificial flavor, sodium citrate, ascorbic acid (vitamin C), red 40 (color).

savvy alert

- High-fructose corn syrup
- Artificial flavor
- Artificial color



#### High-Fructose Corn Syrup (HFCS)

HFCS in soda is largely to blame for America's obesity epidemic,<sup>1</sup> but the artificial sweetener also appears in many other products, including juice. A 2012 Mintel survey revealed that only 5% of shoppers look for HFCS on food and drink labels.<sup>2</sup> In Welch's Chillers, HFCS is the second ingredient. If we aren't looking for it and avoiding products that contain it, companies will continue to use HFCS. Don't count on the words on the front of the box to tell you what's in a product. Read the ingredients carefully.



#### High-Fructose Corn Syrup is Genetically Modified (GM)

Most HFCS is made from GM corn.<sup>3</sup> A recent study involving rats compared three types of GM corn and found that all three had a toxic impact on the liver and kidneys, as well as metabolic disturbances after just 90 days.<sup>4</sup> For parents, it's definitely an ingredient you'll want to avoid whenever possible.



#### Ask Parents, Not Scientists

Do artificial colors cause behavioral changes? The FDA says there isn't enough proof,<sup>5</sup> but parents disagree. Conduct your own experiment. If you suspect your child's behavior is linked to artificial ingredients, remove them from your child's diet, then add them back and watch what happens.

**savvy tip** A study found that asthmatic kids who drank apple juice daily were half as likely to suffer from wheezing as those who drank it once a month or less. The phytochemicals in apples may help calm inflammation in the airways.<sup>6</sup>



## Uncle Matt's Apple Juice—Organic



<b>Nutrition Facts</b>	
Serving size: 8 oz, 240 ml	
Calories 120	Calories from fat 0
Total fat 0 g	
Saturated fat 0 g	
Trans fat 0 g	
Cholesterol 0 mg	
Sodium 60 mg	
Total carbohydrates 30 g	
Dietary fiber 1 g	
Sugars 28 g	
Protein 1 g	



### Savvy Pick

Juice is a staple in many households, with or without kids, but most brands of apple juice are made from apple concentrate sourced from China.<sup>7</sup>

**Uncle Matt's Organic Apple Juice** contains only U.S.-grown, organic apples. Each bottle is made with a blend of Fuji, Gala, Golden, Granny Smith and Red Delicious apples, providing a fresh-picked, pressed and poured taste. It's reminiscent of a trip to the orchard stand.

**INGREDIENTS:** Pasteurized organic unfiltered apple juice.



Each glass of juice equals one serving of fruit, with no added ingredients, pesticide residues, preservatives, artificial flavors, and best of all, no high-fructose corn syrup!

When refrigerated, the 12 oz to-go style bottle serves double duty—it's a tasty drink and a lunch box cooler.

**Uncle Matt's Organic Apple Juice** also comes in a family-friendly 59 oz. bottle. Both sizes contain only BPA-free packaging.

## When is cloudy better than clear?

A study showed that pulpy, non-clarified apple juice has more antioxidants—and therefore, more health benefits—than clear juice.<sup>8</sup> Antioxidants neutralize free radicals, the molecules that damage body cells and contribute to disease.<sup>9</sup> The study found that the pulpy juice had up to four times more polyphenols. This might explain why apple juice has been shown to protect the cells of the large intestine<sup>10</sup> as well as the nervous system from oxidative damage.<sup>11</sup>



## cereal snack



## Kellogg's Corn Pops



### GMOs & Children



Kellogg's Corn Pops likely contain genetically modified (GM) corn and sugar since the product label does not indicate that the cereal is GMO-free.<sup>1</sup> Kids are more susceptible to the negative effects of GMOs than adults.<sup>2</sup> Since food is used to make their organs and tissues (whereas adults use food for energy), changes in the food can make them more prone to develop allergies and can lead to nutritional deficiencies, as well as antibiotic resistance due to the use of antibiotic resistant genes in **GM food**.<sup>3</sup>

### BHT



Butylated hydroxytoluene is a synthetic antioxidant added to foods to preserve fats, as well as a food's color, odor, and flavor.<sup>4</sup> It's also added to cereal packaging to preserve freshness.<sup>5</sup> The Pediatric Allergist Dr. Ben Feingold found that BHT could produce hyperactivity in children.<sup>6</sup> Studies show that BHT is toxic to mice and rats,<sup>7</sup> causing circulatory, liver, thyroid, kidney and lung problems.<sup>8</sup> It may also promote tumors and mimic estrogen.

**Read more: [BHA & BHT Additives](#)**

### Misleading Marketing Kellogg's Froot Loops



We couldn't write about snacking on dry cereal without mentioning Froot Loops, another one of Kellogg's brands. This cereal contains no real fruit, despite its 'fruity taste' and 'fruity aroma.'<sup>9</sup> What it does have, however, is trans fats, artificial dyes, and GMOs. Check out its ingredients: *Sugar, corn flour blend (whole grain yellow corn flour, degerminated yellow corn flour), wheat flour, whole grain oat flour, oat fiber, soluble corn fiber, contains 2% or less of partially hydrogenated vegetable oil (coconut, soybean and/or cottonseed), salt, red 40, natural flavor, blue 2, turmeric color, yellow 6, annatto color, blue 1, BHT for freshness.*<sup>10</sup>

### Nutrition Facts

Serving size: 1 cup

Calories	120	Calories from fat	0
Total fat	0 g		
Saturated fat	0 g		
Trans fat	0 g		
Cholesterol	0 mg		
Sodium	105 mg		
Total carbohydrates	27 g		
Dietary fiber	3 g		
Sugars	9 g		
Protein	1 g		

**INGREDIENTS:** Milled corn, sugar, soluble corn fiber, contains 2% or less of molasses, salt, hydrogenated coconut and soybean oil, wheat starch, annatto color, BHT for freshness.

savvy  
alert

- Potential GMO ingredients
- Hydrogenated oils (trans fats)
- BHT

did you know?

Corn flour and other milled yellow corn products are rich in carotenoids,<sup>11</sup> yellow and orange antioxidants known to improve eye health and to thwart the development of chronic diseases including cancer and heart disease.<sup>12</sup>

## Barbara's Snackimals

Organic Vanilla Blast Cereal



<b>Nutrition Facts</b>	
Serving size: ¾ cup, 30 g per serving	
Calories 110	Calories from fat 5
Total fat 0.5 g	
Saturated fat 0 g	
Trans fat 0 g	
Cholesterol 0 mg	
Sodium 40 mg	
Total carbohydrates 26 g	
Dietary fiber 3 g	
Sugars 7 g	
Protein 2 g	



### Savvy Pick

As moms, we are always looking for healthy lunch box snacks that can double as grab-and-go after school tide-me-overs before dinner. When we introduced our mini Savvys to **Barbara's Vanilla Blast Snackimals Cereal**, there was no monkeying around. They loved them!

With 8 grams of whole grains per serving, organic ingredients, and zero GMOs (it is Non-GMO Verified), we can feel confident our little ones will enjoy eating their snack as much as we enjoy giving it to them!

Snackimals animal shaped cereal is fun to eat, tastes great, and can be added to trail mixes or coupled with a protein (like Greek yogurt, almonds, or a hard boiled egg). For all of these reasons, it receives our Naturally Savvy Seal of Approval.

**INGREDIENTS:** Organic corn flour, organic evaporated cane sugar, organic whole grain corn flour, organic whole grain oat flour, fructan (NUTRA FLORA®, a natural dietary fiber), organic oat hull fiber, calcium carbonate, sea salt, natural flavor.



[Read More: The Health Benefits of Greek Yogurt](#)

## DIY Snack Mix

### Ingredients:

- 1 cup Snackimals Vanilla Blast Cereal
- ¼ cup organic cranberries (optional: replace cranberries with raisins)
- ½ cup raw organic almonds or other raw nuts or seeds. In cases of nut allergies, substitute with dry-roasted chickpeas
- ¼ cup organic dark chocolate chips

### Instructions:

Mix all ingredients together in a bowl. Makes four ¼ cup servings.



## snacks



## Yoplait Go-Gurt

### Strawberry Mango Tango



## Nutrition Facts

Serving size: 1 tube, 64 grams

Calories	70	Calories from fat	5
Total fat	1 g		
Saturated fat	0 g		
Trans fat	0 g		
Cholesterol	4 mg		
Sodium	30 mg		
Total carbohydrates	13 g		
Dietary fiber	0 g		
Sugars	10 g		
Protein	2 g		

**INGREDIENTS:** Cultured pasteurized grade A low fat milk, **sugar**, **modified corn starch**, kosher gelatin, tricalcium phosphate, **potassium sorbate** added to maintain freshness, **carrageenan**, natural flavor, colored with **annatto extract**, **red #40**, vitamin A acetate, vitamin D3.

savvy alert

- Potential GMO ingredients
- Potassium Sorbate
- Artificial color

### Can a two-colored yogurt in a see-through tube really be healthy?

Yogurt (especially if it's organic) can be a healthy snack for kids and adults alike. It's easier to digest than milk and is rich in probiotics, calcium, and protein.<sup>1</sup> But with 6 out of 12 flagged ingredients (including 1 on our Scary Seven list), Go-Gurt is more junk food than health food.

### Red 40 & Cancer

Red 40, also known as Allura Red, contains benzidene, a human and animal carcinogen,<sup>2</sup> and p-Cresidine, an animal carcinogen "reasonably anticipated to be a human carcinogen," according to the National Toxicology Program, Department of Health and Human Services.<sup>3</sup>

### Annatto Extract

Although there are some health benefits associated with the antioxidants in annatto,<sup>4</sup> this natural yellow-red colorant is known to cause severe reactions in sensitive people, especially children.<sup>5</sup> Reactions include skin, gastrointestinal, respiratory, and central nervous system effects,<sup>6</sup> as well as headaches and head banging.<sup>7</sup> If you notice that your child exhibits unusual reactions or changes in behavior, consider that they may be caused by 'natural' ingredients.

**Read more: [3 Not-So-Natural Food Dyes to Avoid](#)**

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



**savvy tip** How much omega-3 do kids need each day? The Food & Nutrition Board, USA recommends 0.7 grams for 1 to 3 year olds, 0.9 grams for 4 to 8 year olds, and 1.2 grams for kids aged 9 to 13.<sup>8</sup>

## Barlean's

### Omega Kids Swirl To-Go Mango Peach Flavor



<b>Nutrition Facts</b>	
Serving size: 1.53 grams	
Calories 10	Calories from fat 5
Total fat 0.5 g	
Saturated fat 0.5 g	
Trans fat 0 g	
Cholesterol 5 mg	
Sodium 0 mg	
Total carbohydrates 0 g	
Dietary fiber 0 g	
Sugars 0 g	
Protein 0 g	
ALSO:	
Omega-3 Polyunsaturated fat	
EPA: 121 mg	
DHA: 79 mg	
LNA: 7 mg	
Other Omega—3 fatty acids: 50 mg	



#### Savvy Pick

#### Barlean's Swirl To-Go

may seem like an unconventional snack—talk about thinking outside the lunch box. It's a delicious treat that doubles as a key nutritional support for learning. Each serving provides 200 mg of omega-3 (EPA/DHA), the ultimate brain food.

DHA is essential to brain development, and EPA influences behavior and mood.<sup>9</sup>

Your body can't make omega-3.<sup>10</sup> You have to get it from food or from supplements containing EPA and DHA.

The latest research has shown that omega-3:

- Improves behavior and learning in children<sup>11</sup>
- May reduce ADHD symptoms in children<sup>12</sup>
- May improve reading and behavior in underperforming children<sup>13</sup>
- May improve aggression and impulsive behavior<sup>14</sup>

**Swirl To-Go has the same taste** and texture as Go-Gurt, but it's naturally sweetened. Available in a variety of flavors for both adults and kids, it's all-natural, sugar-free, gluten free and doesn't need refrigeration.

It's so delicious, your kids will go crazy for it. [See for yourself!](#)

**INGREDIENTS:** Fish oil (anchovy, sardine and/or mackerel), water, xylitol, glycerine, gum arabic, natural flavors, citric acid\*, xanthan gum, guar gum, beta-carotene, vegetable juice, Vit. E (as d-alpha tocopherol), ascorbyl palmitate.

\*Non-GMO

## Hyperactive kids?

These approaches have been shown to improve hyperactive and aggressive behavior in kids:

- Increase omega-3 fish oil consumption<sup>15</sup>
- Remove all Scary Seven ingredients from the diet<sup>16</sup>
- Eat non-GMO foods<sup>17</sup>
- Remove salicylates from the diet<sup>18</sup>
- Identify food allergens<sup>19</sup>

[Read more: The ADHD Diet](#)



## fruit snacks



## Mott's Flavored Applesauce

### Mango Peach



### Nutrition Facts

Serving size: 1 container (113g)

Calories 90 Calories from fat 0

Total fat 0 g

Saturated fat 0 g

Trans fat 0 g

Cholesterol 0 mg

Sodium 0 mg

Total carbohydrates 23 g

Dietary fiber 1 g

Sugars 22 g

Protein 0 g

**INGREDIENTS:** Apples, **high-fructose corn syrup**, water, **sugar**, mango puree, peach puree, natural flavors, ascorbic acid (vitamin C), **yellow 6**.

### Sweet enough for you?



Mott's ingredients include both high-fructose corn syrup (HFCS) and sugar in a fruit product made with apples, peaches and naturally super sweet mango. Food manufacturers know that our taste buds love sugar.<sup>1</sup> While sugar is sometimes added to fruit-based foods (such as jams or puréed fruit) as a preservative,<sup>2</sup> there is no need for HFCS in this product. It is added unnecessarily to increase the sweet taste and appeal to children.

### High-Fructose Corn Syrup (HFCS)



A 2012 study found that countries consuming the most HFCS also have the highest rates of Type 2 diabetes. Americans topped the list with an average intake of 55 pounds of HFCS per person. The inexpensive sweetener is considered one of the leading causes of childhood obesity.<sup>3</sup>

### Yellow 6



In a product made from mango and peach, fruits that are already brightly colored yellow and orange thanks to their rich beta-carotene content, is there really a need for the artificial color yellow 6, especially when a potential side effect is hyperactive behavior in children?<sup>4</sup> Synthetic dyes are often added to enhance food's natural colors and to offset color loss after processing<sup>5</sup> because food manufacturers believe the brighter the color, the more appealing to kids. That may be so, but artificial dyes don't serve any health or nutritional purpose.<sup>6</sup>

**Read more: Artificial Colors**

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

savvy alert

- High-fructose corn syrup (HFCS)
- Potential GMO ingredient
- Artificial Color

**savvy tip** Apples are a healthy and satisfying snack. They rank as one of the top foods on the satiety index, which means they keep you feeling full longer than most other foods.<sup>7</sup>



## GoGo squeeZ

Organic Apple Peach Applesauce On The Go



<b>Nutrition Facts</b>	
Serving size: 3.2 oz (90g) per pouch	
Calories	60
Calories from fat	N/A
Total fat	0 g
Saturated fat	N/A
Trans fat	N/A
Cholesterol	N/A
Sodium	0 mg
Total carbohydrates	14 g
Dietary fiber	1 g
Sugars	12 g
Protein	0 g



**INGREDIENTS:** Organic apple, organic peach, organic apple juice concentrate, organic apple concentrate.

### Savvy Pick

Applesauce is a snack favorite with kids of all ages (that includes us big kids, too). It's a great food for toddlers and a perfect lunch box treat.

We give **GoGo squeeZ** Organic Apple Peach Applesauce On the Go our Seal of Approval for making a fantastic product that contains only the goodness of organic fruit.

 Kudos to GoGo squeeZ for finding creative ways to offset their carbon footprint. Through their partnership with **TerraCycle**, used pouches are recycled into **usable products** like gym bags, pencil cases and notebooks.<sup>8</sup>



## Does an apple a day really keep the doctor away?

The health benefits of apples include reducing cholesterol<sup>9</sup> and the risk of heart disease,<sup>10</sup> and protection against colon cancer,<sup>11</sup> osteoporosis<sup>12</sup> and Alzheimer's Disease.<sup>13</sup> Many of the health effects are due to the potent flavonoid quercetin, along with phenolic acids and fibers, specifically the soluble fiber pectin.<sup>14</sup>



## cookies



## Nabisco

### Golden Oreo Cookies



## Nutrition Facts

Serving size: 34 g	
Calories	160
Calories from fat	60
Total fat	7 g
Saturated fat	2 g
Trans fat	0 g
Cholesterol	0 mg
Sodium	120 mg
Total carbohydrates	24 g
Dietary fiber	0 g
Sugars	12 g
Protein	1 g



### Fructose

When you consider that, on average, 17% of a teenager's calories come from added sugar,<sup>1</sup> the type of sugar consumed is significant.

When fructose is consumed in high amounts (as in high-fructose corn syrup), the liver converts much of it to fat. This induces insulin resistance; the cells in your body actively ignore the action of insulin.<sup>2</sup> It's a major cause of obesity and the underlying factor in heart disease, type 2 diabetes, and many cancers.<sup>3</sup>



### Misleading Labeling: High-Fructose Corn Syrup (HFCS)

There are three types of HFCS, each with varying amounts of fructose: HFCS-42 (42% fructose), HFCS-55 (55% fructose), and HFCS-90.<sup>4</sup> Astonishingly, super sweet HFCS-90 has 90% fructose.<sup>5</sup> High consumption of fructose is a major contributor to obesity.<sup>6</sup> Sadly, the FDA does not require food manufacturers to specify which type of HFCS is used in their product!<sup>7</sup>



### Facebook Protests

Oreo is the world's best selling cookie,<sup>8</sup> and with a community of over 33 million, it ranks #11 among the top brand Facebook pages in the world.<sup>9</sup> Use social media to let Nabisco know how you feel about the GMOs and HFCS in their [Oreo Cookies](#).

**INGREDIENTS:** Unbleached enriched flour (wheat flour, niacin, reduced iron, thiamine mononitrate {vitamin B1}, riboflavin {vitamin B2}, folic acid), **sugar**, **high oleic canola** and/or palm and/or **canola oil**, **dextrose**, **high-fructose corn syrup**, salt, **cornstarch**, wheat starch, baking soda, **soy lecithin**, natural and **artificial flavor**.

SAVVY  
alert

- High-fructose corn syrup
- Potential GMO ingredients
- Artificial flavor

in the know If sugar isn't labeled 'organic,' it likely comes from genetically engineered sugar beets.<sup>10</sup> Organic sugar comes from organic sugar cane stalks and provides some B vitamins, calcium and potassium.<sup>11</sup>

## Country Choice Organic Vanilla Sandwich Cremes—Organic



<b>Nutrition Facts</b>	
Serving size: 2 cookies (27 g)	
Calories	130
Calories from fat	50
Total fat	5 g
Saturated fat	0.5 g
Trans fat	0 g
Cholesterol	0 mg
Sodium	120 mg
Total carbohydrates	19 g
Dietary fiber	< 2 g
Sugars	11 g
Protein	1 g



### Savvy Pick

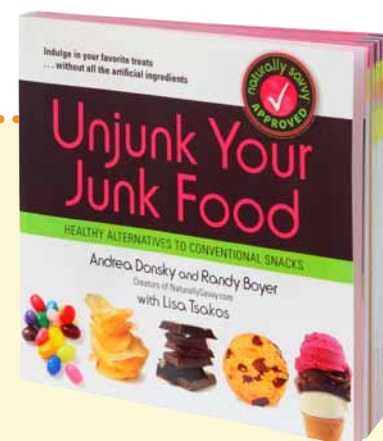
How can two cookies that taste and look so similar be so different? It's all in the ingredients. The basic ingredients in Oreo's Golden Sandwich Cookies and **Country Choice Organic's (CCO) Vanilla Sandwich Cremes** are similar, but the quality of those ingredients is where they radically differ.

**Non-GMO Project Verified** CCO Vanilla Sandwich Cremes use organic sweeteners, real vanilla extract, contain no artificial ingredients, and are free of any pesticide residues.

We give them our Seal of Approval and give you the thumbs up to 'twist, lick & dunk' them instead of Oreos.

## Junk Food Reality Check

A junk food fix now and again—especially one that's free of **The Scary Seven™**—can be part of a balanced diet as long as the proportion of calories is low. Children aged 7-10 need about 1,800 calories per day,<sup>12</sup> so a sweet treat that's 180 calories constitutes 10% of their total calories. But a 360 calorie snack makes up 20%, squeezing out more nutritious foods. Find healthier snack and junk food options in **Unjunk Your Junk Food**.





## San-J

### Organic Gluten Free Tamari Travel Packs



### Sushi for Lunch?

Are you frustrated with the unhealthy lunches provided at school? They may taste good to kids, but pizza, hot dogs, and greasy chicken nuggets aren't making the grade. They don't offer the nutritional support children need to grow up healthy and to concentrate in school. Why not consider something healthy and nourishing, like homemade sushi? Some schools have already begun offering sushi as a lunch option.<sup>1</sup> At Pasco County Public Schools outside Tampa, Fla., sushi sold out in the first week it was offered!<sup>2</sup>

Low in calories, each sushi component is loaded with health benefits. The condiment ginger improves digestion and boosts immunity.<sup>3</sup> Nori, the seaweed used to hold sushi, is one of the best sources of trace minerals, including thyroid-balancing iodine.<sup>4</sup> Spicy wasabi has been shown to kill bacteria, including H. Pylori.<sup>5</sup> Sushi made with fish is an excellent source of omega-3 fatty acids.<sup>6</sup> You can also make vegetarian sushi, or use brown rice.



### Nutrition Facts

Serving size: 2 packs, 15 ml

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 0 g

Protein 2 g

**INGREDIENTS:** Water, organic soybeans, salt, organic alcohol.



### Savvy Pick

Kudos to San-J for coming up with an innovative way to eliminate soggy lunches and carrying bottles of sauce to work—BYO tamari sauce in travel packs! The 15 ml sachets are just the right size for a lunch box, purse, or computer bag. They're perfect for school, work, dining out or traveling.

**San-J Organic Gluten Free Tamari Soy Sauce** is naturally brewed with 100% certified organic, Non-GMO soy (it's Non-GMO Project Verified), kosher, vegan and, unlike most soy sauce, it's made without wheat and is certified gluten free.



## Bento Box Lunch

Bento is the Japanese word for a boxed lunch, and bento boxes are one of the most exciting and healthiest trends for school lunches. All you need is a 4 x 6 box, a few baking cups (to create 'sections' for different items), and some creativity. It helps to have cookie cutters in various shapes to carve interesting art out of sandwiches, veggies and fruit slices.

### Healthy Lunch-To-Go

Get creative with your lunches. Here's a quick and fun idea for a sushi sandwich.

#### You'll need:

- 1 can white tuna or salmon (3 oz.), packed in water and drained
- 2 tbsp. San-J Organic Gluten Free Tamari
- 2 tbsp. mashed avocado
- 2 slices whole grain bread, crusts removed
- 2 4-inch long x 1/4 inch wide carrot sticks (or 1 tbsp. coarsely shredded carrot)
- 2 4-inch long x 1/4 inch wide cucumber sticks

Using a rolling pin, roll the bread flat. In a small bowl, squeeze the San-J Tamari into the tuna or salmon. Add avocado and mix well. Top the middle of each slice of bread with half of the fish, and place a carrot stick (or half of the shredded carrots) and cucumber stick on top. Roll the bread up tightly and cut into 4 rolls. Makes 8 'sushi' rolls. To increase the nutritional value, add some broccoli or alfalfa sprouts and sprinkle with seaweed flakes before rolling. For school or work, bring along a San-J Gluten Free Travel Pack as a dipping sauce.





## Rudi's

### Rudi's Gluten-Free Bakery Bread



### What is Gluten?

Gluten is the type of protein found in wheat, rye and barley grains.<sup>1</sup> For some people, it can damage the fragile lining of the intestines as it travels through the digestive system.<sup>2</sup>

Gluten-related disorders include celiac disease, non-celiac gluten sensitivity, and wheat allergy. The nutritional deficiencies caused by gluten-related disorders can lead to other serious conditions such as osteoporosis, inflammatory bowel disease, and heart disease.<sup>3</sup>



### Celiac Disease (CD)

About 1% of adults and children suffer from CD.<sup>4</sup> Symptoms vary widely but can include abdominal pain, diarrhea, and diminished growth rates in children.<sup>5</sup>



### Gluten Intolerance

Many people experience symptoms related to gluten but do not have CD.

Gluten intolerance, or non-celiac gluten sensitivity (NCGS) is an immune response and does not damage the intestines the way CD does.<sup>6</sup> Those with NCGS often have both gastrointestinal (GI) and non-GI symptoms like headaches, joint pain, and numbness.<sup>7</sup>

It's estimated that more than 7% of the population has NCGS.<sup>8</sup>



### Nutrition Facts\*

Serving size: 1 slice, 1.3 oz / 37 grams

Calories	90	Calories from fat	30
Total fat	3.5 g		
Saturated fat	0 g		
Trans fat	0 g		
Cholesterol	0 mg		
Sodium	150 mg		
Total carbohydrates	17 g		
Dietary fiber	2 g		
Sugars	3 g		
Protein	1 g		

**INGREDIENTS:** Water, potato extract, high oleic sunflower/safflower oil, rich starch, rice flour, evaporated cane juice (cane sugar), inulin, egg whites, honey, sugar cane fiber, yeast, molasses, sea salt, xanthan gum, flaxseed, millet, sunflower seeds, cornmeal, vinegar, natural enzymes.

\*Nutrition facts & ingredients shown are for Rudi's Gluten-Free Multigrain bread





## GMOs in corn and corn by-products may cause CD

Today, nearly five times as many people have CD as did during the 1950s.<sup>9</sup> Researchers are scrambling to identify factors that are predisposing the population to the disease, and many are examining the role GMOs play in this dramatic spike. A study published in the *Journal of Applied Toxicology* found that *Bacillus thuringiensis*, commonly known as Bt toxin, added to GM corn is not destroyed during digestion (as Monsanto suggests),<sup>10</sup> and, in fact, damages human intestinal cells causing leakage.<sup>11</sup> The research also suggests that Bt corn may be a factor in other autoimmune diseases and may even be the primary reason behind CD and NCGS.<sup>12</sup>



## Savvy Pick

Kids eating a gluten free diet (and even those who aren't) will be thrilled with [Rudi's Gluten-Free Multigrain Sandwich Bread](#). It isn't your average hard-and-crumbly not-so-tasty GF bread. Thanks to its perfect blend of grains and seeds, it tastes just like regular sandwich bread.

Unlike many other GF breads, it's also soy, dairy and nut free. That's great news for parents with allergic and food-sensitive children.

Rudi's also offers gluten free tortillas, hamburger and hot dog buns as well as pizza crusts. You'll find Rudi's Gluten-Free products in the freezer aisle of your local health food store and at supermarkets.

## Diagnosing Gluten Intolerance:

If you suspect a gluten intolerance, consider trying a gluten free diet for a month. Once it's out of your system, reintroduce gluten back into your diet and note any adverse reactions. This can help you determine whether or not gluten is the cause of your symptoms. You can also be tested for gluten intolerance. [Cyrex Laboratories](#) offers comprehensive testing that screens for various wheat and gluten proteins as well as cross-reactive foods that may cause symptoms that mimic gluten intolerance. Your health care practitioner can order the tests for you.

[Read more: 10 Places Gluten May be Hiding in Your Gluten-Free Diet](#)



We hope you enjoyed reading our e-book as much as we enjoyed writing it.

**Have you visited our website and signed up** to get instant access to **discount coupons** for all of the healthy products featured in this e-book? Share the e-book with your friends to be entered to **WIN a \$1,000 shopping spree** at the natural product store of your choice, and over \$4,000 in other prizes! For every person who shares the e-book, Naturally Savvy will donate \$1.00 to Healthy Child, Healthy World.\*

1
2
3
4

**NATURALLY SAVVY IS TAKING YOU BACK TO SCHOOL!**

1. Sign up below to be entered to **WIN a \$1,000 shopping spree** to a natural product store of your choice.
2. Choose coupons for healthy products mentioned in our e-book, [Label Lessons: Unjunk Your Kids Lunch Box](#).
3. Then share with your friends and **increase your chances to win**. As a thank you for sharing, Naturally Savvy will donate \$1.00 to Healthy Child Healthy World on your behalf.\*

**First Name**

**Last Name**

**Email Address**

I have read and understand the [Contest Rules](#) and [Terms and Conditions / Privacy Policy](#)

NEXT STEP

## Sign up to enter to WIN and get your COUPONS!

Just In Time For

## BACK TO SCHOOL

## SAVE UP TO 35%

on your favorite healthy lunch box products!



BARLEAN'S  
ORGANIC OILS



GOGO  
SQUEEZ



COUNTRY CHOICE  
ORGANIC



BARBARAS



Rudi's  
gluten-free bakery



Uncle  
Matt's  
ORGANIC



SAN-J

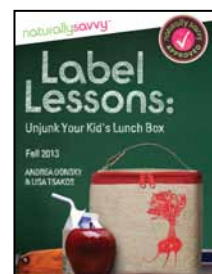
naturally savvy **WIN \$1,000 shopping spree!**



Our newest e-book, [Label Lessons: Unjunk Your Kid's Lunch Box](#) will help you pack a healthy lunch for your kids every day of the school year.

\*Naturally Savvy will donate up to \$10,000 to Healthy Child Healthy World.

*Sign up and receive a link to this e-book in your inbox for easy future reference.*



Just in time for...

BACK TO

SCHOOL!

SAVE

UP TO

35%

... on your favorite healthy lunch box products!



Expires March 15, 2014

**\$1.00 OFF**  
Any one (1) Rudi's Organic Bakery Product



Expires March 15, 2014

**\$0.75 OFF**  
Any Uncle Matt's 12 oz OR 59 oz juice



Expires March 15, 2014

**\$0.75 OFF**  
Any Barbara's Snackimals Cereal



Expires March 15, 2014

**\$2.00 OFF**  
Any Barlean's Omega Swirl or Omega Swirl To-Go



Expires March 15, 2014

**\$1.00 OFF**  
Any Country Choice Organic product



Expires March 15, 2014

**\$0.55 OFF**  
One (1) San-J Organic Gluten Free Tamari Travel Pack



Expires March 15, 2014

**\$1.00 OFF**  
Any one (1) Rudi's Gluten-Free Bakery Product