

How to ID **Food Marketing Slogans**

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Do you read labels when you shop for food? Some people scan the Nutrition Facts, while others look on the front for information.

But did you know that while some on-package claims are regulated, others are buzzwords used for marketing? Here's what you need to know.



The government strictly regulates on-package messaging, including the ingredient list and the Nutrition Facts panel. It also oversees rules for claims about the amount of fat, fiber, vitamins and minerals in food. So if you see phrases such as **low in fat**, **high in fiber** or **source of vitamin C**, you can trust the accuracy of these statements.

The government also allows certain authorized health claims, which state that an ingredient may reduce the risk of a disease or condition. For example, there are authorized claims linking calcium with osteoporosis and soluble fiber with heart disease.



You can also look for the USDA Organic logo, which verifies that ingredients were grown or raised using specific organic farming methods.

What's not regulated? The government doesn't define words such as **real**, **natural** and **superfood**, so any product may bear those words on its food package. They don't carry much weight since they are unregulated, so it's **buyer beware**.

Other unregulated words include:

Artisanal
Fresh
Clean
Grass-fed
Free-range

Multigrain
Local
Pasture-raised

There's no telling what these terms refer to on food packages, so don't make food choices based on these words alone.

The **Low-Tech** Vacation

Yes, you can have a great vacation with minimal — or no — connection to smartphones, laptops or tablets. When traveling, carry a smartphone in case of an emergency or to check flights or weather information. But research shows taking a break from constant technology use may benefit your brain and refresh you physically and mentally.



Tips for planning a (mostly) unplugged vacation:

- **Discuss what a tech-free vacation means** with your family and how it can encourage togetherness.
- **Consider the great outdoors.** From the Grand Canyon to Yosemite, state and national parks offer incredible sightseeing, hiking and camping if you want — a great getaway from tech tools.
- **Ask your travel agent about low-tech adventures.** A growing number of unique resorts promote unplugging to de-stress, from Adirondack-inspired bed and breakfast inns on the edge of Wisconsin's Chequamegon National Forest to tree-house accommodations suspended in an old-growth rain forest on Vancouver Island, B.C., in Canada.

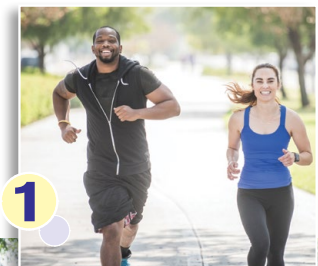
Or take a low-tech, budget-stretching staycation at home. Commit to unplugging and visit local art galleries, museums, the zoo, nearby beaches or lakes and other attractions.

Best Exercise for Weight Loss?

Many experts now suggest interval training workouts may be the most effective way to burn the most calories in the shortest time. Less than 50% of people in the U.S. get the recommended amount of exercise per week (150 minutes), and time is a key obstacle.

To lose body fat, maintain muscle, and maximize calories burned, an interval training workout combines periods of intense exertion alternating with periods of rest or lighter exertion:

1. Involving moderate- to high-intensity exercise — speed or grade (hill or treadmill) or both.
2. Combined with a lower-intensity period during the same workout.
3. As opposed to low-intensity cardio exercise at a continuous, steady pace.



This allows you to cut your exercise session time by half while offering equal benefits.

You can do interval training exercise outdoors, indoors or on a machine. Mix up your routine to keep it varied and interesting.

Bottom line: Interval training and higher-intensity exercise can burn more calories per minute than lower-intensity exercise. Always warm up with low-intensity exercise before your main workout to get blood flowing to your muscles and help prevent injury. And check with your health care provider before significantly increasing your exercise intensity, duration or type.



The **Smart Moves Toolkit**, including this issue's printable download, **No Heat Required: Summer Meals**, is at personalbest.com/extras/19V7tools.

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