



how to read food labels

key cellular nutrition



CHA Guide: How to Read Food Labels

Nothing can replace eating nutrient dense, whole foods found as close to their natural state as possible. Humans, however, are a creative species that love to make foods both aesthetically and tastefully appealing.

Learning to read labels becomes an incredibly important tool when trying to navigate through the sea of marketing language and ingredient disguises that the manufactured food industry uses. Doing so will empower you to make the best food choices that you can, not only during this program but for the rest of your entire life!

While reading food labels can seem a bit straightforward, there are specific things that you need to be on the lookout for that only the trained eye will be able to pick out.

STUDENT REVIEWS



It's amazing how my mindset changed! Now I know that my health and wellness is achievable and I have gotten my health back thanks to Dr. Cole and his team.
- Tammy A

Just had my blood test results from my annual physical on Friday and my thyroid meds are being lowered from 75 to 50 mcg yeah
- Lori C.J.F



I've already lost 7 pounds. I love the way I am eating and I can't wait to get in the kitchen every evening.
- Meva L

I have gotten rid of most of my muscle and joint aches and pains, I have more energy, less brainfog, and I have love 26 lbs
-Brenda E.



Let's take a look at a popular food that many Americans keep in their pantry.

PEANUT BUTTER



Nutrition Facts	
Serving Size	2 Tbsp (33g)
Amount Per Serving	
Calories	190
% Daily Value*	
Total Fat 16g	21%
Saturated Fat 3.5g	17%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 140mg	6%
Total Carbohydrate 8g	3%
Dietary Fiber 2g	9%
Total Sugars 3g	
Incl 2g of Added Sugars	4%
Protein 7g	7%
Vitamin D 0mcg	0%
Calcium 17mg	2%
Iron 1mg	4%
Potassium 185mg	4%
Vitamin E 2mg	10%
Niacin 5mg	30%
*The % Daily Value 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 advice.	

Made From: Roasted
Peanuts And Sugar,
Contains 2% Or Less Of:
Molasses, Fully
Hydrogenated Vegetable
Oils (Rapeseed And
Soybean), Mono And
Diglycerides, Salt.

SO, WHAT DOES THIS FOOD LABEL TELL US?

Servings: 33 grams, which is just over 2 tablespoons

The total number of calories: 190 calories, which is 1/10th of your daily intake if following a 2,000 calorie diet

Nutrients to avoid: sugar, fully hydrogenated vegetable oil (contains trans fat, even if trans fat says 0 grams on the label), mono and diglycerides, peanuts (if following an anti-inflammatory diet)

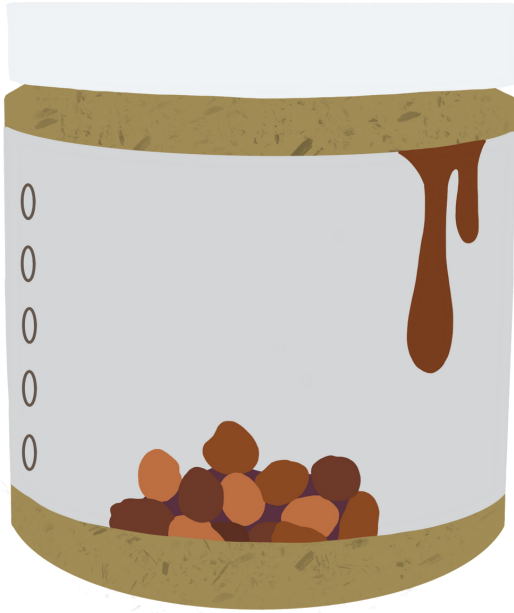
Nutrients to focus on: this item is void of any nutritional value

Percent Daily Value, or % DV: 16 grams of fat (from questionable sources), which is almost 21% of your daily intake if following a 2,000 calorie diet

Organic/Non GMO Project: this item is not organic and does not state whether it is non-GMO

Now let's look at an item that is not only delicious but also full of nutrient-dense ingredients!

PEANUT BUTTER



Nutrition Facts		Amount/Serving	%DV	Amount/Serving	%DV
Serving Size: 1Tbsp (16g)		Total Fat 9g	12%	Total Carb 6g	2%
Serving Per Container: 15		Sat. Fat 1.5g	8%	Dietary Fiber 3g	12%
Calories : 100		Trans Fat 0g		Sugar 3g	
Fat Calories: 90		Mono Fat 7g			
		Cholest. 0mg	0%	Protein 1g	
		Sodium 20mg	1%		
		Vitamin A 0% - Vitamin C 0% - Calcium 0% - Iron 2%			

Percent Daily Value (DV) are based on 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.				
		Calories	2,000	2,500
Total Fat	Less Than		85g	88g
Sat Fat	Less Than		20g	25g
Cholesterol	Less Than		300mg	300mg
Sodium	Less Than		2,400mg	2,400mg
Total Carb			300g	375mg
Dietary Fiber			25g	38g

Ingredients: Organic Tigernut Flour, Avocado Oil, Tigernut Oil, Himalayan Pink Salt.

SO, WHAT DOES THIS FOOD LABEL TELL US?

Servings: 16 grams, which is 1 tablespoon

The total number of calories: 100 calories, which is only 1/20th of your daily intake if following a 2,000 calorie diet

Nutrients to avoid: none

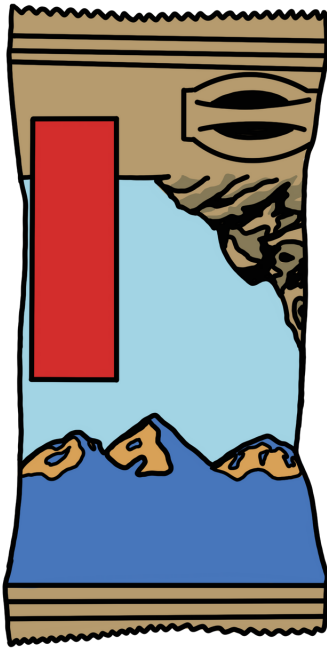
Nutrients to focus on: Tigernuts are a good source of many nutrients such as calcium, magnesium, potassium, sodium, phosphorus, zinc, and vitamins E, C and folic acid. Himalayan pink salt is harvested by hand and minimally processed, leaving its minerals and trace elements intact. Avocado oil is full of antioxidants that help your body to neutralize free radicals and oxidative stress.

Percent Daily Value, or % DV: 9 grams of fat, which is 12% of your daily intake if following a 2,000 calorie diet

Organic/Non GMO Project: this item contains organic ingredients

Let's take a look at another popular food that many Americans keep in their pantry

PROTEIN BARS



Nutrition Facts		Amount/serving	% DV	Amount/serving	% DV	Amount/serving	% DV
Serv. size 1 bar (68g)		Total Fat 5g	7%	Cholesterol 0mg	0%	Total Sugars 21g	
Calories per serving 250		Sat. Fat 1.5g	7%	Sodium 140mg	6%	Incl. 21g Added Sugars	41%
		Trans Fat 0g		Total Carb. 45g	16%	Protein 9g	17%
		Polyunsat. Fat 1g		Dietary Fiber 4g	15%		
		Monounsat. Fat 2g		Insoluble Fiber 3g			
Vit. D 2mcg 8% • Calcium 195mg 15% • Iron 2mg 15% • Potas. 207mg 4% • Vit. A 2% • Vit. C 6% • Vit. E 10% • Thiamin (Vit. B1) 15% • Riboflavin (Vit. B2) 15% • Niacin 25% • Vit. B6 10% • Vit. B12 25% • Phosphorus 20% • Magnesium 20%							

Ingredients: Organic Brown Rice Syrup, Organic Rolled Oats, Soy Protein Isolate, Organic Cane Syrup, Organic Roasted Soybeans, Rice Flour, Cane Sugar, Unsweetened Chocolate, Organic Soy Flour, Organic Oat Fiber, Organic High Oleic Sunflower Oil, Cocoa Butter, Barley Malt Extract, Sea Salt, Natural Flavors, Soy Lecithin, Organic Cinnamon.

Marketing can be tricky! Although this product tells us that there are organic, non-GMO and sustainable ingredients used in it, a majority of the ingredients are highly processed and refined. Certification seals are helpful, but are not always an accurate representation of what is in a product. Only the ingredients label can verify that for you. One other thing to make note of is that a product that is certified organic is ALWAYS non-GMO, even if the Non-GMO Project Verified seal is not present.

SO, WHAT DOES THIS FOOD LABEL TELL US?

The total number of calories: 250 calories, which is 12.5% of your daily intake if following a 2,000 calories diet

Nutrients to avoid: numerous types of sugar, soy, wheat (gluten), rice (if following an anti-inflammatory diet), oats (if following an anti-inflammatory diet), chocolate (if following an anti-inflammatory diet)

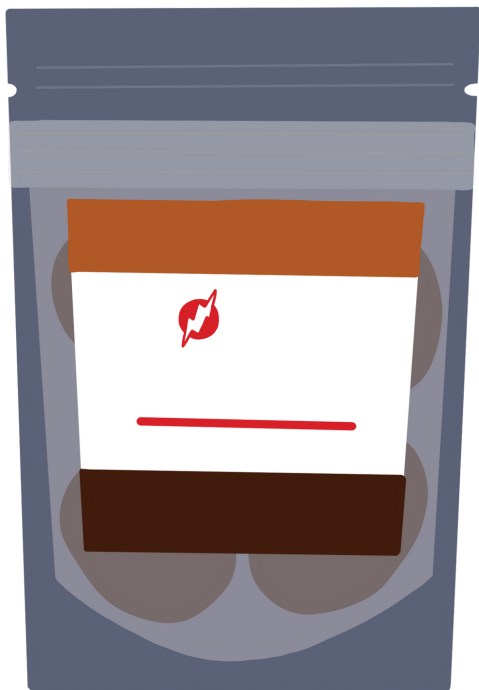
Nutrients to focus on: there are very few items in the ingredients list that have not been processed. Sea salt and organic cinnamon are the only two that would provide any real nutritional value when following an anti-inflammatory diet. The cocoa butter used is Rainforest Alliance Certified, meaning that it is sustainably sourced and can be consumed outside of an anti-inflammatory diet.

Percent Daily Value, or % DV: 5 grams of fat, which is only 8% of your daily intake if following a 2,000 calorie diet

Organic/Non GMO Project: does contain some organic ingredients

Now let's look at another item that is not only delicious but also full of nutrient-dense ingredients. Dessert is back on the table!

POWER BALLS



Nutrition Facts Serv. Size: 1 (22 g), Servings: 2, Amount Per Serving: **Calories** 90 Fat Cal. 50, **Total Fat** 6g (9% DV), Sat. Fat 5g (25% DV), Trans Fat 0g, **Cholest.** 0mg (0% DV), Sodium 10mg (0% DV), **Total Carb.** 6g (2% DV), Fiber 1g (4% DV), Sugars 4g, **Protein** 4g, Vitamin A (0% DV), Vitamin C (0% DV), Calcium (0% DV), Iron (2% DV). Percent Daily Values (DV) are based on a 2,000 calorie diet.

Ingredients: Organic Coconut, Organic Raw Honey, Collagen Protein (Beef Kosher), Coconut Milk (Coconut Extract, Water), Organic Carob Powder, Less Than 2% Of: Collagen Gelatin (Beef Kosher), Himalayan Pink Salt

SO, WHAT DOES THIS FOOD LABEL TELL US?

Servings: 22 grams, which is one power ball

The total number of calories: 90 calories, which is barely over 4% of your daily intake if following a 2,000 calorie diet

Nutrients to avoid: none; however, honey should be consumed in moderation

Nutrients to focus on: Coconut is a good source of fatty acids and many essential minerals, such as manganese, copper, iron, and selenium. Collagen contains amino acids which can seal the intestinal wall making it beneficial for gut health. RAW honey contains antioxidants, amino acids, enzymes, and numerous vitamins and minerals in addition to having anti-fungal and antibacterial properties. Himalayan pink salt is harvested by hand and minimally processed, leaving its minerals and trace elements intact. Carob is high in fiber, an excellent source of vitamins and minerals such as potassium and magnesium, and contains twice the amount of calcium as cocoa but with no oxalates.

Percent Daily Value, or % DV: 6 grams of fat (from coconut), which is only 9% of your daily intake if following a 2,000 calorie diet

Organic/Non GMO Project: contains organic ingredients

Let's compare.

Same item, but a different brand. But, are they really the same?

COCONUT MILK



Ingredients:
Water, Organic
Coconut Meat Extract

Nutrition Facts	
3 servings per container	
Serving size	1/2 Cup (120g)
Amount Per Serving	
Calories	210
% Daily Value*	
Total Fat 22g	28%
Saturated Fat 18g	90%
Trans Fat 0g	
Polyunsaturated Fat 0g	
Monounsaturated Fat 0g	
Cholesterol 0mg	0%
Sodium 30mg	2%
Total Carbohydrate 2g	1%
Dietary Fiber 1g	4%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 1mcg 6% • Calcium 5mg 0%	
Iron 0.7mg 4% • Potassium 172mg 4%	
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Nutrition Facts	
about 5 servings per container	
Serving size	1/3 cup (80mL)
Amount per serving	
Calories	120
% Daily Value*	
Total Fat 12g	15%
Saturated Fat 11g	55%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 30mg	1%
Total Carbohydrate 2g	1%
Dietary Fiber 0g	0%
Total Sugars 1g	
Incl. 0g Added Sugars	0%
Protein <1g	
Vit D 0mcg 0% • Calcium 0mg 0%	
Iron 0.4mg 2% • Potas 100mg 2%	
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Ingredients:
Coconut, Water &
Guar Gum.

SO, WHAT DOES THIS FOOD LABEL TELL US?

Has no added stabilizers
Higher coconut content
Derived om organic coconuts

Contains guar gum
Watered down

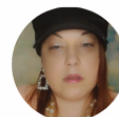
*Guar gum is derived om the guar bean and has a high propensity for altering our gut microbiome and increasing inflammation.

I AM LOVING THIS PROGRAM



I'm loving this program! So many different delicious foods to try different things with! I have cooked every day since I started. Never would I have had the energy to do this before! And I am NOT hungry!!! If you use the right amounts of healthy fats, you will fill satisfied!!

Carey T.



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Check out her support



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& learn to regain control of
your health

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