



Don't believe everything you read

It is easy to be misled by labelling tricks and traps. Here are some common terms that are often misleading:

- The term 'light' or 'lite' doesn't necessarily mean that the product is low in fat or energy. This may actually be referring to the colour, taste or texture of the product.
- The claims 'no cholesterol' or 'cholesterol free' on foods derived from plants, like margarine and oil, are meaningless because all plant foods contain virtually no cholesterol.
- A product claiming to be 93% fat free actually contains 7% fat, but when written this way it's more appealing to the consumer. Products, such as confectionary, may claim they are 99% fat free, but may be predominately made up by refined sugar.
- Stating a food is 'baked not fried' makes it sound like a healthier choice, but it may still have just as much fat. Reading the nutrition information panel will give you a better idea.
- 'Fresh' actually means the product hasn't been preserved by freezing, canning, high-temperature or chemical treatment. However, it may have been refrigerated and spent time in processing and transport.

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