

Nutrition Facts labels

Nutrition Facts	
Serving Size 1 container (340g)	
Serving Per Container 1	
Amount Per Serving	
Calories 320	Calories from Fat 70
% Daily Value	
Total Fat 8g	12%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 30mg	10%
Sodium 420mg	17%
Total Carbohydrate 36g	12%
Dietary Fiber 9g	36%
Sugars 4g	
Protein 27g	
Vitamin A 10%	• Vitamin C 2%
Calcium 40%	• Iron 10%

- ← 1. Current format
2. Current format with the font size of “Calories” and “320” enlarged to twice the current size.
3. Current format with (1) the font size of “Calories” and “320” enlarged to twice the current size, and (2) the order of “serving size” and “serving per container” reversed.

Nutrition Facts Label with IOM Nutrition Symbols

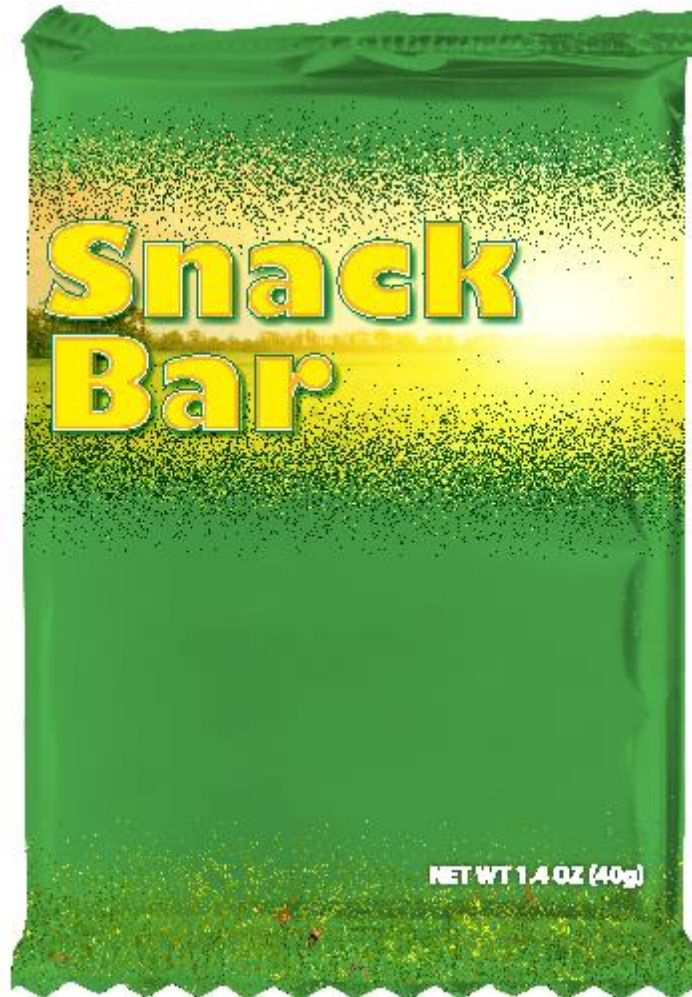
Snack bar – one tick (“V”) for fat/saturated fat, on both products

Shredded wheat – three ticks (fat/saturated fat, sodium,
and sugars, on the better product only)

Nutrition Profiles

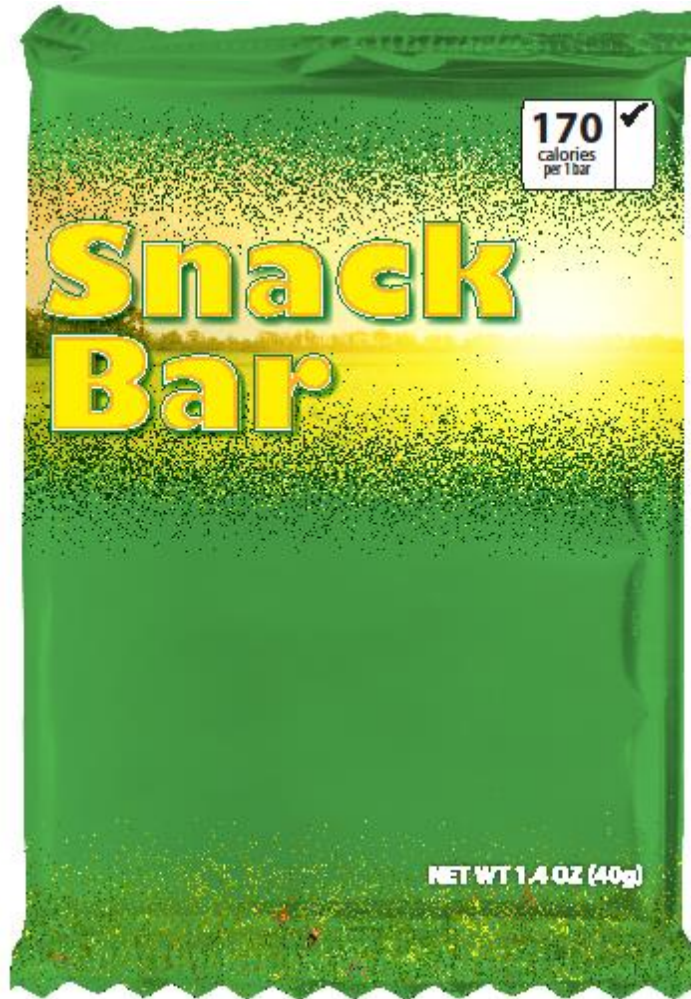
	Snack Bar (better nutrition profile))		Snack Bar (worse nutrition profile)		Cereal (better nutrition profile)		Cereal (worse nutrition profile)	
	2	2	2	2	10	10	10	10
Serving size								
Amount per serving		%DV		%DV		%DV		%DV
Calories	140		170		110		160	
Calories from fat	20		30		10		20	
Total Fat	2g	2%	3g	5%	1g	2%	2g	5%
Saturated Fat	0g	0%	1g	5%	0g	0%	1g	5%
Trans Fat	0g		0g		0g		0g	
Cholesterol	0mg	0%	0mg	0%	0mg	0%	0mg	0%
Sodium	120mg	5%	180mg	8%	0mg	0%	120mg	5%
Total Carbohydrate	25g	8%	25g	8%	23g	8%	30g	10%
Dietary Fiber	7g	28%	5g	8%	5g	28%	5g	28%
Sugars	6g		15g		1g		10g	
Protein	4g		10g		3g		5g	
Vitamin A		15%		5%		12%		8%
Vitamin C		20%		10%		0%		0%
Calcium		10%		2%		15%		5%
Iron		30%		25%		6%		5%

Both products in a given category will share the same ingredient list. All ingredient lists will include two items of added sugars, such as high fructose corn syrup, sugar, molasses, and crystal dextrose..

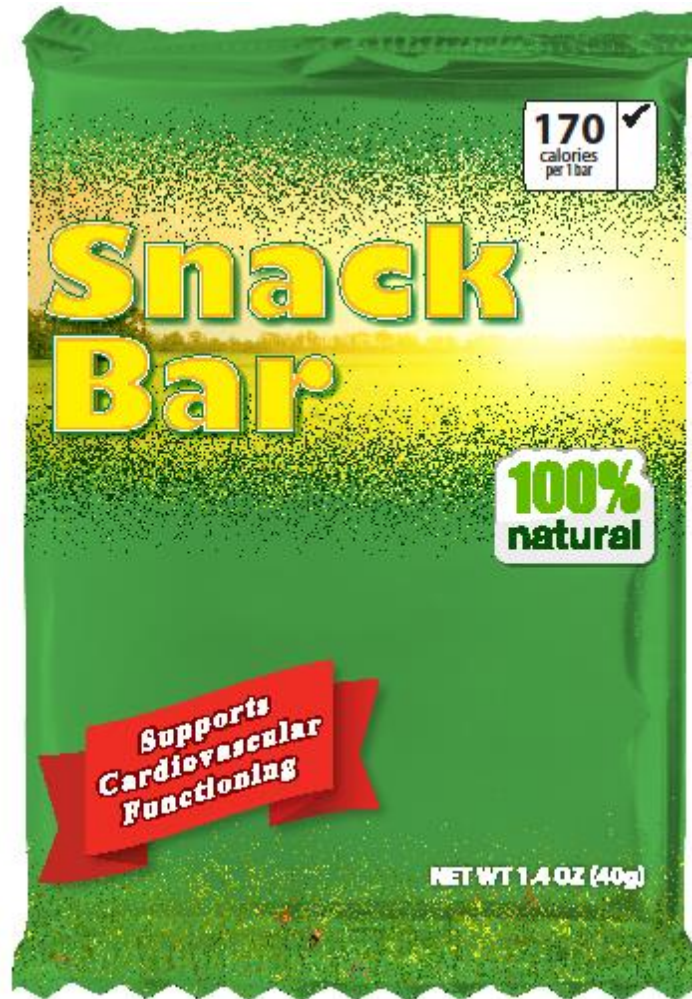


Note: The study will use two PDPs for a given product, one for the more nutritious option and another for the less nutritious option. The two PDPs will vary slightly in image design and color schemes.

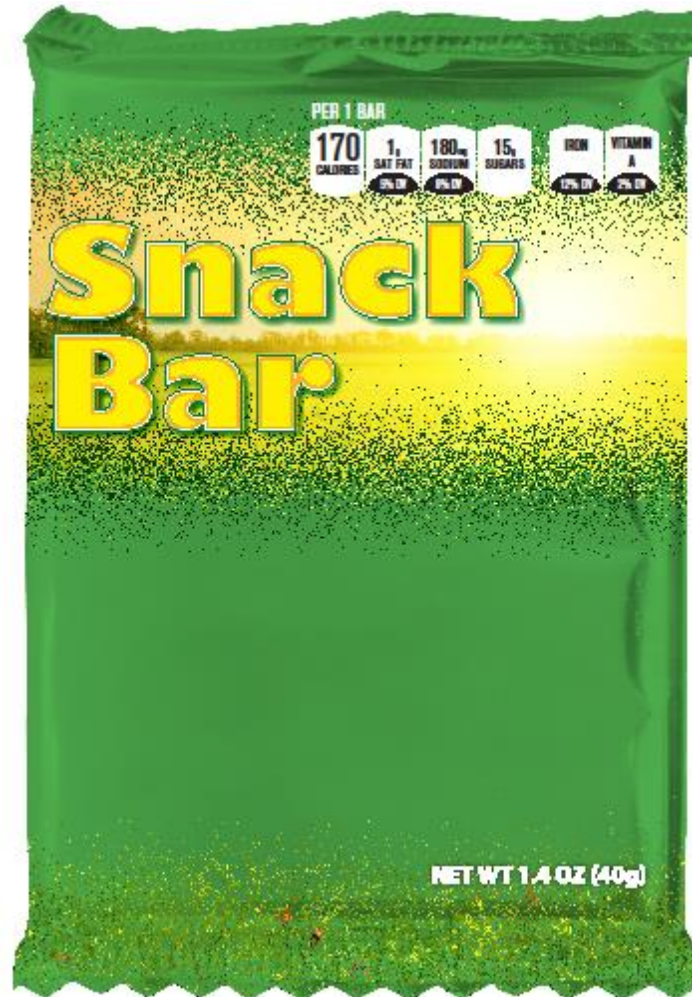
Principal Display Panel (PDP) # 1
(without any symbol or claim)



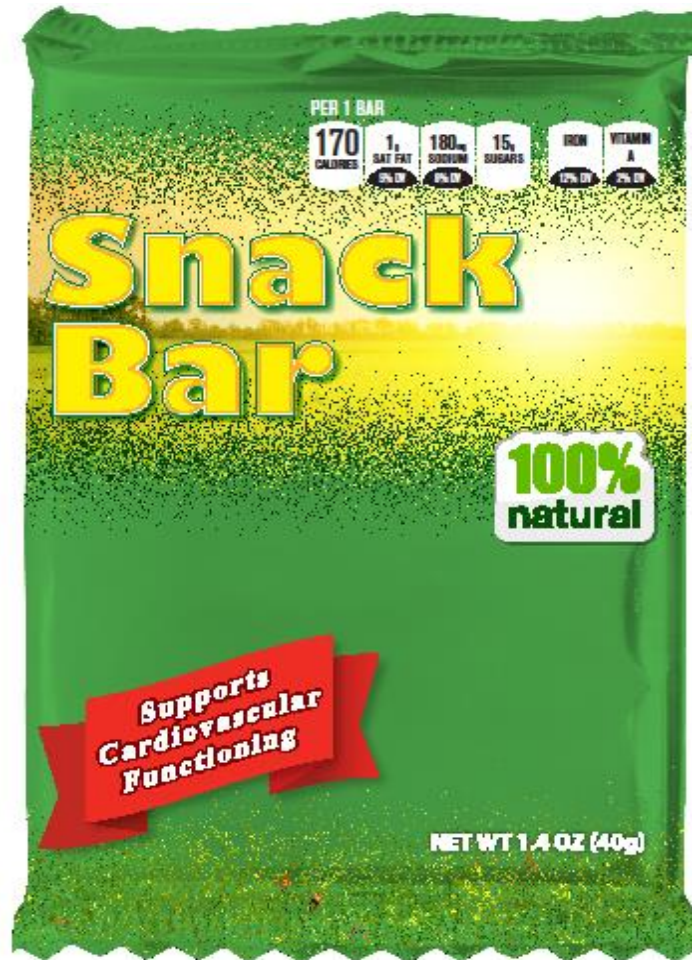
PDP #2, with the IOM symbol



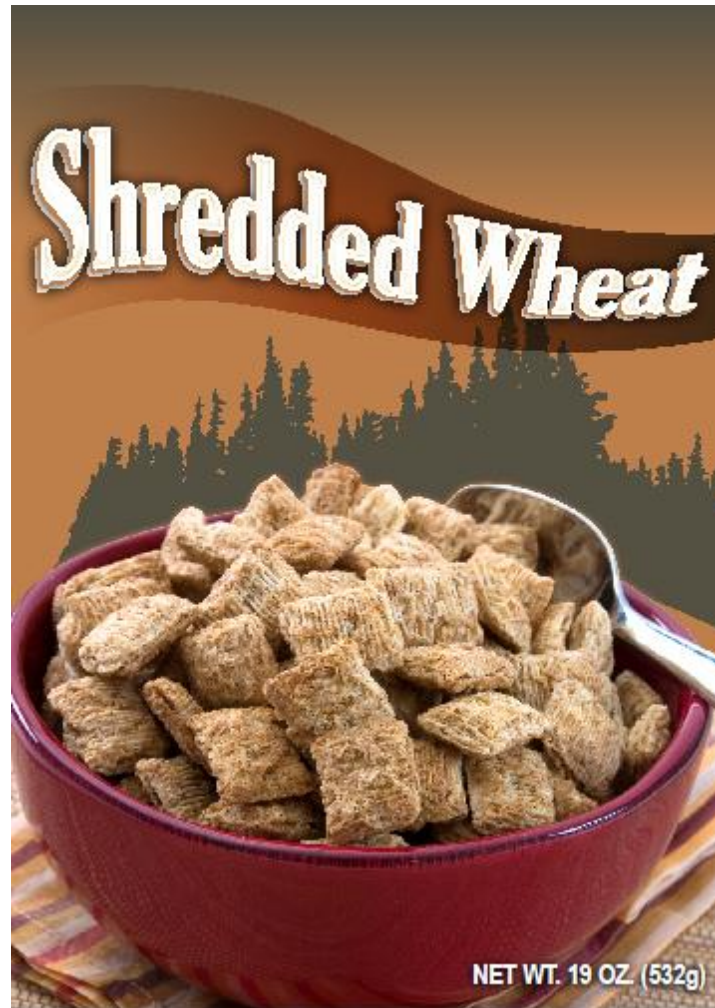
PDP # 3 (with the IOM symbol and two claims)



PDP # 4 (with the Facts Up Front symbol)



PDP # 5 (with the Facts Up Front symbol and two claims)



The same symbol and claims on the PDPs of snack bars will be placed on the PDPs of shredded wheat.

Nutrition Profiles for Disclosure Statement Conditions

	Frozen Meal		Tortilla Chips	
Serving size				
Amount per serving		%DV		%DV
Calories	340		160	
Calories from fat	70		90	
Total Fat	8g	12%	10g	15%
Saturated Fat	2g	10%	5g	25%
Trans Fat	0g		0g	
Cholesterol	30mg	10%	0mg	0%
Sodium	420mg	17%	110mg	5%
Total Carbohydrate	36g	12%	16g	5%
Dietary Fiber	9g	36%	1g	4%
Sugars	4g		2g	
Protein	27g		0g	
Vitamin A		10%		10%
Vitamin C		2%		0%
Calcium		40%		2%
Iron		10%		10%

No ingredient list will be provided.



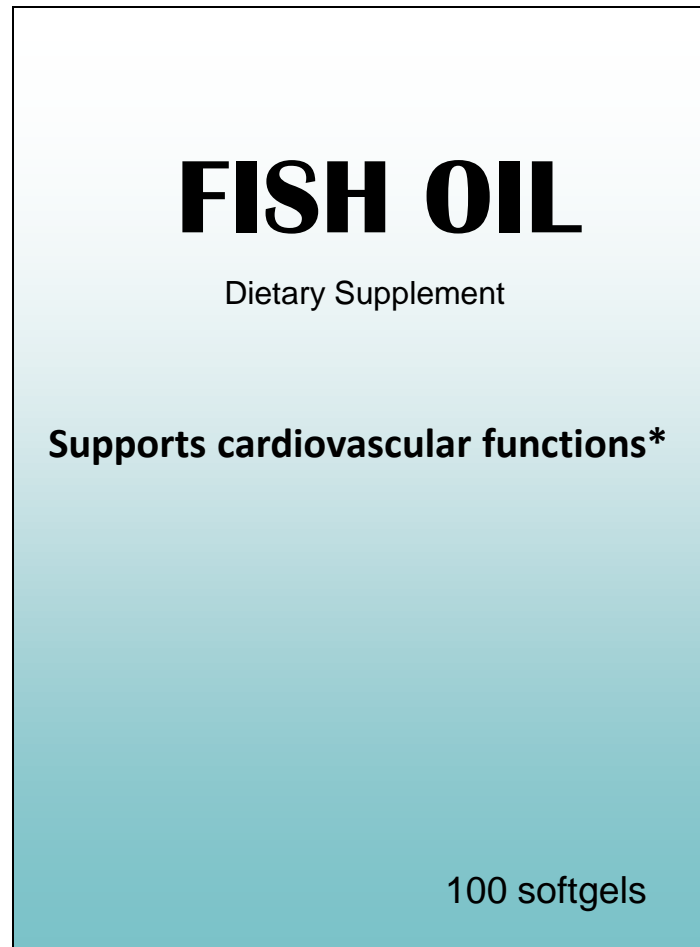
Disclosure statement

- Two PDPs of the same design
- Both make a “Reduced Sodium” claim
- One of the PDPs also includes the statement “See nutrition information for fat content.”



Disclosure statement

- Two PDPs of the same design
- Both make a “low sodium” claim
- One of the PDPs also includes the statement “See nutrition information for fat content.”



Structure/function claim without the DSHEA disclaimer

FISH OIL

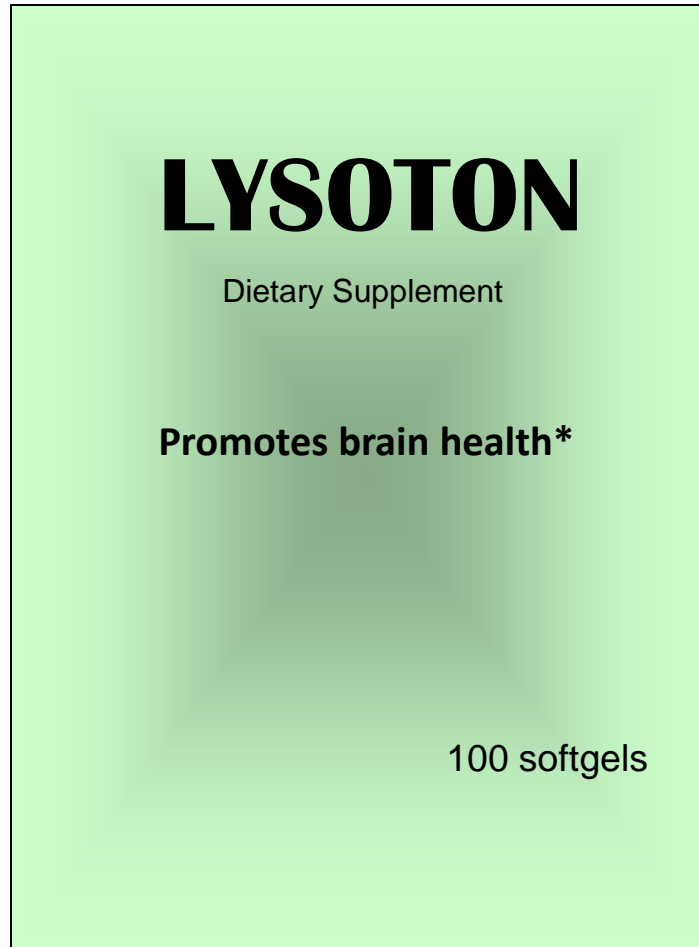
Dietary Supplement

Supports cardiovascular functions*

100 softgels

•This statement has not been evaluated by the FDA.
This product is not intended to diagnose, treat, cure
or prevent any disease.

Structure/function claim with the DSHEA disclaimer



Structure/function claim without the DSHEA disclaimer

LYSOTON

Dietary Supplement

Promotes brain health*

100 softgels

•This statement has not been evaluated by the FDA.
This product is not intended to diagnose, treat, cure
or prevent any disease.

Structure/function claim with the DSHEA disclaimer

Selenium

Selenium may produce anticarcinogenic effects
in the body.

MINERAL DIETARY SUPPLEMENT

100 Tablets

Selenium

Selenium may reduce the risk of certain cancers.

Some scientific evidence suggests that taking selenium may reduce the risk of bladder, colon, prostate, rectal, and thyroid cancers, but not other kinds of cancer. However, FDA has determined that the evidence about reduced risk of these cancers is inconclusive.

MINERAL DIETARY SUPPLEMENT

100 Tablets

Selenium

Selenium may produce anticarcinogenic effects in the body.

Some scientific evidence suggests that taking selenium may produce anticarcinogenic effects limited to reducing the risk of bladder, colon, prostate, rectal, and thyroid cancer. However, this evidence of risk reduction is inconclusive. Selenium does not treat, cure, or completely prevent any kind of cancer.

MINERAL DIETARY SUPPLEMENT

100 Tablets