This label could change your life

How food labels can protect your heart

British Heart Foundation

bhf.org.uk
A healthy diet helps you beat heart disease. And it’s easy: just read the colour-coded labels on your food and drink. They’ll help you choose which foods to shop, and which to drop. Helping you do right by your heart.

Introducing the food label decoder
Use this card to work out what's high, medium and low in fat, saturated fat, sugar and salt.
- Green labels mean the food is LOW in one of the above, so will be the healthiest choice.
- Amber means MEDIUM, which is fine as part of a balanced diet.
- Red means the food is HIGH in something, so try not to eat too much of that.

When to use it
At the supermarket
Check, compare and choose healthier options for the foods you buy while shopping.
At home
Make a list of those foods with mostly red labels. Take the list shopping with you and find healthier alternatives.
These labels give you a nutritional snapshot for each serving size and cooking method. Which helps you make the right choice.

1. Energy
   The terms ‘kJ’ and ‘kcal’ tell you how much energy is in a product. Women need an average of 2,000 kcal a day to be healthy. Men need 2,500 kcal on average. Children need less. Energy is the white box on the colour-coded label.

2. Saturates
   These tell you the amount of saturated fat. ‘Saturates’ and ‘saturated fat’ mean the same thing. Lower saturated fat means lower risk of cardiovascular disease.

3. Hidden Salt
   Lower salt levels help you avoid higher blood pressure, reducing your risk of developing cardiovascular disease. Salt is often hidden in everyday foods: watch out.

4. Reference Intake
   ‘RI’ means ‘reference intake’. This has replaced the ‘recommended daily amount’ (RDA). The %RI tells you how much of your daily healthy maximum is in the portion.
   The %RI for an adult is based on the following values:

<table>
<thead>
<tr>
<th>kcal</th>
<th>Fat</th>
<th>Saturates</th>
<th>Sugars</th>
<th>Salt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>70g</td>
<td>20g</td>
<td>90g</td>
<td>6g</td>
</tr>
</tbody>
</table>

What else should you know

5. What is a serving?
   The portion sizes given on a pack may be less than you’d usually eat. Some packs also show the amount of each nutrient in 100g of the product. This will always be given in grams or millilitres.
Does red always mean stop?
Usually, yes. But there are some exceptions. For example, cheese is a good source of calcium and protein, even though it’s high in fat. And nuts are high in healthy unsaturated fats. So you don’t need to cut out cheese and nuts altogether. But you should eat less of them, or eat them less often.

CHECK
the things you buy regularly

COMPARE
them with others

CHANGE
to healthier options

Next time you go shopping aim for as many greens as possible

Nice and healthy.
Okay. Could be healthier.
Uh-oh. Time for a change.

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What’s in food varies enormously between brands.
For foods you eat in large amounts, make an extra effort to check the labels and swap to healthier products.
### Nutrition

<table>
<thead>
<tr>
<th>Component</th>
<th>Typical Values</th>
<th>Nutrition per 25g</th>
<th>% of Average Adult</th>
<th>Weekly Allowance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Energy</strong></td>
<td>1780kJ/420kcal</td>
<td>445kJ/105kcal</td>
<td>5%</td>
<td>8400kJ/2000kcal</td>
</tr>
<tr>
<td><strong>Fat</strong></td>
<td>9.0g</td>
<td>2.3g</td>
<td>3%</td>
<td>70g</td>
</tr>
<tr>
<td>of which saturates</td>
<td>1.9g</td>
<td>0.5g</td>
<td>3%</td>
<td>20g</td>
</tr>
<tr>
<td><strong>Carbohydrate</strong></td>
<td>81.3g</td>
<td>20.3g</td>
<td>3%</td>
<td>90g</td>
</tr>
<tr>
<td>of which sugars</td>
<td>66.1g</td>
<td>16.5g</td>
<td>18%</td>
<td>90g</td>
</tr>
<tr>
<td><strong>Protein</strong></td>
<td>2.1g</td>
<td>0.5g</td>
<td>5%</td>
<td>6g</td>
</tr>
<tr>
<td><strong>Salt</strong></td>
<td>1.4g</td>
<td>0.3g</td>
<td>5%</td>
<td>6g</td>
</tr>
</tbody>
</table>

#### POPCORN INGREDIENTS

- **TOFFEE (81%)**
- **GLUCOSE SYRUP**
- **SUGAR**
- **BUTTER**
- **HYDROGENATED VEGETABLE OIL**
- **SINGLE CREAM (1%)**
- **SALT**
- **EMULSIFIER (SOYA LECITHIN)**
- **COLOUR (PLAIN CARAMEL)**
- **POPPING CORN**

**Contains sulphites. May contain traces of nut.**

#### No colour-coding? No problem

You can still use the nutritional details on the back-of-pack to see how healthy something is.

1. **Use the food label decoder**

   Our decoder translates nutritional values from back-of-pack labels into green, amber or red. Use the values per 100g/ml, not the ‘per portion’ ones.

2. **Use the ingredients list**

   Most pre-packed foods also show a list of ingredients. They’re listed in order, from biggest amount to smallest. So if the first few ingredients are high-fat things like cream, butter or oil, then the food is a high-fat food. A healthier option would be better for your heart.
Join our fight and start making small changes today to protect your heart for the rest of your life.

Visit bhf.org.uk for more information.

TEXT ‘FIGHT’ TO 70707 to donate £3 to fund our life-saving research.

CHANGE YOUR LIFE. JOIN HEART MATTERS.

Heart Matters is the free membership service from the British Heart Foundation providing you with a bi-monthly magazine, a helpline and a recipe finder. All Heart Matters recipes have a green light for their saturated fat and salt content.

Join for free today at bhf.org.uk/heart
Coronary heart disease is the UK’s single biggest killer.

For over 50 years we’ve pioneered research that’s transformed the lives of people living with heart and circulatory conditions. Our work has been central to the discoveries of vital treatments that are changing the fight against heart disease.

But so many people still need our help.

From babies born with life-threatening heart problems to the many Mums, Dads and Grandparents who survive a heart attack and endure the daily battles of heart failure.

Join our fight for every heartbeat in the UK. Every pound raised, minute of your time and donation to our shops will help make a difference to people’s lives.

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