



Hungry for more? www.guidingstars.com

Get smart eating tips, new recipes and information about how to get the most nutrition out of your calories. Bookmark our site and visit often. It's one more way to share your desire to eat and live well.

For other information, visit:

- FDA's www.cfsan.FDA.gov/~dms/foodlab.html
- USDA's www.MyPyramid.gov



Looking for foods with more nutrition? Let the Stars be your guide.

Look for the Guiding Stars on shelf tags, and see how the foods you usually choose rate. Check out our web site to learn more about the panel of experts who developed the science behind Guiding Stars—the first system of its kind in the United States.



Guiding Stars[®]
Nutritious choices made simple.SM
www.guidingstars.com

Customer Information Center
1-877-233-0975

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Guiding Stars[®]

Nutritious choices made simple.SM
(And easy. And practical. And fun.)



The more Guiding Stars,
the more nutritional value.



One star means good nutritional value.



Two stars, better nutritional value.



Three stars, best nutritional value.



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No Stars?

If the shelf tag has no stars,
it simply means one of two things:

- 1 The food doesn't meet the nutritional criteria for a Guiding Star.

Of course you can still enjoy these foods. Nobody is expected to eat all stars all the time. Just remember to balance the foods you love with a healthy, active lifestyle. You can always read the product label to help you make informed choices that work best for you and your family.

OR



- 2 The food is not rated.

Bottled waters, dried spices, and coffees/teas are not rated by Guiding Stars. For more information, see signs in these sections or visit our web site.

Why Guiding Stars?

We all want a healthy lifestyle, but don't always have the time, or the patience, or the knowledge. That's what makes Guiding Stars so appealing. This easy navigation system helps you find foods throughout the store that give you the most nutrition for the calories.

Just check the shelf tags.

If you see one, two, or three Guiding Stars, it means that item has:

More	Less
Vitamins	Saturated Fat
Minerals	Trans Fat
Fiber	Cholesterol
Whole Grains	Added Sodium
	Added Sugars