

Name _____

Label Illusions Answer Key

1. The **Zero Sugar** claim is misleading because it distracts from other concerns like calories and caffeine.
2. One serving has 90 calories and there are 2.5 servings, so the whole bottle has **225 calories**.
3. The **high caffeine** level is not highlighted on the front and could affect sleep, heart rate, or focus.
4. The **low fat** claim suggests the snack is healthy or safe to eat often.
5. It still has **high sodium and saturated fat**, which can affect heart health.
6. The small serving sizes make calories, fat, and sodium look lower than what most people actually eat.
7. Answers will vary, but students must correctly explain how a front claim or serving size could mislead a shopper.

Teacher's Guide

- Use this worksheet with Grades 6-8 during health, media literacy, or nonfiction reading lessons.
- Review how **front label claims differ from full nutrition facts** before students begin.
- For differentiation, allow students to underline the front claims in one color and hidden risks in another.
- For engagement, have students work in small groups and argue which product is more misleading.
- For extension, assign students to analyze a real package at home and write a misleading feature report.
- Emphasize critical thinking skills and real world decision making with food marketing.