Name _____

Label Illusions

Directions: Read each food label carefully. Identify what might **mislead consumers** and explain why.

Label One

Product: Turbo Citrus Blast
Front Claim: Zero Sugar
Serving Size: 6 fl oz
Servings Per Container: 2.5
Calories Per Serving: 90
Total Fat: 0 g
Sodium: 160 mg
Total Carbohydrates: 24 g
Sugar: 0 g
Caffeine: 120 mg per serving

Label Two

Product: Oven Crisp Cheese Bites
Front Claim: Low Fat Snack
Serving Size: 10 pieces
Servings Per Container: 3
Calories Per Serving: 140
Total Fat: 7 g
Saturated Fat: 3 g
Sodium: 310 mg
Total Carbohydrates: 15 g
Protein: 5 g

1. What **front label claim** might mislead shoppers on Product One?
2. How many **total calories** are in the **entire bottle** of Turbo Citrus Blast if someone drinks all of it?
3. What important **nutrient or ingredient** is not highlighted in the front claim of Product One that could still affect the body?
4. What does the phrase **low fat** suggest to many shoppers about Product Two?
5. Why might Product Two still be considered **unhealthy** for some people even though it is labeled low fat?
6. How does the **serving size** on either product make the food seem healthier than it really is?
7. Choose one product and explain in one clear paragraph how the label could **trick a rushed shopper**.

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