

Carb Controlled

Confused by the new CARB words on food packages?

Beware! Most give "carbrupted" information.

Currently, terms such as "low," "reduced," "impact," "effective," or "free" carbohydrates are not defined by the Food and Drug Administration (FDA).

So where do they come from?

EFFECTIVE – NET IMPACT – NET – TRUE LOW– *REDUCED – CONTROLLED* are all creative marketing terms placed on food products by food manufacturers.

- ► They are meant to grab your attention.
- ► They are meant to make you think they are good choices.
- ➤ They are meant to make you buy without reading the food label for real nutrition information.

What do they mean?

They are terms with no approved health claim used to highlight foods thought to cause little or no rise in blood sugar. The first person to use these terms was Dr. Robert Atkins. The Atkins diet is based on the belief that avoiding spikes in blood sugar reduces hunger which helps weight loss.



This type of diet does not consider calories! Look at a Protein Plus Carb Select Bar. It is advertised as having 2 grams of "impact carbs" but packs 270 calories. And calories do count!

How are food ingredients changed to give a lower "net carb" value?

By adding fiber similar to Metamucil, adding fat, adding sugar substitute or sugar alcohols, and/or replacing wheat flour with soy flour.

Caution – not all changes are good! Sugar substitutes and soy flour change taste. FAT ADDS CALORIES.

Remember calories do count even if blood sugars do not go up!