

## The "Health" Food Scam...

(Companies that advertise their product as “healthy”, when it's not...)

As I watch the morning news, or children programming with my girls, I notice how some commercials portray foods that are healthy. Well by nature I know that they're not, but a lot of people don't. Let take a look at a few of these.

**Kellogg's Frosted Flakes:** On their commercial they target athletic children and portray their product will help your child do better in sports with increased energy. Who doesn't want their child to do better in sports? So eat Kellogg's Frosted Flakes and they will have all the energy possible and do great. Right? Wrong!

Let's look at the nutrition facts panel from their website:

Without milk ¾ Cup Serving

110 calories, 1 gram of protein, 27 grams of carbs including 11 grams of sugar, 1 gram of fiber and 15 grams of "other" sugars. Zero fat.

The second ingredient is sugar and the fourth is high fructose corn syrup.

Let's look at another supposedly "healthy" cereal, then a generally accepted non healthy one and compare.

I don't want to seem to pick on Kellogg's, but it just happens to be the cereals' I have picked.

**Kellogg's Special K with Fruit and Yogurt:**

Without milk ¾ Cup Serving

120 Calories, 2 Grams of Protein, 27 grams of Carbs including 3 grams of fiber (better), 10 grams of sugar and 14 grams of "other" carbs, 1 gram of fat.

The third ingredient is sugar.

These cereals, while I would not consider them “Healthy”, could be much worse. But let's compare these to one that is assumed to be not “Healthy”

**Fruity Pebbles by Post Cereals:**

Without Milk ¾ Cups Serving

120 calories, 1 gram of protein, 26 grams of carbs, including 11 grams of sugar, 1 gram of Fat.

The second ingredient is sugar, followed by hydrogenated oil.

All three cereals are about the same.

Another commercial states that their product has so many grams of whole grain. Then they say that those who eat whole grain tend to weigh less. So my question is: Do they weigh less because they eat whole grain, or because those who pay more attention to what they eat, include whole grains in their diet and tend to weigh less simply because they watch what they eat. I would lean toward the latter.

Don't fall for the advertising hype. Don't believe what you read in magazines. The "job" of magazines is to sell advertising, not to educate you on exercise or diet.

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