



gh



UBSCRIBE

HOME IDEAS

FOOD

BEAUTY

EASTER IDEAS

PRODUCT REVIEW



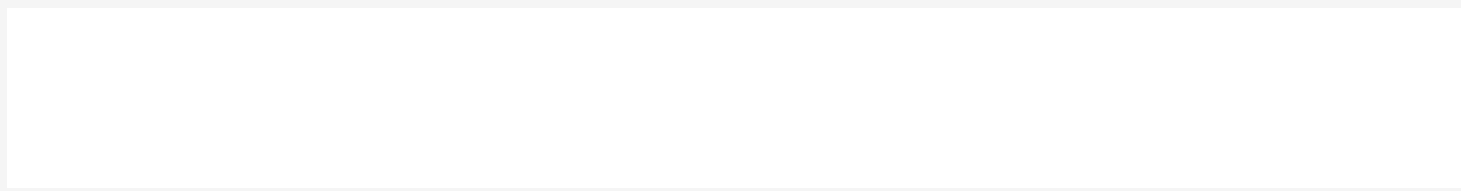
Why The Oscars' Moonlight Mix-Up Happened



FDA Warns Against These Teething Tablets



35 Most Scandalous Oscars Dresses of All Time



Sorry, But Naked Juices Aren't as Healthy as You Think

One of these smoothies has more sugar than a can of soda.





Courtesy of PepsiCo



By Cory Stieg OCT 5, 2016

3.4k



A bottle of Naked Juice might seem pretty healthy — they're brightly colored and printed with fruits and veggies — but yesterday PepsiCo was sued by the Center for Science in the Public Interest (CSPI) for misleading consumers with claims that the drinks are healthier than they actually are, [according to Business Insider](#).

The CPSI argues that Naked Juices uses deceptive terms and taglines like "only the best ingredients" or "the goodness inside" to market the juices and smoothies, when really they're just made from cheap, nutrient-poor fruit juices. Oh, goodness.

ADVERTISEMENT - CONTINUE READING BELOW





[melsie2978](#)



Naked Juices also rattle off the impressive list of different fruits and vegetables that are jam-packed into the drinks on the side of the bottle. For example, Naked claims that a 15.2 ounce bottle of **the Pomegranate Berry Pure Fruit drink** has 1½ pomegranates, 23 blueberries, ½ apple, 34 red grapes and 34 white grapes inside.

They also label that the juices have "No Sugars Added," which could very well be true, but even without **added sugars**, all that fruit adds up to about 61 grams of sugar, which is **20 more grams of sugar** than a 12 oz. can of regular Pepsi soda. The first ingredient on the alleged "Pure Fruit" drink is also, "pomegranate juice from concentrate," not even real pomegranates — womp, womp.



Cory Stieg

"Unfortunately, these products not only lack substantial nutritional value, but the marketing tactics mask what the product actually is — a sugary beverage, similar in nutritional composition to soda," says **Jackie London, MS, RD, Nutrition Director** at the Good Housekeeping Institute.

London also says the bigger issue is that the **FDA needs to reexamine its definition** of the claim, "No

Sugar Added" on food labels. "About 67% of Americans are overweight or obese, so convincing consumers that it's safe and healthy to eat non-nutritive sources of concentrated, naturally-occurring sugar, and added sugars in the form of 'fruit juice puree' or 'fruit puree' it simply irresponsible," she says.

PepsiCo told us in an email that the CSPI's lawsuit is "baseless," and ultimately stood by their ingredients and marketing strategies. "All products in the Naked portfolio proudly use fruits and/or vegetables with no sugar added, and all Non-GMO claims on label are verified by an independent third party," they said in an e-mail. "Any sugar present in Naked Juice products comes from the fruits and/or vegetables contained within and the sugar content is clearly reflected on label for all consumers to see."

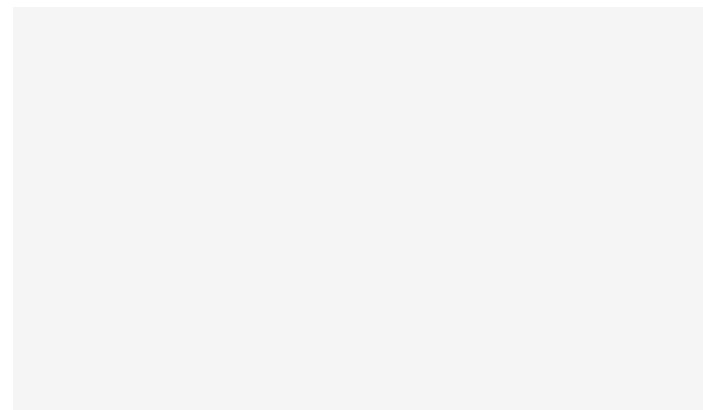
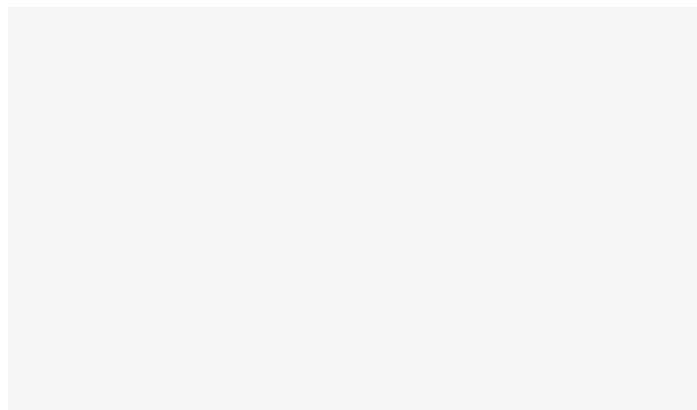
Ultimately, the CPSI would like PepsiCo to pay back customers who have purchased Naked Juice beverages, as well as adjust its marketing to be more transparent.

Naked Juice drinks are most definitely a no-no, but London points out that even when you **drink a fresh-squeezed fruit or vegetable juice**, you usually drink way over the recommended ½ cup or four ounce serving size. "Plus, the concentrated sugar in juice is still higher in calories and lower in nutritional value than eating a whole fruit," she says. "You're much better off eating whole produce, which is chock-full of filling fiber and a slew of antioxidants, vitamins and minerals that are crucial to maintaining and promoting health." Sorry, folks, that's just the naked truth.

SIGN UP FOR THE GOOD HOUSEKEEPING NEWSLETTER!

ADVERTISEMENT - CONTINUE READING BELOW

MORE FROM GOOD HOUSEKEEPING:



25 Best Whole-Grain Cereals to Add to Your Grocery List

8 RD-Approved Snacks to Snag on Your Next Supermarket Trip

MORE FROM AROUND THE WEB

Sponsored Links by Taboola 

Here's Why Everyone's Obsessed With These Socks

Sponsored by Cup of Jo for Bombas Socks

Shop The Fashion Lover's Top Seasonal Trends Now

Sponsored by Barneys New York

The New 8 At Luk Fu: Unlock The Culinary Secrets

Sponsored by Live! Casino

MORE FROM

DIET & NUTRITION

Pasta Eaters Have Healthier Diets Than Non-

Bad News for People Who Put Milk or Sugar in