

# Nutrition Action

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HEALTH LETTER®  
CENTER FOR SCIENCE IN THE PUBLIC INTEREST

# UNDER THE RADAR

What made you buy (and eat) that

**T**he food environment has become a tsunami," says Deborah Cohen, senior researcher at the RAND Corporation.

"It assaults us at every turn in ways we cannot ignore, stimulating us to feel hungry or at least think about eating."

Few people want to put on extra pounds or boost their risk of heart disease, diabetes, or cancer. So why can't we just turn away?

"We have a shockingly limited capacity to make thoughtful, mindful decisions about what we eat," says Cohen. "Instead, eating happens without our full awareness."

It's under the radar...and companies take full advantage of that.

*Continued on page 3.*

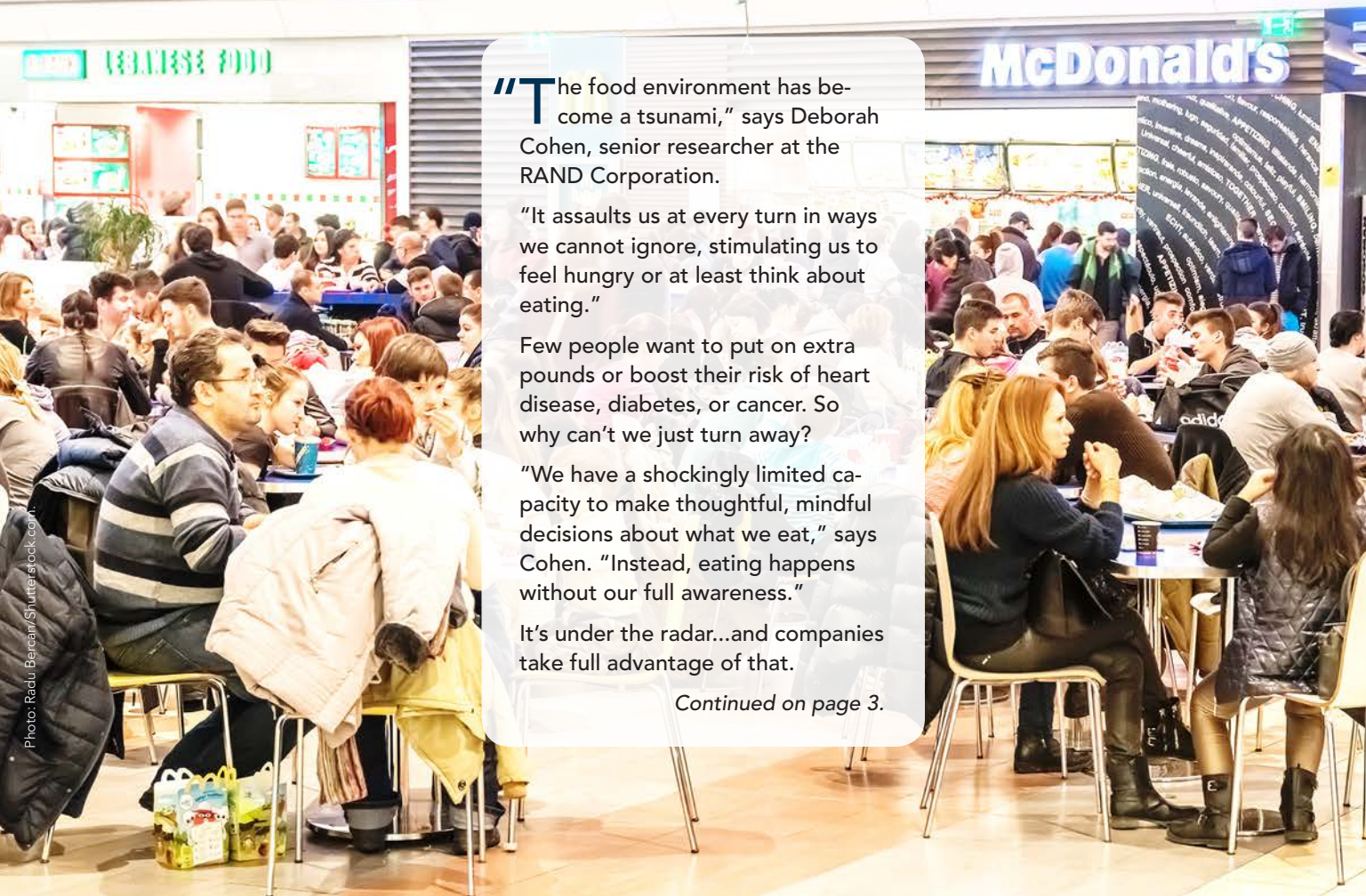


Photo: Radu Berceanu/Shutterstock.com

MEMO FROM MFJ

# Good Guidance?



Every five years, the government issues new *Dietary Guidelines for Americans*. The report is crucial because it not only informs health officials, the media, and the public, but also affects standards for school meals and other programs.

The 2015–2020 *Guidelines* was published in January. Much of its bottom line—eat more vegetables, fruits, whole grains, low-fat dairy, seafood and other healthy protein foods and less sugar, saturated fat, and salt—is the same as ever. If people just stuck to that advice, they would be far healthier.

Beyond that, though, the report is like the classic story of the Blind Men and the Elephant. People can take from it what they want.

For example:

■ **Added sugars.** For the first time, the *Guidelines* advises people to consume no more than 10 percent of their calories from added sugars. (We now average about 13 percent.) The report emphasizes that added sugars squeeze healthier foods out of the diet. But it also says that sugary diets promote heart disease, obesity, type 2 diabetes, and tooth decay. That makes it almost certain that the Food and Drug Administration will soon require “added sugars” to be listed on Nutrition Facts panels.

■ **Sodium.** Like the previous report, the new one emphasizes consuming less than 2,300 milligrams of sodium a day. (We’re now averaging about 3,500 mg.) But the 2010 *Guidelines* also emphasized that African-Americans, people with hypertension, and everyone over 50—half of all adults—should consume no more than 1,500 mg a day, a very ambitious goal.

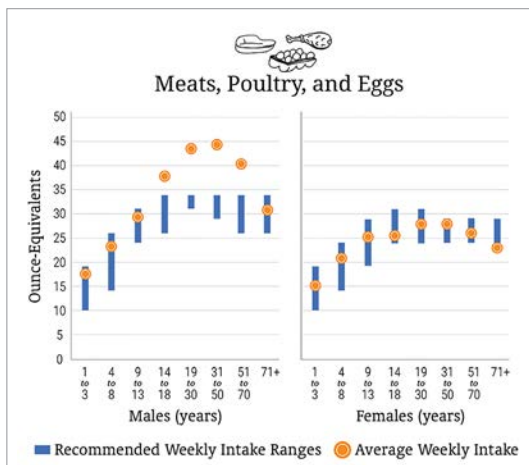
The retreat in the 2015 *Guidelines* made the food industry happy. However, buried in the text, the new report says that people with hypertension or prehypertension would be better off getting 1,500 mg of sodium a day. That’s two out of every three adults.

■ **Meat.** A year ago the government’s Dietary Guidelines Advisory Committee recommended that people eat a diet “lower in red and processed meat” to protect both their health and the environment. (Raising livestock uses huge amounts of land, water, and energy, and feedlots spew out air and water pollution.) The meat industry lobbied furiously to kill that advice.

Well, the big print in the 2015 *Guidelines* doesn’t recommend eating less meat, and the planet’s health is never mentioned. Chalk up a big win for the meat lobby.

But the *Guidelines* does say that diets lower in red and processed meat are linked to a lower risk of heart disease, cancer, diabetes, and obesity. And it advises teenage and adult males—the biggest meat eaters—to eat less meat (and poultry and eggs). Chalk one up (in smaller print) for sound science.

Thanks to industry lobbying, Congress gave the National Academy of Medicine \$1 million to study the process of producing the *Guidelines*. That’s an opportunity for mischief, and we’ll be monitoring the NAM as it proceeds.



Who eats too much or too little of what? Find out at [health.gov/dietaryguidelines/2015/guidelines](http://health.gov/dietaryguidelines/2015/guidelines).

Graph: [health.gov/dietaryguidelines/2015/guidelines](http://health.gov/dietaryguidelines/2015/guidelines)

Michael F. Jacobson, Ph.D.  
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# UNDER THE RADAR

## What made you buy (and eat) that



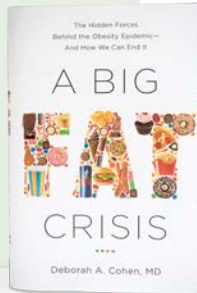
### Deborah Cohen

is a physician and senior natural scientist at the RAND Corporation, a nonprofit research organization. She is the author of

*A Big Fat Crisis:*

*The Hidden Forces Behind the Obesity Epidemic—and How We Can End It* (New

York: Nation Books). Cohen has served on technical and advisory panels for the National Institutes of Health and the Centers for Disease Control and Prevention. She spoke to *Nutrition Action's* Bonnie Liebman.



## IN THE SUPERMARKET

**Q: Are we fully aware of what makes us buy or eat the foods we do?**

**A:** We think that our choices are thoughtful and deliberate, and that we know what we're doing. We think that what we eat is under our control, but it isn't. Much of what we do is automatic and done without much thought.

When you talk to people about their goals, no one wants to overeat or get chronic diseases. But it's just too difficult for most people to defend themselves against the ubiquitous cues that make us eat too much.

Some people can do it. But most people are overwhelmed with too many responsibilities. Most of us have a lot on our minds. It's too much effort to track everything. And it's a huge burden that people didn't have to face in the past.

**Q: What influences us in the store?**

**A:** The industry has all kinds of techniques to make us feel like we have to buy

something right now or we'll lose out on an opportunity.

They may say that it's a time-limited special. Or they may suggest the quantity to buy by offering three items for the price of two, or 10 items for \$10.

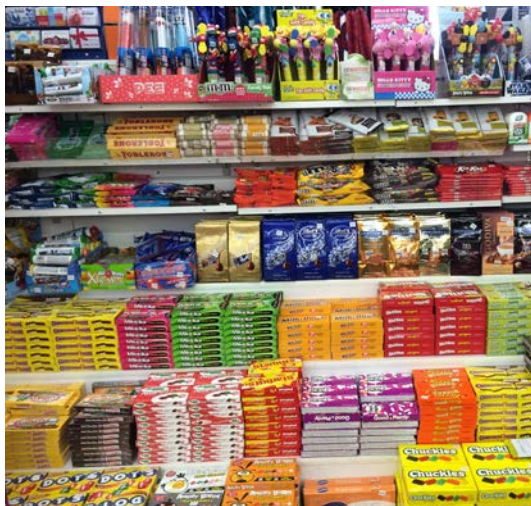
Those techniques encourage us to buy more, and when we buy more, we often end up consuming more.

**Q: Do we buy more food in some areas of the store?**

**A:** People pay more attention to food at the end of the aisles. When the industry discovered that, end-of-aisle real estate became more valuable.

It started in the '80s when supermarkets had an explosion in fees that companies pay to put their products in prime locations. The food at

the end of the aisle may or may not be on sale. It's only there because manufacturers know that the location increases sales. But most people don't know that.



Why do stores like Bed Bath & Beyond sell candy? Our report, *Temptation at Checkout*, tells all ([cspinet.org/temptationatcheckout](http://cspinet.org/temptationatcheckout)).

And, of course, food at eye level sells better than food on a high or low shelf.

**Q: Does decision-making wear us down as we shop?**

**A:** Yes. We have a limited thinking capacity, so as we use our brains more and more, our ability to think carefully and calculate and analyze is worn down. That's when we make quick decisions based on the superficial characteristics of foods.

At first, we may spend a long time figuring out what to buy, but after we're running out of time or we're too busy, or our brains are overloaded, we pick foods based on appearance or convenience.

Supermarkets take advantage of that decision fatigue by selling candy and chips at the cash register. That's one of their impulse marketing techniques.

**Q: What's the evidence that we get worn down?**

**A:** In one study, researchers randomly assigned people to memorize either a two-digit number or a seven-digit number, and then offered them either chocolate cake or fruit salad.

The group that had the seven-digit number was 50 percent more likely to choose the cake. Memorizing a bigger number exhausted their mental reserves, so they resorted to impulse.

**Q: Does our self-control also get worn down?**

**A:** Yes. In one study, everyone was told to skip a meal before an experiment. Two groups were told to wait in a room with freshly baked chocolate chip cookies, chocolate candies, and radishes before being asked to solve a puzzle.

One of those groups was told to taste the radishes, but not the cookies or candies. The second group was told to taste the cook-



ies and candies. A third group was asked to solve the puzzle without waiting in the room with the food.

The second and third groups worked on the puzzle for about 20 minutes. But the first group—which had to resist temptation—gave up after just eight minutes.

### Q: They got tired?

**A:** Yes. Our self-control can fatigue just like a muscle. Researchers showed an emotional scene from the movie *Terms of Endearment* to women, and asked half of them to control their feelings during the scene.

Afterwards, the women who were told to suppress their emotions ate 55 percent more ice cream than the others. Decision-making, thinking, concentrating, and exerting self-control use up our mental energy.

### Q: Can variety make us eat more?

**A:** Yes. One study gave one group of people a single type of pasta and another group three different shapes of pasta. The group with more variety ate more, even though all the pastas tasted the same. It doesn't have to be true variety. Just the appearance of variety makes us eat more.

### Q: So we have five kinds of Oreos?

**A:** Yes. Just changing the name or flavors or shapes of things makes people think they're different. And that attracts us.

I'm not recommending a monotonous diet. That's boring. We need variety so that we can get different nutrients from different vegetables—broccoli, eggplant, kohlrabi, rutabagas, mushrooms—instead of just one type of vegetable. Five kinds of potato chips doesn't give us that variety.

## EATING OUT

### Q: What makes us eat more when we eat out?

**A:** Bigger servings. Restaurants typically serve us more calories than we can burn, and people are eating out more often.

A recent Cochrane review examined 72 studies and concluded that if you serve people larger portions, they eat more. It's automatic.

We don't pay attention to how much we eat because we don't have to. We can eat while we talk to a dinner companion, watch TV, or drive. We eat the food that's in front of us. We're not counting spoonfuls. We don't notice the difference between the amount of food in a larger or smaller bowl.



Costco is a supermarket, but it also sells a ¼ pound hot dog and a 20 oz. soda with free refills for just \$1.50.

### Q: We don't rely on hunger or recall how much we've recently eaten?

**A:** Right. In one study, researchers gave people pizza for lunch and then offered them cookies at 3 p.m. Before they served the cookies, they asked half of the participants to write down their thoughts about the pizza. That group ate fewer cookies, probably because they remembered how much pizza they had eaten.

### Q: How else do restaurants encourage us to eat more?

**A:** Combo meals. People like them because they look like a better value, and you may save some money compared to ordering items separately.

But people also order a combo meal because they have to make only one decision. If they didn't get a combo with a burger,

fries, and Coke, they'd have to make three decisions.

One study found that if people had to order foods separately, in most cases they'd order only two of the three items in the combo. They'd skip either the fries or the soda and end up saving money and getting fewer calories.

### Q: How do menus push us to buy certain foods?

**A:** Companies use eye-tracking equipment to see how people scan a page, so they know that where on the menu a dish appears influences what people choose.

For example, the upper right-hand corner is known as the "sweet spot." Newspapers put the big news in the upper right-hand corner of the front page because that's where people look first.

Or, menus might put an expensive item next to another dish that's even pricier, so the first item looks more reasonable.

Restaurants also know that people are more likely to choose things that are listed first or last in a section. And of course the foods that they highlight or put in boxes get noticed more and get chosen more.

### Q: Do our dining companions influence how much we eat?

**A:** Some studies show that the more people you dine with, the more food you are likely to eat. That's partly because people tend to copy others. If your dinner companion is eating, then you'll eat, too. You might be finished, but if someone else picks up a roll or a french fry, you might do the same.

People are generally not aware of their mimicking behavior, but it's hard-wired. It has to do with socializing and fitting in.

### Q: Which is good for survival?

**A:** Yes. It turns out that when we mimic other people, they like us more. In one study, when salespeople mimicked customers, the customers drank more of a sports drink. And when the salespeople showed the opposite body language of the customers, the customers drank less

and had less positive feelings about the salespeople.

**Q: Do we know we're mimics?**

**A:** No. In one study, researchers showed people a video where the experimenter was either eating Goldfish or animal crackers. People had bowls of each in front of them, and they were more likely to choose the same item that the experimenter was eating...without realizing it. We have no insight that we do that.

**Q: Many of us remember when food wasn't sold everywhere, 24/7.**

**A:** Yes. I'm 60, so I remember how things were before the obesity epidemic, which started around 1980. When I was in medical school at the University of Pennsylvania in the late '70s, there were very few places to eat around campus. College students just had a dining hall. If you didn't get there between 5:30 and 7 p.m., you didn't get dinner that night.

**Q: It's not like that anymore?**

**A:** No. In 2008, I went back to Penn to visit. It was astounding. The university boasts 61 places to eat within walking distance and more than 90 food trucks and carts on or next to the campus.

Food used to be prohibited in the library. Now there is a café there and in some classroom buildings. Fast food outlets like Chick-fil-A, Subway, Jamba Juice, Starbucks, and Top This, a burger chain, are on the main path through campus.

**Q: And not just on college campuses.**

**A:** Right. When I was a kid, gas stations only sold gas. Now there is a convenience store in almost every one. Stores that have nothing to do with food now sell food. Who would think you could get sodas and candy and chips near the checkout at the hardware store?

Car washes never sold food in the '50s and '60s. Bookstores had no food. Now they have coffee shops. Even some women's lingerie and men's departments at Macy's sell candy at the cash register. Food is all over the place. And it's mostly processed, non-perishable food, which is

usually the worst for our health.

**Q: And it's hard to resist?**

**A:** Yes, it's much harder for people to refuse food than to accept it. It takes an effort to say no, whereas yes is automatic.

**Q: Why?**

**A:** If we didn't feel hungry when we saw food, we wouldn't eat and we wouldn't have survived as a species. We don't have to learn to feel hungry. It's built in. If we haven't eaten for some time, our stomachs growl, we may start getting a headache or a little shaky. These built-in mechanisms make sure that we eat so we survive.

But now we don't rely on those mechanisms because food is everywhere. The smell or the sight of food can make us hungry. All these cues make us feel like it's time to eat.



Why would Pepsi pay Beyoncé \$50 million to appear in ads like these? If people like Beyoncé, they'll like Pepsi.

**Q: And we don't realize it?**

**A:** Right. Our brains are wired so that something like food, especially if it's novel, gets us excited and creates a craving or desire to act. We may think that we're independent of our environment, but we're not. We see something, and we react to it, because our bodies fire up these neurohormones.

Have you ever reached for a food on the table and then thought, "What am I

doing?" You didn't want to eat the food, but you just did it automatically.

## ADVERTISING

**Q: How do ads influence us?**

**A:** They can use priming, for example. That's when something conjures up a memory that later influences you. So if an ad reminds you of something from your childhood, you might suddenly be interested in candy or other foods you liked when you were a child. That's because you were primed to think about your childhood.

**Q: And we aren't aware of it?**

**A:** No. It only works if we're not aware of it. Eye-tracking studies have found that people reading a magazine or looking at a website can't accurately recall the ads in the sidebars. Yet when asked to select items to buy from a list, people are more likely to choose items that were in the ads.

**Q: Do ads with happy people make us more likely to buy?**

**A:** Yes, and supermarkets and restaurants also take advantage of that. They encourage the staff to be friendly and smiling. It makes people less suspicious. When people are less cautious or careful, they may be less critical, so they buy more.

**Q: How else do ads persuade us?**

**A:** Some use classical conditioning techniques. The best-known example is Pavlov, the Nobel Prize-winning Russian physiologist who rang a bell every time he gave his dogs food. Eventually, the dogs would salivate when they heard the bell whether or not he gave them food.

That underlies a lot of the food industry's advertising. Ads use celebrities or athletes to promote a beverage. We associate that beverage with the celebrity, so the feelings you have for that celebrity, you now have for that beverage.

When Pepsi gave Beyoncé a \$50 million contract in 2013, the company hoped her fans would consider the soda as alluring as the singer. That's basically classical conditioning. 🍷

# SERVINGS ON STEROIDS

BY BONNIE LIEBMAN & JAYNE HURLEY

**W**hat's a serving of pizza, steak, or orange juice? How big should a sandwich, cookie, or brownie be? The servings at some leading restaurant chains (the left photo of each pair) make the (supposedly typical) serving sizes on food labels (the right photos) look like items on the kids menu. Could super sizes have something to do with the obesity epidemic? Nah.

*(Note: Serving-size weights are based on an average of samples we purchased or, when available, are from the companies.)*

*The information for this article was compiled by Camilla Peterson.*



730 calories  
11 oz.

330 calories  
5 oz.

### Panera Bread Sierra Turkey Sandwich

What the U.S. Department of Agriculture calls a sandwich is closer to a *half* sandwich at Panera and many other chains. Expect more bread, more filling...and more you.



380 calories  
3 oz.

180 calories  
1.4 oz.

### Starbucks Double Chocolate Chunk Brownie

The good news: Starbucks' brownies are smaller than they used to be (and smaller than those at Panera, Au Bon Pain, and many other chains). The bad news: they're still too big.



960 calories  
2 cups

480 calories  
1 cup

### Olive Garden Lasagna Classico

According to the USDA, the serving size for any "mixed dish measurable with a cup" is, well, a cup. Tell that to Olive Garden or the other chains where a serving of lasagna can be two cups or more.



950 calories  
14 oz. (regular)

200 calories  
3 oz.

### Five Guys Fries

The Food and Drug Administration says that a serving of fries is just 3 oz.—about what you'd get in a McDonald's small. At trendy chains like Five Guys, a regular fries is 14 oz. Yes, almost a pound. Think that's unrealistic? A large is 21 oz.



340 calories  
24 fl. oz.

110 calories  
8 fl. oz.

### Einstein Bros Bagels Orange Juice

The FDA says that the serving size for juice is 8 fl. oz. Tell that to chains like Einstein (aka Noah's Bagels on the West Coast), where the OJ is 16 fl. oz. Einstein even has a 24-ouncer. Oy!

Photos: Stephen Schmidt/CSPI.

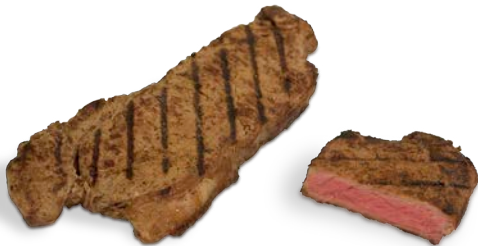


**700 calories**  
16 fl. oz. (medium)

**350 calories**  
8 fl. oz.

**McDonald's McCafé Chocolate Shake**

Even a small McDonald's shake is 12 fl. oz. A large is 22 fl. oz. (A large Chocolate Shake has 850 calories, more than any burger on the menu.)



**620 calories**  
11 oz. (14 oz. raw)

**170 calories**  
3 oz. (4 oz. raw)

**Outback Steakhouse New York Strip**

The USDA says that a typical serving of meat is 4 oz. raw, or 3 oz. cooked. That may work for some hamburgers, but most steaks weigh 6 to 16 oz. raw. At Outback, the Porterhouse comes in at 24 oz. Sheesh.



**820 calories**  
9 oz.

**360 calories**  
4 oz.

**IHOP Harvest Grain 'N Nut Pancakes**

Who can afford 800+ calories' worth of mostly white-flour pancakes? (We're guessing it's mostly white. The company wouldn't tell us.) And that's without butter or syrup. Yet the chain's New York Cheesecake Pancakes, at 1,030 calories, manage to beat them. Thanks, IHOP.



**400 calories**  
3 oz.

**130 calories**  
1 oz.

**Panera Bread Oatmeal Raisin Cookie**

Remember when nearly all cookies were the diameter of an Oreo? Then restaurants started selling cookies on steroids. Now they seem normal.



**820 calories**  
12 oz.

**340 calories**  
5 oz.

**Qdoba Adobo Chicken Grilled Quesadilla**

If an entrée isn't "measurable with a cup," its serving size is 5 oz., says the USDA. Really? How many people eat less than half of Qdoba's (or any other chain's) Quesadilla?



**1,330 calories**  
13 oz.

**510 calories**  
5 oz.

**California Pizza Kitchen Margherita Crispy Thin Crust Pizza**

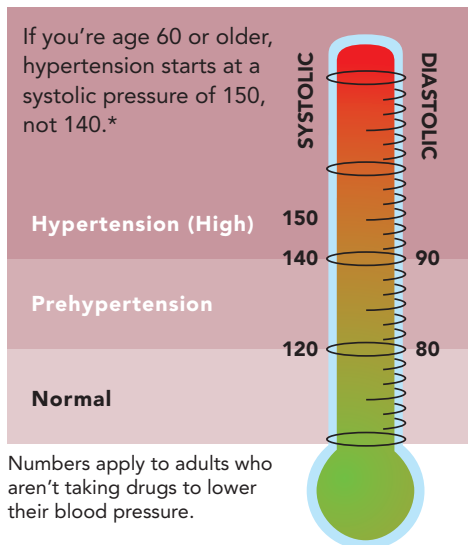
At chains like California Pizza Kitchen, no one shares a pizza any more than they'd share a plate of pasta. And the calories top 1,000, even in a meat-free thin-crust pie. At Uno, an individual deep-dish pizza ranges from 1,500 to 2,300 calories. 🍕

# Blood Pressure Basics



## HOW HIGH IS HIGH?

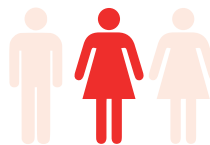
If you're age 60 or older, hypertension starts at a systolic pressure of 150, not 140.\*



Numbers apply to adults who aren't taking drugs to lower their blood pressure.

\* A recent study found that lower blood pressures are better, even for older people. That may lead researchers to consider whether to start treating older people at 140, not 150.

Sources: *N. Engl. J. Med.* 373: 2103, 2015 and *JAMA* 311: 507, 2014.



**1 out of 3** adults have hypertension

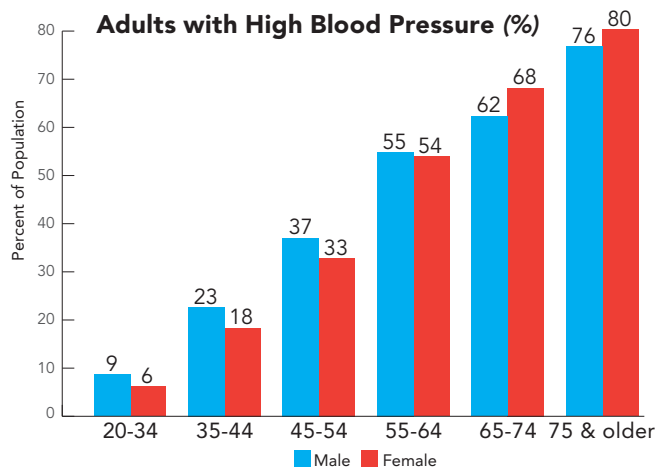
Half of them still have blood pressure that's too high, even though they're being treated.



**1 out of 3** adults have prehypertension

People with prehypertension already have an increased risk of stroke and heart attack.

Source: *Circulation* 2015. doi:10.1161/CIR.0000000000000350.



Is your blood pressure normal? Odds are, it will climb as you get older.

Source: *Circulation* 2015. doi:10.1161/CIR.0000000000000350.

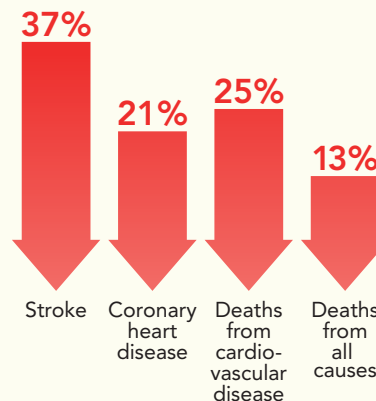
## WHAT WORKS?

Here's roughly how much of a drop in blood pressure you can expect from changes in diet and exercise.

Advice	Details	Typical Drop in Systolic Blood Pressure
Follow a DASH diet (see Mar. 2015 cover story)	Eat a diet: <i>rich</i> in vegetables & fruits <i>that includes</i> whole grains, lowfat dairy, poultry, fish, beans, nuts, & oils <i>low</i> in sugar & red meat	5 to 6 points
Cut sodium	Reduce intake by about 1,150 milligrams a day	3 to 4 points
Lose excess weight	For every 5% of excess weight you lose	3 points
Exercise	Do at least 40 minutes of aerobic activity (like brisk walking) 3 to 4 times a week	2 to 5 points

Sources: *J. Am. Coll. Cardiol.* 63: 2960, 2014 and *Circ.* 129: S102, 2014.

## Curbing the population's average systolic blood pressure by only 12 to 13 points could reduce:



Lowering blood pressure also lowers the risk of memory loss, kidney disease, and erectile dysfunction.

Source: [cdc.gov/bloodpressure/infographic.htm](http://cdc.gov/bloodpressure/infographic.htm).



# UNDER PRESSURE

Have prehypertension? Supplements may not help.

BY DAVID SCHARDT

If you've changed your diet and you've lost weight and you still have high blood pressure, your doctor is likely to prescribe drugs to lower it.

If you have prehypertension, though, you might be tempted by supplements with names like Blood Pres-

sure Balance, Blood Pressure Manager, and Blood Pressure Formula.

Can they keep your blood pressure below 140 over 90 (150 over 90 if you're 60 or older)? Here's what we know about some of their key ingredients.

## OMEGA-3S



**Modestly effective.** Taking DHA and EPA (the omega-3 fats in fish oil) every day for two to six months lowered systolic pressure (the higher number) by an average of 2.6 points in people with hypertension, according to the most recent meta-analysis of eight studies.<sup>1</sup> The studies tested an average of about 3 grams (3,000 milligrams) of DHA plus EPA. Some people may experience belching and a fishy taste,

depending on the brand, when they take fish oil.

<sup>1</sup> *Eur. J. Prev. Cardiol.* 20: 107, 2013.

## COENZYME Q10

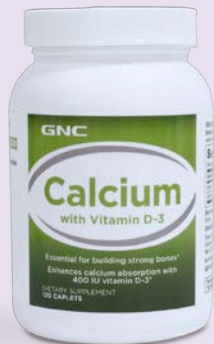


**Unclear.** Most studies of CoQ10 (an antioxidant that our bodies produce naturally) have been flawed or unreliable. The handful that weren't produced inconsistent results in small numbers of participants.<sup>1</sup> The most recent: 30 people with an average systolic pressure of 148 who took 200 mg of CoQ10 every day for three months had no lower blood pressure than when they took a placebo for three months.<sup>2</sup>

<sup>1</sup> *Cochrane Database Syst. Rev.* 12: CD010405, 2014.

<sup>2</sup> *Am. J. Hypertens.* 256: 261, 2012.

## CALCIUM



**Ineffective.** In the Women's Health Initiative trial of 36,000 postmenopausal women, those who were given 1,000 mg of calcium (plus 400 IU of vitamin D) every day for roughly seven years had no lower blood pressure than those who were given a placebo. That was true for women with normal as well as high blood pressure.<sup>1</sup>

<sup>1</sup> *Hypertension* 52: 847, 2008.

## VITAMIN D



**Ineffective.** Vitamin D struck out in two large trials last year. In one, U.S. researchers gave a daily dose of 400 IU or 4,000 IU to 455 men and women with systolic blood pressure of 120 to 159 and low blood levels of vitamin D. After six months, pressure hadn't budged in either group.<sup>1</sup> In the second study, Austrian researchers gave 2,800 IU a day or a placebo to roughly 200 men and women with hypertension. After two months, blood pressure remained the same in both groups.<sup>2</sup>

<sup>1</sup> *Circulation* 131: 254, 2015.

<sup>2</sup> *Hypertension* 65: 1195, 2015.

## GARLIC



**Unclear.** The six studies that gave garlic supplements to people with hypertension (but not prehypertension or normal pressure) were of "low methodological quality," according to a review by Dutch researchers.<sup>1</sup> Their conclusion: "In our view, use of garlic cannot be recommended...for hypertensive patients."

<sup>1</sup> *J. Med.* 67: 212, 2009.

## MAGNESIUM



**Unclear.** In a meta-analysis of 22 studies, taking an average of 410 mg a day of magnesium for one to six months lowered systolic blood pressure by 3 to 4 points.<sup>1</sup> However, some of those studies weren't top-notch. The evidence for magnesium is "weak" and "poor quality," concluded a review of 12 studies by the well-respected Cochrane Collaboration.<sup>2</sup>

The National Academy of Medicine has set the maximum safe intake of magnesium from supplements at 350 mg a day, because higher levels may cause diarrhea. 🍌

<sup>1</sup> *Eur. J. Clin. Nutr.* 66: 411, 2012.

<sup>2</sup> *Cochrane Database Syst. Rev.* 3: CD004640, 2006.

# How to Succeed in the Supplement Business Without Really Trying

BY DAVID SCHARDT

It's quick, it's easy, you don't need a license, you don't have to know any science, you won't be bothered by pesky inspectors...and you can rake in the cash without getting out of your fuzzy bunny slippers. How to get started? There are plenty of ebooks and websites that will be happy to help you...for a price. Here's a guide.

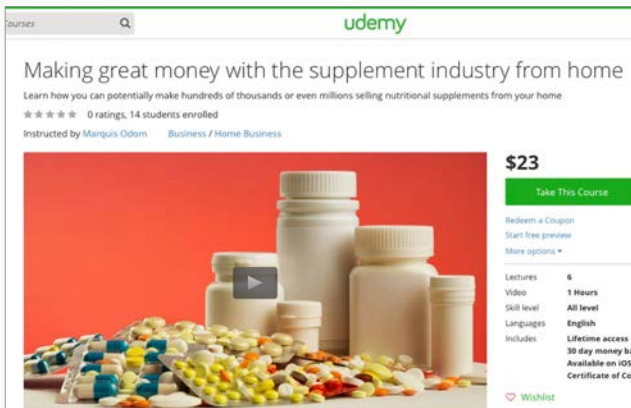
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| 6. V - Power 4 Men       | \$11.00 |
| 7. Mega Multi-Vitamin    | \$11.00 |
| 8. Max Energy            | \$11.50 |
| 9. XXX-Tend 4 Men        | \$11.50 |
| 10. Raspberry Ketone     | \$11.50 |
| 11. Libido Formula       | \$12.00 |
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[nutrasites.com/1-bottle-minimum-order-private-label-supplements](https://nutrasites.com/1-bottle-minimum-order-private-label-supplements)

6. Seen a "miracle" supplement on Dr. Oz? Why buy it...when you can sell it!



[doctorvitaminstore.com/DrOzProductList.html](http://doctorvitaminstore.com/DrOzProductList.html)

7. Want to cut costs? You can buy in bulk direct from China.

\$0.04	\$0.03
5000 - 19999	20000 - 79999

Min. Order Quantity: 5000 Piece/Pieces  
Supply Ability: 10000000 Piece/Pieces per Week Supply label  
Port: Guangzhou  
Payment Terms: T/T, Western Union, MoneyGram

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[alibaba.com/product-detail/Hot-selling-best-price-dietary-supplement\\_60373939796.html?spm=a2700.7724838.30.355.Ss3mRz](http://alibaba.com/product-detail/Hot-selling-best-price-dietary-supplement_60373939796.html?spm=a2700.7724838.30.355.Ss3mRz)

8. Don't worry about quality. The supplier has "proof."



[alibaba.com/product-detail/2013-Bulk-Dietary-Supplements-for-Boday\\_1129000123.html?spm=a2700.7724838.30.36.plExZe&s=p](http://alibaba.com/product-detail/2013-Bulk-Dietary-Supplements-for-Boday_1129000123.html?spm=a2700.7724838.30.36.plExZe&s=p)

9. Good news: Amazon will store your inventory and ship the bottles to your customers.

[7pillarsofsellingonline.com/how-to-sell-on-amazon-the-best-kept-secret](http://7pillarsofsellingonline.com/how-to-sell-on-amazon-the-best-kept-secret)

10. You can also set up your own online store.

[nutrasites.com/blog/page/2](http://nutrasites.com/blog/page/2)

11. Pictures of "doctors" add credibility.



[© Monkey Business/fotolia.com](http://Monkey Business/fotolia.com)

12. Make sure you use a toll-free number instead of a mailing address. That makes it harder to track you down.

[nutrasites.com/blog](http://nutrasites.com/blog)

13. Your pills don't work? Don't feel guilty. The label warned customers that the FDA doesn't evaluate supplement claims, right? 🍌

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

## Rating the Hydraters



No better than water.

Powerade, orange juice, beer, hot black coffee, hot black tea, cold black tea, whole milk, fat-free milk, or Dioralyte, an oral rehydration solution sold by a pharmaceutical company for people with severe diarrhea.

Over the next four hours, urine output was smaller (a sign of better hydration) in the men who drank the Dioralyte or either milk—the three drinks with the most potassium plus sodium—than in the men who drank the ordinary water. However, none of the other beverages hydrated any better than the water.

**What to do:** Any beverage can keep you hydrated, so pick the healthiest. For most people, that's water or unsweetened coffee or tea—or low-fat milk if you prefer—not sugar drinks.

*Am. J. Clin. Nutr.* 2016. doi:10.3945/ajcn.115.114769.

## Don't Overdo Vitamin D

Contrary to expectations, a high monthly dose of vitamin D may make older people no stronger—and instead may make them *more* likely to fall—than a lower monthly dose.

Swiss and U.S. scientists randomly assigned 200 people aged 70 and older who had already experienced a fall to take either a higher dose (60,000 IU) or a lower dose (24,000 IU) of vitamin D once a month. (Researchers sometimes use large monthly doses to raise blood levels quickly.)

Roughly 60 percent of the participants began the study deficient in vitamin D (their blood levels were below 20 ng/mL).

After one year, the higher dose of vitamin D was more likely to raise blood levels to at least 30 ng/mL, the lower limit of the desirable range.

However, 67 percent of the people who got the higher dose—but only 48 percent

who got the lower dose—fell during the study. And the higher-dose group did no better on tests of physical performance (like getting out of a chair, walking quickly, or balancing) than the lower-dose group.

**What to do:** Shoot for the Recommended Dietary Allowance for vitamin D—600 IU a day up to age 70 and 800 IU if you're older. Don't assume that more is better.

The large monthly dose of 60,000 IU may have caused harm that wouldn't have occurred with its equivalent daily dose (2,000 IU). But you're safer with 800 IU a day, which is equal to 24,000 IU a month.

Studies are under way to find out if getting enough vitamin D can lower the risk of heart disease, cancer, diabetes, memory loss, and other health problems. Stay tuned.

*JAMA Intern. Med.* 2016. doi:10.1001/jamainternmed.2015.7148.

## Eggs & Diabetes

Does eating eggs raise the risk of type 2 diabetes, as earlier studies have reported?

Researchers looked at 12 studies that tracked a total of nearly 220,000 people for five to 20 years. In the seven studies that were done in the United States, those who consumed the most eggs had a 39 percent higher risk of diabetes. (The risk started to increase at three eggs per week.)

However, when the investigators looked at the five studies that were done in Finland, France, Japan, and Spain, eggs were not linked to diabetes risk.

Those results suggest that something else about American egg eaters or their diets—like the bacon or sausage that many people eat with their eggs—might explain the higher risk seen in this country.

**What to do:** Don't worry that eggs will raise your risk of diabetes. But (cholesterol-rich) egg yolks may raise your risk of heart disease, especially if you have diabetes (see June 2015, p. 9).

*Am. J. Clin. Nutr.* 2016. doi:10.3945/ajcn.115.119933.

## Diabetes & Memory

Type 2 diabetes appears to raise the risk of memory loss.

Researchers tracked 2.3 million men and women in a total of 14 studies for two to 35 years.

Those with diabetes had about a 50 percent higher risk of Alzheimer's and other non-vascular dementias than those without diabetes. Those with diabetes also were roughly twice as likely to get vascular dementia. Vascular dementia is often caused by mini-strokes in blood vessels that supply oxygen to the brain.

**What to do:** To lower your risk of diabetes, lose (or don't gain) excess weight, eat a healthy diet, and aim for at least 30 minutes of exercise a day (see Jul./Aug. 2014, cover story). 🍌

*Diab. Care* 2015. doi:10.2337/dc15-1588.



# Peas Keepers

BY KATE SHERWOOD

Even if they weren't delicious, peas—snap, snow, frozen fresh, or dried—would be a great way to add protein and fiber to your meal.

Got a question or suggestion? Write to Kate at [healthycook@cspinet.org](mailto:healthycook@cspinet.org).



## Pasta with Green Pea Pesto

- ¼ cup pine nuts
- 1 clove garlic, minced
- ⅓ cup parmesan cheese
- 2 cups fresh basil leaves
- 1 cup frozen peas, divided
- ¼ cup extra-virgin olive oil
- ½ tsp. kosher salt
- Freshly ground black pepper
- ½ lb. whole wheat pasta
- 2 cups snap peas, trimmed
- 2 cups chopped broccolini

Toast the pine nuts in a 300°F oven until browned, 10-12 minutes. • Combine the pine nuts, garlic, parmesan, basil, ½ cup of the peas, and the oil in a food processor. Pulse until uniformly minced. Stir in ¼ cup of water. Season with up to ½ tsp. of salt and black pepper to taste. • Cook the pasta according to the package instructions. • When the pasta is done, stir in the snap peas, broccolini, and remaining ½ cup of peas. Drain well and return to the pot. Stir in the pesto. • Serves 4.

*Per serving (2 cups):* calories 460 | total fat 21 g | sat fat 4 g | carbs 55 g | fiber 10 g | protein 15 g | sodium 410 mg



## Yellow Split Pea & Spinach Stew

- 2 Tbs. extra-virgin olive oil
- 1 large onion, chopped
- 2 large carrots, chopped
- 1 Tbs. paprika
- ½ tsp. ground cumin
- 2 cups yellow split peas, picked over and rinsed
- ½ lb. baby spinach
- 1 tsp. kosher salt
- Freshly ground black pepper

Heat the oil in a large heavy pot over medium heat. Sauté the onion and carrot until lightly browned, 5-7 minutes. • Stir in the paprika and cumin. Cook, stirring constantly, for 1 minute. • Add the split peas and 10 cups of water. Bring to a boil. Stir well and reduce the heat to low. Simmer until the peas have dissolved into a rough purée, about 40 minutes. • Stir in the spinach and cook until tender, 1-2 minutes. Season with up to 1 tsp. of salt and pepper to taste. • Makes about 8 cups. Freezes well.

*Per serving (1 cup):* calories 220 | total fat 4.5 g | sat fat 0.5 g | carbs 34 g | fiber 16 g | protein 11 g | sodium 280 mg



## Chicken & Snow Pea Stir-Fry

- 2 Tbs. peanut oil, divided
- 4 tsp. cornstarch, divided
- ½ lb. chicken breast, cut into small pieces
- ¾ lb. snow peas, strings removed
- ½ red bell pepper, sliced
- 1 cup low-sodium chicken broth
- 2 Tbs. reduced-sodium soy sauce
- 1 tsp. Asian chili sauce
- 1 Tbs. minced garlic

In a medium bowl, mix 1 Tbs. of the oil with 2 tsp. of the cornstarch. Toss the chicken in the mixture until well coated. • Heat the remaining 1 Tbs. of oil in a large nonstick skillet over medium-high heat. When it's very hot but not smoking, stir-fry the chicken until just cooked, about 2 minutes. Remove to a clean bowl. • In the same skillet, stir-fry the snow peas and red pepper for one minute. • In a small bowl, whisk the broth, soy sauce, chili sauce, and garlic with the remaining 2 tsp. of cornstarch. Stir into the vegetables and cook until thickened, 1-2 minutes. • Stir the chicken into the sauce and vegetables. • Serves 2.

*Per serving (2 cups plus ½ cup cooked brown rice):* calories 500 | total fat 19 g | sat fat 3.5 g | carbs 46 g | fiber 7 g | protein 37 g | sodium 680 mg



# Reading the Fine Print

Foods that **sound** healthier than they are

BY JAYNE HURLEY & BONNIE LIEBMAN

**N**o nitrites, no eggs, no gluten, no dairy. More veggies, more greens, more grains, more fruit, more fiber, more protein.

Those are some of the key trends that are driving food marketers. Does any of that matter to your health? Here are nine foods that sound better than they are.

The information for this article was compiled by Camilla Peterson.



Don't be fooled by "No nitrate or nitrite added."

## No Truth Added

"No nitrate or nitrite added," says the Wellshire All Natural Uncured Classic Sliced Turkey Bacon label. The catch: the teeny—and we mean *teeny*—type with the words "except that

occurring naturally in sea salt and celery powder."

So you're still getting nitrates or nitrites, which can form carcinogenic N-nitroso compounds in your gut. Those compounds are partly why the International Agency for Research on Cancer recently concluded that processed meats like bacon cause cancer (see Dec. 2015, cover story).

The USDA has to approve all meat and poultry labels before they hit the market. Wellshire and other producers of "uncured" bacon—like Oscar Mayer Selects and Applegate Naturals—must have a friend in the label-approvals department.

**Bottom line:** Turkey bacon has less saturated fat than pork bacon, but no bacon is nitrate- or nitrite-free.

## Stop on Green

Green smoothies are in. But you may not find many greens in them...or in your wallet after you leave the cash register.

Take Suja's organic juices, which sell for roughly \$5 per 12 oz. bottle at Whole Foods, Safeway, Target, CVS, and other chains. Suja's Easy Greens, Green Charge, Green Delight, Green Supreme, King of Greens, Mighty Greens, Noon Greens, and Probiotic & Greens juices have cheap, nutrient-poor apple juice as the first ingredient.

Suja Power Greens has no apple juice, but it's got more cucumber, celery, and grapefruit juices than juice made from chard, kale, or spinach.

**Bottom line:** Why not *eat* your greens? Leafy greens like kale, spinach, collards, Swiss chard, and turnip and mustard greens are loaded with nutrients like vitamins A, C, and K, folate, magnesium, potassium, calcium, iron, lutein, and fiber. And they're *delish*.



More apple than kale or spinach juice.

## So Mayo

"Better than Mayo," says the Vegenaïse label. "Follow your heart."

"Free from eggs, dairy, soy, preservatives," says Earth Balance Mindful Mayo. And Just Mayo is free of cholesterol, soy, egg, gluten, dairy, and lactose.

If you're vegan (that is, if you avoid meat, dairy, and eggs), you're in luck. Slap some faux mayo in your sandwich, and you're good to go. (Just Mayo was our fave.) If you're not, there's really no reason to abandon your Hellmann's.

Both regular and vegan mayo is mostly oil, water, and vinegar. The main difference? The vegans use pea or soy protein to keep the oil and vinegar from separating. The regulars use egg. (Though not very much. A tablespoon of mayo has just 5 milligrams of cholesterol; a large egg has 185 mg.)

**Bottom line:** Vegan mayos are no healthier than regulars. (Note: light mayos—regular or vegan—trim the 90 calories in each tablespoon of the full-fat versions down to about 35.)



Vegan mayos are no healthier.

## That's It?

"1 apple + 10 cherries in this fruit bar," says the That's It label. "Satisfy hunger and energize with That's It."

Let's give the company some credit. Unlike most "fruit" snacks, That's It contains only fruit and has no added sugar. That's a plus if you're shopping for a fruit bar. But unless you're on a multi-hour hike or bike ride or are traveling someplace where food is unavailable, why not eat some fresh fruit?

An apple you can bite into and a handful of cherries would "satisfy hunger" better than a bar that's maybe a quarter the size of your smartphone. The same goes for the 1 apple + 20 blueberries (or + 3 apricots or + the fruit that's in the other That's It flavors).

**Bottom line:** Eat fresh fruit. Its water and intact plant cells can help fill you up.



A piece of fresh fruit beats a bar—any bar—any day.



## Fooling Around

“Don’t let the name fool you,” says the bag. “They’re delicious.”

That’s a joke, right?

Eat Your Vegetables are “tasty veggie chips” with “8 delicious veggies in every ounce.” Yet the chips have more dried potatoes (technically a vegetable), rice, and oil than “vegetable & bean blend.” Manufacturer Snikiddy should change its name to Sneakiddy.

**Bottom line:** Get your veggies in the produce section, not the chips aisle.

Won’t help you eat your vegetables.

## Coco Loco

“A gazillion percent less cholesterol than butter (in other words, zero),” says the Vita Coco Coconut Oil label. “The new ‘in-gredient’ for cooking, baking, and frying...Take 1-2 teaspoons a day for oil kinds of health benefits.”

First of all, a tablespoon of butter has only 30 milligrams of cholesterol. (You’d get about 80 mg in 4 oz. of cooked salmon.) Butter’s problem is that its saturated fat raises levels of LDL (“bad”) cholesterol in your blood. And coconut oil has more sat fat than butter. While coconut oil also raises HDL (“good”) cholesterol, it’s not clear that raising HDL is a get-out-of-jail-free card.

As for those “health benefits,” coconut oil doesn’t speed up your metabolism, protect against dementia, or fight bacteria and viruses (see Dec. 2014, p. 9). Whether it’s a good moisturizer and hair conditioner, we can’t say.

**Bottom line:** Don’t get caught up in the coconut oil craze. Stick with canola or olive oil for cooking at home.



Canola or olive oil is a gazillion percent better.

## Protein Shakedown

“Get energized with V8 Protein,” says the Chocolate Raspberry V8 Protein Shake package. “We believe that good nutrition comes from a variety and balance of ingredients you know.” Too bad those don’t include raspberry (the “naturally and artificially flavored” on the label is code for “no raspberry inside”).

Instead, each 10 oz. shake has 210 calories’ worth of water, reconstituted sweet potato and carrot juice, sugar, milk protein concentrate, and a bunch of other “ingredients you know”—like processed

fiber, gels, gums, flavors, and added vitamins.

Fun fact: you’d get 10 grams of protein (V8 has 12)—with *no* added sugar—in 10 oz. of low-fat milk.

It’s not just V8. Svelte protein shakes make no explicit weight-loss claims. With a name like that, they don’t have to.

And why would Svelte’s Just Your Style Spiced Chai Organic Protein Shake help slim you down? It’s 260 calories’ worth of



Fat-free milk delivers about the same protein.

soymilk, sugars, processed fiber, vitamins, gums, and flavors. The same 16 oz. of unsweetened soymilk has about the same protein for just 160 calories.

**Bottom line:** Fat-free milk and unsweetened soymilk deliver protein for fewer calories. Just don’t expect them to help you shed pounds. Liquids don’t delay hunger as well as solid foods. And although it’s good to get some protein at every meal, it’s not clear that *extra* protein helps build muscle (see Nov. 2014, cover story).

## Back to What?

“For over 50 years, Back to Nature has passionately created foods with wholesome grains, real nutrition, and the delicious flavors of nature free from artificial ingredients,” says the back of the box.

What’s so wholesome about the white flour, cane sugar, and palm oil in the company’s Classic Creme (think Oreos), Double Chocolate Cherry, Fudge Mint, Fudge Striped, Peanut Butter Creme, Quinoa Cranberry Pecan, or Salted Caramel Pecan cookies?

Some varieties have oats or other whole grains, but most don’t. And the cookies may have no high-fructose corn syrup, but brown rice syrup and cane sugar are no better.

**Bottom line:** Call a cookie a cookie. Don’t kid yourself into thinking that some have “real nutrition.” That goes for cookies by Annie’s and Newman’s Own, as well.



Oreos in drag.

## Candy Scam

“Crispy MULTIGRAINS and soft FRUIT flavored pieces tumbled in smooth dark chocolate,” says the label.

See all the fruit on the back of the bag of Brookside Berry Medley Flavors Crunchy Clusters in Dark Chocolate? It’s just for show. The candies have

more chocolate (Brookside is owned by Hershey), sugar, palm kernel oil, sugary white rice, and a half dozen other ingredients than cranberries. And there are *no* blueberries or raspberries (just juice concentrate).

Label alert: the 190 calories, 7 grams of saturated fat, and 21 grams (5 teaspoons) of sugar listed on the Nutrition Facts panel are for less than a third of the smallish 5 oz. bag.

**Bottom line:** Don’t let candymakers tempt you with promises of fruit or grains. And remember: the word “flavored” probably means you’re not getting what you think you are. 🍌



Ignore the fruit. It’s still just candy.



## RIGHT STUFF



### All's Fairlife...

Got better milk?

**Fairlife Fat Free Ultra-Filtered Milk** has 50 percent more protein and 30 percent more calcium than ordinary fat-free milk.

The secret? As Fairlife's website explains, "the water, minerals, lactose, protein and fat in milk have five different sizes, which allows us to catch them in filters, concentrating the best nutrients and filtering away the rest."

Translation: Fairlife takes milk apart, then puts it back together...but with a

difference.

Out goes 65 percent of the lactose (milk sugar). (To make the milk lactose-free, the company adds the enzyme lactase, which breaks the lactose down into two other sugars: glucose and galactose.) In go more protein and calcium.

So while a cup of Fairlife Fat Free has the same 80 calories as a cup of ordinary fat-free milk, it delivers 13 grams of protein (vs. 8 grams) and 40 percent of a day's calcium (vs. 30 percent).

And Fairlife Fat Free is closer in taste to regular low-fat 1% milk.

Bonus: because Fairlife is pasteurized at a higher temperature than most other milks, it has a longer (unopened) shelf life.

And because Fairlife has a partnership with Coca-Cola, you can find it almost anywhere.

The average retail price for Fairlife is \$3.99 for 52 fl. oz. With soft-drink sales plummeting, poor Coke could use a money maker.

[fairlife.com](http://fairlife.com)—(855) 548-3324



## FOOD PORN

### Buffalot

"We've perfected the classics and invented some new ones along the way," says **Romano's Macaroni Grill's** description of the chain's four **Parmigiana Plates**.

Honestly, it's hard to imagine what could be more perfect than the two "classics" (Chicken and Eggplant Parmesan) and one of the "inventions" (Blackened Chicken Parmesan), with roughly 1,300 to 1,600 calories and 16 grams of saturated fat plus 1,000 to 2,000 milli-



grams of sodium.

But Romano's outdoes itself with its second invention, the **Buffalo Chicken Parmesan**.

Hey. It's not easy to craft a chicken dish that's got a day's calories (2,170) and enough sodium (4,640 milligrams) and saturated fat (63 grams) to keep your arteries hopping today, tomorrow, *and* the day after.

But Romano's pulled it together with a generous portion of breaded chicken, mozzarella, buffalo sauce, a few peppers, and a side of capellini with a gorgonzola cream sauce.

You could eat *two* of the chain's Lasagna Bologneses or Fettuccine Alfredos and be no worse for wear.

Instead, try a Parmesan-Crusted Chicken Salad. It replaces white-flour pasta with a plate of greens. And it cuts the calories to 1,080 and the saturated fat and sodium to

about half a day's worth each.

For Macaroni Grill, those numbers look *good*. Sigh.

[macaronigrill.com](http://macaronigrill.com)

## DISH of the month



### Green Pea Guacamole

In a food processor, pulse 1 avocado with 1 cup of green peas (thawed from frozen), 1 Tbs. of fresh lime juice, and ¼ tsp. of salt until well combined. Stir in ½ cup of chopped cherry tomatoes and ¼ cup of diced red or white onion. Makes 2 cups.

## quick tip

If there is no antimicrobial-wipe dispenser by your supermarket's entrance, don't panic. Your chances of getting sick from anything on your grocery cart's handle are vanishingly small.