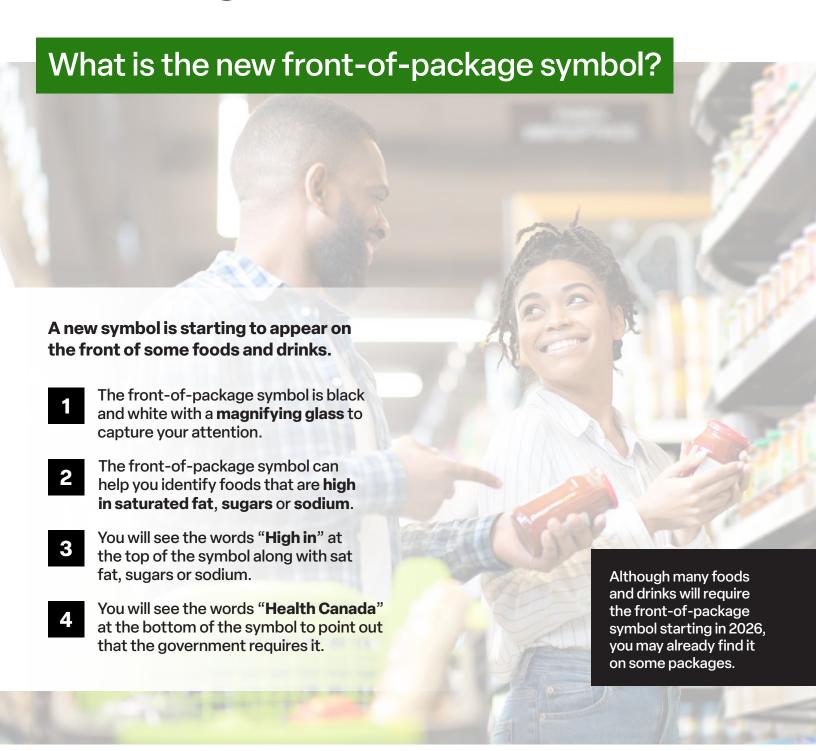
## Front-of-package labelling awareness messages







## How will the new front-of-package symbol help consumers make informed food choices?

Health Canada developed the front-of-package symbol to help you quickly and easily identify foods and drinks high in saturated fat, sugars or sodium.

- Regularly eating foods high in saturated fat, sugars or sodium can increase your risk for heart disease, type 2 diabetes, and high blood pressure.
- You can use the new frontof-package symbol as a tool to quickly compare similar foods. For example, you can compare the label on different cereals or different soups to make an informed choice.
- Use Canada's food guide to help you make food choices that support your health and well-being.

## Why will some packaged foods not display the front-of-package symbol?

Some foods will not need to display a front-of-package symbol. Here are some reasons:

- That food is not high in saturated fat, sugars or sodium.
- That food has health protection benefits.
  This includes foods such as vegetables and fruits.
- Nutrition information is not required on that food, such as whole cuts of raw meat with no added ingredients.
- The symbol could appear redundant, such as on packages of sugar and salt.



Learn more about the front-of-package symbol at canada.ca/front-package-labelling