

# Front-of-package labelling awareness messages



## What is the new front-of-package symbol?

A new symbol is starting to appear on the front of some foods and drinks.

- 1 The front-of-package symbol is black and white with a **magnifying glass** to capture your attention.
- 2 The front-of-package symbol can help you identify foods that are **high in saturated fat, sugars or sodium**.
- 3 You will see the words "**High in**" at the top of the symbol along with sat fat, sugars or sodium.
- 4 You will see the words "**Health Canada**" at the bottom of the symbol to point out that the government requires it.

Although many foods and drinks will require the front-of-package symbol starting in 2026, you may already find it on some packages.



Health  
Canada Santé  
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# 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 front-of-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](https://canada.ca/front-package-labelling)**