

INSTITUTE OF PHYSIQUE MANAGEMENT

L O N D O N

Optimal Physiques for High-Performance Lifestyles

Poor Quality Baby Foods...

Read the labels as many foods marketed for consumption by children are often advertised as “healthy”, even though many are **worse than junk food** because of their sugar and saturated fat content, according to Christine Haigh, joint coordinator of Children’s Food Campaign (CFC).



UK and EU legislation is already riddled with loopholes allowing a high level of misleading advertising of baby milks and foods – many of which are high in sugars or sweeteners and which will affect children’s tastes and appetite control as they grow.

These are all cleverly promoted as the “healthy option” along with other deceptive health and nutrition claims.

CFC’s recent study revealed that Farley’s Original Rusks contain **more** sugar than McVities Chocolate Digestives.

Heinz Toddler Mini Cheese Biscuits contain proportionately **more** saturated fat than a McDonald’s quarter pounder with cheese.

Cow and Gate’s Baby Balance Bear Biscuits contain amounts of trans-fats – another known health risk.

Studies also show that children are particularly susceptible to **embedded brand messages** that operate at a subconscious level, and toddlers as young as 2yrs have been found to have already formed brand attachments to foods.

Be vigilant and careful about what you put in the mouth of your child, and remember: **“If man made it - don’t eat it!”** - Jack LaLanne