



PHAI The Public Health
Advocacy Institute

Big ideas for advancing public health and social justice

Center for Public Health Litigation

PHAI

- Are you concerned about products and services that are being advertised or promoted as “healthy” that are anything but healthy?
- PHAI is bringing targeted, impact litigation designed to deter, and ultimately stop, these practices.

Example: “100% natural flavors”?



Seriously?

FANTA?

100% “NATURALLY FLAVORED”??

Minute Maid:
“ 100% Natural Flavors”???



In fact “less than 2% of natural flavors”

CONTAINS PURE FILTERED WATER,
SWEETENERS (HIGH FRUCTOSE CORN

SYRUP, SUGAR), LEMON JUICE FROM
CONCENTRATE, LESS THAN 2% OF:
NATURAL FLAVORS, CALCIUM CITRATE
(CALCIUM SOURCE), VITAMIN C

(ASCORBIC ACID), VEGETABLE JUICE
(FOR COLOR).

PRODUCED FOR
THE COCA-COLA COMPANY
ATLANTA, GA 30313 U.S.A.

Another example: “Real Fruit”??



“REAL” FRUIT???

There are no strawberries in
strawberry fruit roll-ups

There are no grapes
In grape fruit roll-ups

“All natural”?



No. Not “All Natural”

INGREDIENTS: Whole wheat flour, sugar, water, canola oil, blueberries, cage free eggs, whey, ~~modified food starch~~, emulsifier blend (propylene glycol monoester, mono & diglycerides, lecithin, citric acid), leavening (sodium acid pyrophosphate, sodium bicarbonate), wheat gluten, soy flour, salt, natural flavor.

CONTAINS: WHEAT, EGG, MILK, SOY.

KEEP FROZEN UNTIL READY TO SERVE

“All Natural”?



No. Not “All Natural”

Nutrition Facts Serv. Size: 2 Tbsp. (32g), Servings about 14
Amount Per Serving: **Calories** 100, Fat Cal. 20, **Total Fat** 2g (3% DV), Sat.
Fat 0g (0% DV), *Trans* Fat 0g, Polyunsat. Fat 1g, Monounsat. Fat 1g, **Cholest.**
0mg (0% DV), **Sodium** 190mg (8% DV), **Total Carb.** 13g (4% DV), Fiber 2g
(8% DV), Sugars 2g, Other Carbohydrates 9g, **Protein** 4g, Vitamin A (0% DV),
Vitamin C (8% DV), Calcium (4% DV), Iron (2% DV), Vitamin E (8% DV)
Percent Daily Values (DV) are based on a 2,000 calorie diet.

**Better 'n Peanut Butter contains 2g fat and 100 calories per serving versus
16g fat and 190 calories in regular peanut butter.**

Ingredients: Peanuts (as defatted peanut flour, peanut butter and natural peanut
oils), pure water, tapioca syrup, grain syrup, vegetable glycerine, dehydrated
cane juice, natural colors and flavors, salt, calcium carbonate, lecithin,
tocopherol (vitamin E), sodium ascorbate (vitamin C).

ALLERGEN INFORMATION: Contains peanuts, soy.
WONDER NATURAL
WEBSITE

NY 11976 

Copycat snacks

given at school

sold in stores

Product Meeting USDA Smart Snacks Rule	Sample Product Not meeting Smart Snacks Rule for Sale at Walmart
 <p data-bbox="639 839 865 882">Cheetos® Flamin' Hot Puffs Reduced Fat</p>	 <p data-bbox="1010 839 1306 882">Walmart - Offers Cheetos® Flamin' Hot Puffs, reduced fat not available.</p>
	

given at school

sold in stores



Strawberry Yogurt
(Reduced Fat and Whole Grain)



Walmart – Various Simply Chex and
Chex Mix options but no
Strawberry Yogurt Simply Chex



Gardetto's Reduced Fat



Walmart – Only Gardetto's

“Healthier” Lunchables??



YALE RUDD CENTER
FOR FOOD POLICY & OBESITY

WWW.YALERUDDCENTER.ORG



Not “Healthier” Lunchables

LUNCHABLES WITH JUICE VARIETIES CONTAINED DRINKS WITH ADDED SUGAR, NOT 100% JUICE

Lunchables HOME BEYOND THE BOX OUR PRODUCTS ENVIRONMENT CONTACT

Lunchables with juice
No matter which variety you choose, it's a great way for your kids to have fun in the Capri-Sun®.

Chicken Dunks Extra Cheesy Pizza Ham + American Cracker Stackers Ham + Cheddar Lower Fat Cracker Stackers

14 products total



Capri Sun Roarin' Waters drink in Lunchables with juice

“Healthier” Lunchables: Hidden?

FIGURE 2. EXAMPLE OF SUPERMARKET SHELF SPACE ALLOCATION BY LUNCHABLES CATEGORY



Energy Drink Deceptions



5-Hour Energy claimed to contain a special “energy blend”

Expert:

There are no ingredients in 5-Hour Energy that give you energy except caffeine



If none of the ingredients in 5-Hour Energy besides caffeine gives you energy, how can “Decaf” 5-Hour Energy give you even one minute of energy?

And How Much Caffeine Actually Is In Energy Drinks?

Consumer Reports:

5 energy drinks “had more than 20 percent above their labeled amount” of caffeine

Deceptive Caffeine Labels



“Healthy” Tanning Salons? *Sanbanque Tanning says it’s “Healthy for you...REALLY”*

So Myth number One..Tanning is not a FOUR letter word. Tanning is a 7 letter word that we will show you in Email 2 of the series...HOW the SUN can be Healthy for you...REALLY!!

If you feel compelled to come in and elevate your mood, get healthier bones...and just look good..we will give you your first vist free...**Click here for a [Free tan](#)**

See ya next email..

Sunbanque Tanning

"where you invest in YOU"

Smart Tans says it “prolongs life” and “protects against” cancer

- Sunshine Could Benefit Health and Prolong Life, Study Suggests
- Protect against many diseases related to vitamin D deficiency, such as,
 - depression and low self esteem
 - breast, prostate and 17 other common cancers
 - chronic fatigue
 - obesity
 - psoriasis
 - eczema
 - osteoporosis

Smart Tans also says “Doctors” Recommend Tanning

DOCTOR PRESCRIBED TANNING COVERED BY HEALTH INSURANCE

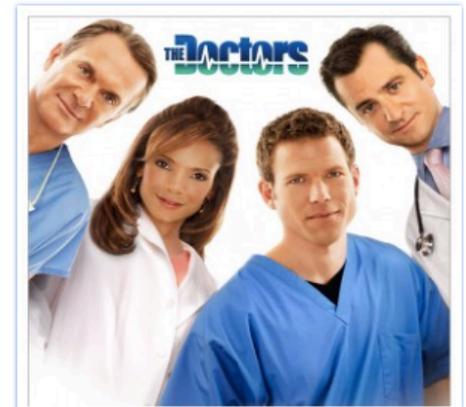
“The Doctors Show” last week, again, discussed that many Health Insurance Plans will pay for Tanning for those prescribed it by their doctors.

The Doctors revealed that 76% of Health insurance companies paid over \$477,000 for prescribed tanning service last year (up from \$464,000).

Tanning (http://smarttansalons.com/FREE_30_Days/EXPERTS_say/faster/safer/less-costly_beds_w/FREE_Euro-Tech_Anti-Aging_Therapy#b) is the best natural treatment for many skin conditions. More doctors prescribe tanning now than ever before. Common reasons for prescribing tanning include psoriasis, vertigo, eczema, acne, uneven skin pigmentation, depression (SAD, seasonal affective disorder), low self-esteem, fatigue, weight loss, osteoporosis, muscle and joint pain, Vitamin D deficiency. ...

In the North East US, Harvard Medical School studies show time after time, that **“over 50% of the population suffer from Vitamin D deficiency by winters end every year.”** “UV light with wavelength of 311 nm is most effective” says Wikipedia.

Smart Tan Salons (<http://SmartTanSalons.com>) accept all covering Health Insurance Plans and will process claims for you to pay for your tanning. (Ask your local salon for instructions)



“Healthier” Dry Cleaning?



Zoots Dry Cleaners claims to use “a greener and healthier” dry cleaning process.



- Claims “we use a cleaning fluid that’s 100% biodegradable.”
- In fact, Zoots uses a “hydrotreated heavy naphtha-based petroleum product” made by Exxon Mobil, that is considered a “hazardous material” by OSHA



- Have you or your friends bought any of these products or services that are being falsely promoted as “healthy”?
- Please contact us at 888-991-8728 or at arainer@phaionline.org