


NUTRIGRAM

March 2007

National Nutrition Month® 2007: 100% Fad Free


Through National Nutrition Month, created in 1973, the American Dietetic Association promotes healthful eating by providing practical nutrition guidance and focusing attention on making informed food choices and developing sound physical activity habits. ADA encourages everyone to keep in mind these National Nutrition Month key messages to enjoy a 100% Fad Free lifestyle:

- **Develop an eating plan for lifelong health.** Too often, people adopt the latest food fad rather than focusing on overall health. Get back to basics and use the new *Dietary Guidelines for Americans* and *MyPyramid* as your guide to healthy eating.
- **Choose foods sensibly by looking at the big picture.** A single food or meal won't make or break a healthful diet. When consumed in moderation in appropriate portions, all foods can fit into a healthful diet.
- **Learn how to spot a food fad.** Unreasonable or exaggerated claims that eating (or not eating) specific foods, nutrient supplements or combinations of foods may cure disease or offer quick weight loss are key features of fad diets.
- **Find your balance between food and physical activity.** Regular physical activity is important for your overall health and fitness plus it helps control body weight, promotes a feeling of well-being and reduces the risk of chronic diseases.
- **Food and nutrition misinformation can have harmful effects on your health and well-being,** as well as your wallet. Registered dietitians are uniquely qualified to communicate current and emerging science-based nutrition information and are an instrumental part of developing a diet plan that meets your individual needs.



BALANCED CHOICES®
for a healthy lifestyle

Monthly SUPERFOODS Promotion



CRUCIFEROUS VEGETABLES

beta-carotene

broccoli, cauliflower, cabbage, brussel sprouts, bok choy, kale, turnips, arugula, watercress, daikon radish

Cruciferous vegetables, often characterized by their strong odors, are packed with phytochemicals, GLUCOSINOLATES, INDOLS and BETA-CAROTENE. Studies suggest that diets high in cruciferous vegetables may help reduce your risk for prostate, bladder and other cancers. "Eat Your Vegetables" ... age old advice from mom with new scientific support.

indols

isothiocyanates

SUPERFOODS

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