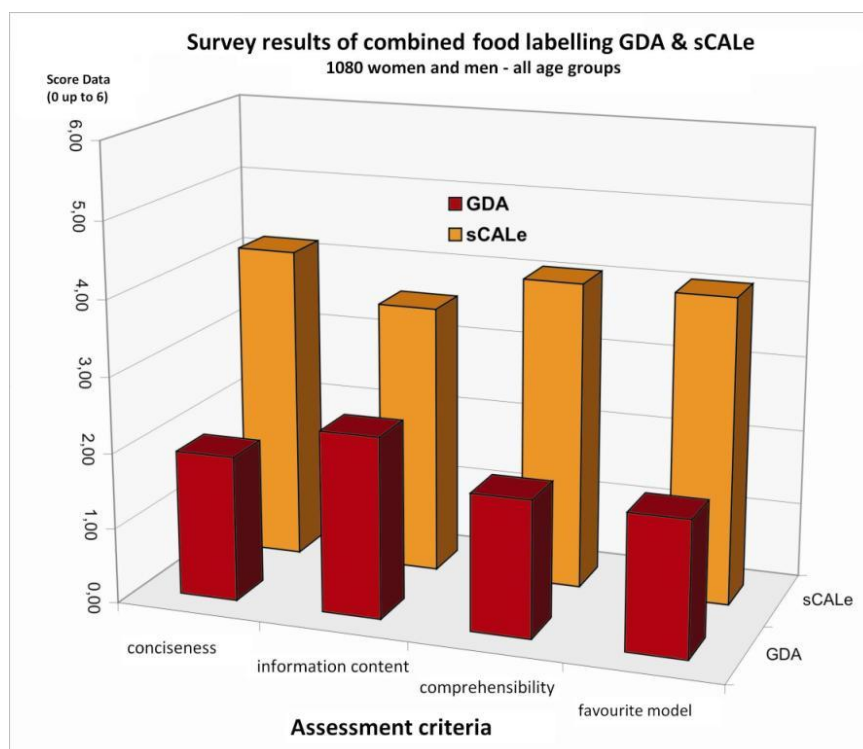


EU decision on nutritional labelling: Alternative on the home stretch

Survey of the TU Chemnitz confirms: consumers clearly prefer the sCALe food labelling over the GDA industry version

While on 16 June the European Parliament will discuss in its first reading about the future of nutritional labelling a current survey by the University of Technology (TU) Chemnitz shows: Developed by scientists and health experts, consumers evaluate the sCALe significantly better than the GDA. The sCALe conveys graphically in a colour scale emphasising the energy content. Usage is provided by EgoFit health consulting free of charge worldwide for labelling food packages.

In a large-scale study by TU Chemnitz, over 1000 consumers were surveyed. "We find that the graphically reduced, colourful representation of the sCALe is rated significantly more positive than the GDA," says Prof. Dr. Henry Schulz, head of the study. The sCALe convinces especially in the critical categories conciseness and comprehensibility and throughout all age groups. The survey clearly shows that the sCALe fulfils the requirements for an efficient and rapid orientation while shopping.



With the combination of quick and easy understanding and a high level of usable information, the sCALe is recommended as an alternative for the upcoming decision at European parliament as well as for testing throughout the international food industry.

For advanced information for consumers, the sCALe is embedded in an overall nutritional science concept. Detailed information is provided for consumers by the means of an overall didactical concept and through various media resources, for example a highly informative online database tailored to individual needs.

About EgoFit and the sCALe initiative

For over 20 years, EgoFit health consulting has worked in the area of nutrition, body analysis and human motion. Especially with the background of trainings, a consortium of scientists and health experts developed sCALe with the support of EgoFit. The aim is to even provide consumers with little nutritional knowledge an understandable and scientifically proven alternative nutritional labelling model besides existing GDA or traffic light models. EgoFit's list of customers and cooperation partners includes WHO, NASA, DLR, Robert Koch-Institute, medical institutions as well as health insurance and health service providers.

Corresponding with this topic, additional graphics and texts are provided online:

http://www.egofit.de/scale_alternative_naehrwert_kennzeichnung_presse.php

General information can be found at:

<http://www.egofit.de/scaleeunews.php>

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