

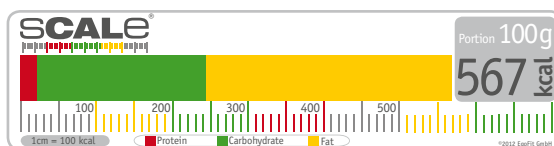
Finding a solution for a new food labelling of nutritional values

Information makes no education

It is still unclear in which form and with what content nutritional information will be mandatory in the future. Besides some supporters of the Nutrition facts, GDA, traffic light or only neutral information within a table, many experts are also promoting additional graphic illustrations.

Offering an alternative to the existing approaches, a new model for nutrition labelling called "sCALE" has been developed in Germany at the initiative of EgoFit health consulting.

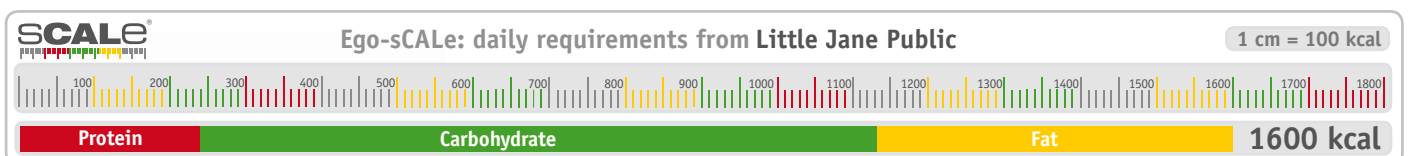
The intention of "sCALE" is to quickly give consumers a clear image, enabling them to instantly understand nutritional values of food items.



An example with 3 coloured sCALE, showing the main energy sources: proteins, fat, carbohydrates proportional to the total energy in real length of 5,67cm (labelling of a chocolate)

Summary of nutritional labelling with "sCALE"

- Focused graphical illustration of the energy content along the main energy sources: protein, fat and carbohydrates
- Easy to understand graphical representation with associative colours
- Graphical format giving a correct reference to the amount of main energy sources
- 1 cm length of "sCALE" always corresponds to 100 kcal of energy content
- The total calories can be referred to the individual daily requirements of each consumer
- Can easily be complemented with additional nutritional information



An example with 3 coloured Ego-sCALE, showing the daily requirement: 1600 kcal for a girl with the real length of 16 cm.

In cooperation with the Technical University of Chemnitz, an online consumer survey has been developed to test comprehensibility and acceptance of the "sCALE" model. The results are available: <http://www.egofit.de/scaleumfrage.php>

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, EgoFit has developed “sCALe” in order to provide even consumers with little nutritional knowledge an understandable and scientifically proven alternative nutritional labelling model besides existing GDA or traffic light approaches. Their 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, you can find additional graphics and texts on the internet:
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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