

In most foods but bad in excess or may need to be monitored

Sugar

Sodium

Fats

Carbohydrates

Artificial  
trans fats

GMOs

Artificial  
coloring

Artificial  
sweetener

Genetically  
engineered or  
human altered food  
that could be  
nondisclosed to the  
consumer

## What is actually in your food?

### Problem Statement

Our users are frustrated because many of their everyday food products contain unhealthy ingredients and they feel like major food companies are manipulating them. Our solution should provide users with the information to be more knowledgeable when selecting their future food supplies.

healthy  
options

sugar--  
Stevia

fats--jam  
on bread

carbs rooted  
from chips-  
kale

Serving sizes /  
servings per  
container

daily  
percentage  
values

mystery  
ingredients

what  
nutrients a  
food is low in,  
has a good  
amount of,  
and high in

Which  
nutrients do  
you want  
more / less of

Interpreting the  
nutrition facts label