

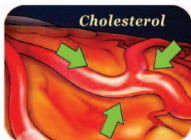


ON TAPE

TV TAKES

NORTH AMERICAN PRECIS SYNDICATE, INC.
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177 WORDS, 60 SECONDS



FOOD LABELS

SHOPPERS WHO READ FOOD LABELS CUT ABOUT TWICE THE AMOUNT OF FAT FROM THEIR DIET AS THOSE WHO DON'T. LESS THAN HALF OF AMERICANS REGULARLY CHECK NUTRITION FOOD LABELS.

THERE ARE SOME SIMPLE WAYS TO LOOK FOR WHAT YOUR BODY DOESN'T NEED IN THE FOOD YOU EAT. TWO RED FLAGS TO LOOK FOR: SATURATED FAT AND CHOLESTEROL. ACCORDING TO THE AMERICAN HEART ASSOCIATION, REDUCING SATURATED FAT AND CHOLESTEROL HELPS REDUCE THE RISK OF CARDIOVASCULAR DISEASE—AMERICA'S NUMBER-ONE KILLER.

THERE IS AN EASY WAY TO FIND FOODS THAT CAN BE PART OF A HEART-HEALTHY DIET. PRODUCTS THAT QUALIFY FOR THE ASSOCIATION'S FOOD CERTIFICATION PROGRAM CARRY A RED AND WHITE HEART-CHECK MARK ON THE LABEL. THE MARK SHOWS THE PRODUCT IS LOW IN SATURATED FAT AND CHOLESTEROL, AND NATURALLY CONTAINS AT LEAST TEN PERCENT OF THE DAILY VALUE OF PROTEIN, VITAMIN A, VITAMIN C, CALCIUM, IRON OR DIETARY FIBER.

TO LEARN MORE, CALL 1--800--A-H-A--U-S-A-1 FOR A FREE "SHOP SMART WITH HEART" BROCHURE, OR LOG ONTO W-W-W--DOT--HEART-CHECK-MARK--DOT--ORG.