

# @ New You *with* NuVal



The higher  
the score...  
the better  
the nutrition!

Look for scores on the shelf tags!



No matter your starting point, NuVal can help. Should you buy the wheat rolls or the multi-grain bread? Which salty snack is more nutritious for your family? Now, with NuVal you're able to make quick and easy trade ups between products.

No more reading nutrition labels!

NuVal Scores are powered by a sophisticated scientific algorithm that takes into account more than 30 nutrient and nutrition factors, in addition to their effects on health.

The algorithm behind NuVal Scores was developed by a team of recognized nutrition and medical experts, led by Dr. David Katz of the Yale-Griffin Prevention Research Center. NuVal was developed independently, without funding from food manufacturers or special interest groups.

For more information, go to [www.NuVal.com](http://www.NuVal.com)

<p><b>Numerator</b></p> <ul style="list-style-type: none"> <li>Iron</li> <li>Fiber</li> <li>Magnesium</li> <li>Omega-3 fatty acids</li> <li>Potassium</li> <li>Total carotenoids</li> <li>Calcium</li> <li>Vitamin B6</li> <li>Total bioflavonoids</li> </ul>	÷	<p><b>Denominator</b></p> <ul style="list-style-type: none"> <li>Trans Fat</li> <li>Cholesterol</li> <li>Saturated Fat</li> <li>Sodium</li> <li>Sugar</li> </ul>	=	<p><b>Score of 1 to 100</b></p> 
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