

# The ABCs of Natural



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The Hain Celestial Group is committed to market only the highest quality products in compliance with our standards for ingredients and nutrition.

We strive to label our products clearly so that consumers can make informed choices for themselves and their families.

Our food, beverage and snack products taste great and contain natural ingredients that you can count on, unlike artificial and processed ingredients that have been linked to health issues, such as trans fat. We also don't disguise the presence of ingredients consumers want to avoid. For example, products saying "100% natural, no MSG (*monosodium glutamate*) added" are actually made with a processed ingredient that contains glutamates! This is not acceptable to us, and shouldn't be to you.

This guide to the ABCs of Natural can be downloaded to help you identify natural ingredients and avoid artificial ones for your food, personal care, and household product choices. All you have to do when you pick up a product is to read the back or side label where ingredients are listed, instead of relying on the front of the package which may not tell the whole story.

Many artificial ingredients are added as cheaper alternatives to natural ingredients, or to extend product shelf life. Generally, natural ingredients have familiar names and are more easily understood. You can trust our natural and organic brands to tell the whole truth.

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Vanillin

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Zingerone

## UNACCEPTABLE INGREDIENTS

## NATURAL INGREDIENTS

**A**

### Artificial Flavors, Colors and Preservatives.

Lacking in natural quality, man made. Consumption of artificial colors has been purported to increase hyperactivity in children as reported in a recent study by the University of Southampton in the United Kingdom.

### Aspartame.

An artificial, non-nutritive calorie-free sweetener.

### BHA/BHT.

Chemical compounds used to preserve the fats in foods, commonly used in the paper linings of cereal boxes.

### Natural Colors and Flavors only.

Natural Sweeteners, such as molasses, evaporated cane juice, brown rice syrup, or stevia. Stevia is the first FDA approved natural, calorie-free sweetener.

Natural Antioxidant Preservatives, such as Vitamins C and E.

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### Bromates.

Chemical compounds used in flours as dough conditioners to achieve pleasing texture and appearance. Exposure to high amounts can be toxic to humans and animals. Bromates are banned in the United Kingdom and Canada.

Baked Goods Made with a Blend of Natural Flours.

### Corn Syrup.

High fructose corn syrup has been suspected as a cause of obesity and is not natural when manufactured by a chemical process. When ingredients are stated on the back of a label, high fructose corn syrup is listed separately from other sugar forms.

Natural Sweeteners.

C

### Di-Glycerides.

Mono- and di-glycerides are synthetic oils added to foods to facilitate blending and are predominantly saturated fats. Saturated fats are the fats that should be limited in diets as they may raise cholesterol levels.

Natural Emulsifiers,  
such as soy lecithin.

D

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E

### EDTA

or ethylenediaminetetraacetic acid, is a chemical compound used as a preservative in foods and cosmetics. It works by removing ('chelating') naturally-occurring ingredient components that may shorten shelf life.

### Natural Chelating Agents

including citric acid.

F

### FD&C

or the Food, Drug and Cosmetic Act, certifies artificial colors and assigns numbers to them, generally given after the color name, i.e., FD&C Yellow #6. Natural colors are generally derived from plant sources such as vegetables and do not carry numbers. From time to time previously-certified colors have been withdrawn from use due to health concerns.

### Natural Colors

including annatto, beet juice, and turmeric.

G

### Guaiacyl Acetate

is a synthetic berry-flavoring agent. Obtained from hardwood tar or synthetic sources.

### Flavors from Natural Berries.

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### Guanylate

is a chemically-made flavor enhancer which can be derived from animal sources. Not considered safe for babies under 12 weeks old. Commonly used with glutamates. Sometimes called disodium guanylate. See MSG below.

### Natural Sodium

(sea salt).

### HFCS

(High Fructose Corn Syrup).

High fructose corn syrup has been suspected as a cause of obesity and is not natural when manufactured by a chemical process..

### Brown Rice Syrup

comprised of maltose.

H

### Hydrogenated Oils

A source of trans fat that is formed by a chemical reaction adding hydrogen to oil. It is commonly used to increase shelf life and has been linked to heart disease. Partially-hydrogenated oils are commonly used as well.

### Non-Hydrogenated Oils

such as expeller-pressed oils, are also gentler on the environment than conventional oils and do not leave chemical residues.

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### Hydrolyzed Soy Protein.

A flavor enhancer that contains MSG, unbeknownst to consumers who may be sensitive to it. It is labeled as a separate ingredient but does not need to be listed as containing MSG.

### Natural Sodium (sea salt).

I

### Inosinate

is similar to guanylate and can occur naturally in meat products, but is added to foods for flavor and is a source of glutamate. It is linked to the umami savory taste which glutamate delivers. Sometimes called disodium inosinate. See MSG below.

### Natural Sodium (sea salt).

M

### Monosodium Glutamate (MSG)

is a chemical food additive used as a flavor enhancer. It has been linked to headaches and increase of asthmatic symptoms in some individuals.

### Natural Flavors.

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### Nitrates/Nitrites.

Commonly used as preservatives. Although safe when occurring in nature, when processed and added to foods, they may be harmful to health.

N

### Natural Preservatives.

### Parabens.

Commonly used in cosmetics, this chemical preservative has been cited as a potential carcinogen and is banned in the European Union.

P

### Non-Toxic Preservatives.

### Polysorbates

are chemical emulsifiers used in foods and cosmetics.

### Natural Emulsifiers, like soy lecithin.

## UNACCEPTABLE INGREDIENTS

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R

### Refined Sugar and Flour

should be minimized as they have been stripped of their nutrients and minerals.

### Natural Sweeteners,

such as molasses, evaporated cane juice, brown rice syrup, or stevia. Stevia is also calorie-free and may be preferable to sugar. Flour should be labeled as whole grain or at least unbleached flour.

S

### Sodium Benzoate.

A common artificial preservative that may form carcinogenic compounds when combined with other food ingredients.

### Natural Preservatives.

### Sulfites

are chemical preservatives commonly found in products like baked goods and potato chips, but are no longer added to most fresh foods like produce. They may be listed by other names such as sodium sulfite or sulfur dioxide and may trigger allergic reactions.

### Natural Preservatives.

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### TBHQ

or tertiary butylhydroquinone, is a chemical preservative used to protect vegetable and animal fat from oxidizing in products. Studies have shown that prolonged exposure may be detrimental to health.

### Undecanal

is an artificial flavor and fragrance commonly added to food to provide a fruit flavor.

### Vanillin

is a very common artificial vanilla flavor. Most vanillin is produced from petrochemical raw materials.

T

Natural  
Preservatives,  
including rosemary extract.

U

Natural  
Fruit Flavors and  
Botanicals.

V

Natural Vanilla.

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Y

### Yellow Prussiate of Soda

is an anti-caking agent that is used in products like table salt to keep it flowing.

Naturally-Occuring  
Silica or Silicon  
Dioxide.

Z

### Zingerone

is a chemical flavor which can be added to impart the taste of ginger. It can actually be created from vanillin.

Natural Ginger.

A HEALTHY WAY OF LIFE™

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