


Backed by Science.

Built for Speed.

Guiding Stars' patented algorithm was developed by independent nutrition science and public health experts to evaluate the nutritional value of foods and beverages in the grocery store.

 General Foods	
+ MORE	- LESS
Vitamins	Saturated Fat
Minerals	<i>Trans Fat</i>
Fiber	Added Sodium
Whole Grains	Added Sugars
Omega-3s	Artificial Colors
	Sugar Alcohols

The Faster Way
to Eat Better



GUIDING STARS[®]
NUTRITIOUS CHOICES MADE SIMPLE



TO LEARN MORE
SCAN THIS CODE!



GuidingStars.com



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What is Guiding Stars?

Guiding Stars is the fast and easy way to find nutritious products while you grocery shop.

Guiding Stars' nutrition guidance icons allow consumers to save time and be confident about their choices when shopping for nutritious products in store and online.



Time Saved. Time Savored.

1 Look
for Guiding Stars
when you shop.



One Star means **GOOD** nutritional value.

Two Stars means **BETTER** nutritional value.

Three Stars means **BEST** nutritional value.

2 Choose
nutritious products easily
in the store and online.



3 Savor
the time you save with
those who matter most.

