

THE 12 RED FLAG RULES

The what-NOT-to-buy rules — from The Red Flag List by Label Lies

1

✗ Don't drink sugar.

Soda, sweet tea, juice drinks — the #1 source of added sugar. Water wins.

7

✗ "Frozen dairy dessert" isn't ice cream

It failed the 10% milkfat rule. Check the small print.

2

✗ Sugar in the top 3? It's dessert.

Whatever the front of the package says.

8

✗ Drink, cocktail, punch, -ade ≠ juice.

Only "100% juice" counts — and even that is a small glass.

3

✗ Three sweeteners = one trick.

Split-sugar hides the real #1 ingredient. Add them up.

9

✗ Dyes are decoration.

Red 40, Yellow 5 & 6 add zero taste. Skip the paint.

4

✗ 4 grams of sugar = 1 teaspoon.

Do the math on the Added Sugars line, at your real serving size.

10

✗ Fat-free usually means sugar-added.

Compare the panels before believing the front.

5

✗ "Wheat bread" isn't whole wheat.

First ingredient must say WHOLE. "Enriched flour" = white flour.

11

✗ Eye level is paid placement.

The honest products live on the top and bottom shelves.

6

✗ More words after "cheese" = less cheese.

"Product" and "food" are demotions.

12

✗ The front is an ad.

Every decision happens on the back.