Small changes can make a big difference. And now, with NuVal,® you have a tool to help make your life easier and healthier.

The NuVal® Nutritional Scoring System makes healthy eating easier by providing comprehensive nutrition information in a single number from 1 to 100. The higher the Score, the better the nutrition.

The Higher the NuVal® Score, the Better the Nutrition.

NuVal 1-100

Nutrition made easy.

The NuVal® Nutritional System is intended for use in making food choices. It is not a diet or substitute for a doctor's advice about health conditions. NuVal® Scores are based on nutrient data from laboratories, manufacturer recipes or onpack nutrition information and ingredients. Visit www.NuVal.com for more information on how scores are developed.

NuVal.com

NuVal 1-100

Nutrition made easy.

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

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 outcomes.

Numerator	÷	Denominator	=	Score of 1 to 100
Iron Vitamin A **Vitamin C** **Fiber** *Vitamin D* *Vitamin E* Magnesium **Zinc** **Omega-3 fatty acids** Potassium **Folate** Total carotenoids *Calcium* Vitamin B12 *Vitamin B6* *Total bioflavanoids*		**Trans Fat** Cholesterol *Saturated Fat* *Sodium* **Sugar**		**1-100** NuVal Nutrition made easy.

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 about the NuVal® Nutritional Scoring System go to NuVal.com.

Sample NuVal® Scores

Broccoli	100
Blueberries	100
Spinach	100
Skim Milk	100
Atlantic Salmon	93
2% Milk	84
Almonds	84
Skinless Chicken Breast	57
Eggs	56
85% Lean Ground Beef	38

Look for NuVal® Scores on your store's shelves, right next to the product price. Now you can compare overall nutrition the same way you compare value. You can even compare apples and oranges!

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91 NuVal®   **2.99** EDLP

The Higher the Score, the Better the Nutrition.

1-100 NuVal ® Nutrition made easy.