



Label Lessons:

Your Guide to a Healthy Shopping Cart



Spring Edition

naturallysavvy™

Introduction: A Note from Andrea & Lisa

If you are looking to make healthier purchasing decisions this year, then this book is for you.



Based on our popular book, *Unjunk Your Junk Food*, we now take it a step further and include not only food items, but other items you might use on a regular basis, including supplements and personal care products.

At Naturally Savvy, our passion is finding alternatives for conventional products that contain **The Scary Seven**—our list of unhealthy or dangerous ingredients.

The Scary Seven has been widely accepted as a list of ingredients to watch out for and has been compared to other well-known consumer watchdog lists like the Dirty Dozen™ and the Clean 15™. It is even being taught in public schools.

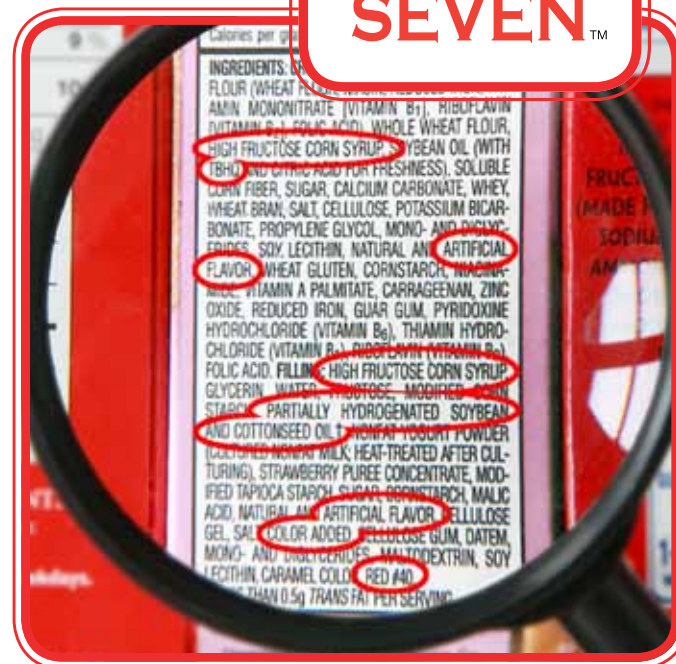
We believe the more knowledge and educational tools we have now, the more we empower ourselves to make better purchasing decisions later. By learning how to properly read labels and becoming familiar with the terms used to describe what is in the products we buy, we can choose food, supplements and personal care products that nourish our bodies, are free of chemicals, and are grown in a sustainable manner.

We hope you enjoy this book. We would love to hear from you on our [Facebook page](#)—be sure to 'like' us!

In good health, Andrea & Lisa

Andrea Donsky, *Founder, Naturally Savvy*
Lisa Tsakos, *Chief Nutrition Expert, Naturally Savvy*

Full Disclosure: This e-Book was made possible by our sponsors, whose products are Naturally Savvy Approved and appear in this e-Book. Rest assured, the reviews and opinions are entirely our own.



How to Read this Book

We reviewed products in various categories—food, supplements, and body care. We examined their ingredients and compared them with similar products made with better-quality ingredients. In each section, the product on the left side contains questionable ingredients and the product on the right is made with healthier ones.

Look for the symbols on the right to help you identify the best choices throughout the e-Book.

We recommend using this e-Book as a guide when planning your shopping list. Consider it your path to healthier ingredients.

Each of us is able to make a difference by buying products with cleaner ingredients and avoiding products that include unhealthy ones.

At the end of this e-Book, for a limited time, you will find coupons for every healthy alternative we recommend.

If you cannot find the recommended products at your local grocery store, they can be purchased online, or look for comparable products at your local stores by using the information and guidance provided in this e-Book.

Happy shopping!



Naturally Savvy Seal of Approval

Products that meet our guidelines receive this seal.



Savvy Pick Our Savvy Pick summarizes why we selected a product as the better option.



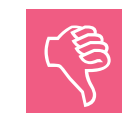
Thumbs-up

This indicates a positive quality about the product or an ingredient in the product.



Bad Choice Seal

This product contains questionable ingredients that should be avoided.



Thumbs-down

This indicates a negative quality about the product or an ingredient in the product.



Neutral Pointer

This symbol indicates a neutral fact.



Non-GMO Verified

This symbol indicates a product is guaranteed to be free of GMOs.

Giving Back



We are pleased to announce a partnership with Holistic Moms Network and will donate **\$1.00*** for every share of this e-Book. (Instructions on how to share and secure a donation are at the end of this e-Book.)

We chose to work with Holistic Moms Network because of the tremendous impact they have had, and continue to have, introducing families to natural and green living. Please help us raise money for this important cause by sharing this e-Book with your online community.

About the Holistic Moms Network

The Holistic Moms Network is a national, membership-based and managed, 501(c)(3) non-profit organization with more than 100 chapters across the United States.

“At the Holistic Moms Network, our mission is to generate national awareness, education, and support for holistic parenting and green living by providing nurturing, open-minded, and respectful local community networks that encourage families to share these ideals and learn from each other. We represent and advocate on behalf of parents nationwide who are working to build a healthier and more sustainable future. By joining our voices, we create a powerful force for change. All resources earned for the Holistic Moms Network will enable us to reach and empower more parents through in-real-life communities and online connections to make healthier and more sustainable choices for themselves, their families, and for future generations. ”

Sign-up to become a Holistic Moms Network member today!

*Up to a maximum of \$10,000.



Worst Ingredients Chart - The Scary Seven



We came up with a list of the **'worst ingredients'** commonly found in packaged foods. Keep a copy of this list handy to help you make mindful choices when you are shopping. The list is divided into three parts:

1. RED: Worst ingredients. These are the most harmful ingredients we found in products and should be strictly avoided. They include The Scary Seven.

1. High-Fructose Corn Syrup

(Glucose-Fructose in Canada)

Potential side-effects: Obesity, insulin resistance, increased belly fat, heart disease.¹

2. Trans Fats (labeled as 'shortening,' 'partially hydrogenated,' or 'hydrogenated')

Potential side-effects: heart disease, cancer, diabetes.²

3. Artificial Flavors

A blanket term referring to over 100 possible chemical additives. Potential side-effects: Allergic and behavioral reactions.³

4. Monosodium Glutamate (MSG)

Potential side-effects: chest pain, heart palpitations, headaches, stimulates taste buds causing us to eat more.⁴

5. Artificial Colors

Potential side-effects: allergies, sinus congestion, hyperactivity in children, worsens symptoms of add and adhd.⁵

6. Artificial Sweeteners

Aspartame (Equal, NutraSweet): Primarily affects the nervous system. Potential side-effects: headaches, dizziness, memory loss, convulsions.⁶

Sucralose (Splenda): More research is needed to determine its safety.⁷

Acesulfame Potassium (Ace-K): Research indicates it may cause cancer.⁸

Neotame: Need more studies to confirm safety.⁹

Saccharin (Sweet'N Low): Proven to cause cancer in animals. Suspected human carcinogen.¹⁰

7. Preservatives

Potential side-effects:

TBHQ: Tinnitus, nausea, vomiting.¹¹

Polysorbates (60, 65 & 80): Infertility, immunosuppressant, anaphylaxis.¹²

BHT/BHA: Liver and kidney problems. BHA is a possible carcinogen.

Nitrates or Nitrites: Allergic reactions, potential carcinogen.¹³

Sodium Benzoate: Allergic reactions, carcinogen.¹⁴

Sulfites: Allergic reactions—especially for asthmatics.¹⁵

Also Beware Of ...

2. YELLOW: These ingredients should be used with caution. Yellow indicates artificial and natural additives that are considered safe for most people but may be problematic for some.

Artificial & Natural Colors

Annatto (natural color): Linked to skin, gastrointestinal, respiratory, and central nervous system problems.¹⁶

Caramel Color (natural color): Some forms of caramel linked to cancer.¹⁷

Carmines: Can cause severe allergic reactions. Linked to severe side-effects on the cardiovascular system.

Preservatives

Including: stabilizers, emulsifiers, thickeners, dough conditioners, antioxidants.

Benzoic Acid: Linked to allergies, allergic reactions and cancer.²⁰

EDTA: Persistent organic pollutant. Can carry heavy metals.²¹

Carrageenan: Linked to gastrointestinal inflammation, including cancer.²²

Diacetyl tartaric acid ester of monoglyceride (DATEM): Stiffening of the heart and enlarged adrenals glands in animals.²³

Methylcellulose: Wood pulp treated with a harsh chemical solution.²⁴

Flavor Enhancers

Artificial Vanilla Flavor (Vanillin): Made from petrochemicals.¹⁸

Autolyzed Yeast, Autolyzed Yeast Extract, Disodium Guanylate, Disodium Inosinate, Hydrolyzed Milk Protein, Yeast Extract: May cause headaches, chest pains, heart palpitations, excessive sweating, numbness.¹⁹

Potassium Sorbate: Linked to irritable bowel, asthma, eczema and behavior issues in kids.²⁵

Propylene glycol: May be toxic to the central nervous system. Should be avoided by those with eczema.²⁶

Sodium Caseinate: Linked to autism and allergic reactions.²⁷

Sodium propionate: Linked to migraines, headaches and gastrointestinal complaints.²⁸

3. BLUE: Potential GMO ingredient (should be used with caution)

GMOs

Linked to allergies, cancerous tumors in rats and other health risks. Major sources are soy, corn, canola, and cotton.



Learn more at naturallysavvy.com

hot breakfast cereal



Quaker Instant Oatmeal

Apples & Cinnamon



Sodium Sulfite

Sulfites are known to cause a range of unwanted symptoms, including headaches, irritable bowel, behavioral disturbances and skin rashes.¹ Sulfites are even more troublesome for asthmatics who can develop bronchospasm (a sudden constriction of the airways) after eating foods or drinking wine preserved with sulfites.²

What's in a name? Is it all the same?

If you react negatively to sulfites, watch out for the terms sodium sulfite, sulfur dioxide, sodium or potassium bisulfite, and sodium or potassium metabisulfite listed on food labels.²

Think all oatmeal is good for you?

Check out the ingredients in another flavor of Quaker Instant Oatmeal—Strawberries & Cream: *Whole grain rolled oats, sugar, flavored and colored fruit pieces (dehydrated apples [treated with sodium sulfite to promote color retention], artificial strawberry flavor, citric acid, red 40), creaming agent (maltodextrin, partially hydrogenated soybean oil, whey, sodium caseinate), salt, calcium carbonate, guar gum, oat flour, artificial flavor, citric acid, niacinamide, reduced iron, vitamin A palmitate, pyridoxine hydrochloride, riboflavin, thiamin mononitrate, folic acid.*

Trans fats, artificial flavors and colors, and sulfites outweigh any benefits you might get from eating this oatmeal.

Nutrition Facts

Serving size: 1 packet (43 g)	
Calories 160	Calories from fat 20
Total fat 2 g	
Saturated fat 0 g	
Trans fat 0 g	
Cholesterol 0 mg	
Sodium 200 mg	
Total carbohydrates 33 g	
Dietary fiber 4 g	
Sugars 12 g	
Protein 4 g	

INGREDIENTS: Whole grain rolled oats, **sugar**, dehydrated apples [treated with **sodium sulfite** to promote color retention], natural and **artificial flavor**, salt, cinnamon, calcium carbonate, citric acid, guar gum, malic acid, niacinamide, reduced iron, vitamin A palmitate, pyridoxine hydrochloride, riboflavin, thiamin mononitrate, folic acid, **caramel color**.

SAVY alert

- Potential GMO ingredients
- Sodium sulfite (preservative, sulfites)
- Artificial flavor

savvy tip

Cinnamon & blood sugar control: Eating foods rich in soluble fiber, like oatmeal, helps to manage blood sugar. In one study, half a teaspoon of cinnamon reduced blood sugar levels by about 24%.³

Country Choice Organic Instant Oatmeal

Apple Cinnamon



Nutrition Facts

Serving size: 36 g	
Calories 130	Calories from fat 15
Total fat 1.5 g	
Saturated fat 0 g	
Trans fat 0 g	
Cholesterol 0 mg	
Sodium 130 mg	
Total carbohydrates 27 g	
Dietary fiber 3 g	
Sugars 11 g	
Protein 4 g	

INGREDIENTS: Organic whole grain rolled oats, organic sugar, organic dehydrated apples, organic maple syrup, sea salt, organic cinnamon, natural flavors, citric acid.



Savvy Pick

Eating oatmeal is one of the healthiest ways to start your day. Packaged instant oatmeal is great when you are in a rush, but many brands add excess sugar and additives.

When comparing apples to apples (no pun intended), **Country Choice Organic** (CCO) makes a delicious instant oatmeal that contains organic ingredients and does not contain sulfites. And, Country Choice Oatmeal is Non-GMO Project Verified.⁴ For all of these reasons, CCO receives our Naturally Savvy Seal of Approval.

Cinnamon & Cholesterol

The latest data indicates less than a ½ teaspoon of cinnamon a day can reduce cholesterol by about 18%.⁵

'oafally' awesome oatmeal

Ingredients:

3 cups rolled oats	2 tsp baking powder
¾ cup of brown sugar	1 tsp salt
½ cup butter	½ tsp cinnamon
2 eggs	Get creative: add raisins, walnuts, blueberries, etc.
2 cups milk	

Instructions:

Preheat the oven to 375° F. Mix all ingredients together and pour into 13 x 9 inch buttered pan. Bake at 375° F for 25 minutes.



* This recipe was graciously provided by Country Choice Organic.

spreads



Land O Lakes

Fresh Buttery Taste Spread



Toxic Vegetable Oils

Vegetable oils are made mainly from highly unstable polyunsaturated fats. They are usually chemically treated, heated at high temperatures, and deodorized. Each step further damages the oil, producing oxidized fats that create inflammation in cells. These toxic oils have been implicated in promoting atherosclerosis and cancer.¹

Trans Fats

Foods labeled 'zero trans fats' may not, in fact, be trans fat-free. There is a label loophole that allows up to 0.5 grams of trans fat per serving to be rounded down to zero.²

Misleading Marketing

The Nutrition Facts panel states "0 trans fat" and "0 cholesterol," but a look at Land O Lakes' ingredients list reveals it contains both. Hydrogenated and partially hydrogenated oils mean trans fats and buttermilk and cream add "a trivial amount of cholesterol." We would like to think that anyone who reads Land O Lakes' ingredients list puts it right back on the shelf. But with the company reporting record sales for 2012,³ it's clear that consumers just aren't getting the message: good nutrition is not simply about fat and calories.

GMOs

Land O Lakes spread is mainly made from soybean oil. Since it is not labeled organic or non-GMO, we can assume it is most likely derived from GM soybean crops.⁴

Nutrition Facts

Serving size: 1 Tbsp (14 g)

Calories	70	Calories from fat	70
Total fat	8 g		
Saturated fat	2 g		
Trans fat	0 g		
Cholesterol	0 mg		
Sodium	80 mg		
Total carbohydrates	0 g		
Dietary fiber	0 g		
Sugars	0 g		
Protein	0 g		

INGREDIENTS: Liquid soybean oil, water, partially hydrogenated soybean oil, buttermilk,* hydrogenated soybean oil, contains less than 2% of salt, hydrogenated cottonseed oil, cream*, distilled monoglycerides, soy lecithin, potassium sorbate [preservative], lactic acid, natural and artificial flavor, vitamin A palmitate, beta carotene [color]. *Adds a trivial amount of cholesterol.

- SAVVY ALERT**
- Potential GMO ingredients
 - Hydrogenated oils (trans fats)
 - Artificial flavor

savvy tip

Coconut oil contains lauric acid which raises HDL cholesterol (the good kind), and helps to reduce body fat.⁵ Coconut oil can be safely heated to high temperatures. Use it for cooking, baking and frying.⁶

Barlean's

100% Organic Coconut Oil



Nutrition Facts

Serving size: 1 Tbsp (14 g)

Calories	125	Calories from fat	125
Total fat	14 g		
Saturated fat	12.5 g		
Trans fat	0 g		
Cholesterol	0 mg		
Sodium	0 mg		
Total carbohydrates	0 g		
Dietary fiber	0 g		
Sugars	0 g		
Protein	1 g		

INGREDIENTS:

100% organic extra virgin coconut oil.

Good Fat

Don't be put off by the fat content of this product. It is a good fat with many health benefits as discussed on this page.



Skin Salve

Coconut oil, like Barlean's, can help with various skin conditions including psoriasis, eczema and dermatitis. This makes coconut oil good for you both inside and out!¹²



Savvy Pick

We pick **Barlean's** 100% Organic Coconut Oil for its tremendous health benefits. Research shows coconut oil promotes a healthy metabolism and fat loss,⁷ supports the cardiovascular⁸ and immune systems,⁹ improves thyroid health,¹⁰ and on top of it all, is an excellent moisturizer for our hair and skin.

Anti-inflammatory

Coconut oil has anti-inflammatory properties which may be useful for those with arthritis, heart disease, and other inflammatory conditions.¹¹

Healthy Fats for a Healthy Heart

Health and heart associations worldwide advise us to use polyunsaturated fats like vegetable oils (corn, sunflower, safflower, soybean, cottonseed), instead of animal fats (saturated fats) to reduce our risk of heart disease. However, a new study shows that substituting polyunsaturated fats for saturated fats actually increases the rate of death from all causes, including coronary heart disease and cardiovascular disease!¹³



Tampax Regular

Cardboard Applicator Tampons



Rayon vs. Cotton

Commercial tampons are typically manufactured using a blend of synthetic rayon and cotton.¹ A synthetic blend is cheaper to produce than a cotton tampon,² plus it has a higher capacity to absorb liquid than cotton,³ which is why manufacturers prefer it.



Pesticides, GMOs, and Cotton

Cotton is one of the most heavily sprayed crops in the world. Grown on 2.4% of the world's land, cotton field spraying accounts for \$2 billion in pesticide use each year.⁴ In addition to being sprayed with pesticides, non-organic brands of pads can contain genetically modified cotton. Since companies are not required to label whether or not the cotton, or any other ingredients, used in their products contain genetically modified ingredients, we recommend using brands that openly disclose this information.



Chlorine Bleach & Dioxins

Up until a decade ago, the bleaching process used to whiten paper and wood pulp (including feminine hygiene products) involved the use of elemental chlorine, which has been linked to cancer-causing dioxins.⁵ In addition to harming our bodies, dioxins contaminate the environment.⁶

In 1998, the EPA released their Pulp and Paper Cluster Rule, forcing manufacturers to switch their bleaching to an elemental chlorine free process using chlorine dioxide.⁷ This newer process significantly reduces dioxins but does not eliminate them completely.⁸ While some companies proclaim that there are no detectable levels of dioxins in their products, critics note that highly sensitive, state of the art testing finds this is not the case.¹⁰



INGREDIENTS:

Tampon: Cotton and rayon absorbent fiber/pad, rayon (overwrap skirt that covers the absorbent part of tampon).

Cotton string: Cotton (thread attached to absorbent fiber to remove tampon).

White paper: Outer paper on the applicator.

savvy alert

- Potential GMO ingredient (cotton)
- Rayon
- Possible dioxins

in the know

The Women's Environmental Network suggests renaming "feminine hygiene products" to "disposable menstrual lingerie" in order to dispel the notion that women are dirty during menstruation.⁹

Natracare

Organic 100% Cotton Cardboard Applicator Tampons



INGREDIENTS:

Tampon: Certified organic 100% cotton.

Cotton string: 100% certified cotton thread.

Applicator: Tampons are wrapped totally chlorine free paper.

Packaging: Recycled cardboard.



Savvy Pick

Organic cotton tampons not only perform just as well as conventional brands and comply with the strict regulations and guidelines set by the FDA on absorbency, they are better for you! The biggest difference between **Natracare** and a leading conventional brand of feminine hygiene products is that exposure to GM cotton and synthetic ingredients is

minimized. (GM cotton consumes approximately 22.5% of the insecticides and more than 10% of the pesticides used in the world). Moreover, their products are suitable for vegans and never tested on animals..



TSS and 100% Cotton

According to Dr. Philip Tierno, Clinical Professor of Microbiology and Pathology at NYU Medical Center, "100% cotton tampons consistently test under detectable levels for TSS toxins."¹⁰ This is one (of many) reasons 100% cotton tampons, like Natracare, are the safest option, if you choose to use tampons.



Chemical Soup

Some brands of feminine hygiene products contain artificial fragrances (perfumes), odor neutralizers, artificial colors, polyester, adhesives, polyethylene (PET), polypropylene, and propylene glycol (PEG). Since these chemicals have been linked to a variety of health concerns including hormone disruption, cancer,¹¹ birth defects,¹² skin irritation and dryness,¹³ and infertility,¹⁴ we feel it is best if they are kept as far away from *there* as possible.



multivitamins—child



Flintstones Complete

Children's Multivitamin Supplement



Artificial Colors

What are artificial colors doing in a children's multivitamin supplement—especially when there is clinical evidence that artificial dyes are linked with behavioral disorders? Two British studies show that artificial colors increase hyperactivity and decrease attention span in children, both with and without learning disabilities.¹

Aspartame

Evidence shows that aspartic acid can cross the blood brain barrier in children and damage neurons. This can lead to neurological disorders like multiple sclerosis, Parkinson's disease and epilepsy.²

Hydrogenated Soybean Oil

Flintstones Complete Children's Multivitamin Supplements come "complete" with four of The Scary Seven ingredients. Bayer, the makers of Flintstones vitamins, even added trans fats which we know can lead to heart disease, cancer and diabetes.³

SAVVY ALERT

- Artificial flavors
- Hydrogenated oil (trans fat)
- Aspartame (artificial sweetener)
- Artificial colors
- Potential GMO ingredients

Supplement Facts

Serving Size: 1/2 tablet (2 & 3 years of age); 1 tablet (4 years of age and older)

	Amount per tablet	%DV (Ages 2-3yrs)	%DV (Ages 4+)
Vitamin A	3000 IU	60%	60%
Vitamin C	60 mg	75%	100%
Vitamin D	600 IU	75%	150%
Vitamin E	30 IU	150%	100%
Thiamin (B1)	1.5 mg	107%	100%
Riboflavin (B2)	1.7 mg	106%	100%
Niacin	15 mg	83%	75%
Vitamin B6	2 mg	143%	100%
Folic Acid	400 mcg	100%	100%
Vitamin B12	6 mcg	100%	100%
Biotin	40 mcg	13%	13%
Pantothenic Acid	10 mg	100%	100%
Calcium	100 mg	6%	10%
Iron	18 mg	90%	100%
Iodine	150 mcg	107%	100%
Zinc	12 mg	75%	80%
Copper	2 mg	100%	100%
Sodium	10 mg	**	

* Percent Daily Values are based on a 2,000 calorie diet. ** Daily Value not established.

INGREDIENTS: Granulated calcium carbonate (calcium carbonate, dextrose monohydrate, **sugar**, microcrystalline cellulose, **maltodextrin**), sorbitol, sodium ascorbate, ferrous fumarate, natural and **artificial flavors**, **hydrogenated soybean oil**, pregelatinized starch, gelatin, vitamin E acetate, stearic acid, **corn starch**. [less than 2% of: **aspartame***, beta-carotene, biotin, calcium pantothenate, cupric oxide, **FD&C Blue #2 aluminum lake**, **FD&C Red #40 aluminum lake**, **FD&C Yellow #6 aluminum lake**, folic acid, magnesium stearate, niacinamide, potassium iodide, pyridoxine hydrochloride, riboflavin, silicon dioxide, thiamine mononitrate, vitamin A acetate, vitamin B12, vitamin D3 (cholecalciferol), zinc oxide. ***phenylketonurics: contains phenylalanine**].

For a full reference list please visit: NaturallySavvy.com/references

did you know? One third of children in the United States take dietary supplements.⁴



Yummi Bears

Sugar Free Vitamin & Mineral



Supplement Facts

Serving Size: 2 Yummi Bears®
Servings per container: 30

	Amount per tablet	%DV (Ages 2-4yrs)	%DV (Ages 4+)
Calories	5		
Total Carbohydrates	3 g	**	1%
Dietary Fiber	2 g	**	8%
Sugars	<0.5 g	**	**
Vitamin A	2500 IU	100%	50%
Vitamin C	30 mg	75%	50%
Vitamin D3	150 IU	38%	38%
Vitamin E	15 IU	150%	50%
Niacin	2.5 mg	28%	13%
Vitamin B6	1 mg	143%	50%
Folic Acid	200 mcg	100%	50%
Vitamin B12	3 mcg	100%	50%
Biotin	70 mcg	47%	23%
Pantothenic Acid	5 mg	100%	50%
Calcium	9.2 mg	1%	0.92%
Iodine	75 mcg	107%	50%
Magnesium	8 mg	4%	2%
Zinc	7.5 mg	94%	50%
Choline	15 mcg	**	**
Inositol	15 mcg	**	**

* Percent Daily Values are based on a 2,000 calorie diet. ** Daily Value not established.



INGREDIENTS:

Chicory root, gelatin, citric acid, lactic acid, natural flavors (strawberry, orange, pineapple, grape), natural colors (turmeric, black carrot juice concentrate, annatto, purple berry juice concentrate), fractionated coconut oil, carnauba wax, lo han fruit concentrate.

Savvy Pick

Many parents give their children multivitamins to improve their health, but a product containing artificial sweeteners, trans fats, artificial colors and flavors can actually do more harm than good.

We agree that a kids' supplement has to taste good—which is why we recommend **Yummi Bears** Sugar Free Vitamin & Mineral supplements. They are naturally sweetened with lo han fruit, and made with natural flavors and colors. Yummi Bears shows us that artificial and dangerous ingredients can be avoided in children's vitamins—and still taste great!

What is Inulin?

Chicory root is the source of a soluble fiber extract called inulin. Safe for diabetics, inulin reaches the colon intact (where it acts as a prebiotic that feeds the good bacteria in the colon), binding and removing cholesterol, fat, and dangerous hormones along the way. Its texture makes it well suited for a variety of uses. It is now routinely added to many foods and products to increase the fiber content.⁵



About Andrea Donsky, Co-Author

Andrea Donsky, B. COMM, is an Author, Registered Holistic Nutritionist (R.H.N.) and Co-Founder of The Healthy Shopper Inc. and Naturally Savvy Media.

A natural visionary and successful entrepreneur, Andrea holds a Bachelor of Commerce from McGill University and is a Registered Holistic Nutritionist (R.H.N.).

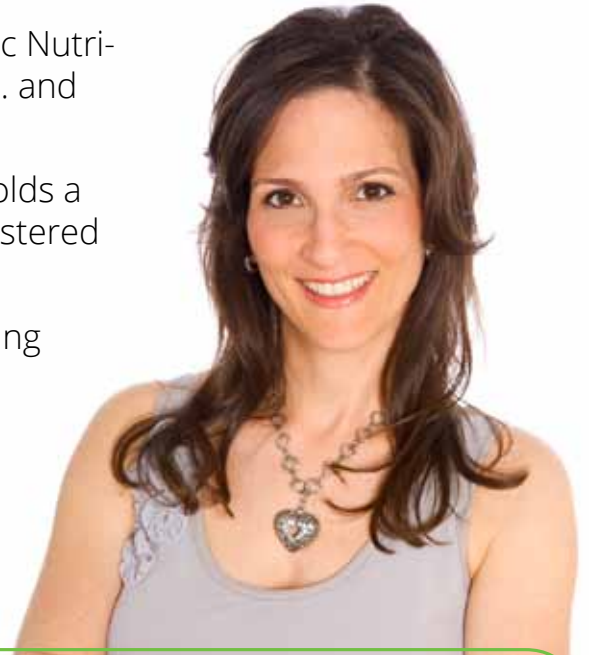
Andrea has dedicated her life to sharing her passion for living a naturally and healthy lifestyle with the world, while helping to guide others through the confusing maze of 21st century supermarkets and fad diets.

She launched NaturallySavvy.com in 2007, a sophisticated media company whose sole purpose is to educate the masses about living the lifestyle she truly loves.

Andrea has established herself as a respected and authoritative voice in all corners of the health and wellness industry. She has appeared as a healthy living expert on news segments across North America which have aired on NBC, ABC, CBS, Fox, Univision, WGN, CTV, and CBC. Her voice has been heard on SiriusXM as a guest on Martha Stewart and Oprah Radio, and as a regular on The Morning Jolt with Larry Flick. Her words have appeared in a variety of magazines and newspapers such as *Health*, *Shape*, *Newsday*, *Women's Day*, *Men's Fitness*, *The Chicago Tribune*, *Los Angeles Times*, and online at the *Huffington Post*, *the Examiner*, *Reader's Digest*, *MariaShriver.com*, *Wellness.com*, and The Food Network.

As the co-author of the popular book, *UNJUNK YOUR JUNK FOOD, Healthy Alternatives to Conventional Snacks*, Andrea believes you can have your cake and eat it too...just without the chemical additives—coined by the authors as 'The Scary Seven'.

Andrea is proud to be the kind of mom who feeds her kids fish oil, flaxseeds and seaweed.



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