

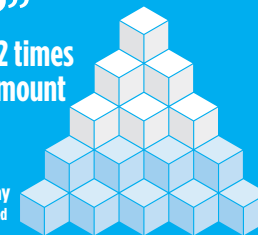
Not all sweeteners are created equal

“Did you know?”

Most Americans consume 2 times the daily recommended amount of added sugar every day¹

 **9** tsp/day recommended

 **6** tsp/day recommended



	Low Calorie & No Calorie Sweeteners			Natural Low Calorie & No Calorie Sweeteners			Traditional Sweeteners		
	 Sucralose 0 calories 0g carbohydrate	 Saccharin 0 calories 0g carbohydrate	 Aspartame 0 calories 0g carbohydrate	 Stevia 0 calories 2g carbohydrate	 Monkfruit 0 calories 3g carbohydrate	 Erythritol 0 calories 3g carbohydrate	 Sugar (2 tsp) 32 calories 9g carbohydrate	 Brown Sugar (2 tsp) 34 calories 9g carbohydrate	 Honey (2 tsp) 42 calories 11g carbohydrate
#1 Recommended Sweetener Brand by Healthcare Professionals 	✓	✗		✓		✗	✗	✗	✗
Tastes Like Sugar	✓	✗		✓		✗	✓	✗	✗
No Blood Sugar Impact²	✓	✓		✓		✓	✗	✗	✗
Helps Manage Diabetes^{2, 3}	✓	✓		✓		✓	✗	✗	✗
Zero Calorie	✓	✓		✓		✓	✗	✗	✗
Less than 2g Carbohydrate	✓	✓		✓		✗	✗	✗	✗
Helps Lose or Maintain Weight³	✓	✓		✓		✓	✗	✗	✗
Dissolves Easily in Beverages	✓	✗		✓		✗	✗	✗	✗
100% Natural	✗	✗		✓		✓	✓	✓	✓
Great Taste for Zero Calorie Baking	✓	✗		✓		✗	✗	✗	✗

¹ Among healthcare professionals clinically treating patients; ¹ 2019, February 19. (By Any Other Name It's Still Sweetener). Retrieved from: <https://www.heart.org/en/healthy-living/eat-smart/sugar/by-any-other-name-its-still-sweetener>; ² Johnson C, Stevens B, Foreyl J et al. (2013) The Role of Low-Calorie Sweeteners in Diabetes. Eur Endocrinology 9(2); 96-98; ³ When used in place of sugar; Rogers PJ, Hogenkamp PS, de Graaf C., et. Al. (2016) Does low-energy sweetener consumption affect energy intake and body weight? A systematic review, including meta-analyses of the evidence from human and animal studies. Int J of Obes 40(3), 381-394.