

# An Introduction to Purposeful Choices

Sometimes it feels as though we're bombarded from all sides with information about our health. It's difficult to figure out which products are the best choices for our lifestyle and diet. What works for your neighbour might not work for you, and even when you've figured out the perfect combination for your unique needs, it can be a nightmare trying to figure out which foods fit. The CVS Purposeful Choices range is designed to help busy people make positive, healthy decisions, without breaking the bank.

We've added a huge selection of snack and grocery items from all your favourite brands, helpfully labelled with our Purposeful Choices icons throughout the store, so you can easily spot the right products for you. Here's our handy guide to the new icons and what they mean:

## **Good Source of Protein**

If you're trying to live a more active lifestyle, a diet with lots of protein can help you build your muscles and keep active even as you age. Every product labelled as a 'good source of protein' contains 10%-19% of the Daily Value for protein per FDA regulations.

A plate of toast with some Gold Emblem Peanut Butter is a delicious and protein-filled way to start your day. Top up your energy with some Jack Links Beef Jerky before hitting the gym.

## **Organic**

Organic Products are all natural, grown without the aid of chemicals or pesticides. They're the perfect choice if you want to start eating more sustainably, but aren't sure where to start. All products with the 'Organic' label contain at least 95% organically manufactured ingredients. As well as the CVS 'Organic' label, they also carry the USDA Organic seal.

Many of our own Gold Emblem products are all natural and chemical free, including our Organic Raisins and Popcorn.

## **Non-GMO Project Verified**

GMO Crops are a hot button issue these days, and here at CVS we realise that our customers might have good reasons to avoid genetically modified products. Every product with the Non-GMO Project Verified Label is guaranteed to have been produced according to best practices of GMO avoidance.

Angie's BOOMCHICKAPOP popcorn has rave reviews from our customers, and it's been verified by the Non-GMO project, too!

## **Gluten Free**

Around 1% of Americans suffer from celiac disease, a severe intolerance to gluten. Just small amounts of gluten can cause a range of serious health problems for celiacs, which can make food shopping a difficult and time consuming chore. In recent years gluten free foods have become more popular, but it can still be difficult to find safe, healthy snacks on the go. CVS wants to help people with gluten intolerances to shop confidently in our stores. That's why every product with the 'Gluten Free' label is compliant with FDA standards, so you can be certain that what you're buying is safe.

CVS carries Gluten Free products for any kind of meal, from a quick healthy snack like Pirate's Booty Baked Rice and Corn Puffs to a hearty breakfast of Gluten Free Cheerios.

### **Sugar Free**

33% of our customers said they wanted to see more signs for sugar free products in our stores. So, we came up with the 'Sugar Free' label, which appears on products that contain less than 0.5g of sugar per serving. Now it's easier than ever to make healthy choices and find sugar free treats in our stores.

You'd be surprised how many delicious products are actually sugar free. Russell Stover Sugar Free Pecan Delights are a luxury chocolate snack that taste great and won't ruin your diet.

### **Heart Healthy**

Reducing cholesterol and saturated fat may reduce the risk of heart disease. Luckily, avoiding unhealthy fats no longer means cutting everything delicious out of your life. Look for the Heart Healthy label on products throughout CVS stores to find tasty, familiar foods that will appeal to the whole family. Every 'Heart Healthy' product is low in cholesterol and saturated fat.

How about a bag of Wonderful Pistachios? This Heart Healthy snack is perfect for grazing on all throughout the day. They're a great alternative to popcorn at a family movie night - if you can bear to share them!