

Be Wary of Words!

(This handout is for use with the activity [Persuasion: It's All in the Packaging](#))

What images does the word "natural" bring to mind? How about "fruit"? The front of a food package is prime real estate for selling the product, so marketers choose their words carefully! Some terms are regulated by law and others are not. In either case, words can be deceiving. Have students fill in this handout before clicking to the [What it Really Means](#) page.

Package Word	What it Makes You Think (What it Implies)
Pure	
Natural	
Made from _____	
Made with real fruit	
Whole grain	
Light or lite	
Enriched	
Free (e.g., sugar-free, fat-free)	
Fresh	
Fruit drink	