



GUIDING STARS[®]
NUTRITIOUS CHOICES MADE SIMPLE



What is Guiding Stars?

Guiding Stars is the fast and easy way to find nutritious choices while you shop.

Guiding Stars' nutrition guidance icons allow shoppers save time and be confident about their choices when shopping for nutritious products in store and online.

How to Use Guiding Stars

Shoppers simply look for the icons on shelf tags, online, or on product packaging to quickly find the products with GOOD, BETTER, and BEST nutrition.



No Guiding Stars?

- The product does not meet the nutrition criteria to earn at least 1 Guiding Star.
- The product is exempt from evaluation. Foods with 5 calories or fewer, alcohol, medical foods such as infant formula, and dietary supplements are not evaluated.
- The product is new and hasn't been evaluated yet.

Backed by Science. Built for Speed.

Guiding Stars' patented algorithm was developed by independent nutrition science and public health experts to evaluate the nutritional value of food and beverage products.

+ MORE	- LESS
Fiber	Added Sodium
Live Active Cultures	Added Sugars
Omega-3s	Additives to Limit
Vitamins & Minerals	Saturated Fat
Whole Grains	Trans Fat

Guiding Stars uses only the information accessible to shoppers to evaluate products, such as the Nutrition Facts label and ingredients list. That information is evaluated to determine if the balance of nutrients meets the threshold for GOOD, BETTER, or BEST nutrition.

By creating a science-based standard for what is considered good, better, and best nutritional value, shoppers, public health professionals, food service professionals, researchers and manufacturers can quickly and easily align to help improve our food system.

Contact Us

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Learn more at
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