

THE NUTRI-SCORE : A SCIENCE-BASED PUBLIC HEALTH TOOL *

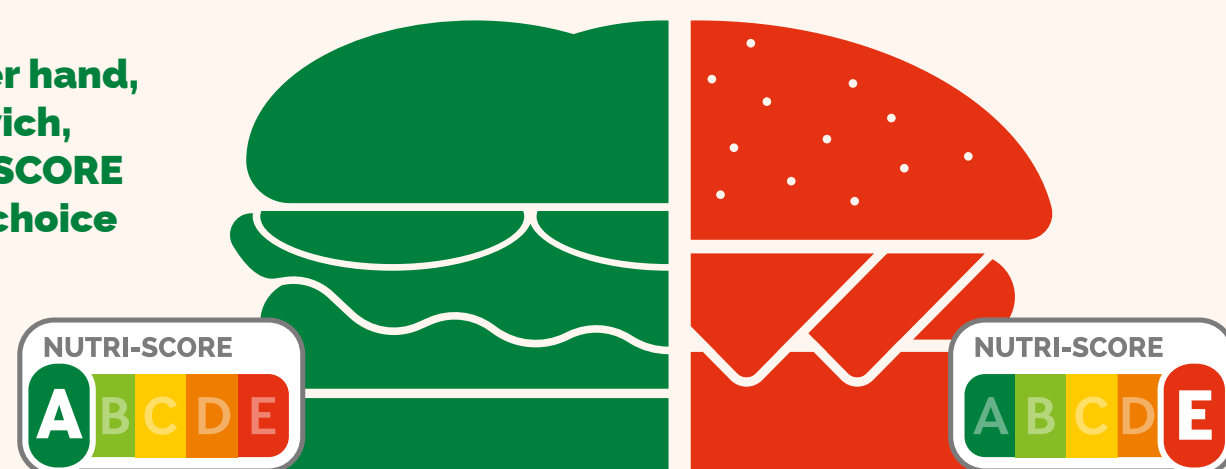
* Le **NUTRI-SCORE**, supported by public services, was developed by researchers without conflicts of interest.

THE NUTRI-SCORE FOR BETTER CHOICES

The **NUTRI-SCORE** allows to compare products that have the same use. It thus makes it possible to make the best choice in a given shelf or between two products with the same use.

IT DOESN'T MAKE SENSE TO COMPARE OIL WITH BREAKFAST CEREAL, BECAUSE WHO WOULD EAT A BOWL OF OIL FOR BREAKFAST?

On the other hand, for a sandwich, the **NUTRI-SCORE** makes the choice easier:

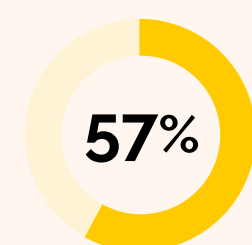


AN EFFECTIVE TOOL ACCESSIBLE TO ALL

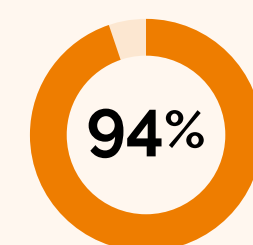
Based on the nutritional table on the back of products, the **NUTRI-SCORE** simplifies the information on nutritional composition to make it understandable at a glance. This way, everyone can know the best choice for their health.

ON AVERAGE, SALES OF NUTRI-SCORE A AND B PRODUCTS ARE INCREASING NUTRI-SCORE D AND E ARE SLIGHTLY DECREASING (IRI, 2020).

LES CHIFFRES



57% of consumers say they change their purchasing habits based on the **NUTRI-SCORE**



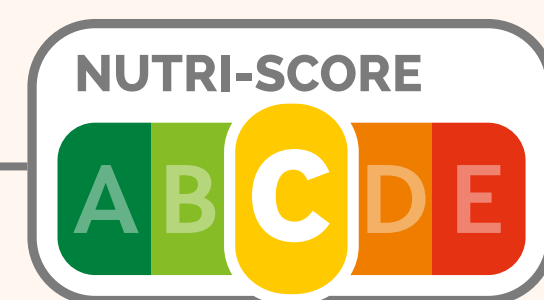
94% of French people say they are in favour of the **NUTRI-SCORE** on packaging

(Santé publique France, 2021)

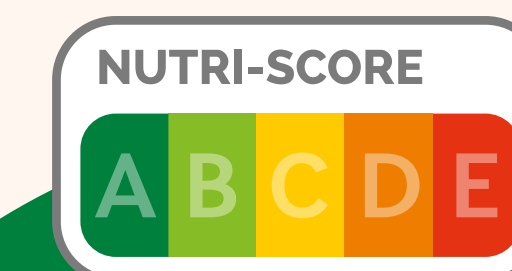
THE NUTRI-SCORE DOES NOT PROHIBIT ANYTHING

Depending on the **NUTRI-SCORE**, the consumer can adjust the frequency of consumption and the amount consumed. The basis of a balanced diet is diversity. It is good to eat everything.

WE MUST THEREFORE FAVOUR PRODUCTS A AND B BUT THOSE D OR E CAN BE CONSUMED FROM TIME TO TIME OR IN SMALLER QUANTITIES, IT'S ALL ABOUT BALANCE!



THE NUTRI-SCORE COMES IN ADDITION TO THE GENERAL NUTRITIONAL RECOMMENDATIONS OF THE PNNS: AT LEAST 5 FRUITS AND VEGETABLES A DAY, DON'T EAT TOO FAT, TOO SWEET, TOO SALTY



A PUBLIC HEALTH TOOL