

A Letter to the Editor of the School Newspaper

Written by Quince Li (4L 18)

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Food Advertisements and Packaging Misleading the Public

Dear Editor,

Is it really worth believing that all advertisements and food packages tell the truth? I am writing to tell my schoolmates that we should not believe everything we see in advertisements and on food packages. Starting from the 22nd century, people started paying more attention to their health and diet. To my dismay, food packages and advertisements often include misleading information. Not long before I started writing this letter, I saw an advertisement about a chocolate flavoured protein bar called “Pure Protein Energy Bar” with the slogan “Protein Power for Kids”. There is no doubt in mind that this advertisement is misleading.

To begin with, the packaging shows a nice phrase that says “Protein Power for Kids” which makes us believe that we can gain a lot of energy from it. Besides, the advertisement shows a young, beautiful ballerina that looks energetic, flexible, joyful and slim. I think the food manufacturer wants potential customers to believe that eating the bar can make them slim and energetic like her.

As far as I am concerned, as smart eaters, we must read nutrition labels carefully. According to the nutrition label, there are 20 grams of sugar in one bar, which takes up one-third of the whole bar! There is certainly a lot of sugar. Too much sugar might cause health problems, such as tooth decay and Type 2 diabetes. In addition, the nutrition label mentions that there are 16 grams of fat, and saturated fats take up 13 grams. Saturated fat is bad for our heart. If you eat this product daily, you might have health problems

too. For instance, it is possible to cause heart problems and obesity. So, we better not eat too many of this “Pure Protein Energy Bar”.

In summary, we should read the nutrition label carefully and we should not believe everything we see in advertisement or on a food packaging. The information can be misleading. I hope that everyone can be more aware, read the nutrition labels carefully in the future, and choose natural food over processed food. Have you learnt how to be a smart eater?

Yours faithfully,

Quince Li