

A Letter to the Editor of the School Newspaper

Written by Pamela Wong (4T 30)

Dear Editor,

Have you ever thought about whether advertisements and food packaging are telling the truth? I am writing to my schoolmates to say that we shouldn't believe everything we see in advertisements and on food packages. Nowadays, people always pay a lot of attention to healthy eating. Sadly, food advertisements and packaging often include a lot of misleading information.

Recently, I saw a food advertisement for "Pure Protein Energy bar" with the slogan "Protein Power For Kids!" After reading this advertisement, I am very sure that it is deceptive and has a lot of misleading information. First, the advertisement uses a lot of exaggerated words, for example, "trans fat-free" and "no sugar added". The advertiser wants to make us think that it is the healthiest snack. What is more, this advertisement shows us a picture of a fit ballerina doing a half split and smiling, and she is looking at the energy bar, making it look delicious. I think that the advertisement wants to make the potential customers think that the energy bar makes us fit and strong, just like the beautiful little ballerina.

Nevertheless, as very smart eaters, we must know how to read the nutrition label carefully. The nutrition label shows that the energy bar contains 20 g of sugar, which is too much for one single snack bar. Besides, the nutrition label shows that it has 13 g of saturated fat, and saturated fat can cause high cholesterol and may cause heart problems. Eating too much sweet food can lead to health problems—for example, obesity, tooth decay, Type 2 diabetes, and heart problems. We should not eat too many energy bars because they contain a lot of artificial ingredients, too.

To conclude, we shouldn't trust everything we see or watch in

advertisements or on food packages. Their information can be very misleading. I am very certain that the advertisements use a lot of opinions and very few facts. We can check it by reading the nutrition label. We can become smart eaters by doing this. Can you become a clever eater, too?

Yours faithfully,

Pamela Wong