



Commentary: “Lite” Reading from the Calorie Control Council

The Calorie Control Council (the “Council”) is an international association representing the low-calorie and reduced-fat food and beverage industry. Companies that make and use low-calorie sweeteners are among the Council’s members. Now, more than ever consumers are seeking diet and health information from credible and reliable sources. The Calorie Control Council serves as a reliable health information resource with experts available to assist with questions and concerns from consumers, health professionals, and the media.

Please use the Council as a resource when looking for information on low calorie and “lite” ingredients and the products that contain them. For more information, visit the Council’s website at www.caloriecontrol.org.



Feed Your Mind

Caloriecontrol.org: Enhanced and Interactive



Experts Weigh In

New Research: Consumption of Reduced Calorie Foods and Beverages Assists in Long Term Weight Control



Sweet Substitutes

New Website, www.Steviabenefits.org, Provides Objective, Scientific Information Regarding Stevia Sweeteners



What’s New and What’s True?

New Research Finds No Relationship Between Low-Calorie Sweeteners and Cancer



Get Physical

Burn More Calories While Taking a Stroll-er



Feed Your Mind

Caloriecontrol.org: Enhanced and Interactive

The Calorie Control Council's flagship Web site, www.caloriecontrol.org, has been updated with a bold, fresh new look, streamlined navigation and interactive features. In addition to science-based information, tips and calculators the enhanced site now offers an interactive news-scroll providing up to date news; information that is easy to find and cross-referenced; "light" trend data; and timely, objective information regarding low and reduced calorie sweeteners and ingredients. The site also features an extensive recipe section with a variety of recipes, including those for patients and clients with diabetes.

"This Web site provides consumers,



health professionals and media with objective, science based information regarding low and reduced calorie ingredients. "Caloriecontrol.org offers reliable information regarding achieving and maintaining a healthy weight, the importance of physical activity and information regarding light ingredients," noted Lyn Nabors, president of the Calorie Control Council. "The new look and feel of www.caloriecontrol.org allows health professionals to locate information that is easy to share with patients and provides consumers with factual information regarding the many low and reduced calorie products they have come to enjoy," Nabors added.

To view the enhanced and updated Web site, visit: www.caloriecontrol.org.

Experts Weigh In

New Research: Consumption of Reduced Calorie Foods and Beverages Assists in Long Term Weight Control

A new study published in the *International Journal of Obesity* reports that consumption of beverages sweetened with low calorie sweeteners increases dietary restraint, a key aspect of successful weight maintenance. Researchers analyzed calorie, protein, carbohydrate, fat and beverage intake, as well as the dietary restraint of over 300 individuals and concluded, "Our findings...suggest that the use of artificially sweetened beverages may be an important weight control strategy among WLM [weight loss maintainers]. Use of artificially sweetened beverages may assist WLM in maintaining a reduced calorie diet..." Further, the researchers stated, "The current study suggests that WLM use more dietary strategies to accomplish their WLM, including greater restriction of fat intake, use of fat and sugar modified foods, reduced consumption of caloric beverages and increased consumption of

artificially sweetened beverages." This study builds upon the findings from a 2002 study published in the *American Journal of Clinical Nutrition* which found consumers of low-calorie sweeteners had significantly greater weight loss compared with participants who did not consume low-calorie sweeteners.

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Experts Weigh In

According to Dr. Adam Drewnowski, Director, Center for Public Health Nutrition at the University of Washington “Low-calorie sweeteners and reduced-calorie products are not magic bullets, which means using these products will not result in automatic weight loss. Instead, people looking to lose or maintain weight, can use low-calorie sweeteners in addition to other tools (such as portion control, exercise, etc.) to help manage their calories.” Dr. Drewnowski co-authored a recent research review of low calorie sweeteners, published in the *European Journal of Clinical Nutrition*, which found that low-calorie sweeteners and the products that contain

them can help people reduce their calorie intake and, although they are not appetite suppressants and do not cause weight loss, “... they have been shown to be associated with some modest weight loss... .”

More than 194 million Americans are consuming low and reduced calorie foods and beverages, according to the Calorie Control Council’s most recent national consumer survey, and this number will likely continue to rise as more people begin to understand that “calories count” for weight loss and weight maintenance.

Sweet Substitutes

New Website, www.steviabenefits.org, Provides Objective, Scientific Information Regarding Stevia Sweeteners

The Food and Drug Administration (FDA) has announced it has no questions regarding the conclusion of expert panels on the Generally Recognized As Safe (GRAS) status of several highly purified steviol glycosides.

Stevia is a South American plant native to Paraguay that traditionally has been used to sweeten beverages and make tea. The word “stevia” refers to the entire plant and its components, only some of which are sweet. The sweet tasting components of the stevia plant are called steviol glycosides. Rebaudioside A is one steviol glycoside that is GRAS by the FDA. Steviol glycosides can be isolated and purified from the leaves of the stevia plant and provide sweet taste in foods, beverages and tabletop sweeteners in the U.S. and elsewhere. Worldwide, steviol glycosides are approved in many countries, including Mexico, China, Russia and Australia and the safety of these sweeteners is supported by the World Health Organization’s Joint Expert Committee on Food Additives.

With steviol glycosides having GRAS status, this means that there are more choices than ever when it comes to low-calorie sweeteners and light products. In an effort to provide accurate and credible information regarding stevia sweeteners (natural, zero calorie sweeteners) a new website –

www.steviabenefits.org has been developed. The new site provides consumers and health professionals with objective, scientific information about stevia sweeteners, which are used in products such as tabletop sweeteners, reduced calorie beverages and ice cream. Steviabenefits.org provides links to research on stevia sweeteners and recipe information for those looking to incorporate stevia sweeteners into a healthful lifestyle. There is also a section of the Web site explaining how stevia sweeteners are developed, their safety record and more.

Visit www.steviabenefits.org for factual information about stevia sweeteners. A comprehensive brochure containing information on the safety and benefits of stevia sweeteners may be found in the “Health Professionals” section of [steviabenefits.org](http://www.steviabenefits.org) and is printable and reproducible for patients and clients.



What's New and What's True?

New Research Finds No Relationship Between Low-Calorie Sweeteners and Cancer

A new study conducted by Italian researchers and published in the August 2009 issue of *Cancer Epidemiology Biomarkers and Prevention* reports there is no relationship between low-calorie sweeteners and cancers of the stomach, pancreas or endometrium. Over 3000 patients ages 22 to 80 were examined over a 13 year period and the researchers conclude, "The results of the present study indicate that the consumption of sweeteners is not associated to the risk of cancer of the stomach, pancreas, and endometrium." Further the

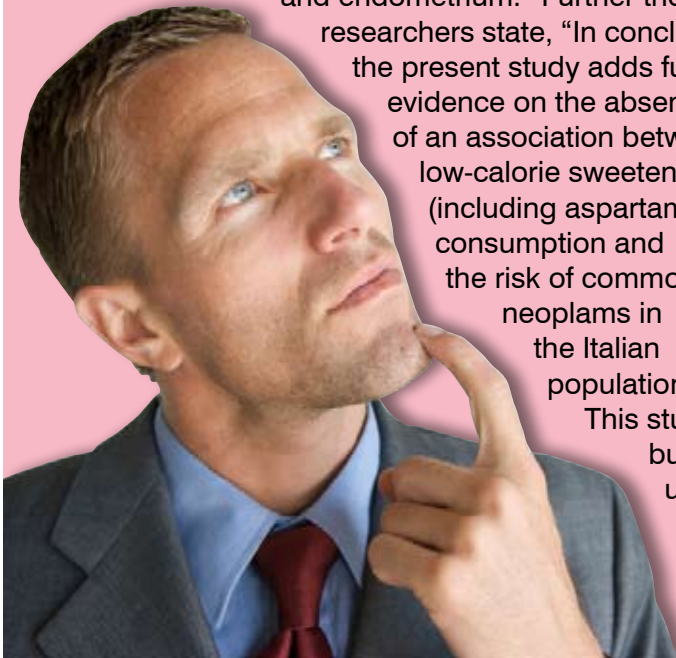
researchers state, "In conclusion, the present study adds further evidence on the absence of an association between low-calorie sweetener (including aspartame) consumption and the risk of common neoplasms in the Italian population."

This study builds upon the

findings from a 2007 Italian study published in the *Annals of Oncology* which found no relationship between low-calorie sweeteners and oral and pharynx, esophagus, colon, rectum, larynx, breast, ovary, prostate and renal cell carcinomas.

"This study confirms what we have known for years – low-calorie sweeteners are safe, beneficial and in no way related to cancer," noted Lyn Nabors, President of the Calorie Control Council. "While it is well established that being overweight increases the risk of developing certain types of cancer, low-calorie sweeteners and the products that contain them have been shown to be helpful in weight loss and control," added Nabors.

According to the American Cancer Society low-calorie sweeteners do not cause cancer. A 2006 epidemiology study from the National Cancer Institute demonstrates that there is no link between low-calorie sweeteners, such as aspartame, and leukemias, lymphomas and brain tumors. The study evaluated over 500,000 men and women between the ages of 50 and 69 over a five-year period and found no evidence of an increased risk of leukemias, lymphomas and brain tumors among those who use aspartame. The researchers report, "Our findings from this epidemiologic study suggest that consumption of aspartame-containing beverages does not raise the risk of hematopoietic or brain malignancies."



Get Physical

Burn More Calories While Taking a Stroll-er

According to the American Council on Exercise (ACE), scientists at the University of Wisconsin, La Crosse found that exercise intensity and number of calories burned were approximately 18 and 20 percent higher when walking with a stroller at three mph and three and a half miles per hour (mph) (respectively) than when walking without a stroller. The researchers analyzed 15 female women between the ages of 19 and 41 for two sessions of walking on a treadmill. During the first session the women walked at three mph while pushing a stroller loaded with 35 pounds of additional weight. The treadmill incline varied from flat to a two and a half percent, five percent and seven

and a half percent grade every four minutes during the 20-minute session. The second session included the same variance in grade at an increased walking speed of three and a half mph.

The results illustrate that walking while pushing a stroller burned more calories than walking alone. Further, as the incline increased more calories were burned. Participants burned, on average, 6.2 calories per minute while pushing a stroller at three mph and 7.4 calories per minute while pushing a stroller at three and a half mph. The caloric expenditure may seem marginal but considering it equals 372 to 444 calories per hour, walking with a stroller may help new moms lose "baby weight" faster than walking alone.

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According to a study in the *Journal of Science and Medicine in Sport*, mothers of young children are particularly less likely to get even the minimum amount of exercise they need to stay healthy than women of similar age without children. "It's a problem and it can lead to health risks down the road," stated Lisa Bush, M.S., in *ACE FitnessMatters*. "Women gain weight after pregnancy and a lot of times it's hard to lose because of this new child in their life. And now they're busy running around and spending more time taking care of that child versus taking care of themselves," she added. Stroller walking with a child supports mother child bonding while burning more calories than walking alone.

And, of course, playing with your children throughout the day offers more than just fun. Playground fun can help burn over 200 calories over 45 minutes (based on a 150 pound woman). For those interested in activities besides walking and playing at the playground, visit the Council's Get Moving Calculator at: http://caloriescount.com/free_getMoving.aspx to find out how many calories are burned during different types of physical activity.

Calorie Control

commentary

Providing timely information on low-calorie and reduced-fat foods and beverages, weight management, physical activity and healthy eating.

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