# **FAQ**

Packaged foods can often be high in salt, fat, sugar and kilojoules. FoodSwitch can help you find out what's in the food you're eating, so you can make simple switches to the healthier choices listed when you're at the supermarket.

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# **About FoodSwitch**

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#### Q. What is FoodSwitch?

A. FoodSwitch is a smartphone app that allows you to scan the barcodes of packaged foods at the supermarket, at your desk or at home, using the camera on your smartphone. FoodSwitch then presents you with immediate, easy-to-understand information about that product's nutritional makeup. Using a traffic light colour-coded system (red, amber and green), it's easy to see whether a food is less healthy, okay or a healthier option based on its total fat, saturated fat, sugar and salt content. You can also see a list of similar foods that are healthier choices.

#### Q. Who developed FoodSwitch UK?

- A. FoodSwitch was developed by four leading independent nutrition research groups who wanted to provide UK shoppers with free and impartial information;
- •Consensus Action on Salt and Health (CASH); a charity concerned with salt and its effects on health, supported by 25 expert scientific members. Click here for their website
- •The George Institute for Global Health; whose mission is to help improve the health of millions of people around the world. With centres in Australia, China, India, the UK and partners and programs around the world, the George Institute is ranked among the top 10 research institutions globally for scientific impact. Click here for their website
- •The British Heart Foundation Health Promotion Research Group, Nuffield Department of Population Health, University of Oxford; who conducts internationally renowned research into population approaches to disease prevention. Click here for their website
- Medical Research Council Human Nutrition Research conducts internationally-renowned research aimed at improving health through nutrition. Click here for their website

#### Q. Why have we introduced FoodSwitch to the UK?

A. We want to help people live longer, healthier, happier lives by making healthier food choices. Current food labels can often be difficult to read and understand. FoodSwitch can help shoppers by:

- Providing easy-to-understand nutritional information about packaged foods
- Providing information on healthier choices.

#### Q. How is FoodSwitch different to other apps?

A. FoodSwitch is the first-of-its-kind app that allows you to:

- Scan the barcode of a product to see its nutritional content and learn how healthy it is using the traffic light colours
- See healthier food choices available based on established and well-researched criteria (see 'how it works')
- Share information about healthier food choices with your friends.

#### Q. How is FoodSwitch different to other 'traffic light' food apps?

A. FoodSwitch is quick and easy to use. It scans barcodes so you don't need to manually enter the product details into your phone. It also gives you a list of similar foods that are healthier choices based on established and well-researched criteria.

#### Q. Is FoodSwitch available to anyone?

A. FoodSwitch is available to everyone that has an iPhone or an Android phone and it's free too – so pass it on!

# Q. Why does the app not include information about gluten/colours/preservatives/additives/GI?

A. At this stage FoodSwitch does not include information on colours, preservatives, additives, gluten, glycaemic index (GI) and glycaemic load (GL) as the information that powers the app has been taken directly from product nutrition information panels. However we are collecting additional information and future versions of the app will aim to include even more functionality.

#### Q. Why don't you include all supermarket products?

FoodSwitch is continuously being updated from as many products from as many stores are we can. Nutritional information has been collected for approx. 81,000 products, which we estimate represents half of all UK grocery. We want to give you the maximum choice possible by including information for all products available in all supermarkets, but to do that we need your help! If a product isn't available in the database, then please help us add it, by taking three simple pictures; the front of the packaging, the ingredients list and the nutritional table.

#### Q. Where does FoodSwitch work best?

A. The App currently works best on: Branded products, Asda and Sainsbury's. The App currently works, but less well, on; Tesco own label, Marks & Spencers own label, The Co-operative own label, Morrisons own label and Waitrose own label

The App currently has limited use in; Aldi, Lidl, Iceland

If a product isn't available in the database, then please help us add it by taking three simple pictures; the front of the packaging, the ingredients list and the nutritional table.

# Q. Why does it suggest switches that aren't from my supermarket?

A. FoodSwitch is designed to show you the healthiest options available, from any store. You can use the app whilst doing your weekly shop, you can plan your next shop by scanning your cupboards at home – or even see what is in your lunch whilst at your desk. In fact, you can use FoodSwitch anywhere you find a food product! Please let us know how you use FoodSwitch and if you found it helpful via the feedback function.

# Q. Can the app determine which supermarket I am shopping in?

At the moment there is no function to note which supermarket you are shopping at, however we will explore this for future versions of the app.

# Q. Why does the app not include information about Reference Intakes (RIs) or Guideline Daily Amounts (GDAs)?

A. Although you may see Reference intakes (RIs) or Guideline Daily Amounts (GDAs) on the front of your food packaging, FoodSwitch aims to give you simple, at-a-glance information using the simplest form of expression – colour coding!

Under the new Department of Health plans, RIs replace the old system of GDAs; while the terminology has changed, most of the values are exactly the same. RI's are general guidelines for the maximum amount you should eat in a day. If you are buying for children, remember that the RI for a child is far lower than for adults.

Reference Intakes are a guide to the amount of energy, fat, saturates, sugar and salt an average adult should aim to have no more than in any one day. Although everybody is different, you should aim to meet the RI for energy and treat the RIs for fat, saturates, sugar and salt as the maximum intake you should have in one day.

This table shows the Reference Intakes for the average adult woman: Energy or nutrient Reference Intake Energy 8400 kJ / 2000 kcal Total fat 70 g Saturates 20 g

Carbohydrate 260 g Sugars 90 g Protein 50 g Salt 6g

# Q. Why is energy information given in kilojoules (kJ) and kilocalories (kcals)?

A. Energy information is given in kilojoules (kJ) and kilocalories (kcals) in FoodSwitch. Both have always been on nutrition panels on back of packs, but now you will see them both on the front of the pack. One kilocalorie equals 4.2 kilojoules. A typical adult woman only needs 2000 kcals a day. This is equivalent to 8400 kJs. There is no colour coding for energy.

#### Q. Why is energy not colour coded?

A. The ratings for red, amber and green for each nutrient are based on the Department of Health Guide to Creating a Front of Pack (FoP) Nutrition Label for Pre-packed Products Sold Through Retail Outlets. Energy does not currently have such criteria and so we represent it as a white circle in the app. However the energy content is taken into consideration along with other components such as protein and fibre when determining healthier choices. In brief though, try to choose products with a lower energy content.

#### Q. Why is sugar given as 'sugars'?

A. The 'sugars' figure given is the total amount of sugars in the food. It includes sugars from fruit and milk, as well as the sugars that have been added. In accordance with EU labelling regulations, it is not possible to differentiate between 'natural' and 'added sugar'. All sugars provide ~4kcal per gram.

A food containing lots of fruit or milk will be a healthier choice than one that contains lots of added sugars, even if the two products contain the same total amount of sugars. You can tell if the food contains lots of added sugars by checking the ingredients list.

#### Q. Why is salt labelled instead of sodium?

The FoodSwitch app displays the traffic light and values for salt not sodium, displayed to one decimal place. The nutrition information panel of products may list sodium but not salt. To get the salt content you would ordinarily need to multiply the sodium by 2.5. FoodSwitch does this for you by calculating the salt from the sodium value. Therefore, 1g (1000mg) sodium equals 2.5g salt, and vice versa.

#### Q. Why does the app not include information about portion sizes?

Although you may see amounts of each nutrient per portion on the front of your food packaging, portion sizes are often different between different food manufacturers. FoodSwitch aims to let you compare products 'like for like' without having to calculate different portion sizes, so we provide the information per 100g. The colour coding takes into account estimated portion sizes (see FAQs on how it works).

#### Q. Can I calculate the portion sizes myself?

When the nutrient values are given per 100g, you can work out how much will be contained in a portion. You can do this by thinking about how much of the product you or your child will be eating in

relation to both the pack size and 100g i.e. whether this is more or less than 100g. Look at the weight of the packet as a guide.

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# **How it Works**

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#### Q. Where does the nutritional information come from?

A. The FoodSwitch UK team has developed the database of nutritional information over the last year (2013), by collecting information from the nutrition panels of over 80,000 packaged foods and drinks in the UK. FoodSwitch relies on the manufacturers providing detailed nutrition information on their packaging, and does not provide estimates where information does not exist. FoodSwitch users can also help by taking photos of new products and sending them in.

### Q. What do the colour ratings mean?

A. FoodSwitch is powered by a database of over 80,000 packaged food products in the UK. Each product has been rated for 4 food components (total fat, saturated fat, sugars and salt).

GREEN - Indicates that a product contains low amounts of this nutrient. The more green circles, the healthier the choice.

AMBER - Indicates that a product contains medium amounts of this nutrient, so it's an OK choice most of the time.

RED - Indicates that a product contains high amounts of this nutrient, so enjoy this choice once in a while, or as a treat.

The traffic light labels on the front of the pack show you at-a-glance if the food you are thinking about buying has high, medium or low amounts of fat, saturated fat (saturates), sugars and salt, helping you achieve a more balanced diet. The ratings for red, amber and green for each nutrient are based on established standards for front-of-pack traffic light labelling. For more information, see the Department of Health's Guidance on developing a 'Front of Pack' (FoP) nutrition label.

# Q. Why are the colours different to those shown on my packaging?

A. There are four main reasons why the colours or figures per 100g might be different to those on your packaging:

- 1. Products are constantly reformulated and whilst we endeavor to keep the database up to date, our information may differ; please let us know via the feedback function.
- 2. Products with large portions (over 100g) are subject to a 'large portion cap' ie a maximum amount of salt, sugar, fat or saturates per portion. Our portion size data is based on estimated figures for recommended portion sizes. If your product's recommended portion size is larger or smaller than ours, our colour coding may differ; please let us know via the feedback function.
- 3. Manufactures may give product information as 'raw' or 'cooked'; 'as sold' or 'as consumed'; 'concentrate' or 'as made up/diluted'. If we have been unable to identify this from the label, our information may differ; please let us know via the feedback function.
- 4. The Government criteria behind the colours has changed recently. For example, the same amount of salt in a certain sandwich may have been amber and will now be red, because the salt criteria for red has changed.

For information on the warranty on our data, please see The Disclaimer

#### Q. How are healthier choices identified?

A. FoodSwitch calculates healthier choices by comparing the overall nutritional value, or 'nutrient profile score' of foods based on The Department of Health's Nutrient Profiling Technical Guidance <a href="https://www.gov.uk/government/uploads/system/uploads/attachment\_data/file/216094/dh\_12349">https://www.gov.uk/government/uploads/system/uploads/attachment\_data/file/216094/dh\_12349</a>
2.pdf

As well as sugars, fats and salt, which are key components associated with chronic disease, the overall rating takes into account additional nutritional components such as fibre, protein and fruit and vegetables. This means the healthier choices shown not only have a better balance of salt, sugars and fats but are also healthier overall based on well researched existing criteria.

# Q. How do you know how much fruit or vegetable is in my product?

The contribution of fruit and or vegetables (excluding potato) to a product can improve its nutritional value score; however this information is difficult to calculate from the information given on most packaging. Our fruit and vegetable data is based on estimated average figures from our research, and was further tested on a sample of 10,000 products for accuracy. Your scanned product may have a higher or lower fruit and or vegetable content than the average for that category; however our modelling has showed this makes little difference to the final nutrient profile score for that product. If you feel that your product is not accurately reflected, please let us know via the feedback function.

### Q. Why hasn't FoodSwitch offered me 'like for like' healthier alternatives?

A. Over 80,000 products have been placed into similar categories for comparison by hand by the FoodSwitch UK team. Although we have tried to make the comparisons as suitable as possible, you may not consider our alternatives relevant to you. If you do not find the swaps helpful, please let us know via the feedback function. These changes will then appear in future updates to the App.

#### Q. My product hasn't given me any healthy choices, why is that?

A. There are several reasons why healthier choices may not be provided, e.g.

It could be because it is the healthiest option out of that category of foods.

- It could be because we do not provide healthier choices for that category, e.g. alcohol, baby food, chocolate bars, multipacks and mealkits.
- It could be because the label is inconsistent with that particular category of food, e.g. within the sausage category, some are labelled as cooked, others as raw; some stocks are provided as concentrated, some diluted.

# Q. Are all the products in my supermarket in the database?

A. The database that powers FoodSwitch UK contains more than 80,000 packaged products. This means that many of the food items you scan from most major grocery stores in the UK will be in the FoodSwitch database. However, new products and new recipes for existing products are always coming on the market and there will be some products that are only available in certain locations or shops.

If you come across an item that's not in the database, you'll be invited to help us by taking three photos – one of the front of the product, one of the nutrition information panel and one of the ingredients list. The app will then automatically email these pictures to us so the item can be validated and added to the database.

#### Q. What if the product I scan isn't in the database?

A. Food manufacturers are continuously adding new product ranges to supermarket shelves. If you scan a product that isn't in the database, you'll be invited to help us by taking three photos – one of the front of the product, one of the nutrition information panel and one of the ingredients list. The app will then automatically email these pictures to us so the item can be validated and added to the database.

#### Q. How can we be sure FoodSwitch information is correct?

A. The database that powers FoodSwitch is updated regularly by the FoodSwitch UK team of researchers along with the help of users like you providing feedback and providing new photos. You'll receive alerts from time to time when a new version of the app becomes available or the database is updated. If you do not think the information is correct, please help us out and let us know via the feedback function.

For information on the warranty on our data, see The Disclaimer

### Q. How do I create and delete lists? How can I add and remove healthier choices to lists?

A. When a healthier option is displayed, tap on the product details to expand the information area. This will display the product's nutritional values. To the right, or below, a '+' symbol should appear. Tap on the "+" symbol and it will take you to the Lists page. You will then have the option of adding it to a current list by simply tapping on that list; or you can enter the name of a new list, tap on it and the item selected will be automatically added to that list.

If you're using an Apple mobile device, to remove an item from a list simply tap the 'edit' button in the top left hand corner of the screen. A red circle will appear to the left of each product on the list. Tap on the circle next to the product you wish to remove and a red 'Delete' button will appear on the right. To remove a list, go to the Lists page and tap the 'edit' button in the top left hand corner of the screen. A red circle will appear to the left of each list. Tap on the red circle next to the list you wish to delete and a red 'Delete' button will appear on the right to enable you to delete the list.

If you're using an Android device, to delete an item on a list, tap and hold on an item. A check box will appear to the left of each item on the list. Tap on the item you wish to edit to highlight the check mark. You can then delete the item by tapping on the bin button in the top left hand corner of the screen. To delete a list go to the Lists tab and tap and hold an existing list title. A check box will appear to the left of each list. Tap on the list you wish to edit to highlight the check mark. You can delete the list by tapping on the bin button in the top left hand corner of the screen.

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# Why?

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# Q. Why have we developed FoodSwitch?

A. FoodSwitch is part of a broader healthy eating plan in the UK, a partnership between four nutrition research institutions in the UK, all with an interest in improving the nation's health through diet. (See: Who developed FoodSwitch UK?)

FoodSwitch is one small step toward helping people make healthier food choices – starting in the supermarket aisle!

# Q. Is choosing healthy food really a problem?

A. Most of us are lucky enough to have access to many nutritious foods. However, many everyday packaged foods can be high in salt, fat (including saturated fat) and sugars. They can also be high in energy (kilocalories and kilojoules) thanks to increasingly large portion sizes. All of these factors can contribute to health problems such as obesity, hypertension (high blood pressure), type 2 diabetes and high blood cholesterol. In turn, these can lead to an increase in the incidence of heart attacks, strokes and cancers each year. Making even small changes to our diets, such as consuming a little less salt and sugar, and eating less fat (particularly saturated fat) and energy (kilojoules) could prevent many of these health problems.

Currently, not all products in the UK have clear nutritional labelling on the front of the packaging, or it can be difficult to find, difficult to read and difficult to interpret. This means it's often hard for consumers to be informed and make healthier food choices.

# Q. Why front-of-pack (FoP) labelling?

A. Many studies show that front-of-pack (FoP) labelling systems can help consumers interpret the information and make healthier food choices.

In June 2013, the Department of Health launched a new front of pack labelling scheme, which is currently being adopted across the UK. This new system combines traffic light colour coding with

nutritional information, making it much easier and quicker for consumers to check whether their food is a healthier choice. Most supermarkets have agreed to adopt this new system, however many food companies have not. FoodSwitch provides 'traffic light' colour coding on all food products, regardless of what they put on the front of their packaging.

# Q. Why colour-coded labelling?

A. Research shows some people find 'traffic light' or other colour-coded front-of-pack food labelling systems easier to understand than other systems. The traffic light labelling system provides nutritional information in an easy- to-understand interpretive way based on 100g of a product. This helps consumers compare products directly. By highlighting healthier options, FoodSwitch makes it even easier to make healthier and fully informed food choices at the supermarket.

(See: what does the colour coding mean?)

### Q. Do other health and research organisations support FoodSwitch?

A. FoodSwitch UK is supported by 13 charities and academic institutions in the UK:

- Blood Pressure UK
- Consensus Action on Salt and Health (CASH)
- Heart UK
- Kidney Research UK
- National Obesity Forum
- National Osteoporosis Society
- Queen Mary University of London
- Stroke Association
- Sustain (Children's Food Campaign)
- The British Dietetic Association
- The George Institute for Global Health
- The Medical Research Council; Human Nutrition Research
- University of Oxford

We welcome support from further institutions, please contact FoodSwitch at foodswitch@qmul.ac.uk

### Q. What do food and drink manufacturers think of front-of-pack labelling?

A. Many manufacturers have agreed to provide better labelling for consumers in the UK, we hope FoodSwitch will encourage more to do the same. [Link to DH labelling pledge]The FoodSwitch team has been working closely with the food industry on reformulation of foods to improve the health and quality of products for many years. The food industry has highlighted how important it is to increase consumer demand for healthier food products. By providing easy-to-interpret and understand information on the nutritional content of foods, FoodSwitch will help to boost consumer demand for a more nutritious food supply and provide the charge that the food industry needs to change

# Q. Have you been surprised by what is in your food?

We want to hear from you! If you are surprised with what is in your food, please share the link on Twitter or Facebook, or email us at <a href="mailto:foodswitch@qmul.ac.uk">foodswitch@qmul.ac.uk</a>.

# **Technical Questions**

- How do I access the app?
- What devices does FoodSwitch work on?
- What if I don't have a smartphone?
- Is the app free? Will future updates all be free?
- Why isn't the app scanning the barcode?
- Why can't I access Twitter?
- Why can't I access Facebook?
- Does FoodSwitch collect my personal information?
- Is the app suitable for colour blind users?
- Can I use the app outside the UK?
- Where can I find more nutrition information?
- Who do I contact if I have a question that hasn't been answered here?

# Q. How do I access the app?

A. For iPhone<sup>1</sup> users, you can download <u>FoodSwitch</u> from the App Store online or on your device.

For Android<sup>2</sup> users, you can download <u>FoodSwitch</u> from Google Play online or via your device.

The app is free of charge. An internet connection (3G or Wi-Fi) is required to download the app and to share information by social media and email. Standard usage charges may apply - check with your internet and mobile service providers for more information.

#### Q. What devices does FoodSwitch work on?

#### A. FoodSwitch works on:

- Apple mobile devices that have a camera with auto-focus. Requires iOS 5.0 or later.
   FoodSwitch has been optimised for iPhone<sup>1</sup> 5
- Android<sup>2</sup> devices running versions 2.3.x or 4.0.x that have a camera with auto-focus

Please note that if you're using a smartphone without a camera capable of auto-focus, FoodSwitch may not be compatible with this device. Without auto-focus, the pictures of the barcode will be blurry and FoodSwitch will be unable to identify the barcode. Users with iPhone 3G may find that scanning does not work in all conditions as the camera has a fixed-focus lens.

- If you are having trouble with an iPod:
- FoodSwitch is not compatible with iPod Touch (except the newest version with autofocus camera) as the iPod camera has lower resolution and does not auto-focus. This may result in blurry pictures of the barcode, and FoodSwitch will be unable to identify the barcode.
  - If you are asking about iPad Original:
- FoodSwitch cannot be used on iPad Original currently as it does not have a camera.

### Q. What if I don't have a smartphone?

A. We are working on solutions to give more people access to FoodSwitch technology.

Please email us at <u>foodswitch@qmul.ac.uk</u> if you'd like to receive notifications about FoodSwitch developments in the future.

## Q. Why isn't the app scanning the barcode?

A. If you're having trouble scanning with a compatible device, here are some tips that may help you scan more easily:

- Shake your phone to force the camera to auto-focus
- Try using in different light to avoid glare and shadows
- Check the autofocus capability of the camera. Try tapping on the screen at far and near objects to see if the focus changes
- Some users have also found it helpful to hold the object further away from the camera and make sure it doesn't fill the whole screen so that the auto-focus can find the barcode.

If you're using a smartphone without a camera capable of auto-focus, FoodSwitch may not be compatible with this device. Without auto-focus, the pictures of the barcode will be blurry and FoodSwitch will be unable to identify the barcode.

# Q. Is the app free? Will future updates also be free?

A. The app is free of charge and available to everyone. Any updates to FoodSwitch are free.

# Q. Why can't I access Twitter?

A. Make sure your Wi-Fi or internet connection is working. You need a working Twitter account before you can log on and post a message.

### Q. Why can't I access Facebook?

A. Make sure your Wi-Fi or internet connection is working. You need a working Facebook account before you can log on and post a message.

#### Q. Does FoodSwitch collect my personal information?

A. Your data is protected with FoodSwitch - When you access and share information on FoodSwitch, the app will not collect any identifiable data about you.

#### Q. Is the app suitable for colour blind users?

A. We have tried to address this by including words in the circles when the number information isn't shown. To see the words in the scanned product, simply "tap" the product information and the display will be minimised to look like the products below it.

### Q. Can I use the app outside the UK?

A. Currently, FoodSwitch can only be used in the UK. Other versions of the app can be used in <u>Australia</u> and in <u>New Zealand</u>

The FoodSwitch team are currently exploring opportunities to launch the app in other countries.

#### Q. Where can I find more nutrition information?

A. You can contact the FoodSwitch UK team on <a href="mailto:foodswitch@qmul.ac.uk">foodswitch@qmul.ac.uk</a> or get more information on healthy living including diet and nutrition, as well as health conditions and treatments, by visiting <a href="mailto:NHS">NHS</a> Choices.

# Q. Who do I contact if I have a question that hasn't been answered here?

A. You can give feedback or ask a question by emailing us at <a href="mailto:foodswitch@qmul.ac.uk">foodswitch@qmul.ac.uk</a>.

# Q. Is there a Disclaimer?

#### A. Yes

FoodSwitch provides nutritional information and suggested healthier alternatives based on an adapted version of the Department of Health's Nutrient Profiling Technical Guidance. It has been modified by The George Institute for Global Health for use in the FoodSwitch App and licensed to Consensus Action on Salt and Health (Charity Number: 1098818) ("CASH").

The information is current and based on our considered best available sources of evidence and information as of 6 January 2014. Whilst every care has been taken to ensure the accuracy of the data, no warranty of the truth or of this accuracy is provided and all liability in respect of the accuracy, completeness, fitness for purpose or legality of the data is excluded.

The information should be used as a suggested guide only and should not be relied on as a substitute for professional medical or nutrition advice. The George Institute for Global Health and Consensus Action on Salt and Health (CASH) are not liable for any loss or damage you suffer arising out of the use of or reliance on the information, except that which cannot be excluded by law.

We recommend that you consult your doctor or other qualified health professional if you have questions or concerns about you, or your family's health.

# Q. Where are the full FoodSwitch UK Terms of Use?

A. The full FoodSwitch UK Terms of Use can be found here

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