

sCALe is a new model for food-labelling of nutritional values, which has been developed at the initiative of EgoFit health consulting.

The idea for sCALe was created on the basis of numerous training courses with the aim to even give consumers with less nutritional knowledge an instantly and visually understandable graphical design for their orientation at a glance, instead of confusing them with complicated calculations or overloaded small print texts. Intention is - in contrast to the traffic light labelling - to combine *neutral* information with the outcome of general consumer tests, asking for more clarity and being easy to understand. This makes the sCALe the real "benchmarking base of nutrition". With the sCALe the sources and amounts of energy supply are visually pictured.

The sCALe was developed by the sports scientist (DSHS, German Sport University Cologne) Jörg Tomczak, head of EgoFit health consulting, together with a working team of nutritional experts, health- and communication scientists, chemists and doctors.

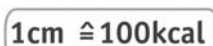
In a recent survey by Technical University (TU) Chemnitz in cooperation with EgoFit health consulting, consumers rated the general comprehensibility and acceptance of sCALe considerably better compared to the GDA industry model. A recommendation to include the sCALe in the pan-European consumer studies under the European Food Information Council (EUFIC) is desirable.



- Focused graphical illustration of the energy supply along the main energy sources: proteins, fats and carbohydrates



- Easy to understand graphical representation with associative colours



- Specific graphical format giving a correct reference to the amount of main energy sources: 1 cm length of "sCALe" always corresponds to 100 kcal of energy content
- Can easily be complemented with additional nutritional information
- Transparency at a glance, regardless of language and education

Summary of nutrition labelling with sCALe

EgoFit has developed a holistic concept which enables consumers in a simple and transparent way to grasp the parameters for volumes of energetic elements of food. With sCALe as the first element of the concept, it enables consumers to relate those values to their individual daily energy requirements. This kind of labelling builds a first base to enter a level of deeper examination of nutritional facts in general, built on a scientifically well-founded basis. Besides information, the concept gives the possibility to motivate consumers to deal more with their nutrition.

The design developed by EgoFit keeps the advantages (suppleness, relative view) and avoids the disadvantages (risk of wrong association, abstractness) of the existing traffic light and GDA models. In addition, sCALe visualizes the central sources of energy (proteins, fat, carbohydrates and alcohol), rationed according to amount and colour-coded.

About EgoFit and the sCALe initiative

For over 20 years, EgoFit health consulting has worked in the area of nutrition, body analysis and human motion. Especially with the background of trainings, a consortium of scientists and health experts developed sCALe with the support of EgoFit. The aim is to even provide consumers with little nutritional knowledge an understandable and scientifically proven alternative nutritional labelling model besides existing GDA or traffic light models. EgoFit's list of customers and cooperation partners includes WHO, NASA, DLR, Robert Koch-Institute, medical institutions as well as health insurance and health service providers.

Corresponding with this topic, additional graphics and texts are provided online:

http://www.egofit.de/scale_alternative_naehrwert_kennzeichnung_presse.php

General information can be found at:

<http://www.egofit.de/scaleeunews.php>

Press contact:

Jessica Bodsch

Tel.: +49(0)221-406 49 56

bodsch@egofit.de

<http://www.egofit.de>

EgoFit Gesundheitsberatung GmbH

Ramsau 2

83088 Kiefersfelden

Germany