



# Nutrition, Health and Wellness

## Perspectives on Energy Balance

### A Simple Equation

The math is simple: Because most Americans eat more than they need and exercise less than they should, two thirds of the population is either obese or overweight. Fortunately, there is another equation that can help remedy these lopsided lifestyles: energy balance.

Energy balance is the practice of matching calories consumed as part of a healthy diet with calories burned through physical activity. But it's not just about minding calories. It's about being mindful of them.

### Calories, Energy and the Body

*A calorie is a unit of energy. One calorie is the amount of energy needed to raise the temperature of one gram of water by one degree Celsius. In food, calories are locked inside carbohydrates, fats and proteins. During digestion, these nutrients are converted to glucose, or blood sugar, which the body uses for energy. Excess energy is stored as body fat.*

### A Lifestyle Budget

Planning meals around calorie quotas can be a tedious task that replaces the joy of eating with anxiety and guilt. Energy balance takes a different approach where all food is fair game as part of a balanced diet. The key is to maintain equilibrium through the right amount of activity compared to the amount of calories consumed per day.

The government is promoting the idea of energy balance with what it calls a daily "lifestyle budget." That means if you go to a birthday party, feel free to enjoy the cake and ice cream. Just be sure to balance out the day with a light dinner or a long walk. In other words, don't let dieting interfere with living.

Organizations like the Healthy Weight Commitment Foundation – a coalition of food manufacturers, retailers, trade associations and others – are also helping people understand energy balance. Its members are developing education programs and creating new products that help with healthy calorie management. New front-of-pack labeling systems are also being used to call out the amount of calories to help consumers make informed choices.

### A Holistic Approach

At Nestlé, we believe that the key to "Good Food, Good Life" is a combination of physical activity and a balanced diet. For people trying to manage their weight, we offer portion-and-calorie-controlled meals, along with lower fat and reduced sugar versions of popular drinks, desserts and snacks that share the original's same great taste.

We also make good on "Good Food, Good Life" by supporting grassroots efforts to promote active, healthy lifestyles. We are a proud member of the Healthy Weight Commitment Foundation and an active supporter of "Together Counts" – both nationwide campaigns that promote energy balance in the marketplace, the workplace and in schools.

