

SNEAKY SIX

Misleading Marketing Claims that Sabotage Liver Health

ONE



"No Sugar Added"

What it sounds like: "This has no sugar"

What it means: it may skip table sugar but still overloads your liver with high-fructose ingredients like apple juice concentrate, pear puree, etc

Reality: Natural sugar is still sugar

TWO



"All Natural"

What it sounds like: "Pure and Chemical Free"

What it means: There's no real regulation. "Natural" can mean ab-made "natural flavors," gut irritating Carrageenan, corn syrup solids, etc

Reality: Natural \neq safe. It just sounds comforting

THREE



"Low Fat"

What it sounds like: "Good for the Heart and Waistline"

What it means: Fat is removed, but sugar, starch, or additives are added to fill the gap: maltodextrin, modified food starch, etc

Reality: Healthy fats support your liver. Sugar does not.

FOUR



"Plant Based"

What it sounds like: "Wholesome and Clean"

What it means: "Plant-based" can describe anything--from vegetables to ultra-processed junk. Can include: Soy protein isolate, canola oil, etc

Reality: It's not about plants, it's about processing.

FIVE



"Organic"

What it sounds like: "Chemical-free and Nourishing"

What it means: "We may have included sugars, starches and junk that is bad for your liver, but they are organic sugars, starches and junk.

Reality: Organic doesn't mean low sugar or healthy..

SIX



"Heart Healthy"

What it sounds like: "Doctor-Approved!"

What it means: unknown. This label often sits on processed foods with: inflammatory seed oils, refined grains, sugary binders.

Reality: What's heart healthy on paper may inflame the liver in real life.