



# Natural Vs. Artificial Flavors

*Are they really that different?*

	Natural Flavors	Artificial Flavors
Engineered in a laboratory	✓	✓
Design to make fake food taste real and irresistible	✓	✓
Contains up to 100 ingredients that are not labeled	✓	✓
Derived from substances that are not plants or animals (petroleum, coal tar, etc.)	✗	✓
Derived from substances that are plants or animals (beaver anal glands, bark, etc.)	✓	✗

Type of added flavor	What it means
<b>Artificial Flavors</b>	Chemical mixture made with synthetic (not natural) ingredients in a lab. They're produced by fractional distillation and chemical manipulation of various chemicals like crude oil or coal tar. Contains incidental additives.
<b>Artificial X Flavor</b>	Same as artificial flavors.
<b>Natural Flavors</b>	Natural flavors is practically the exact same thing as Artificial Flavors, but it is derived from substances found in nature (plants, animals, etc.) Also contains preservatives, emulsifiers, solvents and other " incidental additives", which can make up to 80% or so of the formulation.
<b>Natural X Flavors</b>	The same as Natural Flavors, but the favor is derived solely from the named fruit, vegetable, animal, or plant. Contains incidental additives.
<b>Natural and Artificial X Flavors</b>	Contains both Natural and Artificial Flavors in a product. It doesn't necessarily mean any of the named source (ie. a cherry) is used.
<b>X Flavor, with other natural flavor</b>	Contains a. Flavor derived from the described plant or animal (X), but also other natural flavors that don't come from the named plant or animal (X). This doesn't need to be disclosed on an ingredient list, but on the from panel of package if they want to describe the flavor on the front.
<b>Organic Natural Flavors</b>	Natural Flavors which follow th organic regulations which prohibits ionizing radiation, GMO ingredients and sewage sludge. May contain incidental additives, but won't contain synthetic solvents or preservatives.
<b>Natural Flavors (in a USDA Certifies Organic or Made with Organic product)</b>	The flavor itself is not organic, but it is compliant with organic regulations. May contain incidental additives, but should not contain synthetic solvents, GMO's or preservatives.
<b>Natural Essences</b>	An essence captures the hint of flavor from a fruit or vegetable. To make a strawberry essence for instance, they may start with strawberry juice concentrate and heat it to collect the steam and that becomes the essence. It should contain synthetic solvents , GMO's or preservatives.
<b>X Extract</b>	Similar to how to make homemade vanilla extract by putting vanilla beans in an alcohol solution to extract out the flavor. Due to how extracts are produced, they can have some nutrients in them too. It should contain no incidental additives.

## Natural Flavors

**Natural flavors are not natural, they are created in a lab, they are derived from natural sources but far from being natural.**

**They are design to mimic the taste of real food and make unhealthy processed products taste so good that they become addicting.**

**The goal of these products is to increase food craving while consuming “flavored” snacks and drinking alternative waters spiked with natural flavors so you keep consuming these products. Keeping the consumer in an addicting loop.**

**Natural flavor can legally contain natural occurring “glutamate” bi-products like MSG – which are known as excitotoxins. These excitotoxins are some of the chemicals that causes your taste buds to experience irresistibility when it comes to food. This is why you can’t just eat one chip? Or one cookie? Or why you remember a taste of a product so distinctly and crave uncontrollably? Excitotoxins can be to blame. Excitotoxins overexcite your cells literally until they die or are damaged causing “injury” and “incapacitating” you with disease. When consumed over time, excitotoxins can cause nerve disorders resulting a myriad of diseases from stroke to Alzheimer’s to Parkinson’s. And lots of other side effects too – like obesity, migraines, fatigue and depression.**

**So you have a choice. You can let the food companies and flavor factories conduct chemical warfare on you. Or you can treat them like the enemy and stop buying their products. Your health is all you have, you either make better choices now or pay for them later with hospital bills and poor quality of life.**