

Author Full Name : Marion Nestle**Received Date :** 07/11/2023 02:34 PM**Comments Received :**

RE: FDA-2023-N-0155

I am writing to express strong support of the FDA proposal to test front-of-package label designs to alert consumers to foods high in sugars, salt, and saturated fat. Evidence from countries with such labels show them to be effective in discouraging requests for and purchases of such foods. Research on those designs shows the simpler and color-coded schemes to be most effective. The FDA's proposal includes testing of several such designs, particularly "High In." This design would be especially effective if the high nutrients were displayed in red color. I look forward to seeing the results of the tests.