

Core Problem

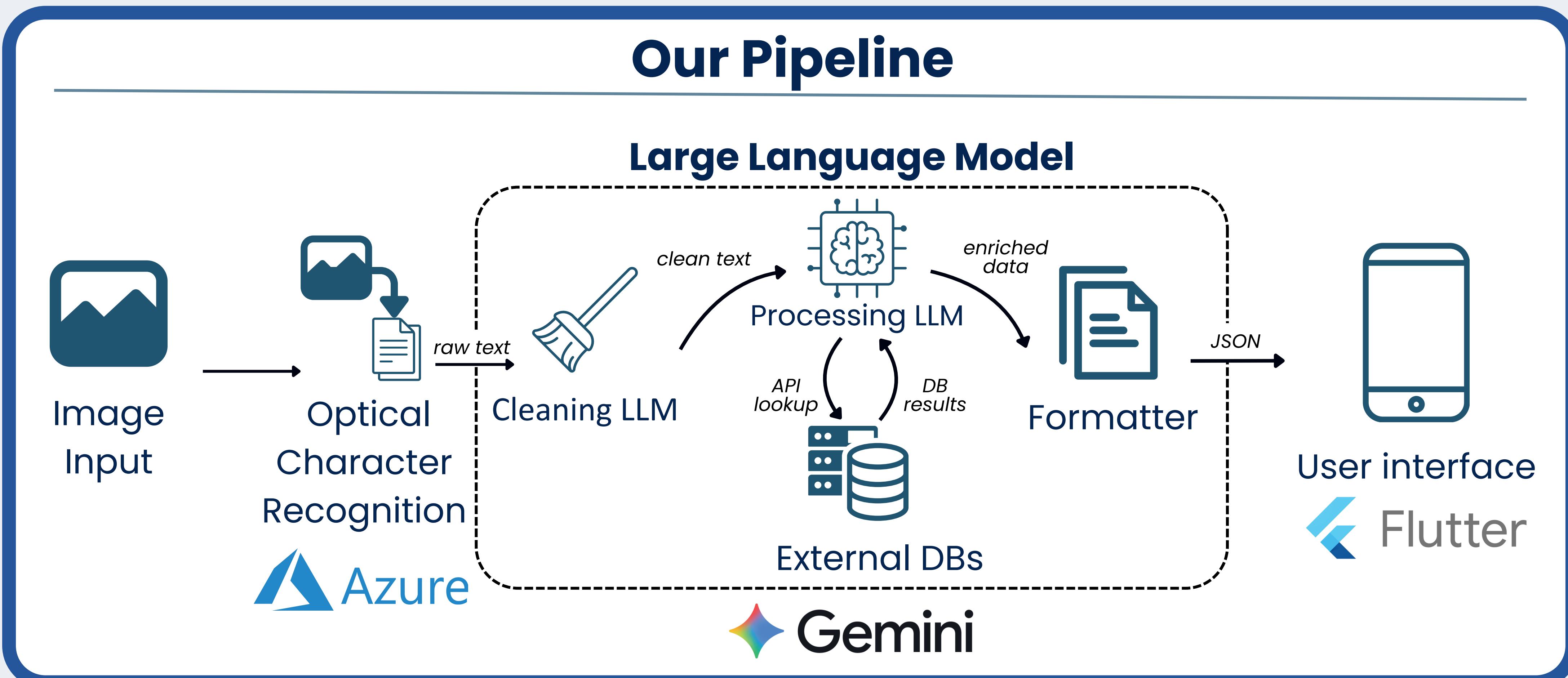
INGREDIENTS:
LIQUID SUCROSE (SUGAR, WATER), HIGH OLEIC SOYBEAN OIL, CONTAINS 1.5% OR LESS OF SODIUM CASEINATE (A MILK DERIVATIVE), COLOR ADDED, DIPOTASSIUM PHOSPHATE, DATEM, POLYSORBATE 60, CARRAGEENAN.
CONTAINS: MILK

• Ingredients lists are often hard to read and interpret.
• Labels don't provide enough explanation about ingredients.
• Nutrition values require calculations to fully understand.

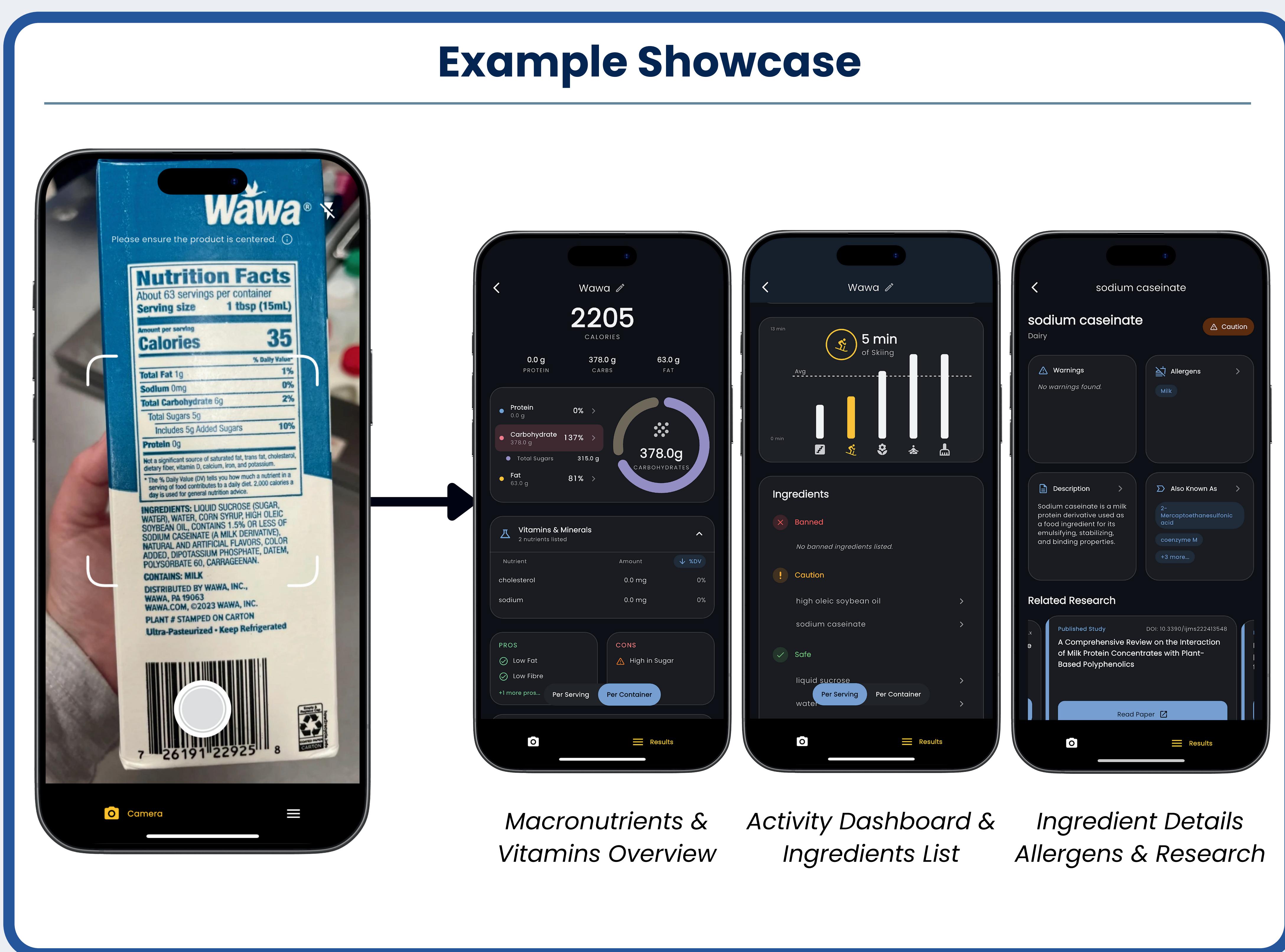
About 63 servings per container
Serving size 1 tbsp (15mL)

Amount per serving	Calories
35	% Daily Value
Total Fat 1g	1%
Sodium 0mg	0%
Total Carbohydrate 6g	2%
Total Sugars 5g	
Includes 5g Added Sugars	10%
Protein 0g	

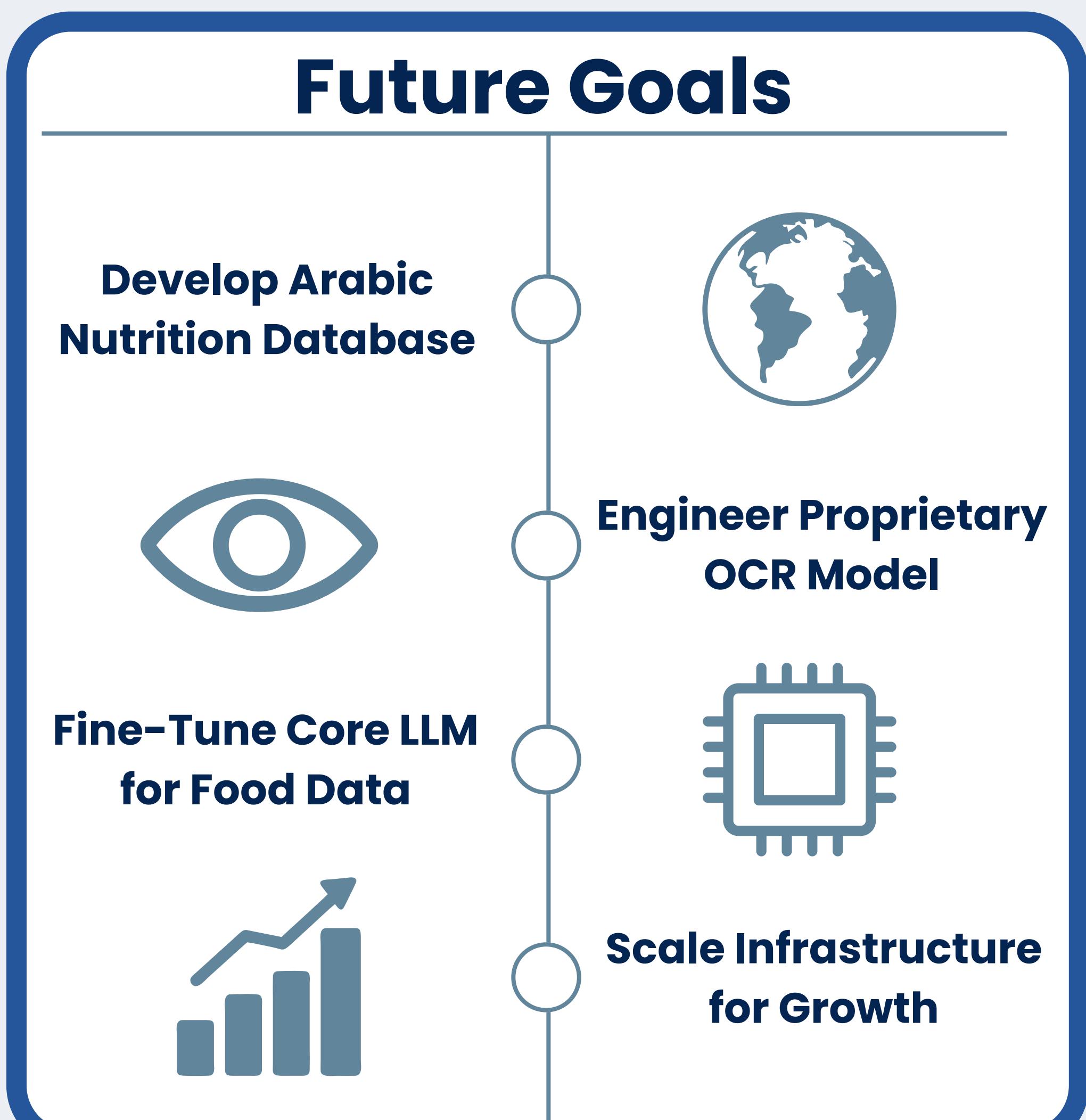
Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron, and potassium.
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



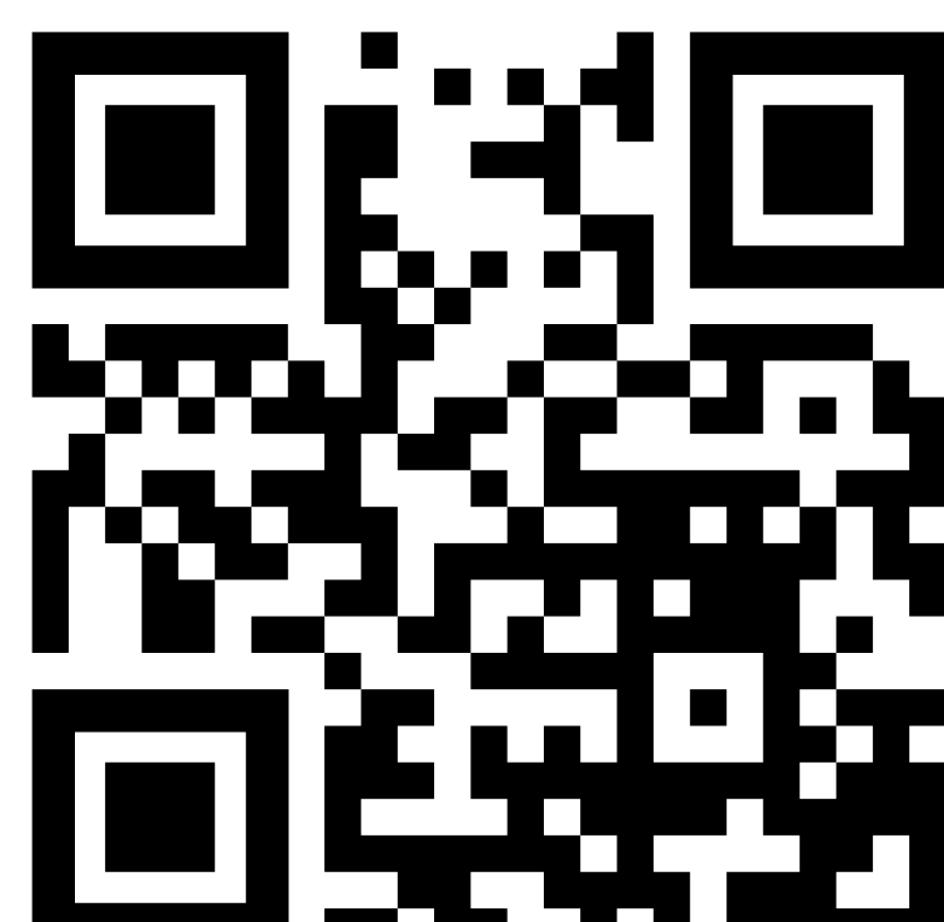
Example Showcase



Macronutrients & Vitamins Overview
Activity Dashboard & Ingredients List
Ingredient Details & Allergens & Research

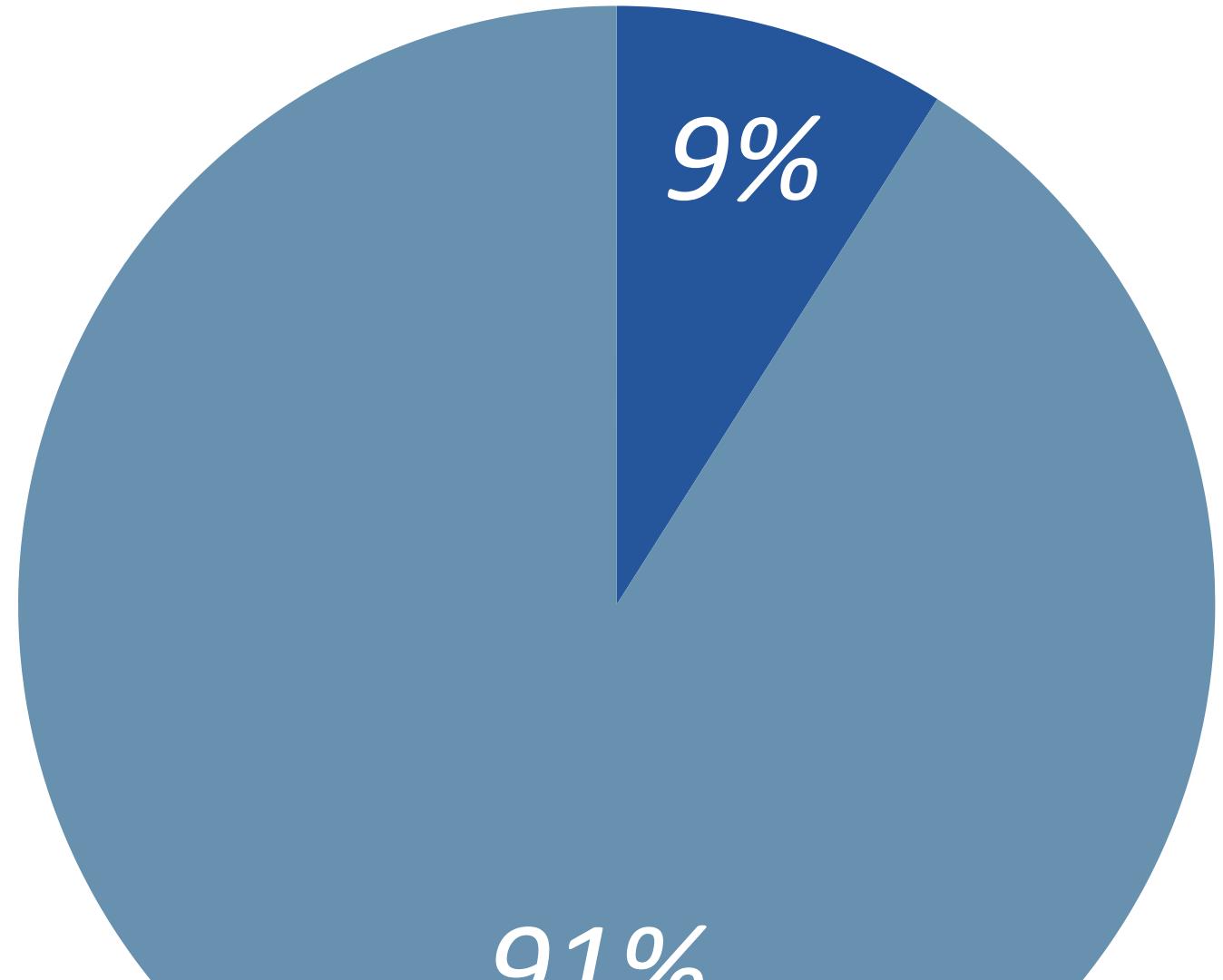


Contact Us & Our Project



A Deeper Analysis

Consumer Understanding of Product Labels



91% Struggle to Understand
9% Fully Understand

6 out of 10
Consumers Seek Healthier Options
But say labels are too confusing to rely on.

References

International Food Information Council (IFIC). Food & Health Survey 2021.

Microsoft Azure. Optical Character Recognition (OCR).

Google DeepMind. Gemini: Multimodal AI Model.