



Tetra Pak

2 Obesity - Causes & Effects

Imbalance in nutrition and lack of physical activity lead to overweight and chronic diseases.

4 Overweight is threatening health worldwide

The number of overweight people in the world is now as large as the number of underweight.

10 Media influence on eating habits

With increased media consumption follows increased exposure to advertising for food products.

14 How could we get so fat?

Although our environment has changed radically, we are still basically Stone Age beings.

20 How the food industry is meeting the problem

Gradually the way that food is produced, marketed and consumed is being changed.

30 What do consumers say?

There can be a huge gap between what people say and what they actually do.

36 An American shining light...

People will slowly get out of the habit that 'more for less is better'.

40 The road to a lighter life

The battle against obesity is a crusade to change people's way of life.

46 Support from Tetra Pak

Health and wellness will guide the product standard within the food industry.

