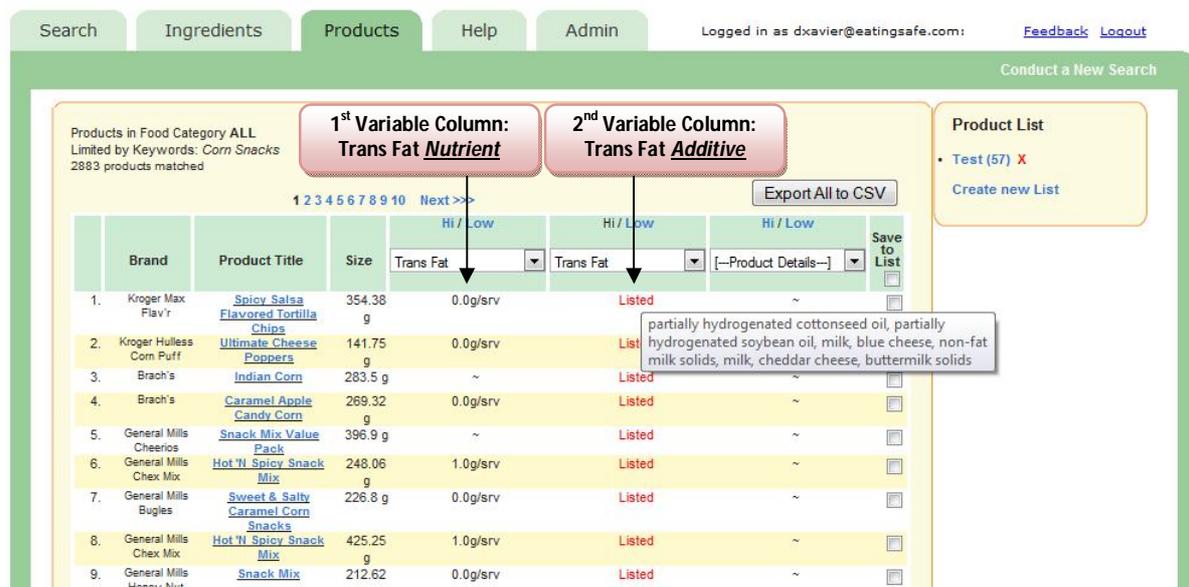## LabelBase: Development Update

The following document is designed to inform the FDA of the numerous feature developments that have now been uploaded and included in the latest version of LabelBase as of the 1st August 2011.

Addition of Trans Fat to Variable Column Drop-Down Analysis

This particular development involves the addition of both the Trans Fat *Nutrient* and Trans Fat *Additive* analysis to the variable column drop down menu in the **Products** tab.

If selected, the Trans Fat nutrient analysis will display any Trans Fat nutrient value (if listed as part of the Nutrition Facts). This option can be found in the nutrient section of the variable column drop down menu.

The Trans Fat Additive analysis works on the same principal as all the other additive and allergen variables. If selected, it will display findings of specific ingredients which are deemed to contain or may contain Trans Fat properties (eg: Partially Hydrogenated Oils etc).
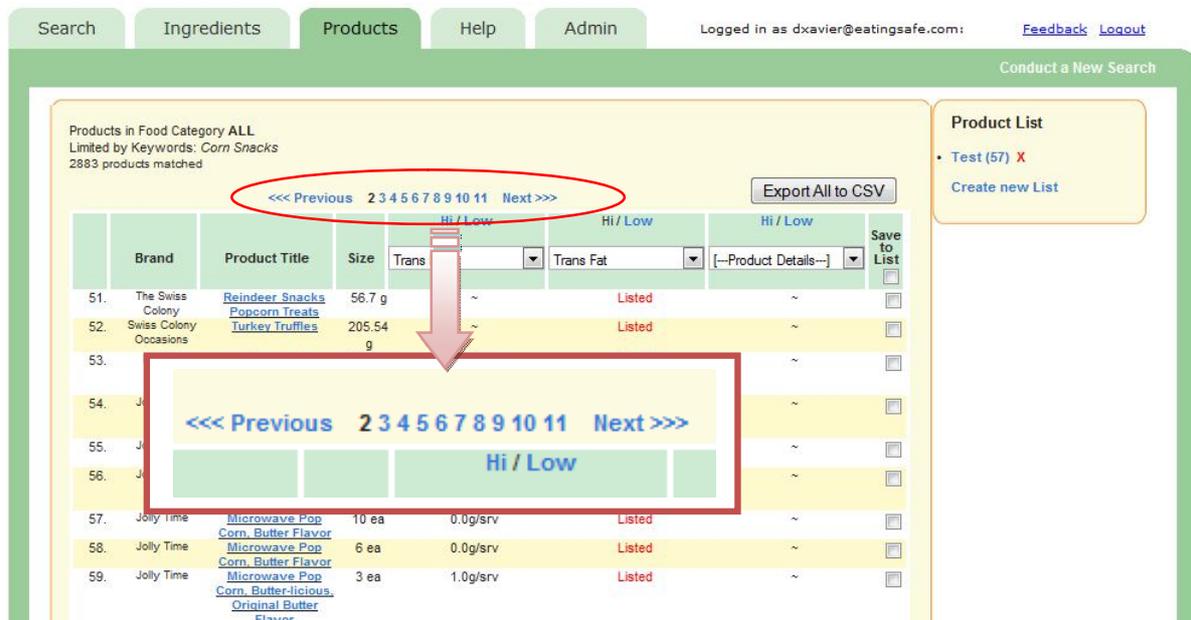

In the example above, the first variable column is set for a Trans Fat nutrient analysis and consequently, is displaying the Trans Fat values (if listed as part of the Nutrition Facts). In addition, the second variable column is set as the Trans Fat additive analysis and is displaying results as **Listed**, **May Contains** or **Not Listed**.

Note: It is possible to verify the specific 'offending' ingredients by maneuvering your mouse over the words **Listed** or **May Contains** (as shown in the above example).

Inclusion of Page Numbers in Product Report

Page numbers have now been included for all product based reports. This development was designed to make sifting and scrolling through large numbers of search results much easier. In addition, we have increased the number of products per page from 20 products, to 50 products per page.
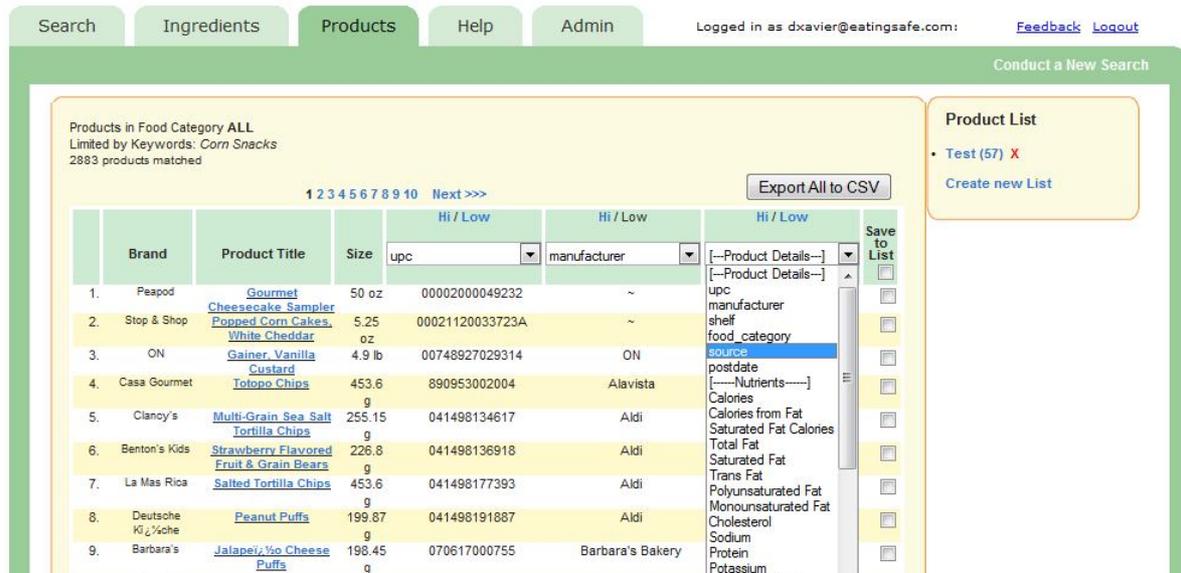
Product Details Added to Variable Column Drop-Down Analysis

This development includes the addition of several product based details to the variable column drop down menu. The inclusion of fields such as **UPC, Manufacturer, Shelf, Food Category, Source** and **Post Date** enable users to more effectively sort through their results. These options are located at the top of the variable column drop down menu in the **[----Product Details----]** section.

In the example above, the first variable column shows **UPC** and the second variable column is displaying **Manufacturer**. Users are able to change the option for any of the variable columns by opening the drop down menu and selecting any of the variable options available, as is being demonstrated in the third column.

- **UPC:** When selected, will display each products unique Universal Product Code (UPC). Select the **Hi** or **Low** options to sort the UPC accordingly.
- **Manufacturer:** When selected, will display the manufacturer of the product as listed by the data source. Select the **Hi** or **Low** options to sort the Manufacturer accordingly.
- **Shelf:** Is in reference to a broader, more generalized food category assigned to each product by FoodEssentials.
- **Food Category:** Is in reference to a more specific food category assigned to each product by FoodEssentials.
- **Source:** Is in reference to the data source from which each product originated from. In the case of LabelBase you may determine whether the product originates from Mintel or Gladson.
- **Post Date:** Refers to the date that each product was collected and posted.

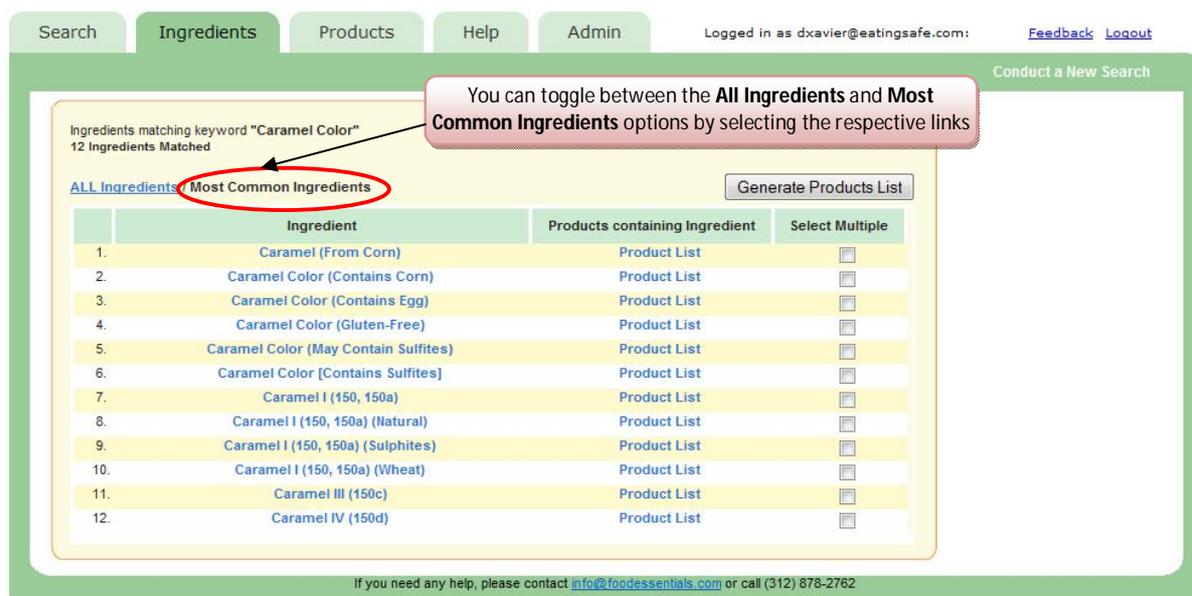# Ingredient Toggle: Most Common Name Vs All Ingredients

There are usually a variety of different ways of describing and displaying individual ingredients, such is the nature of a food label. FoodEssentials makes a point to collect all the different variations each ingredient appears in and organizes them by their most common names. All the different variations of an ingredient are made the 'same as' the most common name. The Ingredient Toggle is designed to make the identification of such similar names easier to understand and allow the user to switch between all variations of an ingredient and the most common name.

The above screen shot displays the results for an Ingredient keyword search of "**Caramel Color**". As one can see, there are many different variations of the ingredient Caramel Color. This is because the Ingredient Toggle is set to **ALL Ingredients**. This setting means that it will show all ingredients from the FoodEssentials database that match "Caramel" + "Color". It will show both the common name _and_ the same as ingredients.

This example showcases the **Most Common** ingredient toggle. Using the same search ("Caramel Color") as the first example, the results only display the most common ingredient names of those ingredients that match "Caramel" + "Color". Of which there are only 12 results in comparison to 74 individual ingredients in the first example.

Consequently, the **Most Common** Ingredient toggle assists the user by only displaying the most common names of the ingredients in question instead of displaying all variations (**ALL Ingredient** toggle). Importantly however, the **Most Common** ingredient toggle will at all times include all the various 'same as' ingredients in its analysis.

For example, there are over 200 different ways of describing the ingredient **Soy Lecithin** including *Emulsifier (322)(Soy), Lecithin (Soy), E322, Soya Bean (322 – Lecithin)* and many more. If you performed an **Ingredient Keyword Search** for **Soy Lecithin** then all of these variations (or same as ingredients) would appear in the results when utilizing the **ALL Ingredient** toggle. However, if you were to change to the **Most Common** ingredient toggle, then only the most common name would appear in the results.

Selecting the Ingredient name will open the Ingredient Details page, thus allowing users to view each ingredient in more detail. Information includes a full additive and allergen breakdown and a list of all the same as ingredients (see example below).

Note: FoodEssential Ingredients are separated and organized according to allergen and additive properties. Therefore, lecithin derived from soy is separated from lecithin derived from sunflower or egg.

Addition of Package Images to Individual Label Page

Package images have now been added to the individual label page of each product. By clicking on the product title, one will navigate to the individual label page and be able to view the package image for each product.

Additional Information Fields Added to Individual Label Page

Additional fields have been added to the product information section on the individual label page. These fields cover areas such as **Directions**, **Indications**, **Drug Interactions**, **Warnings**, **Product Information (Label Information)**, **Food Category**, **Positioning Claims**, **Package Type**, **Package Material**, **Data Source** and **Source Date (Post Date).** Access this information by clicking on a product title.

Newly added fields will *only* appear if there is relevant data available. It is important to note that some of these fields are limited according to their data source. Please refer to the table below in order to determine the information fields and their data source.

Gladson Fields	Mintel Fields
UPC	UPC
Manufacturer	Manufacturer
Brand	Brand
Product Title	Product Title
Size	Size
Label Information	Label Information
Shelf & Food Category	Shelf & Food Category
Warnings	Positioning Claims
Indications	Package Type
Directions	Package Material
Drug Interactions	Data Source
Data Source	Link
Source Date	Source Date

Additionally, all the fields mentioned above are now available to be exported into CSV. Specific field selections can be customized on the Export to CSV Report Template.