Want to make smart food choices but find all the health messages and logos on foods a bit confusing? The American Heart Association’s Heart-Check mark is a widely used and trusted science-backed nutrition guide that can help you choose heart-healthy foods.

What is the Heart-Check mark?
The Heart-Check mark is a red heart with a white check mark, an easy-to-spot symbol found on hundreds of grocery store products nationwide. Foods displaying the American Heart Association Heart-Check mark can be viewed as building blocks that make it easier to create a heart-healthy eating plan. The Heart-Check mark is a helpful tool and a great shortcut to reading labels! Visit heartcheckmark.org to see a list of certified products and make your grocery list.

The Heart-Check mark means the product’s Nutrition Facts label values comply with the program’s nutrition requirements for a specific food category. In most cases, this means there are upper limits for total fat, saturated fat, trans fat, cholesterol and sodium. Certified products also must provide at least 10 percent of the recommended daily intake for the following beneficial nutrients: dietary fiber, Vitamin A, Vitamin C, iron, calcium or protein. Meeting other nutritional requirements is also required for different categories of certification.

How can the Heart-Check mark help me achieve my goals?
The Heart-Check mark helps you:

- **Shop smarter and quicker:** Looking for foods with the Heart-Check mark can help you make healthy food choices while also saving you time in the supermarket.
- **See improvements with small changes:** Meaningful changes to your health are in reach. Take your first step toward better health today by choosing products with the Heart-Check mark. Over time, small steps can lead to big improvements.
- **Build confidence in making healthy choices:** Forget the guesswork! Knowing that you’re making smart food choices lets you focus on other goals like preparing healthy meals. Trust the Heart-Check mark to put you on the path to a healthier heart and a better, longer life.

Keep in mind …

- Not all red hearts on food packages are from the American Heart Association. Only the red heart with the white check mark represents the trusted symbol from the American Heart Association. Look for the “American Heart Association” name next to the heart if you’re unsure.
- The Heart-Check program is voluntary. That means not every heart-healthy food, such as fruits and vegetables, will apply for a Heart-Check mark. But you won’t find the Heart-Check mark on desserts, candy, chips and other foods that do not meet our nutrition requirements.

Heart-Smart Tip
Check your kitchen for foods you already enjoy that are Heart-Check certified.