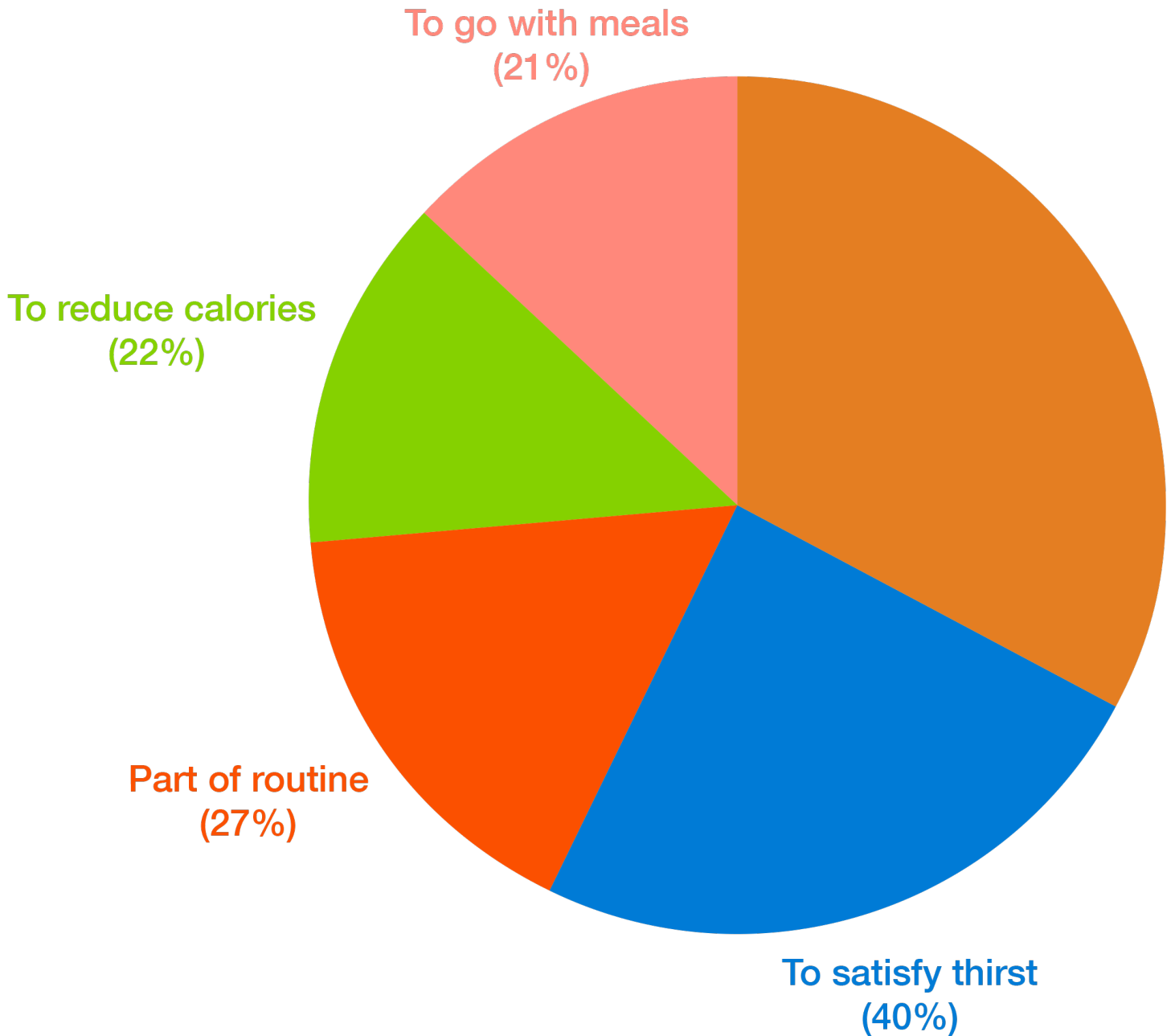


## Top five reasons for choosing **low/no** calorie sweetened beverages

The top five reasons for choosing low/no calorie sweetened beverages were:



The majority who consume LNCSB (78%) felt they helped control total calorie intake.

data obtained from <http://onlinelibrary.wiley.com/doi/10.1002/oby.20834/abstract>