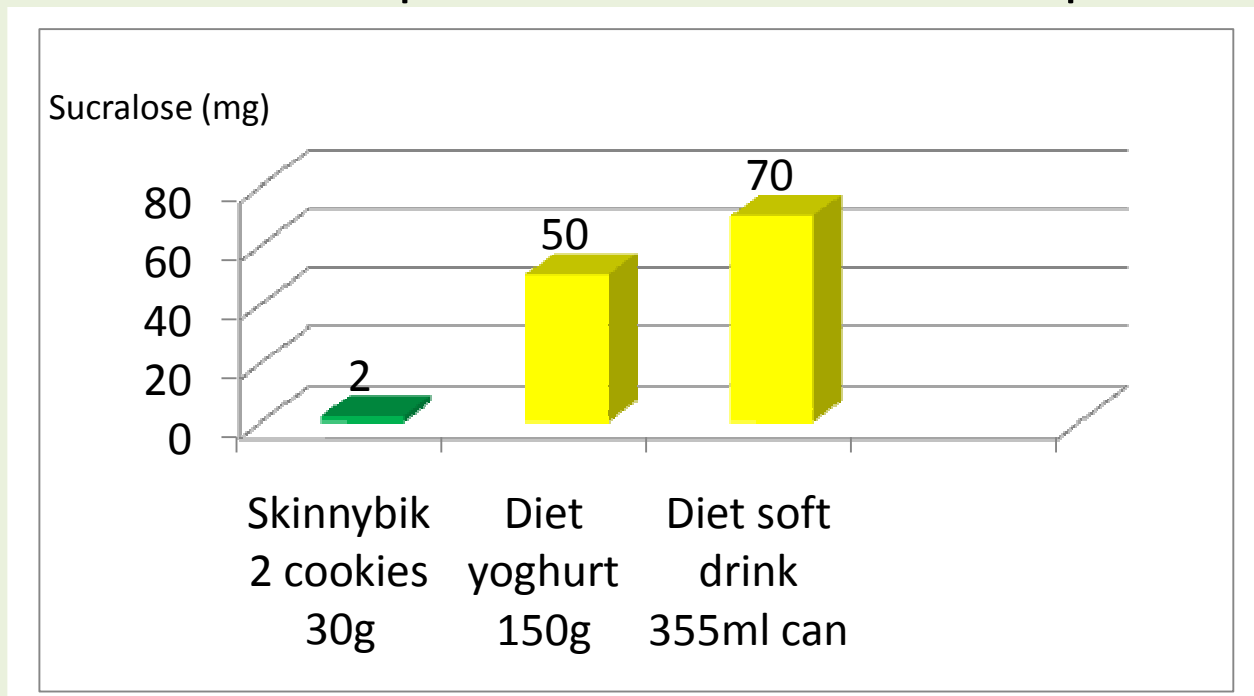


# SKINNYBIK™ contains a **very small** amount of **artificial sweetener** compared to some other diet products



- Two Skinnybik™ cookies have **97% less artificial sweetener** than some other diet products.
- **A small amount of sweetener** was used to reduce the total sugar load of the cookies by 40% to 50%, important for people watching their weight and blood sugars.
- Most of the sweetness in Skinnybik™ is coming from the **dried fruit or dark chocolate, vegetable glycerine and dark brown sugar**.
- **Different sweeteners were trialed.** Sucralose was the winner because it produced the best flavour (stevia left an after taste) and did not have a laxative effect or cause bloating like the high fodmap sugar alcohols such as xylitol, erythritol and maltitol.
- Also, we deliberately wanted to retain some sugar in the biscuits because when we eat sugar the brain recognizes this and the reward response kicks in, causing increased levels of the **feel-good brain chemical dopamine** which in turn reduces sugar cravings. But artificial sweeteners don't stimulate the reward system, and can potentially leave you with a stronger craving for sugar. Researchers suggest that a happy medium is **combining artificial sweeteners with sugar** (as in Skinnybik™), reducing energy intake while cravings are kept in check. <http://www.smh.com.au/lifestyle/diet-and-fitness/artificial-sweeteners-may-actually-trigger-sugar-cravings-20130924-2ubbm.html>