

# THEN *and* NOW!

## How Sweet It Is!

(NAPSA)—2003 marks the 20-year anniversary of the approval of aspartame for use in diet soft drinks. Thanks to aspartame, life has been a lot sweeter over the past 20 years for those seeking a sweet treat without added calories.



**THEN:** In 1965, aspartame was accidentally discovered by G.D. Searle and Co. chemist James Schlatter. Approximately 15 years later, aspartame was approved by the Food and Drug Administration (FDA) for use in tabletop sweeteners and for dry uses. In 1983, it was approved for use in carbonated beverages. A general use approval for all foods was granted in 1996.

Just how sweet is it? Aspartame is approximately 200 times sweeter than sugar. It tastes like sugar but does not promote tooth decay. Low-calorie foods and beverages sweetened with aspartame allow calorie-conscious consumers to enjoy their favorite products with fewer calories.

**NOW:** Aspartame helps provide calorie-conscious consumers with a wide variety of good-tasting, low-calorie products that are easily incorporated into a healthful lifestyle. (A diet soda, for example, has about 150 fewer calories than the regular version.) For the increasingly calorie-conscious population, the future is sure to be a sweet one.

For more information, including a Calorie Savings Calculator comparing aspartame-sweetened products with the traditional versions, log on to [www.aspartame.org](http://www.aspartame.org).