



### What is Olean®?

It's the P&G brand name for Olestra that consists of proprietary fat-free cooking oils and shortenings. Savory snacks that have been cooked with Olestra offer consumers great taste and texture with little or no fat and fewer calories.

### How is it made?

Olean® is made from soybeans and cottonseeds and is then formed in a way that doesn't add fat or calories to foods.

### What does it do?

Olean® looks, cooks, and tastes like ordinary fat without adding the fat or calories to savory snacks. Cooking with Olean® contributes zero fat, zero saturated fat, and zero trans fat to snacks. One example is how potato chips made with Olean® contain no fat and only 75 calories, that's half the calories of full-fat chips.

### How does it work?

The Olestra molecule is larger in size and has more fatty acids than triglycerides, making it unable to be broken down by the body's enzymes. So, it's not digested or absorbed by the body and therefore contributes zero calories and zero fat.

#### Example Fat and Calorie Reductions

	Serving Size	Full Fat	100% Olestra	% Reduction
<b>Sliced Potato Chips</b> Fat per serving,gm Calories	1 oz.	10 150	0 75	100 50
<b>Tortilla Chips</b> Fat per serving,gm Calories	1 oz.	8 150	1 90	85 40
<b>Cheese Curls</b> Fat per serving,gm Calories	1 oz.	10 160	>1 90	85 45
<b>Sprayed Crackers</b> Fat per serving,gm Calories	1/2 oz.	4 70	0 35	100 50
<b>Microwave Popcorn</b> Fat per serving,gm Calories	3 Tbsp (unpopped)	12 180	1 80	90 55

### What are the physical and chemical properties?

Olean® is made up of fatty acids that are attached to a sucrose backbone which make up a major portion of the end molecule. As a result, the physical and chemical properties are comparable to conventional fats and oils. Olean® even has the same general heat and storage stability as standard triglycerides, so snacks made with Olean® have comparable shelf lives.

### How can it be used for my business?

Olean® can be formulated to fit your specific application. It can either be used as a liquid or as a solid shortening. It can even be blended with other healthy-for-you oils to meet your product's unique low-fat needs.

### Is Olean® here to stay?

Consumers have enjoyed over 3 billions of servings of snacks made with Olean® since 1998, saving more than 30 billion grams of fat.