**Is the serving size and household measure information on labels clear and standardized? An analysis of the labels of processed foods sold in Brazil**

Serving size on Brazilian food labels

Nathalie Kliemann1, Marcela Boro Veiros1, David Alejandro González-Chica1, Rossana Pacheco da Costa Proença1

1Programa de Pós-Graduação em Nutrição, Universidade Federal de Santa Catarina, Florianópolis, SC, Brasil.

**FUNDING:** Brazilian Coordination for the Improvement of Higher Education Personnel (CAPES) – Master’s scholarship for Nathalie Kliemann. Title of dissertation: Analysis of serving sizes and household measures on processed food labels. Federal University of Santa Catarina. Date of defense: May 2, 2012.

**COLLABORATORS:** N KLIEMANN participated in the manuscript’s conception, design, implementation, analysis, data interpretation and writing. DA GONZALEZ-CHICA participated in the statistical analysis, interpretation and discussion of the data. MB VEIROS E RPC PROENÇA were responsible for the study’s conception, design, coordination and direction as well as writing the manuscript.

**CONFLICT OF INTEREST:** The authors declare that there is no conflict of interest.

**CORRESPONDENCE TO:** Rossana Pacheco da Costa Proença - Departamento de Nutrição, Programa de Pós-Graduação em Nutrição, Universidade Federal de Santa Catarina, Campus Universitário, Trindade, 88040-900 Florianópolis, SC, Brasil.

55 48 37219784 or 55 48 37219542 Email: rossana.costa@ufsc.br