SUPER NUTRICIA
FIGHTING CHILDHOOD OBESITY!

THE RETURN OF THE SUPER SIZED JUNK FOOD JUNKIES!

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SUPER NUTRICIA

Super Nutricia rescues kids from the evils of junk food by teaching them about healthy eating habits. Born as Sofia, she was once a chubby little girl who munched on junk food in school. Kids teased her for being overweight. Now Sofia has a new look --- and a super new name.

Thanks to Zumba and a healthy diet, she’s lean and fit-quick as a cat. She has powers. After receiving a ruby ring as a gift, she finds the heart-shaped gem has more magic than bling. The ring finds kids before they fall under the spell of the Junk Food Junkies: Munchie Maven, Fast Food Freedy, Soda Jerk, Sugar Loaver and Couch Potato.

COUCH POTATO

A veggie gone bad. This tight-fisted spud calls on kids to plant themselves in front of a TV, munching on chips and guzzling soda all day long.

MUNCHIE MAVEN

A quick-tempered crook who talks with his mouth full; you could say he’s a foe with more bite than fight.

FAST FOOD FREEDY

This outgoing sneak has a frown behind his smile. He pushes kids to the nearest fast-food outlet.

SODA JERK

This villain has ice in his veins. He won’t fizzle away until all kids drink away their youth with a can of pop.

SUGAR LOAVER

Hiding out in his sugar shack, he sits in a recliner chair, conspiring ways to cast a spell on kids. He’s power hungry, but without a sugar snack he’s like a toothless lion.

SUPER SIZED

Extra large servings of junk food increasing the damage these foods can create.
ONE MONDAY AFTERNOON, MOM HAD TO WORK LATE AT THE OFFICE...

HEY MARK! BE A SWEETHEART AND DROP BY THE GROCERY STORE TO BUY VEGGIES FOR DINNER. ONLY HEALTHY STUFF!

NO PROBLEM MOM! LISA AND I WILL TAKE CARE OF IT.

MINUTES LATER AT THE GROCERY STORE...

I’M THINKING OF CHICKEN WITH BROCCOLI AND PEAS...

SOUNDS GOOD... OR HOW ABOUT STEAK WITH CARROTS?

COME ON KIDS, DO YOU REALLY WANT TO EAT THAT BORING FOOD?

WE HAVE A MUCH YUMMIER OPTION...
I'm Fast Food Freddy. Welcome to our joint, I mean... our delicious Quicky Foody Restaurant!

Thanks Mr. Freddy but Mom said only healthy food... maybe next time.

Think about it. You can get twice the amount of our delicious food for the same price and spend what you saved on video games in our super cool arcade.

Wait, twice? Video games? Now that's an idea I can sign up for... Lisa, whatcha think? Lisa? Where are you?!

Yum! I've already started, I hope you don't mind...

Wow! Love this place! Everybody's eating so much!

I'm guessing you would like your order... supersized!!
Now that's what I'm talking about!

Meanwhile, in the Junk Food Junkies' Hideout...

Our numbers have increased big time! Every day more children fall into our hands!

Increasing? Just like the kid's weights, ha ha ha!

Obesity became a problem among many children...

Kids started losing their breath for no reason at all.
And sports weren’t what they used to be... everyone was dropping out.

Finally, everybody in town started noticing this new unhealthy trend!

Hello parents. What is the urgent matter you needed to discuss?

We’re worried about our kids. They’ve all become unhealthy, lazy... it looks like an epidemic!

Meanwhile in Super Nutricia’s cool apartment...

I love veggie smoothies. They’re so fresh and healthy!
Oh gosh, something’s not ok... I can sense it... It’s the school... I gotta get there!

Super Nutricia! We’re so glad to see you!

Minutes later, Super Nutricia got the complete story of the kids’ health mystery.

I don’t get it! Tell us Super Nutricia! Is it bad? I thought you’d kicked those fast food junkies outta here!

I did, but they seem to be back... I need to investigate.

So, kids have been dropping out of sports, gaining weight. Hmm... There’s a problem with what they’ve been eating.
What’s that place?! The smell reminds me of those evil junky forces... let’s take a look...

What?! This is insane!
After being witness to the horrific scene, Super Nutricia rushes to the loudspeaker, making a desperate move to reach out to the kids.

Listen!! Everything sold here is junk food!! Have you noticed changes in your body since you started hanging out in here?

Junk food? Wow... yeah... my clothes don’t fit like they used to.

I dropped out of the swimming team, I’m tired all the time.

I knew it! We are what we eat, and our bodies react to junk food! Come on, ditch the junk food now!

Yes, we are back Super Nutricia!! Our plan finally worked out. See? This was only to get you...

Don’t listen to that woman!

Oh no! I knew it... the junk food junkies!!

We’ve got you right where we want. You are so predictable!

Predictable? Yes, I’ll always keep kids away from junk food. Eating nutritiously is the coolest way to stay healthy and active! No sweat, I’ll finish you like I did last time!
HA, HA, HA... GUYS... IT'S SHOW TIME!

YEAH, LET'S GIVE SUPER NUTRICIA HER NEW MEAL...

WATCH OUT SUPER NUTRICIA! BEHIND YOU!

RUN KIDS! AH...

SAY HELLO TO SUPER-SIZED COUCH POTATO! BIGGER THAN EVER!

Run Lisa! Let's get the heck outta here!
TIME TO DINE! TRY ONE OF OUR DELICIOUS MEALS...

THEN YOU WILL BECOME ONE OF US!

OK, YOU WIN JUNK FOOD JUNKIES... YOU'RE TOO POWERFUL. I'LL EAT YOUR FOOD, BUT FIRST YOU GOTA LET ME GO.

THAT WAS EASY.

LET HER GO! WOULD YOU LIKE ICE CREAM WITH YOUR BEVERAGE?
Come on! Do it!

You really thought I would eat your junk food? You might be big, but you’re not very smart!

Pom!

Nobody fools the Junk Food Junkies!

You won’t stop us from turning kids into unhealthy beings!
GUYS! I CAN’T KEEP THIS GOING. I’M GETTING TIRED...

ME TOO!

HELP ME!

I’M LOSING IT!

COME ON! I’M AFRAID OF HEIGHTS!

Ooh... your sugar high is gone? Now feel the never ending power of healthy food!

SEE JUNK FOOD JUNKIES, I’VE GOT A CRAVING... I’M THINKING OF BROCCOLI, APPLES AND TO DRINK... I’LL TAKE SOME WATER!

SO I’LL USE MY TRANSFORMER BEAM TO TURN THEM INTO.

Noooo!

NOT BROCCOLI!! HEY, THIS IS ACTUALLY GOOD!

NOT A DESPICABLE APPLE! HMM... IT’S SWEET!

APPLE? DELICIOUS!

IT REALLY QUENCHES MY THIRST... IMPRESSIVE!
AND NOW... THE GRAND FINALE...

The Junk Food Junkies are gone for now. But they might be back someday...back to tempt kids with more junk food.

And thanks to you we'll be ready!

Awesome! Now the junk food place is a super cool park! Thanks Super Nutricia.

There will always be junk food, but it's up to you to eat it or choose a healthier option. Come on! Eating healthier is cool!
TIPS

Be a superhero and follow these tips:

• Exercise every day...walk, play sports, run, dance, or move about any way you can.

• Say no to soda and energy drinks...they're just sugar. Say yes to water and healthy juices!

• Set an example for your friends and family...eat healthy and say no to junk food.

• Feel better and look better...ask mom for fruits and vegetables.

• It’s up to you...make the right choice and be a superhero!

The Super Nutricia Pledge

Hi kids! Let’s all say the Super Nutricia Pledge together.

I swear as I stand here today: “Dump the junk food! Eat well to be well!”