

FREE GUIDE • DIET SWAD

Healthy Cookie Ka Sach

A dietitian's honest guide: 7 ingredients a genuinely healthy cookie contains + 5 red flags that expose a fake one

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Ancient Wisdom, Modern Life

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Can a cookie really be healthy?

Honest answer: yes - but almost none of the 'healthy' cookies in the market actually are. The word 'healthy' on a cookie pack is unregulated marketing. The ingredient list on the back is regulated law. This guide teaches you to judge any cookie in 30 seconds, using only that list.

The 7 GOOD ingredients (green flags)

1. **Jowar / Ragi / Millet flour:** traditional grains with more fibre and minerals than refined maida. Fibre slows digestion, so energy releases steadily instead of spiking.
2. **Oats flour:** adds beta-glucan, a fibre known to be heart-friendly.
3. **Real butter:** a traditional fat your body recognises. On a label it must literally say 'butter'.
4. **Almond flour / real nuts:** protein, healthy fats, and actual food value - not just filler.
5. **Jaggery (gur):** less-processed cane sweetness that keeps some minerals - still sugar, but a more honest one.
6. **Desi khand:** minimally processed cane sugar, an old-school sweetener used in traditional mithai.
7. **Ingredients with percentages:** a brand that prints '(30.8%)' next to ingredients is volunteering transparency. That confidence itself is a green flag.

The 5 RED flags

1. **Refined Wheat Flour (Maida) as ingredient #1:** the cookie is mostly polished starch. Everything after this hardly matters.
2. **Palm Oil / 'Edible Vegetable Oil':** the cheapest fat in the industry, standing where butter should be.
3. **Sugar wearing costumes:** sugar + liquid glucose + invert syrup on the same label = one big sugar dose split into three small-looking ones.
4. **'Artificial Flavour' / 'Nature-Identical Flavour':** if the chocolate is real, the label says chocolate or cocoa solids. A flavouring means the taste is added, not the food.
5. **A long tail of INS numbers:** emulsifiers, improvers, preservatives - each one is there for the factory and the shelf, not for you.

Jargon buster: why ingredient ORDER matters

By law (FSSAI), ingredients are listed in descending order by weight. Ingredient #1 is what you are mostly eating. A 'millet cookie' with maida at #1 and millet at #6 is a maida cookie with a millet costume.

The 30-second cookie test

1. Flip the pack. Skip the front.
2. Read ingredient #1. Millet/oats/whole grain = continue. Maida = back on the shelf.
3. Find the fat. Butter/ghee = good. Palm oil = no.
4. Find the sweetener. Jaggery/khand/dates = good sign. Multiple sugar-syrups = no.
5. Count INS numbers. 0-2 = fine. A crowd = factory dessert.

What an honest cookie label looks like

For reference, this is the complete ingredient list of Diet Swad Millet Butter Cookies, exactly as printed:

"Sorghum Flour (Jowar) 30.8%, Salted Butter 28.8%, Desi Khand 15.4%, Oats Flour 11.5%, Almond Flour 11.5%, Vanilla Extract 1.2%, Baking Powder 0.8%"

Seven ingredients. Real names. Percentages printed. The #1 ingredient is a millet, the fat is real butter, and the sweetener is desi khand. That is what this whole guide looks like in practice.

The Millet Cookie family

Millet Butter, Millet Coconut, and Millet Choco (with ragi, jaggery and dark chocolate chips) - all naturally sweetened, zero maida, zero palm oil, zero preservatives. ₹499, FREE shipping India-wide, at dietswad.in.

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