GOOD NEWS ABOUT CHOLESTEROL!

YOU NEED A STRONG HEART TODAY

FOLLOW US ON www.florastrongheart.co.za.
**Cholesterol**

Cholesterol is a waxy substance found in every cell in your body. It is produced mostly in the liver but some is also supplied by your diet.

Your body needs cholesterol to:

- Form cell membranes
- Make certain hormones and vitamins
- Digest food efficiently

Cholesterol is transported in your bloodstream by special carriers – LDL cholesterol and HDL cholesterol.

**LDL (‘bad’) cholesterol**

LDL cholesterol is carried in your body’s cells. Your cells take the cholesterol they need and the excess cholesterol remains in the blood. If there is too much of this cholesterol in the body, it can build up in the arteries. This type of cholesterol should be reduced in order to keep your heart healthy.

**HDL (‘good’) cholesterol**

HDL cholesterol is excess cholesterol from the tissues that is carried back to the liver where it is eliminated. This type of cholesterol is good for keeping your heart healthy.

Cholesterol plays a vital role in the day-to-day functioning of your body. However, too much cholesterol in your blood can affect your heart health.

**Recommended cholesterol levels**

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<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Total cholesterol</td>
<td>&lt; 5mmol/L</td>
</tr>
<tr>
<td>LDL cholesterol</td>
<td>&lt; 3mmol/L</td>
</tr>
<tr>
<td>HDL cholesterol</td>
<td>&gt; 1.2mmol/L</td>
</tr>
</tbody>
</table>

**Cholesterol & your heart**

Raised cholesterol can have an adverse effect on your heart health, as it causes the buildup of fatty deposits in your arteries which results in them narrowing. This restricts your blood flow which can lead to angina, heart attack and stroke.
Other risk factors:

- Age
- Gender
- Ethnicity
- Smoking
- Blood pressure
- Diabetes
- Family history of premature heart problems
- Being overweight

By taking these factors into account, your health care professional can calculate your risk of suffering from heart problems within the next ten years.

The good news is that you can do something about it!

How can I reduce my cholesterol levels?

- Eat a heart healthy diet
- Stay active
- Maintain a sensible weight and shape. Carrying too much fat around your middle (‘apple-shape’) is associated with greater heart health problems than carrying extra weight on your hips (‘pear-shape’)

Did you know that there are ‘good’ and ‘bad’ fats?

Not all fat is ‘bad’. You need some ‘good’ fat in your diet
1. Because it is an important source of energy
2. To supply essential fats that your body cannot make for itself
3. To help your cells absorb fat-soluble vitamins
4. To add taste and flavour to your food

‘Good’ fats or oils are polyunsaturated and mono-unsaturated fats. They are ‘good’ because they can help lower cholesterol.

‘Bad’ fats are saturated fats or trans fats. They are ‘bad’ because they increase cholesterol.

You should aim to eat less ‘bad’ fats by replacing them with ‘good’ fats to help keep your heart healthy.
<table>
<thead>
<tr>
<th>TYPE OF FAT</th>
<th>MAIN SOURCE</th>
<th>EFFECTS ON HEART HEALTH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>‘GOOD’ FATS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Omega 6</td>
<td>Vegetable oils and spreads made from vegetable matter such as sunflowers,</td>
<td>Can help lower LDL cholesterol to maintain a healthy heart.</td>
</tr>
<tr>
<td></td>
<td>corn, soya, nuts and seeds.</td>
<td></td>
</tr>
<tr>
<td>Omega 3</td>
<td>Rapeseed, linseed (flaxseed) and soya oils, walnuts (and walnut oil) and</td>
<td>Can help maintain a healthy heart.</td>
</tr>
<tr>
<td>(from plants)</td>
<td>dark green vegetables.</td>
<td></td>
</tr>
<tr>
<td>Omega 3</td>
<td>Oily fish such as herring, mackerel, salmon, trout, sardines and fresh</td>
<td>Can help maintain a healthy heart.</td>
</tr>
<tr>
<td>(from fish)</td>
<td>tuna.</td>
<td></td>
</tr>
<tr>
<td>Monounsaturated</td>
<td>Vegetable oils and spreads made from vegetable matter such as olives,</td>
<td>Can help maintain a healthy heart.</td>
</tr>
<tr>
<td>fats</td>
<td>rapeseed, avocado and certain nuts.</td>
<td></td>
</tr>
<tr>
<td><strong>‘BAD’ FATS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturated fats</td>
<td>Animal products and by-products such as fatty meats, processed meats,</td>
<td>Increases LDL cholesterol which has an adverse effect on</td>
</tr>
<tr>
<td></td>
<td>butter, full-fat dairy products, cheese, commercially-produced cakes,</td>
<td>heart health.</td>
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<tr>
<td></td>
<td>pastries, pies and snacks.</td>
<td></td>
</tr>
<tr>
<td>Trans Fats</td>
<td>Naturally present in fatty meats, full-fat dairy products and butter. Also</td>
<td>Increases LDL cholesterol (and decreases HDL cholesterol)</td>
</tr>
<tr>
<td></td>
<td>produced industrially by the partial hydrogenation of vegetable oils. Used</td>
<td>which has an adverse effect on heart health.</td>
</tr>
<tr>
<td></td>
<td>in commercially produced cakes, pastries, pies and snacks. Also present in</td>
<td></td>
</tr>
<tr>
<td></td>
<td>deep-fried foods, fast foods and most takeaway foods.</td>
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</tbody>
</table>
PLANT STEROLS

What are plant sterols?
Plant sterols occur naturally in small quantities in vegetable oils, nuts, seeds, grain products, fruit and vegetables.

The role of plant sterols
Plant sterols have been known for their cholesterol-lowering properties for over 50 years. Although we all consume plant sterols every day in our diet, the amount we eat is typically not enough to have a cholesterol lowering effect.

What quantity of plant sterols do I need to lower cholesterol?
Eating 2g of plant sterols every day has been proven to significantly lower LDL (‘bad’) cholesterol by up to 15% in just 3 weeks. That’s why international dietary guidelines for cholesterol management recommend consuming 2g of plant sterols per day. Consuming more than 2g does not result in additional cholesterol-lowering effects.

Plant sterols – lowering cholesterol through diet
As part of a healthy balanced diet, eating plant sterols-enriched foods is one of the most effective ways to lower cholesterol without medication. Raised cholesterol is still one of the major risk factors for coronary heart disease. Fortunately, you can improve your cholesterol levels by eating a sensible diet and maintaining a healthy lifestyle with regular physical activity.

How do plant sterols lower cholesterol?
Plant sterols actively remove cholesterol from your body by partly blocking the absorption of cholesterol in the gut (digestive tract). The cholesterol that is not absorbed is removed from your body, resulting in a lowering of total LDL (‘bad’) cholesterol levels.

Getting 2g of plant sterols daily
To make it easy to eat more plant sterols, they have been added to everyday foods, such as Flora Pro.activ. Although it is good for your heart to eat lots of fruit and vegetables, you would need to eat 50 portions of broccoli, 150 apples or 425 tomatoes to consume 2g of plant sterols.
Flora pro.activ is a great tasting spread containing the plant sterols that play a role in cholesterol reduction. If you need to lower your cholesterol, you should seriously consider including Flora pro.activ as part of your balanced diet and healthy lifestyle – you’ll soon enjoy the benefits!

**Does it really work?**
Flora pro.activ has been clinically proven to lower ‘bad’ LDL cholesterol by up to 15% in just 3 weeks when combined with a healthy diet and active lifestyle. Over 40 clinical trials to date have proven the cholesterol-lowering effect of Flora pro.activ.

**What’s the difference between Flora pro.activ and ordinary spreads?**
Flora pro.activ contains plant sterols that lower ‘bad’ LDL cholesterol. Flora pro.activ is also formulated to be high in ‘good’ polyunsaturated fats and are lower in ‘bad’ saturated fats and trans fats than butter and most other spreads.

**Who can use Flora pro.activ?**
Flora pro.activ is designed for people who want to lower their cholesterol, including people with diabetes or those already using cholesterol-lowering medication. Ask your health care professional or dietician’s advice about all aspects of cholesterol-lowering treatment, including whether Flora pro.activ is suitable for you. Flora pro.activ may not be nutritionally suitable for pregnant or breastfeeding women or children under five.

**How do I use Flora pro.activ?**
Simply use Flora pro.activ like any other spread. It can be spread on bread or toast or melted onto potatoes or vegetables. As with other low fat spreads, it is not suitable for baking or frying.

**How much do I need?**
Just 25g of Flora pro.activ per day provides the optimum amount of plant sterols. Using more than that will not increase the cholesterol-lowering benefits.

**What happens if I forget to use Flora pro.activ?**
Missing out on Flora pro.activ for a day or two won’t matter too much. If you want to maintain your cholesterol at its new low level, however, you need to use Flora pro.activ on a regular basis.
Can my cholesterol levels go down too far?
No. Regular use of Flora pro.activ lowers ‘bad’ LDL cholesterol to optimal levels in just three weeks. Continued use will simply help you maintain your new, lower cholesterol level. Flora pro.activ will not affect your ‘good’ HDL cholesterol level.

Is the rest of my diet still important if I am using Flora pro.activ?
Yes. Flora pro.activ should be used as part of a diet low in saturated fat and salt, and rich in fibre, fruits and vegetables. Lifestyle factors like not smoking, keeping physically active and reducing stress are also important.

Heart healthy eating tips
- Vary your diet as much as possible. Eat a wide range of healthy foods, but build occasional, sensible treats into your menu, too
- You’ll eat smaller portions if you use a smaller plate. Avoid second helpings!
- Enjoy plenty of fruits and vegetables. Eat at least five portions every day
- Make starchy foods like bread, rice, pasta, potatoes, oats and breakfast cereals, the basis of most meals. Choose wholegrain options wherever possible
- Select low fat dairy products and lean meats
- Attempt to eat at least two portions of fish every week, one of which should be an oily variety like herring, mackerel, salmon, trout, sardines and fresh tuna
- Substitute butter with a spread high in ‘good’ polyunsaturated and monounsaturated fats rather than ‘bad’ saturated fats or trans fats
- Endeavor to cut down on your salt intake. Instead of salt, use herbs and spices to add flavour to your food.
- Choose to eat freshly prepared meals as often as possible rather than processed or fast foods
- If you have raised cholesterol, choose foods enriched with plant sterols which have been clinically proven to lower cholesterol
An easy guide to consuming the recommended amount of Flora Pro.activ every day

Simply portion your tub by first cutting down the length of the tub, dividing it in half. Then divide into 5 equal portions by cutting the breadth of the tub. You need to consume one of these portions (25 g) every day.

Use your 25 g of Flora Pro.activ every day by:
- Melting it over vegetables like potato, carrot, baby marrow etc
- Adding a teaspoon to porridge like Oats, maize meal
- Use as a spread on bread or crackers
- Stir/toss into any end dish like stir fry, risotto, pasta
- Incorporate it into the base of a quiche
- Stir into mashed potato
- When making a white sauce
- Spread on crumpets or scones
- Stirred into couscous
- Adding it to soups
- Rub onto chicken breasts or whole chicken before grilling
- Including it in dumpling mixture
- Can be used to make scones

Visit www.florastrongheart.co.za for tips and information that are good for your heart.
## Heart Healthy Menu Ideas for 1 Week

### Day 1

<table>
<thead>
<tr>
<th>Breakfast</th>
<th>Lunch</th>
<th>Main Meal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange juice</td>
<td>Pita bread filled with red pepper hummus and lettuce (5g FLORA PRO-ACTIV in hummus per serving)</td>
<td>Pumpkin risotto with chicken (5g FLORA PRO-ACTIV in each serving)</td>
</tr>
<tr>
<td>Small bowl of unsweetened muesli with low fat milk, sliced banana and chopped almonds</td>
<td>Mango and strawberry fruit salad with low fat yoghurt</td>
<td>Steamed baby marrows (10g FLORA PRO-ACTIV melted over)</td>
</tr>
<tr>
<td>Slice of wholewheat toast with 5g FLORA PRO-ACTIV spread and marmalade</td>
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<td></td>
</tr>
</tbody>
</table>

### Day 2

<table>
<thead>
<tr>
<th>Breakfast</th>
<th>Lunch</th>
<th>Main Meal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple juice Poached egg herb scones (5g FLORA PRO-ACTIV per muffin)</td>
<td>Tuna and sweetcorn whole-wheat bread roll spread with FLORA PRO-ACTIV (10g FLORA PRO-ACTIV)</td>
<td>Chilli lime fish on a bed of vegetables</td>
</tr>
<tr>
<td>FLORA PRO-ACTIV spread (5g FLORA PRO-ACTIV)</td>
<td>Peaches with plain low fat yoghurt</td>
<td>Steamed baby potatoes and Flora pro-activ (5g FLORA PRO-ACTIV)</td>
</tr>
</tbody>
</table>

### Day 3

<table>
<thead>
<tr>
<th>Breakfast</th>
<th>Lunch</th>
<th>Main Meal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pineapple juice</td>
<td>Herbed pasta salad including basil, parsley, red pepper and onions, rocket, tomato and cucumber</td>
<td>Chicken and vegetable curry</td>
</tr>
<tr>
<td>Spicy oats porridge (10g FLORA PRO-ACTIV per serving) with grated apples or strawberries stirred in for extra flavour</td>
<td>Olive and sun dried tomato bread (5g FLORA PRO-ACTIV in 1 serving) with 10g FLORA PRO-ACTIV spread</td>
<td>Basmati rice</td>
</tr>
<tr>
<td></td>
<td>Fresh fruit salad</td>
<td>Tomato, onion and green pepper sambals</td>
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<tr>
<td></td>
<td></td>
<td>Chopped banana and chutney</td>
</tr>
</tbody>
</table>

*Total FLORA PRO-ACTIV for the day: 25g*

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Keep your fruit bowl well stocked as a healthy alternative to sweet and savoury snacks which can be high in saturated fat. Other healthy snacks include bran muffins with FLORA PRO-ACTIV spread, smoothies blended with fruit and low fat yoghurt…
### Day 4

**Breakfast**
- Grape juice
- High fibre bran flakes
- Low fat milk
- Spoonful of raisins
- Sliced banana

**Lunch**
- Salmon, cottage cheese and salad bagel (10g FLORA PRO-ACTIV per serving)
- Sliced watermelon

**Main Meal**
- Spaghetti and meatballs (10g FLORA PRO-ACTIV in each serving)
- Greek salad served with low-oil dressing
- Hot fruit compote with spoonful of plain low fat yoghurt (5g FLORA PRO-ACTIV per serving)

**Total FLORA PRO-ACTIV for the day: 25g**

### Day 5

**Breakfast**
- Orange juice
- Wholewheat banana crumpets
- FLORA PRO-ACTIV (10g FLORA PRO-ACTIV spread over crumpets)
- Extra sliced banana drizzled with a touch of maple syrup

**Lunch**
- Mozzarella and sweet pepper bruschetta
- FLORA PRO-ACTIV (10g FLORA PRO-ACTIV spread onto bread)
- Mini mango and strawberry smoothie made with fresh fruit and low fat yoghurt

**Main Meal**
- Chicken and pineapple kebabs on fruity rice (5g FLORA PRO-ACTIV in dish)
- Crisp french salad

**Total FLORA PRO-ACTIV for the day: 25g**

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*Keep your fruit bowl well stocked as a healthy alternative to sweet and savoury snacks which can be high in saturated fat. Other healthy snacks include bran muffins with FLORA PRO-ACTIV spread, smoothies blended with fruit and low fat yoghurt…*
<table>
<thead>
<tr>
<th>DAY 6</th>
<th>DAY 7</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Breakfast</strong></td>
<td><strong>Breakfast</strong></td>
</tr>
<tr>
<td>Apple juice</td>
<td>Pineapple juice</td>
</tr>
<tr>
<td>Oats porridge with low fat milk, sultanas, 5g FLORA PRO-ACTIV and a dash of honey</td>
<td>Scrambled eggs, cooked spring onion and served with grilled cherry tomatoes</td>
</tr>
<tr>
<td>Spoonful of baked beans</td>
<td>Wholewheat toast spread with 10g FLORA PRO-ACTIV</td>
</tr>
<tr>
<td><strong>Lunch</strong></td>
<td><strong>Lunch</strong></td>
</tr>
<tr>
<td>Potato and leek Soup</td>
<td>Thai chicken salad</td>
</tr>
<tr>
<td>Crusty wholewheat rolls (10g FLORA PRO-ACTIV)</td>
<td>Low oil salad dressing</td>
</tr>
<tr>
<td>Fresh papaya</td>
<td>Baked cinnamon and raisin apples, sprinkled with a touch of brown sugar and 5g FLORA PRO-ACTIV</td>
</tr>
</tbody>
</table>

…when it comes to filling your plate, half should be filled with vegetables or salad, two-thirds of the other half in starchy carbohydrates and a small space left with meat, fish or other low fat protein…

<table>
<thead>
<tr>
<th><strong>Main Meal</strong></th>
<th><strong>Main Meal</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pan fried fish fillets</td>
<td>Moroccan lamb with prunes, almonds and couscous (2.5g FLORA PRO-ACTIV per serving)</td>
</tr>
<tr>
<td>Stir fry vegetables</td>
<td>Steamed carrots, asparagus and baby marrow (with 7.5g melted FLORA PRO-ACTIV)</td>
</tr>
<tr>
<td>Baked baby potatoes with 10g melted FLORA PRO-ACTIV</td>
<td></td>
</tr>
</tbody>
</table>

**Total FLORA PRO-ACTIV for the day: 25g**

Disclaimer: The Heart Healthy Menu is for 1 person. This is not an eating plan and only serves to give guidance as to Heart Healthy Menu ideas and how to successfully include 25g Flora pro-activ into your daily diet.
Heart-healthy lifestyle tips

• Stop smoking and avoid smokey environments
• If you drink alcohol, limit yourself to no more than two drinks a day for men and one drink a day for women
• Get moving! 30 minutes of moderate activity (like brisk walking) every day is recommended. You can choose any activity you enjoy but be realistic about your goals
• Achieve and maintain a healthy weight for your height
• Learn simple techniques to manage your stress. Try and take time to relax
• If you are already on cholesterol-lowering medication, follow a heart-healthy diet and lifestyle to achieve optimum results

Planning for change

Use the questions below to help you consider making the changes you’ve just read about:

If I change…
• What do I gain?.................................................................................
• What do I lose? ................................................................................

If I stay as I am…
• What do I gain?.................................................................................
• What do I lose?.................................................................................

While reading through this information, you may have identified things that you feel you could change – why not record them here? Even one small change can have significant benefits over time.

I will…
1. ........................................................................................................
2. .......................................................................................................
3. .......................................................................................................

The best time to start enjoying a more heart-healthy lifestyle is RIGHT NOW.

Contact your health care professional or registered dietitian if you’d like more information or if you feel you need advice. For more information on Flora please contact us on: 0860 100 896 or P. O. Box 5518, Durban, 4000.
email: flora.institute@unilever.com