

The ProActiv Challenge

Helping you to
establish a healthier
diet and lifestyle

ProActiv[®]Life





The 21 day challenge

ProActiv has been helping people to live well and age well for more than 20 years. And we know that a healthy diet and an active lifestyle are the best route to a long, active life.

Helping you to make the change

We understand that change isn't easy. But the benefits of living longer, fuller lives are worth it. So, we're here to help you take the steps that will really make a difference to your long-term health and wellbeing. Because being proactive about health means taking action now.

Take charge of your health

Read on to discover how to lower your cholesterol in just 21 days, and take positive steps towards the heart-healthy, active life you want. Day-by-day, you'll learn what to eat or avoid to keep your body healthy, and how to get fitter.

21 day challenge

Take the 21 day challenge

We've created our 21 day challenge to help you make positive, step-by-step changes to your lifestyle, in an easy and sustainable way. By adding plant sterols to your diet, along with other healthy lifestyle choices, you can start lowering your cholesterol and help keep your heart healthy.

Cholesterol

High cholesterol is a risk factor in the development of coronary heart disease. As coronary heart disease has many risk factors, more than one risk factor may need to be improved to reduce overall risk. Individual results may vary.

Read more about cholesterol and plant sterols here: pro-activ.com/

Before getting started with the 21 day challenge

✓ Step 1

Read the 21 day challenge and make sure you are prepared with everything you need.

✓ Step 2

Try to find out your cholesterol levels before starting – if you are aged between 40 and 74 you should be able to get a free NHS heart health check which includes a cholesterol test.

✓ Step 3

See our progress and habit trackers on [page 4](#). These will help you set achievable goals and track your progress through the 21 days.

✓ Step 4

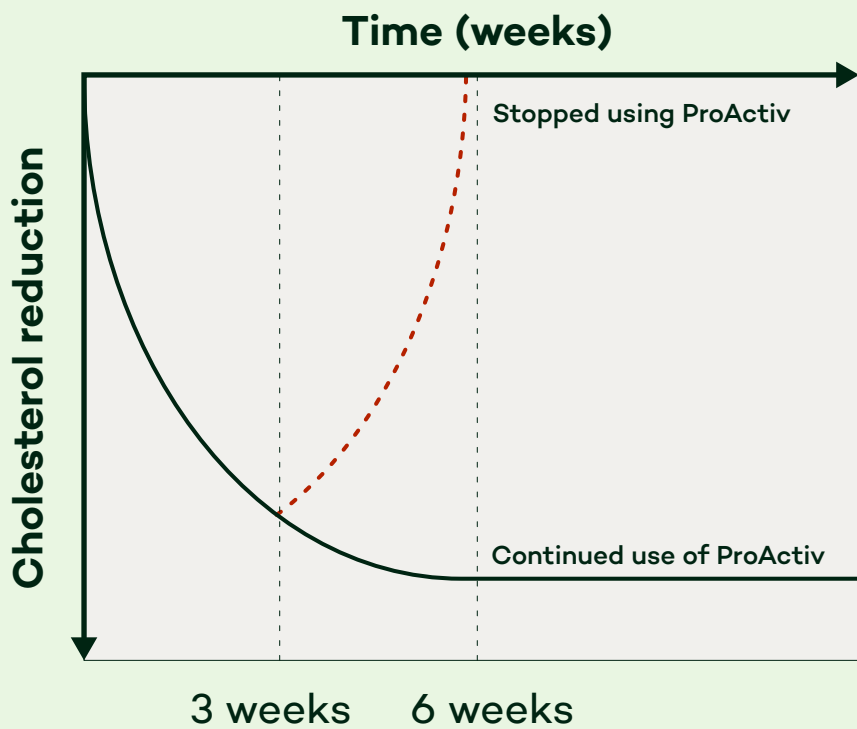
Download and print the full 21 day challenge roadmap found in this document to help you keep on track.

Plant sterols

Plant sterols are natural substances with powerful cholesterol-reducing properties. Research has shown that by consuming them every day, as part of a healthy diet, you can lower your cholesterol by up to 7-10% over 21 days.*

Our range of spreads, milk and mini drinks all contain plant sterols, and have been designed as simple, healthy swaps you can easily add to your daily life. Just 3 portions of spread or milk (which can be mixed and matched), or 1 mini drink a day will give you your recommended intake of plant sterols.

Once you have managed to reduce your cholesterol, it is important to keep up the good work to help it stay that way. If you stop consuming plant sterols, your cholesterol will revert back to its original level.



Typical daily plant sterol intake

250ml milk with cereal + 1 slice of toast, with 10g spread + 1 sandwich, with 10g spread = 3 plant sterol portions (Daily intake of plant sterols)

250ml milk with cereal + 250ml glass of milk + 1 sandwich, with 10g spread = 3 plant sterol portions (Daily intake of plant sterols)

1 mini drink = 3 plant sterol portions (Daily intake of plant sterols)

🌿 = 1 plant sterol portion

* Flora ProActiv contains plant sterols. Plant sterols have been shown to lower blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease. Consuming 1.5-2.4g of plant sterols per day can lower cholesterol by 7-10% in 2-3 weeks when consumed as part of a healthy diet and lifestyle with sufficient fruit and vegetables.

Check your levels and set your goals

To begin with, it's a good idea to find out the cholesterol levels in your blood. Your cholesterol level is an important part of working out whether you are at high, moderate or low risk of cardiovascular disease.

Cholesterol is measured by millimoles per litre of blood, or mmol/L.

Most GPs recommend total cholesterol levels of 5mmol/l and LDL-cholesterol levels of 3mmol/l for healthy adults. However these are a general guide and your health professional may provide different targets for you. If your total cholesterol is over 5, ask your doctor what your cholesterol target should be.

Total cholesterol goal:

> 5 mmol/L

LDL-cholesterol goal:

> 3 mmol/L

Set yourself up for success

Setting realistic goals for yourself will help keep you motivated. Goals can help you maintain focus as you transition to a healthier lifestyle. And, if you have a wobble, they can help remind you of your reasons for starting this journey.

If you've set yourself a large goal for significant weight loss or changes in fitness, setting mini goals can help to make it more manageable by providing milestones along the way.

🔍 Did you know?

You are more likely to achieve your goals if you write them down, and even more so if you share them with a friend. So why not team up with a buddy, share your goals and take the 21 day challenge together?

Set yourself some goals

Exercise

e.g.

I want to swim once a week and walk for at least 30 minutes every day.

Eat more

e.g.

I want to eat my 5-a-day, and try to have fish for dinner twice a week.

Eat less

e.g.

I want to eat less fried food.

My go-to heart healthy swaps

e.g.

I will use Flora ProActiv spread instead of butter.




Progress tracker

Tick off your daily achievements on our progress chart. It will keep track of your good habits, help you work towards your goals, and encourage you to be consistent and accountable.

Weekly progress tracker

Track your habits and stay motivated

Date:
12/04

Week One	M	T	W	T	F	S	S
Daily challenge	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Daily plant sterol intake Three portions of spread or milk (which can be mixed and matched), or one mini drink each day   	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

Celebrate your wins
Celebrate your healthy wins, from mini-goals all the way up to your long-term goals.

Success and wins

What’s helped you have a healthier week? What’s made you feel great about yourself?

Keeping on track with my daily challenges and plant sterols has given me a feeling of achievement. I’m going to keep it up!

My plan for next week

What can you do to make next week easier?

I’m going to get into a routine with food and exercise, and find some friends to do the 21 day challenge with me.

21 day challenge

Week 1

The challenge starts here! You know it's time to take your health and wellbeing seriously and we're here to help you achieve your goals. Choose activities you enjoy and foods you love, and your healthy habits will soon become long-term changes.

Remember to get 3 portions of plant sterols each day



Day 05

Try a mini drink

Drink one Flora ProActiv Mini Drink a day. These delicious yoghurt drinks come in Original, Strawberry and Tropical fruit & ginger flavour. Try it as a dessert after dinner or on your morning porridge for extra flavour.



Day 01

Start as you mean to go on

Explore healthy eating with your family and friends. By getting together around the table, you can get support from others and learn to avoid treating food as just fuel.



Day 02

Be active everyday

Try to do 30 minutes of moderate exercise a day. Start with gentle movement and build your way up – you might surprise yourself!

Day 03

Try healthy swaps

Switch your regular spread for Flora ProActiv. Great on sandwiches or toast, mixed in your vegetables or on top of a jacket potato. Lowering cholesterol has never been so tasty!



Day 04

Know your fats

Saturated fats can raise your blood cholesterol. You can spot them because they tend to be solid at room temperature. Swap foods high in saturated fat like butter and fatty meats, for foods containing unsaturated fats like nuts, seed oil spreads, avocado and oily fish.



Day 06

Take the stairs

It may be tough at first but taking the stairs instead of the lift or escalator is a great way of getting regular, informal exercise.

Day 07

Pat yourself on the back

Congratulations! You've completed your first week and are on track to lowering your cholesterol. Remember – keep your goals realistic and look for small changes you can make in your everyday life.

21 day challenge

Week 2

Well done! You’ve made it to week 2. The short term benefits are great too – you may already be feeling healthier and have more energy.

Remember to get 3 portions of plant sterols each day



Day 12

Turn everyday activities into exercise

Any daily task that gets you up on your feet and moving counts as exercise. Housework, gardening and playing with your children and grandchildren are exercise programmes in themselves! Remember – activity doesn’t have to be formal to be effective.

Day 08

Eat a rainbow!

It’s important to eat a variety of fruits and vegetables to get the range of vitamins, minerals and fibre your body needs. Aim for at least 5 portions a day. And remember – a colourful plate is a nutritious plate.



Day 09

Include plant sterols in your diet

Whether you mix and match 3 portions of Flora ProActiv’s spreads and milk, or enjoy a daily mini drink, finding new ways to add plant sterols into your diet will have a significant lowering effect on your cholesterol.

Day 10

Get cycling

It’s surprising how much is within striking distance when riding a bike. Choose a safe route and explore your local area. Soon you might even be cycling to work!



Day 11

Try Flora ProActiv on a sandwich

3 x 10g servings of Flora ProActiv spread a day, provide the recommended amount of plant sterols to help reduce cholesterol. Why not try it on a sandwich or melted on vegetables with your evening meal.



Day 13

Try low fat dairy

Dairy is a tasty part of most people’s diet, however lower fat versions contain less saturated fat. Choose low fat yogurt, reduced fat cheese or lower fat milks. Flora ProActiv skimmed milk comes with your essential plant sterols.

Day 14

Manage your stress

Some stress is good – it motivates us and is a natural part of life. However too much stress is bad for your health. Look after yourself by recognising the triggers of your stress and by finding ways to relax, such as meditation, writing a journal or getting out into nature.

21 day challenge

Week 3

You're past half way! You're now well on your way to becoming a healthier, happier you. And if you have a wobble, just look back at your goal setting and remind yourself why you started.

Remember to get 3 portions of plant sterols each day



Day 19

Do better than butter

Oils from seeds and nuts are rich in healthy, unsaturated fats. Make a healthy switch from butter to a spread based on vegetable oils, such as Flora ProActiv.



Day 15

Eat plenty of fibre

Swapping white bread and pasta for brown and wholegrain varieties can keep your digestion healthy. Oats, vegetables, fruits and pulses such as beans and lentils are also a great source of fibre.



Day 17

Every little helps

Simple lifestyle changes really add up. Avoid smoking, replace sugary or fried snacks with healthy alternatives, drink alcohol in moderation.

Day 18

Keep active

Little things can go a long way towards improving your fitness. Try getting off the bus a stop early and walk, increase your pace and shop with a basket rather than a trolley.

Day 16

Try something new

Flora ProActiv spread can be used in a whole variety of ways. Why not try it on something new today, like savoury muffins or scones?



Day 20

Take a brisk walk

Find half an hour in your day for a walk come rain or shine. The more you do it, the easier it will become. Remember – there's no such thing as bad weather – only the wrong coat!



Day 21

Get cooking!

Healthy eating doesn't have to be boring! We've put some great, tasty, cholesterol-friendly recipes in this booklet and online at: pro-activ.com/en-gb/free-recipe-book

Congratulations!

Now you've completed your 21 day plan, you should be well on your way to establishing healthy habits and routines. You'll be feeling the benefits of your lifestyle changes and be a happier, healthier you.

How did you do?

Look back at your goals and see how far you've come. And give yourself a pat on the back! Whatever positive changes you've managed to make, your body will thank you for them. If you can, try to book another cholesterol test – you should already be able to see a difference in your LDL score if you have been consuming your plant sterols every day as part of a healthy balanced diet.

Going forwards

Remember, by being proactive and keeping up with your new habits, you will give yourself the best chance of a healthy, active and enjoyable life.

Tips for maintaining a healthy lifestyle:

1. Spread the word

It's easier to make long-term changes if you have the support of those around you. Talk to your friends and family about the benefits of a healthy lifestyle and get them on board.

2. Remember your plant sterols

Keep up your regular intake of Flora ProActiv alongside your balanced diet to provide the plant sterols to help lower cholesterol. Remember that the benefits of plant sterols come from continuous use.

3. Mix it up

Keep things interesting by trying new physical activities, foods and recipes. Challenge yourself!



Next steps

Want to know more about plant sterols and cholesterol?

Read our Starter Kit here for an in-depth guide:

www.pro-activ.com/en-gb/free-starter-kit



Stuck for food ideas?

Check out the Flora ProActiv recipe book. We've created simple, straightforward recipes using everyday ingredients, to help you keep up your heart-healthy, balanced diet.

pro-activ.com/en-gb/free-recipe-book



For further advice and information on heart health and cholesterol, visit our website.

pro-activ.com

Find out more about how to lower
your cholesterol online:
pro-activ.com

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