

Let's do this!

Start lowering your cholesterol today!

Flora ProActiv with the natural power of added plant sterols that help filter cholesterol from the body.





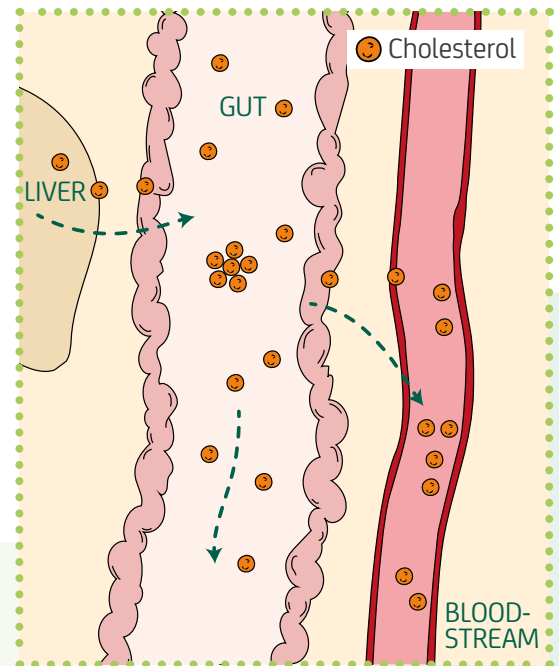
START LOWERING YOUR
CHOLESTEROL TODAY

UNDERSTAND CHOLESTEROL

What is cholesterol?

Cholesterol is a waxy, fat-like substance that occurs naturally in the body. It plays a vital role in how every cell works – but having too much cholesterol in the blood is one of the risk factors in the development of coronary heart disease. We encourage you to take care of all your risk factors to reduce the overall risk of cardiovascular disease.

- Cholesterol comes into the body from the food we eat and is also synthesized in the liver. Dietary cholesterol ends up in the gut.
- From the gut, cholesterol is absorbed into the bloodstream and then to the liver, from where it is distributed throughout the body, carried in so-called lipoproteins.
- Low-density lipoprotein (LDL) cholesterol and high-density lipoprotein (HDL) cholesterol are examples of these.



There are two main types of cholesterol that are particularly important:

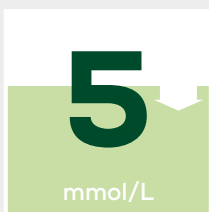


Often called bad cholesterol.
To maintain a healthy heart, try to keep 'bad' cholesterol at low, healthy levels.



Often called good cholesterol.
This returns cholesterol to the liver where it is eliminated. Try to maintain high levels of 'good' cholesterol.

General recommendations for total levels of cholesterol:



5 mmol/L or less for healthy adults



4 mmol/L or less for those considered high risk

And of this, your LDL-cholesterol (bad cholesterol) should be:



3 mmol/L or less for healthy adults



2 mmol/L or less for those at high risk

If your levels have been found to be elevated, then we would encourage you to take action to lower your cholesterol.

For more information on cholesterol levels visit [floraproactiv.co.uk](https://www.floraproactiv.co.uk)

KNOW YOUR LEVEL

It's important to find out the levels of cholesterol in your blood, as cholesterol is a major factor in determining whether you have a high, moderate or low risk of cardiovascular disease.

It is measured by millimoles per litre of blood, or mmol/L, most GPs recommend total cholesterol levels of 5mmol/L or less for healthy adults and 4mmol/L or less for those at high risk. If your cholesterol is high, ask your doctor what your cholesterol target should be.

Total cholesterol levels

The NHS recommends that total cholesterol levels should be:

5

mmol/L or less
for healthy
adults

4

mmol/L or less
for those at
high risk

For more information on cholesterol levels,
visit floraproactiv.co.uk

Take the Test

Having your cholesterol level tested is as simple as visiting your GP or pharmacist and giving a small sample of blood. Occasionally you may be asked to fast or only drink clear fluids for 12 hours beforehand.

From this your LDL, HDL and triglycerides (other fatty acids) can be measured and your doctor will talk you through the results.

What causes **elevated cholesterol**?

Many factors (known as risk factors) can influence your cholesterol levels. Some can be changed, others can't.

Some of the things outside of your control can include:



Age



Gender



Family History



Diet



Weight



Physical Activity

There are some things, however, that are well within your control, such as:

The good news is that the 'controllable' risk factors can be helped by making small changes towards a healthy lifestyle, which is exactly what we're going to help you with.

How can I **reduce cholesterol**?

Reduce intake of saturated fats and trans fats by replacing them with monounsaturated and polyunsaturated fats (healthy heart fats), like Flora ProActiv.

- Eat a balanced diet with plenty of fruit and vegetables.
- Reduce intake of saturated fats and trans fats by replacing them with heart-healthy monounsaturated and polyunsaturated fats, like Flora ProActiv.
- Incorporate foods with added plant sterols, such as Flora ProActiv, into your daily diet.*
- To help increase your 'good' cholesterol, keep active and aim to do at least 30 minutes of exercise every day at least five times a week.

*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.

WHAT ARE PLANT STEROLS?

Plant sterols are found naturally in foods from vegetable sources, like vegetable oils, nuts, seeds, grains, fruits and vegetables. However, these are found in minute quantities and you would need to eat a substantial amount of these foods to get the required amount of plant sterols to help you lower cholesterol.

A daily consumption of 1.5–2.4g plant sterols can help you lower your cholesterol levels in just two to three weeks, when consumed as part of a healthy diet and lifestyle with sufficient fruits and vegetables.

Find out more about plant sterols at floraproactiv.co.uk

How do plant sterols lower cholesterol?

Plant sterols help to actively filter cholesterol uptake from the gut by partially blocking the absorption of it, which leads to significantly lower amounts of cholesterol in the blood.



Plant sterols and statins

Flora ProActiv products can contribute to lowering your cholesterol with or without statins*, but have not been designed as a replacement for such cholesterol-lowering medication. Neither interferes with each other's mode of action, which means the cholesterol-lowering effect of one is added to the other. However, we always advise that you discuss your cholesterol-lowering strategy with your GP.

DIET TIPS

8 tips for a cholesterol-lowering diet

1 Choose low-fat dairy foods

Skimmed or semi-skimmed milk, low-fat yoghurt and reduced-fat cheese. Use low-fat yoghurt or fromage frais instead of cream.



2 Opt for fish and poultry

Swap out fatty meat products, which can be high in saturated fats. Try substituting some meat with beans or lentils.



3 Include oily fish in your diet

Try herring, mackerel, salmon or trout, once or twice a week.



4 Snack on nuts and seeds

Make up your own seed, nut and dried fruit mix for a healthy snack at your fingertips.



5 Get your five-a-day

Eat a mix of fruit and vegetables to get the vitamins, minerals and fibre you need. The more colourful your meals, the more likely you are to be getting the right nutrients.



6 Get plenty of fibre in your diet

Swap white bread, pasta and rice for brown and wholegrain varieties. Oats, vegetables, fruits and pulses such as beans and lentils are also good sources of fibre.



7 Use seed or nut oils and spreads

Oils from seeds and nuts are rich in unsaturated fats. Switch from butter to a good quality spread, such as Flora ProActiv, which is made from seed oils.



8 Eat no more than 6g of salt a day

Experiment with herbs and spices to replace salt in cooking and at the table. Avoid salty snacks and limit processed foods, as these tend to be high in bad fats, which can raise cholesterol.



Dietary advice to keep your heart healthy

Food group	Best choice	Occasionally	Best avoided
BREAD, OTHER CEREALS & POTATOES Aim to base all meals on a good-sized serving from this group. Have bread or bread products as healthy snacks.	Wholegrain varieties of bread, pasta, rice, noodles. Wholegrain breakfast cereals. Oats. Potatoes, sweet potatoes, yam & plantain.	Mashed potatoes. Roast potatoes.	Garlic bread, croissants, waffles. Deep-fried chips. Sugar-coated breakfast cereals.
FRUIT & VEGETABLES Eat plenty: at least 5 or more portions every day.	Fresh, frozen, fruit & vegetables. Dried fruit. Canned fruit in natural juice.	Canned fruit in syrup (drain the syrup). Fresh orange juice, grapefruit juice.	Vegetables fried in batter (e.g. onion rings). Vegetables in creamy sauce. Apple concentrate, pineapple concentrate.
MEAT, FISH & ALTERNATIVES Eat a moderate amount (1-2 portions a day). Vary by choosing lean meat, 2-3 times a week. On the other days choose fish or non-meat alternatives. Try to eat fish at least twice a week, incl. one portion of oily fish.	Extra lean minced beef, liver & kidney, chicken & turkey without skin. All fish – cod, plaice, sole, fresh & canned tuna & shellfish, oily fish, mackerel, salmon, herrings. Eggs – eggs three a week is old hat and for the vast majority of the population there is no need to restrict. All nuts & seeds. Beans, sweetcorn, chick-peas, lentils, peas. Rinse if canned in salt/sugar. Soya mince, soya beans, tofu.	Lean pork and ham, lean bacon, reduced fat sausages, lean burgers & meatballs. Read the labels, choose lowest fat version.	Processed meats such as sausages, streaky bacon, pasties and burgers.
DAIRY FOODS & ALTERNATIVES Aim to have 2-3 portions a day in drinks or in meals/snacks.	Skimmed milk. Soya milk (with added calcium & vitamins). Low-fat, fat-free or 'light' fruit yogurts. Milk, yogurts & mini health drinks (with plant sterols/stanols). Reduced fat cheese e.g. cottage cheese.	Semi-skimmed milk. Reduced fat evaporated milk. (Greek) half-fat yogurt. Medium-fat cheese e.g. half-fat cheddar, mozzarella, feta.	Full-fat milk. Clotted, double, whipping, soured, single cream. Thick & creamy yogurt. High-fat cheese e.g. cream cheese, mascarpone, brie.
OILS & FATS Small amounts of fats are essential in the diet. When considering fats, remember, not all fats are equal. Replacing saturated fats with unsaturated fats in the diet has been shown to lower cholesterol.*	Unsaturated soft spreads, spreads with plant sterols/stanols. Liquid margarine. Vegetable oils high in unsaturated fat such as rapeseed, sunflower, olive oil.	Reduced fat mayonnaise	Butter, lard, suet, dripping, ghee, hard margarine high in saturated fats. Coconut oil.
WHOLEGRAINS People with a healthy heart tend to eat more wholegrain foods as part of a healthy lifestyle. Plant sterols/stanols** and beta-glucan*** as present in oats/barley help to lower cholesterol* as part of a healthy diet and lifestyle.	FRUIT & VEGETABLES Fruit and vegetables are a great source of vitamins and minerals and should be part of a healthy diet.	OILY FISH Oily fish are rich in omega 3 fatty acids which are especially good for heart health. Try to eat fish at least twice a week, incl. one portion of oily fish. 1 portion = 140g of fish.	ALCOHOL Keep to sensible limits: No more than 14 units spread across the week with several alcohol-free days in between.

*High cholesterol is a risk factor in the development of coronary heart disease. As coronary heart disease has multiple risk factors, more than one may need to be improved to reduce overall risk. **A daily intake of 1.5-3g plant sterols can lower cholesterol by 7-10% in 2-3 weeks as part of a healthy diet and lifestyle including plenty of fruit and vegetables. ***A daily intake of 3g beta-glucan can lower cholesterol.

Your **Breakfast**
favourite

PROVEN TO

LOWER CHOLESTEROL



Try **Flora ProActiv**
and lower your cholesterol in 21 days

*Flora ProActiv contains plant sterols. A daily intake of 1.5-2.4g sterols can lower cholesterol by 7-10% in 2-3 weeks as part of a healthy diet and lifestyle including plenty of fruits and vegetables. High cholesterol is a risk in the development of coronary heart disease. A coronary heart disease has many risk factors, more than one may need to be improved to reduce overall risk. Individual results may vary.

HOW MUCH IS A SERVING?

Flora ProActiv spreads

One portion is 10g (two teaspoons). Three portions a day are all you need to get the recommended amount of plant sterols. Try it on a sandwich with mashed potato or stirred into hot vegetables after cooking.

Flora ProActiv mini drinks

One portion is one drink. With these, you only need one portion a day with your meal. These come in four flavours: Original, Strawberry, Blueberry & Blackberry and Pomegranate & Raspberry. Try pouring it over a bowl of fruit or drinking it with your lunch.

Flora ProActiv milk**

One portion is 250ml (one glass). This can be used in your cereal, tea or coffee. You can try a combination of milk and spreads, as long as you have three portions a day.^

Did you know?

You can start to see results with Flora ProActiv after just 21 days*



Reduce your cholesterol with
3 servings or 1 mini drink a day

Choose your Flora ProActiv serving

1-a-day

or

3 servings-a-day



mini drink



1 serving = 2 teaspoons
enough for 2 slices of toast



1 serving = 250 ml

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**Flora ProActiv milk is not available in ROI.

^It is not recommended to consume more than 3g plant sterols per day.

FAT SWAPS

For heart health, it is important to choose the right types of fat in your diet. Experts recommend swapping foods high in **BAD FATS** (saturated) with foods high in **GOOD FATS** (monounsaturated and particularly polyunsaturated). This chart can help you make heart-healthy swaps.

Get healthy recipes, plus diet and lifestyle tips at floraproactiv.com

..... Swap your **BAD FATS** for GOOD FATS

BAD FATS

GOOD FATS

Beef pie

Serving size: 200g
BAD FATS: 17g
GOOD FATS: 22g



Lean cottage pie

Serving size: 321g
BAD FATS: 6.2g
GOOD FATS: 15.4g

Crisps

Serving size: 25g (small bag)
BAD FATS: 3.9g
GOOD FATS: 5.2g



Tortilla chips

Serving size: 28g (small bag)
BAD FATS: 2.9g
GOOD FATS: 14.2g

Chicken Caesar salad

Serving size: 308g
BAD FATS: 15.2g
GOOD FATS: 29.6g



Chicken salad with oil & vinegar

Serving size: 308g
BAD FATS: 3g
GOOD FATS: 14.1g

Roast beef

Serving size: 90g
BAD FATS: 4.7g
GOOD FATS: 5.6g



Roast chicken

Serving size: 100g
BAD FATS: 2.1g
GOOD FATS: 4.9g

Chicken tikka masala curry with pilau rice

Serving size: 260g + 180g (rice)
BAD FATS: 14g
GOOD FATS: 19.9g



Tandoori chicken & wholegrain rice

Serving size: 260g + 180g (rice)
BAD FATS: 9.1g
GOOD FATS: 19.4g

BAD FATS

GOOD FATS

Deep-fried cod & chips

Serving size: 180g + 200g (chips)

BAD FATS: 16.5g

GOOD FATS: 33.2g



Grilled cod & potato wedges

Serving size: 120g + 200g (wedges)

BAD FATS: 1.9g

GOOD FATS: 8.9g

Beef stew with dumplings

Serving size: 300g

BAD FATS: 9.6g

GOOD FATS: 9.9g



Vegetable & bean casserole

Serving size: 485g

BAD FATS: 2.1g

GOOD FATS: 4g

BLT sandwich

Serving size: 234g

BAD FATS: 11.5g

GOOD FATS: 32.2g



Flora ProActive light ham & salad sandwich

Serving size: 184g+10g (spread)

BAD FATS: 2.5g

GOOD FATS: 6.9g

Victoria sponge cake

Serving size: 60g

(1 slice)

BAD FATS: 8.0g

GOOD FATS: 4.7g



Malt loaf with Flora ProActive Buttery

Serving size: 35g (1slice) + 5g (spread)

BAD FATS: 0.6g

GOOD FATS: 2g

Milk chocolate

Serving size: 54g (1 snack bar)

BAD FATS: 9.9g

GOOD FATS: 5.9g



Milk chocolate coated peanuts

Serving size: 47g

BAD FATS: 6.3g

GOOD FATS: 11g

Blueberry muffin

Serving size: 85g (1 muffin)

BAD FATS: 10.2g

GOOD FATS: 5.6g



Porridge

Serving size: 210g (1 bowl)

BAD FATS: 0.4g

GOOD FATS: 0.6g

Cereal & full-fat milk

Serving size: 250g + 30g (milk)

BAD FATS: 6.3g

GOOD FATS: 3.1g



Cereal & Flora ProActive milk

Serving size: 250g + 30g (milk)

BAD FATS: 0.4g

GOOD FATS: 0.6g

1 white toast & butter

Serving size: 27g + 10g (butter)

BAD FATS: 5.3g

GOOD FATS: 2.7g



1 brown toast & Flora ProActive Buttery

Serving size: 31g + 10g (spread)

BAD FATS: 1.1g

GOOD FATS: 3g

Healthy Lifestyle

The only bad workout is the one you didn't do

The best things come in threes; here are your top tips to help you move more:

1



Take an after-dinner walk

2



Establish a routine

3



Find opportunities in your daily tasks such as getting off the bus a stop early

Having a balanced diet is important for maintaining a healthy heart,

but keeping active through regular exercise is vital too. A healthy weight is particularly important for people who wish to maintain a desirable cholesterol level. However, we know that if you work in an office, regularly travel by car, or have trouble finding a place to work out, getting a lot of exercise into your daily routine can be difficult.



Luckily, workouts don't need to be long, or take place at a gym, to have a positive impact. Just a few short bursts every day can help you reach the recommended amount of exercise.

You should aim to do **30 minutes of physical activity most days of the week**, whether that's walking, cycling, or gardening, it all counts. To help you out, here are some tips for getting started that we recommend:



Walk yourself fit

Walking is one of the best ways to take a step in the right direction towards achieving your fitness goals. All you need to get started is a quality pair of shoes. Try to find ways to get walking into your daily activities to see, and feel, the benefits from this great all-around workout.



The TV workout

Useful for boring ad breaks or rainy evenings in! See how many sit-ups you can do in 5-10 minutes. To get the most out of this move, contract your abdominal muscles on the way up, AND the way down. See if you can slowly increase the amount you can do!



Low-impact exercises first, high-impact later

As the old adage says: you must first learn to walk before you can run. This bit of advice holds true for those starting out with exercising, or who haven't been doing it for a while. Build your strength, and form, slowly, starting with low-impact exercise.



Get more out of your walk in the park

If you are already out in the park – do some low lunges as you walk and try stepping to one side and then the other, making sure to keep your head up and a good posture throughout.



The easy cardio circuit

After a short warm-up, start with some jumping jacks, march on the spot then do leg squats to give your heart and blood vessels a kick-start into action.



And relax!

Exercise can also reduce stress, a risk factor for cardiovascular disease. Practicing relaxation techniques and getting a good night's sleep are effective ways of managing stress, alongside exercise.



21 day cholesterol lowering challenge

Follow this plan to lower your cholesterol within 21 days.

Flora ProActiv contains plant sterols. A daily intake of 1.5–2.4g sterols can lower cholesterol by 7–10% in 2–3 weeks as part of a healthy diet and lifestyle, including plenty of fruit and vegetables. 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.

Week

1

1

Go for it. Enjoy healthy eating.

A varied diet is more interesting. Taking the time to enjoy a meal with friends allows for a healthier lifestyle. It also helps us to avoid eating food as just fuel.



17

Know your fats.

Saturated fats such as those found in butter, cream and fatty meat, should be limited as they can increase your level of bad cholesterol. Swapping to polyunsaturated and monounsaturated (unsaturated) fats, which can be found in foods such as nuts, seeds, avocado, seed oil spreads and oily fish, is a great benefit.

16

Be creative with Flora ProActiv spread.

Spread it onto savoury muffins and scones.

15

Plenty of fibre.

Swap white bread and pasta for brown and wholegrain varieties. Oats, vegetables, fruits and pulses such as beans and lentils are a great source of fibre.

Week

3

18

Try seed or nut oils instead of butter.

Oils from seeds and nuts are rich in unsaturated fats. Switch from butter to a good quality soft spread based on vegetable oils, such as Flora ProActiv.



14

Manage your stress levels.

Some stress is good and a natural part of life, but too much stress is bad for your heart. Look after yourself by recognising the triggers of your stress and by finding ways to relax.



10

Get cycling.

Choose a short route. It's surprising how much is within distance with a bike. So, even be cycling to work.

11

Spread Flora ProActiv on a sandwich.

Use 10g a day of your recommended amount of sterols, which helps to reduce cholesterol. So, try it on a sandwich with a hot vegetable salad.

19

The more active you are the better.

- Get off the bus a stop early and walk.
- Pick up your walking pace.
- The little things can go a long way.

13

Choose low fat dairy foods.

Flora ProActiv Skimmed Milk*, low fat yoghurt and reduced fat cheese. Try low fat yoghurt instead of cream in your cooking.

12

Turn everyday activities into exercise.

Walking, gardening, housework and washing the car.



20

Simple lifestyle changes.

- Avoid smoking.
- Maintain a healthy weight and shape.
- If you drink alcohol, do so in moderation.

21

Healthy eating doesn't have to be boring!

Look online or in magazines for new healthy recipe ideas.

Week

4

Congratulations, you did it. Now keep it low!

22

You've lowered your cholesterol.

Flora ProActiv contains plant sterols which help maintain normal blood cholesterol levels. Keep up your healthy diet and lifestyle, getting three portions of Flora ProActiv spread/milk a day or one Flora ProActiv Mini Drink.

23

Opt for fish or poultry over meat products.

Replace fatty meat with beans, lentils, fish, or lean meat.

ing.

isting and enjoyable.
meal with family and
r and more varied diet.
ing on the go, and treat-

2

Be active everyday.

Try to do 30 mins of moderate exercise a day.
Start with what you can and build your way
up – you'll be surprised by how responsive your
body is!



3

Try swapping your regular spread for Flora ProActiv.

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



4

Take a brisk walk.

Find half an hour in
your day come rain or
shine. The more you
do it, the easier it'll get.

5

Drink one Flora ProActiv Mini Drink a day.

Try it for breakfast
in the mornings or
on your porridge for
extra flavour.



9

Include plant sterols in your diet.

Plant sterols are found at low levels in everyday
foods like vegetable oils, nuts, seeds, grains, fruits
and vegetables. But to get a significant cholesterol-
lowering effect you need to get foods enriched with
plant sterols like Flora ProActiv.



8

Get your five-a-day.

Eat a variety of fruit
and vegetables to get
the vitamins, minerals
and fibre you need.
A colourful plate is
a nutritious plate.



6

Take the stairs instead of the escalator.

It may be tough at first
but it's a great way of
getting regular exercise
without having to plan.

Week

2

7

Congratulations!

You're on track to lowering
your cholesterol.

Keep your goals realistic and look for small
changes you can make in your everyday life.

26

Eat no more than 6g of salt a day.

Experiment with herbs
and spices instead
and avoid salty snacks
like crisps.

27

Snack on nuts and seeds instead of cakes and biscuits.

Try making your own
mix of seeds, nuts
and dried fruit for
healthy snacks.

28

Now that you've lowered your cholesterol you need to maintain it.

Stay active, enjoy a
healthy diet including
plant sterols, and get
plenty of exercise.

For more tips and advice on
how to keep your cholesterol low,
visit our website floraproactiv.co.uk

*Flora ProActiv Skimmed Milk not
available in Ireland.



24

Take time to relax.

Try to reduce your
stress levels. Take
a brisk walk, go
cycling, try yoga or
meditation classes.

25

Go swimming.

Swimming is a brilliant
aerobic non-impact
exercise. Why not
try and get out for
a swim at lunchtime
or after work.

and
er fatty
ucts.

atty meat
products
s, legumes,
and poultry
at.

