

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.



The Flora ProActiv range is approved by HEART UK – The Cholesterol Charity – as an aide to cholesterol lowering when used on top of a healthy balanced diet and lifestyle. To find out more about HEART UK, please visit :www.heartuk.org.uk
Registered Charity No 1003904





ProActiv[®]



**START LOWERING YOUR
CHOLESTEROL TODAY**

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WELCOME

*Every achievement starts
with the decision to try*

So you have made the decision to start your cholesterol lowering journey, welcome to the first day of your new healthy lifestyle! To aid you along your way, we've created this guide to give you some top tips to help you make the right choices to your diet and lifestyle. Making these simple changes can be an effective, fulfilling and enjoyable way of lowering your cholesterol and improving your health... **NOW!**

We hope you are as excited as we are.



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.

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 a 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.

Understanding **your cholesterol levels**

❌ I haven't had my levels checked

It's important to find out the levels of cholesterol in your blood, as high cholesterol is a risk factor in the development of cardiovascular disease.

Having your cholesterol levels tested is as simple as visiting your GP or pharmacist and giving a small sample of blood.

So what are you waiting for? **Book an appointment and go get tested today!**

✅ I've had my levels checked

Cholesterol is measured in millimoles per litre of blood, or mmol/L. Most doctors agree that for healthy adults the total cholesterol should be below 5mmol/L and below 4mmol/L for those at high risk.

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

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:			There are some things, however, that are well within your control, such as:		
					
Age	Gender	Family History	Diet	Weight	Physical Activity

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?

Lowering your cholesterol can be easier than you might think. You can achieve a significant reduction just by making a few simple changes to your diet and being more active.

- Eat a balanced diet with plenty of fruit and vegetables
- Reduce intake of (bad) saturated fats and trans fats by replacing them with (good) 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

* 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.



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 ProActive 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.

THE PROACTIV RANGE

The ProActiv range contains added plant sterols, clinically proven by over **50 studies to lower cholesterol**, which can help you on your journey towards lowering your cholesterol!

You should aim to get between **1.5 – 2.4g** of plant sterols per day, which can be as easy as drinking one Flora ProActiv mini drink, or consuming 3 portions of spreads or milk drink a day. So make sure your fridge is stocked with ProActiv!

How much do you need to lower your cholesterol?

Choose your Flora **ProActiv** serving

1-a-day or **3 servings-a-day**



mini drink

ProActiv mini drinks
Our drinks are available in four delicious flavours: Pomegranate & Raspberry, Original, Strawberry and Mango & Cherry.

Tip: Our mini drinks have optimum effect when consumed as part of a meal. Try pouring over a bowl of fruit in the morning, or drink it with your lunch or dinner.



1 serving = 2 teaspoons
enough for 2 slices of toast

ProActiv spreads

Our spreads come in three delicious varieties: Buttery, Light and Olive.

Tip: Besides using ProActiv on your toast and sarnies, it can also be used as topping for your potatoes or as a glazing over steamed salmon. Use the recipe cards provided in this pack, or go to our website at www.floraproactiv.co.uk for more recipe inspiration!



1 serving = 250 ml

ProActiv milk

Our milk is a skimmed milk product with added plant sterols.

Tip: Use in your morning porridge, or throughout the day in tea and coffee.

THE 21 DAY CHALLENGE

Take part in the 21 Day Challenge

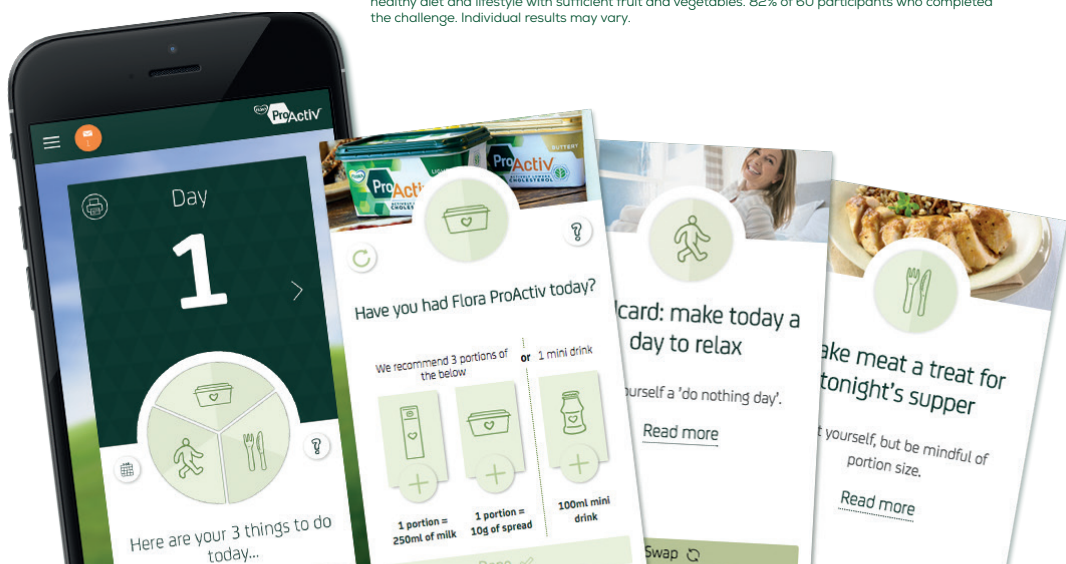
Some say it takes 21 Days to make a habit – so why not try **our 21-Day Challenge** to begin your cholesterol lowering journey! Once this becomes a habit, you will see how a few simple lifestyle changes, and sustained use of Flora ProActiv, will help keep those cholesterol levels down.

We've created an App and a motivational e-mail programme which offers diet and exercise advice and inspirational case studies that will show you how to get your cholesterol levels down and **see results in just 21 Days!***

Through a combination of simple exercises, a healthy diet, and adding Flora ProActiv to your diet, the challenge has been proven to lower cholesterol – take Rutland for example! 82% of the Rutland community who took part in the Flora ProActiv 21 Day Challenge lowered their cholesterol.*

To sign up to the 21 Day Challenge, visit floraproactiv.co.uk

* 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. 82% of 60 participants who completed the challenge. Individual results may vary.



Let's do this!

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 ProActive, which is made from seed oils.



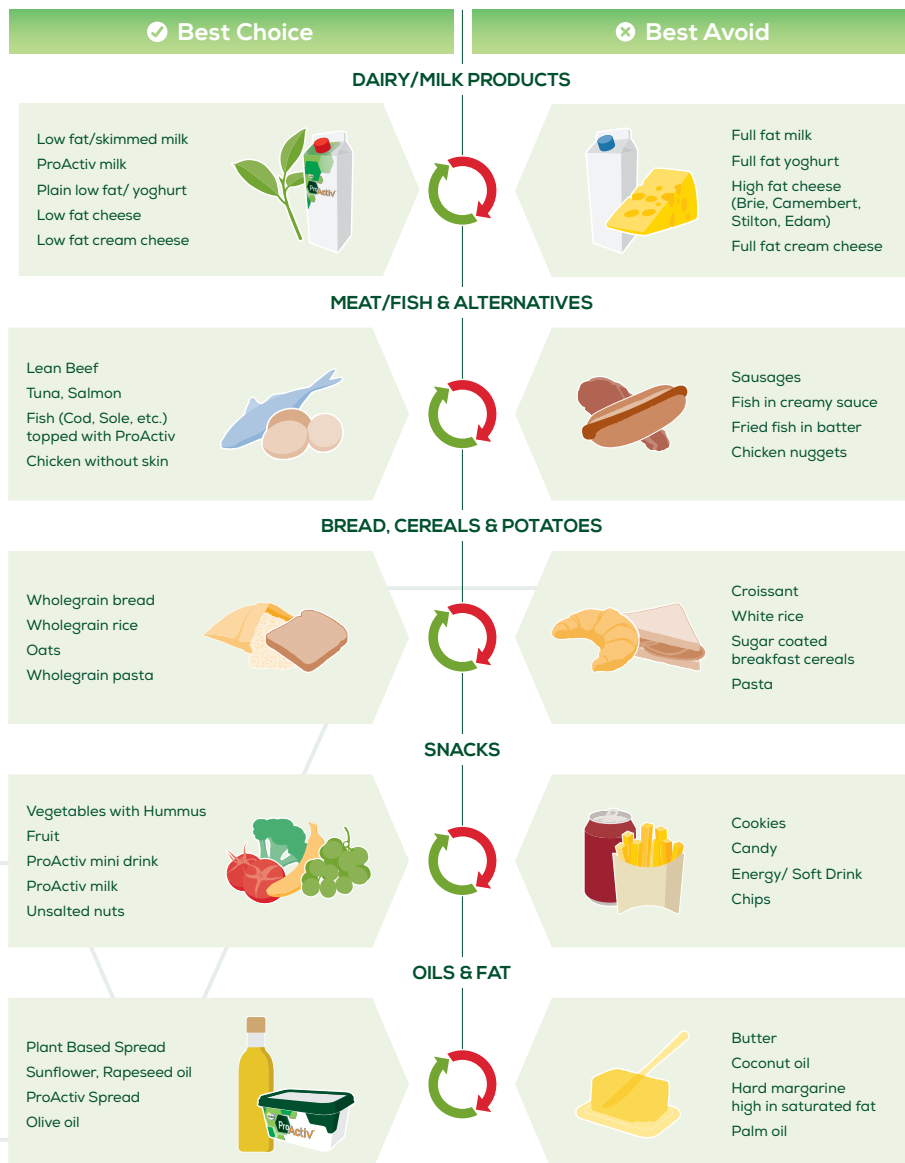
8 Eat no more than 6g of salt a day

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.



SIMPLE FOOD SWAPS

A healthy balanced diet is one with plenty of variety, covering all of the main food groups and including sufficient fruit and vegetables.



EXERCISE TIPS

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 regular exercise routine

3



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

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



Low impact exercises first, high impact later

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



Get more out of your workout in the park

If you are already out in the park, do some low lunges as you walk and try stepping into 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.

INSPIRING MEAL IDEAS

Chicken pesto pasta with fresh basil and pine nuts



Serves: **2**

Preparation time: **20 minutes**

Skill level: Easy

Ingredients:

200g wholewheat spaghetti or penne pasta
150g skinless roasted chicken (breast)
1 tbsp pine nuts
2 sundried tomatoes (soaked in water)
1 bunch fresh basil (about 30g)
1 small bunch fresh parsley (about 15g)
2 tbsp grated low-fat cheddar
4 tsp buttery or light Flora ProActiv

Method:

Cook the pasta according to the packet instructions, without salt. Drain.

Chop the chicken into very small pieces.

Toast the pine nuts in a dry frying pan until golden brown. Leave to cool.

Put a few basil leaves to one side. Place the sundried tomatoes, remaining herbs, toasted pine nuts, low-fat cheddar and the Flora ProActiv into a bowl and whizz with the blender. Season with black pepper. Stir in a large spoonful of hot water.

Add the chicken to the pan of pasta and mix. Gently heat for 2-3 minutes. Take off the heat, add the pesto and toss to coat the pasta.

Divide over two plates, garnish your chicken pesto pasta with the remaining basil leaves, and serve immediately.

Delicious with a salad.

Tired of chicken? The dish is also nice with tuna or salmon.

Thai green chicken curry



Serves: **4**

Preparation time: **50 minutes**

Skill level: Medium

Ingredients:

2 tbsps vegetable oil
4 spring onions, chopped
2 garlic cloves, sliced
3 tbsps Thai green curry paste
425ml (¾ pint) chicken stock
1 tbsp Thai fish sauce
1 tbsp lemon or lime juice
350g (12oz) boneless chicken breast, skin removed and cut into cubes
1 red pepper, seeds removed and sliced
115g (4oz) green beans, halved crossways
1 small aubergine, cut into cubes
55g (2oz) creamed coconut, roughly chopped
3 tbsps chopped fresh coriander
225g (8oz) medium noodles
40g (1½oz) Flora ProActiv spread

Method:

Heat oil in a pan and cook the spring onions and garlic, stirring occasionally, until soft and golden brown.

Stir in the curry paste and cook for 2 minutes.

Add the stock, fish sauce and lemon juice and simmer gently for 5 minutes.

Stir in the chicken, peppers, beans and aubergine and season. Bring to the boil and simmer gently for 10 to 15 minutes, stirring occasionally, until the chicken and vegetables are cooked and tender.

Add the creamed coconut and stir until melted.

Cook the noodles according to pack instructions, drain and add the Flora ProActiv spread and coriander.

Serve the noodles topped with the curry and sprinkled with the remaining coriander.