

# Lowering cholesterol



My Cholesterol Levels	My Results	Target
Dates		
Total Cholesterol		Less than 5.0 mmol/L
LDL-Cholesterol		Less than 3.0 mmol/L

## What is cholesterol?

Cholesterol is a waxy, fat-like substance that's found in all cells of the body. Whilst cholesterol plays a vital role in the functioning of our bodies – too much cholesterol in the blood is a risk factor in the development of heart disease. As heart disease has multiple risk factors, more than one may need to be improved to lower overall risk of it.

### There are two main types of cholesterol:

**LDL** ('bad') cholesterol – to maintain a healthy heart, try to keep 'bad' cholesterol at a lower, healthy level

**HDL** ('good') cholesterol – returns cholesterol back to the liver where it is eliminated. Try to maintain a high level of 'good' cholesterol

## How can I reduce my 'bad' cholesterol levels?

- **Diet:** always try to eat a healthy diet. In particular:
  - Reduce intake of saturated and trans fats and replace them with monounsaturated and polyunsaturated fats
  - Increase foods high in fibre

You can find more information on adjusting your diet in the table overleaf

- **Weight and shape:** maintain a healthy weight and avoid carrying too much fat around your middle
- **Plant sterols:** incorporate 1.5 – 2.4g plant sterols into your daily diet



## How can plant sterols help to lower 'bad' cholesterol levels?

Plant sterols help to actively filter cholesterol from the gut. They occur naturally in the diet in small amounts in plant-based foods (such as vegetable oils, nuts and seeds), but the average intake of plant sterols from these foods is only around 0.3g per day. It is not possible to consume the recommended amount for cholesterol-lowering of 1.5 – 2.4g plant sterols per day with such foods.

Eating 3 servings of Flora ProActiv per day will provide you with the recommended amount of plant sterols. A daily intake of 1.5 – 2.4g plant sterols can lower cholesterol as part of a healthy diet and lifestyle including plenty of fruit and vegetables.\*

### Reduce cholesterol with 2-4 servings\*\*

1 serving =

2 teaspoons  
(10g)

1 glass  
(250ml)

Recommended  
dose in one  
mini drink



or



ProActiv mini drink contains 2g of plant sterols

For more information, please visit our website at:  
[www.floraproactiv.co.uk/healthcareprofessionals](http://www.floraproactiv.co.uk/healthcareprofessionals)

\*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. \*\* This recommendation is solely based on reaching a daily intake of 1.5 – 2.4g plant sterols.



To find out more about cholesterol-lowering with Flora ProActiv, please visit:

[www.floraproactiv.co.uk](http://www.floraproactiv.co.uk)

50p/50c OFF



# Advice to help you move to a heart-healthier diet



Food group	Best choice	Occasionally	Best avoided
<b>BREAD, OTHER CEREALS &amp; POTATOES</b> 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, chapatti without fat, pasta, rice, noodles. Wholegrain breakfast cereals. Oats. Couscous. Potatoes, sweet potatoes, yam & plantain.	Naan bread.  Mashed potatoes.	Garlic bread, croissants, waffles. Deep fried chips. Sugar coated breakfast cereals.  Roast potatoes.
<b>FRUIT &amp; VEGETABLES</b> 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). Orange juice, grapefruit juice.	Vegetables fried in batter (e.g. onion rings). Vegetables in creamy sauce. Apple juice, pineapple juice.
<b>MEAT, FISH &amp; ALTERNATIVES</b> 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. A portion of fish (or meat) is an amount the size of a pack of playing cards. A portion of eggs is 2 eggs. A portion of nuts & seeds is 2 tablespoons. A portion of cooked beans, peas & lentils is 4 cooked tablespoons.	Lean pork, ham, lamb, beef. Extra lean minced beef. Liver & kidney. Chicken & turkey without skin. Veal, venison, rabbit, game. All fish – cod, plaice, sole, whiting, canned tuna & shellfish. Oily fish – (fresh & canned) mackerel, sardines, pilchards, salmon, trout, herrings & fresh tuna. Eggs – on average 3 eggs a week fit in a varied diet. All nuts especially almonds, walnuts, linseed (flaxseed), pumpkin, sesame, sunflower seeds. Baked beans, sweetcorn, kidney beans, chick peas, lentils, peas. Rinse if canned in salt/sugar. Soya mince, soya beans, tofu. Mycoprotein sausages/burgers.	Lean bacon, reduced fat sausages, burgers, meatballs. Read the labels, choose lowest fat version.  Reduced fat coconut milk.	Fatty cuts of meat – belly of pork, breast of lamb, duck, goose. Streaky bacon, sausages & sausage rolls, pies, pasties, pork pies. Chicken nuggets. Fish in rich creamy or cheesy sauces. Hollandaise, lobster sauce, seafood cocktail sauce. Fried fish in batter. Coconut cream. Roasted nuts in oil & salt.
<b>MILK/DAIRY FOODS &amp; ALTERNATIVES</b> Aim to have 2-3 portions a day in drinks or in meals/snacks. A portion is a medium glass of milk (200ml). A portion is a small pot of yogurt or 'light' fromage frais (150g). A portion is a matchbox of medium fat cheese (40g) or 1/2 small matchbox of high fat cheese (20g) or 2 matchboxes of 'light' cheese spread (80g) or a large pot of cottage cheese (200g).	Skimmed, skimmed milk with plant sterols/stanols. Soya milk (with added calcium & vitamins).  Low fat, fat-free or 'light' fruit yogurts. Yogurts & mini health drink (with plant sterols/stanols).  Reduced fat cheese e.g. cottage, curd cheese, half-fat Edam, 'extra light' cheese spread.	Semi-skimmed milk. Reduced fat evaporated milk.  (Greek) half-fat yogurt.  Medium fat cheese e.g. half-fat cheddar, mozzarella, feta, 'light' cheese spread, quark.	Full fat milk. Sheep's, goat's milk. Evaporated or condensed milk. Clotted, double, whipping, soured, single cream. Creme fraiche.  (Greek) yogurt, thick & creamy yogurt.  High fat cheese e.g. cream cheese, mascarpone, brie, camembert, stilton, edam, parmesan, full fat cheese spread.
<b>OILS &amp; FATS</b> 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.* Use saturated fats as little as possible.	Unsaturated soft spreads, spreads with plant sterols/stanols. Liquid margarine. Vegetable oils high in unsaturated fat such as rapeseed, sunflower, olive oil.		Butter, lard, suet, dripping, ghee, hard margarine high in saturated fats.  Coconut oil.
<b>WATER</b>	(Mineral) water. Coffee & tea.		

## 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

A portion (80g) of fruit and vegetables is:  
 • 1 cereal bowl of mixed salad • 1 piece of fruit – e.g. 1 apple • 2 pieces of small fruit – e.g. 2 tangerines • 1 handful of grapes, strawberries • 1 heaped tablespoon dried fruit • 3 tablespoons vegetables or fresh fruit salad • 1 medium glass of fruit juice (150ml) (can only count as one portion each day).

## 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 1 glass daily for women and no more than 2 glasses for men.

\*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 - 2.4g plant sterols can lower cholesterol as part of a healthy diet and lifestyle including plenty of fruit and vegetables. \*\*\*A daily intake of 3g beta-glucan can lower cholesterol.

**To the Customer:** This original coupon (not a photocopy) can be used in payment or part payment for Flora ProActiv spread (all varieties 250g and 500g) or Flora ProActiv Mini Drinks (all flavours) up to a maximum value of 50p/50c. Where the product is priced above 50p/50c, the difference must be paid by you. Only one coupon can be used against each item purchased at participating UK/IE stores only (excluding online). One coupon per person and per transaction only. Please do not attempt to redeem the coupon against any other product, as refusal to accept may cause embarrassment and delay at the checkout. This coupon cannot be used in conjunction with any other offer and cannot be exchanged for cash. This coupon may not be auctioned, sold, traded, transferred or assigned.

Coupon void if altered, photocopied or reproduced (whole or part). Any such misuse may constitute a prosecutable offence.

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Please submit coupons to Unilever C/O PHS Ireland, Po Box 5149, Crumlin, Dublin 12. Valid in the Republic of Ireland only.

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**Valid Until:** 31.12.2017 **Coupon Code:** 00913 **Coupon Value in ROI only:** €00.50

\*Flora ProActiv contains plant sterols. A daily consumption of 1.5 - 2.4g plant sterol can lower cholesterol by 7 - 10% in 2 - 3 weeks as part of a healthy diet and lifestyle with sufficient fruit and vegetables. Plant sterols have been shown to lower blood cholesterol. High cholesterol is a major risk factor in the development of coronary heart disease. As heart disease has multiple risk factors, you may need to improve more than one to reduce your overall risk.

Valid from:  
01/01/2016 - 31/12/2016

