

# NUTRITIONAL SOLUTIONS FOR HEART HEALTH

In the UK, the prevalence of deaths from cardiovascular disease is **25%** yet only **7%** of adults aged 35 and over cite heart health as their main health concern<sup>1</sup>

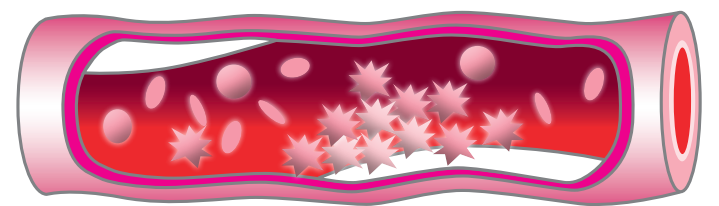
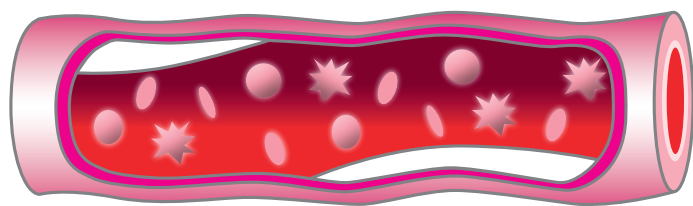
It is estimated that **90%** of cardiovascular disease is preventable. Healthy nutrition is key to prevention by decreasing risk factors<sup>2</sup>

**THREE NUTRITIONAL SOLUTIONS** that can play a vital part in a practical **RISK REDUCTION APPROACH** to cardiovascular health concerns

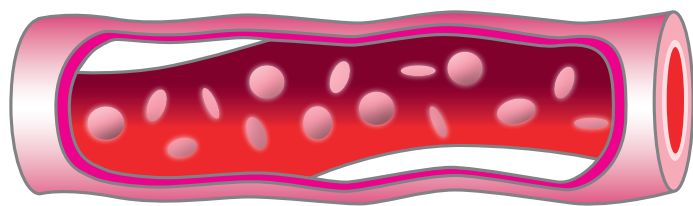
## 1 Fruitflow®

“Water-soluble tomato concentrate I and II helps maintain normal platelet aggregation, which contributes to healthy blood flow”

EU approved claim pursuant to Article 13.5 of Regulation (EC) No 1924/2006



The activation of blood platelets leads to hemostasis and major arterial disorders.

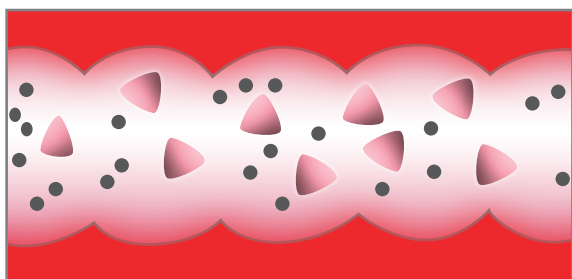


**97%** of individuals saw a reduction in platelet aggregation within 1.5 hours of consumption.<sup>3</sup>

## 2

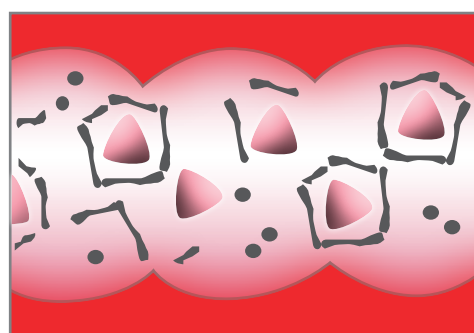
“Oat beta-glucan has been shown to lower/reduce blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease”

EU approved claim pursuant to Article 14 of Regulation (EC) No 1924/2006



Lowering cholesterol to reduce cardiovascular risk is an accepted lifestyle modification recommended by European<sup>4</sup> guidelines.

High molecular weight oat beta-glucan is released from the food matrix during digestion and forms a viscous gel inside the small intestine, which is responsible for lowering LDL cholesterol.



**10%** reduction in LDL cholesterol through the consumption of at least 3g/day of oat beta-glucan.<sup>5</sup>

## 3

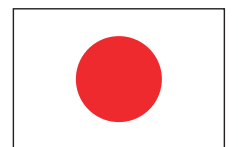
“EPA and DHA contribute to the maintenance of normal blood triglycerides and normal blood pressure”

“EPA and DHA contribute to the normal function of the heart”

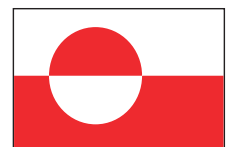
Some of EU approved claims pursuant to Article 13 of regulation(EC) No. 1924/2006



Canada



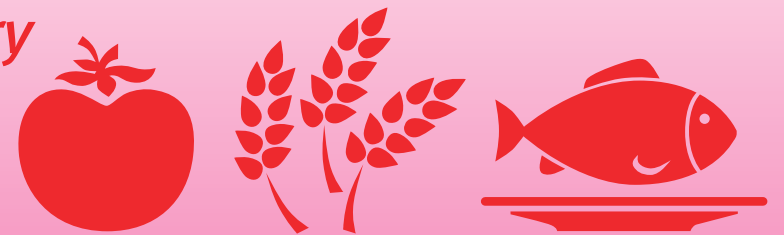
Japan



Greenland

Studies show that populations who eat large quantities of marine lipids have much lower incidence of cardiovascular disease.<sup>6</sup>

- ✓ **Scientifically substantiated evidence based on clinical studies**
- ✓ **Natural, gentle and safe solution for primary prevention through regular intake**
- ✓ **Nutritional solutions with no side effects**



## FIND OUT MORE

[www.provexis.org/fruitflow](http://www.provexis.org/fruitflow) [www.oatwell.com](http://www.oatwell.com) [www.lifesdha.com](http://www.lifesdha.com)