

Flora

21 day cholesterol lowering challenge

Follow this plan to lower your cholesterol within 21 days.

Flora pro.activ is clinically proven to actively lower cholesterol by up to 15% as part of a healthy diet and lifestyle by eating 25g a day.*

Read on for more tips and advice to help you on your cholesterol lowering journey.

Week 1

1 Go for it! Tick here

Enjoy healthy eating. A diet based on a variety of foods is both more interesting and more enjoyable. Sitting down to a meal and sharing it with family and friends makes eating pleasurable and often allows a more healthy and varied diet. Try to avoid situations where food is eaten on the run and viewed merely as necessary fuel.

2

Exercise Everyday. Try to do 30 minutes of moderate exercise a day. You can break it into three 10-minute sessions throughout the day if you like. 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 pro.activ. You'll be surprised at how tasty cholesterol-lowering can be. As well as using on sandwiches or toast, why not melt some on your vegetables or jacket potato with your evening meal?



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Take a 30 min brisk walk. Find time in the day whether it's winter or summer, sunny or raining. Just dress appropriately. It'll be easier to make the time once you get into the habit. Most of all enjoy it.

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Try using Flora pro.activ in porridge as part of your daily 25g.



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Know your fats. Saturated fats such as those found in butter, full cream dairy and fatty meat should be avoided or at least limited because they can increase your level of bad cholesterol. Polyunsaturated and mono-unsaturated fats are healthier and can be found in foods such as nuts, seeds, avocado, soft spreads and oily fish.

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Be creative with pro.activ spread Spread it onto muffins and scones. Add it to sauces or use it when cooking.

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Get plenty of fibre in your diet. Swap white bread and pasta for brown and wholegrain varieties. Oats, vegetables, fruits and pulses such as beans and lentils are also great sources of fibre.

Week 3



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Get cycling. Choose a safe route. It's surprising how much is within striking distance on a bike. Soon you might even be cycling to work.

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Include plant sterols in your diet. Plant sterols are found at low levels in everyday foods like vegetable oils, nuts, seeds, grain products, fruit and vegetables. But to get a significant cholesterol lowering effect, you need to eat foods enriched with plant sterols like Flora pro.activ.*

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Get your five-a-day. Eat a variety of fruit and vegetables to get a lot of your vitamins, minerals and fibre you need. The more colourful your meals are, the more likely you are to be getting the nutrients you need.



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Take the stairs instead of the escalator. It may be tougher at first but it's an excellent way of getting regular exercise without having to plan.



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Try to manage your stress level. 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 in these situations.

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Even everyday activities can be turned into moderate exercise. Think of walking, gardening, house work, washing the car.

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Spread Flora pro.activ spread on a sandwich. Eat it with your meal, it's all you need to get the recommended amount of plant sterols. Try it on a sandwich or stir into hot vegetables. 5g = half a rounded teaspoon.




Week 2

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Congratulations! You're on track to lowering your cholesterol. Keep your goals realistic and look for small changes you can incorporate into your everyday life – setting goals which are too stretching can make them difficult to stick to so strike a balance.

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The more active you are the better.

- Get off the bus a stop early and walk
- Park the car further from where you're going
- Walk briskly instead of strolling



13

Choose low fat dairy foods. Fat free or low fat milk, low fat yoghurt and reduced fat cheese. Use low fat yoghurt or fromage frais instead of cream when cooking or making desserts.

12

Even everyday activities can be turned into moderate exercise. Think of walking, gardening, house work, washing the car.



26

Eat no more than 5 grams of salt a day. Experiment with herbs and spices instead and avoid salty snacks like chips.

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Snack on nuts and seeds instead of cakes and biscuits. Why not make up your own mix of seeds, nuts and dried fruit for healthy snacking at your fingertips?

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Now that you've lowered your cholesterol you need to keep it low. Stay active, eat a healthy diet, get plenty of exercise and include plant sterols in your diet, which contribute to the maintenance of normal blood cholesterol levels. For more tips and advice on how to keep your cholesterol low visit our website www.florastrongheart.co.za



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Try to use 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 pro.activ, which is made from these fats.

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Healthy eating doesn't have to be boring! Look on the internet or in magazines for new healthy recipe ideas, printing or tearing out ones that catch your eye.

Week 4

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You've lowered your cholesterol. Flora pro.activ contains plant sterols which contribute to the maintenance of normal blood cholesterol levels, so stick to your new routine of a healthy diet and lifestyle and 25g of Flora pro.activ daily.

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Opt for fish and poultry over fatty meat products. Replace fatty meat and meat products with beans, legumes, lentils, fish, poultry or lean meat. Try substituting some meat with beans or lentils.

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

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



*2 – 2.5g plant sterols can lower cholesterol by up to 15% in 3 weeks/21 days when combined with a healthy diet and lifestyle. High cholesterol is a risk factor in the development of heart disease. As heart disease has multiple risk factors, you may need to improve more than one to reduce your overall risk.

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