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TESCO

*A Healthy Eating
Guide*

CHOLESTEROL





Over recent years most of us have heard about cholesterol. We know that it is related to the food we eat and that it is in some way connected to coronary heart disease. Tesco has prepared this leaflet to give you more information about cholesterol, together with advice we can all follow about making healthier food choices.

WHAT EXACTLY IS CHOLESTEROL?

Cholesterol is a soft waxy substance. It is found both in the food we eat and in our blood. It is the cholesterol in our blood that is related to heart disease. This leaflet explains why and how our diet affects our blood cholesterol.

WHERE DOES OUR BLOOD CHOLESTEROL COME FROM?

Blood cholesterol is made in the liver. We need to make some cholesterol because it is an important part of all our cells and of some of our hormones too. The liver is encouraged to make cholesterol by the fat we eat - and particularly by the saturated fat.

IS IT TRUE THAT THERE IS "GOOD" CHOLESTEROL AS WELL AS "BAD" CHOLESTEROL?

Our liver makes more than one type of blood cholesterol. One has earned the reputation of being "good", while another type has become known as "bad" cholesterol. The "good" cholesterol is called High Density Lipoprotein cholesterol or "HDL" cholesterol. It actually helps to clear up surplus cholesterol from our blood stream. "Bad" cholesterol, Low Density Lipoprotein cholesterol or "LDL" cholesterol carries cholesterol from the liver to the blood vessels. All of us have a certain amount of both types of cholesterol in our blood at all times. The more "good" HDL cholesterol and the less "bad" LDL cholesterol we have in our blood, the better it is for our hearts.

IS HIGH BLOOD CHOLESTEROL LEVEL A PROBLEM?

A high blood cholesterol level is generally recognised as one risk factor in the development of heart disease. However, heart disease is a complex condition and is usually caused not by just one risk factor but a combination of factors. Your age and any family history of heart disease both play a part. Although these are things we cannot change, there are three other important risk factors we can do something about:

SMOKING, HIGH BLOOD PRESSURE, HIGH BLOOD CHOLESTEROL

The more risk factors we have, the more important it is that we do something about them. That is because the risk factors do not simply add up, they actually multiply each other and so increase the risk of developing heart disease quite significantly. Being overweight and doing too little physical activity also increase the risk of developing heart disease but fortunately these, too, are factors we can do something about.



WHY IS HIGH BLOOD CHOLESTEROL BAD FOR THE HEART?

When someone has coronary heart disease, the flow of blood to the heart is reduced by fatty material deposited in the blood vessels. Among other things, these fatty deposits contain a lot of cholesterol that is carried to them by the LDL cholesterol in our blood. Sometimes the blood vessels can become so narrowed that the blood supply to the heart is blocked and the heart can no longer pump properly.

DO I NEED TO HAVE MY CHOLESTEROL LEVEL TESTED?

Not necessarily. However, if you are particularly concerned about your risk of heart disease your doctor is the best person to advise whether or not you need to have your blood cholesterol level tested.

HOW DOES DIET AFFECT BLOOD CHOLESTEROL LEVEL?

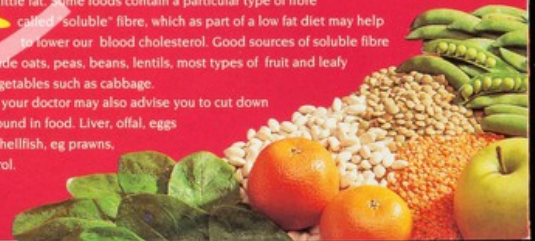
The liver acts like a regulator making cholesterol when we need it and decreasing the amount it makes when we don't. The fat and saturated fat we eat are the most important influences on our blood cholesterol. A diet high in fat, particularly saturated fat, causes the liver to make more LDL cholesterol.

It has been recommended that we cut down on total fat and change the type of fats we consume. Total fat can be reduced by eating fewer fatty foods and cooking without added fat. The fats we do eat should be low in saturates, for example those from vegetable oils and oily fish.

It is important that we eat plenty of fibre-rich starchy carbohydrates, such as bread, pasta, potatoes and rice, as well as plenty of fruit and vegetables.

They provide us with fibre, vitamins, minerals - and very little fat. Some foods contain a particular type of fibre called "soluble" fibre, which as part of a low fat diet may help to lower our blood cholesterol. Good sources of soluble fibre include oats, peas, beans, lentils, most types of fruit and leafy green vegetables such as cabbage.

In certain instances, your doctor may also advise you to cut down on the cholesterol found in food. Liver, offal, eggs and some types of shellfish, eg prawns, are high in cholesterol.





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ANTIOXIDANTS

Research shows that when oxygen reacts with cholesterol in the blood, toxins are produced which become part of the fatty deposits in the blood vessels. Eating a diet rich in antioxidants helps to prevent the initial reaction occurring between oxygen and cholesterol, thus reducing the risk of heart disease. Vitamin C found in fruit and vegetables, vitamin E found in vegetable oils and beta carotenes found in carrots and yellow fruit are all antioxidants.

HOW CAN TESCO HELP?

Tesco brand products are labelled with full nutrition information, giving the total fat content and how much of it is saturated, polyunsaturated or mono-unsaturated.

Remember that one of the easiest ways to cut down the amount of saturated fat we eat is to reduce the amount of total fat in our diet. Tesco are constantly looking at developing products which are lower in fat and saturated fat. Our Healthy Eating product range, clearly marked with a large Healthy Eating Man symbol, have been specially developed to be lower in fat, saturated fat, salt and sugar and to be higher in fibre. The table on the back page shows the fat content in a variety of Tesco brand products, including Tesco Healthy Eating versions.

Some people suffer from an inherited condition which results in high blood cholesterol. This condition is called Familial Hypercholesterolaemia and people suffering from it require special medical and dietary advice. In these cases, the information in this leaflet should be used alongside the specialist advice of a doctor and dietician.

GET MOVING - regularly. Do some physical activity at least three times a week for a minimum of 20 minutes.

Exercise increases the amount of "good" HDL cholesterol we produce, helps to relieve tension and can lower blood pressure. Walking, running, swimming, dancing or cycling... any activity you enjoy will do just fine.



There are other, equally important ways we can look after our hearts, as well as reducing the fat and saturated fat we eat. **STOP SMOKING** - and if you don't smoke, try not to start!

WATCH YOUR WEIGHT - a low fat diet combined with regular physical activity will help you keep your weight in check.

KEEP TRACK OF YOUR ALCOHOL INTAKE AND NEVER FORGET THERE IS A LIMIT!

Tesco brand beers, wines and spirits are labelled with alcohol units.

As a general guide, men should have no more than 21 units and women no more than 14 units spaced throughout the week.

RELAX

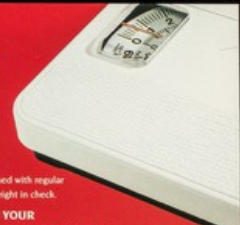
Try to take some time out just for yourself and enjoy your healthy lifestyle.

REMEMBER

the information in this leaflet is intended only as a guide. If you are in any way concerned about your heart or blood cholesterol, or if you intend to start exercising and have an existing heart condition, back problems or have not exercised for a long time, you should consult your doctor first.



FOR SOME PRACTICAL HINTS AND TIPS ON HEALTHY EATING, LOOKOUT FOR THE OTHER TESCO LEAFLETS AT YOUR LOCAL STORE.



TESCO BRAND PRODUCTS		TYPICAL FAT CONTENT AS GRAMS PER 100g		
		TOTAL FAT (g)	SATURATED FAT (g)	POLYUNSATURATED FAT
CAKES	Dairy Cream Doughnuts	19.1	9.2	1.8
	Raspberry Jam Sponge Sandwich	7.3	1.6	1.0
	Fruited Teacakes	4.6	1.9	1.0
CHEESE	Cheddar	34.4	22.7	1.1
	Healthy Eating Half Fat Cheese (Cheddar Style)	15.0	9.9	0.5
	Full Fat Soft Cheese	29.7	19.6	1.0
	Healthy Eating Low Fat Soft Cheese	6.8	4.5	0.2
	Natural Cottage Cheese	3.9	2.6	0.1
DESSERT TOPPINGS	Fresh Double Cream	48.0	31.7	1.5
	Fresh Single Cream	19.1	12.6	0.6
	Fresh Half Cream	13.3	8.8	0.4
	Natural Yogurt	1.2	0.8	trace
	Healthy Eating Natural Fromage Frais	0.1	trace	trace
DESSERTS	Frozen Blackcurrant Cheesecake	13.7	9.0	0.6
	Frozen Bramley Apple Pie	8.5	4.7	0.7
	Vanilla Ice Cream Brick	6.5	3.5	0.2
	Low Fat Strawberry Yogurt	1.0	0.6	trace
FISH	Frozen Cod Fillets in Ovencrisp Breadcrumbs	7.1	1.4	4.1
	Frozen Healthy Eating Cod Fillets in Ovencrisp Breadcrumbs	2.5	0.4	1.5
	Cod fillets	0.6	0.2	0.3
MILK	Whole Milk	3.9	2.6	0.1
	Healthy Eating Half Fat Milk	1.6	1.1	trace
	Healthy Eating Virtually Fat Free Milk	0.1	0.1	trace
OILS AND COOKING FATS	Lard	100.0	41.6	14.2
	Olive Oil	100.0	13.0	15.0
	Sunflower Oil	100.0	12.9	65.0
SALAD DRESSING	Mayonnaise	80.7	12.6	50.9
	Salad Cream	33.8	4.3	16.7
	Reduced Calorie Mayonnaise	33.8	4.7	16.7
	Reduced Calorie Salad Dressing	9.9	1.1	6.1
SAVOURIES	Chilled Premium Pork Sausage (Grilled)	22.8	9.2	2.8
	Chilled Premium Low Fat Pork Sausage (Grilled)	10.6	3.8	1.9
	Chilled Cornish Pastry	14.1	3.7	1.8
	Frozen Shepherd's Pie	4.8	2.1	0.2
	Chilled Healthy Eating Vegetable Pizza	4.9	3.1	0.4
SPREADING FATS	Butter	81.7	54.0	2.6
	Sunflower Margarine	81.6	12.9	43.2
	Healthy Eating Half Fat Spread	40.5	7.3	18.0
	Healthy Eating Very Low Fat Spread	20.0	3.6	4.0

The Healthy Eating Guide to Cholesterol is one in a series of leaflets. For more information please write to: The Nutritionist, Tesco House, P.O. Box 18, Cheshunt, Herts EN8 9SL.
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