

Aviva life foods : the tasty new way to help maintain your health / Novartis Consumer Health.

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The tasty new way
to help maintain
your health.



HEART BENEFITS

Healthy Hints for your Heart

What you eat can affect your cholesterol levels. Aviva Heart Benefits can help but you should also:

- Eat a well balanced diet, which is low in saturated fat.
- Eat plenty of fresh fruit and vegetables.
- Take moderate exercise regularly.
- Cut down or ideally quit smoking (nicotine replacement products may help with the cravings).
- Consult your doctor for advice if you have high cholesterol levels, or a family history of cholesterol problems.



Proven to reduce cholesterol levels

Our bodies actually need a certain level of cholesterol for good health. Cholesterol can be divided into two types; 'good' and 'bad' and the level of 'bad' cholesterol is one of the indicators associated with the health of your heart. More than 60% of adults have cholesterol levels that are too high.**



That's why we've developed the Aviva Heart Benefits range. It contains NovaCol, a unique combination of oat and soya extracts, with 'antioxidant' vitamins C and E which work together to help reduce 'bad' cholesterol and keep your arteries healthy.

The Aviva Heart Benefits range includes four great tasting foods – an Apricot & Orange Cereal Bar (available in singles and multi-packs), a Deluxe Raspberry Muesli, a Deluxe Apple Muesli and Lemon Crunch Wholewheat Biscuits.

There's never been a tastier way to help reduce your cholesterol levels.

* Source: Health Survey for England 1994.

+ General medical opinion in the U.K recommends that adults' cholesterol levels should not exceed 5.2mmol per litre of blood.



DIGESTIVE BENEFITS

Healthy Hints for your Digestive System

Aviva products can help but you should also:

- Eat a well balanced diet, rich in fibre, and cut down on fat.
- Eat regularly. Don't skip meals.
- Take regular, moderate exercise.
- Watch your stress levels.

Proven to maintain a healthy digestive system

The digestive system, through its processing of food and waste, affects all other systems of the body. One of the important factors affecting digestive health is the balance of the natural bacteria that live in our digestive system.



Not all bacteria have a positive effect, therefore encouraging the 'good' bacteria to flourish helps maintain the healthy balance of your digestive system.

The Aviva Digestive Benefits range of food contains NovaDigest, a unique combination of ingredients, sometimes called prebiotics. These promote the growth of 'good' bacteria needed for a healthy, balanced digestive system.

The Digestive Benefits range includes two delicious products – an Instant Hot Chocolate Drink and Wholewheat Biscuits. Now there's an enjoyable and convenient way to help maintain a healthy digestive system.





BONE BENEFITS

Healthy Hints for your Bones

Although loss of bone strength occurs in later life, it's important to sow the seeds of good bone health early on.

Aviva Bone Benefits can help but you should also:

- Eat a well balanced diet, rich in calcium.
- Take regular weight bearing exercise.
- Avoid salt and salty food.
- Cut down or ideally quit smoking.



Helps to build and maintain strong bones

Throughout our lives we need calcium, plus other essential nutrients to keep our bones strong and healthy. In the early years, we need to build our bone strength to its peak potential, then from 35 years onwards, we need to minimise the loss in bone density, especially around and after the menopause.



Although the calcium in your diet is key to strong bones, up to two thirds of this calcium is lost before it can do any good. You not only need to absorb more calcium but you need other minerals to help your bones retain it.

That's why we have developed the Aviva Bone Benefits range with NovaCalcium. This unique ingredient is a combination of natural milk calcium plus Vitamin D3, magnesium, and zinc that help increase calcium absorption and retention to maintain bone strength.

The Aviva range includes an Orange Juice Drink, an Apricot & Almond Cereal Bar (available in both singles and multi-packs) and an Instant Hot Chocolate Drink.

It's the great tasting way to get the most important nutrients to help maintain your bone strength.

You'll love the taste today. Your body will love you for it tomorrow.

With today's modern busy lifestyle in mind, we've developed Aviva, a new range of delicious everyday foods with proven health benefits.

The Aviva range has been developed with three different, vital areas of health in mind – to help maintain a healthy heart, digestive system and bone strength.

Aviva foods contain unique combinations of ingredients, which actively work in harmony to help maintain your health. The ingredients are backed by over 100 independent scientific studies that prove they really do work. The range is filled with tasty and convenient alternatives to foods you normally eat, so its easy to include Aviva into your everyday diet.



Aviva foods are more expensive than conventional foods. This is because the special ingredients included in the products are of the best quality possible to ensure that they actively do what we promise. Some of the ingredients we use are made especially for Aviva so they are much more expensive than the ingredients which can be bought off the shelf. We have also ensured that we have used natural extracts rather than cheaper synthetic alternatives.



Get Aviva's taste for life into your life.

- Unique combinations of ingredients that actively work to help keep you healthy.
- Tasty and convenient alternatives to food you eat every day.
- Clinically proven to be effective as part of a balanced, low fat diet.
- The delicious way to help keep your heart, digestive system and bones healthy.

Aviva foods are not suitable for children under the age of 16, since they have been developed specifically for the needs of adults who are concerned about their heart, bone or digestive health. As with all foods, pregnant women should consult their doctors before trying any new product.

If you would like a free copy of the studies which back up our health claims or a more detailed brochure on Aviva, please call the infoline.

To find your nearest stockist or for more information about Aviva,
please call the AVIVA INFOLINE:

0845 60 28482

All calls charged at local rate.

Lines are open 9.00am to 5.00pm, Monday – Friday.

www.avivafoods.com



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