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Contributors

St. Ivel.

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Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

Cut fat say COMA

Department of Health and Social Security

Report on Health and Social Subjects

28



DIET AND CARDIOVASCULAR DISEASE

Committee on Medical Aspects of Food Policy
Report of the Panel on Diet in Relation to Cardiovascular Disease

STOP PRESS... STOP PRESS... STOP PRESS... **St Ivel** ... STOP PRESS... STOP PRESS... STOP



Cut the fat in your patients' diet

The Committee on Medical Aspects of Food Policy in their new report on Diet in Relation to Cardiovascular Disease say:

EAT LESS FAT

Heart disease could probably be reduced if people adjusted their diet and ate less fat, particularly saturated fat, less salt and no more sugar than at present.

MAINTAIN A SENSIBLE WEIGHT

Most people should try to keep their weight the same as it was when they were in their twenties. If they start to put on weight above that, they should eat less and take more exercise. Overweight people, especially younger men, are at a greater risk of dying from Coronary Heart Disease.

DOCTORS TO IDENTIFY AT RISK PATIENTS

Doctors should identify and advise those people who are at high risk of having a heart attack e.g. the obese, those with high blood pressure, a family history of heart disease, or smokers.

FOOD LABELLING TO BE MORE INFORMATIVE

People need to be better informed about the link between diet and health and the benefits of eating sensibly. They must decide for themselves what to eat but there should be clearer information and more education about what constitutes a healthy diet and more informative food labelling.

St. Ivel's contribution

ST. IVEL GOLD LOW FAT SPREAD

Less than half the fat of butter or any margarine including polyunsaturated margarine. Low in saturated fat.

NEW LOW FAT SHAPE CHEESE

With the mild tang of Cheddar but only half the fat.

NEW LOW FAT SHAPE MILK

With the clean fresh taste of full cream milk but less than half the fat.

St. Ivel produce a range of low fat dairy products including St. Ivel Gold low fat spread, Shape Cheese and Shape Milk, which all contain half the fat of their standard alternatives and are clearly labelled with nutritional information.

Over 40% of the fat in the average diet comes from milk, margarine, butter and cheese.

If your patients are using full fat products like milk, butter, margarine (including polyunsaturated margarine) and Cheddar cheese, and you are recommending they reduce their fat intake, then suggest they try St. Ivel low fat dairy products. By switching totally to St. Ivel Gold, Shape Milk and Shape Cheese they could cut their intake of fat by 20% which would meet the guidelines recommended in the D.H.S.S. report.



Sources of Fat in the UK Diet



National Food Survey 1981

Standard Dairy Products account for 43% of total fat in our diet. The equivalent St. Ivel products would account for only 23% of the present total fat consumption

→ a reduction in total fat intake of 20%

For further copies of this leaflet for use with your patients or further information on St. Ivel's range of low fat products, please return this coupon with your name and address to:

Sally Fearfield, Biss, Lancaster,
2 Tavistock Place, London, WC1H 9RA.

