

Spread the good news... : Flora pro-activ can dramatically reduce cholesterol to help maintain a healthy heart / Unilever Bestfoods.

Contributors

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FLORA
pro-activ

Can dramatically reduce cholesterol
to help maintain a healthy heart



Spread the
good news...

...independent clinical trials
confirm that no spread is
more effective in reducing
cholesterol than Flora pro.activ
to help maintain a healthy heart



FLORA has created a breakthrough
with Flora **pro.activ**, a low fat spread
which has a great taste and can
dramatically reduce LDL (bad) cholesterol
to help maintain a healthy heart.

For those of us who wish to
reduce our levels of blood cholesterol eating
Flora **pro.activ** on a daily basis is an easy addition
to a healthy diet and a good way to actively
contribute to that reduction.



What is Flora pro.activ?

Flora **pro.activ** is a new enhanced Flora - a healthy low fat spread that is high in polyunsaturated fat and low in saturated fat. When you taste it, you'll find it's just like Flora. But it has one important difference - added plant sterols.

What are plant sterols?

Plant sterols are naturally occurring compounds found in vegetable oils that help to prevent the absorption of cholesterol in the body. The increased levels of plant sterols in Flora **pro.activ** can result in dramatically lowered blood cholesterol, which can help to maintain a healthy heart.



Will it really work?

By using Flora **pro.activ** each day as part of your normal healthy diet, you could dramatically lower your cholesterol. Reductions differ with the amount of Flora **pro.activ** eaten per day. Independent clinical trials prove that moving to a healthy diet that includes 20-25g of Flora **pro.activ** per day gives average LDL (bad) cholesterol reductions of 10-15%. Continued

FLORA pro-activ

use of Flora **pro.activ** is recommended to maintain your new lower blood cholesterol level.

Does everyone see the same reduction?

People are different, so reductions vary due to differences in family history, what else they are eating, and lifestyle factors. To get the most from Flora **pro.activ** it should be seen as part of a healthy lifestyle, not a substitute for one!

What happens if I forget to use it?

Missing out on Flora **pro.activ** for a day or two won't matter too much. But to keep your cholesterol level at its lower level it is necessary to use Flora **pro.activ** on a fairly regular basis.

Is Flora **pro.activ** 'better' than other Flora spreads?

All Flora spreads can contribute to a healthy diet because they are high in polyunsaturated fat, low in saturated fat, virtually trans-fat free and rich in vitamin E. Flora **pro.activ** also contains plant sterols, which can dramatically reduce blood cholesterol.

Can my cholesterol levels go down too far?

No. Continued normal daily use of the product as part of a healthy diet will maintain your blood cholesterol at this lower level but it will not reduce it to nothing. This is important as our bodies need some cholesterol to stay healthy.

Is eating Flora **pro.activ** all I need to do to maintain my heart's health?

No. Flora **pro.activ** can dramatically reduce LDL (bad) cholesterol but other factors are important to maintain heart health. For example, avoiding smoking, reducing high blood pressure, achieving a healthy weight, taking regular physical activity and reducing stress levels. So, to get the most from Flora **pro.activ** it should be seen as part of a healthy lifestyle, not a substitute for it.



Flora **pro.activ** should be used as part of a healthy, well balanced diet which is low in fat (especially saturated fat) and salt and high in fibre. Fruit and vegetables are an important source of nutrients and regular consumption (5 portions a day) is recommended.



Flora **pro.activ** can be used like any other low fat spread.[†] It's great for spreading on bread, or melting on potatoes or other vegetables...



[†]Not suitable for baking or frying.

FLORA pro-activ



For further information Freephone
Flora pro.activ Careline

Monday-Friday 9am-5pm

0800 389 8193

CALLS MAY BE RECORDED.

Flora pro.activ may not be nutritionally appropriate for people with special dietary needs (pregnant and breast feeding women and children under 5). If taking cholesterol lowering medication, seek your doctor's advice.

Flora pro.activ 24hr Registration Line

If you would like to receive regular information and offers about how cholesterol, diet, exercise and your lifestyle can contribute to maintaining a healthy heart, please call to register your name and address on: **0800 027 1322**

Alternatively you can visit our website at **www.floraproactiv.co.uk** or fill in the form below and return it to: **Flora pro.activ, PO Box 100, Nelson, Lancs, BB9 8AQ.**

(Mr/Mrs/Miss/Ms)	Forename				
Surname					
Age	20's	30's	40's	50's	60+
Address					
					Postcode
Who in your household is watching their cholesterol level? (PLEASE TICK BELOW)					
Myself	<input type="checkbox"/>	Other	<input type="checkbox"/>	No-one	<input type="checkbox"/>
What is the name of the supermarket you do your main food shop in?					
By completing this form, you are consenting to the above details being processed by us or our agents in confidence to help us provide you with future information that is relevant to your needs.					
Data Controller: Unilever Bestfoods, Crawley, RH10 9RQ.					
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