



# ProActiv<sup>®</sup>

## 21 day cholesterol lowering challenge

Follow this plan to lower your cholesterol within 21 days.

Flora ProActiv contains plant sterols. A daily intake of 1.5-2.4g sterols can lower cholesterol by 7-10% in 2-3 weeks as part of a healthy diet and lifestyle, including plenty of fruit and vegetables. High cholesterol is a risk factor in the development of coronary heart disease. As coronary heart disease has many risk factors, more than one risk factor may need to be improved to reduce overall risk. Individual results may vary.

Week

1

1

### Go for it. Enjoy healthy eating.

A varied diet is more interesting and enjoyable. Taking the time to enjoy a meal with family and friends allows for a healthier and more varied diet. It also helps us to avoid eating on the go, and treating food as just fuel.

2

### Be active everyday.

Try to do 30 mins of moderate exercise a day. Start with what you can and build your way up - you'll be surprised by how responsive your body is!



Week

3

17

### Know your fats.

Saturated fats such as those found in butter, cream and fatty meat, should be limited as they can increase your level of bad cholesterol. Swapping to polyunsaturated and monounsaturated (unsaturated) fats, which can be found in foods such as nuts, seeds, avocado, seed oil spreads and oily fish, is a great benefit.

16

### Be creative with Flora ProActiv spread.

Spread it onto savoury muffins and scones.

15

### Plenty of fibre.

Swap white bread and pasta for brown and wholegrain varieties. Oats, vegetables, fruits and pulses such as beans and lentils are a great source of fibre.

14

### Manage your stress levels.

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.

18

### Try 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 ProActiv.

19

### The more active you are the better.

- Get off the bus a stop early and walk.
- Pick up your walking pace.
- The little things can go a long way.

20

### Simple lifestyle changes.

- Avoid smoking.
- Maintain a healthy weight and shape.
- If you drink alcohol, do so in moderation.

21

### Healthy eating doesn't have to be boring!

Look online or in magazines for new healthy recipe ideas.

Week

4

Congratulations, you did it. Now keep it low!

22

### You've lowered your cholesterol.

Flora ProActiv contains plant sterols which help maintain normal blood cholesterol levels. Keep up your healthy diet and lifestyle, getting three portions of Flora ProActiv spread/milk a day or one Flora ProActiv Mini Drink.

23

### Opt for fish and poultry over fatty meat products.

Replace fatty meat and meat products with beans, legumes, lentils, fish, and poultry or lean meat.

24

### Take time to relax.

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

25

### Go swimming.

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

10

### Get cycling.

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

9

### Include plant sterols in your diet.

Plant sterols are found at low levels in everyday foods like vegetable oils, nuts, seeds, grains, fruits and vegetables. But to get a significant cholesterol-lowering effect you need to get foods enriched with plant sterols like Flora ProActiv.

8

### Get your five-a-day.

Eat a variety of fruit and vegetables to get the vitamins, minerals and fibre you need. A colourful plate is a nutritious plate.

Week

2

6

### Take the stairs instead of the escalator.

It may be tough at first but it's a great way of getting regular exercise without having to plan.

7

### Congratulations!

### You're on track to lowering your cholesterol.

Keep your goals realistic and look for small changes you can make in your everyday life.

28

### Now that you've lowered your cholesterol you need to maintain it.

Stay active, enjoy a healthy diet including plant sterols, and get plenty of exercise.

For more tips and advice on how to keep your cholesterol low, visit our website [floraproactiv.co.uk](http://floraproactiv.co.uk)

\*Flora ProActiv Skimmed Milk not available in Ireland.



# ProActiv<sup>®</sup>

