



Premium
Oat Bran Powder
Imported from
SWEDEN



...from Nature to you!

Oat BG22™

OAT BRAN POWDER
with 20% Beta-Glucan

The Key Towards A
Healthy Heart



**3 GRAMS PER DAY OF BETA-GLUCAN FROM
OATS HELPS REDUCE CHOLESTEROL**

Health Claim Approved by:



**2 scoops (18g) Oat BG22™
per day provide
3.6g beta-glucan for
further reduction
in cholesterol!**

- ✓ Premium Oat Bran Powder Imported from **Sweden**
- ✓ **A Safe & Drug-Free Way** to Reduce Cholesterol with Beta-Glucan from Oats
- ✓ Clinically Documented & Worldwide Approved Health Claims

MOH (Ministry of Health) Permitted Nutrient Function Claims:

Oat soluble fiber (beta-glucan) helps to:

- Lower or reduce blood cholesterol.
- Lower the rise of blood glucose, provided it is not consumed together with other food.

EFSA (European Food Safety Authority) Approved Health Claim:

- Oat beta-glucan has been shown to lower cholesterol. Blood cholesterol-lowering may reduce the risk of (coronary) heart disease.

US FDA (US Food & Drug Administration) Approved Health Claims:

- Soluble fiber (beta-glucan) from oat bran, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.

All About *Oat BG22™*



Made of Premium Oat Bran Powder from **Sweden**

5x
Beta-Glucan

MORE Beta-Glucan than in conventional oatmeal

20%
Beta-Glucan

Rich in Beta-Glucan, a type of soluble fiber which has cholesterol-lowering effect

<i>Oat BG22™</i>	
Origin	Sweden
Beta-Glucan	20%
GMO Free	✓
Protein	20%
High in	• Dietary Fiber • Iron • Magnesium • Zinc
Very Low in	• Sodium (salt)
Dosage	2 scoops (≈ 18g) per day *Provides 3.6g beta-glucan

- No Preservatives
- No Artificial Coloring
- No Added Sugar
- No Eggs
- No Fillers
- No Yeast
- No Additives
- Non Dairy

Suitable for:

• Vegetarians • Lactose-intolerant Individuals



Oat BG22™ is not chemically processed or modified. It is concentrated at 20% of beta-glucan by proprietary processing technology to ensure its natural form is preserved.

High Source of Dietary Fiber

With *Oat BG22™*, it's now easier to add dietary fiber to your diet. You can mix it with almost anything as it dissolves completely in plain, cold or warm water.

<i>Oat BG22™</i>	9g (1 scoop)	18g (2 scoops)	100g
Soluble fiber (g)	1.8	3.6	20.0
Insoluble fiber (g)	1.8	3.7	20.5
Total dietary fiber (g)	3.6	7.3	40.5

MOH, Malaysia

Nutrient content claims for "High Source of Fiber":
Should contain (at least) 6g of total dietary fiber per 100g of the food product.

Very Low in Sodium (Salt)

High salt intake is one of the risk factors for high blood pressure. *Oat BG22™* contains low sodium content which is less than **0.6 mg per serving**.

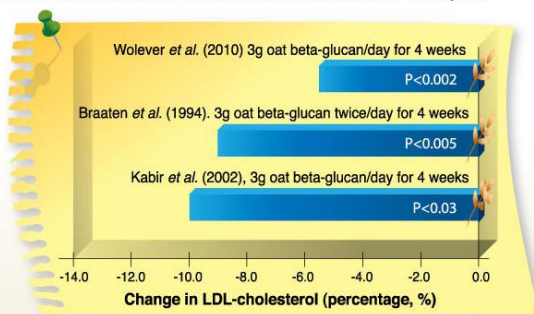
Oat Beta-Glucan: Clinically Proven Cholesterol Lowering Effect



CONFIRMED:

Consumption of a minimum of **3g** high molecular weight oat beta-glucan per day can reduce cardiovascular disease (CVD) risk by **up to 12%** (Wolever *et al.*, 2010)

Consume at least 2 servings of oat beta-glucan per day for 4 weeks demonstrated a **5.5% average decrease in LDL-cholesterol level**. This is beneficial for human health since 1% reduction in LDL-cholesterol reduces CVD risk by 2%.



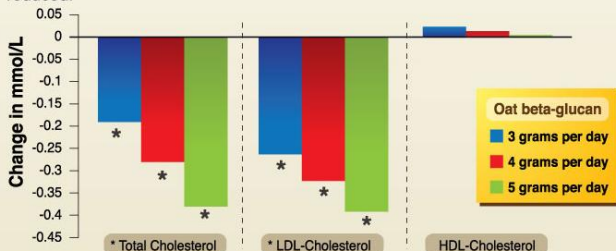
References

- Braaten JT, Wood PJ, Scott FW, Wolynetz MS, Lowe MK, Bradley-White P, Collins MW. (1994). Oat beta-glucan reduces blood cholesterol concentration in hypercholesterolemic subjects. *Eur J Clin Nutr.* Jul; 48(7):465-74.
- Kabir M, *et al.* (2002). Four week low-glycemic index breakfast with a modest amount of soluble fibers in type 2 diabetic men. *Metabolism* 51:819.
- Wolever TMS, Tosh SM, Gibbs AL, Brand-Miller J, Duncan AM, Hart V, Lamarche B, Thomson BA, Duss R, Wood PJ. (2010). Physicochemical properties of oat beta-glucan influence its ability to reduce serum LDL cholesterol in humans: a randomized clinical trial. *Am J Clin Nutr* doi: 10.3945/ajcn.29174 (first published ahead of print July 21, 2010).

CONFIRMED:

Consumption of **3g or more*** high molecular weight oat beta-glucan per day can further reduce total cholesterol & LDL-cholesterol without having any effect on HDL-cholesterol.

* This study shows that the reduction in LDL & Total Cholesterol is **dose-responsive**. The more beta-glucan is consumed daily, the more LDL & Total Cholesterol will be reduced.



Meta-regression studies, from the model including both dose and duration estimates of the effect of 3, 4 and 5 g/day of oat beta-glucan taken for 5 weeks (*95% confidence interval, p < 0.05) Higgins, J.P.T. and Thompson, S.G. (2002), Whitehead, A. (2008).

How Does *Oat BG22™* Help to Improve Heart Health?

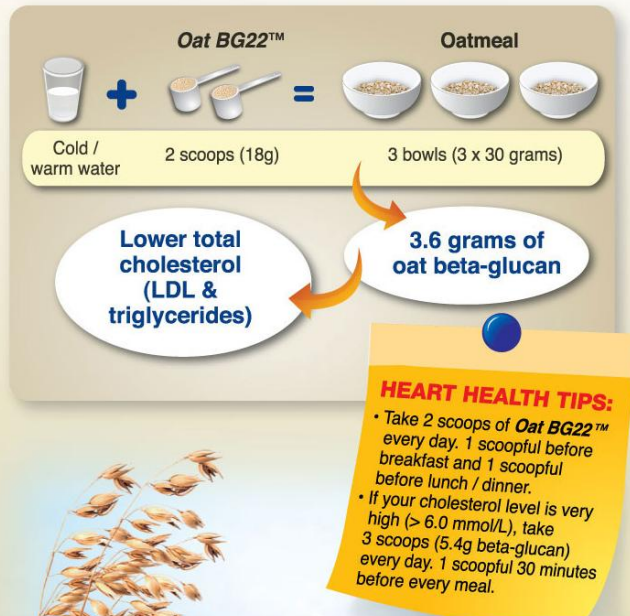


High blood cholesterol is one of the modifiable risk factors for cardiovascular disease. Oat beta-glucan has been proven to have cholesterol-lowering effect if 3g is consumed daily. When soluble fiber is being digested, it turns gooey (gel-like). In the intestines, the formation of gel that lines the intestinal wall will block the cholesterol and fats (from food) from being absorbed into the blood system. Instead of getting the excessive cholesterol into our blood stream, we simply get rid of it as waste, thus lowering the blood cholesterol level.

Oat Beta-Glucan – How Much is Enough?



2 scoops (about 18 grams) per day of *Oat BG22™* will provide 3.6 grams of beta-glucan, which is equivalent to 2 or more servings of oatmeal daily. You have to eat 3 bowls of oatmeal to get the same amount of beta-glucan you get in just 2 scoops of *Oat BG22™*.



Other Health Benefits Of Oat Beta-glucan



OTHER HEALTH BENEFITS	DESCRIPTION
 Glucose Control	<p>Soluble fiber beta-glucan from oats can delay stomach emptying and reduce or delay the uptake of carbohydrates from the small intestine. These effects result in lower blood concentrations of glucose and insulin after a meal. Improved insulin responses can lead to enhanced insulin sensitivity, which may prevent type 2 diabetes.</p>
 Intestinal Health	<p>Oat beta-glucan, which is indigestible in the small intestine and fermented by probiotics in the colon, is Prebiotics. Prebiotics selectively stimulate the growth or activity of probiotics in the digestive system in ways claimed to be beneficial to health.</p>
 Weight Management	<p>When consumed 20 to 30 minutes before eating a meal, oat beta-glucan which is a water soluble fiber, forms a thick viscous gel in the stomach and gut that stimulates the sensation of satiety and helps limit appetite. The satiety effect reduces the body's desire for more food intake, helping to naturally control weight when combined with a healthy, balanced diet and adequate exercise.</p>



Heart Disease... The Growing Threat



Cardiovascular Disease (CVD) is the world number one killer!!

World Health Organization (WHO)



- CVD claims an estimated **17 million** lives yearly.
- **Every 1 in 3 people** around the world dies due to stroke or heart attack.
- If no action is taken to improve CV health such as changes of lifestyle & diet, **270 million** healthy life years are likely to be lost to CV disease globally by 2020.

AND IN MALAYSIA...HEART DISEASE BY THE NUMBERS

10,000 deaths a year linked to Stroke and Heart Attack

3 MILLION with High Cholesterol

110 new Stroke cases every day

6,000 deaths a year due to Heart Disease

40,000 new cases of Heart Disease every year

25% Malaysians developed Obesity-linked CVDs

** Source from Ministry of Health, Malaysia, 2009 Update.*



Key messages to protect heart health

1. Heart attacks and strokes are major—but preventable—killers worldwide.
2. Cardiovascular disease occurs almost equally in men and women. Cardiovascular risk of women is particularly high after menopause.
3. Cessation of tobacco use reduces the chance of a heart attack or stroke.
4. Engaging in physical activity for at least 30 minutes every day will help to lower the risk of heart attacks and strokes.
5. Eating at least five servings of fruits and vegetables a day, and limiting your salt intake to less than one teaspoon a day, also help to lower the risk of heart attacks and strokes.
6. High blood pressure has no symptoms, but can cause a sudden stroke or heart attack. Have your blood pressure checked regularly.
7. Diabetes increases the risk of heart attacks and stroke. If you have diabetes, control your blood pressure and blood sugar to minimize your risk.
8. Being overweight increases the risk of heart attacks and strokes. To maintain an ideal body weight, do regular physical activity and eat a healthy diet.



Oat BG22™
OAT BRAN POWDER

VS

Oatmeal
Oatmil
燕麦片



- **5 times MORE**
Beta-Glucan (soluble fiber)
5 kali LEBIH
Beta-Glucan (serat larut)
5 倍, 更多的
Beta-葡聚糖 (可溶性纤维素)

- Made from whole grain, less soluble fiber compared to oat bran.
Serat larut yang terkandung dalam bijirin oat kurang berbanding dengan bran oat.
相较于燕麦麸, 全谷类的水溶性纤维含量更少。

- **100% NO** sugar added
100% **TANPA** gula tambahan
100% **不含**添加糖份

- Often contains excessive sugar & salt (watch out for **instant** oatmeals!)
Mengandungi gula & garam yang berlebihan (terutamanya oatmil segera!)
通常含有过多的糖和盐份 (注意留意燕麦食物标签)

- **LOW** in salt (sodium):
less than 0.6 mg per serving
Kandungan garam (natrium) yang RENDAH
低盐 (钠): 每份少于0.6毫克

How many grams/day (product)?

Berapa gram/hari (produk)

每日多少克 (食品)?

3g beta-glucan

3g beta-glucan

3克beta-葡聚糖

significant cholesterol-lowering effect

kesan penurunan kolesterol yang ketara

显著的降胆固醇作用

2 scoops (18g) = 3.6g Beta-Glucan

2 sudu (18g) = 3.6g Beta-Glucan

2 匙 (18克) = 3.6克 Beta-葡聚糖



Min 70g (2-3 bowls / 9 tablespoons)

Min 70g (2-3 mangkuk / 9 sudu besar)

最少70克 (2-3碗 / 9汤匙)



- * Provided with same amount / serving size, oat bran resulted in significantly greater reductions in LDL-cholesterol levels than same amount of oatmeal.

Dengan jumlah / saiz hidangan yang sama, bran oat menghasilkan penurunan dalam tahap kolesterol-LDL yang lebih ketara berbanding dengan oatmil.

相同分量的燕麦麸相较于燕麦片能够更显著的降低LDL-胆固醇。