



Healthy Diets as First-line of Defence against Heart Disease



The old adage **"You are what you eat"** holds true today. With increasing rates of people with high cholesterol and a growing trend of obesity and Type 2 diabetes, it's important to watch what you eat. Studies have confirmed that a diet high in saturated fats & low in dietary fibers is positively associated with an increased risk of developing heart disease and other chronic diseases.

As the leading cause of death among Malaysians for over 40 years, heart disease is usually left untreated until it is too late! High levels of cholesterol in the blood, especially the LDL (low-density lipoprotein) cholesterol, has been long identified as one of the main culprits contributing to the development of atherosclerosis, a medical term for the hardening & narrowing of blood arteries. As a result, heart attack occurs when the blood flow to a section of the heart suddenly gets obstructed by a

build-up of LDL-laden plaque, which consists of fat, cholesterol, calcium and other substances.

There is widespread agreement that the typical Western diet of processed fats, white flour, dairy and red meat progressively causes low-density lipoprotein (LDL) oxidation, generation of free radicals, plaque cap thinning and plaque rupture in blood arteries, which lead to clinical events¹. There is ample evidence linking diet and



Recent research shows that consuming 3g of oat beta-glucan daily, combined with a diet low in saturated fat and cholesterol, can reduce the risk of heart disease. In order to get 3g of beta-glucan daily from regular oatmeal, you will need to consume about 70g or 10 tablespoons of oats per day.

chronic disease: in plant-based cultures such as rural China², where meat-eating is scarce, coronary artery disease is virtually non-existent.

People with high cholesterol levels are often advised to consume more plant-based foods such as fresh vegetables, fruits and whole grains. Eating oats is one of the best alternatives to help reduce cholesterol naturally.

Capture the "Heart Bug" with Oat Beta-Glucan

Oats, especially Oat Bran, retains a strong image as a nutritious and heart health-promoting ingredient in food applications. The well-researched cholesterol-lowering component from oats is Beta-glucan, which is a type of water soluble fiber. It is clinically proven that the oat beta-glucan helps control blood cholesterol by binding some of the cholesterol in our digestive tract. This cholesterol is "captured" in the viscous soluble fiber matrix and removed from our body system naturally.

The Advantages of Oat Bran

We all know oat bran confers heart-health benefits if consumed regularly on a daily basis. Oat bran, which is the outer layer of the oat grain, contains the highest amount of beta-glucan. When a high concentration of beta-glucan with high molecular weight dissolves in water, it will allow the formation of a thick, viscous gel in the intestines³. Studies have shown that high viscosity effect produced by beta-glucan in the intestines is important in producing optimal cholesterol-lowering effect and blood sugar regulation⁴.

This article is brought to you by The Heart Programme 2013, supported by Biogrow Oat BG22™ as the Platinum Sponsor. For more information, kindly visit www.theheart.com.my.

¹ Campbell TG, et al. Am J Cardiol 1989; 62:187-217.

² Connor WT, et al. Am J Clin Nutr 1979; 34:1133-1142.

³ Wolaver TB, et al. Am J Clin Nutr 2001; 73:291S-297S.

⁴ Jenkins DJ, et al. British Journal of Nutrition 1992; 68:139-144.

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Venue: Mid Valley Exhibition Center, Hall 2, Booth P04

Date: 28 & 29 (Sat & Sun) Sept 2013

Time: 10am - 9pm *T&C apply

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Helping Malaysians to Lead A Healthy Lifestyle

2 scoops = 3.6g beta-glucan

Amount of beta-glucan recommended for cholesterol lowering effect is 3g/day.

Message by Yayasan Jantung Malaysia (The Heart Foundation of Malaysia):

Take 3g of beta-glucan (soluble fiber) from oats daily, as part of your low fat and low cholesterol diet to help Reduce Cholesterol.

Call Infoline: 03-7956 2220 (Mon-Fri 9am-5pm)

Email: info@biogrow.com.my www.biogrow.com.my

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