

BIOGROW

...from Nature to you!

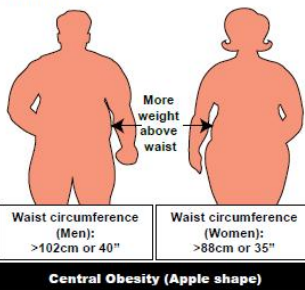
Oat BG22™

OAT BRAN POWDER
with 20% Beta-Glucan

Combating Metabolic Syndrome With Oat Beta-Glucan

The recently released 2011 Malaysian National Health & Morbidity Survey (NHMS IV) shows alarming increases in chronic conditions such as diabetes (20.8%), high blood cholesterol (35.1%), hypertension (42.6%) and obesity (15.1%). All these are precursors for Metabolic Syndrome (MetS), also known as the Syndrome X, which the Malaysian Ministry of Health warns will be potential landmines in public health, especially heart health.

Obesity has been recognized as one of the main drivers of high prevalence of MetS worldwide. The degree of obesity is measured by an increased in waist circumference, which provides the most clinically useful indicator of **central obesity** (apple-shaped body figure) and correlates well with MetS.



According to a new definition by the International Diabetes Foundation (IDF), for a person to be defined as having MetS, he or she must have central obesity plus any two of four additional risk factors listed below:

- Raised triglycerides level: ≥ 1.7 mmol/L
- Reduced HDL or good cholesterol:
< 1.03 mmol/L in males,
< 1.29 mmol/L in females.
- Raised blood pressure:
systolic BP ≥ 130 or diastolic BP ≥ 85 mmHg
- Raised fasting blood sugar: ≥ 5.6 mmol/L

MetS is a strong predictor of coronary heart disease (CHD). A study which involved 4,000 Finnish and Swedish adults demonstrated that those with MetS were three times more likely to have a history of CHD compared with those without MetS.

Fighting Metabolic Syndrome with Oat Beta-Glucan

The endeavour of fighting MetS is with the advocacy and promotion of a healthy lifestyle which includes:

- Moderate calorie restriction (to achieve a 5-10% loss of body weight)
- Moderate physical activity for 180 min per week reduces the risk of MetS by 50%.

- Reduce saturated fat & salt intake.
- Increase intake of total fiber to more than 25g a day & soluble fiber to more than 5g a day.

(Reference: Alberti et al. Diabetes Medicine 2006; 23: 469 - 480)

The key to tackling Metabolic Syndrome and its associated conditions is to indulge in one of nature's greatest "super foods" - oat beta-glucan. The most fiber-rich component of oats is from its outermost layer - the bran. The key health ingredient from oats is its unique soluble fiber known as beta-glucan which is highly concentrated in oat bran. Oat bran contains about 50% more beta-glucan and less starch compared to other parts of the oat grain.

Many governing authorities including the FDA and the Malaysian Ministry of Health recognize this fact and permit labelling of foods high in dietary fiber such as oat bran as being able to help reduce total cholesterol and lowering the risk of heart disease. In addition, oat bran products with high content of beta-glucan are recognized as functional food for heart health by many EU countries and MOH Malaysia.

THE HEART Exhibition



INSTITUT JANTUNG NEGARA
National Heart Institute



YAYASAN JANTUNG MALAYSIA
The Heart Foundation of Malaysia

A Well-Balanced Diet Including Oat Bran

The inclusion of oat bran as a source of dietary fibre is an integral component to a well-balanced diet with the objective of reducing your risks of Metabolic Syndrome and enhancing overall health.

Start your journey towards a better health with beta-glucan from oat bran today!

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

My Heart, My Life



Come visit
Biogrow Oat BG22™
THE HEART Exhibition 2013
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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Help Reduce Cholesterol Naturally with Biogrow Oat BG22™ Helping Malaysians to Lead A Healthy Lifestyle



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
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