

# I my heart

Made with whole oats and oatbran that help keep your heart healthy.

The **cholesterol fighting** oatbran loaf\*

**Help control your cholesterol with LifeFibre Co. I love my heart**  
**A nutritious new oat bread baked for a healthy heart.**

LifeFibre Co. *I love my heart* bread has been developed to reduce and maintain cholesterol as part of a healthy diet and active lifestyle. It contains oats with bioactive beta glucan. Research has shown that 3g per day of bioactive beta glucan is effective in significantly lowering LDL-cholesterol levels. It is the only bread retailing in Ireland that has sufficient levels of bioactive beta glucan to make this claim.

Just 2 slices of LifeFibre Co. *I love my heart* gives you 50% of your recommended beta glucan intake per day.

LifeFibre Co. *I love my heart* has 35% less salt than standard breads\*\*; a low salt diet is an important factor for heart health.

LifeFibre Co. *I love my heart* is the perfect balance of taste and nutrition for an easy way to look after your heart health on a daily basis.

Given approximately 10,000 people die each year in Ireland from cardiovascular disease (CVD) - including coronary heart disease (CHD), stroke and other circulatory diseases- it is no surprise that Heart Health is a serious concern for many consumers. The Irish Heart Foundation advocates that one of the best ways to prevent heart disease is to keep your cholesterol at a healthy level<sup>1</sup>.

LifeFibre Co. has launched *I love my heart* to help maintain cholesterol with a nutritious bread that is aimed at anyone who understands the importance of maintaining a healthy heart. Claire Jackson, Marketing Manager of LifeFibre Co. states, "As a company we have always been renowned for quality healthy breads and the development of LifeFibre Co. *I love my heart* in association with Bord Bia shows our commitment to providing the Irish market with real healthy choices for consumers who want to look after their diet and in particular their cholesterol levels".

#### The Facts:

LifeFibre Co. *I love my heart* oat bread contains:

- 50% of your RDA of beta glucan in 2 slices<sup>1</sup>
- 35% less salt than standard breads
- No artificial preservatives
- No artificial flavourings
- Good source of fibre
- No hydrogenated vegetable oil
- Naturally low in sugar
- Naturally low in saturated fat

[www.lifefibre.ie](http://www.lifefibre.ie)

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THE  
**CHOLESTEROL  
FIGHTER**

**35%  
LESS SALT**

*\*Did you know...*

Regular consumption of oat beta glucan contributes to the maintenance of normal blood cholesterol concentrations.

Two slices of LifeFibre Co. *I love my heart* contains half your recommended daily amount of 3g beta glucan\*.

<sup>1</sup>Reference: [www.irishheart.ie](http://www.irishheart.ie) \*\*Compared to standard breads containing 0.45g salt. \*As part of a balanced diet and healthy lifestyle.