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HEART DISEASE FACT SHEET
Brought to you by: Kashi® Heart to Heart® Cereal

About Heart Disease¹

- Coronary heart disease (CHD)², including heart attack, is the single largest killer of Americans, both men and women
- About every 29 seconds an American will suffer a coronary attack, and every minute someone will die from one
- 12.9 million Americans have CHD
- In 2000, CHD killed 681,000 people in the United States
- 47 percent of the people who experience a coronary attack in a given year will die from it
- Women are almost as likely as men to have CHD
- Almost half of men and women under age 65 who have a heart attack die within 8 years
- 15 percent of people who die from CHD are under age 65
- CHD rates in women after menopause are 2-3 times those of women the same age before menopause
- The lifetime risk of developing CHD after age 40 is 49 percent for men and 32 percent for women
- A 10 percent decrease in total cholesterol levels may result in an estimated 30 percent reduction in the incidence of CHD
- Nearly 20 percent of American adults age 20-74 have high serum cholesterol levels³

(more)

¹ Source: American Heart Association *Heart Disease and Stroke Statistics – 2003 Update*

² CHD = coronary heart disease; includes heart attack, chest pain or both

³ Source: National Center for Health Statistics

Getting What You Need to Promote Heart Health

Kashi® Heart to Heart® has been formulated to provide health benefits beyond the normal nutritional scope of everyday foods. It contains high levels of fiber, antioxidants and B Vitamins to help reduce the risk of cardiovascular disease and improve overall heart health. Here's how they work:

Fiber and Oats

- Three grams of soluble fiber daily from whole grain oat foods may reduce the risk of heart disease
- Soluble fiber combines with water and forms a gel in the digestive track and binds with cholesterol, reducing its reabsorption, which may lower the risk of cholesterol build-up
- Oats not only reduce cholesterol, but may lower blood pressure too (*Journal of the American Dietetic Association*, 1999)
- **One serving of Heart to Heart cereal provides 1g of soluble fiber from oats**

Antioxidants (found in lycopene, grape seed extract, green tea, Vitamins C & E)

- Antioxidants assist the body's defense against oxidation – damage caused by excess free radicals, the byproducts of normal cell metabolism
- Lycopene/beta carotene
 - Lycopene is the most potent antioxidant in the carotenoid family, which includes Vitamin A/beta carotene
 - Women with the highest intake of lycopene had 33 percent less risk of heart disease than women with lower levels of lycopene⁴
 - High intakes of beta carotene or high blood concentrations of this nutrient have been shown to reduce risk of various diseases, including cancer and heart disease⁵
 - **The level of lycopene in one serving of Heart to Heart is equivalent of eating one medium size tomato**
- Grape seed extract
 - Grape seed extract contains antioxidants called bioflavonoids that may help protect the body against the build up of fatty deposits on blood vessel walls
 - **The level of grape seed extract in one serving of Heart to Heart is equal to the antioxidant benefits gained from eating nearly a pound of grapes**
- Green tea
 - Polyphenols, antioxidants found in green tea, have potent free radical neutralizing properties
 - **One serving of Heart to Heart is formulated with 100 mg of decaffeinated green tea**

(more)

⁴ American College of Cardiology – Women's Health Study (2002)

⁵ Source: *American Journal of Clinical Nutrition* (1997)

- Vitamins C and E
 - Vitamin C assists in the body's own collagen production, which keeps artery walls smooth, and it regenerates Vitamin E
 - Vitamin E reduced fatal heart attacks by 77 percent in heart patients⁶
 - **One serving of Heart to Heart cereal provides 100 percent of the Recommended Daily Intake (RDI) for Vitamin E and 50 percent of the RDI for Vitamin C**

Homocysteine (*High blood homocysteine levels more than five-fold increase chances for a stroke*)⁷

- Vitamins B6, B12 and folic acid are essential to the breakdown of homocysteine, a byproduct of protein metabolism
- B vitamins, including Vitamins B6, B12 and folic acid, reduced repeat artery narrowing after angioplasty by 48 percent⁸
- Hostility and stress increase homocysteine levels⁹
- **Heart to Heart contains 100 percent of the recommended daily allowance for Vitamins B6, B12 and folic acid**

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⁶ Source: *The New England Journal of Medicine* (Aug. 1997)

⁷ Source: American Heart Association; *Heart of the West* (2002)

⁸ Source: *Journal of the American Medical Association* (Nov. 2001)

⁹ Source: Ohio State University *Life Sciences* (April 2000)