

# HEART HEALTHY FOODS

## Rise And Shine! Research Shows Easy Breakfast Change Leads To Heart Health

(NAPSA)—A recently published study is helping bring widespread attention to the threat of heart disease for women.

According to the American Heart Association, fewer than one in 10 women perceive heart disease as their greatest threat even though more than 500,000 women die from cardiovascular disease each year.

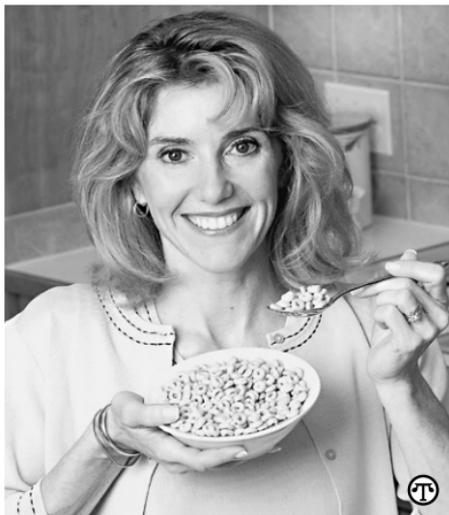
The clinical study was conducted by the University of Minnesota Heart Disease Prevention Clinic and shows that a whole-grain oat cereal can help women fight heart disease by significantly lowering cholesterol.

“Women are underserved when it comes to heart disease research,” said Helenbeth Reiss Reynolds, study co-author. “This study gives women an easily adopted daily regimen to help them lower cholesterol simply by incorporating Cheerios into their low-fat diet. I have several of my patients eating Cheerios daily, and their cholesterol levels have gone down.”

Cheerios is unique in that it is the only leading ready-to-eat breakfast cereal clinically proven to lower cholesterol, said study co-author Dr. Eric Gugger of the Bell Institute of Health and Nutrition.

The study shows that women who ate 45 grams of the cereal twice a day (approximately two bowls) significantly reduced total cholesterol levels by an average of 4.1 percent and LDL levels by 5.2 percent. On average, participants in the study experienced more than a 10-point drop in total cholesterol.

In theory, if everybody in America ate the oat cereal as recommended in the study, then this



David McMahon

**Sheila Van Pelt, of Minneapolis, saw her cholesterol level drop from 267 to 188, simply by eating a whole-grain oat cereal and making other dietary changes.**

significant statistical reduction even in the short term could lead to an estimated 24,000 lives saved per year.

High cholesterol runs in the family of Sheila Van Pelt of Minneapolis, who recently started eating Cheerios and made other dietary changes. She saw her cholesterol level drop from 267 to 188.

“Once you want to take your health seriously,” she said, “it’s very easy to pull Cheerios out of the cupboard and get started.”

Whole-grain oat cereal and oatmeal are among the select foods that qualify for the U.S. Food and Drug Administration health claim that “as part of a heart-healthy diet, soluble fiber from whole-grain oats may reduce the risk of heart disease.”