



# WOMEN'S HEALTH

## Heart-To-Heart Healthy Tips For Women

(NAPSA)—From hosting family feasts to finding the perfect holiday gifts, American women have a lot on their minds right now. Unfortunately, while gifts and gatherings generate considerable thought for others, women often neglect the need to take extra care and pay attention to their own health and well-being.

### **Most Women Don't View Heart Disease As A Threat**

With more food on the table and treats in the pantry, it's no surprise that the holidays play havoc with any health regimen, but what many women fail to remember is the effect poor nutrition has on their heart. Even though heart disease is the No. 1 killer of American women, only 13 percent of women even view it as a threat. As families gather together for meals and parties this holiday season, Mattel's Barbie and the American Heart Association are offering a special way for loved ones to open the lines of communication regarding heart disease prevention while also offering support for those affected by the disease with the introduction of the Pink Label Go Red For Women Barbie Doll.

### **A Love Your Heart Message**

Created by designer Robert Best, the Pink Label Go Red For Women Barbie Doll aims to inspire women to seek the knowledge and tools needed to prevent cardiovascular disease, affecting one in every three adult females in the United States. The doll fea-



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tures a gorgeous red chiffon gown in celebration of the color red, which has become linked with the simple phrase "Love Your Heart." Joining the movement that celebrates the energy, passion and power women have as they band together to wipe out heart disease, the American Heart Association will receive \$100,000 from Mattel to help support the Go Red For Women campaign.

### **Tips From The American Heart Association**

Mattel hopes the doll will help underscore the importance of a heart-healthy lifestyle, especially

during the holiday season when most Americans tend to over-indulge. Additionally, the American Heart Association offers tips and information to share with loved ones this holiday in an effort to raise awareness among women about maintaining a healthy heart:

- Recommended lifestyle changes to help manage blood pressure include weight control, increased physical activity, alcohol moderation, sodium restriction and an emphasis on eating fresh fruits, vegetables and low-fat dairy products.
- Besides advising women to quit smoking, the 2007 guidelines recommend counseling, nicotine replacement or other forms of smoking cessation therapy.
- Physical activity recommendations for women who need to lose weight or sustain weight loss have been added—a minimum of 60–90 minutes of moderate-intensity activity (e.g., brisk walking) on most, and preferably all, days of the week.
- Reduce the intake of saturated fats to less than 7 percent of calories, if possible.

The Pink Label Go Red For Women Barbie Doll retails for under \$25 and is available at [www.BarbieCollector.com](http://www.BarbieCollector.com) and other places where dolls are sold. For questions about women and cardiovascular disease, visit the Go Red For Women Web site at [www.GoRedForWomen.org](http://www.GoRedForWomen.org) or call (888) MY-HEART (1-888-694-3278).