

Keys To Heart Health

(NAPSA)—Heart disease is the number one killer of women in the U.S., yet few are aware that it is the greatest health problem facing women.

To educate women on how to decrease their risk of heart disease, Pantene, the world's leading hair care brand, is supporting the American Heart Association. In February 2004, American Heart Month, Pantene will launch the third year of PANTENE CONDITION FOR A CAUSE, a national campaign designed to inspire women to take action in the fight against heart disease.

As part of the program, a portion, up to \$100,000, of the sale of Pantene conditioners in February 2004 will go to benefit education and research programs of the American Heart Association. In addition, women can log on to www.pantene.com for tips and educational information to help reduce their risk of heart disease while building self-esteem.

To reduce the threat of cardiovascular disease and maintain a healthy lifestyle all year long, start by incorporating these key components of healthy self-care into your way of life:

Key #1: Physical Fitness.

Physical activity plays a role in both primary and secondary prevention of cardiovascular disease and can help control blood lipid abnormalities, diabetes and obesity. Start getting in shape by doing low to moderate-level physical activities, especially at first. You can slowly increase the duration and intensity of physical activity as you become more fit. The American Heart Association recommends at least 30 minutes of physical activity on most days of the week. Remember to choose activities that are fun and to add variety, so exercise will never seem boring.

Key #2: Nutrition. The American Heart Association encourages proper nutrition habits that can maintain your body weight and help keep your blood cholesterol at an optimal level. Eat a variety of fruits and vegetables, grain products, fat free and low-fat milk products, fish, legumes, skinless poultry and lean meats and watch



A national campaign is helping to take action in the fight against heart disease.

your total daily caloric intake. Use cooking methods that require little or no fat—boil, broil, grill, bake, roast, poach, steam, sauté, stir-fry or microwave.

Key #3: Mental Health. Managing your mental health is essential to overall health. Research shows that daily stress and anxiety may affect risk factors for heart disease and stroke. To keep your mental health in check, start by communicating how you feel. Research shows feelings that are not expressed in an acceptable way may lead to hostility and depression. Direct communication is not always necessary. Writing in a journal or composing a letter that is never mailed may be sufficient.

Key #4: Self Image. Having a healthy self-image is another integral component of achieving overall health. Start by embracing both your inner and outer beauty. For example, research shows that 88 percent of women feel that when their hair looks the way they want, they feel good about themselves. To enhance your hair's natural beauty, wash and condition regularly with a vitamin-enriched shampoo and conditioner for healthy, beautiful hair from the inside out.

Log on to www.pantene.com for more tips to help you maintain a healthy lifestyle and information on Pantene Condition for a Cause 2004.