

Study Finds Women Pay More Attention To Their Hair Than Their Hearts

(NAPSA)—A new survey reveals that for American women, beauty isn't necessarily on the inside. According to a poll by Harris Interactive, 41 percent of women see their hairstylist three to four times per year, while one in four women has never had her cholesterol checked.

Only 13 percent of women view heart disease as a health threat, even though it's the number-one killer of women. What many women don't realize is that heart disease is largely preventable and women can take steps to lower their risk. One easy way to start on a path to a heart-healthy



Brenda Strong

lifestyle is to enroll in the Metamucil 30 Day Difference now through March 2008. Brenda Strong, who plays Mary Alice Young on "Desperate Housewives," is partnering with Metamucil to educate women about heart health because of her interest in healthy living and support of heart health education. Metamucil, made with 100 percent natural psyllium fiber, is clinically proven to help lower cholesterol when part of a fitness program and a diet low in saturated fat and cholesterol.

Beautiful Your Heart

The Metamucil 30 Day Difference was created to encourage women to beautify their hearts and start lowering their cholesterol by taking the following simple steps:

- Take Metamucil (powder or capsules) every day.
- Create a profile on www.BeautifyYourHeart.com to



Sweepstakes encourages women to beautify their hearts and start lowering their cholesterol.

get tips from the fitness and nutrition experts at Core Performance, a fitness and training center for elite athletes and everyday people.

- Develop a personalized fitness routine (two to three days per week) using the tools provided on www.BeautifyYourHeart.com.

"Proper nutrition and exercise are simple ways to ensure your heart is healthy," says Dr. Carl L. Tommaso, director of the cardiac catheterization laboratory at Rush North Shore Medical Center in Skokie, Ill. "Though people don't realize it, fiber supplements like Metamucil have been recommended by the American Heart Association as a way to lower 'bad' LDL cholesterol."

Video Diaries Of Real Women

To begin the program and start feeling strong and healthy inside and out, participants are encouraged to log on to www.BeautifyYourHeart.com to follow four real women on their journey to begin a heart-healthy lifestyle. Women can read about their experiences and see how they felt via video diaries and weekly blogs while interacting

with other women taking part in the program.

Five Days At A Spa Resort

In addition to finding fitness and nutrition tips, personalized Web pages and community support, women can register for the "Beautify Your Heart" sweepstakes to win fitness-related daily prizes at the conclusion of the program in April 2008. The grand prize is a five-day, four-night stay at a spa resort in the city of the winner's choice.

The Metamucil 30 Day Difference was created through a partnership with Core Performance, a fitness and training center for elite athletes and everyday people. Registered Dietitian Amanda Carlson and founder/president Mark Verstegen, both of Core Performance, have recommended Metamucil for years as a way to keep the world's top athletes in peak shape by consuming the recommended daily amount of fiber.

"The same principles top athletes use to keep their hearts in prime condition can be used to help women stay heart healthy," says Carlson. "Good nutrition, including Metamucil as a fiber supplement, along with daily exercise, can go a long way on the inside."

Metamucil is available at retailers nationwide in powdered drink mixes, fiber wafers and fiber capsules. For more information on Metamucil or fiber, log on to www.metamucil.com.

How To Enter

No purchase is necessary. The sweepstakes is open to residents of the 50 U.S. states or D.C., 18 and older at time of entry. Void where prohibited. Sweepstakes entries must be received by March 31, 2008.