

Choose the Heart Mark!



APPROVED AS PART OF
THE HEART AND STROKE
FOUNDATION EATING PLAN

The **Heart Mark** is a guideline and incentive for shoppers to instantly identify heart healthy products on the shelf. The brand is most recognizable on Flora, Sea Harvest and I&J products...but if you look closely, you will find the Heart Mark logo almost everywhere. Why? Because it provides you with the best food choice!

These products are:

- Lower in cholesterol
- Lower in saturated fat
- Lower in sodium (salt)
- Higher in fibre
- Lower in added sugar

The Heart Mark logo confirms two things:

- Products meet stringent nutritional standards set by the Heart and Stroke Foundation SA
- Products have undergone independent testing by a reputable laboratory

Categories of Heart Mark Products

- Miscellaneous
- Cereal & Cereal Products
- Seafood
- Meat & Meat Products (including poultry)
- Eggs
- Plant-based meat alternatives (vegetarian) including Soya
- Vegetables
- Fruit
- Legumes, Nuts & Seeds
- Fats, Oils & related products
- Milk & other dairy products

Visit www.heartmark.co.za for view all the Heart Mark approved products, share your feedback and download a delicious recipe for the month.

If you are a business and would like to have your product/s Heart Mark approved, contact the Heart Mark team on **021-447 4222**. Heart Mark offers an excellent Restaurant Programme as well.

For free nutritional advice, contact one of our skilled Dieticians on the **Heart Mark Diet Line** on **0860 223 222**.

- ENDS -

For more information contact: Murishca Nayar-Martheze, Communications Officer, the Heart and Stroke Foundation SA - +27-21-4474222 - email: murishca@heartfoundation.co.za.

The Heart and Stroke Foundation SA

The Heart and Stroke Foundation South Africa is a community-based organisation established to reduce the incidence of heart disease and stroke in the population of South Africa by providing education and supporting vital research. For further information visit www.heartfoundation.co.za