

News Release

Choose the Heart Mark!



When shopping, are you inundated with the variety of food products on the store shelf?? Are you looking for advice on the healthiest food options?? What do you ultimately base your buying decision on?? Price, affordability, brand name or quality??

Because of *choice overload* (an epidemic which mostly affects Moms) consumers are often left purchasing branded products that they are familiar with as opposed to buying products that are the best for their and their families' health. Healthy food products are often perceived to be a lot pricier than generic food products, but this is mostly untrue. The **Heart Mark** gives shoppers a guideline to instantly identify **heart healthy products** on the shelf. The brand is most recognizable on *margarine, fish and cereal* products...but if you look closely, you will find the Heart Mark logo almost everywhere.

What makes Heart Mark products the healthier option?

Heart Mark approved products are:

- lower in saturated fat
- lower in cholesterol
- lower in sodium (salt)
- lower in added sugar
- higher in fibre (if applicable)

Benefits to your health?

Including Heart Mark options as part of your diet will help to prevent:

- high blood cholesterol
- high blood pressure
- diabetes
- obesity
- cardiovascular disease

By choosing a product carrying the Heart Mark logo you know that:

- You are choosing the healthier option
- The product has met stringent nutritional standards set by the Heart and Stroke Foundation SA
- The product has undergone independent testing by a reputable laboratory

Formatted: Font: (Default) Arial

News Release



Types of foods carrying the Heart Mark logo:

- Grain products (bread, cereal, rice, pasta)
- Vegetables and fruit
- Meat and alternatives (meat, poultry, fish, legumes, nuts, seeds and vegetarian products)
- Milk and dairy products
- Fats, oils and related products

If you are a **business** and would like to have your product/s Heart Mark endorsed, contact the Heart Mark team on **021-447 4222** and see what value we can provide.

If you are a **consumer**, visit www.heartmark.co.za for a **shopping list** of Heart Mark approved products to fill your trolley. Check our **Restaurant Programme** as well for excellent dining out options.

We encourage you to share your feedback on Heart Mark products with us via our website and even download a free delicious easy-to-make recipe of the month. The Heart Mark team would love to hear from you...

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

Heart Mark - At the heart of every healthy meal...

- 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 research. For further information visit www.heartfoundation.co.za