



Monday, 2nd November 2015

High-fibre super food Heart Up+ teams up with Diabetes Ireland this November

€1 of every pack sold will go to Diabetes Ireland

Heart Up +, the 100% natural high-fibre super food, is partnering with Diabetes Ireland this November to raise awareness of Diabetes in Ireland. During the month of November, Heart Up + will donate €1 of every pack sold to Diabetes Ireland with all monies raised going towards research into the condition.

In Ireland, it is estimated that there are 225,840 people with diabetes – and this number is on the rise. As part of the campaign, Diabetes Ireland is encouraging consumers to become sugar-smart this November and be more aware of how much sugar is in their food.

For anyone who wants to lead a healthier lifestyle and reduce their overall sugar intake this November, Heart Up+ is the perfect companion. Rich in beta-glucan and with authorised claims by the European Food Safety Authority (EFSA), it is scientifically proven to reduce blood sugar level rise after meals, lower bad cholesterol (a key cause of heart disease in Ireland) and improve gut health.

Just 4g (4 scoops) of Heart Up + per meal, helps reduce blood sugar rise and insulin levels after eating making it suitable for those want to maintain healthy glucose levels. It is also ideal for anyone who leads a busy lifestyle and has a tendency to feel hungry between meals. By incorporating Heart Up+ into your daily diet, you will feel fuller for longer and it can help cut out unnecessary snacking between meals, possibly reducing sugar intake.

Available in three natural flavours including original, blueberry and red berries, Heart Up + can be purchased in all major pharmacies, health stores and supermarkets (nationwide) as well as online at www.truelifehealthfoods.com RRP: €7.79

Dr. Anna Clarke, Health Promotion Manager, Diabetes Ireland said: *“We’re delighted to team up with Heart Up+ for November to raise awareness of diabetes in Ireland. We are calling on people all over Ireland to become ‘sugar-smart’ and educate themselves on how much free sugar is in their food.”*

“Type 2 Diabetes is a serious illness and increasing age, weight and inactivity all add to the risk of developing Type 2 diabetes. According to the Healthy Ireland survey, 854,165 adults

over 40 in the Republic of Ireland are at increased risk of developing (or have) Type 2 diabetes. More alarmingly, there are a further 304,382 in the 30 – 39 year age group that are overweight and not taking the weekly 150 minutes recommended physical activity, leaving them at an increased risk of chronic ill-health. This means that there are 1,158,547 adults in Ireland that need to consider making changes to their daily behaviours in terms of eating healthily and being more active.”

ENDS

Notes to editors

- 4g (4 scoops) per meal which contains 30g of carbohydrate **may reduce blood sugar rise after the meal.**
- Taking 3g (3 scoops) of Heart Up+ per day a person will lower cholesterol

FOR FURTHER INFORMATION:

Maria Burke, BR Foods, Tel: 01 8850821, Email: mariaburke@brmark.ie