



Media release
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25g of fibre a day keeps the doctor at bay!

Heart Up+ investigates how much Irish people really know about eating a healthy diet

- 90% of respondents do not know what the recommended daily intake of fibre is
- Only 20% of respondents meet the recommended 25gs of fibre in the daily diet
- One in four do not know how to best manage their blood sugar levels, with 57% of those surveyed believing that limiting sugary snacks is the best way
- Half of Irish adults have never had their cholesterol tested with a third of these considering themselves 'too young' to have it done

When it comes to eating healthily, it seems Irish people like to think they generally make the right food choices. According to the latest study from Heart Up+, over 80% of those surveyed believe they lead a healthy lifestyle.

Over a third admit that the New Year is when they make the biggest effort in the calendar year to ditch the junk and become more health conscious with looking good being recorded as the most motivating reason for following a healthy lifestyle with 60% admitting this is the reason they encourage themselves to get their five a day.

Fibre

A massive 90% of those surveyed admitted to not knowing what the recommended daily intake of fibre is. Research shows only a fifth of Irish people meet the guideline of 25g of fibre a day¹. According to Heart Up+ expert dietician, Sarah Keogh, "breakfast is when many of us think about fibre but we need to think about it at lunch and dinner as well. Fruit and vegetables will help with fibre but we also need also need to include beans, lentils and wholegrain bread".

Cholesterol

Shockingly, half of Irish people have never had their cholesterol tested with one third of these believing themselves 'too young' to have the test done. Although some is hereditary, most high cholesterol is due to lifestyle factors such as lack of exercise paired with poor diet choices, so does not only effect older generations.

Blood sugar

One in four Irish people do not know what to do to manage their blood sugar levels. When asked what they believe is the best method to manage it, 57% said limiting sugary snacks is the best method to adopt while 16% believe eating little and often is the top way to keep blood sugar levels down.

Limiting rapidly digested, carbohydrate heavy foods such as sugary snacks and high GI bread can have a positive effect on blood sugar levels, however, none of those surveyed were aware that adding fibre is another very effective to help manage sugar levels. Incorporating regular levels of exercise to your lifestyle also has a big impact on helping insulin work at its best which in turn effects the level of sugar in the system.

Commenting on the overall results, Sarah Keogh, said: "The results show that although Irish people like to think they are leading healthy lifestyles, in reality many do not know how to. Eating a high fibre diet, including your five-a-day, is one of the best ways to manage your overall health. Adding further nutrients and fibre to the diet with the addition of nuts, seeds and fibre supplements like Heart-Up+ (31g of fibre per 100g including 13g of beta-glucan) to cereals, yoghurts and salads etc. mean's staying healthy is made easier than ever before".

ENDS

*Survey conducted on 154 people aged 18-65, 66% female, 34% male.

Notes to editors

Heart Up+, a 100% natural whole grain food supplement now available in Ireland. This innovative wholegrain barley product delivers high levels of fibre and contains beta-glucan, a soluble fibre which slows digestion in the stomach.

Beta-glucan is scientifically proven to lower cholesterol and reduce blood sugar rise after a meal with authorised health claims from the European Food Safety Authority (EFSA). When consumed it turns into a thick gel that binds with excess cholesterol and sugar, which slows and reduces its absorption into the blood stream.

Heart Up + is ideal for those with high cholesterol, or digestion problems such as irritable bowel or stomach bloating, diabetics or those who simply want to maintain normal healthy cholesterol and insulin levels.

Heart Up+ is available in three natural flavours including original, blueberry and red berries. The RRP is €7.79 and it is available in Lloyds Pharmacies, Sam McCauley Chemists, The Health Store, selected Dunnes Stores and Super Valus, Eurospar, Spar stores and pharmacies and health stores nationwide as well as online at www.truelifehealthfoods.com. For further information contact BR Foods at info@brfoods.ie or Tel 01 885 0800

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FOR FURTHER INFORMATION

Maria Burke, BR Foods

01 8850821

mariaburke@brmark.ie