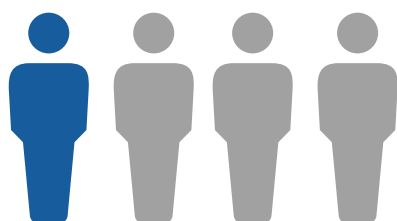


Heart smart retail

Heed this research-backed
wisdom and natural advice



1 in **4**

Americans die
from heart disease.

—Centers for Disease Control and Prevention

WHY YOUR CUSTOMERS SHOULD TAKE IT TO HEART

"By far, the biggest killer of both men and women in the United States is atherosclerosis, which causes heart attacks, strokes and heart failure," says Howard Schwartz, MD, an integrative cardiologist in New York.

Scientists followed 3,196 adults, starting in their 20s. They found:



By age 50, only **30** percent
of people had healthy arteries.

By age 70, only **one** percent
of people had healthy arteries.

(Framingham Heart Study)



Life's simple 7

The American Heart Association calls a healthy lifestyle for optimal heart health "Life's Simple 7." This consists of:

- 1. Maintain a healthy weight.** Being at a good weight for your height is key to healthy blood pressure, blood sugar, cholesterol and triglyceride levels.
- 2. Manage your blood pressure.** A healthy blood pressure is less than 120/80 millimeters of mercury (mmHg). High blood pressure is when it's 130/80 mmHg or higher.
- 3. Control your cholesterol.** If your cholesterol levels (particularly LDL and total cholesterol) are too high, you're at greater risk of atherosclerosis, which makes arteries narrower and stiff.
- 4. Control your blood sugar.** Keep fasting blood sugar levels below 100 mg/dL. If blood sugar is too high, it can damage your blood vessels over time.
- 5. Eat healthy.** A Mediterranean-style diet is generally advised for heart health.
- 6. Get regular physical activity.** Aim to get at least 150 minutes of moderate-intensity physical activity or 75 minutes of vigorous-intensity physical activity (or a combination) each week.
- 7. Avoid smoking.** Risk of a heart attack increases by more than five percent for every cigarette smoked daily, compared to non-smokers. Regular exposure to second-hand smoke also increases heart disease risk.

Lifestyle matters

Educate customers on how lifestyle can make a difference in heart health. Researchers looking at the medical data and genetic risk of 55,685 adults found that people who followed a healthy lifestyle had a nearly 50 percent lower risk of heart attacks and other heart events compared to people with an unhealthy lifestyle, regardless of their genetic risk.

SPOTLIGHT ON AGE

Aged Garlic Extract is a research-backed, odorless ingredient produced by extracting and then aging fresh garlic in order to increase potency and improve the ingredient's stability and health-promoting properties.





Heart-healthy supplements in the aisle

When promoting cardiovascular health, seek out supplements with research that supports their heart health prowess and then develop smart ways to merchandise and educate based on the science.

Garlic supplements should be a key part of your heart health set, with hundreds of scientific studies suggesting AGE should be a go-to for your customers. In fact, AGE is one of the most heavily researched herbal medicines today and is among the most commonly used supplements by people with heart disease. Numerous studies suggest Aged Garlic Extract may help improve risk factors for heart disease, including:

- **Supporting healthy blood pressure levels:** Studies have shown that AGE lowers systolic blood pressure 7 to 16 mmHg and diastolic pressure 5 to 9 mmHg, compared to a placebo.
- **Keeping bad cholesterol in check:** Total cholesterol has been reduced by 7 to 29 mg/dL in AGE supplement studies, compared to a placebo. Scientists suggest this mild to moderate reduction may be helpful when added to statin medications or for people who can't tolerate statin drugs.

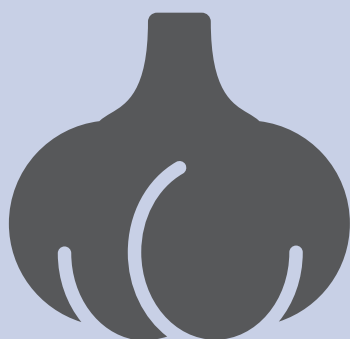
- **Protecting LDL (bad) cholesterol from oxidation:** Oxidized LDL is toxic to the cells lining your arteries and contributes to the buildup of plaque.
- **Increasing adiponectin:** That's a hormone that helps protect against inflammation and atherosclerosis, as well as helping improve insulin sensitivity and the management of blood sugar.
- **Thinning your blood:** Garlic helps decrease stickiness of platelets, which are the components of blood involved in clotting. (So, if you're taking a blood thinning medication like warfarin, consult your doctor before taking garlic supplements.)
- **Staving off plaque in arteries:** Preliminary evidence suggests Aged Garlic Extract not only may help prevent plaque build-up in arteries, it may even help reverse it a bit.

The catalyst in AGE that produces beneficial effects isn't completely clear. Although scientists used to think that a sulfur-containing compound from garlic called allicin was the active ingredient responsible for heart health benefits, numerous studies suggest it may be any number of compounds, such as S-allylcysteine (SAC) found in garlic extract after the aging process, that contribute to the benefits.



Use our Heart of the Matter eGuide in your store

- Send a promotion to your email list with teaser content and a link to the eGuide:
deliciousliving.com/health/eguide-the-heart-of-the-matter/
- Highlight heart-healthy recipes in your prepared foods department with shelf talkers containing information on the best ingredients for your ticker pulled from the eGuide, page 15.
- Host a heart-smart event catered with heart-healthy recipes, featuring expert speakers and samples from Kyolic. Invite customers to share their heart health wisdom for the chance to win a prize pack of wellness products.



PROMOTING AGE IN THE AISLE

Think about ways to creatively incorporate garlic supplements throughout the store. Merchandise it outside of the garlic set, tying it to overall healthy lifestyle and heart health in creative ways that help customers understand all that this standout ingredient can do. Promote it with other heart-healthy standout ingredients, including lecithin, vitamin E, cayenne pepper, gamma-amino butyric acid (GABA), Hawthorne berry, B Vitamins, Coenzyme-Q10 and red yeast rice.