

MY GUIDE TO THE
SMART  HEART
CHALLENGE™



QUAKER OATMEAL IS ONE FOOD THAT I CAN EAT TO HELP LOWER MY CHOLESTEROL!



Reduce your risk of heart disease.

Heart disease is the number one cause of death among men and women in the United States. High blood cholesterol is a leading risk factor for heart disease. To reduce your heart disease risk, it is important to know your cholesterol levels and how to manage them. Making wise food choices is the first step to a healthy heart.

What is cholesterol?

Cholesterol is a fatty substance produced by the liver. It is also found in foods we eat that come from animals, such as beef, poultry, seafood and dairy products. Cholesterol has a number of important jobs, including the production of certain hormones as well as the breakdown and digestion of fat.

However, sometimes our bodies have too much cholesterol, and this becomes a problem as cholesterol levels in the blood can rise. The extra cholesterol can eventually damage and clog arteries.

Real people. Real results.

A healthy diet that is low in saturated fat and cholesterol will go a long way to improving your heart health. Including oats in your eating plan every day can really make a difference. Just ask the hundreds of people who took the Smart Heart Challenge and ate 1½ cups cooked oatmeal and proved to themselves how a simple lifestyle change can help to reduce cholesterol. For more details, visit www.quakeroatmeal.com.

How do oats work?

Are there foods that reduce cholesterol? Yes! Oatmeal actually helps to remove cholesterol from your body. The oat soluble fiber acts like tiny sponges soaking up the cholesterol and carrying it from your body, helping to lower blood cholesterol levels.

TAKE THE SMART HEART CHALLENGE™



It's as simple as...



Have your cholesterol tested by a healthcare provider.
You may also want to track heart-healthy measures such as blood pressure and weight.



Get 3 Heart Points every day – eat a good-size bowl of Quaker Oatmeal or other Quaker Oat products.



Have your cholesterol tested again after at least 30 days.
Continue to eat Quaker Oatmeal regularly and maintain your new heart-healthy lifestyle.

Each **Heart Point**  provides 1 gram of oat soluble fiber.

Get 3 Heart Points  **a day from Quaker Oat products to help lower cholesterol.** (See chart on page 4)

SMART HEART CHALLENGE™



Record what you eat to achieve at least 3 Heart Points each day of the Challenge!



Tips for success!

- Keep a daily diary of the oat foods you eat – use this calendar to help you keep on track.
- Measure $\frac{3}{4}$ cup uncooked Quaker Oatmeal (♥♥♥) in the morning and make sure you eat all of it by the end of the day – as hot cereal, or added to yogurt, soup or even salads.
- You can use the microwave to prepare all varieties of Quaker Oatmeal – even the Old Fashioned.
- To maintain your weight, don't just add oatmeal – substitute Quaker Oatmeal products for other meal or snack-time foods.
- Add variety by trying different ways to eat your daily oatmeal, such as:
 - Make your Quaker Oatmeal with fruit juice for a tasty change.
 - Try blending a packet of flavored Quaker Instant Oatmeal with nonfat milk in a blender for a cool drink – add fruit for a richer smoothie.
- For other great recipes and topping ideas, and for information about taking the Smart Heart Challenge with family and friends – visit www.quakeroatmeal.com.

Congratulations on taking a first step toward a healthier lifestyle!

Day 1 ♥ _____ ♥ _____ ♥ _____	2 ♥ _____ ♥ _____ ♥ _____	3 ♥ _____ ♥ _____ ♥ _____	4 ♥ _____ ♥ _____ ♥ _____	5 ♥ _____ ♥ _____ ♥ _____	6 ♥ _____ ♥ _____ ♥ _____
7 ♥ _____ ♥ _____ ♥ _____	8 ♥ _____ ♥ _____ ♥ _____	9 ♥ _____ ♥ _____ ♥ _____	10 ♥ _____ ♥ _____ ♥ _____	11 ♥ _____ ♥ _____ ♥ _____	12 ♥ _____ ♥ _____ ♥ _____
13 ♥ _____ ♥ _____ ♥ _____	14 ♥ _____ ♥ _____ ♥ _____	15 ♥ _____ ♥ _____ ♥ _____	16 ♥ _____ ♥ _____ ♥ _____	17 ♥ _____ ♥ _____ ♥ _____	18 ♥ _____ ♥ _____ ♥ _____
19 ♥ _____ ♥ _____ ♥ _____	20 ♥ _____ ♥ _____ ♥ _____	21 ♥ _____ ♥ _____ ♥ _____	22 ♥ _____ ♥ _____ ♥ _____	23 ♥ _____ ♥ _____ ♥ _____	24 ♥ _____ ♥ _____ ♥ _____
25 ♥ _____ ♥ _____ ♥ _____	26 ♥ _____ ♥ _____ ♥ _____	27 ♥ _____ ♥ _____ ♥ _____	28 ♥ _____ ♥ _____ ♥ _____	29 ♥ _____ ♥ _____ ♥ _____	Day 30! ♥ _____ ♥ _____ ♥ _____

How to get enough oat soluble fiber every day.

For some, Quaker Oatmeal in the morning will be the easiest way to reach their daily Heart Points. To provide variety and encourage success, Quaker Oats offers a number of options, so you can mix and match. Don't load up on oatmeal cookies – they don't count toward your Heart Point goals since they usually don't have enough oats. **And remember, you can consume your Heart Points either all at once or throughout the day.**

QUAKER CHOICES	SERVING SIZE	HEART POINTS
	1½ cups cooked	♥♥♥
Quaker Oatmeal Old-Fashioned or Quick	¾ cup uncooked	♥♥♥
	1 pouch	♥
Quaker Take Heart Instant Oatmeal	1 pouch	♥♥
	1 cup	♥
Quaker Oat Bran Hot Cereal	1 cup cooked	♥♥♥
	1 bar	♥

Make Quaker Oats your choice.

The oats used in Quaker products must meet specific standards. One of these requirements is that the oat varieties contain a required amount of the oat soluble fiber, beta-glucan. Therefore, the amount of foods listed in the Heart Point system are based on the soluble fiber found in Quaker brand oats.



Your scorecard for success!

Visit the Smart Heart Challenge section of www.quakeroatmeal.com to use an interactive scorecard. Or use this chart to keep “score” of important health indicators before and after you take the Smart Heart Challenge. Check with your healthcare provider to establish goals that are right for you.

	YOUR GOAL	DAY 1	DAY 30	OPTIMAL VALUES*
Total Cholesterol (TC)				Less than 200 mg/dl
HDL (“good” cholesterol)				At least 60 mg/dl
LDL (“bad” cholesterol)				Less than 100 mg/dl
Triglycerides				Less than 150 mg/dl
Blood Pressure				Less than 120/80
Weight				Check with your healthcare provider

*Based on National Cholesterol Education Program ATP III recommendations (2001) and The Seventh Report of the Joint National Committee on Prevention, Detection, Evaluation, and Treatment of High Blood Pressure (2003).

Consult your healthcare provider to set your goals.



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