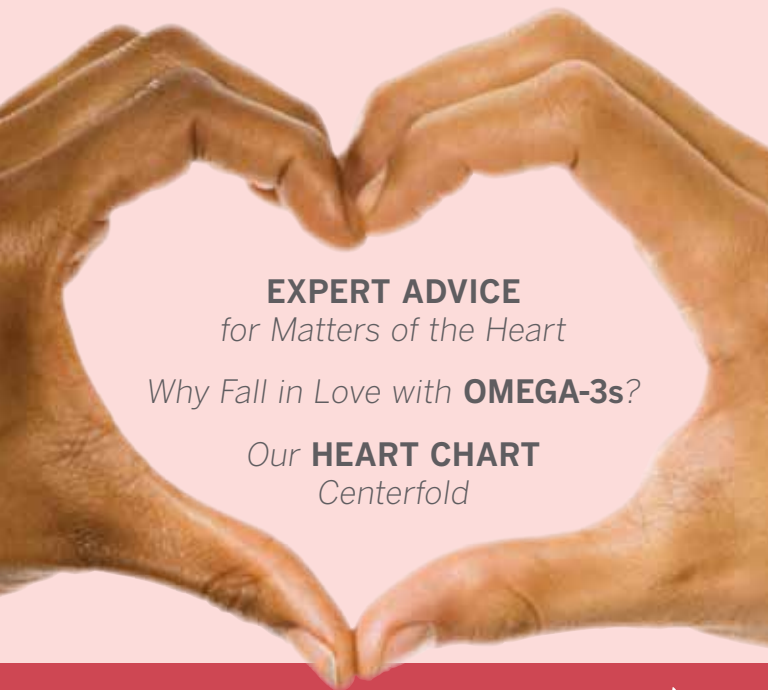


HEALTHY HEART



EXPERT ADVICE

for Matters of the Heart

*Why Fall in Love with **OMEGA-3s**?*

*Our **HEART CHART**
Centerfold*

BE GOOD TO YOUR

WHOLE
BODY[™]

SHOW YOUR HEART SOME

LOVE & RESPECT

Each day
the average
heart “beats”
(expands and contracts)
100,000 times.*

Your heart never gets a vacation, a weekend off or even a 10-minute break. It beats continuously your entire life. No wonder we're urged to take care of it! While heart disease remains the number one cause of death in the U.S., a few changes can make a real difference.

In today's typical lifestyle even the healthiest diet doesn't necessarily give you enough of some critical nutrients for your heart. Read on to learn about heart-healthy supplements and more—straight from our hearts—because we love to help you be good to your whole body.

*American Heart Association



THE HEART OF THE MATTER:

Inflammation

According to the American Heart Association, chronic inflammation is a common factor for people with heart disease. When the body responds to certain circumstances—injury, nutrient imbalances, stress—white blood cells and bacteria-fighting chemicals rush to tackle the issue, inflaming tissue. This is good when you've been injured, but a constant battle against inflammation is not good.

Nutrient-deficient, highly processed diets, stress, allergies and excess weight are often the cause of chronic inflammation. Some nutrients, including vitamin D help to promote healthy inflammation. Synthesized in the skin from sunlight exposure, vitamin D supplementation may be a good idea if you don't get enough from sun or foods.



Chronic inflammation places one at increased risk for cardiovascular disease by causing a sequence of actions in the coronary artery such as plaque rupture.

Cleveland Clinic Heart Center, 8/02

GOOD FATS

MAKE THE HEART GROW FONDER

Though certain fats are to be avoided, others help prevent harmful inflammation and keep us healthy. In fact, essential fatty acids (EFAs) are just as important as many vitamins and minerals. The two types of EFAs needed are omega-6s and omega-3s—in a ratio of about 3:1. Because the body cannot synthesize these, they must come from food or supplements.




EXPERTS
SAY...

Hydrogenated fats significantly increase the risk of heart disease (much more than saturated fats) by raising so called “bad cholesterol” and lowering “good cholesterol.” Recent studies also suggest that they are associated with inflammation.

Brigham and Women's Hospital

GIVE YOUR HEART TO OMEGA-3s

The average Western diet contains far too many omega-6s, thus most people could benefit from balancing the ratio with more omega-3s such as those found most abundantly in certain fish and flaxseeds, but also in dark leafy greens and walnuts.*

FISH OIL supports the overall cardiovascular system and a healthy inflammatory response with its two important “body ready” forms of omega-3 EFAs—EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid). When choosing a fish oil supplement, remember that it is not healthy if it is not pure.

FLAXSEED OIL is one of the most abundant plant-based sources of omega-3 EFAs, including the important alpha linolenic acid (ALA). Take it in softgels, straight from the spoon or add it to cold or precooked foods such as dips, pasta, rice, oatmeal, smoothies, veggies and salad. (Do not heat it.)



* Because of potentially harmful mercury levels, experts caution us to limit weekly intake of larger fish. Info at wholefoodsmarket.com/products/methylmercury-seafood.php.

HEALTHY HEART CHART

Including heart-healthy nutrients in your meal planning is like slipping a little love note into every bite.

NUTRIENT	HEART HEALTH SUPPORT	FOOD SOURCES
ALA (alpha linolenic acid)	important omega-3 EFA; helps promote a healthy balance of eicosanoids; aids in maintaining healthy blood pressure	flaxseeds, soybeans, pumpkin seeds, walnuts (and the oil from all of those), canola oil
B6 and B12 (often in B-complex formulas)	may be helpful for maintaining healthy blood pressure	B6: liver, fish, poultry, whole grains, vegetables, seeds; B12: seafood, meat, poultry, dairy, eggs
calcium	helps to balance the beating of the heart, the health of the circulatory system and blood pressure	milk, yogurt, cheese, fortified non-dairy substitutes, dark leafy greens
carotenoids	antioxidants that include beta carotene, lutein and lycopene	red, orange and yellow fruits and vegetables, and green leafy vegetables
cayenne	promotes healthy circulation	cayenne peppers
CoQ10 (Coenzyme Q10)	supports healthy cholesterol levels; helps to supply oxygen to the cells and aids in energy metabolism	difficult to obtain sufficient amount from sources other than supplements
DHA (docosahexaenoic acid) and EPA (eicosapentaenoic acid): (often in EFA formulas)	"body-ready" forms of omega-3 EFAs; vital for brain and nervous system development; promote a healthy cardiovascular system on many levels	cold-water fish such as salmon, sardines, mackerel and eel, seaweed, fish oil, cod liver oil, microalgae
fiber (soluble)	supports healthy cholesterol levels; helps to keep blood sugar levels healthy; plays an important role in overall heart health	oat bran, beans, peas, rice bran, barley, citrus, strawberries, pears, whole grains
garlic (standardized extract)	delivers sulphur-containing compounds; may help promote healthy levels of cholesterol and blood pressure	garlic
grape seed extract	packed with polyphenols	difficult to obtain comparable amount from sources other than supplements
green tea	catechins help to protect the cholesterol in your blood from oxidizing and forming free radicals	green tea

However, to obtain therapeutic levels of many specific nutrients from food, you would have to eat vast amounts! Fortunately, they can be found in a variety of supplement forms: tablets, softgels, liquids, chewables and/or herbal teas.

hawthorn	delivers antioxidant bioflavonoids; helps maintain healthy coronary artery blood flow and strong contractions of the heart muscle	none
holy basil	supports healthy cholesterol levels	none
L-Arginine	helps to support healthy vascular walls and circulation; may be helpful for blood pressure; improves heart cell function	dairy, meat, poultry, fish, nuts, chocolate
L-Carnitine	supports healthy blood flow, has been shown to keep HDL levels healthy and helps cells produce energy	red meat, dairy, avocado, tempeh
magnesium (often paired with calcium)	works with calcium to support blood pressure balance	pumpkin seeds, almonds, soynuts, cashews, tofu, peanuts, beans, oatmeal, spinach, dairy
niacin (B3); (often in B-complex formulas)	promotes open, clear arteries and healthy levels of triglycerides, HDL cholesterol and LDL cholesterol	peanuts, chicken, tuna, salmon, almonds, potato, mushrooms, barley, lentils
pomegranate	supports healthy cholesterol levels	pomegranate fruit or juice
potassium	crucial (in balance with sodium) for healthy blood pressure	fruits, vegetables, dairy, fish, poultry
red rice yeast extract	supports healthy cholesterol levels already in the normal range	none
selenium (often paired with vitamin E)	antioxidant; selenomethionine form is important to overall blood and heart health	Brazil nuts, tuna, beef, cod, turkey, enriched pasta, egg, brown rice
spices	certain spices (turmeric, ginger, oregano, rosemary, cinnamon) contain active constituents	add to other foods
vitamin C	antioxidant; may be helpful for promoting healthy blood pressure levels	papaya, broccoli, Brussels sprouts, peppers, strawberries, tomatoes, citrus, cauliflower, kale
vitamin D (often paired with calcium)	supports healthy circulation and healthy inflammation levels	fish, shellfish, fortified milk and dairy (and substitutes), eggs, shiitake mushrooms, fortified cereals
vitamin E (natural form with "mixed tocopherols")	antioxidant; supports healthy cholesterol levels; high amounts may lower the risk of cardiovascular disease	wheat germ, almonds, sunflower seeds, hazelnuts, peanuts, spinach, broccoli, soybeans, kiwi, mango

To obtain more in-depth information contact your healthcare professional or other reliable resources.

Keep in mind what is **CLOSE TO YOUR HEART**

ANTIOXIDANTS

protect the body from wear and tear and help the immune system by stabilizing “free radicals,” unstable compounds which cause damage to cells. Aging, unhealthy foods, stress, pollution and synthetic chemicals in our environment all create higher demand for antioxidants in the body. The more there are, the less damage free radicals can cause.

CHOLESTEROL

is essential for myriad functions in the body, moving through the blood in proteins called lipoproteins. Certain types of low density lipoproteins (LDL, “bad cholesterol”) can prevent enough oxygen from reaching the heart or brain. High density lipoproteins (HDL, “good cholesterol”) help the body excrete extra cholesterol. High or low is not always what’s important, though. The ratio counts, too.

HYPERTENSION

(high blood pressure) is a high force of blood pushing against artery walls, indicating impaired circulation. Stress and nutrient deficiencies play roles in hypertension and the perfect balance of sodium and potassium in your body is also crucial.

TRIGLYCERIDES

refer to the fats that are in the blood. When more calories are eaten than the body can use immediately, they become triglycerides stored as an energy source in fat cells. High levels of triglycerides are associated with increased risk for heart disease.





EXPERTS
SAY...

CoQ10 could be the most important supplement for heart health. It supports energy metabolism, muscle contraction and antioxidant activity.

The University of Maryland Medical Center,
Center for Integrative Medicine, 2007

EXPERTS
SAY...

Stress management techniques are effective at lowering risk for unhealthy cardiac factors (including triglyceride levels) and events (such as heart attack.)* In fact, some say stress could be known as the heart's chief nemesis!

*Archives of Internal Medicine 1997;157:2213-2223

Tips for

SATISFYING YOUR HEART'S DESIRE



GET ACTIVE

A healthy lifestyle including regular exercise can truly help ward off heart disease. Try vigorous walking, dancing, cycling, rowing or whatever activity you enjoy at least three times a week for half an hour or more.

SAVE A LIFE

by knowing the signals that indicate a heart attack. Get the list at americanheart.org.




EXPERTS
SAY...

Research shows that taking a multivitamin may lower the risk for heart attack. Because the heart and cardiovascular system depend on so many different vitamins and minerals, it's a good idea to cover your bases.

The American Society for Nutritional Sciences J. Nutr. 133:2650-2654, August 2003

DELIVER YOURSELF FROM STRESS

Small pleasures can often provide large results. Practice yoga, take a nap, a dip or a stroll, maintain a positive outlook, play with your pet, get a massage, laugh! These and other “heart warming” activities may reduce your risk for heart disease.

EAT SMART

Scientific research shows that foods high in omega-3 fatty acids, antioxidants and fiber are your best choices for heart health. Fruits and vegetables should fill more than half of your plate at every meal, with a variety of colors throughout the day.

Certain herbs, spices and teas are good choices, too, along with moderate amounts of nuts and dark chocolate.

BRUSH & FLOSS

Studies show that people with periodontal disease are at an increased risk for coronary artery disease. Preliminary evidence suggests that bacterial infections in the mouth are linked to higher levels of inflammation in the body.

WATCH YOUR WAISTLINE

Studies show that fat around the belly (abdominal fat) may be more of an indicator of heart disease risk than weight or BMI (body mass index).

AVOID A FEW THINGS

Hydrogenated fats—found in many highly processed and fast foods—are perhaps the worst ingredient for heart health. Other bad guys are smoking and excessive alcohol. Also avoid overeating, which may raise triglyceride levels.





OUR SUPPLEMENTS QUALITY STANDARDS

- We carefully evaluate each and every product we sell.
- We feature products that are free of artificial colors, flavors, sweeteners and hydrogenated oils.
- We are committed to offering research-driven dietary supplements that have a proven track record.
- We provide nutritional products that support the health and well-being of our customers and the environment.
- We are committed to ensuring that the products we sell are labeled legally based upon DSHEA (Dietary Supplement Health & Education Act of 1994), FTC Truth in Labeling laws and all associated FDA regulations.
- The highest priority of our knowledgeable and extensively trained team members is to help you make educated, informed decisions when selecting a nutritional supplement product.

CURIOS? CONFUSED?

Ask a question and you will discover that our Whole Body™ Team Members are thoroughly trained and well educated about the products we offer. They are there to help you and are pleased to guide you in making the most informed decisions for your needs. They're not doctors, though, so always check in with your healthcare practitioner.

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