

Oat Fiber

holds the key to a Healthier Heart

The heart is the most valuable, yet overworked organ because it continuously pumps oxygen and nutrient-dense blood throughout the entire body in order to sustain life. In order to prevent heart disease, even small dietary changes can make a big difference, resulting in good heart health.

Major health organizations recognize the cardiovascular benefits of high fiber intake. According to the Journal of the American Dietetic Association, a diet high in soluble fiber beta-glucan from oats is associated with lower risks of heart disease and type-2 diabetes in teenagers. This suggests the importance of fiber supplementation at a young age.

The American Heart Association (AHA) dietary guidelines assert that a high-fiber diet is the foundation for good cardiovascular health. These guidelines recommend including 20-30g of dietary fiber and at least 3-10g of soluble fiber in a daily meal. Higher soluble fiber intake of 10-25g/day is recommended for additional reduction in LDL-cholesterol. Research shows that, on average, an increase in soluble fiber intake of 5-10g/day is accompanied by a 5% reduction in LDL-cholesterol.

Oat bran if consumed on a regular basis is beneficial to the heart because it contains beta-glucan, a soluble fiber that helps dispel cholesterol from our digestive system. The European Food Safety Authority (EFSA), which evaluates the scientific evidence behind claims on foods, concluded that a cause and effect relationship has been established between the consumption of oat beta-glucan and lowering of blood LDL-cholesterol. The Panel also considers that,

in order to bear the cholesterol-lowering claim, foods should provide at least 3g of oat beta-glucan per day.

Eating commercial oat-enriched breakfast cereal once daily, such as porridge oats or instant oatmeal is an easy adjustment to make to your diet. However, in order to achieve the optimum cholesterol-lowering benefits of oats, you must eat the equivalent of 3 bowls (70g) of oats each day. That is a lot of soluble fiber to consume daily and at the same time it also comes with a cost of added (hidden) sugar.

Simple, Drug-free and Safe Way to Reduce Cholesterol with Oat BG22™

While most oatmeal is made from full oat grain and is widely used in the reduction of LDL-cholesterol, **Oat BG22™** is more effective and has far more advantages when compared to the common oatmeal. With **Oat BG22™**, all you need is 14g (2 scoops) to get the full daily requirement of 3g beta-glucan.

Oat BG22™ is oat bran powder which comes from the outer layer of the oat grain. This layer contains the highest

concentration of oat soluble fiber beta-glucan, particularly beneficial in lowering LDL-cholesterol. **Oat BG22™** is easily soluble in water, easily digested and absorbed by the body as it contains higher concentration of soluble fiber beta-glucan in a fine powder form.

Oat BG22™ contains 22% beta-glucan which is 5 to 10 times more than that of regular oatmeal. This premium oat bran powder imported from Sweden, is produced with high molecular weight which ensures a higher efficacy in lowering LDL-cholesterol. Its high concentration and solubility allows the formation of a thick viscous gel in the intestines. Studies have shown that high viscosity produced by beta-glucan in the intestines is important in the cholesterol-lowering effect and positive glycemic response.

Beta-glucan in oat bran powder has received worldwide approval for its effectiveness in lowering cholesterol and regulating blood glucose levels. The MOH Malaysia has recognized beta-glucan's significant role in lowering blood cholesterol and also to lower the rise of blood glucose provided it is not consumed with other food. In 1997, the US FDA (US Food & Drug Administration) approved the health claim "beta-glucan from oat bran may reduce the risk of heart disease if it is part of a low fat diet".

In addition to the cholesterol-lowering effect of beta-glucan, **Oat BG22™** also contains magnesium and iron, is high in protein and can help regulate blood glucose levels which aid in lowering diabetes risks. It is also made up of 100% oat bran without added sugar, artificial additives or preservatives.

