

Using cooking oil is an easy way to incorporate plant sterols into your diet. In fact, according to a recent survey, 81 percent of respondents say they use cooking oil at least once a week.¹⁴ But not all cooking oils are equal. Corn oil contains the highest amount of naturally occurring plant sterols per serving compared to any other cooking oil. Corn oil contains four times as many plant sterols as olive oil and 40 percent more than canola oil. Switching to corn oil whenever you use cooking oil is a great way to add plant sterols to your diet.

COOKING OIL COMPARISON¹⁵

	CORN	OLIVE	CANOLA
Serving Size	1 Tbsp (14 g)	1 Tbsp (14 g)	1 Tbsp (14 g)
Calories	120	119	124
Total Fat (g)	14	14	14
Saturated Fat (g)	2	2	1
Trans Fat (g)	NR	NR	NR
Polyunsat. Fat (g)	7	1	4
Monounsat. Fat (g)	4	10	9
Cholesterol (mg)	0	0	0
Phytosterols (mg)	132	30	94
Sodium (mg)	0	0	0
Total CHO (g)	0	0	0
Protein (g)	0	0	0

MAZOLA SETS A HEALTHIER TABLE

Mazola and WomenHeart: The National Coalition for Women with Heart Disease have partnered to create the “Set a Healthier Table” program encouraging Americans to take a pledge to set a healthier table as a way to manage their family’s cholesterol.

For every pledge made to set a healthier table, **Mazola is donating \$1** (up to \$50,000) to WomenHeart to encourage women to be screened for cholesterol and help fund heart disease education and patient advocacy programs.

Visit SetaHealthierTable.com to pledge to set a healthier table and join the movement to change the statistics – together.

ABOUT WOMENHEART: The National Coalition for Women with Heart Disease

WomenHeart: The National Coalition for Women with Heart Disease is the nation’s only patient centered organization serving the 42 million American women living with or at risk for heart disease – the leading cause of death in women. WomenHeart is solely devoted to advancing women’s heart health through advocacy, community education, and the nation’s only patient support network for women living with heart disease. WomenHeart is both a coalition and a community of thousands of members nationwide, including women heart patients and their families, physicians, and health advocates, all committed to helping women live longer, healthier lives. To receive a free on line heart health action kit or to donate visit www.womenheart.org/kit.



CHOLESTEROL AND HEART HEALTHY COOKING

Tips to Set a Healthier Table for your family



- Bruckert and Rosenbaum 2011 - <http://www.prefer.pitt.edu/Lowering%20LDL-cholesterol%20through%20diet%20potential%20role%20in%20the.pdf>
- Ling and Jones 1995 - http://www.accessdata.fda.gov/scripts/fcn/gras_notices/grn000061.pdf
- Research was conducted online using Synovate’s omnibus service, eNation. Each eNation wave conducts 1,000 U.S. consumer interviews (500 male, 500 female) that are geographically and demographically reflective of the U.S. adult population. 818 interviews were conducted among cooking oil users. Results for these 818 respondents have a confidence interval of +/- 3.4% at the 95% level. Interviewing occurred July 19-21, 2011.
- USDA National Nutrient Database for Standard Reference, Release 23 (2010)



Approximately 79 million Americans suffer from heart and blood vessel diseases.¹

High cholesterol is one of the major risk factors leading to heart disease, heart attack and stroke. And yet, according to a new survey, 43 percent of respondents say they do not worry about their cholesterol.²

One of the surest ways to improve heart health is to follow a low cholesterol diet. Begin by choosing foods rich in healthy fats like corn oil and fish and avoiding foods high in saturated fats and trans fats. Foods containing plant sterols can also have an important effect on heart health.

By making a few small changes, you can set a healthier table for you and your family.

• EAT PLANT STEROLS

Plant sterols are a group of naturally occurring micro-nutrients found in many plants, including plants used for oils, fruits, vegetables, legumes, nuts, seeds and cereal, and are proven to help lower cholesterol.^{3,4}

• CHOOSE THE RIGHT FATS

Knowing which fats raise cholesterol and which ones don't is the first step in lowering your risk of heart disease. Polyunsaturated and monounsaturated fats are the two unsaturated fats found in fish, nuts, seeds and oils from plants like corn oil. These fats may help lower your cholesterol level.⁵ Decreasing intake of saturated and trans fats by eating lean meats, skim milk and low-fat dairy products can also play an important role in cholesterol management.

• ADD MORE FIBER

Fruits and vegetables, including whole grains, are good sources of heart-healthy antioxidants and cholesterol-lowering dietary fiber. Soluble fiber, in particular, has been associated with decreased risk of cardiovascular disease.⁶

• GO FISH

Fish is packed with omega-3 fatty acids, which have a profound effect on heart health.⁷

• GET MOVING

Regular physical activity can help control your blood pressure, manage weight and strengthen your heart. These benefits come even with moderate exercise, such as brisk walking when done regularly for a total of 30 minutes or longer at least five days a week.⁸

WHAT ARE PLANT STEROLS?

- Plant sterols, also known as phytosterols, are plant-based micro-nutrients naturally present in fruits, vegetables, nuts, seeds, cereals, legumes and vegetable oils.⁹
- Clinical studies indicate that, when consumed as part of a diet low in saturated fat and cholesterol, plant sterols can help reduce the absorption of cholesterol in the gut, which, in turn, can lower LDL blood cholesterol.¹⁰
- Both plant sterols naturally present in corn oil and plant sterols added to corn oil significantly help reduce cholesterol absorption.¹¹

HOW DO PLANT STEROLS WORK?

- Plant sterols are chemically similar to cholesterol and, due to this nearly identical structure, plant sterols compete with cholesterol for absorption by the gut.¹²

HOW MUCH PLANT STEROLS DO YOU NEED?

- To get the maximum cholesterol-lowering benefits, experts recommend consuming between 1,500 – 3,000 mg of plant sterols per day. Most Americans get approximately 250 mg of plant sterols per day from the foods they consume.¹³

1. American Heart Association - http://www.heart.org/idc/groups/heart-public/@wcm/@hcm/documents/downloadable/ucm_300313.pdf

2. Research was conducted online using Synovate's omnibus service, eNation. Each eNation wave conducts 1,000 U.S. consumer interviews (500 male, 500 female) that are geographically and demographically reflective of the U.S. adult population. 818 interviews were conducted among cooking oil users. Results for these 818 respondents have a confidence interval of +/- 3.4% at the 95% level. Interviewing occurred July 19-21, 2011.

3. <http://www.mayoclinic.com/health/cholesterol/CL00002>

4. USDA and USDHHS 2010

5. American Heart Association - http://www.heart.org/HEARTORG/Conditions/Cholesterol/PreventionTreatmentofHighCholesterol/Know-Your-Fats_UCM_305628_Article.jsp

6. American Heart Association - http://www.heart.org/HEARTORG/GettingHealthy/NutritionCenter/HealthyDietGoals/Whole-Grains-and-Fiber_UCM_303249_Article.jsp

7. American Heart Association - http://www.heart.org/HEARTORG/GettingHealthy/NutritionCenter/HealthyDietGoals/Fish-and-Omega-3-Fatty-Acids_UCM_303248_Article.jsp

8. American Heart Association - http://www.heart.org/HEARTORG/Conditions/HighBloodPressure/PreventionTreatmentofHighBlood-Pressure/Physical-Activity-and-Blood-Pressure_UCM_301882_Article.jsp

9. USDA and USDHHS 2010

10. FDA 2000, 2010; Wu et al. 2009; Demonty et al. 2008, Ellegard et al. 2008; Mensink et al. 2010 - <http://www.fda.gov/Food/Guidance-ComplianceRegulatoryInformation/GuidanceDocuments/FoodLabelingNutrition/FoodLabelingGuide/ucm064919.htm>

11. Ostlund et al. 2002 - <http://www.ajcn.org/content/75/6/1000.full.pdf>