

HEART-HEALTHY EATING

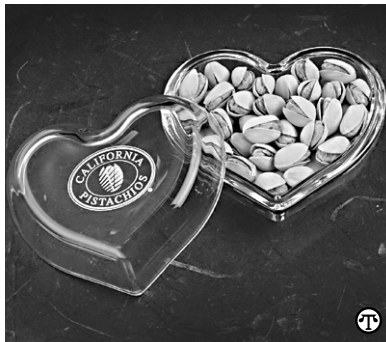
Be Good To Your Heart: Pistachios And Heart Disease Prevention

(NAPSA)—Great news for pistachio lovers: Now you can enjoy California pistachios as part of a heart-healthy diet. The U.S. Food and Drug Administration (FDA) recently approved a qualified health claim for nuts and heart disease prevention for immediate use on food labels.

The claim states, “Scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts, such as pistachios, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.”

“This is fabulous news for pistachio fans,” said Karen Reinecke, President of the California Pistachio Commission. “We’ve always known pistachios are a terrific snack as part of a balanced diet. Now, enjoying a handful of pistachios is also considered a smart choice in practicing overall good heart health.”

California pistachios contain predominantly monounsaturated fat, shown to lower both total and LDL “bad” cholesterol levels and heart disease risk. A handful or one-ounce serving of pistachios—that equates to 49 kernels according to the USDA—contains 13 grams of total fat with only 1.5 grams being saturated. And, pistachios are naturally cholesterol free.



In support of the new health claim, the California Pistachio Commission is promoting a new awareness campaign, “Be Good To Your Heart—Living & Snacking the Heart-Healthy Way” to help Americans focus on achieving a healthy diet and active lifestyle to enjoy a long life.

“We know good nutrition and daily physical activity continue to play an important role in being good to your heart. Pistachios easily fit into the busy lifestyles of Americans, making being good to your heart even easier,” added Reinecke.

The California Pistachio Commission’s consumer awareness campaign also highlights an important initiative that promotes heart health and prevention of heart disease among women: the National Heart, Lung, and Blood

Institute’s (NHLBI) “The Heart Truth.” At the center of “The Heart Truth” is its Red Dress Project that launched the Red Dress Pin as the national symbol for women and heart disease awareness. The red dress symbolizes the fact that heart disease doesn’t care what you wear, it’s the number one killer of women. For more information and to order the red dress pin, visit www.nhlbi.nih.gov/health/hearttruth, or write to NHLBI Information Center, P. O. Box 30105, Bethesda, MD, 20824-0105.

“Heart disease is America’s number one killer of both men and women,” according to Susan K. Bennett, M.D., a leading cardiologist specializing in women’s heart disease and Clinical Director of the Women’s Heart Program at George Washington University Hospital. “Unfortunately, only about a third of females know that this devastating disease is *the* leading cause of death for women in the United States.”

Consumers interested in receiving a free “Be Good To Your Heart” brochure from the California Pistachio Commission featuring useful tips on heart-healthy eating and living can write to P.O. Box 14026, Pinedale, CA, 93650-4026, or visit www.pistachios.org.