

Plant Sterols Sweep the Heart-Health Competition

Did you know that 106 million Americans have high cholesterol?

That number amounts to an astounding statistic: nearly 50% of adults are at risk for heart disease, which remains the #1 cause of death in the U.S. High cholesterol is so prevalent that 25 million people worldwide spend \$27 billion every year on cholesterol-lowering prescription drugs.

“Consumers looking for foods that can help in cholesterol reduction can now turn to items containing plant sterols, which offer a more natural way to reduce cholesterol,” says Sarah Gammon, Director of Innovation at Daymon. When added to food products, plant sterols can block the absorption of cholesterol in the small intestine, effectively reducing “bad” cholesterol by 6-15%, without affecting good cholesterol. Plant sterols are already wildly popular: Promise Activ Supershots, fruit and yogurt drinks fortified with the ingredient, have already achieved nearly \$27 million in sales since the product’s launch last June. Clearly, consumers want and, moreover, need heart-healthy products.

“The opportunity isn’t restricted to yogurt alone: Plant sterols can be added to many foods consumers buy every week, such as bread, cereal, and orange juice — even treats like ice cream and cookies,” adds Gammon. “The Innovation Team is working with an ingredient company who is eager to help retailer and supplier partners add plant sterols to nearly any Private Label product.”

Talk to your retailers about developing heart-healthy products with this innovative ingredient. Together you can help consumers live longer, healthier lives ... and they will thank you from the bottom of their healthier hearts.

For more information about plant sterols, contact Sarah Gammon at (203)352-7558 or sgammon@daymon.com.

